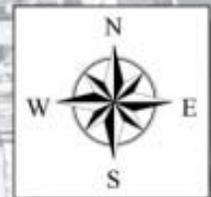


CITY OF PORT HURON COMPREHENSIVE MASTER PLAN Appendices



DECEMBER 2002



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APPENDIX 1: COMPREHENSIVE PLAN PURPOSE, PROCESS AND PUBLIC INVOLVEMENT

DESCRIPTION AND PURPOSE OF COMPREHENSIVE MASTER PLAN

Generally, the Comprehensive Master Plan is a guide for the future that recommends how the city should develop in order to meet community goals. A sound Comprehensive Master Plan helps ensure a logical development pattern that will result in a highly desirable community in which to live, work, and play. A plan allows residents, business owners and developers to make investments with a reasonable expectation of what will happen in the future. In essence, the plan represents a balance between the sometimes competing interests of the environment, individual landowners and the community overall.

The plan directs the intensity and arrangement of various types of land uses and promotes a design that complements the character of the city. The plan will strive to provide a complementary mix of land uses within traditional neighborhoods to create a sustainable, livable community.

The goals and future land use plan of the Comprehensive Master Plan will assist city leaders in decisions, that which consider the long-term implications for the community. These community-wide implications may not be immediately apparent to the individual property owner or citizen, but the impacts of each decision are



linked and become visible over time. The Comprehensive Master Plan can be viewed as a community blueprint for the future; a mechanism to help ensure each decision fits as part of the whole.

Among the many reasons for the Comprehensive Master Plan are the following:

- Present a future land use map that illustrates how the city should redevelop over time.
- Provide a legal basis for zoning and other regulations for the type, intensity and timing of development.
- Ensure that as development occurs, the desired character of the community and various neighborhoods are not disrupted.
- Outline specific strategies to address situations where one land use is not compatible with an adjacent land use.
- Recommend improvements to intersections and roadway sections needing attention due to rapidly increasing traffic volumes or other reasons.
- Provide a sustainable community and a land use pattern which translates into a diversified tax base to support the desired facilities and services.
- Provide recommendations for improvements and redevelopment within downtown.
- Provide specific recommendations for economic development.
- Coordinate land use recommendations with anticipated land use changes and infrastructure improvements within the county.

Legal Basis for Plan

The Port Huron Comprehensive Master Plan is prepared under the authority of the Municipal Planning Act (Act 285 of 1931, as amended) which authorizes the Planning Commission to prepare a Comprehensive Master Plan. The purpose of this plan is set forth in *Section 7* of the act as follows:

The plan shall be made with the general purpose of guiding and accomplishing a coordinated, adjusted, and harmonious development of the municipality and its environs which will, in accordance with present and future needs, best promote health, safety, morals, order,



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convenience, prosperity, and general welfare, as well as efficiency and economy in the process of development; including, among other things, adequate provision for traffic, the promotion of safety from fire and other dangers, adequate provision for light and air, the promotion of the healthful and convenient distribution of population, the promotion of good civic design and arrangement, wise and efficient expenditure of public funds, and the adequate provision of public utilities and other public requirements.

The Planning Commission has the role to prepare the plan and to hold public meetings and hearings to assure full opportunity for citizen participation in the preparation of the plan. Once fully drafted, this plan will be revised based upon comments received at public meetings, and then adopted by resolution of the Planning Commission. City Council will offer its approval through a resolution of support.

Comparison of Comprehensive Plan to Zoning

The Comprehensive Master Plan provides general direction on the future of the city. Some of the Comprehensive Master Plan recommendations will be implemented through amendments to the zoning ordinance text and map. The Comprehensive Master Plan itself does not change the zoning ordinance or zoning of any property. Some of the differences between the Comprehensive Master Plan and the zoning ordinance are listed below:

COMPREHENSIVE PLAN	ZONING ORDINANCE
Provides general policies a guide	Provide specific regulations, the law
Describes what should happen in the future over the next five-20 years, not necessarily the recommended land use for today	Describes what is and what is not allowed today, based on existing conditions
Adopted under the Municipal Planning Act, Public Act 285 of 1931, as amended	Adopted under the City and Village Zoning Act, Public Act 207 of 1921, as amended
Includes recommendations that involve other agencies and groups	Deals only with development related issues under City control
Flexible to respond to changing conditions	Fairly rigid, requires formal amendment to change
Adopted by the Planning Commission	Adopted by the City Council



COMPREHENSIVE PLAN PROCESS

The Comprehensive Master Plan represents a 16-month effort by the Planning Commission, city officials, residents, community organizations, and representatives of the business community. Development of the plan involved collection and analysis of data on land use, environmental, transportation, infrastructure, and socioeconomic conditions. The recommendations of the plan are based upon this information and input from the public. The process is more specifically described as follows:

Overall Planning Process

Existing Conditions Report. The first step in the planning process was to obtain a description of the area's physical and social features. The current conditions of the city provide an understanding of the city's strengths and weaknesses and serve as a basis for future recommendations.

Public Participation. Public participation was conducted by inviting the general public to a series of evening workshops designed to identify issues, rank the importance of the planning-related issues, and suggest actions to address each of the issues.

Analysis and Recommendations. Based on the data collected from the existing conditions report, public participation results and the experience of staff and consultants, information was then analyzed and recommendations were made for the future of the city. This information was presented to the city for review and comment.



Plan Completion and Adoption. Once consensus was reached amongst city officials, a public hearing was held to present the recommendations of the plan and to solicit public input prior to adoption. Based on public comments, the plan was revised and the document adopted by the Planning Commission.

Public Participation

Extensive effort was made by the city to involve the citizens of the community and other interested parties by conducting public forums, meetings with the city Planning Commission and city officials and public hearings to solicit input. The public forums were conducted between November 2001 and May 2002 in a variety of different neighborhoods throughout the city.

The public forums had two goals, the first was to use public participation as an opportunity to orient participants to the Comprehensive Master Plan process. This was accomplished by explaining the planning process, the purpose of a Comprehensive Master Plan and the schedule for the plan preparation. The second goal was to allow participants the opportunity to discuss issues that should be addressed in the plan and to describe their vision of Port Huron's future.

Participants were led through a series of exercises to ensure involvement by all attendees. First, participants were asked what they like about the community. Participants were then asked to describe what they would like Port Huron to be like in 20 years. Time was then spent generating strategies which would help accomplish this vision or resolve issues. The overall results of this visioning session are summarized below:

- It was extremely important for all participants that the planning process be used to develop a unified identity for the community that reflects the wealth of assets that it offers.

- Port Huron residents are proud of the abundant resources it has to offer, including parks, recreation, history, culture and entertainment, and these should be protected and promoted.



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- Recommendations and strategies in the plan should all work toward protecting and enhancing the neighborhoods and maintain Port Huron as a ‘livable’ city.
- Economic development efforts should diversify the employment base in the city to compete with, not only regional markets, but statewide and national markets.
- Strategies are needed to improve the economic and social viability of the downtown and create a desirable concentration of activity and destinations.
- Transportation recommendations should seek to improve the safety of roads, reduce traffic speeds and volumes and promote multi-modal accessibility throughout the entire city.
- Public service improvements are needed to increase the quality of life for residents and business owners.



APPENDIX 2: POPULATION AND HOUSING CHARACTERISTICS

INTRODUCTION

This section examines demographic and socio-economic information for the city of Port Huron. This includes information about the city's population, housing and economic characteristics. Current characteristics of the city are the result of a long community history that begins with the first settlement followed by multiple cycles of out-migration and in-migration. This section looks at past trends that have influenced some of these current characteristics. Where possible, it also includes projections of how the city's population, housing and labor force might change in the future.



The data and information included in this report are essential for the preparation of the Comprehensive Master Plan. They will assist in determining, among other things, how much change in population and how much housing growth the city can expect and for planning transportation improvements, capital investments, etc. This will allow the city to determine where and how such growth should be accommodated. Information on employment characteristics will help determine the types of industries currently providing jobs in Port Huron, skills possessed by residents, and possible changes to economic opportunities in the future.



POPULATION

Population Trends

Table 2-1 illustrates changes in population for St. Clair county and the city of Port Huron between 1970 and 2000. The city’s population has been slowly declining over the past 20 years, with a 40% decline in the past ten years. This trend is typical for many city centers in Michigan and is due, in part, to the popularity of out-migration to abutting townships for larger lot sizes, lower taxes and a quieter lifestyle. Other factors that may be partially attributed to the population’s slight decline include the reduction in household size and the conversion of residential land uses to non-residential uses. The county has benefited from this growth trend experiencing an overall population increase of 12.8% between 1990 and 2000. According to the St. Clair County Comprehensive Plan, 88% of the county’s growth since 1960 has been in the townships, while 12% has been in existing cities or villages. This trend is projected to continue.

Table 2-1: Population Trends				
Community	1980	1990	2000	90-00 Change
City of Port Huron	33,981	33,694	32,338	-4.0%
St. Clair County	138,802	145,607	164,235	12.8%
<i>Source: 1980-2000 US Census Bureau</i>				

Population Projections

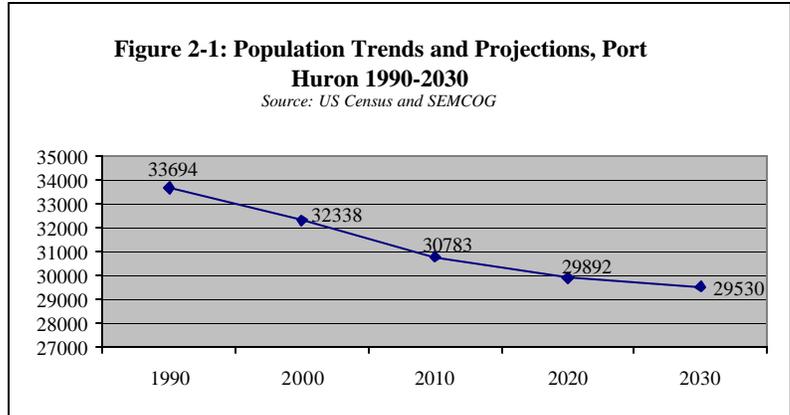
Contrary to past trends, living in a downtown, city center environment is becoming increasingly popular in many areas of the country. This movement is a result of various factors, including a renewed desire to be part of a traditional, unified community where residents are offered the convenience of services within walking distance or within a short drive.

The aging of our society, especially the baby boomers, will be another factor that contributes to the attractiveness of city-living to some individuals and couples. The close proximity of health care services, public transportation, recreational facilities, shopping and other necessities combine to make downtown more ‘user-friendly’ than other residential options.



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The city of Port Huron has already begun to experience the benefits of these trends through in-fill housing development, redevelopment for housing and the development of large neighborhoods such as the new condominiums along the St. Clair River. Therefore, although SEMCOG is projecting a continued decline in Port Huron’s population (as shown in *Table 2-2 and Figure 2-1*), it is possible that the city will experience an increase in population.



Population figures for surrounding townships indicate there is still a demand for suburban living and, as land continues to be available for residential development, the population in these areas will also continue to grow. This is reflected in SEMCOG’s projection of an additional 23.8% growth for St. Clair County to the year 2030. Because Port Huron is the central city for St. Clair County, strategies can be presented on how the city can capitalize on growth in the county.

Table 2-2: Population Projections					
Community	2000	2010	2020	2030	00-30 Change
City of Port Huron	32,338	30,783	29,892	29,530	-8.7%
St. Clair County	164,235	176,137	191,436	203,255	23.8%

Source: SEMCOG

Table 2-3 on the following page compares Port Huron’s population changes between 1990 and 2000 with population change experienced by other ‘comparable’ communities. The communities were chosen because they are located in southern Michigan and are of similar size. This comparison is to demonstrate that the cities are experiencing different growth rates, rather than being an analysis of why they differ. A slight decline is seen in communities with a built-out urban character and is bordered by developed communities. Those communities that show an increase are communities that adjoin less developed communities and have available land.



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Table 2-3: Population Change – Port Huron & Comparable Communities			
Community	1990	2000	% Change
Port Huron	33,694	32,338	-4.0%
Bay City	38,936	36,817	-5.4%
Holland	30,745	35,048	14.0%
Midland	38,053	41,685	9.5%
Muskegon	40,283	40,105	-0.4%
<i>Source: 1990 & 2000 Census Bureau</i>			

Age Characteristics

Age characteristics of the city’s residents assist in indicating economic, transportation, recreational, education and other community needs. As expected in the previous city Comprehensive Master Plan, the median age has increased from 28.2 years in 1980, to 32.8 years in 1990 and 34 years in 2000. The information is especially useful when the age groups are broken into three main categories: school age, labor force and seniors. As indicated in *Table 2-4*, the largest population segment is comprised of those that are in the labor force between the ages of 20 and 64. Within this group, the majority falls between the ages of 25 and 54.

Table 2-4: City of Port Huron Age Characteristics			
Age Cohort	1990 Percentage	2000 Percentage	Age Group
Age 0 to 9	17%	15%	<i>School Age</i> 1990-32% 2000-30%
Age 10 to 19	15%	15%	
Age 20 to 24	8%	7%	<i>Labor Force</i> 1990-51% 2000-53%
Age 25 to 34	18%	15%	
Age 35 to 44	13%	15%	
Age 45 to 54	8%	12%	
Age 55 to 59	4%	4%	
Age 60 to 64	4%	3%	
Age 65 to 74	7%	7%	<i>Seniors</i> 1990-18% 2000-17%
Age 75 to 84	5%	5%	
Age 85 and older	2%	2%	
<i>Source: 2000 US Census Bureau</i>			



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Ethnic Composition

The city has a small minority population, with Blacks/African Americans and Hispanic people being the most dominant minority segments. Although less diverse than other comparable Michigan cities, Port Huron’s ethnic composition is more diverse than the county overall.

Table 2-5: City of Port Huron Ethnic Composition				
	city of Port Huron		St. Clair county	
	1990	2000	1990	2000
White	90.1%	86.7%	96.4%	95.0%
Black/African American	6.8%	7.7%	2.0%	2.1%
American Indian	0.8%	0.9%	0.5%	0.5%
Asian or Pacific Islander	0.6%	0.6%	0.3%	0.4%
Other	1.7%	4.1%	0.8%	2.0%
of Hispanic Origin	3.5%	4.3%	1.8%	2.2%

Source: 1990 & 2000 US Census Bureau

ECONOMICS

Educational Attainment

The educational attainment for Port Huron residents 25 years and older in 2000 was comparable to county and state figures, with a large majority of city residents obtaining a high school diploma. Eighteen point six percent (18.6%) of Port Huron’s residents 25 years and older have a college degree.

Table 2-6: City of Port Huron Educational Attainment of Residents 25 years or Older						
	Port Huron		St. Clair County		Michigan	
	1990	2000	1990	2000	1990	2000
Not a High School Graduate	28.8%	23.2%	25.2%	17.1%	23.2%	15.8%
High School Graduate	33.1%	35.8%	37.1%	37.2%	32.3%	31.3%
Some College, No Degree	19.8%	22.5%	20.1%	25.3%	20.4%	23.3%
Associate Degree	7.6%	7.3%	7.0%	7.8%	6.7%	7.0%
Bachelor’s Degree	6.5%	7.0%	6.6%	8.0%	10.9%	13.7%
Graduate/Professional Degree	4.1%	4.3%	4.1%	4.6%	6.4%	8.1%

Source: 1990 & 2000 US Census Bureau

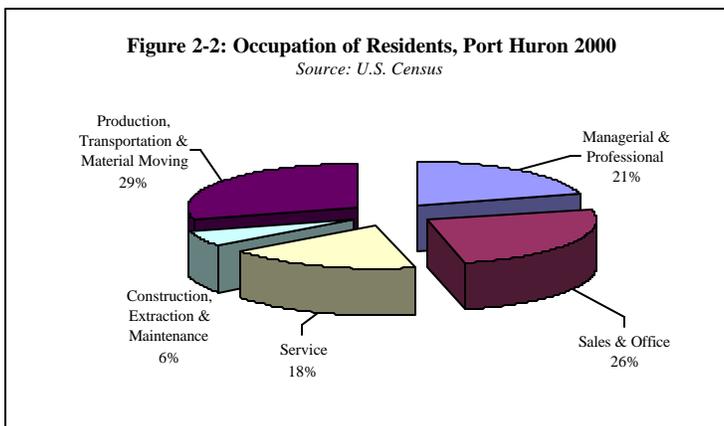


The overall education level of city residents increased between 1990 and 2000. For example, the proportion of the city's residents that did not have a high school diploma dropped from 29% in 1990 to 23% in 2000. Conversely, the proportion of the city's residents that had at least some college education increased from 38% in 1990 to 42% in 2000.

Employment Characteristics

There are two important factors to consider when evaluating the employment characteristics of the city. To begin with, it is important to review the employment by industry which identifies the types of jobs available in the city.

Second, it is useful to know the occupation breakdown of the population in order to establish the experience and employment specialization of city residents. *Figure 2-2* illustrates the occupations of Port Huron's residents, while *Table 2-7* on the following page illustrates the types of jobs available in Port Huron, many of which are held by people who are not residents of the city.



The occupational breakdown for the city provides insight into the skills, expertise and training of the city's residents. The highest-ranking categories are production, transportation and material moving (27%) and sales and office (25%). This indicates that the city has a balance of both skilled laborers and professionals.

Table 2-7 provides an overview of the type of employment that is available in the city. In 2000, there were a total of 14,518 jobs in the city of Port Huron reported to the US Census Bureau, an increase of 9.3% since 1990. While manufacturing jobs have historically been the employment base in Port Huron, the leading job class in 2000 was "services," with 37.4%. This typifies the nationwide trend over the last twenty years as the United States evolves into a more service-oriented economy.



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Table 2-7: city of Port Huron Employment by Industrial Class			
Industrial Class	1990	2000	90-00 % Change
Agriculture/Natural Resources	100 (0.9%)	9 (0.1%)	-91.0%
Construction	621 (4.7%)	710 (4.9%)	12.9%
Manufacturing	3,371 (25.4%)	3,960 (27.3%)	17.5%
Telecommunication, Utilities	1,073 (8.1%)	1,147 (7.9%)	6.9%
Wholesale Trade	326 (2.5%)	198 (1.4%)	-39.3%
Retail Trade	2,669 (20.1%)	2,071 (14.3%)	-22.4%
Financial, Real Estate	643 (4.8%)	475 (3.3%)	-26.1%
Services	3,967 (29.9%)	5,444 (37.4%)	37.2%
Public Administration	511 (3.8%)	504 (3.5%)	-1.4%
Total Jobs	13,281	14,518	9.3%
<i>Source: 1990 & 2000 US Census Bureau</i>			

The St. Clair County Comprehensive Plan reports that over 32% of the county’s labor force travels to jobs outside the county. Most of these commuters travel to jobs in Macomb, Oakland and Wayne counties. Port Huron, however, maintains strong ties to employment in the county with 89% of its labor force (workers 16 years and older) working in St. Clair county, as reported by the 2000 U. S. Census. This is further supported by travel time to work data that indicates in 2000 80% of the labor force travel far less than 30 minutes.

Port Huron’s economy is affected, in part, by its function as a major gateway between the United States and Canada. The Blue Water Bridge is the second busiest international crossing between the U.S. and Canada behind only the Ambassador Bridge between Detroit, Michigan and Windsor, Ontario. Over 14,000 vehicles per day cross the bridge, including as many as 5,700 trucks. Commercial traffic carries over \$150 million in goods across the bridge each day, or over \$54 billion dollars a year (1997 figures from Ontario Ministry of Transportation, “Southwestern Ontario Frontier International Gateway Study” 1998). These figures exemplify the importance of the Blue Water Bridge to the national and local economy.



Income

Based on the data provided in *Table 2-8*, the area experienced a 45.6% increase in median household income between 1990 and 2000, similar to the county's increase. In relative terms, Port Huron households earned approximately 70% of the average household income for St. Clair county in 1990. In 2000, Port Huron households earned only 67% of the county average household income.

Table 2-8: city of Port Huron Median Household Income			
	1990	2000	90-00 % Change
City of Port Huron	\$21,522	\$31,327	45.6%
St. Clair County	\$30,692	\$46,313	50.9%

Source: 1990 & 2000 US Census Bureau



HOUSING

Household Trends and Projections

Population change is only one of the factors that affect whether development will occur in a community and how much will occur. Household size is also considered. Referring to *Table 2-9*, the average household size in Port Huron has generally declined in the past ten years. This has resulted in an increased number of households, relative to the size of the population. In the future, the number of households is projected to increase, in part because of continued reductions in household size. Port Huron’s success in attracting more people to live in the city would further add to the projected 75% increase in the number of households in the city.

Table 2-9: City of Port Huron Household Trends and Projections								
	1980	1990	2000	90-00 % Change	2010	2020	2030	00-30 Change
Number of Households	12,782	13,158	12,961	-1.4%	13,096	13,418	13,939	7.5%
Average HH Size		2.51	2.43	-3.2%	2.28	2.16	2.04	-16.1%
<i>Source: SEMCOG</i>								

Housing Units

As shown in *Table 2-10*, located on the following page, as of March 2000, there were 14,003 housing units in the city of Port Huron. This is a 4.5% increase from 1980 (13,394 units) and a 0.2% decrease from 1990 (14,026 units). The initial increase in housing can be attributed to new apartment complexes and new subdivisions in the city. There have also been conversions from single-family to multiple-family and a few adaptive re-use projects that have increased housing units in the city. Decline in housing is caused by demolition of dilapidated and vacant structures.

Of the 14,003 housing units in 2000, 53% were owner-occupied units. The city has a lower percentage of owner-occupied homes than the St. Clair county average, however it has a comparable percentage of vacant units. While the



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median value has more than doubled in the past decade, the city is still behind the county average by more than \$40,000.

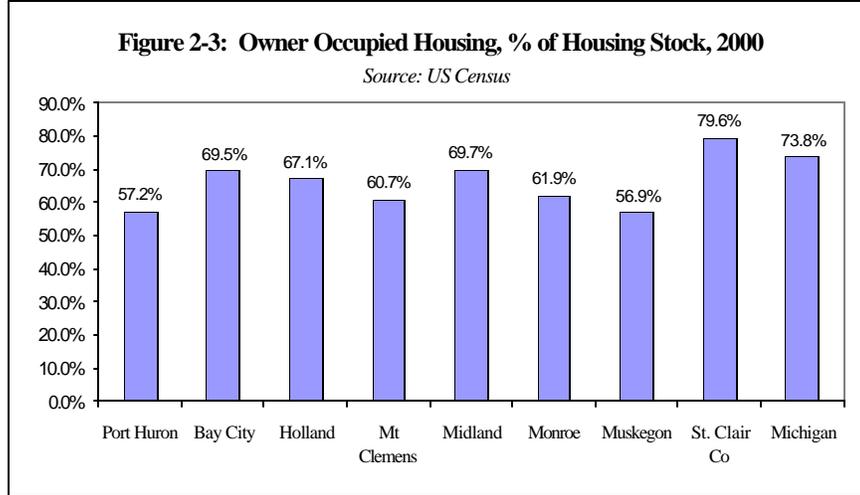


Figure 2-3 compares the housing ownership rate of Port Huron with comparable cities and with the state average. Only the city of Muskegon had a lower ownership rate than Port Huron in 2000. The lower ownership rates are attributed to the diverse mix of housing type.

	Owner Occupied		Renter Occupied		Vacant		Median Value	
	1990	2000	1990	2000	1990	2000	1990	2000
Port Huron	52%	53%	42%	39%	6%	8%	\$40,600	\$84,400
St. Clair county	69%	84%	23%	19%	8%	7%	\$59,400	\$125,200

Source: 1990 & 2000 US Census Bureau

Table 2-11 is a testament to the historical importance of the city’s neighborhoods. Of the 13,995 homes reported by the census in 2000, 36.4% were built in or before 1939. Port Huron, like many Midwest cities, had a post-World War II growth spurt in the 1950’s. The past twenty years have been the slowest periods of growth for the city. This is largely due to the decline in available land and out-migration.

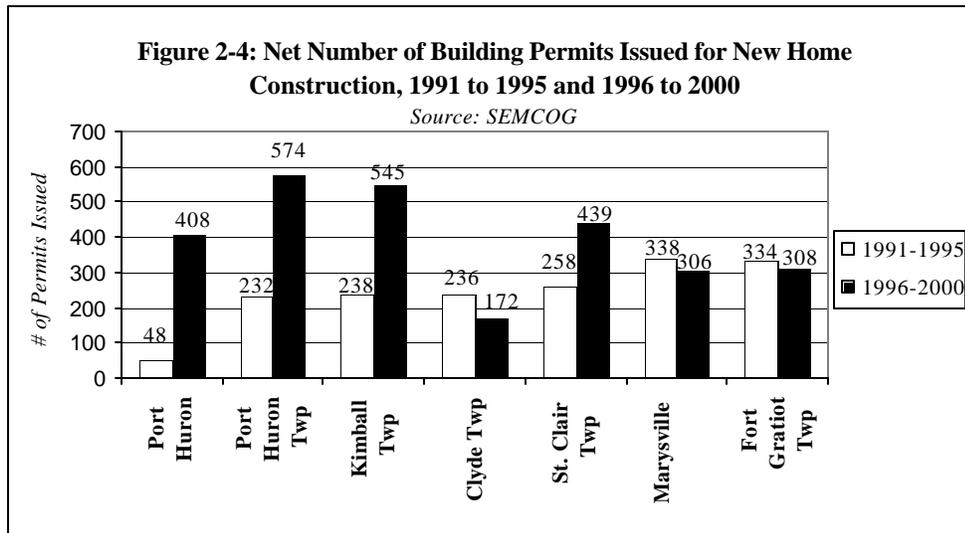


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Table 2-11: City of Port Huron Year Structure Built		
Year Cohort	Number	Percentage
1990-March 2000	1,053	7.6%
1980 - 1989	870	6.2%
1970 – 1979	1,382	9.9%
1960 – 1969	1,651	11.8%
1940 – 1959	3,940	28.2%
1939 or earlier	5,099	36.4%

Source: 2000 US Census Bureau

The Port Huron area has become desirable for residential development during the past ten years. *Figure 2-4* shows the net number of building permits issued and accounts for the number of demolition permits that were issued for residential buildings. This provides a representation of the additional housing units for each community. Port Huron had the largest difference in the number of building permits issued between the periods 1991-1995 and 1996-2000 (360).



Residential development during the past five years has been particularly active. For example, a net of 145 building permits was issued in 1998 according to the Southeast Michigan Council of Government (SEMCOG) building permit data for the city. This was more than three times as many permits as were issued for the period 1991 to 1995. Another 131 permits were issued in 2000.



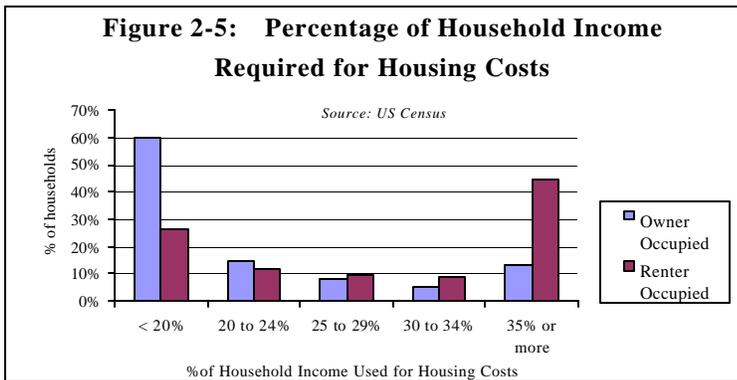
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Table 2-12: Housing Unit Type		
	city of Port Huron	St. Clair county
Single-Family (attached and detached)	66.2%	77.3%
Two-Family	10.3%	3.9%
Multiple-Family	23.0%	10.4%
Other	0.5%	8.5%
<i>Source: 2000 US Census Bureau</i>		

As shown in *Table 2-12*, the majority of Port Huron’s housing units in 2000 are single-family homes. Nonetheless, the city has a much higher percentage of two-family and multiple-family units compared to the county. This is to be expected because the city serves as the urban core of the county that lends itself to higher density development.

A general rule of thumb is that no more than 30-35% of a household’s income should be required to cover monthly housing costs. If more than 35% of household income is needed, housing affordability may be an issue. *Figure 2-5* demonstrates that households that ‘own’ their homes tend to spend a lower percentage of their household income than households that rent housing do. Forty-four percent (44%) of the renting households spend 35% or more of their income on housing costs compared to 13% of the owner households. Conversely,

60% of the owner households spend less than 20% of their household income on housing costs, compared to 26% of the renting households. Therefore, there may be a housing affordability issue for some Port Huron residents, particularly for those who rent housing.



APPENDIX 3: LAND USE

EXISTING LAND USE

Existing land use patterns and densities are a major determinant in decisions on the type, location and densities of future land uses. This section describes the existing land use pattern in Port Huron. The existing land use will influence the future land use plan for Port Huron and other planning recommendations in the new Comprehensive Master Plan.

A survey of land uses in the city of Port Huron was undertaken in August 2001. Every parcel of land was observed to identify the uses currently made of them.



The existing land use map was prepared based upon reviewing existing planning documents and updating that information with aerial photographs and on-site observations.

Development Pattern in General

Port Huron is a fairly compact city and contains a diverse range of land uses. Much of the city has been developed on a grid system of roads that contribute to a sense of place and a walkable community, particularly in the neighborhoods adjacent to downtown. Port Huron's existing land use pattern has been influenced by its location along the St. Clair River, the Black River, and Lake Huron. Port Huron provides a focal point for much of St. Clair county because of its role as the civic, service, and



entertainment hub. The city has also been influenced by its role as a major gateway between the United States and Canada.

Downtown is the heart of the city. It includes many historic two and three story buildings, and a number of newer buildings that have generally blended in with the historic character. Although downtown has experienced the loss of retail activities to the outlying townships, it has retained its role as the main financial district in the county. Downtown has also created a niche as an attractive and pedestrian-friendly area of specialty shops, restaurants, and public uses. The Port Huron Municipal Office Center, the St. Clair County Library, the St. Clair County Building, the St. Clair County Community College and the U.S. Federal Building are some of the important public buildings downtown alike.

The city's neighborhoods are the true source of pride in the community. These include numerous blocks of traditional single-family homes, new condominium units, multiple-family complexes and other variations, all of which dominate the city's land use pattern. Commercial areas outside downtown are located along major road corridors to serve travelers and nearby residents.

Industrial uses developed at scattered sites, especially along the river and rail lines that once provided the primary means of transportation of goods to markets. Some of those sites are still used as industrial, while others have been converted or are being considered for conversion to other uses.

Most of the existing land uses are considered fixed and stable, that is, change over time is not desired or likely. In some cases, however, existing land uses are not appropriate in considering factors such as compatibility with surrounding land use, capacity of infrastructure or availability of better sites for the use elsewhere in the city. Many of these uses were established years ago, and were placed in locations that made sense at that time. Through this plan decisions of the past can be corrected and the city can evolve to current conditions and needs.



Existing Land Use Inventory

The following inventory of existing land uses is intended to describe how the city appears today and indicate where land uses need to change or sites need to be improved over time to meet the goals of the Comprehensive Master Plan. The categories used are listed below:

- Single-family residential
- Multiple-family residential
- Commercial and office
- Industrial
- Institutional
- Parks and open space
- Vacant

Single-and Two-Family Residential. Single- and two-family residential uses are the most dominant in the city. Housing densities are moderately dense compared to surrounding areas, even in the newer subdivisions, due in part to the availability of public utilities. The oldest neighborhoods were generally built in the late 1800s and early 1900s on small lots with shallow setbacks placed on a grid street pattern.

The most recent single and two-family residential developments occurred since 1990, in the north and south parts of the city. A single-family subdivision, single-family condominiums, and duplex condominiums have been constructed near Krafft Road and Holland Avenue in the north-end, while a single-family subdivision is being developed in the south-end. These newer subdivisions are characterized by larger homes with large garages on large lots along curvilinear and cul-de-sac streets. Two-family residences are scattered throughout the older residential neighborhoods and consist mainly of converted larger homes. A more detailed description of neighborhood conditions is found in the neighborhood analysis chapter of this Plan.

Multiple-Family Residential. This category includes buildings that contain more than two dwelling units including converted homes, apartment buildings, town houses and senior housing. The city has six senior citizen developments, including three that are city-owned and operated. The Edison Shores condominiums are an example of multiple-family housing situated near the St. Clair River and the Blue



Water Bridge. The category also includes an apartment complex situated near Krafft Road and Holland Avenue, and the Cross Pointe condominiums on the Black River. There is also a concentration of town houses in the south part of the city.

Commercial and Office. Commercial development occurs in two concentrations. Downtown is generally bounded by the St. Clair River to the east, Glenwood Avenue to the north, Erie Street to the west, and Griswold Street to the south. It is the historic center and spans both sides of the Black River. There are three bridge connections linking the north and south parts of downtown. A wide spectrum of uses include civic buildings, banks, convenience and comparison shopping, restaurants, specialty shops, churches, offices, and other businesses.

A variety of commercial uses are found in the area of the Blue Water Bridge and Pine Grove Avenue. Uses in this area include gas stations, fast food restaurants, a duty-free store, and convenience stores. These auto-oriented commercial uses serve travelers going to and from the city and Canada.

In addition to the major commercial areas, there are a number of smaller commercial areas and individual commercial uses scattered around the city that serve nearby neighborhoods.

Industrial. Industrial uses provide important employment opportunities and tax base to support improvements to capital facilities and municipal services. Many of the industrial sites in the city have existed for many years. These include Curtis Paper Company, Mueller Brass; the E.B. Eddy Paper Company, and Acheson Colloids. A 315 acre industrial park located in the south part of the city has proven very successful in attracting a large number of businesses to Port Huron.



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Institutional. This category includes city, state and federal buildings, schools, churches and other public or quasi-public buildings. City offices, police and fire departments, the St. Clair County Library, the U.S. Post Office, the U.S. Federal Building, St. Clair County Community College, St. Clair County Administration Offices, Port Huron Chamber of Commerce and several churches are directly adjacent to or located within the downtown. These functions strengthen the focus of this district both locally and regionally and provide an important social need.



Port Huron Northern High school is located on Krafft Road at the north edge of the City, and Port Huron High School is located on 24th Street and Court Street, and Port Huron South High School is located on Electric Avenue. There are seven elementary schools in the city, as well as Holland Woods Middle School and the Jefferson Adult Learning Center.

Parks and Open Space. Parks, school playgrounds and cemeteries provide important social, recreation and greenspace needs for residents. Port Huron has over three and one half miles of publicly-owned waterfront. Waterfront parks include Lakeside and Lighthouse Parks on Lake Huron, and Thomas Edison, Blue Water Bridge, and Pine Grove Parks as well as Kiefer Walk along the St. Clair River. Finally, a cemetery in the northeast section of the city provides additional open space.



Vacant. There are some vacant parcels of land in the city, including lands at the south-end. South-end waterfront land along the St. Clair River is being cleared of industrial uses and is being considered for a major mixed use redevelopment.



Distribution of Land Uses

A useful facet of existing land use is comparing dwelling unit numbers and acreage percentages of specific uses to similar communities. By no means should comparisons dictate the community’s vision for the future and the type of environment it desires. However, comparisons can shed light on other development patterns and potential excesses and deficiencies in land use types.

Table 3-1: Existing Land Use Acreage Calculations		
Existing Land Use Category	Total Acres	Percentage of Total
Central Business District	75.3	1.8%
Commercial	307.8	7.4%
Industrial	396.8	9.6%
Institutional	557.7	13.5%
Multiple-Family Residential	300.2	7.3%
Parks and Recreation	289.7	7.0%
Single-Family Residential	1978.7	47.8%
Vacant	232.9	5.6%
Total	4139.1	100%
<i>Source: LSL Planning 2002, based on Existing Land Use Map</i>		

LAND USE GOALS AND OBJECTIVES

Goal #1 Land use activity throughout Port Huron will form a mixed use development pattern that provides a variety of uses while creating a unique character for different areas of the city.

Objectives

- a. Promote land use decisions consistent with this plan’s *Future Land Use Map* and development guidelines.
- b. Maintain the presence of residential neighborhoods consistent with *Appendix 4 Neighborhoods*.
- c. Create individual commercial nodes that serve specific market areas and niches rather than strip commercial development.



- d. Maintain pockets of neighborhood commercial development which are conveniently located to serve nearby neighborhoods.
- e. Establish different activity areas in downtown that emphasizes downtown shopping and services on the north side of the river and waterfront, and entertainment and shopping opportunities on the south side of the river with both offering new areas for housing.
- f. Promote the existing industrial development areas between 24th Street and 16th Street as the city's light industrial and center business park area.
- g. Unify the development areas of the city by overcoming perceived physical barriers created by the Black River, railroad tracks, and industrial parks.

Goal #2 Future development and redevelopment in Port Huron will create compatible land use relationships that support the city's long-term growth and stability.

Objectives

- a. Eliminate spot zoning, sporadic, and incompatible land use patterns.
- b. Phase out small pockets of declining residential surrounded by industrial or heavy commercial operations.
- c. Prevent land use expansion into residential neighborhoods by defining boundaries of regional institutional uses such as the hospital and college, and commercial and industrial centers.
- d. Limit the size and scale of local commercial business areas to maintain compatibility with surrounding residential.

Goal #3 Port Huron will continue to serve as one of St. Clair county's thriving urban cores and a center for innovative approaches to residential and business development.

Objectives

- a. Incorporate regional land uses that are not commonly offered elsewhere in the county such as colleges, hospitals, regional government main offices, business headquarters, high density and



high-rise residential and mixed-use development projects of an urban character.

- b. Support planning and zoning efforts of rural townships in the county in favor of agricultural preservation, low density development and sound planning principles.
- c. Coordinate with adjacent communities to ensure land use policies and decisions throughout the county coincide rather than compete with each other.
- d. Offer site development incentives for projects employing high quality enhancements such as exceptional landscaping, building design, and public spaces.

Goal #4 Port Huron will continue to have a strong residential land use presence and development orientation.

Objectives

- a. Identify vacant sites in predominantly residential areas such as in the southeast side of the city and promote residential development.
- b. Promote conversion of obsolete non-residential buildings to high density housing as identified on the *Future Land Use Map*.
- c. Integrate a range of housing types and densities including single-family detached, town houses, accessory dwelling units, two-family, low rise multiple-family and high rise multiple-family residential.
- d. Integrate new residential waterfront development into the aggressive revitalization efforts in downtown.
- e. Continue to allow local institutional uses such as local schools and churches to develop within neighborhoods provided they maintain a scale and intensity compatible with residential development.



FUTURE LAND USE PLAN

Influential Factors

**Factors Affecting
Land Use:**

- *Transportation*
- *Neighborhoods/ Housing*
- *Economic Development*
- *Public Facilities*
- *Parks and Natural Features*
- *Downtown Development*

The *Future Land Use Plan Map* and land use categories provide a guide for the city to accomplish its goals and objectives related to the development pattern and character of the city. In addition, like any effective Comprehensive Master Plan the Future Land Use Plan must also reflect and complement the strategies of other elements of the planning process. As a result, the city of Port Huron's Future Land Use Plan also coincides with the goals, objectives, and recommendations of other chapters in many ways

- Transportation. The land use plan reflects recommendations in the *Transportation Chapter* by ensuring future land uses are provided proper access to all modes of transportation in the city and ensuring that densities are supported by the street network.
- Neighborhoods/Housing. In order to support existing neighborhoods, residential areas are specifically defined in order to prevent encroachment of other land uses. Additional areas are designated on the land use plan to promote expansion of residential neighborhoods and to promote a greater mix of housing types.
- Economic Development. Proper land use designations were applied that support targeted redevelopment areas and changes in land use that will positively influence the strength and variety of the city's economic base.
- Public Facilities, Parks and Natural Features. Public facilities, parks, open space and natural features are accommodated in separate land use designations to create a system of public areas and to ensure they are ever-present elements.



- Downtown Development. The city’s downtown is the heart of the community and is provided its own land use designation that directly relates to the strategies of this chapter and more specific strategies found in the plan.

Future Land Use Category Summary

Table 3-2 is a summary table of the *Future land Use Plan*. This table provides brief information about the different future land use categories and the total acreage of these areas. Detailed discussion of each category is provided in the proceeding section and the exact geographic boundaries of each category is found on the *Future Land Use Map*.

Table 3-2: Future Land Use Acreage Calculations		
Future Land Use Category	Total Acres	Percentage of Total
Neighborhood Residential	1876.3	45.2%
Downtown Residential	172.1	4.2%
Urban Residential	308.1	7.4%
High-Density Residential	168.8	4.1%
Neighborhood Business	36.6	0.9%
Pine Grove Mixed Use	28.4	0.7%
Bluewater Gateway Business	84.5	2.2%
Regional Business	80.3	1.9%
Downtown	126.6	3.0%
Regional Office and Institution	132.4	3.3%
Light Industrial and Research	290.3	3.5%
General Industrial	143.8	7.0%
Local Institutional	418.2	10.1%
Parks, Recreation, and Open Space	272.7	6.5%
Total:	4139.1	100%
<i>Source: LSL Planning, Future Land Use Map</i>		



Residential Future Land Use Categories

Residential Future Land Use Categories:

- *Neighborhood Residential*
- *Downtown Residential*
- *Urban Residential*
- *High Density Residential*

The following residential land use categories are identified on the *Future Land Use Map*. Each category includes a more detailed discussion of residential development types, brief concepts of the intended character and a general description of their location in Port Huron. Refer to *Appendix 4: Neighborhoods* for specific neighborhood improvement strategies.

Neighborhood Residential.

- General Location. *Neighborhood Residential* is the most predominant land use in the city. Its greatest concentration is on the north side between I-94 and Holland Avenue. On the south side of the city, *Neighborhood Residential* is concentrated south of Lapeer Avenue, north of the railroad. There are other neighborhood pockets off Pine Grove Avenue just south of I-94 and two areas on the south side of the city.
- Intended Land Uses. The *Neighborhood Residential* land use designation is intended to accommodate strictly single-family residential development. Accessory and support uses may be permitted such as churches, parks, schools, home occupations and small-scale care facilities. Existing parks, schools and churches are separately designated, however future development is permitted in *Neighborhood Residential* areas provided they maintain the scale and character of the neighborhood.
- General Character Description. Development in the *Neighborhood Residential* areas will maintain the traditional neighborhood design principals that currently prevails in these areas. Neighborhood streetscapes should include an interconnected street system, sidewalks, street trees and some lighting. Homes will generally maintain traditional design elements such as prominent front entry's, recessed and rear yard detached garages, and some historic architecture. In-fill and redevelopment in these areas should be closely monitored and, to an extent, regulated to ensure it is compatible with the surrounding environment.



Downtown Residential.

- General Location. While residential development is promoted throughout all of downtown this specific land use category of *Downtown Residential* is located in two main areas on the outskirts of the downtown. North of downtown, it is found mostly west of Pine Grove Avenue surrounding the college and hospital and the other area is southwest of *Downtown*. Refer to the *Downtown* land use category and other residential categories for a description of other locations in the city where residential is encouraged.
- Intended Land Uses. Single-family residential is intended to be the dominant land use in this area. Some conversions of existing single-family homes to multiple and duplex units can be appropriate along with accessory apartments.” Similar to *Neighborhood Residential*, some accessory uses are permitted.
- General Character Description. The character of this area should maintain as the current traditional neighborhood fabric. The key difference from the *Neighborhood Residential* designation is higher density permits an increased concentration of residents near the core of the community. Promoting residential in this area will reinforce a walkable environment with convenient access to the city’s attractions such as the waterfront, downtown shopping and services, parks and civic uses. Currently, there are a few homes and blocks that are nationally designated historic areas. This should be promoted in order to maintain the historic character of the city’s original downtown neighborhoods. The area also welcomes a variety of housing types provided they are consistent with the character of its surrounding neighborhoods.

Urban Residential.

- General Location. *Urban Residential* areas are located in various pockets throughout the city as transitional uses on the outskirts of the downtown. On the north side of downtown, *Urban Residential* is found on the boundary of the Bluewater gateway area and on the west side of Pine Grove Avenue near the hospital. Urban residential development is planned along the south and north sides of the Black River and in an isolated area on the far west side of the city



along Taylor Street and Rural Streets. Smaller pockets are illustrated on the *Future Land Use Map* along Lapeer Avenue, 10th Avenue, and on the south side of the city, east of 24th Street.

- **Intended Land Uses.** Residential development within these areas should take on the character of single-family units, but, can be multiple-family structures. This can include conversions of single-family homes to duplex and multiple-family structures. New development is also encouraged such as the town houses and attached condominiums that are already seen along the Black River and near the Thomas Edison Inn. In some locations it may be appropriate to allow neighborhood businesses to support the nearby population. The area on the north side of downtown, north of Glenwood Avenue and east of 10th Avenue between the community college and Port Huron Hospital, is planned as a mixed use “urban village,” which may include higher density residential with small scale neighborhood businesses integrated into a mixed use environment. In this setting, apartments above a small retail use would be appropriate.
- **General Character Description.** These pockets are intended to create a transition between high-intensity areas and low-intensity areas. *Urban Residential* also plays a key role in defining pockets of development along major corridors in order to prevent a sprawling development pattern. Both conversions and new construction are appropriate provided they maintain a residential scale and continue to promote pedestrian oriented design found in *Downtown* and *Neighborhood Residential*.

High-Density Residential.

- **General Location.** *High-Density Residential* areas are primarily located where there are currently multiple-family complexes on the far north and south sides of the city. A few other sites are designated for *High-Density Residential* with the intent that buildings could adaptively be reused in the future, if the current use ceases.



- Intended Land Uses. Permitted land uses within *High-Density Residential* areas include a variety of multiple-family and attached single-family developments. Accessory and support uses are also permitted.
- General Character Description. The majority of high-density residential sites have already been developed for multiple-family use. New *High-Density Residential* development should possess innovative design elements that are consistent with the urban character of the city such as loft apartments. Another possible high-density housing style is a high-rise situated at the waterfront to capitalize on this important community asset and increase downtown population.

Commercial Future Land Use Categories

Commercial development areas within the city are divided into five land use categories described below. The intent of different designations is to accurately capture the unique characteristics of these areas and to articulate their contribution to the city’s revitalization. *Appendix 5* more specifically addresses strategies for development and site design improvements that will achieve the intended character.

Commercial Future Land Use Categories:

- *Downtown*
- *Neighborhood Business*
- *Pine Grove Avenue Mixed Use*
- *Blewater Gateway Business*
- *Regional Business*

Downtown.

- General Location. *Downtown* is located along Huron Avenue and Military Street between Glenwood Avenue and Chestnut Street. The area is a few blocks deep and is bounded mostly by regional office and institutional uses, and residential neighborhoods.
- Intended Land Uses. Land uses permitted in the *Downtown* include retail establishments such as shoe and clothing stores, restaurants, convenience stores, small groceries and services such as salons. These uses should be promoted at the street level storefronts. Cultural and entertainment uses are encouraged to create destinations and gathering areas. These could include art studios, theaters, and farmers markets. Also permitted at lower level, side street locations, and in



the upper stories of buildings, are offices and residential units.

- General Character Description. Promoting a mixture of land uses will lend itself to very unique characteristics in the *Downtown*. That is part of its charm and should be encouraged. The primary focus is the main street-front along Huron Avenue and Military Street. As the central shopping area for the city, the current streetscape of wide sidewalks, rear entrance parking, ornamental lighting and street furniture should be preserved. The historic architecture of the buildings should also be showcased. New development should emulate this current character. In the future, there should be additional emphasis on improving pedestrian access to the area from surrounding neighborhoods and a stronger link between downtown and the waterfront areas.

Neighborhood Business.

- General Location. *Neighborhood Business* development is planned in small pockets integrated into the city's various neighborhoods. There are four main areas all situated south of the Black River along major roadways such as Lapeer Avenue, 24th Street, 10th Avenue, Electric Avenue and Military Streets.
- Intended Land Uses. Businesses considered appropriate should conveniently serve the immediate neighborhoods with small-scale retail establishments and services. These could include sit-down restaurants, beauty salons, pharmacies, convenience stores, grocery stores and some offices.
- General Character Description. In order to integrate into surrounding neighborhoods, businesses should possess traditional design elements that replicate the character of adjacent neighborhoods and promote walkability within the area.

Pine Grove Avenue Mixed-Use.

- General Location. The *Pine Grove Avenue Mixed Use* area is situated on Pine Grove Avenue between I-94 and Washington Avenue and is nestled between the Blue Water gateway to the north and downtown areas to the south.



- Intended Land Uses. Consistent with the current land use pattern, a mixture of small-scale uses is promoted. This includes retail establishments, services, restaurants, office and residential. The most suitable type and density of residential is consistent with that of the urban residential land use category. Upper story residential units are also appropriate.
- General Character Description. Consistent with the *Neighborhood Business* category, development should maintain a traditional neighborhood scale that is pedestrian-friendly with minimal impact on adjacent neighborhoods. Uses and sites can be slightly more auto-oriented. Although the primary street system follows a grid pattern, Pine Grove Avenue is angled and creates a unique block configuration for the *Pine Grove Avenue Mixed Use* area. As such, extra care must be taken in order to prevent expansion of this district into the neighborhood residential area and to properly screen on-site operations and parking from abutting homes. Additional enhancements are necessary along the street front to create a high quality entranceway into *Downtown*.

Blue Water Gateway Business.

- General Location. The *Blue Water Gateway Business* area is situated on Pine Grove Avenue between the Blue Water Bridge overpass and the interstate exit from I-94/I-69. The intent of this location is to create a business district that serves motorists entering and exiting the interstate highways.
- Intended Land Uses. To best serve motorists, uses within this district need to be auto-oriented including drive-through and sit-down restaurants, gas stations, car washes, groceries and convenience stores.
- General Character Description. Since much of this area is already developed, the challenge will be in encouraging redevelopment and consistently requiring site upgrades as development occurs. There are two key character elements that must be emphasized. First, business should conveniently serve motorists in a safe and efficient manner. Second, as a gateway district, this area must project a high quality impression of the city.

Regional Business.



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- General Location. The *Regional Business* area is located in two main areas. Along Pine Grove Avenue, *Regional Business* is located at the intersection with Holland Avenue. This area is currently developed as such and extends north of the city limits where Pine Grove Avenue splits to M-136 and 24th Avenue. The southeast corner of 24th Avenue and Krafft Road is within the city and is also planned and developed for *Regional Business*.
- Intended Land Uses. *Regional Business* uses are commercial operations which serve consumers beyond the city's boundary. Uses found in these areas are typically shopping centers and malls, department stores, large grocery stores, home improvement centers, and support uses such as restaurants and gas stations.
- General Character Description. Uses within *Regional Business* are expected to continue as large scale, stand alone buildings and shopping centers. Large parking areas are also necessary to serve the high volumes of shoppers from the region. The focus on improving the character of these areas should be on building design that is compatible with the city's traditional character and enhancements that will break up building and parking mass. In addition, efforts to improve vehicular and pedestrian circulation should be encouraged.

Office, Research and Industrial Future Land Use Categories

Office, Research and Industrial Future Land Use Categories:

- *Regional Office, Institution and Cultural*
- *Light Industrial and Research*
- *General Industrial*

Goals of the city of Port Huron include strengthening its role as an urban core to the region and expanding its employment base. In order to do so, it must offer a variety of exclusive business areas for companies of all types and sizes. The following future land use categories have been established in order to create this mixture.

Regional Office, Institutional and Cultural.

- General Location. *Regional Office, Institutional and Cultural* is found



surrounding the north side of downtown. There is also a site located on Electric Avenue and 10th Avenue on the south side of the city. Much of this district is concentrated near the downtown in order to support a focal point for business development in the city. In addition, daily activity from students, visitors and workers assist in supporting the services provided in downtown.

- Intended Land Uses. These areas are currently occupied by St. Clair County Community College, Port Huron Hospital, Mercy Hospital, governmental offices and a few office buildings. Large scale office and institutional uses are important in maintaining Port Huron as a strong regional urban center. This designation allows for high rise offices. Hospitals and associated clinics and offices are also permitted in these areas along with colleges and universities to serve educational and healthcare needs of the region. Finally, governmental offices are permitted that serve the state, county, city and others.
- General Character Description. The regional uses permitted in this category are an asset to city and county residents. The focus should be to promote high quality building design that can integrate into the surrounding areas. The city should encourage these to prepare ‘campus master plans’ for future planning and properly integrating growth and development needs with surrounding neighborhoods and traffic circulation systems. In improving these areas, there should be consideration if the use changes. Therefore, buildings and sites should be suitable for a host of uses permitted within this designation.

Light Industrial and Research.

- General Location. Between 16th Street and 32nd Streets, north of Cleveland Avenue and south of Bancroft Street is generally the *Light Industrial and Research* development area. Industrial development and a large industrial park primarily occupy the area.
- Intended Land Uses. Industrial operations intended for this district are low intensity that have minimal impact on surrounding land uses. These include warehousing, light assembly, research facilities, associated business offices, and technology and testing centers.



- General Character Description. The nature of these operations involve truck traffic, outdoor storage and noise. Development and redevelopment of these areas should concentrate on minimizing the impacts of these activities. The character of these sites should offer screening of outdoor storage areas and overhead doors should be faced away from the street so that loading and unloading activities are not visible. The *Light Industrial and Research* area does not abut residential areas however, there is residential across the street. This must be a consideration in site design. Finally in order to recruit businesses to the city, offering well-designed industrial areas will prove to be an advantage. This justifies incorporating some building design standards to ensure buildings are durable with some character.

General Industrial.

- General Location. *General Industrial* areas are planned in two large areas near one another. They are linked by the rail system, but divided by the Black River., one area is located South of the Black River at Water Street and 17th Street. The other area is located North of the Black River at 12th Avenue and Thomas Street.
- Intended Land Uses. Industrial operations permitted in this area include all other operations that support manufacturing, warehousing, distribution and processing of goods. These uses have more impact on surrounding land uses and are therefore clustered together.
- General Character Description. Attempts have been made to isolate and transition *General Industrial* uses from areas that would be negatively impacted by them. However, the traditional development pattern of the city is more consistent with the integrated mixture shown on the *Future Land Use Map*. The city must, therefore, focus on minimizing these impacts through site design standards and upgrades. Similar to *Light Industrial and Research* areas, outdoor storage and loading areas should be in the rear yards and screened as necessary. Building design standards should also be considered.

Civic Future Land Uses Categories



Local Institution.

- General Location. On the *Future Land Use Map*, *Local Institutional* uses consist of similar existing uses that are scattered throughout the city. They typically take on this development pattern to conveniently serve residential areas. Existing local institutions should be preserved as they are and re-used as such if a current operation ceases. Although not shown on the plan, development of new *Local Institutional* uses are generally acceptable in the different residential areas provided they are consistent with the scale and character of its surroundings.
- Intended Land Uses. *Local Institutional* uses include all places of worship and schools both public and private that serve the immediate community.
- General Character Description. *Local Institutional* uses should have buildings and sites that promote a neighborhood scale and character. This includes building design that emulates residential structures, sidewalk connections to neighborhoods and minimization of parking areas. Landscape areas should also promote natural open space areas similar to residential yards and park land.

Parks, Recreation and Open Space.

- General Location. Similar to *Local Institutional*, these uses are scattered throughout the city. Generally, these areas are occupied by uses that suit this category. Existing areas should be preserved and re-use should be consistent with the Future Land Use designation. New *Parks, Recreation, and Open Space* areas are encouraged in residential areas, downtown and along the waterfront wherever possible even where not shown on the *Future Land Use Map*.
- Intended Land Uses. Land uses that are included in the *Parks, Recreation, and Open Space* category are public and private recreation facilities such as swimming pools, sports fields, stadiums and arenas, pathways and nature trails, picnic areas, marinas and open space areas. A mixture of passive and active recreation is encouraged.
- General Character Description. Despite the urban character of the city, it is extremely important to continue to offer ‘green space’ for residents to enjoy.



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This promotes a higher quality of life and increases the desirability of the city. *Parks, Recreation, and Open Space* areas should continue to be integrated into the city's neighborhoods to create a unified system. The sizes of the spaces should vary depending on their function. Neighborhood parks and open space areas should be anywhere under two acres in size and areas serving the community should be upwards of five acres in size. Parks and open spaces should offer opportunities for recreation, picnicking and relaxing. Pedestrian accessibility should be accomplished through sidewalk connections to the neighborhoods and pathways throughout the sites.





APPENDIX 4: NEIGHBORHOODS

INTRODUCTION

To a very significant extent, the city of Port Huron is a residential community. This becomes apparent as one travels through the city and/or examines such instruments as the *Existing Land Use Map* accompanying the Comprehensive Master Plan. As a residential community, Port Huron is comprised of neighborhoods. Neighborhoods define and characterize the cultural and historical qualities of the city and are important component to this Comprehensive Master Plan.

This section of the plan begins with a neighborhood condition survey and a delineation of the city's neighborhoods. This information is used to assess properly and consistently strengths and opportunities. Based on this information a list of goals and objectives are included in the next section of the chapter. These are followed by more specific strategies for the city to follow in their efforts to maintain existing strengths and resolve weaknesses.



EXISTING NEIGHBORHOOD ANALYSIS

An analysis of the existing neighborhoods includes three main components that are discussed in this section. To begin, an understanding of common characteristics of a great neighborhood are established. Next, a field survey of exterior appearance conditions is provided of each neighborhood block front. Finally, the neighborhoods of the city are delineated and evaluated based on overall neighborhood elements such as the presence of parks, civic uses, and sidewalks.



Characteristics of a Great Neighborhood

The city of Port Huron provides a variety of housing styles and neighborhoods with their own character. Although each should take on its own identity, it is important to bring out the positive elements of that neighborhood and ensure that all possess traditional, or fundamental, characteristics. This will ensure long-term strength and viability. Before each neighborhood could be evaluated and improvement strategies developed, it was important to understand the elements of a great neighborhood. These items are listed below and served as a framework for the existing conditions, goals, and objectives of this chapter. These are considered traditional neighborhood characteristics.

- A neighborhood should have a center and an edge. The center should incorporate a public space and does not necessarily have to be in the exact center, but should serve as a focal point.
- The neighborhood should be of a walkable scale, approximately one quarter of a mile from center to edge.
- The neighborhood should have a balanced mix of activities, living, shopping, working, schooling, worshipping, and recreating where residents can gather and integrate.
- The neighborhood should have an interconnected street and pathway system that allows multi-modal accessibility.
- The street system should create a comfortable, safe environment through narrow pavement widths, street lighting, street trees and sidewalks that is inviting for visitors and residents to socialize and bring them out of their homes and back yards.
- The living areas and the front entry of the homes should be the prominent feature when viewed from the street.
- Unifying elements should be utilized as a ‘neighborhood identifier,’ whether it is signage, similar architecture, street lighting or consistent streetscape landscaping.



- The neighborhood should embrace its resources whether they are historical, civic, natural, or cultural. These elements should be promoted as a focal point for the neighborhood.
- The neighborhood should have a formal association that is prepared to address issues effectively and efficiently as they arise.

Neighborhood Condition Survey

Site Factors. A visual survey was completed of the city’s single- and two-family residential neighborhoods in order to identify and assess neighborhood conditions based on a series of visual criteria referred to as “site factors.” Such information can be extremely useful in the targeting of resources and allocation of staff efforts associated with neighborhood revitalization, neighborhood enhancement, and code enforcement.

Site factors used in the survey included:

- 1) Presence of tall grass or weeds in excess of 12 inches.
- 2) Presence of litter and debris in the front or side yard (excluding children’s toys).
- 3) Presence of litter and debris occupying more than 50 percent of the front porch.
- 4) Presence of a visible junk vehicle.
- 5) Presence of a vehicle under repair and exhibiting evidence of being in-place for an extended period (i.e. presence of tall grass around the tires or car body).
- 6) Presence of peeling paint on more than 50 percent of the front or side facade (not including homes undergoing preparation for repainting).
- 7) Boarded up or fire gutted home.
- 8) Severely dilapidated front porch (excessive sagging, broken, etc.).
- 9) Front yard fence in need of major repair.
- 10) Presence of other observed factors determined to warrant classification as a maintenance factor (i.e. falling gutters, excessive number of broken windows, dilapidated garage, etc.).



Scope of Survey. The survey was conducted on a “block-by-block” basis with site factors recorded as observed. Observations were limited to the front and side yards (sites and building facades) of individual housing units. Marginal situations (i.e. borderline conditions calling for judgement in determining the existence of a site factor) were generally not classified as site factors. Essentially, the benefit of doubt was afforded to the property owners and residents.

Pursuant to Factors 2 and 3, litter and debris refer to scrap lumber, piles of broken concrete, metal, piles of paper and cardboard, broken furniture, garbage, and/or other such materials which have been allowed to accumulate in a haphazard (strewn) fashion and/or which exhibit location on the site for an extended period. Children’s toys, regardless of amount, condition, or location, were not classified as litter or debris.

Site Factor Classification. For purposes of examination and discussion, residential blocks was classified and mapped according to the following schedule. Where possible, block detail was aggregated on the *Neighborhood Condition Map*.

Classification A - zero to one site factors observed

Classification B - two to three site factors observed

Classification C - four or more site factors observed

With the exception of tall grass or weeds in excess of 12 inches, all site factors were allocated equal consideration. For purposes of recordation, two occurrences of tall grass or weeds per block were classified as comparable to the other factors.

Frequency of Site Factors. *Table 4-1* indicates the level of frequency of observed site factors. Of the total site factors, dilapidated porches was the most highly observed (28%), followed by homes with peeling paint (24%), and litter and debris in the front and side yards (16%).



Table 4-1: Neighborhood Condition Survey - August, 2001		
Rank	Site Factor	Percent of Total (Rounded)
1	Dilapidated Porches	28
2	Peeling Paint	24
3	Litter/Debris in Front/Side Yards	16
4	Junk Vehicles	10
5	Miscellaneous Factors	9
6	Tall Grass/Weeds	4
7	Litter/Debris on Front Porch	4
8	Boarded/Fire Guttered Homes (Full/Part)	3
9	Vehicle Undergoing Repair (Extended Period)	1
10	Front Yard Fence	1

Initial General Observations. Based on the survey, the following general observations were noted. They are not in order of priority.

- The majority of observed site factors relate to very basic housing rehabilitation needs.
- Over forty percent (40%) of the site factors relate to the presence of litter/debris, junk vehicles, and miscellaneous junk material. These problems might be quickly resolved through aggressive property maintenance code enforcement, combined with continued special, city-wide, trash collection efforts to augment on-going city efforts.
- A majority of the city’s residential areas, in total, either possesses no site factors, or a very limited number of such factors.
- Where residential sectors exhibit some level of observed site factors, these occurrences are limited to an individual block, or a small aggregate of blocks. It is important that these areas be quickly contained, and eliminated, in order to avoid potential impacts on surrounding areas.



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- Several of the city’s most highly traveled through streets possess one or more blocks experiencing site related issues. In some instances, these problems are extensive. The visibility (image) of these problem areas to through (transient) traffic (drivers and passengers) may create misguided perceptions of the city pursuant to its overall quality.

- The city experiences an extremely high incidence of junk vehicles in it’s residential neighborhoods.

Neighborhood Delineation and Overall Conditions

For the purposes of evaluation, the city was divided into 22 neighborhoods. The boundaries were developed based on existing associations, physical boundaries such as a river or railroad tracks, and the land use pattern. The following list includes a brief description of the existing characteristics of these neighborhoods and ties in the results of the Neighborhood Condition Survey described in the previous section. Refer to the *Neighborhood Planning Areas Map* for the exact geographical boundaries.

Table 4-2 lists each neighborhood as they are numbered on the *Neighborhood Planning Areas Map*. Each includes the condition survey rating as it is illustrated on the *Neighborhood Condition Survey Map* and a description of neighborhood conditions and issues are included in the last column.

Table 4-2: Neighborhoods Evaluation		
#	Survey Rating	Overall Conditions
1	A	<ul style="list-style-type: none"> • Single-family and multiple-family • No parks • Commercial services nearby • Older home styles are 1970s or 1980s w/ranch and colonial styles • Newer homes are 1990s ranches. • No sidewalks • Cobra head street lighting
2	A	<ul style="list-style-type: none"> • Lakefront single-family homes • Sidewalk along east side of road • Street lighting attached to utility poles • Housing styles vary from historic styles to new construction • Lacks unified streetscape



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Table 4-2: Neighborhoods Evaluation		
#	Survey Rating	Overall Conditions
3	A Some B	<ul style="list-style-type: none"> • Variety of homes styles • Larger lots than other neighborhoods • Some Black River frontage • Heavily wooded and secluded from others • Commercial nearby • Elementary school, playground and boat ramp • No sidewalks with some street lighting
4	A Some B	<ul style="list-style-type: none"> • Large neighborhood with different personalities • Mix of housing styles and sizes • Inconsistent sidewalk, street tree, and lighting network • 1950s-1970s architecture, mostly ranches • Homes at waterfront are 'cottage style' colonials • Most areas removed from convenient commercial • Sanborn Park, Palmer Park, Recreation Center, and Lighthouse Park
5	A Some B	<ul style="list-style-type: none"> • 1940s-1950s architecture, many bungalows • More traditional neighborhood with street trees and sidewalks throughout • Maintenance needed of sidewalk, street trees and lighting • Nearby commercial • School playground and Palmer Park and Recreation Center nearby • Lower housing rating found along Stone Street – a busy road in the neighborhoods • A few mixed, non-residential uses
6	A Some B	<ul style="list-style-type: none"> • 1930s-1940s home styles with peaked roofs, siding, high concrete base, and prominent front porches • Maintenance problems near the Bridge • Gratiot Park • Maintenance needed of sidewalk, street trees and lighting • Commercial nearby • Visible negative effects of commercial encroachment between Pine Grove Avenue and 10th Street
7	A Some B Some C	<ul style="list-style-type: none"> • Home styles with peaked roofs, siding, high concrete base, and prominent front porches • Maintenance needed of sidewalk, street trees and lighting • Visible negative effects of commercial encroachment along Pine Grove Avenue and from the Blue Water Bridge • Residential in-fill development opportunities • Visible signs of housing rehabilitation projects • No parks or open space • Commercial nearby
8	A Some C	<ul style="list-style-type: none"> • Mixture of housing styles, but most with peaked roofs, siding, high concrete base, and prominent front porches • Visible signs of housing rehabilitation projects • Maintenance needed of sidewalk, street tree and lighting • Residential in-fill development opportunities • Future problems may arise with industrial uses, need to improve buffer • Residential in-fill development opportunities • Optimist Park



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Table 4-2: Neighborhoods Evaluation		
#	Survey Rating	Overall Conditions
9	A Some B Some C	<ul style="list-style-type: none"> • Many larger homes with historic qualities • Neighborhood lacks unity • Some waterfront parks on south end, but no centralized neighborhood park • Strong encroachment pressures from industrial, institutions and downtown that result in neighborhood quality problems but would benefit from local services • Residential in-fill development opportunities • Maintenance needed of sidewalk, street trees and lighting
10	A Some B	<ul style="list-style-type: none"> • Limited housing in this neighborhood • Waterfront homes, some with historic qualities • Pine Grove Park and Thomas Edison Park • Need to define line between businesses along Pine Grove Avenue and the abutting neighborhood • Limit cut-through traffic via road closures • Some residential in-fill development opportunities
11	A Some B Some C	<ul style="list-style-type: none"> • Mixture of older housing styles • Limited impacts from abutting industrial and commercial, but a future concern near Lapeer Avenue • Maintenance needed of sidewalk, street trees and lighting • Isolated from other neighborhoods • Nearby commercial • No parks or other unifying elements • Residential in-fill development opportunities
12	C Some A Some B	<ul style="list-style-type: none"> • Despite low condition rating, neighborhood possesses key components • Maintenance needed of sidewalk, street trees and lighting • Buffers needed between industrial to the west • Lacks unifying elements • Not a definitive transition from commercial to neighborhood along Lapeer Ave and Water Street
13	Some A Some B Some C	<ul style="list-style-type: none"> • Majority of neighborhood is downtown, non-residential uses • Residential blocks at Huron Avenue and Glenwood Avenue are suffering from poor transition to downtown • Homes along Military Street are in good condition • Residential in-fill development opportunities
14	A Some B	<ul style="list-style-type: none"> • Area possesses traditional neighborhood qualities • Housing styles vary, mostly small bungalows and 1950s to 1970s architecture • School and park sites • Would benefit from unifying elements • Sidewalks, street trees and lighting in good condition • Commercial encroachment along Lapeer Avenue
15	A Some B Some C	<ul style="list-style-type: none"> • Area possesses traditional neighborhood qualities • Housing styles vary, mostly small bungalows and 1950s to 1970s architecture • Sidewalks, street trees and lighting in good condition • Commercial encroachment along Lapeer Avenue requires focus to create a defined boundary • Lowest ratings found along 10th Street and at Lapeer Avenue • Some residential in-fill opportunities • Has a tot-lot, but needs a neighborhood park and would benefit from this type of unifying element



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Table 4-2: Neighborhoods Evaluation		
#	Survey Rating	Overall Conditions
16	Some A Some B Some C	<ul style="list-style-type: none"> • Many older, historic homes as part of first neighborhood areas for preservation • Greater mixture of uses than other neighborhoods with less defined land use boundaries • Lowest ratings along 10th Street and 6th Street • Residential in-fill opportunities • White Park, but needs more unity • Improved connections to the downtown are needed • Sidewalks, street trees and lighting in good condition
17	A Some B Some C	<ul style="list-style-type: none"> • Very little B and C, lowest ratings found along Bancroft Street which abuts industrial • Has a tot-lot, but needs a neighborhood park or some other unifying element • Maintenance of sidewalks, street trees and lighting • Housing styles vary, mostly small bungalows and some older 'farmhouse' style homes with prominent porches, some historic qualities
18	Some A Some B Some C	<ul style="list-style-type: none"> • Lowest ratings along 10th Street • Has a tot-lot, but needs a neighborhood park or some other unifying element • Maintenance of sidewalks, street trees and lighting • Housing styles vary, mostly small bungalows and some older 'farmhouse' style homes with prominent porches, some historic qualities
19	A Some B Some C	<ul style="list-style-type: none"> • Lowest ratings along Beard Street abutting railroad track • Haynes Park • Residential in-fill opportunities • Lack of unity due to mix of land uses • Isolated from quality convenience commercial uses • Improve connection to downtown and other neighborhoods
20	Some A Some B Some C	<ul style="list-style-type: none"> • Most properties were either A or C, little in between • Residential in-fill opportunities • Knox Field and Renaissance South Park • Neighborhoods are negatively impacted by industrial operations • Isolated from quality convenience commercial uses • Improve connection to downtown and other neighborhoods • Large, older home styles with prominent front porches
21	C Some A Some B	<ul style="list-style-type: none"> • Residential in-fill opportunities • Lincoln Park and Turnout on the River • Neighborhoods are negatively impacted by industrial operations • Isolated from quality convenience commercial uses • Improve connection to downtown and other neighborhoods • Large, older home styles with prominent front porches



NEIGHBORHOOD GOALS AND OBJECTIVES

Goal #1 The city of Port Huron will continue to offer unified, well-organized residential neighborhoods that provide a traditional, livable environment for the city’s residents.

Objectives

- a. Establish defined neighborhoods based on their character, history, and orientation and develop specific improvement and organization strategies that apply to those areas.
- b. Offer conveniently located supportive land uses consistent with the Appendix 3: *Land Use* such as small scale retail, parks and schools.
- c. Target property maintenance code enforcement and rehabilitation efforts in those neighborhoods experiencing declines in residential building and site maintenance; in the residential locations contiguous to the downtown; and, along primary (residential) streets leading into downtown.
- d. Require non-residential facilities within neighborhoods to comply with property maintenance codes, design guidelines, and performance standards that are compatible with adjacent neighborhoods.
- e. Continue to offer and expand housing improvement programs that support maintenance and ownership of housing in the city.
- f. Further develop the city’s historic preservation regulations to protect the heritage of its neighborhoods.
- g. Evaluate traffic speeds and patterns in residential areas and address problems where needed.
- h. Develop design standards for infill housing sites within existing residential neighborhoods.



Goal #2 New residential development in the city will be compatible and integrated with the character of Port Huron.

Objectives

- a. Require neighborhood enhancements such as parks, open space, linked streets and sidewalks system, street trees, lighting and other neighborhood amenities.
- b. Develop street design standards that ensure new streets are consistent with existing neighborhoods.
- c. Integrate affordable housing while retaining the traditional character of the city.
- d. Link new residential areas to commercial and other destinations in a manner that promotes a safe and walkable environment for pedestrian travel.

NEIGHBORHOOD ENHANCEMENT NEEDS

Neighborhood stability and long-term enhancement may be fostered through implementation of various strategies and programs. As described in the beginning of this chapter, the plan delineates 21 residential neighborhoods (*Neighborhood Planning Areas Map*). Each neighborhood was examined pursuant to the identification and application of specific enhancement needs. These are shown on the following matrix. The matrix identifies the neighborhood improvement strategies and needs that apply to that particular area. For further information about each strategy, refer to the section following *Table 4-3*.

For purposes of general analysis and potential focusing of neighborhood enhancement efforts, a priority rating was assigned to each neighborhood based on the identified level of enhancement need. Neighborhoods with zero to three enhancement concerns were given a low priority rank of three. Those experiencing four to five needs were assigned a moderate priority rank of two. Neighborhoods with six or more needs were classified as high priority rank of one.



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Table 4-3: Neighborhood Improvement Program

Neighborhood	Property Maintenance Needs			Neighborhood Development Needs					Priority Ranking	
	Junk/Debris Removal	Exterior Building Maintenance	Targeted (Block) Rehabilitation	Streetscape Enhancement	Land Use Buffers	Historic Preservation	In-fill Development Opportunities	Neighborhood Park or Landmark		Downtown Linkage
1					•			•		3
2						•				3
3			•							3
4	•	•								3
5		•		•						3
6			•	•	•	•				2
7	•	•	•		•	•	•	•		1
8	•	•	•		•		•			2
9			•	•	•	•	•	•	•	1
10				•	•	•	•		•	2
11	•				•		•	•		3
12	•	•	•	•	•					2
13		•	•			•	•		•	2
14	•	•	•	•	•					2
15	•	•	•	•	•		•	•		1
16		•	•	•	•	•	•	•	•	1
17		•	•	•	•			•		2
18		•	•	•	•			•		2
19	•	•	•	•	•		•	•		1
20	•	•	•	•	•		•			1
21	•	•	•	•		•	•			1

PROPERTY MAINTENANCE STRATEGIES

The category of property maintenance needs included in *Table 4-2* includes the following:

- Junk/Debris Removal. Represents a neighborhood in which multiple properties, sporadically located throughout the neighborhood, experienced the outside storage of junk and debris.
- Exterior Building Maintenance. Represents a neighborhood in which multiple properties, sporadically located throughout the neighborhood, experienced poor exterior maintenance such as dilapidated porches, excessive peeling of wall paint, a sagging/falling garage, etc.



- Targeted (Block) Rehabilitation. Represents a neighborhood in which a city block (or significant portion thereof) experienced site and/or property maintenance needs. In some instances, several blocks were in need of maintenance. Such areas may require the intensive targeting of code enforcement and rehabilitation efforts.

Improvement Recommendations

Several basic strategies/programs may be employed to address the above listed issues and are described in this section.

- Codes and Ordinances. The city should review its building and environmental codes and ordinances to determine the extent to which the above issues may be addressed by existing regulations. Where regulatory deficiencies exist, the city should consider adopting appropriate property maintenance codes. Efforts should be extended to both owner and renter-occupied properties.
- Enforcement Practices. In the event sufficient regulations exist, the city should review its enforcement policies and procedures to identify ways in which to improve regulatory enforcement of existing laws. This review should include an analysis of the city's violation management procedures and penalty (fine) structure.
- Municipal Civil Infraction Ordinance. The city should investigate the implementation of its Municipal Civil Infraction Ordinance to ensure enforcement is effective.
- Annual Neighborhood Beautification Programs (Spring and Fall Clean-up Programs). The city should continue to host annual or bi-annual beautification efforts providing for the "free" curbside removal of trash, debris, appliances, etc. Hazardous waste collection sites should be designated as part of this effort for the disposal of household products such as paints, vehicular fluids, and the like.
- Removal of Junk Vehicles. Given the presence of a relatively large number of junk vehicles, the city should (on a one-time basis) consider coordinating efforts with a local salvage dealer to provide for the on-site pick-up of junk vehicles at limited or no cost



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to the homeowner or tenant. This effort should be preceded by appropriate media exposure, or other forms of notification, to ensure a high level of participation. Following this effort, the city should rigorously enforce the removal of junk vehicles of non-compliant property owners.

- Housing Rehabilitation. The city should continue to support its specific “paint-up, fix-up, and clean-up” efforts and focus efforts on exterior painting and porch repair.
- Community Newsletter. As part of the city’s newsletter and web site, information should continue to be provided on existing codes and ordinances, clean-up efforts, rehabilitation and other housing assistance programs.
- Infrastructure Maintenance. A well-maintained infrastructure is very important to perceived neighborhood quality. Broken sidewalks, streets with potholes and broken curbing, unkept street terraces, and like factors portray images of neighborhood instability, declining property values, and negatively reflect on the community as a whole. It is therefore imperative that “surface infrastructure” be regularly inspected and, improved as necessary. The reconstruction of the city’s sewer system and roads will significantly improve the appearance of neighborhoods.
- Protective Services. Historically, the city has made significant efforts to increase the level of positive exposure and interaction between members of the police department, fire department, and city residents. Past endeavors have advanced local feelings of neighborhood and overall community safety, stability, and pride.

The Comprehensive Master Plan recommends continued interaction between representatives of the city’s protective services and neighborhood residents, including the initiation of neighborhood crime watch programs and similar efforts oriented to educating residents on crime prevention and public safety. Moreover, in the event there exists neighborhoods subject to higher than normal levels of intervention by the city’s police and/or fire departments, it is recommended such neighborhoods be afforded additional, visible, levels of patrol, or other attention as needed, until the levels of concern are adequately abated.

- Traffic Calming. The perception of “neighborhood livability” is strongly influenced by



such factors as traffic volumes and speeds. Refer to *Appendix 7* for strategies on how to calm traffic in the city's neighborhoods.

- Community/Neighborhood Reinvestment Programs. Continue to work in coordination with local lending institutions and realtors. The city should explore the availability and application of public/private neighborhood investment/reinvestment programs.
- Maintenance of Anchor Facilities. Most of the city's neighborhoods possess schools, parks, religious institutions, and other such facilities. In many cases, these facilities serve as neighborhood anchors and/or as prominent visual elements to the neighborhood as a whole. Therefore, it is imperative that such buildings and sites are well-maintained.

NEIGHBORHOOD DEVELOPMENT STRATEGIES

Neighborhood development needs included in *Table 4-2* are comprised of the following listed elements. The sections following the table provide more specific strategies on how to address some of these identified needs.

- Streetscape Enhancement. Represents a neighborhood in which one or more streets are used as major collectors or arterials, in many instances by transient motorists. The image presented by these street segments is in need of beautification for purposes of neighborhood and city-wide image enhancement.
- Land Use Buffers. Represents a neighborhood (or portion thereof) situated in close proximity to land uses of a "potentially" conflicting character (e.g. single-family dwellings adjacent to commercial or industrial development). Greater emphasis should be placed on the use and long term maintenance of buffers between such uses. These include any combination of treatment that is appropriate for that area such as a wall, landscaping, or decorative fencing.



- Historic Preservation. Represents a neighborhood possessing dwellings of an historic period or character. The neighborhood may warrant designation as historic as a means of protecting important historic and cultural resources.
- In-fill Development Opportunities. Neighborhoods that have available vacant sites for new residential development has been included in this category. In-fill development will increase the population of the city and ensure the best use of city land.
- Neighborhood Parks or Landmarks. Some of the neighborhoods lack a central gathering place for residents. These are important to encourage interaction between neighbors and create a greater sense of community. This is typically provided in the form of a neighborhood park or some other type of landmark.
- Downtown Linkage. Represents a neighborhood that abuts the city's downtown. The integrity/quality of the residential properties within the neighborhood will influence the perception, health, and vitality of the downtown. Therefore, careful attention should be given to stringent property and building maintenance code enforcement in the neighborhood. Conversely, commercial properties within downtown abutting residential sites should adhere to high-quality site beautification and maintenance standards that are developed by the city in the form of codes and ordinances.

Streetscape Enhancements

Where streetscape enhancements are needed, the following elements are important:

- The public streetscape within neighborhoods consists of a number of elements: the roadway, sidewalks, street trees and street lighting. These components must be included in all development and redevelopment projects.



- New neighborhood streets, whether in subdivisions, condominiums, or multiple family developments, need to be designed to meet city street construction standards. While local residential streets should not be excessively wide, they should be of a sufficient width to allow on-street parking on at least one side of the street. Higher order collector streets may need to be wider.
- Street trees must be provided to enhance the appearance of the roadway, provide shade, and to alert a driver he/she is in a residential area and should slow down. Street trees should be provided within a five to eight foot boulevard between the street and the sidewalk. Street trees should generally be spaced 40 feet along a street.
- Sidewalks need to be provided along all streets and should be at least five feet wide. Future infill development must continue this system by providing sidewalks along the street as well as connection to the units and existing routes.
- Pathways and sidewalks should be enhanced by abutting green space and street trees.

In-Fill Development Opportunities

Many of the neighborhoods call for in-fill development to occupy vacant spaces and to revitalize existing rundown areas. The following recommendations will help to guide in-fill development and to ensure new construction is compatible with the strong neighborhood framework.

Housing In-Fill. Homes that line the street help define the public streetscape. The design of the homes is just as important as the streetscape elements in defining neighborhood character. Where in-fill development or redevelopment is proposed, the physical composition of such development needs to be in keeping with the existing character of the neighborhood.

- The architectural styles of homes should be in character with the existing homes in the neighborhood. Traditional architectural styles should be encouraged.



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- In-fill development should relate to the surrounding homes in terms of scale, color, window proportions, and façade articulation. In-fill development should incorporate the architectural features found along the streetscape including setbacks, roof pitches, colors, materials, window proportions and rhythm and architectural detailing. The compatibility of new buildings may be enhanced by incorporating building and site details common in the neighborhood.
- Building materials should be high-quality such as wood or high-quality vinyl siding, brick, and stone. The intent is to ensure new construction is durable and timeless. Town houses should attempt to emulate the characteristics and style of single-family homes at the same time, work to achieve its own unique design theme. Features such as front porches, peaked rooflines, dormer windows, bay windows, and gables which face the street, should be encouraged.
- Special consideration needs to be given to the street-side of the residences. The orientation of residences must be designed in a manner that accomplishes a number of goals. To begin with, it must display the architectural and residential qualities of the structures. Second, it must create a comfortable environment for residents, visitors, and those passing by. Finally, it should promote interaction between neighbors.



This can be accomplished by utilizing a few key techniques that will orient the living areas of the home and the front door as the dominant feature or point of emphasis. Shallow setbacks from the sidewalk bring the private and public space closer together for easier interaction and access. Homes should provide front porches as a point of refuge at the front door. Garages and garage doors should be located in the rear yard and not dominate the front facade of the home. Accessing garages from a rear alley or having detached garages in the rear yard may accomplish this.

Where attached garages are proposed on new residences, the prominence of garage doors along the public street should be minimized and other features such as porches and windows accentuated. This can be accomplished by following standards that:

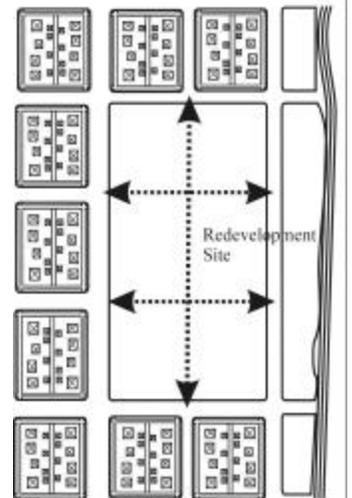


- ✓ limit the distance the garage can be set in front of the living area
- ✓ limit the length of the garage wall along street-facing facades;
- ✓ limit the distance the main entrance can be set behind the street-facing wall of the dwelling unit;
- ✓ require that the main entrance be oriented to the street or open onto a porch with an entrance that opens towards the street; and
- ✓ requiring a minimum amount of street-facing windows.

Street System Expansions. Neighborhoods need an integrated circulation system that conveniently links them together with surrounding neighborhoods.

- The design and density of new residential developments should be at a walkable scale. The actual size of a defined neighborhood should be a reasonable walking distance of one quarter mile across.
- Within each neighborhood there should be a neighborhood focal point or civic destination within each neighborhood such as a park, school or neighborhood shopping area within a walkable distance.
- With larger scale in-fill development that will involve the construction of new roads, the streets must be interconnected and small residential blocks created. While new streets do not necessarily need to be a rigid grid pattern, maintaining street connections is vital to shortening driving and walking distances within the neighborhood and improves connection between different areas of the neighborhood. The use of cul-de-sacs should be avoided as they contribute to creating isolated neighborhoods and interruptions of traffic patterns.

Create new block structure that provides linkages with existing.



Neighborhood Parks and Landmarks

Some of the neighborhoods lacked a unifying element, or gathering area for residents to enjoy. These types of places help create the sense of community and personalize individual neighborhoods within large areas. This is especially important in neighborhoods 14-18 where there are definitive boundaries between the areas.



Neighborhood parks are a key element to any quality neighborhood. These can take the form of a public park, a school playground or a common area held by a subdivision or condominium association. The city should pursue opportunities to create “pocket” parks or small open space areas within established neighborhoods where accessibility to green spaces is not limited. In evaluating potential locations, proximity to existing homes, visibility from within the neighborhood, and programming needs should be considered. Refer to the specific neighborhood evaluations for existing neighborhoods that lack this important element.

Landmarks are features that create a distinct neighborhood identifier or focal point such as a school, church, or park. Landmarks provide a sense of place at key locations and create visual focal points by which people can identify. Landmarks can also provide a sense of arrival and identity to a neighborhood. Neighborhood development should take advantage of views to prominent neighborhood civic buildings such as churches to help define the architectural character of the streetscape.

Historic Preservation Strategies

Historic Preservation Benefits. The city of Port Huron has a wealth of historic resources, including a number of historic residential areas. Historic resources include buildings, structures, sites, districts, and objects that reflect the city's cultural, social, economic, political and architectural history. Preserving historic resources within downtown and various neighborhoods provides the following benefits:

- Culturally, a community is richer for having the tangible presence of past eras and historic styles.
- Economically, a community benefits from increased property values and tax revenues when historic buildings are protected and made the focal point of revitalization and when the community is attractive to visitors seeking heritage tourism opportunities.
- Socially, a community benefits when citizens take pride in its history and mutual concern for the protection of the historic building fabric.



- Developmentally, a community benefits from having a concerted and well defined planning approach for the protection of historic buildings while accommodating healthy growth.
- Environmentally, a community benefits when historic buildings are recycled (restored, rehabilitated) rather than demolished and disposed of in the community landfill.
- Educationally, a community benefits through teaching local heritage and the understanding of the past and the resultant cultural respect by its citizens.



Strategies for Success. Strategies for preserving the historic resources of the various historic neighborhoods may include:

- Information and Guidelines for Homeowners. Owners of significant historic properties should be encouraged and assisted in maintaining the original architectural character of the buildings. The city may establish a clearinghouse of design information to assist owners of historic properties when making changes to their buildings. Design guidelines can be provided for use by owners of historic properties to suggest methods of construction that retain the original architectural character of the property. Renovations should maintain historic architectural detailing of the original structure and incorporate original architectural features into any additions to the original structure.
- Technical Assistance. Technical assistance can be provided to owners of historic properties, which would include information about appropriate methods for rehabilitation, reconstruction, restoration, stabilization and documentation of historic resources. Technical assistance may also be provided to owners who wish to nominate properties to the National Register of Historic Places.



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- Local Funding. Local funding assistance programs can also be developed that assist owners of historic buildings in retaining the historic architectural character of their buildings. The development of economic incentives by private sources and units of government has proven to be an effective strategy for preserving historic resources. Incentives include property tax relief in the form of credits and assessment abatements and special tax assessments in historic areas to fund neighborhood improvements. Private lenders independently, or in cooperation with not-for-profit organizations and units of government, have provided financing pools and revolving loan funds to encourage historic rehabilitation. The Department of Housing and Urban Development (HUD) Community Development Block (CDBG) funds may be a potential source of funding for historic preservation assistance. Many of these can be done through a number of the city's current programs including the Property Improvement Program, Matching Grant Rehabilitation Program and Neighborhood Preservation Program.
- Public Awareness and Education. An informed public is necessary to support public policies designed to encourage historic preservation and community investment in historic resources and neighborhoods. Toward this end, awareness efforts should be aimed at heightening the general public's consciousness of preservation concepts and issues as applied to local historic resources and community goals. Awareness and education campaigns should be developed using the media, special publications, and other communication tools.

The city should work with groups to educate and inform the general public about Port Huron's unique history. School curriculum and programs can be developed to educate younger generations about the importance of historic preservation. The city may develop an on-line web page which features the history of the community and explains the importance and value of historic preservation. Historic events such as the Fourth of July should be promoted as a method of educating the community to the importance of historic preservation. Finally, the city should coordinate community education efforts with existing programs of the Port Huron Museum.

Role of the Historic District Commission. Historic preservation efforts in Port Huron have been based upon local, neighborhood initiatives by property owners to designate historic districts. Currently, property owners request the City Council's designation as



historic districts based upon a public hearing and recommendation by the Planning Commission. The city has an Historic District Commission (HDC) formed under Michigan's Local Historic Districts Act (PA169 of 1970). The city's Historic District Ordinance defines the various historic districts within the city, regulates the demolition of historic buildings, and provides review procedures and standards for exterior alterations of buildings within historic districts.

The HDC can provide assistance to neighborhood based historic districts, review and make recommendations on projects that might affect historic properties or districts, and recommend the nomination of properties or districts to the National Register of Historic Places. This Commission may develop a survey of historic sites, structures, buildings, and objects within the city. The commission could develop procedures for the preservation and care of the historic resources.

Based upon an identification of historic neighborhoods and resources within the city, guidelines and standards can be developed to evaluate proposed projects that involve or impact historic buildings. A special review process can be established to consider potential impacts to historic and cultural resources caused by development projects with the committee making recommendations to the planning commission and city council.



Commercial Activity

As noted in the neighborhood evaluation, commercial activity can be a positive component to a neighborhood by providing conveniently located services. It can also negatively impact neighborhoods through improper screening and encroachment. This situation represents a common phenomena for mature communities. As traffic along select streets within residential areas escalates due to increasing volumes of through traffic, the desirability of the area for continued residential use may weaken. Therefore, placement of unplanned commercial activity in residential neighborhoods should only occur after careful analysis of neighborhood impact and benefit based on design, review, and approval standards. Factors to consider for the regulations include:

- Sites must provide sufficient area to accommodate on-site parking, required landscaping, adequate buffering from adjacent homes and circulation of customer and delivery vehicles.
- Site design must consider access management, specifically driveway spacing in accordance with the standards of *Appendix 7: Transportation*.
- Commercial building design should be sensitive to the design character of that neighborhood. This may, for instance, call for modifications to signage and require the use of “residential” building materials.
- Additional “greenbelting” or high-quality screening walls between the commercial operation and surrounding homes will be necessary.

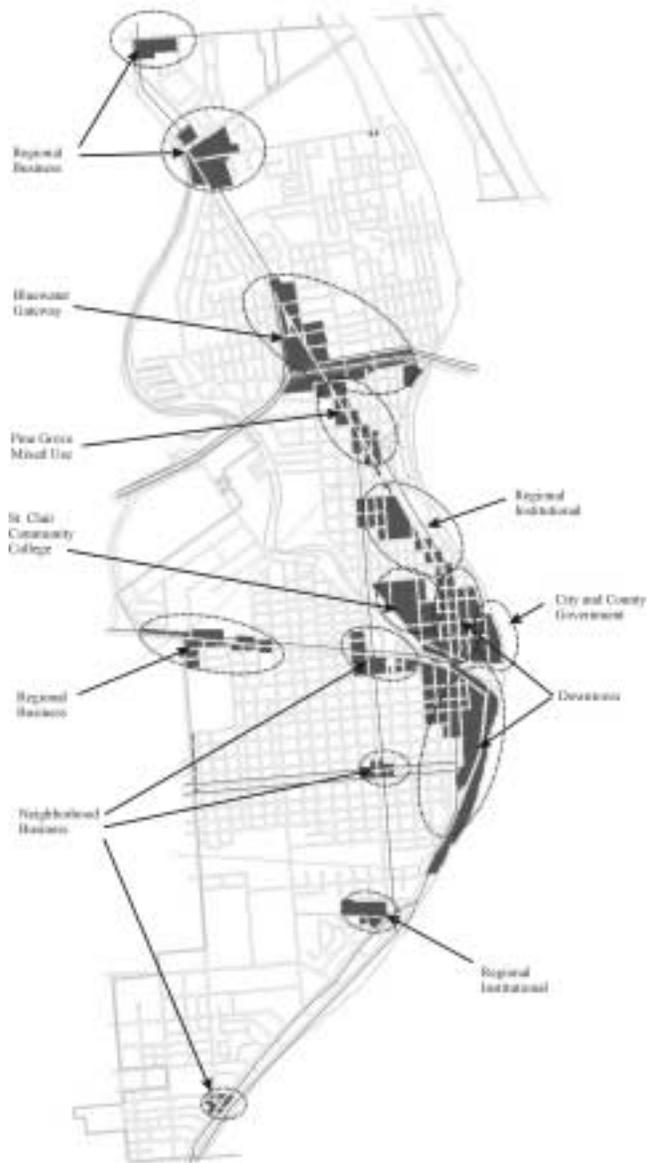


APPENDIX 5: COMMERCIAL DISTRICTS DEVELOPMENT PLAN

INTRODUCTION AND CHAPTER FRAMEWORK

The various commercial and business districts in the city of Port Huron provide a range of services and each meet specialized needs within the community. This is a result of the time period each area developed, the types of uses in each area, and the relationship of each area to the transportation system and in the city overall.

Conversely, there are two key unifying elements that tie the business districts together. The first is the major roadways that link the system together, including Pine Grove Avenue, Lapeer Avenue, 10th Street, 24th Street and Griswold Street. The second element is the foundation, or core, of the commercial system, downtown. The presence of these two elements makes it easy to plan the commercial districts as one defined system of activity nodes. This system is illustrated in the attached graphic.



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As noted in the graphic there are ten shaded commercial areas that are part of the system. Each area is labeled with different categories consistent with the Future Land Use Plan for these areas. The next section of this chapter is the goals and objectives that provide a solid foundation for the general design guidelines. Following these goals and objectives, specific recommendations and improvements are described that will ensure these areas evolve into distinct, yet unified commercial districts in the city. These are organized by the different commercial district types and include the following five categories:

- Downtown. This area includes *Downtown* future land use category and neighboring *Regional Institutional* uses, such as the college and county buildings, since they are important components of downtown.
- Regional Business. Near the northern border and at the west border of the city are general retail areas. Although somewhat isolated from the commercial districts in the city, *Regional Business* serves an important regional shopping function and is closely related to the commercial development that has been spreading northward up 24th Street and M-25.
- Blue Water Gateway Business. The *Blue Water Gateway Business* area plays an important role as a ‘front door’ to the community. Uses located here tend to be oriented toward serving travelers entering the city from I-94 and I-69. Its importance takes an even higher level when considering it is also a gateway to the State of Michigan and the United States for those entering from Canada.
- Pine Grove Avenue Mixed Use. Located north of downtown is the Pine Grove Avenue area that contains a wide variety of uses. This area serves as a transition between downtown and the area surrounding the Blue Water Bridge.
- Neighborhood Business. Dispersed into four different areas of the city on the south side, *Neighborhood Business* provides shopping opportunities for surrounding residential areas. These areas are found along Lapeer Avenue, 10th Street, 24th Street, Griswold Street and at Military Street/ Electric



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Avenue/Conner Street. Uses are limited to small-scale retail and service establishments, are pedestrian-oriented and must be integrated into the neighborhoods.

COMMERCIAL DISTRICTS GOALS AND OBJECTIVES

Goal #1 Port Huron will offer distinct commercial business districts separate from the downtown at key locations along the city's major transportation routes that serve the commercial needs of adjacent neighborhoods and create distinct character.

Objectives

- a. Maintain a strong general commercial base to serve city residents, tourists, visitors and nearby communities.
- b. Integrate small scale neighborhood businesses near residential areas to offer convenient shopping for residents.
- c. Create a *Blue Water Gateway Business* district that offers businesses to serve travelers crossing the USA/Canada border and a high-quality entrance to the community.
- d. Develop a proper development plan for the mixed use area along Pine Grove Avenue between the Blue Water gateway and downtown.
- e. Promote development of an overall marketing plan for all commercial districts.

Goal #2 All commercial development sites will promote the character of Port Huron and offer a pedestrian-friendly environment for residents.

Objectives

- a. Adopt design guidelines tailored to the different business districts possessing themes that unify/link with the city as a whole.
- b. Include site design elements in development guidelines such as landscape enhancement, screening, building design, lighting and signs.
- c. Develop an effective review system and guidelines for upgrades to existing sites.



- d. Promote site design that is safe for on-site pedestrian circulation and access.
- e. Follow multi-modal improvement recommendations as outlined in the Appendix 7: *Transportation*.
- f. Require efficient parking design that is safe and minimizes the amount of paved surface.
- g. Promote the application of barrier-free features to commercial sites and buildings as a means of encouraging greater site use.

Goal #3 Downtown Port Huron will continue to develop and thrive as the focal point for city development and activity.

Objectives

- a. Determine the types of businesses that can be supported in downtown and enhance the synergy of uses.
- b. Maintain “anchor” services in downtown, including financial, governmental, cultural, and like facilities and operations.
- c. Accommodate the greatest range of small-scale retail and service businesses, including specialty retail and services.
- d. Concentrate retail and entertainment opportunities in defined sectors.
- e. Integrate public/institutional areas for events and people to gather.
- f. Allow residential development downtown to create ‘around the clock’ activity.
- g. Meet parking needs in conveniently located, concentrated areas.
- h. Support economic development efforts as recommended in the Appendix 6: *Economic Development*.
- i. Support a full promotions calendar, utilizing water assets and the character of the area.
- j. Support a marketing theme and promotional activity for downtown.
- k. Encourage collective marketing and advertising and develop a cooperative marketing and advertising program.
- l. Recruit appropriate businesses for which there is a market that will enhance the area’s ability to attract local and visitor trade.



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- m. Develop a policy toward capital budgeting that promotes reuse of downtown dollars drawn for downtown development.

Goal #4 Downtown Port Huron will offer a walkable, livable downtown environment that is a desirable place to shop, work, live and play.

Objectives

- a. Maintain the boundaries of downtown at a walkable scale.
- b. Encourage residential dwellings within and abutting downtown.
- c. Maintain sidewalks along the street front wide to accommodate pedestrian activity and other uses such as sidewalk cafes.
- d. Provide sidewalk connections between business, residential and parking areas.
- e. Promote the application of barrier-free features to commercial sites and buildings as a means of encouraging greater site use.
- f. Maintain and expand the enhanced streetscape throughout downtown.

Goal #5 All other key areas of the city will be linked to the downtown area to unify key assets and to generate more activity where desired.

Objectives

- a. Improve the physical link between downtown and the waterfront.
- b. Create a marina/entertainment district as a subset of downtown.
- c. Connect pathways and green space to neighborhoods and associated neighborhood businesses and civic uses.
- d. Link downtown with the recommended *Blue Water Gateway Business* area.
- e. Improve way finding signs to direct visitors to downtown, historic neighborhoods, and other areas of interest.



DOWNTOWN

Downtown Port Huron is home to a variety of uses that make up a range of activity centers. While the Black River creates a physical division in the center of downtown, it should be viewed as a “seam” that binds the two parts together and not as an “edge” to each area. The entire downtown should be developed and maintained to be mutually supportive of each other.

Refer to the adjoining graphic for an illustration of downtown boundaries as it relates to this chapter. This area is larger in size when compared to the boundaries shown on the *Future Land Use Map* because that map addresses only land use. This chapter addresses a wider scope that includes design, circulation, redevelopment, and land use so it encompasses a larger area to ensure recommendations are harmonious.

Influential Conditions

- Land Use: Huron Avenue is the heart of historic downtown Port Huron and is the center of the main retail area and offers rich cultural and design history which should be promoted. Office uses are situated off of the main Huron Avenue corridor. The city and county government offices are located on the east side of downtown and are centered between the waterfront and Huron Avenue. The St. Clair County Community College is located at the western edge of downtown. The McMorran Complex is located in the center of downtown at the corner of McMorran Boulevard and Huron Avenue.

Downtown, south of the Black River, includes a mixture of uses including retail, financial, office, restaurants, bars, and institutional uses. This area has the potential to provide more entertainment, activities, and recreational uses. Increased views and access to the waterfront is a priority and a mixture of uses is planned including restaurants, shops, galleries, marinas and residential. The waterfront to the east of Military Street is the focus of a major redevelopment effort. This former industrial and railroad land is proposed for a mixed use redevelopment, including a new harbor off the St. Clair River, public open space, medium and high-density residential, retail, office, and



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institutional uses such as a new YMCA, and amphitheater, Maritime Center, public parking, and a railway depot.

- Circulation: Downtown area is accessed by the city street network with primary access from Pine Grove to the north and Military Street to the South. Lapeer Avenue is a principal arterial that feeds traffic from the west. Access from I-69 is provided into the city along Oak Street that connects to Military Street to the south.
- Waterfront and Open Space: Waterways and public open space corridors are key defining factors in downtown. Downtown is centered on the Black River and the St. Clair River which development along the Black River has been oriented toward the riverfront. The north half of the St. Clair River waterfront is occupied by a mixture of public uses including the municipal complex, waterfront parks and the city wastewater treatment plant. South of the Black River, the St. Clair River waterfront was previously dominated by industrial uses and railroad yards.
- Streetscape Improvements: The streetscape of a downtown is extremely important to its success. Strategies for downtown should focus on improving key street corridors in order to create a unified system that is comfortable and easy to use for both vehicles and pedestrians. These strategies should include elements such as providing a defined public space, a series of destinations to generate pedestrian traffic, and a walkable setting that doesn't exceed a five-minute walk (or a one quarter mile distance) between key destinations.

Activity Corridor Recommendations

The following are seen as principal corridors of activity within downtown that need to be targeted for specific redevelopment. Combined improvement to these activity corridors will create a unified street system within downtown.

- Huron Avenue: Huron Avenue has been designated as the principal retail corridor. The Downtown Development Authority (DDA) has focused considerable effort on upgrading the streetscape along this corridor with sidewalk improvements, landscaping, ornamental streetlights, and other



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features to make this a comfortable, high-quality pedestrian environment. Huron Avenue is part of the Military Street Historic District and many of the buildings along this corridor still retain their traditional historic integrity. The DDA has adopted specific guidelines for renovation and restoration of buildings within downtown to retain and enhance the traditional downtown environment.



This area should be maintained with specialty retail and other commercial uses such as restaurants on the ground floor along the Huron Avenue frontage. It is important to maintain the continuity of commercial uses along

the street frontage to maintain a high degree of pedestrian activity and interest. Off-street parking lots should not be allowed along Huron Avenue and non-retail uses should be discouraged. Non-retail uses such as office or residential should be within the upper stories of the buildings.

- McMorran Boulevard: McMorran Boulevard serves as a ‘civic’ corridor. It runs east to west with the Municipal Office Center at the eastern terminus and the St. Clair County Community College at the western terminus. Other civic uses front along this street including the County Courthouse and the McMorran Complex. With a wide 100-foot right-of-way the eastern two blocks of the roadway is a boulevard with the center landscape median



adjacent to the municipal complex and county court house. As a ‘civic’ corridor, the boulevard median should be continued the entire length of the road creating a landscaped corridor stretching from the city hall to the community college.

South of the McMorran Complex there are two city blocks occupied by a large surface parking lot. This lot is centrally located to serve a number of uses including the McMorran Complex, community college and the



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businesses along Huron Avenue. This open lot also creates a void in the ‘building wall’ that lines McMorran Boulevard. This parking lot should be evaluated for redevelopment opportunities that will complete the ‘building wall’ and address the potential for additional parking demands, retail space and/or residential uses.

- **Black River/Quay/Water Street:** This area of downtown is another that should capitalize on and enhance the Black River and treat it as a unifying element, or ‘seam’. A continuous pedestrian walkway should be maintained along the Black River to allow the public to walk the length of the river through downtown. This is vital to maintaining pedestrian activity which will contribute towards a synergy of activity in downtown. Public open space should also be tied into the riverfront walkway including a pocket park next to the Military Street Bridge. This will create a linkage between the riverfront walkway and Huron Street. Since private property exists in many areas, collaboration efforts will be crucial in accomplishing this vision. The city may wish to acquire riverfront property, obtain easements for pathway access, or some other method.

Waterfront uses such as marinas should be maintained and enhanced. Uses that line the Black River should contribute toward maintaining a high degree of pedestrian activity including restaurants and bars with outdoor seating along the river. Buildings should be designed to be very ‘open’ and provide windows and other features that relate to the pedestrian on both the street and the riversides of the building. Long blank walls should be avoided. Parking should also not be placed on the Black River. Existing parking lots should be redeveloped as uses that relate to the river or public open space.



- **Military Street:** Military Street is the shopping and entertainment district south of the Black River. While this is a distinct area, it should be closely tied to the north side of the Black River via a strong activity center focused along the Black River. This area would continue to have a diverse mixture of uses, which should be strengthened by the redevelopment of the south-end waterfront. The combination of the Huron Avenue retail corridor north of the



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river, and Military Street as the shopping and entertainment corridor south of the river is too long to maintain as a single ‘activity’ corridor. The combined distance of three quarters of a mile is longer than the typical walking distance for a pedestrian in downtown. Therefore, it is important that the Military Street corridor develop as a distinct area which serves a unique function, and as the strategies to unify the Black River waterfront as noted above are explored.

The solid grid street pattern on the south side of the city allows Military Street to be closely linked with neighborhood businesses planned along Lapeer Avenue, 10th Avenue, 24th Avenue, Griswold Street and the far south end of Electric Avenue and Military Street. These routes serve as important links directing traffic from surrounding areas such as the neighborhoods, abutting communities, and the neighborhood business districts into the heart of the city. Streetscape improvements, way-finding signage and other enhancements are needed along these routes to visually link this large segment of the commercial district system.

- Southside Waterfront: The southside waterfront is proposed for major redevelopment by Acheson Ventures. Much of the waterfront is the vacant site of former railroad yards and is undergoing cleanup in preparation for redevelopment. Redevelopment plans for this area include low, mid and high rise residential, a new harbor off the St. Clair River, a new YMCA, office, and open space, and recreational uses including botanical gardens, parks, an amphitheater and maritime center. Development of this waterfront will also provide opportunities for additional retail, dining, and entertainment uses along 3rd Street and Military Street.
- St. Clair River Waterfront: The St. Clair River waterfront is one of the key defining features of the city. Significant portions of the waterfront are publicly owned, including a mixture of public open space, the city Municipal Center and the city’s wastewater



treatment plant. As a principal amenity to the city, the waterfront should be maintained with public access and pathways and open space should be enhanced.

The Bridge to Bay trail is planned as a pathway that would stretch along the St. Clair River through the county linking River communities by a regional recreational pathway. A key segment of this pathway is through downtown Port Huron. This pathway would pass through the south side waterfront redevelopment site along 3rd Street to Water Street, then along Water Street to Military Street and over the bridge to Quay Street, then along Quay Street to the St. Clair River waterfront. Once at the waterfront, the pathway would continue north along the St. Clair River.

The old YMCA is located at the north end of the downtown waterfront. The YMCA is being relocated to the southern portion of downtown, which creates an opportunity for reuse of this site. Because of its prime waterfront and downtown location, the most appropriate use to be considered would be a combination of waterfront open space and high-density living space, whether it be a residential development or hotel/resort use.

Parking

Parking is provided in the downtown area by on-street parallel parking and off street parking lots. There are a number of public off-street parking lots, some of which are heavily used while others situated in more remote locations are used to a lesser extent. In addition, the peak parking demand for uses in downtown varies between office, retail, dining, the community college and other special events. This provides the opportunity for shared parking. Public parking demands in relation to the number of parking spaces provided in downtown should be studied to establish feasible improvement and redevelopment opportunities.



Downtown Residential

There are historic residential neighborhoods to the north and south of downtown that are in relatively close proximity to downtown. Additional residential development should be encouraged in and around downtown to increase and diversify activity within downtown. Downtown residential should include town houses, high rise and loft apartments above first floor retail.

Locations have been designated for higher density residential, including on the north side of the mouth of the Black River and the block south of Glenwood Avenue between Michigan Street and Fort Street. These sites are located at the edges of downtown making them more appropriate for residential development than for commercial. Another option for developing additional residential in downtown would be student apartments to replace the current practice of converting older homes to rental units.

REGIONAL BUSINESS

Although somewhat isolated from the commercial districts in the city, these areas serve an important regional shopping function for both the city and nearby communities. This includes retail uses found in shopping centers, auto-oriented businesses such as gas stations; restaurants, and grocery stores. There are two general areas designated for *Regional Business*, including the area along Pine Grove Avenue at the north edge of the city and the area centered around the intersection of Lapeer Avenue and 24th Street.

The area along Pine Grove Avenue at the north edge of the city is more physically associated with abutting development in Fort Gratiot Township; therefore, it is an important objective to link this commercial district with the city's other commercial areas. In addition to improved overall design of this area, the area should be distinguishable as a 'Port Huron' commercial district and should entice visitors to continue south along Pine Grove to explore what else the city has to offer. Its closest district is the Blue Water gateway business area also located along Pine Grove Avenue and could easily be connected through signs and streetscape features.



BLUE WATER GATEWAY

Located at the entrance to the city for those traveling from the expressway, the *Blue Water Gateway Business* area plays an important role as a ‘front door’ to the community. Its importance takes an even higher level when considering it is also a gateway to the state of Michigan and the United States for those entering from Canada. This business district is planned to offer uses that serve motorists at the interchange including gas stations, hotels, restaurants and convenience shopping. Site enhancements, building design and entry signs should be used to create a welcoming environment for visitors that will create a positive, lasting impression of their experience in Port Huron. In addition, way-finding features are important to entice visitors to other points of interest in the city. For instance, a few miles southeast will link people with the *Pine Grove Avenue Mixed Use* area, then to downtown and waterfront.



PINE GROVE AVENUE MIXED USE

A separate land use category has been established to guide development along Pine Grove Avenue between I-94 and Washington Avenue, Harker Street, and Whipple Street. As described in the Land Use chapter, this area is a transition between the *Blue Water Gateway Business* and *Downtown*. Enhancements and treatment of these sites should further attract visitors into the nearby downtown area. It is important to promote high-quality development that begins to stimulate activity and interest leading into downtown. Uses are encouraged to include neighborhood commercial, office, and medium and high-density residential.

NEIGHBORHOOD BUSINESS

Dispersed into four different areas of the city on the south side, *Neighborhood Business* districts provide shopping opportunities for surrounding residential areas. These areas are found along Lapeer Avenue, 10th Street, 24th Street, Griswold Street and at Military Street/ Electric Avenue/Conner Avenue. Uses are limited to small-scale retail and service establishments, are pedestrian-oriented and must be integrated into the neighborhoods. These areas serve as a focal point



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and neighborhood identifier. In order to create defined nodes of neighborhood commercial, these areas need to be limited in size.

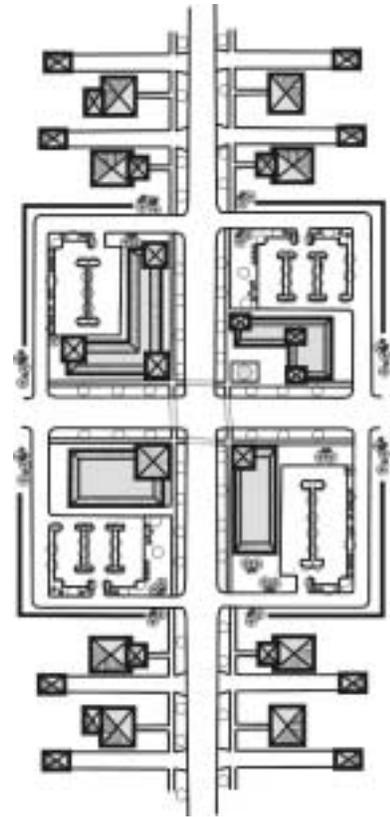
- The *Neighborhood Business* centered at the intersection of Lapeer Avenue and 10th Street is situated near the downtown but is its own district that is oriented more towards serving residents of surrounding neighborhoods.
- There are a number of *Neighborhood Business* uses located along 24th Street between Lapeer Avenue and Bancroft Street. This area is situated at the city limit with similar commercial uses located on the west side of 24th Street in Port Huron Township. The commercial uses within the city are situated on relatively small lots, which limits their development. Redevelopment with these smaller lots will need to ensure that compatibility and buffering is provided from residential uses to the rear.
- The neighborhood commercial district centered at the intersection of Griswold Street and 10th Street is another node of commercial activity. This is located within the center of the largest residential area of the city.
- Near the southern edge of the city is a *Neighborhood Business* node at the convergence of Military Street, Electric Avenue, Conner Street and 24th Street. This area currently includes a mixture of commercial and industrial uses. The intent for this area is to develop as a small-scale commercial node with higher density residential to the north. This area should be maintained at a scale that is pedestrian friendly and relates well to surrounding residential neighborhoods.

A key aspect of a *Neighborhood Business* area is its link to the surrounding neighborhood. By definition, a neighborhood business area is considered part of the adjacent neighborhood. For that reason, there are certain design considerations that must be followed for the development and maintenance of these commercial areas.



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- *Neighborhood Business* districts need to be tied into the grid street network of the surrounding neighborhood so that they can be integrated and accessible by residents. Because they are intended to serve nearby residential areas they need to be accessible by pedestrians. Improvements should strongly focus on the streetscape including building entrances situated at the street front, wide sidewalks, street trees; and enhancements, such as benches and decorative lighting. The main entrances to buildings need to be prominent, interesting, pedestrian accessible, and transit-oriented.
- Buildings need to be designed to create more pedestrian friendly environments. The buildings need to be set close to the sidewalk with parking to the side or rear. The façade of the building facing the street needs to include pedestrian entrances, windows, and high-quality architecture.
- Buildings located at intersections should be oriented towards the intersection to strengthen the visual quality of the building and focus activity to reinforce the sense of place at the intersection. Pedestrian paths cross at intersections where options for travel routes increase. The design of the intersection, the orientation and placement of buildings, and the treatment of building corners can strengthen an intersection and contain and support increased activity. This location also opens views to the building from down the street. The identity of *Neighborhood Business* districts can be enhanced through the integration of distinct landmarks or special features with new development. Visual focal points enhance the design context that gives identity to an area.
- *Neighborhood Business* areas should utilize certain unifying features which create a unique identity for each particular business district. Certain elements of the *Neighborhood Business* district can be tied into the surrounding neighborhood such as ornamental street lights, street signage, street furniture, consistent landscaping, and sidewalk paving materials.
- The size of buildings should be limited to reduce negative impacts on the neighborhood. Buildings need to be set back away from adjacent residential lots to allow more sunlight. Building forms and materials



should be used that respect the character of the surrounding area. *Neighborhood Business* buildings should incorporate elements of nearby, quality buildings such as building details, massing, proportions, and materials to better blend into the character of the area.

- Site design considerations, such as screening and landscaping, can also help these developments blend into the neighborhood. Rear parking and loading areas need to be screened from adjacent residential areas by screening walls or dense landscaping. Screening should be provided with high-quality brick walls constructed with masonry that matches the building materials. In some instances landscaping may replace screening walls where there are wider greenbelts and less of a potential to impact adjacent residential uses.
- Lighting must be designed to ensure minimal impact on adjacent residential areas as a result of glare or light spillage. Lighting needs to be downward directed and shielded to confine light to the site.

GENERAL DESIGN GUIDELINES – COMMERCIAL DISTRICTS

There are several elements of site design that work together to achieve the desired character. Design guidelines begin with a general framework that can be applied to all commercial districts in the city. Consistent application of design guidelines will ensure continuity throughout the community and establish a clear sense of identity. These standards should apply to all new construction projects seeking approval from the city and some redevelopment and expansion projects depending on the level of site improvements proposed. There may also be opportunities for private developers to work together with the city to accomplish these improvements when work involves both public and private land.

Among the four commercial district types there are specific design issues that relate to the unique condition that exists in each area. Those design features are discussed in this section and are subdivided into three main design categories: streetscape, building and site design, and landscaping. Following these topics, a complete table is provided that lists detailed design recommendations and the



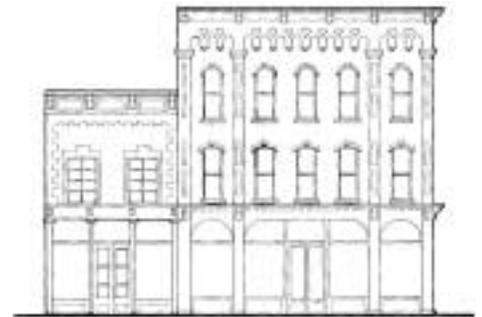
columns that follow indicate to which commercial district the recommendation is applicable. A star in the column indicates that particular element is important in that commercial district.

Streetscape

A ‘streetscape’ is the overall view and impression of a road corridor that is defined by improvements such as buildings, landscaping, and sidewalks located along the immediate edge of both sides of the roadway and the design of the road itself. The impression of the streetscape often defines the character of a commercial district and is the ‘seam’ that ties the area together. Port Huron offers many different commercial areas including the downtown and many other areas outside of downtown. Each of these areas should possess a consistent streetscape that creates a unique ‘sense of place’, or indication of arrival to a commercial district.

Building and Site Design

One of the most influential elements in establishing character in the commercial districts is architecture. To achieve continuity, certain basic standards should be adopted that reflect the desired impressions of the city. These include quality and type of building materials, scale of building and detail of architecture. The architecture should also respond to context, the surrounding landscape, and use. These features should be more detailed in buildings within the *Pine Grove Avenue Mixed Use* and *Neighborhood Business* districts to reflect a high-quality residential character. In the *Regional* and *Blue Water Gateway Business*, these elements should focus on minimizing the mass of buildings and emphasizing the entrance to buildings.



Landscaping

Sites should consistently be developed to maximize the amount of green space. This may be accomplished through developing landscaping regulations that incorporate a variety of landscaping components to site design. There are generally a few different components of a landscape plan, including street frontage greenbelts, parking lot landscaping, buffer zones between uses and



landscaping around the building. Each of these areas plays a different role but essentially, the landscape plan should provide planting areas that will enhance the site and provide ample internal green space. In addition, plantings should be incorporated to screen and buffer incompatible uses and activities. Within the *Regional Business* and *Blue Water Gateway Business* districts, sites are larger and can accommodate large planting areas and more often need those enhancements. Within the *downtown*, *Pine Grove Avenue Mixed Use* and *Neighborhood Business* areas, sites are smaller with the building being predominant, therefore less landscaping, if any at all, is needed to maintain the residential character.

Buffering and Screening

Because of the compact mixed-use urban land use pattern, measures to ensure compatibility between uses are vital. Landscape plantings should be incorporated to screen and buffer incompatible uses and activities. The intensity of landscaping should be increased where there is a greater potential for incompatibility between uses. Where parking and loading areas adjoin residential uses screening walls should be provided. Generally, screening walls should be brick or other quality masonry material that is compatible with the material used on the building. In some instances a wood privacy fence may be appropriate when situated where it will not be damaged by vehicles.

Site Lighting

Special consideration needs to be given to outdoor lighting, such as parking lot lighting, to minimize impacts on adjacent residential neighborhoods. Commercial site lighting needs to be evaluated to ensure that all light fixtures are downward-direct cut-off fixtures that prevent the spill of light onto adjoining properties. The city should also consider the overall impacts that site lighting has on the night sky. Clusters of intensely lighted areas will create a “dome of light” which comprises the ability to see the night sky. Comprehensive lighting regulations should be developed that specify the maximum height of light poles, the type of fixtures allowed, requirements for shielding of light and the overall lighting intensity in foot candles allowed along property lines.



**Commercial Districts
Design Guidelines**

	Downtown	Regional Business	Blue Water Gateway Business	Pine Grove Mixed Use	Neighborhood Business
Streetscape					
Building Setback. Because of limitations on lot sizes in some areas, many sites have buildings located close to the road right-of-way. This is a desirable situation because it establishes the building as the prominent site feature, not the parking lot, and encloses the streetscape for a comfortable environment. In the noted districts, a build-to line should be established and required of all new building construction	●			●	●
Building Entrance. With buildings situated at the street front, building entrances are needed that are also oriented to the street and sidewalk.	●			●	●
Minimal Signs. Signs are an aspect of site design that have a major effect on the streetscape. Business competition is high, which motivates businesses to install bigger, taller signs so they are visible. While having adequate signs to advertise and draw customers is important for the viability of businesses, uncontrolled proliferation of large unattractive signs not only degrades the appearance of the community, but also distracts motorists. Therefore, sign standards are important in commercial areas and should be implemented and enforced consistently by the city. Sign standards should encompass types and number of signs, location of signs and expressway signs. Sign standards should strictly limit the size and number of business signs in a manner that is proportionate to the size of the site and buildings and to avoid obstruction of the design elements on the site such as building architecture, street trees, and decorative lighting.	●	●	●	●	●
Wide Sidewalks at the Building Front. Between the edge of the curb and the building front, a wide concrete sidewalk should be maintained that accommodates high levels of pedestrian traffic.	●			●	●
Standard Sidewalk/Pathway along the Roadway. Sidewalks should be maintained along the roadway to provide an alternate circulation route along Pine Grove Avenue.		●	●		



**Commercial Districts
Design Guidelines**

	Downtown	Regional Business	Blue Water Gateway Business	Pine Grove Mixed Use	Neighborhood Business
Front Yard Plantings. For sites with larger front yards, greater flexibility is possible in order to create a boulevard appearance along the roadway that will detract from the visual impact of intensive development and large parking and building mass. This should include large canopy trees, a wide greenbelt and hedge rows if parking is in the front yard. This landscape strip should be placed between the sidewalk and the building or parking lot in the front yard.		●	●		
Decorative Lighting. Street lighting should be installed that coincides with the location of the non-motorized pathway and street trees. These light poles should be ornamental and pedestrian in scale.	●	●	●	●	●
Way-Finding. Community and road identification within commercial districts is an important element in establishing identity and sense of place in each of the commercial areas. This can be accomplished through way-finding signs and other indicators such as banners that alert all types of travelers. Each commercial district should provide direction to other nearby districts.	●	●	●	●	●
Traffic Calming and Road Improvements. Road treatments can be incorporated to indicate entry into a commercial district, such as special pavement type, color, and striping. In some cases, particularly in the Neighborhood Business and Pine-Grove Avenue Mixed Use districts, improvements should attempt to reduce traffic speeds to be compatible with the local, residential character. These techniques are called traffic calming and include a number of different methods. To begin, the overall streetscape plan serves as a traffic calming technique because motorist instinctively slow down when they enter a new development area. Street trees, lighting, sidewalks and buildings close to the road all work together and slow down traffic. More obvious improvements can also be considered including special pavers, speed tables and narrower driving lanes that are installed in the road to encourage drivers to slow down to safer speeds.	●			●	●
Building and Site Design					
Durable, Timeless Building Materials. Buildings should be constructed in a manner that will ensure longevity and reuse. Building materials should be durable and have an appearance of permanence and substance while remaining consistent with surrounding buildings. For instance, brick, split-faced block or similar materials are encouraged as the primary building material with limited use of metal, wood and dry-vat as accent or trim. Finally, building colors should be subtle and consistent.	●	●	●	●	●



**Commercial Districts
Design Guidelines**

	Downtown	Regional Business	Blue Water Gateway Business	Pine Grove Mixed Use	Neighborhood Business
Residential and Traditional Style Building Features. In order to integrate the district with the surrounding area, architectural design features should reflect the residential style of its neighborhood.				●	●
Residential Development Component. Residential development in the commercial districts is accommodated in some areas in the form of upper level units, mid-rise buildings and townhouse-style structures. Special attention should be given to offer safe entrances, common sidewalks, pedestrian lighting and porches/balconies where possible. Building materials should be high quality such as brick, carved stone and wood or high-quality vinyl siding. Features such as front porches, peaked roof lines, dormer windows, bay windows and gables should be encouraged. The structure should reflect a comfortable environment at the street level and promote interaction between neighbors. Shallow setbacks from the sidewalk bring the private and public space closer together for easier interaction and access. If offered, garages should be located in the rear and not be visible from the front façade. Sidewalks should connect to the units and existing sidewalk routes.	●			●	
Historic Design Elements. The historic architecture of the district must be preserved with redevelopment and emulated with new development. This should be accomplished through design, materials, and color that are consistent with the history of the area.	●				
Adaptive Re-Use. With the revitalization of the city and changes in technology, comes new uses and development. This development should creatively incorporate adaptive re-use of existing structures that reflect the character of the area and the history of the city.	●			●	
Peaked Rooflines. Roof shape and materials should be architecturally compatible with adjacent buildings. Building shapes should incorporate peaked roof lines, archways and dormer windows. Other treatments should be used to give variety while complementing the existing buildings in the area. They also achieve a minimizing effect on larger buildings. In addition, rooftop equipment should be completely screened to protect views from the roadway and adjacent uses.		●	●	●	●
Urban/Historic Roofline. Older, more historic areas in the city lend themselves to a flatter roof style than the above category that includes two or more story buildings. In cases of flat rooflines, decorative parapet walls are needed to screen roof top equipment. Decorative cornice treatments are also important to add interest and unique detailing to the building.	●			●	



**Commercial Districts
Design Guidelines**

	Downtown	Regional Business	Blue Water Gateway Business	Pine Grove Mixed Use	Neighborhood Business
Compatible Proportion and Scale. Proportion deals with the relationship of the height to the width of the building and the relationship of each part to the whole. Scale defines the relationship of each building to other buildings in the area. New building construction and renovations should be consistent with the scale and proportion of surrounding buildings along the commercial districts. For instance, a three-story structure would be out of scale in an area of one-story buildings. Similarly, a wide building would not fit in a row of narrow buildings.	●	●	●	●	●
Service Areas. The placement of overhead doors and loading areas should be closely evaluated. Loading facilities and overhead doors should be prohibited along any building side facing a public street or residential area. Generally, these areas should be limited to the side and rear facade of the building. When it is not feasible to follow either of these conditions, adequate screening is necessary to offset the views and noise impacts.	●	●	●	●	●
Outdoor Storage. Open outdoor storage should be limited to areas that are not directly fronting on commercial districts. Where permitted, it should require a special land use permit that includes specific requirements for screening. Screening should include a combination of opaque screening, decorative fencing and landscaping.		●	●		
Compatible Rear Façade. The rear facade of some sites will be visible from many sides due to circumstances such as rear yard parking, adjacent residential, outlots, internal site circulation and double or corner frontage. These circumstances warrant consideration of the rear facade design. The rear facade should be of a finished quality consistent with the other elevations of the building and should be well-screened where appropriate.	●	●	●	●	●
Parking Location. To promote the building and open green space as the prominent site feature, parking lots should only be permitted in the rear yard. In cases with wider lots such as in the <i>Neighborhood Business</i> and <i>Pine Grove Mixed Use</i> , parking may be permitted in the side yard, provided a hedge row or seat wall is installed to screen the vehicles and separate the parking lot from the public realm.	●			●	●
Parking Location. Parking will be allowed in the front, side, and rear of the site, however the amount of front yard parking should be limited wherever possible.		●	●		



**Commercial Districts
Design Guidelines**

	Downtown	Regional Business	Blue Water Gateway Business	Pine Grove Mixed Use	Neighborhood Business
<p>Parking Calculations. Commercial districts in the city cater to both vehicular and pedestrian travel. In the <i>Regional</i> and <i>Blue Water Gateway</i> areas they will continue to be auto-oriented. In the <i>Downtown</i>, <i>Neighborhood Business</i> and <i>Pine Grove Avenue Mixed-Use</i>, development will attempt to promote walkability with less emphasis on parking. Excessive pavement and parking areas, in either situation, is not in keeping with the goal to promote a high quality, aesthetic appearance within the city’s commercial districts. Updated standards should be established and based on recent parking studies that have determined it is more responsible to plan for typical year-round parking needs as opposed to ultimate peak accumulation. This would include revisions to use categories; calculation formulas; accommodating flexibility to evaluate each site on an individual basis or in accordance with the commercial district in which the site is locate; and minimizing the dimensional requirements for parking spaces and aisles to reflect the character of the district.</p>	●	●	●	●	●
<p>Access Management. To promote safe traffic operations in all the commercial districts, access management standards should be developed. These standards should be applied to all new development and redevelopment projects to ensure consistency and compatibility. Of course, in addition to the standards established, the process must involve coordination between the city, property owners and, as applicable Michigan Department of Transportation (MDOT) which has jurisdiction over Pine Grove Avenue(M-25), in order to ensure the final design is effective. Managing access has a number of components including regulating the number of driveways, limiting driveway spacing, promote sharing of driveways and cross access between parking lots.</p>		●	●	●	●
<p>Pedestrian Connections. As discussed in the streetscape segment, pathways should be provided along all site frontages. In addition, safe pedestrian connections to building entrances are necessary to provide a designated area for pedestrian movement and to alert motorists of pedestrian activity. Connections are also needed between sites and to nearby neighborhoods.</p>	●	●	●	●	●
<p>Limited site lighting. Site lighting regulations are needed to control the intensity of lighting in a manner that reduces off-site glare, minimizes the overall level of lighting on the site and incorporates lighting fixtures into the design concept of the site. Lighting plans should be required with all site plans that indicate: the height of light poles, the type of light fixture being used, method of shielding and the intensity of lighting on the site plan in foot-candles.</p>	●	●	●	●	●



**Commercial Districts
Design Guidelines**

	Downtown	Regional Business	Blue Water Gateway Business	Pine Grove Mixed Use	Neighborhood Business
Landscaping					
Greenbelt and Front Yard Plantings. For larger sites, landscaping in the front yard is important to enhance the view of sites from the road. These planting areas will be located on private property, not within the right-of-way. Landscaping includes a greenbelt along the frontage that consists of a mixture of large canopy trees and hedge rows. Remaining areas of the greenbelt should consist of a manicured lawn. Natural groupings are encouraged		●	●		
Street Trees within the Right-of-Way. As noted in the streetscape section of this chapter, large canopy trees are required within the right-of-way in some commercial districts to create a consistent tree-lined street effect. Due to limited front yard space, these will likely be found along sidewalks protected by tree grates. However, where possible, street trees will be provided within the boulevard between the sidewalk and the street curb.	●			●	●
Parking Lot Islands with Canopy Trees and Lawn. Incorporate landscaping in the parking lot that directly relates to the amount of parking provided. This will enhance parking lots, improve traffic circulation and safety, and provide shade. In order to accomplish this intent, plantings should be located within the parking area in landscaped islands and at building foundations. Parking lot landscaping should be utilized to create green space within the site.		●	●	●	●
Parking Lot Screening with Hedgerows. In the front yard of sites and those parking areas that are visible from the street, hedge rows are needed to screen and minimize the presence of parking lots. These should include durable upright shrubs planted in a formal row.		●	●	●	●
Buffer Zones. Screening and buffering between uses is an important element in site design to ensure that abutting land uses are comparable. It is recommended that "buffer zones" are established along property lines that are based on the proposed use and adjacent existing use and/or zoning district. The width of the zones and extent of plantings provided should allow for flexibility based on existing site conditions and the character of the surroundings. Screening between commercial and residential uses will generally be in the form of a brick wall, but on larger sites, landscaping can also be used.		●	●	●	●



**Commercial Districts
Design Guidelines**

	Downtown	Regional Business	Blue Water Gateway Business	Pine Grove Mixed Use	Neighborhood Business
<i>Service Area Screening.</i> To further ensure compatibility between land uses, sites that require service or loading and unloading areas, should provide additional screening to ensure operations are not visible from the roadway and from abutting sites. Elements of screening service areas include location, plantings, and screening walls.		●	●	●	●
<i>Creative Landscape Opportunities.</i> Exploring and accommodating creative opportunities for landscaping is important in order to ensure development continues to provide plantings, despite the urban setting. Roof top gardens and planting containers are examples of these opportunities	●	●	●	●	●





APPENDIX 6:

ECONOMIC DEVELOPMENT

ECONOMIC DEVELOPMENT ANALYSIS

As part of the economic development component of the Comprehensive Master Plan, two types of analysis were performed in order to understand the composition of the Port Huron economy and to identify business ‘gaps’ and opportunities for the city of Port Huron. To begin, a comparative assessment was completed that compares economic attributes of like communities with Port Huron. Secondly, demand forecasting was conducted for retail and related services based on the markets’ ability to purchase goods and services. The following sections describe these methods in more detail and provide the results of the analysis. Because of the scale of Port Huron and since, like many other communities, it is surrounded by other developed areas and the regional market has a direct relationship with the economic development of the city, the overall county business structure was analyzed. Based upon an understanding of the growth of the economy for the overall county, the market share of this growth for the city of Port Huron could then be estimated. Conclusions were drawn that identify trends within the county, which represent potential opportunities for economic development within the city.



Comparative Assessment

The comparative analysis compared the St. Clair County business structure other communities or counties similar to Port Huron and St. Clair County. This analysis is important because within similar communities there are going to be comparable demands for typical goods and services. Based upon the overall average of all comparable communities certain sectors can be identified that are lacking or ‘under-represented’ within St. Clair County. This may be an indication that residents are obtaining a larger portion of these goods or services outside the county and thus represent an opportunity to develop these new businesses within the county. Having identified these under-represented businesses, the city of Port Huron may wish to attract these businesses to develop within the city, provided these businesses fit the goals of the various business districts recommended by the Master Plan.

In determining communities for which the comparison can be made, the following criteria were used:

- The population size and household numbers had to be similar to those associated with St. Clair County, since demand for goods and services are largely dependent upon the size of the market served.
- Each county would have at least one population center or city of reasonable scale.
- The counties are located within the Great Lakes area and contain or have access to lakes and/or rivers that are used as employment and recreational resources.

Based on this criteria, seven counties were identified for which the comparison of economic structure was made. The communities are all located within Michigan, Wisconsin, New York or Minnesota. The seven counties for which the comparisons are made are:

- Bay County, MI
- Muskegon County, MI
- Berrien County, MI
- Racine County, WI
- La Crosse County, WI
- Oswego County, NY
- St. Louis County, MN



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It is noted that all population and household estimates were derived from the same source, sales and marketing management. One software program was employed based on ‘yellow page’ listings for all areas to insure consistency. Where there were differences in scale, population and household factors were utilized in equations to create balance or normalize the data.

For each county, six digit Standard Industrial Classification (SIC) or North American Industry Classification System (NAICS) codes were extracted on all businesses within the communities. Information associated with SIC codes ranging from 017501 (agricultural) to 999999 (non-classified establishments) was gathered and is presented below.

Under-represented ‘industries’ were then defined as those where St. Clair County had a lesser number of businesses than at least five other communities. Thus, the number of businesses in St. Clair County compared to the other communities was below what might be expected.

The identified business gaps in the St. Clair County area may or may not be appropriate for Port Huron. Certain uses may not be desirable within downtown or various neighborhood business districts based upon the stated goal for the character of the city. The city should review those under-represented businesses and determine which are most desired and focus recruitment on these.



Under-Represented Businesses

On the following *Table, 6-1* businesses identified as being under-represented in St. Clair County. The following is most important to note from an economic development strategy and land use perspective:

- Few of the under-represented businesses are of manufacturing or related industrial character. In other words the number of manufacturing businesses in St. Clair County was similar to the comparison communities.
- There is a sizeable number of under-represented retail and related service establishments that are appropriately situated in either a downtown or community based commercial center. There tended to be relatively fewer furniture stores, antique dealers, sporting goods stores, florists, art galleries and appliance stores within St. Clair County than in the comparison communities.
- A number of professional services and Finance, Insurance and Real Estate (FIRE) services that can create demand for office space is also under-represented.
- Under-representation in the food service related categories is apparent. St. Clair County had relatively fewer restaurants and bars than the other comparison communities. Concentrations of food service and entertainment are often focuses in successful downtowns.
- There is a concentrated under representation of automobile and vehicle related activity. There tended to be relatively fewer auto dealerships, auto parts stores, gasoline service stations and auto repair uses within St. Clair County than comparison communities. However, due to the city being built-out with limited large general commercial areas available for development, space for auto-related uses within the city will be limited.



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Table 6-1: Under-Represented In St. Clair County

SIC Code	Type of Business
18101	Greenhouses
74201	Veterinarians
78301	Tree Service
171102	Heating Contractors
171105	Plumbing Contractors
271101	Newspapers - Publishers
275202	Printers
275998	Commercial Printing NEC
359903	Machine Shops
399302	Signs (Manufacturers)
421309	Trucking – Motor Freight
495302	Garbage Collection
507804	Refrigerating equip – Commercial – Wholesale
519112	Feed Dealers (Wholesale)
531102	Department Stores
541103	Convenience Stores
551102	Automobile Dealers – New Cars
551103	Automobile Dealers – Used Cars
553111	Automobile Parts and Supplies – Retail – New
554101	Service Stations – Gasoline and Oil
571216	Furniture Dealers – Retail
571305	Carpet and Rug Dealers – New
573407	Computer and Equipment Dealers
581203	Ice Cream Parlors
581208	Restaurants
581212	Caterers
581301	Bars
591205	Pharmacies
593202	Antiques – Dealers
594113	Sporting Goods – Retail
594129	Guns and Gunsmiths
599201	Florists – Retail
599969	Art Galleries and Dealers
602101	Banks
606101	Credit Unions
616201	Real Estate Loans
621101	Stock and Bond Brokers
628205	Financial Planning Consultants
641112	Insurance
654102	Title Companies
655202	Real Estate Developers
701101	Hotels and Motels
703301	Campgrounds
721201	Cleaners
721704	Carpet and Rug Cleaners
722101	Photographers – Portrait
723106	Beauty Salons
724101	Barbers
726103	Funeral Directors



CITY OF PORT HURON COMPREHENSIVE PLAN

Table 6-1: Under-Represented In St. Clair County

SIC Code	Type of Business
729944	Tanning Salons
734201	Pest Control
734922	House Cleaning
736103	Employment Agencies and Opportunities
738901	Auctioneers
738902	Interior Decorators Design & Consultants
753201	Automobile Body Repairing and Painting
753801	Automobile Repairing and Service
753812	Truck – Repairing and Service
762902	Appliances – Household – Major Repairing
769904	Taxidermists
781211	Video Production and Taping Service
784102	Video Tapes and Disc Renting and Leasing
793301	Bowling Centers
801101	Physicians/Surgeons
801104	Clinics
802101	Dentists
804201	Optometrists
804301	Podiatrists
804922	Psychologists
805101	Nursing and Convalescent Homes
811103	Attorneys
821103	Schools
823106	Libraries – Public
832215	Marriage and Family Counselors
832218	Social Service and Welfare Organizations
833102	Rehabilitation Services
835101	Child Care Services
835102	Schools – Nursery & Kindergarten – Academic
839998	Non Profit Organizations
861102	Associations
863101	Labor Organizations
864101	Fraternal Organizations
866106	Clergy
866107	Churches
866110	Religious Organizations
871202	Architects
872101	Accountants
874201	Business Management Consultants
911104	City Government Executive Offices
912102	Government Offices – State
921103	County Government Courts
922104	Police Departments
922404	Fire Departments
931104	City Government Finance and Taxation
971105	Recruiting – U.S. & Armed Forces



Over-Represented Businesses

The following list contains those businesses that are over-represented, meaning that there are more of these than in the other communities. It is noted that over-representation is not necessarily a negative although it could be indicative of a situation where supply likely exceeds demand, resulting in marginal business operations. On the other hand, it could be a sign of a significant, unique market niche or a unique set of circumstances in the community, or it could represent an opportunity to further an exiting niche or marketing concept. Areas of over-representation include, but are not limited to:

- Contractors
- Marinas and Boat Yards
- A number of heavy manufacturing areas
- Trucking
- Certain health related services.

Table 6-2: Over-Represented Businesses	
SIC Code	Type of Business
19101	Farms
75204	Pet Washing & Grooming
75208	Horse Breeders
75211	Pet Boarding
75212	Dog & Cat Pet Sitting Services
78204	Landscape Contractors
78206	Lawn & Grounds Maintenance
152103	General Contractors
152105	Home Improvements
152112	Home Builders
152139	Remodeling & Repairing Bldg Contractors
154102	Designers – Industrial
154213	Building Contractors
161106	Asphalt and Asphalt Products
162307	Sewer Contractors
162903	Marine Contractors
162977	Construction – Heavy Projects
171114	Mechanical Contractors
171117	Air Conditioning Contractors & Systems
172101	Painters
173101	Electric Contractors
174101	Masonry Contractors
174203	Dry Wall Contractors
174301	Tile-Ceramic- Contractors & Dealers



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Table 6-2: Over-Represented Businesses

SIC Code	Type of Business
175102	Carpenters
175103	Cabinet Makers
176103	Gutters & Downspouts
176109	Roofing Contractors
176111	Siding Contractors
177105	Concrete Contractors
178101	Water Well Drilling & Service
179103	Steel Fabricators
179403	Excavating Contractors
179604	Machinery – Movers & Erectors
179942	Washers – Pressure
243102	Millwork - Manufacturers
244801	Pallets & Skids – Manufacturers
308901	Mold Makers
345101	Screw Machine Products - Manufacturers
346904	Metal Stamping - Manufacturers
354405	Molds (Manufacturers)
371401	Automobile Parts & Supplies (Manufacturers)
373201	Boat Builders & Yards
399906	Assembly & Fabricating Service
421201	Trucking – Contract Hauling
421210	Trucking – Dump
421304	Trucking
421306	Trucking – Liquid & Dry Bulk
421307	Trucking – Heavy Hauling
422101	Grain Elevators
422503	Storage – Household & Commercial
431101	Post Offices
449304	Boat Repairing
449306	Marinas
472402	Travel Agencies & Bureaus
473104	Freight Forwarding
473113	Customs Brokers
478977	Transportation
483201	Radio Stations & Broadcasting companies
492501	Gas Companies
501313	Auto Parts & Supplies – Wholesale
501501	Auto Parts – Used and Rebuilt (Wholesale)
503211	Sand and Gravel (Wholesale)
506304	Security Control Equipment & Systems (Whol)
507507	Furnaces – Heating (Wholesale)
509908	Manufacturers – Agents & Representatives
517208	Gas- Liquefied – Petro- Bottled/Bulk (Whol)
517221	Petrolatum - Wholesale
521131	Doors
523110	Glass- Auto Plate & Window & Etc.
526109	Lawn Mowers
526136	Sprinklers – Garden and Lawn – Retail
527102	Mobile Homes – Dealers
533101	Variety Stores



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Table 6-2: Over-Represented Businesses

SIC Code	Type of Business
542107	Meat- Retail
546102	Bakers – Retail
549901	Health & Diet Foods – Retail
553113	Auto Racing Car Equipment
557103	Motorcycles & Motor Scooters – Supplies
562101	Woman’s Apparel – Retail
566101	Shoes – Retail
569913	Sportswear – Retail
571211	Kitchen Cabinets & Equipment – household
572202	Appliances – household – major dealers
581209	Delicatessens
581222	Pizza
592102	Liquors – Retail
592104	Beer & Ale – Retail
593204	Consignment Shops
593217	Furniture – Used
594201	Book Dealers – retail
594409	Jewelers – retail
594520	Crafts
594716	Party Supplies
596102	Mail Order & Catalog shopping
599502	Optical Goods – Retail
599904	Telephone Equipment & Supplies
599927	Picture Frames – Dealers
599931	Factory Outlets
599993	Baseball Sports Cards & Memorabilia
621105	Investment Securities
651501	Mobile Homes – Parks & Securities
653118	Real Estate
653122	Real Estate Inspection
701107	Bed & Breakfast Accommodations
723102	Manicuring
729101	Tax Return Preparation Return & Filing
729917	Massage Therapists
734902	Janitor Service
737103	Computers- System Designers & Consultants
737415	Internet service
738999	Business Services NEC
751303	Truck Renting and Leasing
753301	Mufflers & Exhaust Systems- Engine
754201	Car Washing & Polishing
754901	Wrecker Service
762202	Television & Radio – Service Repair
769203	Welding
769902	Plumbing Drain and Sewer Cleaning
791101	Dancing Instruction
792908	Disc Jockeys
799601	Amusement Places
799935	Halls & Auditoriums
799951	Parks



Table 6-2: Over-Represented Businesses	
SIC Code	Type of Business
799968	Stables
804918	Physical Therapists
805903	Adult Care Facilities
806202	Hospitals
806301	Mental Health Services
808201	Home Health Service
832204	Licensed Counselors
832222	Youth Organizations and Centers
836102	Homes – Adult
836116	Group Homes
864102	Veterans’ and Military Organizations
864108	Clubs
871133	Engineers – Professionals
872102	Accounting & Bookkeeping – General Services
912104	Govt. Offices – City, Village, and Twp
943103	County Govt – Public Health programs

DEMAND FORECASTING

In an effort to define opportunities and direction for economic development for Port Huron, a second type of economic analysis was performed. This is demand forecasting for retail and related services, a fundamental component of both downtown and the neighborhoods in Port Huron. Demand for retail goods and services for Port Huron is based on the markets’ ability to purchase goods and services. As previously defined, the primary source, (but not the only source of information) used to define spending patterns for retail and related services demand was the telephone survey. The following represents a review of demand for retail.

Market Areas and Retail Sales

There are essentially three potential market areas for goods and services associated with Port Huron. These are:

- The primary market area composed of residents living in Port Huron neighborhoods.
- The secondary market area composed of residents living in other communities in St. Clair County.



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- The tertiary market consisting of visitors to the area coming from the, Detroit metropolitan area.

It is also noted that for this analysis and from a policy perspective, visitor based revenues and sales are considered an added or additional source of revenues. No businesses success should be premised upon such sales. In fact, in all probability, only activity in the downtown or a major transportation confluence point is likely to attract visitor revenues to any significant extent.

It is also noted that while current penetrations of the tertiary or the regional Detroit area market is likely to be small, a unique collection of activity, critical mass, and environment could result in greater market penetration, patronage and related sales or revenues coming from those markets.

Primary market area residents are expected to generate sales of retail goods and services this year of approximately \$362 million. The primary market area sales are expected to increase to about \$381 million by 2010 due primarily to very modest increases in households in the area and anticipated changes in average household income.

Aggregate retail sales figures represent a compilation of sales associated with ten major categories. The ten major categories of retail goods and related services are:

- food, such as groceries and related merchandise generally purchased for home preparation or consumption;
- eating and drinking, consisting of prepared food and beverages generally consumed on the premises or carried to another location;
- general merchandise, including variety stores, department stores and large value oriented retail operators;
- furniture and accessories, including appliances and home furnishings;
- transportation and utilities, including the sale of new and used automotive and other personal vehicles and parts and basic utilities for the home;
- drugstores, including those specializing in health and beauty aids or pharmaceuticals;
- apparel and accessories;



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- hardware and building materials, including traditional hardware stores and garden and home improvement centers;
- auto services, including gasoline and vehicle repair; and
- miscellaneous, which includes a plethora of retail goods and services ranging from florists to paper goods.

Some operations fall into more than one category. For example, many of the general merchandisers associated with the ‘big box stores’ have added more or less traditional supermarket components to their operations.

Table 6-3 contains the estimated retail and related services sales generated by the primary market for the major categories for the years of 2002, 2005, and 2010.

Category	2002	2005	2010
Food	\$30,805,000	\$31,575,000	\$32,364,000
Eat/Drink	35,697,000	36,590,000	37,504,000
General Merchandise	45,265,000	46,396,000	47,556,000
Furniture	12,032,000	12,333,000	12,641,000
Transportation & Utilities	87,775,000	89,970,000	92,219,000
Drugstore	34,248,000	35,104,000	35,981,000
Apparel	18,374,000	18,833,000	19,304,000
Hardware	34,719,000	35,587,000	36,476,000
Vehicle Service	28,485,000	29,197,000	29,927,000
Miscellaneous	35,009,000	35,884,000	36,781,000
TOTAL	\$362,409,000	\$371,469,000	\$380,756,000

*Developed by The Chesapeake Group, Inc., 2002.

Secondary market area sales, generated from residents of other sections of St. Clair County, are estimated to be roughly \$1.47 billion for 2002. Secondary area sales are expected to increase to about \$1.59 billion by 2005. An additional increase to about \$1.72 billion is expected by 2010 as shown in the table that follows.



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Table 6-4: Estimated Secondary/St. Clair County Market Generated Retail and Related Services By Category for Selected Years*

Food	\$145,336,000	\$157,398,000	\$170,463,000
Eat/Drink	113,677,000	123,112,000	133,330,000
General Merchandise	337,644,000	365,668,000	396,019,000
Furniture	88,203,000	95,523,000	103,452,000
Transportation & Utilities	340,884,000	369,177,000	399,819,000
Drugstore	109,701,000	118,806,000	128,667,000
Apparel	74,656,000	80,852,000	87,563,000
Hardware	111,615,000	120,879,000	130,913,000
Vehicle Service	72,741,000	78,779,000	85,318,000
Miscellaneous	79,368,000	85,955,000	93,090,000
TOTAL	\$1,472,499,000	\$1,594,716,000	\$1,727,078,000

*Developed by The Chesapeake Group, Inc., 2002.

There are sub-categories, generally associated with particular types of businesses, found within each retail goods and related services category. While not necessarily the largest in terms of sales, the miscellaneous category contains more sub-categories or types of establishments than any other major retail goods and related services category. The information on the sub-category sales for the primary and secondary markets is contained in *Tables 6-5* and *6-6*, found on the next two pages. It is noted that irrespective of the strength, location factors, mass, or other issues, no community is able to attract all of the sales generated in a market. As examples, people employed often spend resources at or near their employment, make visits and spend money with relatives and friends living elsewhere, and take vacations resulting in still other spending.

Table 6-5: Estimated Primary/Port Huron Market Generated Retail and Related Services By Sub-Category for Selected Years*

Sub-category	2002	2005	2010
Food	\$30,805,000	\$31,575,000	\$32,364,000
Supermarkets	25,722,175	26,365,125	27,023,940
Independents	2,464,400	2,526,000	2,589,120
Bakeries	677,710	694,650	712,008
Dairies	400,465	410,475	420,732
Others	1,540,250	1,578,750	1,618,200
Eat/Drink	35,697,000	36,590,000	37,504,000
General Merchandise	45,265,000	46,396,000	47,556,000
Dept. Stores	16,521,725	16,934,540	17,357,940
Variety Stores	3,259,080	3,340,512	3,424,032
Jewelry	3,123,285	3,201,324	3,281,364
Sporting Goods/Toys	4,933,885	5,057,164	5,183,604
Discount Dept.	16,476,460	16,888,144	17,310,384
Antiques, etc.	226,325	231,980	237,780
Others	724,240	742,336	760,896
Furniture	12,032,000	12,333,000	12,641,000



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Table 6-5: Estimated Primary/Port Huron Market Generated Retail and Related Services By Sub-Category for Selected Years*			
Sub-category	2002	2005	2010
Furniture	2,839,552	2,910,588	2,983,276
Home Furnishings	4,187,136	4,291,884	4,399,068
Store/Office Equip.	2,622,976	2,688,594	2,755,738
Music Instr./Suppl.	517,376	530,319	543,563
Radios, TV, etc.	1,864,960	1,911,615	1,959,355
Transportation & Utilities	87,775,000	89,970,000	92,219,000
New/Used Vehicles	30,721,250	31,489,500	32,276,650
Tires, Batt., Prts.	38,708,775	39,676,770	40,668,579
Marine Sales/Rentals	4,652,075	4,768,410	4,887,607
Auto/Truck Rentals	13,692,900	14,035,320	14,386,164
Drugstore	34,248,000	35,104,000	35,981,000
Apparel	18,374,000	18,833,000	19,304,000
Men's and Boy's	2,406,994	2,467,123	2,528,824
Women's and Girl's	6,100,168	6,252,556	6,408,928
Infants	385,854	395,493	405,384
Family	5,107,972	5,235,574	5,366,512
Shoes	3,840,166	3,936,097	4,034,536
Jeans/Leather	73,496	75,332	77,216
Tailors/Uniforms	330,732	338,994	347,472
Others	128,618	131,831	135,128
Hardware	34,719,000	35,587,000	36,476,000
Hardware	16,803,996	17,224,108	17,654,384
Lawn/Seed/Fertil.	659,661	676,153	693,044
Others	17,255,343	17,686,739	18,128,572
Vehicle Service	28,485,000	29,197,000	29,927,000
Gasoline	9,684,900	9,926,980	10,175,180
Garage, Repairs	18,800,100	19,270,020	19,751,820
Miscellaneous	35,009,000	35,884,000	36,781,000
Advert. Signs, etc.	560,144	574,144	588,496
Barber/Beauty shop	2,135,549	2,188,924	2,243,641
Book Stores	1,610,414	1,650,664	1,691,926
Bowling	805,207	825,332	845,963
Cig./Tobacco Dealer	245,063	251,188	257,467
Dent./Physician Lab	1,400,360	1,435,360	1,471,240
Florist/Nurseries	2,625,675	2,691,300	2,758,575
Laundry, Dry Clean	1,190,306	1,220,056	1,250,554
Optical Goods/Opt.	840,216	861,216	882,744
Photo Sup./Photog.	2,415,621	2,475,996	2,537,889
Printing	2,835,729	2,906,604	2,979,261
Paper/Paper Prod.	1,505,387	1,543,012	1,581,583
Gifts/Cards/Novel.	5,006,287	5,131,412	5,259,683
Newsstands	280,072	287,072	294,248
Video Rent/Sales	4,551,170	4,664,920	4,781,530
Others	7,001,800	7,176,800	7,356,200
TOTAL	\$362,409,000	\$371,469,000	\$380,753,000

*Developed by The Chesapeake Group, Inc., 2002.



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Table 6-6: Estimated Secondary/St. Clair County Market Generated Retail and Related Services By Sub-category for Selected Years*			
Sub-category	2002	2005	2010
Food	\$145,336,000	\$157,398,000	\$170,463,000
Supermarkets	121,355,560	131,427,330	142,336,605
Independents	11,626,880	12,591,840	13,637,040
Bakeries	3,197,392	3,462,756	3,750,186
Dairies	1,889,368	2,046,174	2,216,019
Others	7,266,800	7,869,900	8,523,150
Eat/Drink	113,677,000	123,112,000	133,330,000
General Merchandise	337,644,000	365,668,000	396,019,000
Dept. Stores	123,240,060	133,468,820	144,546,935
Variety Stores	24,310,368	26,328,096	28,513,368
Jewelry	23,297,436	25,231,092	27,325,311
Sporting Goods/Toys	36,803,196	39,857,812	43,166,071
Discount Dept.	122,902,416	133,103,152	144,150,916
Antiques, etc.	1,688,220	1,828,340	1,980,095
Others	5,402,304	5,850,688	6,336,304
Furniture	88,203,000	95,523,000	103,452,000
Furniture	20,815,908	22,543,428	24,414,672
Home Furnishings	30,694,644	33,242,004	36,001,296
Store/Office Equip.	19,228,254	20,824,014	22,552,536
Music Instr./Suppl.	3,792,729	4,107,489	4,448,436
Radios,TV, etc.	13,671,465	14,806,065	16,035,060
Transportation & Utilities	340,884,000	369,177,000	399,819,000
New/Used Vehicles	119,309,400	129,211,950	139,936,650
Tires, Batt., Prts.	150,329,844	162,807,057	176,320,179
Marine Sales/Rentals	18,066,852	19,566,381	21,190,407
Auto/Truck Rentals	53,177,904	57,591,612	62,371,764
Drugstore	109,701,000	118,806,000	128,667,000
Apparel	74,656,000	80,852,000	87,563,000
Men's and Boy's	9,779,936	10,591,612	11,470,753
Women's and Girl's	24,785,792	26,842,864	29,070,916
Infants	1,567,776	1,697,892	1,838,823
Family	20,754,368	22,476,856	24,342,514
Shoes	15,603,104	16,898,068	18,300,667
Jeans/Leather	298,624	323,408	350,252
Tailors/Uniforms	1,343,808	1,455,336	1,576,134
Others	522,592	565,964	612,941
Hardware	111,615,000	120,879,000	130,913,000
Hardware	54,021,660	58,505,436	63,361,892
Lawn/Seed/Fertil.	2,120,685	2,296,701	2,487,347
Others	55,472,655	60,076,863	65,063,761
Vehicle Service	72,741,000	78,779,000	85,318,000
Gasoline	24,731,940	26,784,860	29,008,120
Garage, Repairs	48,009,060	51,994,140	56,309,880
Miscellaneous	79,368,000	85,955,000	93,090,000
Advert. Signs, etc.	1,269,888	1,375,280	1,489,440
Barber/Beauty shop	4,841,448	5,243,255	5,678,490
Book Stores	3,650,928	3,953,930	4,282,140
Bowling	1,825,464	1,976,965	2,141,070
Cig./Tobacco Dealer	555,576	601,685	651,630
Dent./Physician Lab	3,174,720	3,438,200	3,723,600



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Sub-category	2002	2005	2010
Florist/Nurseries	5,952,600	6,446,625	6,981,750
Laundry, Dry Clean	2,698,512	2,922,470	3,165,060
Optical Goods/Opt.	1,904,832	2,062,920	2,234,160
Photo Sup./Photog.	5,476,392	5,930,895	6,423,210
Printing	6,428,808	6,962,355	7,540,290
Paper/Paper Prod.	3,412,824	3,696,065	4,002,870
Gifts/Cards/Novel.	11,349,624	12,291,565	13,311,870
Newsstands	634,944	687,640	744,720
Video Rent/Sales	10,317,840	11,174,150	12,101,700
Others	15,873,600	17,191,000	18,618,000
TOTAL	\$1,473,825,000	\$1,596,149,000	\$1,728,634,000

*Developed by The Chesapeake Group, Inc., 2002.

From a public policy perspective, growth opportunities are critical. By focusing on opportunities that result from growth and assuming reasonable competitive positions, no sales are extracted from existing operations to form or attract new businesses. Thus, new business does not come at the expense of existing businesses.

Tables 6-7 defines the anticipated change in sales for the period from 2002 to 2005, 2005 to 2010 and 2002 to 2010 generated from the primary market for major categories. That information is based on the sub-category information contained in Table 6-7.

Category	2002-2005	2005-2010	2002-2010
Food	\$770,000	\$789,000	\$1,559,000
Eat/Drink	892,000	915,000	1,807,000
General Merchandise	1,132,000	1,160,000	2,292,000
Furniture	301,000	308,000	609,000
Transportation & Utilities	2,194,000	2,249,000	4,444,000
Drugstore	856,000	878,000	1,734,000
Apparel	459,000	471,000	930,000
Hardware	868,000	890,000	1,758,000
Vehicle Service	712,000	730,000	1,442,000
Miscellaneous	875,000	897,000	1,772,000
TOTAL	\$9,060,000	\$9,287,000	\$18,347,000

*Developed by The Chesapeake Group, Inc., 2002.

Table 6-8 and 6-10 contain similar information for residents of the secondary market, or St. Clair County, excluding Port Huron residents. It is important to note that expected new growth in St. Clair County between 2002 and 2010 is substantial. In fact, sales generated are about two-thirds that of the primary market sales for the year 2002.



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Table 6-8: Change Secondary/St. Clair County Market Generated Retail & Related Services Sales by Major Category for Selected Time Periods*

Food	\$12,063,000	\$13,074,000	\$25,127,000
Eat/Drink	9,435,000	10,226,000	19,653,000
General Merchandise	28,024,000	30,374,000	58,375,000
Furniture	7,321,000	7,934,000	15,249,000
Transportation & Utilities	28,293,000	30,665,000	58,935,000
Drugstore	9,105,000	9,868,000	18,966,000
Apparel	6,196,000	6,716,000	12,907,000
Hardware	9,264,000	10,041,000	19,297,000
Vehicle Service	6,038,000	6,544,000	12,576,000
Miscellaneous	6,587,000	7,140,000	13,722,000
TOTAL	\$122,217,000	\$132,462,000	\$254,579,000
*Developed by The Chesapeake Group, Inc., 2002			

Table 6-9: Change Primary/Port Huron Market Generated Retail & Related Services Sales by Sub-category for Selected Time Periods*

Sub-category	2002-2005	2005-2010	2002-2010
Food	\$770,000	\$789,000	\$1,559,000
Supermarkets	642,950	658,815	1,301,765
Independents	61,600	63,120	124,720
Bakeries	16,940	17,358	34,298
Dairies	10,010	10,257	20,267
Others	38,500	39,450	77,950
Eat/Drink	892,000	915,000	1,807,000
General Merchandise	1,132,000	1,160,000	2,292,000
Dept. Stores	413,180	423,400	836,580
Variety Stores	81,504	83,520	165,024
Jewelry	78,108	80,040	158,148
Sporting Goods/Toys	123,388	126,440	249,828
Discount Dept.	412,048	422,240	834,288
Antiques, etc.	5,660	5,800	11,460
Others	18,112	18,560	36,672
Furniture	301,000	308,000	609,000
Furniture	71,036	72,688	143,724
Home Furnishings	104,748	107,184	211,932
Store/Office Equip.	65,618	67,144	132,762
Music Instr./Suppl.	12,943	13,244	26,187
Radios, TV, etc.	46,655	47,740	94,395
Transportation & Utilities	2,194,000	2,249,000	4,444,000
New/Used Vehicles	767,900	787,150	1,555,400
Tires, Batt., Prts.	967,554	991,809	1,959,804
Marine Sales/Rentals	116,282	119,197	235,532
Auto/Truck Rentals	342,264	350,844	693,264
Drugstore	856,000	878,000	1,734,000
Apparel	459,000	471,000	930,000
Men's and Boy's	60,129	61,701	121,830
Women's and Girl's	152,388	156,372	308,760
Infants	9,639	9,891	19,530
Family	127,602	130,938	258,540



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Sub-category	2002-2005	2005-2010	2002-2010
Shoes	95,931	98,439	194,370
Jeans/Leather	1,836	1,884	3,720
Tailors/Uniforms	8,262	8,478	16,740
Others	3,213	3,297	6,510
Hardware	868,000	890,000	1,758,000
Hardware	420,112	430,760	850,872
Lawn/Seed/Fertil.	16,492	16,910	33,402
Others	431,396	442,330	873,726
Vehicle Service	712,000	730,000	1,442,000
Gasoline	242,080	248,200	490,280
Garage, Repairs	469,920	481,800	951,720
Miscellaneous	875,000	897,000	1,772,000
Advert. Signs, etc.	14,000	14,352	28,352
Barber/Beauty shop	53,375	54,717	108,092
Book Stores	40,250	41,262	81,512
Bowling	20,125	20,631	40,756
Cig./Tobacco Dealer	6,125	6,279	12,404
Dent./Physician Lab	35,000	35,880	70,880
Florist/Nurseries	65,625	67,275	132,900
Laundry, Dry Clean	29,750	30,498	60,248
Optical Goods/Opt.	21,000	21,528	42,528
Photo Sup./Photog.	60,375	61,893	122,268
Printing	70,875	72,657	143,532
Paper/Paper Prod.	37,625	38,571	76,196
Gifts/Cards/Novel.	125,125	128,271	253,396
Newsstands	7,000	7,176	14,176
Video Rent/Sales	113,750	116,610	230,360
Others	175,000	179,400	354,400
TOTAL	\$9,059,000	\$9,287,000	\$18,347,000

*Developed by The Chesapeake Group, Inc., 2002.

Sub-category	200-2005	2005-2010	2002-2010
Food	\$12,063,000	\$13,074,000	\$25,127,000
Supermarkets	10,072,605	10,916,790	20,981,045
Independents	965,040	1,045,920	2,010,160
Bakeries	265,386	287,628	552,794
Dairies	156,819	169,962	326,651
Others	603,150	653,700	1,256,350
Eat/Drink	9,435,000	10,226,000	19,653,000
General Merchandise	28,024,000	30,374,000	58,375,000
Dept. Stores	10,228,760	11,086,510	21,306,875
Variety Stores	2,017,728	2,186,928	4,203,000
Jewelry	1,933,656	2,095,806	4,027,875
Sporting Goods/Toys	3,054,616	3,310,766	6,362,875
Discount Dept.	10,200,736	11,056,136	21,248,500
Antiques, etc.	140,120	151,870	291,875
Others	448,384	485,984	934,000
Furniture	7,321,000	7,934,000	15,249,000



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Table 6-10: Change Secondary/St. Clair County Market Generated Retail & Related Services Sales by Sub-category for Selected Time Periods*

Sub-category	200-2005	2005-2010	2002-2010
Furniture	1,727,756	1,872,424	3,598,764
Home Furnishings	2,547,708	2,761,032	5,306,652
Store/Office Equip.	1,595,978	1,729,612	3,324,282
Music Instr./Suppl.	314,803	341,162	655,707
Radios,TV, etc.	1,134,755	1,229,770	2,363,595
Transportation & Utilities	28,293,000	30,665,000	58,935,000
New/Used Vehicles	9,902,550	10,732,750	20,627,250
Tires, Batt., Prts.	12,477,213	13,523,265	25,990,335
Marine Sales/Rentals	1,499,529	1,625,245	3,123,555
Auto/Truck Rentals	4,413,708	4,783,740	9,193,860
Drugstore	9,105,000	9,868,000	18,966,000
Apparel	6,196,000	6,716,000	12,907,000
Men's and Boy's	811,676	879,796	1,690,817
Women's and Girl's	2,057,072	2,229,712	4,285,124
Infants	130,116	141,036	271,047
Family	1,722,488	1,867,048	3,588,146
Shoes	1,294,964	1,403,644	2,697,563
Jeans/Leather	24,784	26,864	51,628
Tailors/Uniforms	111,528	120,888	232,326
Others	43,372	47,012	90,349
Hardware	9,264,000	10,041,000	19,297,000
Hardware	4,483,776	4,859,844	9,339,748
Lawn/Seed/Fertil.	176,016	190,779	366,643
Others	4,604,208	4,990,377	9,590,609
Vehicle Service	6,038,000	6,544,000	12,576,000
Gasoline	2,052,920	2,224,960	4,275,840
Garage, Repairs	3,985,080	4,319,040	8,300,160
Miscellaneous	6,587,000	7,140,000	13,722,000
Advert. Signs, etc.	105,392	114,240	219,552
Barber/Beauty shop	401,807	435,540	837,042
Book Stores	303,002	328,440	631,212
Bowling	151,501	164,220	315,606
Cig./Tobacco Dealer	46,109	49,980	96,054
Dent./Physician Lab	263,480	285,600	548,880
Florist/Nurseries	494,025	535,500	1,029,150
Laundry, Dry Clean	223,958	242,760	466,548
Optical Goods/Opt.	158,088	171,360	329,328
Photo Sup./Photog.	454,503	492,660	946,818
Printing	533,547	578,340	1,111,482
Paper/Paper Prod.	283,241	307,020	590,046
Gifts/Cards/Novel.	941,941	1,021,020	1,962,246
Newsstands	52,696	57,120	109,776
Video Rent/Sales	856,310	928,200	1,783,860
Others	1,317,400	1,428,000	2,744,400
TOTAL	\$122,326,000	\$132,582,000	\$254,807,000

*Developed by The Chesapeake Group, Inc., 2002



Supportable Space

Retail and related services sales are converted to supportable space through the application of sales productivity levels. A sales productivity level is the level of sales per square foot at which it is assumed that the business will generate sufficient revenue to cover all costs of operation as well as provide a reasonable return on investment for the ownership or operating entity.

As might be expected, sales productivity levels vary, sometimes greatly, for each sub-category, type of business operation, or store-type. The productivity levels vary from very low figures for bowling centers to hundreds of dollars for other users. Supportable space is derived by dividing the amount of sales by a sales productivity level.

Table 6-11 which follows, contains the estimates of supportable square feet of space by category for the primary market for 2002, 2005 and 2010. It is noted that transportation, general merchandise, hardware, and miscellaneous are the largest categories.

Table 6-11: Estimated Primary/Port Huron Market Generated Supportable Retail & Related Services Space By Category (in sq.ft)*			
Category	2002	2005	2010
Food	57,530	58,969	60,441
Eat/Drink	89,243	91,475	93,760
General Merchandise	147,650	151,339	155,124
Furniture	37,781	38,728	39,694
Transportation & Utilities	255,413	261,801	268,346
Drugstore	68,496	70,208	71,962
Apparel	57,175	58,603	60,067
Hardware	147,589	151,279	155,059
Vehicle Service	69,346	71,079	72,856
Miscellaneous	135,217	138,594	142,061
TOTAL	1,065,440	1,092,075	1,119,370
*Developed by The Chesapeake Group, Inc., 2002			



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Tables 6-12 and 6-13 contain similar information on the larger secondary market.

Table 6-12: Estimated Secondary/St. Clair County Market Generated Supportable Retail & Related Services Space By Category (in sq. ft.)*			
Category	2002	2005	2010
Food	271,422	293,950	318,350
Eat/Drink	284,193	307,780	333,325
General Merchandise	1,101,362	1,192,774	1,291,776
Furniture	276,966	299,951	324,849
Transportation & Utilities	991,926	1,074,255	1,163,419
Drugstore	219,402	237,612	257,334
Apparel	232,309	251,590	272,472
Hardware	474,472	513,854	556,508
Vehicle Service	177,087	191,786	207,706
Miscellaneous	306,542	331,985	359,541
TOTAL	4,335,681	4,695,537	5,085,280
*Developed by The Chesapeake Group, Inc., 2002.			

Table 6-13: Estimated Primary/Port Huron Market Generated Supportable Retail & Related Services Space By Sub-category (in sq.ft.)*			
Sub-category	2002	2005	2010
Food	57,530	58,969	60,441
Supermarkets	43,597	44,687	45,803
Independents	6,161	6,315	6,473
Bakeries	2,259	2,316	2,373
Dairies	1,112	1,140	1,169
Others	4,401	4,511	4,623
Eat/Drink	89,243	91,475	93,760
General Merchandise	147,650	151,339	155,124
Dept. Stores	55,072	56,448	57,860
Variety Stores	12,535	12,848	13,169
Jewelry	4,399	4,509	4,622
Sporting Goods/Toys	16,446	16,857	17,279
Discount Dept.	54,922	56,294	57,701
Antiques, etc.	984	1,009	1,034
Others	3,292	3,374	3,459
Furniture	37,781	38,728	39,694
Furniture	9,160	9,389	9,623
Home Furnishings	11,963	12,263	12,569
Store/Office Equip.	8,743	8,962	9,186
Music Instr./Suppl.	2,587	2,652	2,718
Radios, TV, etc.	5,328	5,462	5,598
Transportation & Utilities	255,413	261,801	268,346
New/Used Vehicles	76,803	78,724	80,692
Tires, Batt., Prts.	129,029	132,256	135,562
Marine Sales/Rentals	12,573	12,888	13,210
Auto/Truck Rentals	37,008	37,933	38,882
Drugstore	68,496	70,208	71,962
Apparel	57,175	58,603	60,067
Men's and Boy's	6,017	6,168	6,322
Women's and Girl's	16,487	16,899	17,321



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Table 6-13: Estimated Primary/Port Huron Market Generated Supportable Retail & Related Services Space By Sub-category (in sq.ft.)*			
Sub-category	2002	2005	2010
Infants	1,286	1,318	1,351
Family	17,027	17,452	17,888
Shoes	13,964	14,313	14,671
Jeans/Leather	245	251	257
Tailors/Uniforms	1,654	1,695	1,737
Others	495	507	520
Hardware	147,589	151,279	155,059
Hardware	67,216	68,896	70,618
Lawn/Seed/Fertil.	1,940	1,989	2,038
Others	78,433	80,394	82,403
Vehicle Service	69,346	71,079	72,856
Gasoline	6,679	6,846	7,017
Garage, Repairs	62,667	64,233	65,839
Miscellaneous	135,217	138,594	142,061
Advert. Signs, etc.	2,037	2,088	2,140
Barber/Beauty shop	10,678	10,945	11,218
Book Stores	4,352	4,461	4,573
Bowling	8,052	8,253	8,460
Cig./Tobacco Dealer	490	502	515
Dent./Physician Lab	4,309	4,416	4,527
Florist/Nurseries	6,178	6,332	6,491
Laundry, Dry Clean	3,968	4,067	4,169
Optical Goods/Opt.	2,401	2,461	2,522
Photo Sup./Photog.	6,902	7,074	7,251
Printing	10,312	10,569	10,834
Paper/Paper Prod.	7,527	7,715	7,908
Gifts/Cards/Novel.	16,688	17,105	17,532
Newsstands	560	574	588
Video Rent/Sales	22,756	23,325	23,908
Others	28,007	28,707	29,425
TOTAL	1,065,440	1,092,075	1,119,370
*Developed by The Chesapeake Group, Inc., 2002			

Table 6-14: Estimated Secondary/St. Clair County Market Generated Supportable Retail & Related Services Space By Sub-category (in sq.ft.)*			
Sub-category	2002	2005	2010
Food	271,422	293,950	318,350
Supermarkets	205,687	222,758	241,248
Independents	29,067	31,480	34,093
Bakeries	10,658	11,543	12,501
Dairies	5,248	5,684	6,156
Others	20,762	22,485	24,352
Eat/Drink	284,193	307,780	333,325
General Merchandise	1,101,362	1,192,774	1,291,776
Dept. Stores	410,800	444,896	481,823
Variety Stores	93,501	101,262	109,667
Jewelry	32,813	35,537	38,486



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Table 6-14: Estimated Secondary/St. Clair County Market Generated Supportable Retail & Related Services Space By Sub-category (in sq.ft.)*

Sub-category	2002	2005	2010
Sporting Goods/Toys	122,677	132,859	143,887
Discount Dept.	409,675	443,677	480,503
Antiques, etc.	7,340	7,949	8,609
Others	24,556	26,594	28,801
Furniture	276,966	299,951	324,849
Furniture	67,148	72,721	78,757
Home Furnishings	87,699	94,977	102,861
Store/Office Equip.	64,094	69,413	75,175
Music Instr./Suppl.	18,964	20,537	22,242
Radios,TV, etc.	39,061	42,303	45,814
Transportation & Utilities	991,926	1,074,255	1,163,419
New/Used Vehicles	298,274	323,030	349,842
Tires, Batt., Prts.	501,099	542,690	587,734
Marine Sales/Rentals	48,829	52,882	57,271
Auto/Truck Rentals	143,724	155,653	168,572
Drugstore	219,402	237,612	257,334
Apparel	232,309	251,590	272,472
Men's and Boy's	24,450	26,479	28,677
Women's and Girl's	66,989	72,548	78,570
Infants	5,226	5,660	6,129
Family	69,181	74,923	81,142
Shoes	56,739	61,448	66,548
Jeans/Leather	995	1,078	1,168
Tailors/Uniforms	6,719	7,277	7,881
Others	2,010	2,177	2,357
Hardware	474,472	513,854	556,508
Hardware	216,087	234,022	253,448
Lawn/Seed/Fertil.	6,237	6,755	7,316
Others	252,148	273,077	295,744
Vehicle Service	177,087	191,786	207,706
Gasoline	17,057	18,472	20,006
Garage, Repairs	160,030	173,314	187,700
Miscellaneous	306,542	331,985	359,541
Advert. Signs, etc.	4,618	5,001	5,416
Barber/Beauty shop	24,207	26,216	28,392
Book Stores	9,867	10,686	11,573
Bowling	18,255	19,770	21,411
Cig./Tobacco Dealer	1,111	1,203	1,303
Dent./Physician Lab	9,768	10,579	11,457
Florist/Nurseries	14,006	15,169	16,428
Laundry, Dry Clean	8,995	9,742	10,550
Optical Goods/Opt.	5,442	5,894	6,383
Photo Sup./Photog.	15,647	16,945	18,352
Printing	23,377	25,318	27,419
Paper/Paper Prod.	17,064	18,480	20,014
Gifts/Cards/Novel.	37,832	40,972	44,373
Newsstands	1,270	1,375	1,489
Video Rent/Sales	51,589	55,871	60,509
Others	63,494	68,764	74,472
TOTAL	4,335,681	4,695,537	5,085,280



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As with sales, change in supportable space is the critical factor that clearly represents new opportunity. As found in *Tables 6-15* and *6-17*, supportable space generated by the primary market is expected to grow by about 54,000 square feet between 2002 and 2010. Additional growth, while not estimated, would be expected beyond that time period. It would be anticipated that Port Huron could ‘hold’ or attract at least 75% of this growth.

Category	2002-2005	2005-2010	2002-2010
Food	1,438	1,474	2,911
Eat/Drink	2,230	2,288	4,518
General Merchandise	3,691	3,782	7,478
Furniture	945	966	1,914
Transportation & Utilities	6,384	6,544	12,933
Drugstore	1,712	1,756	3,468
Apparel	1,427	1,465	2,894
Hardware	3,690	3,784	7,472
Vehicle Service	1,733	1,777	3,510
Miscellaneous	3,380	3,466	6,845
TOTAL	26,630	27,302	53,943

*Developed by The Chesapeake Group, Inc., 2002

Tables 6-16 and *6-18* contain similar information for the secondary market. New growth is expected to generate demand for about 750,000 square feet of retail space in St. Clair County. As the hub, the immediate Port Huron area could attract as much as one-third, or 250,000 square feet of this space. Looking at the growth in demand for both the county and city, there is the potential for the city of Port Huron and the immediate area to expand by about 290,000 square feet of retail and related services space. The largest amount of space would be associated with general merchandise. The city needs to work to attract as much of this space as possible to the downtown and surrounding neighborhood business areas. It is also noted that significant restaurant activity, often associated with successful downtowns, exists as well.

Category	2002-2005	2005-2010	2002-2010
Food	22,529	24,417	46,926
Eat/Drink	23,588	25,565	49,133
General Merchandise	91,410	99,077	190,413
Furniture	22,988	24,914	47,884



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Transportation & Utilities	82,329	89,232	171,492
Drugstore	18,210	19,736	37,932
Apparel	19,282	20,897	40,161
Hardware	39,381	42,684	82,031
Vehicle Service	14,700	15,931	30,616
Miscellaneous	25,442	27,577	52,999
TOTAL	359,859	390,030	749,587
*Developed by The Chesapeake Group, Inc., 2002.			

Table 6-17: Estimated Change in Primary/Port Huron Market Generated Supportable Retail & Related Services Space By Category (in square feet)*

Sub-category	2002-2005	2005-2010	2002-2010
Food	1,438	1,474	2,911
Supermarkets	1,090	1,117	2,206
Independents	154	158	312
Bakeries	56	58	114
Dairies	28	28	56
Others	110	113	223
Eat/Drink	2,230	2,288	4,518
General Merchandise	3,691	3,782	7,478
Dept. Stores	1,377	1,411	2,789
Variety Stores	313	321	635
Jewelry	110	113	223
Sporting Goods/Toys	411	421	833
Discount Dept.	1,373	1,407	2,781
Antiques, etc.	25	25	50
Others	82	84	167
Furniture	945	966	1,914
Furniture	229	234	464
Home Furnishings	299	306	606
Store/Office Equip.	219	224	443
Music Instr./Suppl.	65	66	131
Radios, TV, etc.	133	136	270
Transportation & Utilities	6,384	6,544	12,933
New/Used Vehicles	1,920	1,968	3,889
Tires, Batt., Prts.	3,225	3,306	6,533
Marine Sales/Rentals	314	322	637
Auto/Truck Rentals	925	948	1,874
Drugstore	1,712	1,756	3,468
Apparel	1,427	1,465	2,894
Men's and Boy's	150	154	305
Women's and Girl's	412	423	834
Infants	32	33	65
Family	425	436	862
Shoes	349	358	707
Jeans/Leather	6	6	12
Tailors/Uniforms	41	42	84
Others	12	13	25
Hardware	3,690	3,784	7,472
Hardware	1,680	1,723	3,403
Lawn/Seed/Fertil.	49	50	98
Others	1,961	2,011	3,971



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Vehicle Service	1,733	1,777	3,510
Gasoline	167	171	338
Garage, Repairs	1,566	1,606	3,172
Miscellaneous	3,380	3,466	6,845
Advert. Signs, etc.	51	52	103
Barber/Beauty shop	267	274	540
Book Stores	109	112	220
Bowling	201	206	408
Cig./Tobacco Dealer	12	13	25
Dent./Physician Lab	108	110	218
Florist/Nurseries	154	158	313
Laundry, Dry Clean	99	102	201
Optical Goods/Opt.	60	62	122
Photo Sup./Photog.	173	177	349
Printing	258	264	522
Paper/Paper Prod.	188	193	381
Gifts/Cards/Novel.	417	428	845
Newsstands	14	14	28
Video Rent/Sales	569	583	1,152
Others	700	718	1,418
TOTAL	26,630	27,302	53,943
*Developed by The Chesapeake Group, Inc., 2002.			



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Table 6-18: Estimated Change in Secondary/St. Clair County Market Generated Supportable Retail & Related Services Space By Category (in square feet)*			
Sub-category	2002-2005	2005-2010	2002-2010
Food	22,529	24,417	46,926
Supermarkets	17,072	18,503	35,561
Independents	2,413	2,615	5,025
Bakeries	885	959	1,843
Dairies	436	472	907
Others	1,723	1,868	3,590
Eat/Drink	23,588	25,565	49,133
General Merchandise	91,410	99,077	190,413
Dept. Stores	34,096	36,955	71,023
Variety Stores	7,760	8,411	16,165
Jewelry	2,723	2,952	5,673
Sporting Goods/Toys	10,182	11,036	21,210
Discount Dept.	34,002	36,854	70,828
Antiques, etc.	609	660	1,269
Others	2,038	2,209	4,245
Furniture	22,988	24,914	47,884
Furniture	5,573	6,040	11,609
Home Furnishings	7,279	7,889	15,162
Store/Office Equip.	5,320	5,765	11,081
Music Instr./Suppl.	1,574	1,706	3,279
Radios, TV, etc.	3,242	3,514	6,753
Transportation & Utilities	82,329	89,232	171,492
New/Used Vehicles	24,756	26,832	51,568
Tires, Batt., Prts.	41,591	45,078	86,634
Marine Sales/Rentals	4,053	4,393	8,442
Auto/Truck Rentals	11,929	12,929	24,848
Drugstore	18,210	19,736	37,932
Apparel	19,282	20,897	40,161
Men's and Boy's	2,029	2,199	4,227
Women's and Girl's	5,560	6,026	11,581
Infants	434	470	903
Family	5,742	6,223	11,960
Shoes	4,709	5,104	9,809
Jeans/Leather	83	90	172
Tailors/Uniforms	558	604	1,162
Others	167	181	347
Hardware	39,381	42,684	82,031
Hardware	17,935	19,439	37,359
Lawn/Seed/Fertil.	518	561	1,078
Others	20,928	22,684	43,594
Vehicle Service	14,700	15,931	30,616
Gasoline	1,416	1,534	2,949
Garage, Repairs	13,284	14,397	27,667
Miscellaneous	25,442	27,577	52,999
Advert. Signs, etc.	383	415	798
Barber/Beauty shop	2,009	2,178	4,185
Book Stores	819	888	1,706
Bowling	1,515	1,642	3,156
Cig./Tobacco Dealer	92	100	192



Sub-category	2002-2005	2005-2010	2002-2010
Dent./Physician Lab	811	879	1,689
Florist/Nurseries	1,162	1,260	2,422
Laundry, Dry Clean	747	809	1,555
Optical Goods/Opt.	452	490	941
Photo Sup./Photog.	1,299	1,408	2,705
Printing	1,940	2,103	4,042
Paper/Paper Prod.	1,416	1,535	2,950
Gifts/Cards/Novel.	3,140	3,403	6,541
Newsstands	105	114	220
Video Rent/Sales	4,282	4,641	8,919
Others	5,270	5,712	10,978
TOTAL	359,859	390,030	749,587

*Developed by The Chesapeake Group, Inc., 2002.

Visitor Market Opportunities

In addition to the local markets, there is a tertiary market derived from existing and potential visitors from outside the county. That tertiary market is assumed to be largely associated with population in the greater Detroit area and southeastern Michigan, excluding those residents of the Port Huron and St. Clair County primary and secondary markets.

Relative to either the primary or secondary markets, this tertiary market is very large. *Table 6-19* contains the category sales and supportable space associated with this tertiary market for 2002, 2005, and 2010. For 2002, sales are estimated at \$60.5 billion, with resulting supportable space at about 175 million square feet. By the year 2010, sales are estimated to increase to \$67.8 billion and supportable space should increase to 196 million square feet. Refer to *Tables 6-20* and *6-21* for a breakdown of these figures by sub-category for a more detailed assessment of the type of sales.



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**Table 6-19: Estimated Tertiary/Visitor Market
Sales by Category
Supportable Space by Category***

Category	2002	2005	2010	2002-2010 Growth
SALES BY CATEGORY				
Food	\$6,625,576,000	\$6,860,122,000	\$7,426,768,000	\$801,191,000
Eat/Drink	4,570,197,000	4,731,982,000	5,122,843,000	552,647,000
General Merchandise	8,578,187,000	8,881,854,000	9,615,496,000	1,037,309,000
Furniture	3,210,019,000	3,323,654,000	3,598,188,000	388,168,000
Transportation & Utilities	18,957,853,000	19,628,961,000	21,250,313,000	2,292,460,000
Drugstore	4,503,699,000	4,663,130,000	5,048,305,000	544,606,000
Apparel	3,064,933,000	3,173,432,000	3,435,558,000	370,624,000
Hardware	4,582,287,000	4,744,500,000	5,136,396,000	554,109,000
Vehicle Service	2,937,984,000	3,041,988,000	3,293,256,000	355,273,000
Miscellaneous	3,258,381,000	3,373,728,000	3,652,398,000	394,017,000
TOTAL SALES	\$60,452,337,000	\$62,592,350,000	\$67,762,478,000	\$7,310,141,000
SUPPORTABLE SPACE BY CATEGORY				
Food	12,373,634	12,811,661	13,869,905	1,496,269
Eat/Drink	11,425,493	11,829,955	12,807,108	1,381,618
General Merchandise	27,981,238	28,971,773	31,364,844	3,383,605
Furniture	10,079,780	10,436,607	11,298,669	1,218,887
Transportation & Utilities	55,164,790	57,117,624	61,835,539	6,670,749
Drugstore	9,007,398	9,326,260	10,096,610	1,089,212
Apparel	9,537,214	9,874,833	10,690,495	1,153,278
Hardware	19,479,180	20,168,743	21,834,683	2,355,503
Vehicle Service	7,152,472	7,405,668	8,017,375	864,906
Miscellaneous	12,584,890	13,030,394	14,106,705	1,521,817
TOTAL SUPPORTABLE SPACE	174,786,089	180,973,518	195,921,933	21,135,844
*Developed by the Chesapeake Group, Inc., 2002				

**Table 6-20: Estimated Tertiary/Visitor Market
Sales by Sub-Category***

Sub-category	2002	2005	2010	2002-2010 Growth
Food	\$6,625,576,000	\$6,860,122,000	\$7,426,768,000	\$801,191,000
Supermarkets	5,532,355,960	5,728,201,870	6,201,351,280	668,994,485
Independents	530,046,080	548,809,760	594,141,440	64,095,280
Bakeries	145,762,672	150,922,684	163,388,896	17,626,202
Dairies	86,132,488	89,181,586	96,547,984	10,415,483
Others	331,278,800	343,006,100	371,338,400	40,059,550
Eat/Drink	\$4,570,197,000	\$4,731,982,000	\$5,122,843,000	\$552,647,000
General Merchandise	\$8,578,187,000	\$8,881,854,000	\$9,615,496,000	\$1,037,309,000
Dept. Stores	3,131,038,255	3,241,876,710	3,509,656,040	378,617,785
Variety Stores	617,629,464	639,493,488	692,315,712	74,686,248
Jewelry	591,894,903	612,847,926	663,469,224	71,574,321
Sporting Goods/Toys	935,022,383	968,122,086	1,048,089,064	113,066,681
Discount Dept.	3,122,460,068	3,232,994,856	3,500,040,544	377,580,476
Antiques, etc.	42,890,935	44,409,270	48,077,480	5,186,545



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Table 6-20: Estimated Tertiary/Visitor Market				
Sales by Sub-Category*				
Sub-category	2002	2005	2010	2002-2010 Growth
Others	137,250,992	142,109,664	153,847,936	16,596,944
Furniture	\$3,210,019,000	\$3,323,654,000	\$3,598,188,000	\$388,168,000
Furniture	757,564,484	784,382,344	849,172,368	91,607,648
Home Furnishings	1,117,086,612	1,156,631,592	1,252,169,424	135,082,464
Store/Office Equip.	699,784,142	724,556,572	784,404,984	84,620,624
Music Instr./Suppl.	138,030,817	142,917,122	154,722,084	16,691,224
Radios, TV, etc.	497,552,945	515,166,370	557,719,140	60,166,040
Transportation & Utilities	\$18,957,853,000	\$19,628,961,000	\$21,250,313,000	\$2,292,460,000
New/Used Vehicles	6,635,248,550	6,870,136,350	7,437,609,550	802,361,000
Tires, Batt., Prts.	8,360,413,173	8,656,371,801	9,371,388,033	1,010,974,860
Marine	1,004,766,209	1,040,334,933	1,126,266,589	121,500,380
Sales/Rentals				
Auto/Truck Rentals	2,957,425,068	3,062,117,916	3,315,048,828	357,623,760
Drugstore	\$4,503,699,000	\$4,663,130,000	\$5,048,305,000	\$544,606,000
Apparel	\$3,064,933,000	\$3,173,432,000	\$3,435,558,000	\$370,624,000
Men's and Boy's	401,506,223	415,719,592	450,058,098	48,551,744
Women's and Girl's	1,017,557,756	1,053,579,424	1,140,605,256	123,047,168
Infants	64,363,593	66,642,072	72,146,718	7,783,104
Family	852,051,374	882,214,096	955,085,124	103,033,472
Shoes	640,570,997	663,247,288	718,031,622	77,460,416
Jeans/Leather	12,259,732	12,693,728	13,742,232	1,482,496
Tailors/Uniforms	55,168,794	57,121,776	61,840,044	6,671,232
Others	21,454,531	22,214,024	24,048,906	2,594,368
Hardware	\$4,582,287,000	\$4,744,500,000	\$5,136,396,000	\$554,109,000
Hardware	2,217,826,908	2,296,338,000	2,486,015,664	268,188,756
Lawn/Seed/Fertil.	87,063,453	90,145,500	97,591,524	10,528,071
Others	2,277,396,639	2,358,016,500	2,552,788,812	275,392,173
Vehicle Service	\$2,937,984,000	\$3,041,988,000	\$3,293,256,000	\$355,273,000
Gasoline	998,914,560	1,034,275,920	1,119,707,040	120,792,820
Garage, Repairs	1,939,069,440	2,007,712,080	2,173,548,960	234,480,180
Miscellaneous	\$3,258,381,000	\$3,373,728,000	\$3,652,398,000	\$394,017,000
Advert. Signs, etc.	52,134,096	53,979,648	58,438,368	6,304,272
Barber/Beauty shop	198,761,241	205,797,408	222,796,278	24,035,037
Book Stores	149,885,526	155,191,488	168,010,308	18,124,782
Bowling	74,942,763	77,595,744	84,005,154	9,062,391
Cig./Tobacco Dealer	22,808,667	23,616,096	25,566,786	2,758,119
Dent./Physician Lab	130,335,240	134,949,120	146,095,920	15,760,680
Florist/Nurseries	244,378,575	253,029,600	273,929,850	29,551,275
Laundry, Dry Clean	110,784,954	114,706,752	124,181,532	13,396,578
Optical Goods/Opt.	78,201,144	80,969,472	87,657,552	9,456,408
Photo Sup./Photog.	224,828,289	232,787,232	252,015,462	27,187,173
Printing	263,928,861	273,271,968	295,844,238	31,915,377
Paper/Paper Prod.	140,110,383	145,070,304	157,053,114	16,942,731
Gifts/Cards/Novel.	465,948,483	482,443,104	522,292,914	56,344,431
Newsstands	26,067,048	26,989,824	29,219,184	3,152,136
Video Rent/Sales	423,589,530	438,584,640	474,811,740	51,222,210
Others	651,676,200	674,745,600	730,479,600	78,803,400
TOTAL	\$60,289,116,000	\$62,423,351,000	\$67,579,521,000	\$7,290,404,000

*Developed by The Chesapeake Group, Inc., 2002



CITY OF PORT HURON COMPREHENSIVE PLAN

Table 6-21: Estimated Tertiary/Visitor Market Supportable Space by Sub-Category*

Sub-category	2002	2005	2010	2002-2010 Growth
Food	12,373,634	12,811,661	13,869,905	1,496,269
Supermarkets	9,376,875	9,708,817	10,510,765	1,133,889
Independents	1,325,115	1,372,024	1,485,354	160,238
Bakeries	485,876	503,076	544,630	58,754
Dairies	239,257	247,727	268,189	28,932
Others	946,511	980,017	1,060,967	114,456
Eat/Drink	11,425,493	11,829,955	12,807,108	1,381,618
General Merchandise	27,981,238	28,971,773	31,364,844	3,383,605
Dept. Stores	10,436,794	10,806,256	11,698,853	1,262,059
Variety Stores	2,375,498	2,459,590	2,662,753	287,255
Jewelry	833,655	863,166	934,464	100,809
Sporting	3,116,741	3,227,074	3,493,630	376,889
Goods/Toys				
Discount Dept.	10,408,200	10,776,650	11,666,802	1,258,602
Antiques, etc.	186,482	193,084	209,033	22,550
Others	623,868	645,953	699,309	75,441
Furniture	10,079,780	10,436,607	11,298,669	1,218,887
Furniture	2,443,756	2,530,266	2,739,266	295,509
Home Furnishings	3,191,676	3,304,662	3,577,627	385,950
Store/Office Equip.	2,332,614	2,415,189	2,614,683	282,069
Music Instr./Suppl.	690,154	714,586	773,610	83,456
Radios,TV, etc.	1,421,580	1,471,904	1,593,483	171,903
Transportation & Utilities	55,164,790	57,117,624	61,835,539	6,670,749
New/Used Vehicles	16,588,121	17,175,341	18,594,024	2,005,903
Tires, Batt., Prts.	27,868,044	28,854,573	31,237,960	3,369,916
Marine	2,715,584	2,811,716	3,043,964	328,379
Sales/Rentals				
Auto/Truck Rentals	7,993,041	8,275,994	8,959,591	966,551
Drugstore	9,007,398	9,326,260	10,096,610	1,089,212
Apparel	9,537,214	9,874,833	10,690,495	1,153,278
Men's and Boy's	1,003,766	1,039,299	1,125,145	121,379
Women's and Girl's	2,750,156	2,847,512	3,082,717	332,560
Infants	214,545	222,140	240,489	25,944
Family	2,840,171	2,940,714	3,183,617	343,445
Shoes	2,329,349	2,411,808	2,611,024	281,674
Jeans/Leather	40,866	42,312	45,807	4,942
Tailors/Uniforms	275,844	285,609	309,200	33,356
Others	82,517	85,439	92,496	9,978
Hardware	19,479,180	20,168,743	21,834,683	2,355,503
Hardware	8,871,308	9,185,352	9,944,063	1,072,755
Lawn/Seed/Fertil.	256,069	265,134	287,034	30,965
Others	10,351,803	10,718,257	11,603,586	1,251,783
Vehicle Service	7,152,472	7,405,668	8,017,375	864,906
Gasoline	688,907	713,294	772,212	83,305
Garage, Repairs	6,463,565	6,692,374	7,245,163	781,601
Miscellaneous	12,584,890	13,030,394	14,106,705	1,521,817
Advert. Signs, etc.	189,579	196,290	212,503	22,925
Barber/Beauty shop	993,806	1,028,987	1,113,981	120,175



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Table 6-21: Estimated Tertiary/Visitor Market Supportable Space by Sub-Category*				
Sub-category	2002	2005	2010	2002-2010 Growth
Book Stores	405,096	419,436	454,082	48,986
Bowling	749,428	775,957	840,052	90,624
Cig./Tobacco Dealer	45,617	47,232	51,134	5,516
Dent./Physician Lab	401,032	415,228	449,526	48,494
Florist/Nurseries	575,008	595,364	644,541	69,532
Laundry, Dry Clean	369,283	382,356	413,938	44,655
Optical Goods/Opt.	223,432	231,341	250,450	27,018
Photo Sup./Photog.	642,367	665,106	720,044	77,678
Printing	959,741	993,716	1,075,797	116,056
Paper/Paper Prod.	700,552	725,352	785,266	84,714
Gifts/Cards/Novel.	1,553,162	1,608,144	1,740,976	187,815
Newsstands	52,134	53,980	58,438	6,304
Video Rent/Sales	2,117,948	2,192,923	2,374,059	256,111
Others	2,606,705	2,698,982	2,921,918	315,214
TOTAL	174,786,089	180,973,518	195,921,933	21,135,844

*Developed by The Chesapeake Group, Inc., 2002

Unlike the primary and secondary market where penetration levels are expected to be relatively high, they are expected to be very low in the tertiary market because of the number of other options available to the regional residents, including spending elsewhere within the region as well as outside the region. However, due to the magnitude of the regional market, even a capture of very small amounts of spending can have an impact on a community the size of Port Huron.

It is estimated that Port Huron activity can capture about 0.5% of the regional market. This one-half of one percent is considered to be statistically insignificant in terms of the overall region. Yet, once again, since the tertiary market is so large the potential impact on Port Huron can be substantial.

Tables 6-22, 6-23, and 6-24 contain information on the penetration level by sales and supportable space potentially associated with this tertiary market and source of income. In total the 0.5% market share results in 874,000 square feet of supportable space and is expected to increase to almost 980,000 square feet by 2010. However, much of that space is associated with convenience activity, such as grocery shopping, transportation, and others unlikely to be captured by Port Huron even at this penetration level. Essentially space associated with eating and drinking, general merchandise, furniture, apparel and miscellaneous are likely to be captured by a unique product (entertainment development mix venue or unique general merchandiser).



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**Table 6-22: Estimated Penetration Level Tertiary/Visitor Market
Sales by Category
Supportable Space by Category ***

Category	2002	2005	2010	2002- 2010 Growth
SALES				
Food	\$33,128,000	\$34,301,000	\$37,134,000	\$4,006,000
Eat/Drink	22,851,000	23,660,000	25,614,000	2,763,000
General Merchandise	42,891,000	44,409,000	48,078,000	5,187,000
Furniture	16,050,000	16,618,000	17,991,000	1,941,000
Transportation & Utilities	94,789,000	98,145,000	106,252,000	11,462,000
Drugstore	22,519,000	23,316,000	25,242,000	2,723,000
Apparel	15,325,000	15,867,000	17,178,000	1,853,000
Hardware	22,911,000	23,723,000	25,682,000	2,771,000
Vehicle Service	14,690,000	15,210,000	16,466,000	1,776,000
Miscellaneous	16,292,000	16,869,000	18,262,000	1,970,000
TOTAL SALES	\$302,262,000	\$312,962,000	\$338,813,000	\$36,551,000
SUPPORTABLE SPACE				
Food	61,869	64,059	69,350	7,482
Eat/Drink	57,128	59,150	64,035	6,908
General Merchandise	139,906	144,858	156,826	16,920
Furniture	50,399	52,182	56,492	6,095
Transportation & Utilities	275,823	285,589	309,179	33,353
Drugstore	45,038	46,632	50,484	5,446
Apparel	47,687	49,373	53,452	5,767
Hardware	97,394	100,846	109,173	11,780
Vehicle Service	35,763	37,028	40,086	4,323
Miscellaneous	62,925	65,154	70,534	7,610
TOTAL SUPPORTABLE SPACE	873,932	904,871	979,611	105,684

*Developed by The Chesapeake Group, Inc. 2002

**Table 6-23: Estimated Penetration Level Tertiary/Visitor Market
Sales by Sub-Category***

Sub-category	2002	2005	2010	2002-2010 Growth
Food	\$33,128,000	\$34,301,000	\$37,134,000	\$4,006,000
Supermarkets	27,661,880	28,641,335	31,006,890	3,345,010
Independents	2,650,240	2,744,080	2,970,720	320,480
Bakeries	728,816	754,622	816,948	88,132
Dairies	430,664	445,913	482,742	52,078
Others	1,656,400	1,715,050	1,856,700	200,300
Eat/Drink	\$22,851,000	\$23,660,000	\$25,614,000	\$2,763,000
General Merchandise	\$42,891,000	\$44,409,000	\$48,078,000	\$5,187,000
Dept. Stores	15,655,215	16,209,285	17,548,470	1,893,255
Variety Stores	3,088,152	3,197,448	3,461,616	373,464
Jewelry	2,959,479	3,064,221	3,317,382	357,903
Sporting Goods/Toys	4,675,119	4,840,581	5,240,502	565,383
Discount Dept.	15,612,324	16,164,876	17,500,392	1,888,068



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Table 6-23: Estimated Penetration Level Tertiary/Visitor Market				
Sales by Sub-Category*				
Sub-category	2002	2005	2010	2002-2010 Growth
Antiques, etc.	214,455	222,045	240,390	25,935
Others	686,256	710,544	769,248	82,992
Furniture	\$16,050,000	\$16,618,000	\$17,991,000	\$1,941,000
Furniture	3,787,800	3,921,848	4,245,876	458,076
Home Furnishings	5,585,400	5,783,064	6,260,868	675,468
Store/Office Equip.	3,498,900	3,622,724	3,922,038	423,138
Music Instr./Suppl.	690,150	714,574	773,613	83,463
Radios, TV, etc.	2,487,750	2,575,790	2,788,605	300,855
Transportation & Utilities	\$94,789,000	\$98,145,000	\$106,252,000	\$11,462,000
New/Used Vehicles	33,176,150	34,350,750	37,188,200	4,011,700
Tires, Batt., Prts.	41,801,949	43,281,945	46,857,132	5,054,742
Marine Sales/Rentals	5,023,817	5,201,685	5,631,356	607,486
Auto/Truck Rentals	14,787,084	15,310,620	16,575,312	1,788,072
Drugstore	\$22,519,000	\$23,316,000	\$25,242,000	\$2,723,000
Apparel	\$15,325,000	\$15,867,000	\$17,178,000	\$1,853,000
Men's and Boy's	2,007,575	2,078,577	2,250,318	242,743
Women's and Girl's	5,087,900	5,267,844	5,703,096	615,196
Infants	321,825	333,207	360,738	38,913
Family	4,260,350	4,411,026	4,775,484	515,134
Shoes	3,202,925	3,316,203	3,590,202	387,277
Jeans/Leather	61,300	63,468	68,712	7,412
Tailors/Uniforms	275,850	285,606	309,204	33,354
Others	107,275	111,069	120,246	12,971
Hardware	\$22,911,000	\$23,723,000	\$25,682,000	\$2,771,000
Hardware	11,088,924	11,481,932	12,430,088	1,341,164
Lawn/Seed/Fertil.	435,309	450,737	487,958	52,649
Others	11,386,767	11,790,331	12,763,954	1,377,187
Vehicle Service	\$14,690,000	\$15,210,000	\$16,466,000	\$1,776,000
Gasoline	4,994,600	5,171,400	5,598,440	603,840
Garage, Repairs	9,695,400	10,038,600	10,867,560	1,172,160
Miscellaneous	\$16,292,000	\$16,869,000	\$18,262,000	\$1,970,000
Advert. Signs, etc.	260,672	269,904	292,192	31,520
Barber/Beauty shop	993,812	1,029,009	1,113,982	120,170
Book Stores	749,432	775,974	840,052	90,620
Bowling	374,716	387,987	420,026	45,310
Cig./Tobacco Dealer	114,044	118,083	127,834	13,790
Dent./Physician Lab	651,680	674,760	730,480	78,800
Florist/Nurseries	1,221,900	1,265,175	1,369,650	147,750
Laundry, Dry Clean	553,928	573,546	620,908	66,980
Optical Goods/Opt.	391,008	404,856	438,288	47,280
Photo Sup./Photo.	1,124,148	1,163,961	1,260,078	135,930
Printing	1,319,652	1,366,389	1,479,222	159,570
Paper/Paper Prod.	700,556	725,367	785,266	84,710
Gifts/Cards/Novel.	2,329,756	2,412,267	2,611,466	281,710
Newsstands	130,336	134,952	146,096	15,760
Video Rent/Sales	2,117,960	2,192,970	2,374,060	256,100
Others	3,258,400	3,373,800	3,652,400	394,000
TOTAL	\$301,446,000	\$312,118,000	\$337,899,000	\$36,452,000

*Developed by The Chesapeake Group, Inc., 2002



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**Table 6-24: Estimated Penetration Level Tertiary/Visitor Market
Supportable Space by Sub-Category***

Sub-category	2002	2005	2010	2002-2010 Growth
Food	61,869	64,059	69,350	7,482
Supermarkets	46,885	48,545	52,554	5,670
Independents	6,626	6,860	7,427	801
Bakeries	2,429	2,515	2,723	294
Dairies	1,196	1,239	1,341	145
Others	4,733	4,900	5,305	572
Eat/Drink	57,128	59,150	64,035	6,908
General Merchandise	139,906	144,858	156,826	16,920
Dept. Stores	52,184	54,031	58,495	6,311
Variety Stores	11,878	12,298	13,314	1,436
Jewelry	4,168	4,316	4,672	504
Sporting Goods/Toys	15,584	16,135	17,468	1,885
Discount Dept.	52,041	53,883	58,335	6,294
Antiques, etc.	932	965	1,045	113
Others	3,119	3,230	3,497	377
Furniture	50,399	52,182	56,492	6,095
Furniture	12,219	12,651	13,696	1,478
Home Furnishings	15,958	16,523	17,888	1,930
Store/Office Equip.	11,663	12,076	13,073	1,410
Music Instr./Suppl.	3,451	3,573	3,868	417
Radios, TV, etc.	7,108	7,359	7,967	860
Transportation & Utilities	275,823	285,589	309,179	33,353
New/Used Vehicles	82,940	85,877	92,971	10,029
Tires, Batt., Prts.	139,340	144,273	156,190	16,849
Marine Sales/Rentals	13,578	14,059	15,220	1,642
Auto/Truck Rentals	39,965	41,380	44,798	4,833
Drugstore	45,038	46,632	50,484	5,446
Apparel	47,687	49,373	53,452	5,767
Men's and Boy's	5,019	5,196	5,626	607
Women's and Girl's	13,751	14,237	15,414	1,663
Infants	1,073	1,111	1,202	130
Family	14,201	14,703	15,918	1,717
Shoes	11,647	12,059	13,055	1,408
Jeans/Leather	204	212	229	25
Tailors/Uniforms	1,379	1,428	1,546	167
Others	413	427	462	50
Hardware	97,394	100,846	109,173	11,780
Hardware	44,356	45,928	49,720	5,365
Lawn/Seed/Fertil.	1,280	1,326	1,435	155
Others	51,758	53,592	58,018	6,260
Vehicle Service	35,763	37,028	40,086	4,323
Gasoline	3,445	3,566	3,861	416
Garage, Repairs	32,318	33,462	36,225	3,907
Miscellaneous	62,925	65,154	70,534	7,610
Advert. Signs, etc.	948	981	1,063	115
Barber/Beauty shop	4,969	5,145	5,570	601
Book Stores	2,025	2,097	2,270	245
Bowling	3,747	3,880	4,200	453
Cig./Tobacco Dealer	228	236	256	28
Dent./Physician Lab	2,005	2,076	2,248	242
Florist/Nurseries	2,875	2,977	3,223	348



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Table 6-24: Estimated Penetration Level Tertiary/Visitor Market				
Supportable Space by Sub-Category*				
Sub-category	2002	2005	2010	2002-2010 Growth
Laundry, Dry Clean	1,846	1,912	2,070	223
Optical Goods/Opt.	1,117	1,157	1,252	135
Photo Sup./Photo.	3,212	3,326	3,600	388
Printing	4,799	4,969	5,379	580
Paper/Paper Prod.	3,503	3,627	3,926	424
Gifts/Cards/Novel.	7,766	8,041	8,705	939
Newsstands	261	270	292	32
Video Rent/Sales	10,590	10,965	11,870	1,281
Others	13,034	13,495	14,610	1,576
TOTAL	873,932	904,871	979,611	105,684

*Developed by the Chesapeake Group, Inc., 2002

Summary of Findings

Irrespective of location, demographic characteristics of the population, or any other factor, economic development is a fundamental component of a community. Much activity and land use is associated with the purchase of goods and services or the importation and exportation of goods, services, and jobs from the community.

Non-residential development is also very much part of the backbone and cornerstone of tax revenues in a system largely dependent upon real estate. Numerous studies have been done that indicate non-residential activity requires far fewer services (such as libraries and schools). Thus, where non-residential development falters or does not grow at a similar rate to residential activity, there is a high probability that residential tax payers will bear increasing costs for services and higher taxes.

The city is presently perceived by some as not taking full advantage of assets that could create new economic niches. In particular this is believed to be true of the waterfront areas that were once industrial in nature but today are void of significant concentrated activity. This is also believed true of the quality of many structures within and adjacent to downtown. Historic and architectural characters have not been fully complemented.

It is perceived that the visitor/tourism potential of Port Huron has not been totally tapped. That downtown activity, in particular, and potentially other activity, has not aggressively sought the visitor trade.



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It is also known that technology is changing the face of the economy in the country. It has become and will continue to be increasingly important that there be sufficient communications infrastructure and sustainable energy supplies to maintain and increase economic activity from both a practical and competitive perspective.

The results of the two economic development related analyses indicate the following:

- The number of manufacturing businesses in St. Clair County was comparable to the other comparison communities. Few of the under-represented businesses are of manufacturing or related industrial character.
- There are a sizeable number of under-represented retail and related service establishments in Port Huron and the county when compared to other communities. There tended to be relatively fewer furniture stores, pharmacies, antique dealers, sporting goods stores, florists, art galleries and appliance stores within St. Clair County than other comparison communities. These are appropriate for being situated in either a downtown or neighborhood based commercial areas.
- A number of professional services and Finance, Insurance and Real Estate (FIRE) services that can create demand for office space are also under-represented.
- Under-representation in the food service related categories is also apparent when compared to other communities. St. Clair County had relatively fewer restaurants and bars than other comparison communities. Future demand is expected to result in significant additional growth that can be captured within the city. Concentrations of food service and entertainment are often focuses in successful downtowns.
- Automobile and related vehicle activity, such as auto dealerships, auto parts stores, gasoline service stations and auto repair uses, are under-represented in St. Clair County compared to like communities. There is also projected to be a growing demand for these types of businesses. However, due to the city being built-out with limited large general commercial areas available for development, space for auto-related uses within the city will be limited.



- Based upon growth in demand for both the county and city, there is the potential for the city of Port Huron and the immediate area to expand by about 290,000 square feet of retail and related services space. The largest amount of space would be associated with general merchandise. The city needs to continue working to attract as much of this space as possible to downtown and surrounding neighborhood business areas.

Arguably, since its founding, Port Huron has always been, is now, and will continue in the future, to be dependent upon water and water resources for the base economic structure.

ECONOMIC DEVELOPMENT GOALS AND OBJECTIVES

The following are the goals and objectives that will guide the city in developing a strong and complementary economic base. Some of the objectives are followed by more specific recommendations.

Goal # 1 Port Huron will use innovative resources for targeted redevelopment/revitalization areas to increase the desirability of business sites and recruit new businesses.

Objectives

- a. Support development of a business recruitment plan. Such a plan includes outreach to and through: trade organizations; trade publications; visibility at appropriate conferences (in partnership with others when necessary); cooperation with state, multi-state, and in-state regional efforts; web site linkages and materials dissemination; direct marketing to prospects via mail, the internet, other emerging technologies, and telephone; partnerships with complementary and compatible industry trade organizations; and promotion of the city as an ‘opportunity in waiting’ for entrepreneurs.



- b. Develop and maintain a data bank of vacant commercial properties for referrals to and from private commercial realtors and property interests.
- c. Utilize the resources of the Michigan Economic Development Corporation (MEDC) and St. Clair County to assist with economic development.
- d. Utilize the Brownfield Redevelopment Authority to assist with funding for redevelopment.
- e. Annually bring together a group of community business leaders (e.g. financial, real estate, industrial, commercial, etc.) for purposes of offering constructive advice to the city on matters of economic development.
- f. Support and participate in the goals and activities of the I-94 International Trade Alliance and capitalize on the Blue Water Bridge border crossing.
- g. Implement strategies for the downtown contained in the Appendix 5: *Commercial District Development Plan* of this plan and the Downtown Development Plan to promote an economically viable and dynamic central business area.
- h. Enhance the commercial corridors, through public-private partnership arrangements, the addition of quality streetscape elements, private reinvestment in appropriate design for private property and development, other physical efforts, and marketing and promotion.
- i. Beautify major ingress and egress roadways in cooperation with Michigan Department of Transportation (MDOT) by enhanced landscaping, improved signage, and improved quality of design.
- j. Focus business recruitment efforts on industries in which the city and county have an abundance of resources and favorable market position.
- k. Expand and maintain an aggressive recruitment effort for new businesses in complementary and compatible niches and areas of business activity, including those identified in this plan.



Goal #2 **Port Huron will continue aggressive efforts to retain businesses within the city through a variety of methods that will support their needs and provide benefits that will enrich their investment.**

Objectives

- a. Establish a cooperative effort between entities to contact business ownership to identify opportunities for reinvestment and needs of technical, financial and other such assistance.
- b. Provide information with respect to city business trends, possible incentives, financial assistance sources, new businesses recruited, expansion plans, etc. to all existing businesses through direct mail, the internet and other forms of communication.
- c. Redevelop areas near the waterfront for public and private sector use, with maintenance of continuous public access along the waterfront.
- d. Promote the formation of a cooperative buying group through which independent operations can obtain affordable building and renter related insurance, enhanced purchase prices for other commodities, to assist with maintaining or diminishing the cost of operation.
- e. Support efforts to encourage ‘in city’ consumer spending and business-to-business spending.



Goal #3 Port Huron will have a strong industrial presence for the city and region that also protects and promotes its heritage and character.

Objectives

- a. Work with the Economic Development Alliance (EDA) of St. Clair County to recruit businesses.
- b. Designate areas for standard manufacturing, processing and distribution businesses that could be developed as business parks and designed to be more integrated with the city, provided truck traffic and other impacts are mitigated.
- c. Enhance and slightly expand the existing business park in the south and limit uses to light industrial such as warehousing, light assembly, distribution and research and development.
- d. Target an area for research/technology/large scale office development near downtown to accommodate higher employment and higher wage based businesses.
- e. Adopt design guidelines that are tailored to the different industrial districts, but which possess themes that unify/link with the city as a whole along with an effective review system and guidelines for upgrades to existing sites.
- f. Control truck routes to industrial areas, through traffic in the city and at the border to offer a direct route for businesses and at the same time protect residential and other development areas of the city.

Goal # 4 Year round tourism activities and destinations in Port Huron will continue to be an important component of the city's economy.

Objectives

- a. Encourage and expand convention facilities and hotels to attract additional conferences to the city.
- b. Encourage the development of additional hotels and bed and breakfasts inns.
- c. Preserve and enhance access/awareness of historical and cultural resources.



- d. Maintain and enhance views and access to Lake Huron, the St. Clair River and the Black River for tourism, recreation and boating.
- e. Support festivals and weekend events to attract visitors to the city.
- f. Enhance linkages to key destinations for visitors such as the waterfront, museums, and cultural destinations.
- g. Support development of a marketing plan to increase awareness of the cultural, historic and recreational amenities of the city and attract additional visitors.
- h. Utilize the strength of the Convention and Visitors Bureau and link with city boards and commission such as the DDA to create a promotion council partnership.

Goal # 5 Economic opportunities will be created in order to attract and retain youth to live and work in Port Huron.

Objectives

- a. Maintain a student population to support businesses and services.
- b. Work with St. Clair County Community College to offer student housing.
- c. Promote student internships and job placement with the city and local businesses.
- d. Recruit and retain businesses that will provide local employment opportunities to local youth following college.

Goal #6 New entrepreneurship opportunities and resources will be created in Port Huron to further generate an active business climate in the city.

Objectives

- a. Support a high level of entrepreneurship activity focused on existing industries and others needed as identified in the economic development analysis.



- b. Support the establishment of an entrepreneurial development program that assists in guiding the development of quality business plans for people wanting to start businesses.
- c. Establish relationships and partnerships through the community colleges and universities represented in this area with entrepreneur programs and promote new programs.
- d. Support the development of a retail apprenticeship program to facilitate ownership changes for existing businesses and to promote new independently owned operations. Develop relationships with culinary institutions to recruit new trained chefs to the area.

Goal #7 Port Huron will support other economic development efforts and mechanisms that contribute to achieving the recommendations of this plan.

Objectives

- a. Encourage partnerships between schools and businesses that raise technical and technology skills of residents through training and education.
- b. Expand partnership relationships with existing specialized education, federal, and state government institutions in and near Port Huron to encourage fostering expansion of private sector technology and related spin-off activity.
- c. Encourage development of internal on-site energy production systems for key areas, such as industrial parks and downtown.
- d. Encourage reuse of existing structures with character along the waterfront and downtown.
- e. Establish a set of citywide design guidelines intended to promote efficient sustainable development.
- f. Develop and deploy emerging communications technology throughout the city.
- g. Develop and offer public/private incentives that are competitive within the region and nation to assist with recruitment of emerging technology based industries, entrepreneurial development, heritage tourism and specific industrial activity.



- h. Work in cooperation with St. Clair County and adjacent communities to encourage economic development for the region.

IMPLEMENTATION

The following discussion provides supportive information, recommendations and resources that will be helpful in accomplishing the goals and objectives outlined in the previous section.

Recruitment

A business recruitment plan should be developed by the city, DDA, Chamber of Commerce or other organization. The plan should include outreach to and through: trade organizations; trade publications; visibility at appropriate conferences (in partnership with others when necessary); cooperation with state, multi-state, and in-state regional efforts; web site linkages and materials dissemination; direct marketing to prospects via mail, the internet, other emerging technologies, and telephone; partnerships with complementary and compatible industry trade organizations; and promotion of the city as an ‘opportunity in waiting’ for entrepreneurs. This aggressive recruitment program requires the following:

- The noted detailed marketing plan with definitive time lines;
- market specific materials and presentations for recruitment and solicitation; and
- a strong commitment manifested in the fiscal and personnel resources to implement the plan.

The recruitment plan should focus on area assets. For commercial activity, including office and retail and related services, the qualities and strengths that should be emphasized include:

- waterfront views and access;
- historic small town character of the central core of downtown;
- the estimates of growth in demand for goods and services;
- the proximity to Canada, Detroit, and other areas of Michigan.
- the Blue Water Bridge crossing;



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- quality of the commercial corridors, highlighting select neighborhoods;
- specific Downtown restaurants and retail establishments;
- quality of life, close to major metro area to gain access to major sports, entertainment and culture, but far enough from its issues and problems;
- availability of specific buildings and sites;
- community's desire for enhancement through quality planning;
- new waterfront development and other waterfront development opportunities;
- available infrastructure.

For industrial activity, the qualities and strengths that should be emphasized include:

- quality of life opportunities, including nearby educational institutions; recreational facilities, such as beaches, marinas, golf; and other perks;
- availability of infrastructure, including DTE Energy's advanced sustainable energy development systems;
- few sites, representing unique opportunities in a built-out* environment;
- desire to assist with training, off-site enhancements, tapping state, federal, and other resources.

The city can offer public/private incentives that are competitive within the regionally and nation to assist with recruitment of emerging technology based industries, entrepreneurial development, heritage tourism and specific industrial activity. Critical incentives necessary to compete are associated with the following three basic areas:

- capital resources that impact either repayment schedule or risk, such as loan pools and venture capital funds.
- buildings, including flex space and incubator space or shell structures, offering a range of opportunities, low cost of operation, and often shared services.
- infrastructure, including affordable and accessible utilities, and advanced communications.



Tools

- Public Relations. Public relations (PR) awareness created within Detroit and Michigan professional communities will increase the effectiveness of direct marketing solicitations. Having read and seen the Port Huron business expansion ‘news reports’, these impressions will provide the foundation for inquiries when an approach is received by mail, a broker or other sales representative. PR activity includes submitting articles and ‘news stories’ to appropriate organizational trade journals, local, and regional press, etc.
- Advertising. Advertising selectively timed after the ‘news stories’ have been received, reinforces the business advantages and availabilities.
- Targeted publications. Targeted publications will be the same for both public relations and advertising, including major metropolitan daily newspapers business sections, regional business journals and statewide business magazines and publications. Additionally real estate, financial, and other trade and industry publications can be added to the public relations distribution list.
- Direct Marketing. Direct marketing selects each sector individually and allows for strategic messages answering the top questions for each business’ concerns: What’s in it for them? A professional direct mail company can provide lists by Standard Industrial Classification (SIC) code, applying additional qualifiers by zip codes, size of business, number of employees, gross sales, etc.

Regional and local real estate organizations are also qualified lead generators for recruiting business. These groups share a proprietary interest in marketing the properties. They include:

- ✓ St Clair County Association of Realtors®, Port Huron
- ✓ Michigan Association of REALTORS®
- ✓ Commercial Brokers Association (CBA)
- ✓ National Association of Industrial Office Parks (NAIOP)
- ✓ Society of Industrial Office Realtors (SIOR)
- ✓ Certified Commercial Investment Members (CCIM)
- ✓ Building Owners and Managers Association (BOMA)



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- Cooperative Partnerships. Cooperative partnership arrangements and strategic alliances provide the opportunity for reaching a greater number of customers through sharing of proprietary client lists as well as expenses. While the partners may have different functions, their customer profiles, location and ultimate goals are shared, therefore benefiting from cooperation. Cooperative ventures can be informal and simply negotiated between partners, or they can be highly developed strategic arrangements and plans.

Potential Cooperative Partners include but are not limited to: Greater Port Huron Area Chamber of Commerce; St. Clair County Chamber of Commerce; Blue Water Area Visitor and Convention Bureau; Economic Development Alliance of St. Clair County; local area hotel establishments; St. Clair County Community College; McMorran Place Convention Center; Eastern Thumb Association of Realtors; and the Michigan Bankers Association.

- Community Outreach. Community outreach can be accomplished through the establishment of an ‘Ambassadors Club.’ The ‘Ambassadors’ would be volunteers. A 10-minute presentation at local civic and professional organizations and county/city meetings. The presentation would promote awareness and build support for Port Huron’s multi-faceted expansion plans, recruiting attendees as potential business referrals, thereby building goodwill among the residents and business community.
- Entrepreneurial Development Program. An entrepreneurial development program can be established that includes, but is not limited to:
 - ✓ Identifying individuals with basic entrepreneurial skills and enhancing those skills through education and training;
 - ✓ assisting and guiding the development of quality business plans for those that are involved with the program;
 - ✓ forming a cooperative venture capital financing pool from commercial lending institutions; and
 - ✓ assisting with identifying locations and space appropriate for the specific entrepreneurial endeavor.



Obtaining Leads

- Recruiting Manufacturers. Thomas Register is the ‘rule book’ of the manufacturing industry and provides a plethora of opportunities to reach potential manufacturing businesses.

- Recruiting ‘White Collar’ Activity. Finance, Insurance, Real Estate (FIRE) and technology driven entities have been identified as opportunity areas. These companies can be identified by business sector through their industry associations and the rental of highly qualified ‘direct mail’ lists for direct marketing purposes and can be done in an affordable manner. Some of the organizations that can be contacted include, but are not limited to:
 - ✓ Michigan Economic Development Corporation
 - ✓ The Information Technology Association of Michigan (ITAM)
 - ✓ The Michigan Bankers Association
 - ✓ Michigan Association of Insurance Agents (MAIA)
 - ✓ Michigan Association of Life Underwriters
 - ✓ The Michigan Association of Certified Public Accountants (MACPA)
 - ✓ Association for Finance Professionals - Detroit Treasury Management Association
 - ✓ Financial Management Association International
 - ✓ Institute of Management Accountants
 - ✓ Midwest Finance Association
 - ✓ National Association of Industrial Office Parks (NAIOP) (Northern Ohio, Chicago Chapters)
 - ✓ Society of Industrial Office Realtors – (SIOR) (Michigan Chapter)
 - ✓ Certified Commercial Investment Members (CCIM) (Michigan Chapter)

Soliciting potential new business tenants, investors, owners and developers can be accomplished by inserting public relations articles as well as paid advertising into the publications of the above organizations. In addition, a trade show booth/table top presentation for attendance at meetings, trade shows and seminars with these groups will provide introductions and can generate qualified leads. These same groups also have directories and mailing lists that can be used for direct mail marketing.



Commercial realtors are qualified lead generators for tenants, investors, and developers. Provided with the proper tools to make their job easy, Port Huron can be positioned as a strategic alternative to higher priced locations and one that is highly desirable.

- Recruiting Restaurants. Recruiting restaurants involves the same process as that used for recruiting ‘white collar’ activity. Use of existing organizations for marketing is the most cost-effective means available. Industry organizations and publications include, but are not limited to:

- ✓ National Restaurant Association.
- ✓ Michigan Restaurant Association
- ✓ National Bar and Restaurant Management Association
- ✓ American Institute of Wine and Food
- ✓ The Green Restaurant Association
- ✓ Independent Restaurant Association
- ✓ International Franchise Association
- ✓ National Ice Cream and Yogurt Retailers Association

Publications for ads and PR include Michigan and National Restaurant Associations’ magazines, Restaurant News, and Foodservice and Hospitality Magazine.

- Recruiting Other Retail. There are a number of effective ways to recruit retail. Probably the most cost effective is to employ the same process, as other organizations, to recruit activity to Port Huron. Organizations include:

- ✓ Michigan Retailers Association
- ✓ National Retail Federation
- ✓ American Small Business Association
- ✓ North American Retail Dealers Association.
- ✓ National Federation of Independent Business
- ✓ National Association for Women Business Owners

Publications for ads and PR include Stores Magazine and Chain Store Age.



Promotions and Attractions

Marketing, beyond recruiting businesses, also involves enhancement in sales and revenues for existing operations. In the broader Port Huron sense, this involves increasing critical mass of activity through recruitment and other activity. To select areas, such as downtown, it most often involves increased promotion and events or attractions to draw increased patronage. For downtown Port Huron, there is much potential associated with attraction of the tertiary market defined as visitors to the area from Detroit, Canada, or elsewhere. The following are concepts that should be examined to enhance existing business through expansion of the patron base, market penetration, etc.

Calendar of Events and Advertising. With both summer and winter season ‘outdoor’ adventure and sports activities, Port Huron is an ideal family ‘getaway’ or ‘escape’. The most advantageous marketing would be the development of a ‘monthly calendar of events’ used in advertising; sent to the media representatives for public relations and calendar listings; and promoted through newsletters to identified social, civic and church organizations.

Cooperative partnerships can promote weekend business through: AAA Travel, Blue Water Area Convention and Visitors Bureau, The chamber of commerce, City Cab, Thomas Edison Depot Museum, Port Huron Museum, Fort Gratiot Lighthouse, International Symphony Orchestra, historic Huron Lightship Museum, major restaurants, and gasoline companies.

An advertising format, developed around the ‘calendar of weekend events’ can be strategically rotated in the business and entertainment publications, including those that follow:

- ✓ HOUR Detroit - the metro monthly city magazine
- ✓ The Detroit News
- ✓ Detroit Free Press – Just Go, entertainment section
- ✓ Metrotimes – Detroit’s news, arts & culture weekly
- ✓ North Shore Magazine
- ✓ Upper Midwest Magazine (is written for readers who enjoy resort destinations in Michigan, Minnesota, and Wisconsin. Each issue reveals



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the best hiking, biking, skiing, and canoe trails in the region and delivers information on attractions.)

- ✓ Observer & Eccentric Newspapers (the alternative publication covering suburban Detroit)

Direct mailing of a newsletter to family clubs and organizations in the Detroit market can be easily achieved by renting association lists through a direct mail broker. This can be published quarterly, highlighting the upcoming quarter's events for advance group bookings and planning. The expense once again can be offset through cooperative arrangements.

The existing Port Huron 'calendar of events' can be noted at the bottom of the ads and press releases so people may request information for a full year's activities. The www.porthuronmi.org should always have up-to-date event information and a special link created for 'weekends'.

Recommended Activities and Events. Such a campaign is, by definition, dependent upon events. Strategically planned for an on-going marketing campaign, events should include education, entertainment and incentives as the magnetic drawing cards. Bringing a large number of new and current customers together at one time, the events serve as an invitation to experience the food and fun at Port Huron's downtown and waterfronts. The following are some suggested activities or event.

- Autocrosses Tours De Port Huron. One specific promotional category that capitalizes upon the Detroit area's status as the 'automobile capital' would be to create special events that emphasize 'driving tours' from Detroit to Port Huron.

'Autocrosses' are also known as 'Solo II' races, where a course is set up in a parking lot, and each car is timed as it races over the course, with the fastest non-law violating contestants winning. These courses can be set up in many locations, sponsored by the city to promote motor tourism from Detroit. The community can benefit from overnight stays, restaurants, shopping, museum and attractions and other entertainment activities, all assembled in a weekend tours De Port Huron package. Many of the clubs with chapters in the Detroit are include, but are not limited to:



- ✓ Alfa Romeo Owners Club – Detroit Chapter.
 - ✓ W.P.C., INC.- Walter P. Chrysler Club. (The W.P.C. (Walter P. Chrysler) Club is a non-profit organization dedicated to the preservation, restoration, and enjoyment of Chrysler Products.)
 - ✓ THE VOLKSWAGEN/AUDIO GRUPPE- Southeast Michigan VW/Audi Enthusiasts
 - ✓ The Porsche Club of America.
 - ✓ PONTIAC OAKLAND INTERNATIONAL- THE WIDETRACKERS- Lapeer, MI
 - ✓ MICHIGAN LCOC is Michigan's region of the national Lincoln and Continental Owners Club serving Michigan and southern Ontario, Canada.
 - ✓ Motor City Mopar Club - Detroit, MI
 - ✓ CORVETTE CLUB OF AMERICA
 - ✓ CAMARO -The Internet Camaro Club
 - ✓ BMW TOURING CLUB- Detroit Chapter
 - ✓ BUICK CLUB OF AMERICA
 - ✓ Lambda Car Club - Detroit Region
-
- A Taste of Port Huron. A Taste of Port Huron to celebrate the opening of a new anchor restaurant and including all existing restaurants as well. Sponsorship of this event could include the chamber of commerce, the convention and visitor's bureau, or a civic or charitable organization.

 - Marina Art Show. An art show with a maritime theme can be established to feature just marine artworks. There are special events companies that can facilitate the organization of this event.

 - Lighthouse Run. This can be structured in several different start locations for 5K, 10K, and other distances to accommodate all runners. There are numerous potential sponsors of this event.

 - Magic Shows and Circus. Street performers, entertainers, show-offs, and talented prestidigitators can provide a few minutes of special entertainment on downtown sidewalks or along the river and waterfront areas. Magicians, tightrope walkers, fire eaters, straight jacket escape artists, jugglers, snake charmers, trained cats,



dogs, and parrots on tight ropes, palm readers, leaf weavers, musicians, mimes and sketch artists are just a few of the ‘alternative’ performers willing to work for tips.

- Special Shopping and Dining Packages. These packages can be included in the weekend getaway packages as well as used for local and regional residents. Special incentives are used to attract new customers and repeat business for the first marketing stage. Incentives are defined as ‘added value’ and ‘special offers’ rather than price reductions.
- Port Huron’s Passport. This involves a ‘treasure’ map with each participating restaurant, store or other retail business located and identified. As the customer visits and purchases at each establishment, the map is ‘stamped’, validating the visit. When the map is completely validated, the participants can be offered awards that will, again, encourage activity in Port Huron.
- Repeat Rewards. Similar to a ‘frequent flyer’ program, the frequent lunch customer can be rewarded for going to the same or several of the participating restaurants. eight lunches earns a ninth free in the same month (or other similar rewards). This is based upon twice a week lunch at participating restaurants within the same month.
- Finally Fried-Days. Downtown Friday Happy Hour. A generic end to the work week celebration. ‘My brain is fried by Fried Day.’ ‘I need my favorite fried foods’ including fish fritters, steak fries, fried onion rings, etc., as well as some special FriedDays cocktails concocted by the participating bartenders.
- Prix Fixe Progressive Dinners. Weekend visitors and area residents will all enjoy ‘sampling’ the many wonderful eateries in Port Huron. Provided with a listing of the participating restaurants and their prix fixe menu selections, each participating restaurant would have a selection of appetizers, soups/salads, entrees and desserts so diners can select which restaurant to visit for each course. Building into the program an identified ‘users code’ would provide a highly qualified marketing data base for future promotions, and evaluation of the participants demographics.



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- History's Hearty Helpings. Combining education and entertainment historically themed Lunch/Brunch programs can include storytelling the history from Father De Casson's first visit to the early settlers, the forts and battles, and the 'World's first electrified underwater international train tunnel' between Port Huron and Sarnia, Canada. Port Huron was a principal of the underground railroad, helping slaves escape to Canada; was home to Thomas Edison; and hosted the first Port Huron to Mackinac Island Yacht Race in 1925. Entertainment resources include the National Storytelling Network, the Michigan Arts and Humanities Touring Directory 2000-2003, and the Michigan Humanities Council
- Music Festival on the River Front. A circular stage can be erected to invite both land lubbers on the 'boardwalks' and boats at anchorage to see the show. This can be a 'pops concert' by the symphony, or an invited selection of musicians and bands. Tickets are sold to boaters prior to the concert and 'ticket collectors' can be in small power boats or on jet skis to collect them that evening.



APPENDIX 7: TRANSPORTATION

INTRODUCTION

The provision of an integrated transportation system is intended to contribute to a quality of life for residents and a desirable business climate. While the automobile is the dominant mode of transportation, Port Huron has progressed toward providing a balanced and coordinated “multi-modal” transportation system to accommodate ongoing change and development.

This chapter begins with a description of the important link between land use and transportation. This is followed with a summary of the existing transportation system in the city that describes the various transportation modes, including their condition, and issues that need to be addressed. Based on the existing conditions, goals and objectives are provided that will form the general direction that must be followed to deal with transportation issues. This chapter concludes with recommendations for the street system and for continued improvements to transportation modes other than the automobile, such as walking, bicycling or use of mass transit.



EXISTING TRANSPORTATION CONDITIONS

To establish an efficient transportation system that incorporates all modes of travel, an understanding of existing conditions and types of facilities available is important. The following describes these elements and assists in formulating a multi-modal transportation plan.

The Transportation and Land Use Link

The link between transportation and land use has been apparent through the city's development and a significant part of its history. Waterways were an important asset to early transportation systems. As such, many cities developed on the banks of key water routes. In the case of Port Huron, its development benefited from the intersection of two main waterways – the Black River and the St. Clair River and gradually expanded. Through time, additional transportation influences emerged that effected land use and development in the city including rail lines, roadways, interstate routes and the Blue Water Bridge which linked the city of Port Huron, the State of Michigan and the United States to Canada.

The proximity of the city to a well-developed road system, including I-94, I-69, and Pine Grove Avenue (M-25) has offered direct access into the city, to employment and activity centers in Michigan and Canada, and has contributed to the strength and appeal of Port Huron. Commercial and office development is attracted by the same easy access to a quality road network. Larger scale regional commercial developments have been attracted by the access to a large trade area on the north end of the city, and industrial development has located near rail lines.

Public Streets

Public streets have two basic roles in the transportation system: providing a conduit for efficient movement of traffic and providing access to land uses that front on the streets. Different streets have different functions. Major streets such as Pine Grove Avenue need to be able to move high volumes with minimal delays, but within the context of their setting. Likewise, neighborhood streets must balance the goal of providing convenient automobile travel to individual properties with other goals such as providing a high quality of life, protecting the



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natural environment, and integrating the road system into a more comprehensive transportation system that includes other modes of transportation.

The majority of the street system is characterized by the traditional grid pattern found in many core communities. Natural and physical features including rail lines, the Black River, and I-94 have limited the connectivity of the system to some extent. These conditions have created a few isolated segments of the city. However for the most part land uses throughout the city are easily accessible from all areas.

Jurisdiction. The majority of the Port Huron streets are under the jurisdiction of the city. This assures that the city has control over the development, maintenance and improvement to roads, intersections, signage, access, and design. This is an advantage for the city in ensuring the implementation of the transportation recommendations contained in this plan. Interstate 69/94, which traverses through the city and crosses into Canada, is under the jurisdiction of the State of Michigan. In addition, Pine Grove Avenue (M-25), Huron Avenue, Military Avenue, Electric Avenue and Griswold Street and Oak Street (I-69 Business Route) are under the jurisdiction of the state. Roads under jurisdiction of the state are regulated through the Michigan Department of Transportation (MDOT). Krafft Road, a portion of Dove Street and a portion of 24th Street are under the jurisdiction of St. Clair County. Different jurisdictions require more coordination and, often times, different guidelines in order to accomplish plan objectives. Over the years, relations between local communities and MDOT have improved and have more often created mutually beneficial partnerships.

National Functional Classification. All Michigan streets, roads and highways have a National Functional Classification (NFC) designation. The NFC is a planning tool which federal, state, and local transportation agencies have used since the late 1960s to help organize roadway hierarchy. The Federal Highway Administration (FHWA) developed this system of classifying all streets, roads, and highways according to their function.

The NFC system has a five-element hierarchy in Port Huron. Refer to the *Transportation Conditions Map* for exact delineation. Streets should be designed,



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constructed, and maintained in accordance with the following functional classification system.

- Interstates/Freeways. These roads are at the top of the NFC hierarchical system and function as important shipping and travel corridors. Interstates provide a national network of freeways that carry traffic between states. Freeways generally carry long distance trips, through-travel movements that serve to connect communities, and are important links to the interstate system. Just outside the city boundaries, I-69 merges into I-94 with I-94 extending through the northern segment of the city crossing into Canada over the Blue Water Bridge. This route is an important international link between the United States and Canada.
- Principal Arterial. Principal arterials generally carry long distance, through-travel movements. They also provide access to important traffic generators, such as major employment centers and downtown, and regional shopping areas. Within Port Huron, these routes include the state routes of Oak and Griswold Street (I-69 Business Route) and Pine Grove Avenue (M-25). The main route that leads through downtown and follows along the St. Clair River into the city of Marysville is the third principal arterial and takes on different names: Huron Avenue, Military Street and Electric Avenue. All of the principal arterials are primary gateways into the city from outlying areas and from the interstate.
- Minor Arterial. Minor arterials serve major traffic within the urban area. The primary function of these roads is to move traffic between principal arterials and collector or local streets, and between major parts of the urban area such as neighborhoods, employment centers, and shopping centers. These routes include 24th Street, 10th Street, a segment of Stone Street, Gratiot Avenue, Dove Street, Lapeer Avenue, Water Street, and a small segment of State Street. Most of the minor arterials provide important roadway links into the city and to major activity areas and are considered secondary gateways.



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- **Collector.** Collector roads serve to gather traffic from local streets of residential neighborhoods and distribute it to the arterials. Characteristic of a traditional urban street network, there are a number of collector routes serving the various neighborhoods. Holland Avenue, Hancock Street, Court Street, Union Street, 16th Street, Erie Street, Riverside Drive and 10th Avenue are a few of the collector routes in the city.

- **Local Streets.** Local or neighborhood streets primarily provide access to individual properties and homes. Local streets are consistent with the rigid geometric grid pattern of the collectors and arterials.

Traffic Counts. The *Transportation Conditions Map* includes average daily traffic counts for major routes within the city. These counts provide helpful information related to the most frequently traveled roadways and the most common routes to various destinations. For instance, Pine Grove Avenue (M-25) is the most heavily traveled road in the city because it is the most direct and quickest route through the north side of the city. Other commonly traveled routes in the city include Lapeer Avenue, Electric Avenue, Military Street, Griswold Street and Oak Street. All of these routes are major routes entering and exiting the city. This information indicates the most common routes used to access the city and the region and is helpful when considering community entrance and identification strategies.

Crash Statistics. *Table 7-1* lists the highest frequency crash intersections in St. Clair County. All but three are within the Port Huron city limits. None of these intersections ranked in the top ten for the Southeast Michigan Region.

Table 7-1: High Frequency Crash Intersections St. Clair County, Michigan			
Rank	Primary Street	Intersection Street	5 Year Average (crashes/year)
1*	Pine Grove Avenue(M-25)	North River Road	36
2*	24 th Street (M-25)	Krafft Avenue	30
3	Pine Grove Avenue (M-25)	Sanborn Avenue	23
4	Pine Grove Avenue (M-25)	Hancock Street	20
5	Lapeer Avenue	10 th Street	19
6*	Lapeer Road	Wadhams Street	19
7	Pine Grove Avenue (M-25)	Holland Avenue	18



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Table 7-1: High Frequency Crash Intersections St. Clair County, Michigan			
8	Griswold Street	24 th Street	17
9	Holland Avenue	Pine Grove Avenue	16
10	10 th Street	Water Street	16
Source: SEMCOG, 1998			
*not located within the City of Port Huron			

Pine Grove Avenue (M-25) received a high ranking at four intersections all north of I-94. This is a highly congested area due to the expressway interchange and the amount of commercial development. Pine Grove Avenue (M-25) requires special attention to alleviate congestion and improve traffic conditions. For all high crash locations, improved street design, site design and land use decisions should work together to lower the number of crashes in a year and improve the quality of the city’s street system.

Gateways. A ‘gateway’ is another term for the front door or entrance to a community. Not only does the gateway signify entrance into a community, it also creates the initial visual impression about the character and identity of the community. Gateway corridors for the city of Port Huron have been identified in order to prioritize enhancement projects. These routes include the following:

- Primary Gateways. Based on traffic counts, functional classification and other characteristics, the primary gateways for the city of Port Huron were identified. These routes lack dramatic entrance features and do not distinguish Port Huron from any other community along the route. These routes also lack information about nearby destination points such as the museum or downtown. These include: Oak Street (Business I-69), Military Street; Pine Grove (M-25) at 24th Avenue, and Pine Grove (M-25) at the I-94 connector.
- Secondary Gateways. These routes are not used as much as primary gateways, but are important links into the city or into major activity areas. These routes lack character and, similar to primary gateways should provide information about destination points in the city and include: Gratiot Avenue; Lapeer Avenue; and Water Street.

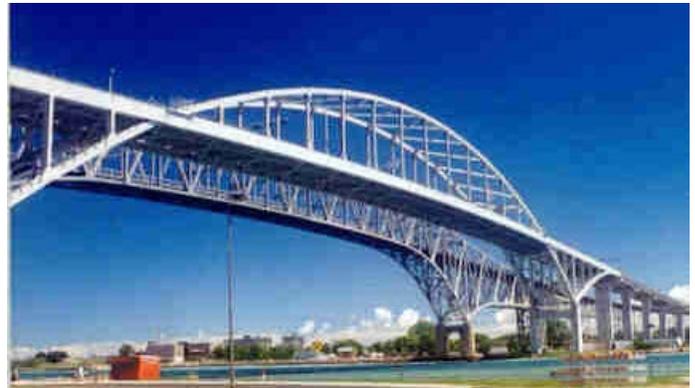


Blue Water Bridge and Border Crossing

The Blue Water Bridge is a major international crossing over the St. Clair River at the southern end of Lake Huron. Located between Port Huron, Michigan and Point Edward, Ontario, connecting both Interstate 94 and Interstate 69 with Highway 402, it is one of the fastest links between the Midwest and Ontario and northeastern USA.



History of the Blue Water Bridge. In June of 1930, the Michigan Legislature passed a law creating a State Bridge Commission that would finance the design and erection of the Blue Water Bridge. Over eight years later, on October 10, 1938, the Blue Water Bridge was open to traffic. By 1965, jurisdiction of the bridge was transferred to MDOT, then called the Department of State Highways. To accommodate traffic demands, the second Blue Water Bridge was constructed by July 1997. The original bridge carries three-lanes of westbound traffic and the second bridge carries three lanes of eastbound traffic.



Construction of the second bridge garnered many awards including the 1997 American Society of Civil Engineers Outstanding Civil Engineering Achievement Award.

The Blue Water Bridge Complex and Statistics. The Blue Water Bridge crossing is a large complex consisting of toll and inspection plazas at each border. Interaction with federal agencies such as Border Patrol, Customs and Immigration is part of routine border crossing procedures. State of the art facilities make the Blue Water Bridge crossing one of the smoothest and most modern crossings in the world. As an important gateway, Port Huron should contribute to enhancing the efficiency and beauty of this important transportation element.



Item	Original Bridge	Second Bridge
Type of Bridge	Cantilever Truss	Continuous Tied Arch
Total Length	6,178 ft	6,109 ft
Deck Width	38 ft	51 ft
Total Weight of Main Span	28,340 tons	20,084 tons
Clearance above St. Clair River	152 ft	155 ft
Cost of Construction	\$3,250,000	\$107,488,651
<i>Source: Michigan Department of Transportation</i>		

Transit Service

The Blue Water Area Transportation Commission offers bus service in the area, referred to as Blue Water Area Transit (BWAT). There is also a Greyhound bus station across the bridge in Sarnia, Ontario, Canada. There are currently seven BWAT regularly scheduled fixed-routes within the city of Port Huron and Fort Gratiot Township. All of the buses are lift-equipped for persons with disabilities and all provide bicycle racks for multi-modal use.



In addition to fixed-route services, BWAT offers a variety of accessory services to further support the use of public transportation in the area. For instance, BWAT offers on-call services for persons with disabilities and for residents living in Burtchville Township, Port Huron Township and Fort Gratiot Township. There is also a shopper shuttle to serve major shopping centers on the northern end of Port Huron and in Fort Gratiot Township, such as Birchwood Mall.



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Finally, the Blue Water Trolley is a modernized replica of an historic trolley that operates during the tourist season. The trolley route offers convenient access throughout downtown featuring over forty points of interest and ten stops including historic structures such as the Federal Building (1874), the Dr. Wilson Home (1840) Fort St. Joseph possible locations (1686) and the Thomas Edison Depot Historical Site (1859). The trolley is used for transportation purposes as well as for cultural and historic enrichment.

Air

The St. Clair County International Airport is located in nearby Kimball Township, southwest of the city. The airport services aircraft charters, flight schools and fixed base operators that offer various types of aircraft services. There are over 290 corporate and freight companies that fly in and out of the airport with 60,000 average operations per year (one operation is one landing or one take-off). Although there is not a direct land use or transportation impact on the city of Port Huron, the airport is an important asset to St. Clair County that should be promoted as part of the economic development plan for the City. Transportation links to the airport should be considered to improve convenience to access for trucking and other services. Port Huron is also located near other major airports including, Detroit City Airport (58 miles south), Detroit Metropolitan Airport, and Bishop International Airport (75 miles west in Flint).



Water

Waterway connections have greatly influenced and facilitated Port Huron's growth and success with industry, recreation and tourism and are an important asset in the city. The city is bounded to the east by the St. Clair River and one of the Great Lakes, Lake Huron. A portion of the city's western boundary is formed by the Black River, which turns east through the center of the city to empty into the St. Clair River.



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St. Clair River and Lake Huron. The St. Clair River serves as a connector route between Lake Huron to the north and Lake St. Clair to the south. By water, the city has easy accessibility to all of the Great Lakes, the entire Michigan waterfront and shared waterfront borders with Canada and the Midwestern States. The portion of the city along Lake Huron is part of Michigan's Coastal Zone.

The Ninth Coast Guard District (which covers the Great Lakes) has a Michigan Unit in Port Huron on the Lake. Preserved within the unit's complex is the first lighthouse to be constructed on Lake Huron and the oldest surviving lighthouse in Michigan – Fort Gratiot Lighthouse. The lighthouse was originally built in 1825 and rebuilt a few years later after it was destroyed in a storm.

Direct accessibility to these waterways includes private boat docks and beaches and two public beaches on Lake Huron. There is also a deepwater port just south of downtown that formerly served as a port for freight. This deepwater port is now providing a tourist attraction in the city. Vehicular access across the St. Clair River is provided via the Blue Water Bridge.

Black River. The Black River traverses along the northwest border of the city then curves to the east to bisect the city. The Black River empties into the St. Clair River near downtown. This river also links with inland lakes and streams and mostly provides a recreational resource for residents living along its banks. Within the city there are private marinas and city marina facilities in a few locations along the Black River. Port Huron operates the largest municipal marina system in the state and has five separate locations for mooring that include two boat launching facilities (refer to Appendix 8: *Public Facilities* for more details).

Although the Black River provides ample opportunity for access to water, the river has created a difficult physical barrier within the city. There are three river crossings that link the north and south side of the city. For vehicles, these crossings overcome most barriers in accessing different areas of the city. Non-motorized accessibility and the overall physical impression of a unified community, however, suffer currently. Strategies are needed to improve the interaction between the areas north and south of the city including public facilities, downtown, and surrounding neighborhoods.



Rail

There are two active main rail lines that run through the city. The northern line runs northeast and southwest across the Black River. This is an important line for many existing and planned industrial sites north of Lapeer Avenue on the south side of the river and west of 12th Avenue on the north side of the river. This line runs diagonally with the city's grid street pattern and can cause traffic congestion at rail crossings particularly at Pine Grove Avenue, Water Street, and Lapeer Avenue.

The second line is on the south side of the city, running east and west just south of Bancroft Street. Industrial land uses are also served by this line. The rail line follows parallel with the street system, therefore, crossings are limited to only 16th Street, 10th Street and Military Street. The Amtrak Station is located at the south side of this rail line on 16th Street. This is a staffed full-service station, which, has an enclosed waiting area, parking and restrooms. The route travels from Toronto to Chicago where riders can transfer to other Amtrak routes to California, Louisiana, Oregon, Texas and Washington.

Non-Motorized Transportation

Municipalities are recognizing the role that non-motorized transportation facilities can play in providing an alternative mode of travel within their communities. In addition to providing for travel, sidewalks and paths can offer recreational opportunities such as walking, jogging, and cycling, and the ability to establish improved interaction between residential neighborhoods and other areas of the city and abutting municipalities.

Currently, non-motorized transportation facilities consist of a comprehensive sidewalk system and a well-used walkway along a segment of the St. Clair River and Black River. There are gaps in the system when crossing the Black River and when accessing various points of interest at the waterfront. An important focus for the city should be to maintain its existing system and complete gaps to expand accessibility.



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Two key segments of this system are currently under construction. One is along Pine Grove Avenue in the north end of the city. The other is along Electric Avenue in the south side of the city.

TRANSPORTATION GOALS AND OBJECTIVES

The following policies address the above factors and issues, and form the framework for the specific recommendations that follow these policies.

Goal #1 Port Huron will offer vehicular transportation design and function integrated with its surroundings which and complements the city's development goals.

Objectives

- a. Plan for a road system that meets the demand of existing and future traffic while still maintaining the desired community character along major roadways.
- b. Upgrade the entryways to the city along with streetscape enhancements.
- c. Apply access management (driveway) standards to improve safety and efficiency of the road network.
- d. Maintain a connected street network between new development areas and the existing system.
- e. Slow traffic in residential areas and at the core of the various commercial districts as needed.
- f. Coordinate with multi-jurisdictions such as the St. Clair County Road Commission and the Michigan Department of Transportation.
- g. Develop a comprehensive approach to alley design, enhancement, and vacation that preserves this important transportation element yet protects the quality of the neighborhood.



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Goal #2 **An interconnected non-motorized pathway/greenway system will be integrated throughout Port Huron.**

Objectives

- a. Prepare a pathway plan with implementation priorities.
- b. Create pathway categories that define the type and location of pathway improvements such as on-street bike lanes, off-road pathways and greenway corridors.
- c. Develop a system that links together key areas of the community including: the entire waterfront (the Bridge-to-Bay Trail), downtown, neighborhoods, commercial centers, parks, schools, civic and institutional uses, and other public activity nodes.
- d. Coordinate the pathway system with other elements of the city's transportation system including the bus route, trolley route, streets and waterways.
- e. Seek various funding opportunities for development.

Goal #3 **The city's multi-modal transportation system will be unified throughout the city to offer residents and visitors safe and enjoyable transportation alternatives.**

Objectives

- a. Facilitate coordination between transportation agencies.
- b. Create a transportation system plan that illustrates the links between pathways, buses, train, automobile and watercraft.
- c. Provide stations for modal transfers to other regional modes of transportation such as bus, passenger rail or watercraft.
- d. Link all key areas of the city with all modes of transportation and improved signs.
- e. Incorporate regional connections to the system.
- f. Improve efforts towards waterway transportation.
- g. Continue to offer an efficient and comprehensive public transportation system.



TRANSPORTATION RECOMMENDATIONS

General Street Improvement Recommendations

The city should consider preparing a complete transportation plan for the city. This document should include complete data collection of traffic counts, road cross sections, signalization and timing information, and an update of crash statistics. Cooperation between the county, city engineering department, the police department, and possibly a traffic engineering consultant will be necessary.

Based on analysis of this data more specific road improvements should be considered including road widening or narrowing based on traffic volumes and function, intersection improvements based on traffic volumes and crash data, opportunities to utilize new transportation technology, and a complete study of one-way pairs in the city. One-way pairs to consider include Oak Street and Griswold Street and Electric Avenue and Military Street.

Specific Street Improvement Recommendations

Oak Street/Griswold Street. After thorough analysis, if it is determined that a one-way pair is not necessary, a few key design elements are recommended within the right-of-way. To begin, the streetscape should be widened to accommodate a wider sidewalk on both sides of the road, and boulevard with street trees, and lawn. The feasibility of on-street parking and bike lanes should be considered. The remaining portion of the cross section should be preserved for two or three lanes of traffic. Refer to the gateway enhancement recommendations for details on entry signage and treatment at the city limits.

Black River. As mentioned in the existing conditions segment of the chapter, the Black River has limited roadway crossings within St. Clair County. The lack of alternate routes has caused stress on existing roadways. Based on development trends and increasing traffic counts in the county, it is evident that an additional bridge crossing is necessary. The challenge is determining the location of that crossing. There are several factors that must be considered before this can be concluded. To begin, the proposed route has to be a desirable route that motorists



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will utilize in lieu of their current route. The new construction must also not have a significant negative impact on the sensitive natural environment surrounding the river. Further, the impact a new major roadway has on the land use pattern must also be considered. Finally, the cost of the alternative is a factor.

Beginning in 1991, the St. Clair County Transportation Study studied the options, feasibility, and ramifications of a new bridge crossing. The study completed in 1994 indicated eight alternatives. The majority of the alternatives are proposed in other communities within the county primarily because that is where the growth is occurring and less infrastructure with which to contend. The city should assist the county in finalizing this study and determining the optimal route.

Gateway Enhancements. Primary and secondary gateways are indicated on the *Transportation Conditions Map* and are in need of significant improvements. These improvements need to make a dramatic statement that one is within the city of Port Huron corporate limits. In addition, enhancements should embrace the character of the city including the history, the water resources, the neighborhoods, and downtown to entice travelers to further explore the amenities of the city.

- Primary Gateways. Primary gateways require the most attention and should be considered the highest priority. The impact of the enhancements at primary gateways can be complemented and reinforced with unifying enhancements along the road corridor, not just at the designated entrance point. Primary gateways should incorporate the elements described in the following list. It is also important to adapt the design to the surroundings of that particular route as noted in the outline.
 - ✓ A ground-mounted ‘Welcome to Port Huron’ sign is recommended at each gateway that is more decorative than existing signs.
 - ✓ Enhanced landscaping including street trees and flowerbeds is recommended along the roadway and at the base of signs.
 - ✓ Ornamental features such as lighting, benches, banners attached to the lighting or decorative fencing can also be utilized to create a visible gateway.
 - ✓ As a primary roadway, speeds are typically higher and there are multiple vehicle lanes, therefore, gateway features located only at the entrance point



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into the city may go unnoticed, as such, gateway treatment should be extended along the roadway one or two blocks.

- ✓ **Military Street:** At this gateway into the city, travelers can view the water on the east side of the road creating a strong waterfront presence that is not always evident in other areas of the city. At this gateway it is recommended that enhancement features incorporate a waterfront, or maritime, theme.
- ✓ **Oak Street:** Travelers using Oak Street to enter the city experience the residential neighborhood character of the city. Gateway treatment should reflect these historic neighborhoods. There should also be additional signage to lead people to downtown.
- ✓ **Pine Grove at 24th Avenue and the I-94 Connector:** This gateway experiences the highest volumes of traffic and more people from outside the region. The points at which they enter the city include important commercial activity however they are not the highlights of the community. Gateway features really need to grab attention to attract them into the city and give them an impression that Port Huron is a high-quality community. Signs and enhancements should showcase the city's assets including the historical resources, cultural resources, waterfront and downtown.
- **Secondary Gateways:** Secondary gateways are located on important transportation routes, but are not as commonly utilized to enter the city as the primary gateways. They do however require enhancement through signs, landscaping and some ornamental features that is less dramatic as the primary gateways, but are consistent in design and character. These three gateways are located in generally residential areas and should reflect the neighborhood characteristics of its surroundings.

Access Management. Access management is defined as comprehensive controls over all aspects of roadway access for the purposes of minimizing conflict points and preserving the roadway's ability to carry traffic. The lack of these types of regulations and standards increases the potential for traffic congestion and crashes.

In order to improve congestion and high-crash locations, access management standards should be developed. These can apply to local streets as well as those under MDOT jurisdiction. In fact, MDOT strongly recommends communities



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develop local access management regulations to improve traffic operations on state routes. Access management involves a series of tools to reduce traffic conflict points including:

- The number of driveways allowed along a street will affect traffic flow, ease of driving and accident potential. This includes both residential and non-residential driveways. Local, residential streets do not present any concerns related to the amount of driveways because the amount of traffic entering and exiting sites is very low and traffic speeds are slow. Arterial and collector streets, however, carry high volumes of traffic at higher speeds. Along these routes, every effort should be made to limit the number of driveways; and encourage access off side streets, service drives and shared driveways.
- Each commercial and industrial site should have a single driveway or share a single driveway with an adjacent lot. Corner lots should have driveway access from the lower volume side street. For larger sites with extensive road frontage additional drives may be warranted where a well designed access and circulation system can be designed and integrated with other sites by service drives and shared driveways.
- To promote safe turning movements, regulations should be established for locating driveways. Standards should include spacing from intersections and spacing between driveways on the same side and opposite side of the road.
- Sharing or joint use of a driveway by two or more property owners should be encouraged in the form of a recorded easement. These shared driveways, if planned accordingly, should be located on the property line to allow for convenient access to both sites. If an existing driveway is shared, on-site circulation must be designed to offer a clear and safe route between the abutting sites.
- Planned service drives are an asset to businesses and, at the same time, alleviate traffic volumes on the main road. Service drives should be located at the rear of sites, similar to an alley, and should direct traffic to more controlled access points that are better equipped to handle the vehicles such as appropriate side streets and signalized intersections. Sites having a shallow lot



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depth will have difficulty providing a service drive. In these cases, connections between parking lots should be accommodated.

Speed Control in Neighborhoods. An important concern expressed at the various public meetings was high traffic speeds within residential neighborhoods. This is a very serious concern and effects the perception of safety in a neighborhood. There are a number of theories on how to resolve this problem. Since stricter enforcement of speed limits is not always the easy answer, different approaches should be considered.

The most effective method applied in other communities begins and ends with community involvement. Neighborhood associations could work together identifying speed problems in neighborhoods and putting forth recommendations to the Port Huron Traffic Study Committee (TSC). Then, the TSC can work with residents on how to resolve those issues. The components and process the committee should follow is listed below:

- Problem Identification. Isolate and establish the real problems and dangers.
- Education. Public campaigns on traffic speed calming can “spread the word” and raise awareness about the issue. This could also involve a neighborhood speed watch program where residents work with the police department to control speeds.
- Enforcement. If the citizen’s worked with the TSC and the police department, this organized group may be more successful enforcing speeds in this neighborhood.
- Engineering. If community education policies do not prove to be effective, traffic management tools should be evaluated. These include traffic control devices, traffic calming methods, and roadway markings.

Where traffic calming is determined to be the appropriate solution to a neighborhood traffic situation, a variety of physical measures can be installed to cause drivers to slow down and be more attentive. Traffic calming is physically and psychologically impeding vehicle speeds in residential areas. The physical



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change is in the road construction, and the psychological change is the driving environment of the road. The intent is that reduction in speed is a reduction in crashes, air pollution, congestion levels, and noise pollution. Some of the most common traffic calming devices are as follows:

- Speed humps or dips are vertical constraints on vehicular speed and are designed according to safe vehicle speeds (15 to 20 mph). They are raised areas that extend across the width of the pavement and range between 2-4 inches in height and 14-22 feet in length. Specifications on speed hump design are site specific and dimensions are unique to each location area.
- Speed tables are vertical constraints, similar to speed humps, and are constructed with a table or flat portion in the center. They can create a street environment that is pedestrian friendly by being used in combination as a raised crosswalk. They provide visual enhancement, reduce vehicle speed and enhance the use of non motorized transportation.
- Street narrowing, slow points, or chokers include curb modifications, channelization, and sometimes landscaping features that narrow the street to a minimum safe width. They are often installed at intersections to reduce speed and/or redirect traffic. They provide for larger areas for landscaping, enhance the neighborhood, facilitate loading and unloading and optimize the pedestrian crossing locations.
- Angle points or chicanes are curbed horizontal deflections in the path of vehicle travel. They are built along the edge of travel-way similar to street narrowing treatments. They use physical obstacles and parking bays, and are staggered so drivers must slow down in order to maneuver through the street. Trees are often used at the slow point to restrict driver vision and create a feeling of a “closed” street.
- Median slow points or channelization may include center island that divides the opposing travel lanes at intersections or at mid blocks, pedestrian refuge treatments and the other standard forms of intersection traffic control islands. These are aimed at reducing speeds while enhancing the pedestrian crossing points and safety.



- Intersection diverters are features that partially close an intersection to limit the allowable turning movements and divert traffic. They are used to convert an intersection into two unconnected streets, each making a sharp turn. This alters traffic flow patterns and limits the ability of vehicles to cut through residential neighborhoods.
- Street closures are an option, however these are highly constrictive and affect the network traffic flow by eliminating neighborhood traffic from cutting through.
- Roundabouts are raised, center rotary islands that are used as a replacement for traffic signals and stop signs at intersection. While these can be used as an effective intersection control, they also have an added traffic calming benefit by deflecting vehicles out of their normal path thereby slowing traffic and reducing the number of conflict points. They also improve capacity, safety, and neighborhood aesthetics.
- Getaways or perimeter treatments are visual and physical treatments used to communicate a message to drivers entering residential neighborhoods. Traffic signs, intersection narrowing, medians, textured pavement surfaces such as brick, and landscaping features are often used to create this effect. Entry treatments are used to increase driver awareness to changes in roadway environment.

With the implementation of a traffic calming program, the following overriding factors must be considered:

- Traffic calming measures should be looked at from an area wide traffic calming prospective.
- Traffic calming measures should be used as speed controls rather than volume controls to prevent the diversion of through traffic to parallel residential streets (i.e. not simply transfer the problem to another street).



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- It is important to highlight the presence of traffic calming measures by landscaping and treating the street edges. These measures complement the engineering design by softening the appearance of speed humps and enhancing the appearance of more aesthetic measures such as chicanes and traffic circles. Also, landscaping measures can enhance engineering measures and make them more effective and safer by highlighting their presence.
- Traffic calming devices should be designed in coordination with emergency services to ensure that safe emergency vehicle access is maintained to all areas. Details such as mountable curbs and gutters can often help resolve the problem.
- A risk management program should be implemented to minimize liability issues through proper design, signage, and lighting of traffic calming devices.

Alley Vacation. Within many of the city’s neighborhoods, there has been a recent increase in requests to vacate alleys. Alleys are a valuable circulation component for neighborhoods and for public services. They are also an important component to the historic, traditional design character of Port Huron’s neighborhoods. Many homes were developed with garages in the rear yard accessed from these alleys. This has created a form of development along the street frontages where homes have front porches and other traditional elements and are not dominated by garages, as typically found in more suburban environments.

In general, alley vacation should not be encouraged in order to protect this character. It is important, however, for the City to assist in meeting the modern needs and concerns of residents. The following multi-faceted program is recommended and includes establishing review criteria for all alley vacation requests, developing and implementing design solutions, future planning efforts and associated regulations.

- Review Criteria for Alley Vacation Requests. All landowners adjoining the alley should be required to submit the alley vacation request as one application and demonstrate they are encountering unnecessary hardships because of the alley. In evaluating a hardship the city should consider a



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number of elements. These criteria should be developed into review standards associated with the application procedure.

- ✓The city should consider the level of use by the adjoining landowners. For instance, the city should evaluate if the lots have driveways and front loaded garages where access to the home is commonly done from the main street. The city should also research whether the alley is used for public services or access to utilities.
- ✓Before the city relinquishes control of public rights-of-way, the city must consider the long term impacts and potential future uses for the alley. Although the short term desire of the current landowners may be to vacate the alley, it is important to determine if there is potential that the alley could serve a viable function in the future under different landowners that support alleys. In addition, other uses for an alley should be considered such as non-motorized routes and connections that would be valuable to the city's transportation system.
- ✓Physical constraints that no longer allow the alley to function properly should be evaluated to determine whether or not they could be overcome. If they are due to lack of maintenance, they should be resolved to mitigate the problem. If there are physical encroachments from landowners who have built into the right-of-way, those structures must be removed.
- ✓The city must consider whether there are design solutions to address landowners concerns or problems. Refer to the proceeding section for possible design solutions.
- Design Solutions. The following list includes common problems associated with alleys and is followed with potential design solutions. The city and the landowner should work together to address these issues to foster a good relationship between the residents and the city so that a mutually beneficial solution can be reached.
- ✓If landowners are experiencing cut-through traffic and/or high traffic speeds, there are several techniques that can be used to alleviate this



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problem. Install a decorative roadblock to allow landowners to utilize the alley to access their lots but prevents a vehicle from passing through. An area should be accommodated for non-motorized access through the alley. This road block could be located in the center of the alley so that both entrances are left open, or it could be installed at one end to limit the point of ingress and egress to the alley off one-street. This would allow for access by homeowners and maintenance vehicles. Design standards should be established to ensure the roadblock is compatible with the neighborhood. Landscaping and decorative fencing is preferred.

- ✓ Utilizing traffic calming methods, as described in the beginning of this section, can deter cut-through traffic because it will not appear as a quick and easy route for motorists. Signage can also assist in deterring use of the alley.
- ✓ Any type of loitering in an alley or in a neighborhood can compromise a resident's sense of safety. Illegal dumping decreases the aesthetic qualities of neighborhoods and attracts rodents. The best method for minimizing the potential for loitering or dumping is increasing visibility in the alley. This is most commonly addressed through increased lighting and community policing. The city could also consider regulations that prevent the rear yards along alleys from obstructing views from the homes. For instance, tall fences, overgrown landscaping, and accessory structures located along the rear lot line eliminates the ability to survey activities in the alley and should be controlled. The city can assist with existing.
- ✓ If lack of maintenance in the alley is a prime reason for alley vacation, it is important to be responsive to these needs.
- Future Planning and Improvement Efforts. The city should take a more proactive approach to dealing with alley vacation. To begin, the city should complete an inventory of existing alleys in the city. Each alley should be analyzed based on their existing condition, frequency of use and their potential long-term function. Based on this information, the city can establish in advance which alleys should be preserved and which would be acceptable to vacate if requested by the landowners. The city could also take this data to



the next level and institute an Alley Improvement Program and begin upgrades to substandard alleys. Partnerships should be explored through Special Assessment Districts to assist in funding alley improvements in neighborhoods.

- Associated Regulations. Other regulations, ordinances, and codes have a direct impact on the effectiveness and quality of an alley. To prevent future problems, regulations should be developed that require traffic calming measures, limit the location and size of accessory structures near alleys, regulate parking in an alley, require enhancements to improve the comfort and safety within the alley, and limit the height and location of fences to improve views in rear yards along alleys.

Multi-Modal Transportation System

As described in the existing conditions segment of the chapter, the city of Port Huron offers a variety of transportation options. The options of vehicular, water, non-motorized and bus travel have been unified in the *Transportation Enhancement Plan Map*. This plan identifies a linked system so that visitors, residents and workers can conveniently access all areas of the city.

Sidewalk and Pathways. The sidewalk and pathway segment of the plan includes three different cross sections to serve their intended function. These cross sections are described below along with their relationship to other aspects of the Comprehensive Master Plan.

- Sidewalks. Much of the city is to provide five-foot wide or greater concrete sidewalks. This system will serve as the secondary pathway system that will enable access to the main routes delineated on the map. The city must continue to complete existing gaps in the system and properly maintain existing routes all year.
- Multi-Modal Paths. The multi-modal route should accommodate both pedestrian and bicycle traffic. To accommodate higher volumes of pedestrian traffic along these routes, a wider concrete sidewalk (six to eight feet) is proposed along key collector and arterial roadways. The sidewalk will link



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major destinations and connect users with major roadway/pathway systems. The city should also evaluate the feasibility of bike lanes along these routes in order to provide a safe, isolated location for bicycle travel.

- Greenway Pathway. Minimum eight to ten (8-10) foot wide pathways are proposed as a linear extension of the Bridge-to-Bay Trail, which is planned to extend the length of the St. Clair River from Port Huron to Algonac in the south of the county. These pathways should accommodate multi-modes of travel in an organized fashion and should provide open space along both sides for passive recreation opportunities and enjoyment. The plan shows conceptual locations of the routes, however, the city must research property ownership and ensure the route remains within public land and public easements.

Bus Routes. The Transportation Enhancement Plan indicates the BWAT bus service lines within the city. The plan indicates a linkage between these established routes and the other modes of travel offered in the city, particularly the sidewalk and pathway routes.

The city should continue to work in collaboration with the transit authority so the system can respond to changing needs, such as changes in the age of residents and to serve new development. Working with developers at the beginning stages of a project may present the opportunity for public/private partnerships in funding, installation and maintenance facilities such as bus shelters and seating.

Bus Routes and Multi-Modal Pathways. In instances where there is an important link to a community facility, connection to an additional transportation mode, or along key transportation routes, the bus route and multi-modal pathway route overlap.

Water Access. The pathway and bus routes ensure multi-modal links to key water features and access points. The plan incorporates connections to boat launches, beaches, marinas, and important views and open space along the waterfront.



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Rail. The multi-modal plan links sidewalks, pathways, and the bus routes to the train station. Although near the middle of the city, the train station serves as a gateway to the city. Enhancements at the train station are encouraged to create a more comfortable environment for users and should reflect the character of the city.



APPENDIX 8: PUBLIC FACILITIES

INTRODUCTION

The city of Port Huron offers a range of public facilities to its residents and businesses. The quality, availability, and cost of these elements are among the factors influencing growth and redevelopment in Port Huron. Residential, commercial, and especially industrial users, make location decisions based, in part, upon the ability of a municipality to meet their present and future needs cost-effectively. As competition between communities grows and as technology advances, citizens and business owners will expect more from local governments. In order to keep pace with this dynamic trend, Port Huron must continually upgrade and diversify facilities and services.

Public facilities include schools, parks, public safety, sewer, water and refuse removal all of which are provided to serve the needs of residents and businesses in Port Huron. These are all organized and operated on a daily basis by city departments. Citizens also influence these services through participation in commissions, boards and election to City Council.

ADMINISTRATIVE STRUCTURE

City Departments. The city of Port Huron municipal services office is located at the east end of McMorran Boulevard overlooking the St. Clair River near downtown. At the time this plan was prepared, the city had eleven departments under the Mayor, City Council and the City Manager. These departments are listed below:



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- City Clerk
- Planning
- Finance
- Fire
- Housing
- Law
- Harbor Master
- Personnel
- Police
- Public Works
- Recreation

Boards and Commissions. Port Huron has an active citizen population that participates in a number of different boards and commissions. Citizens may become members of these groups either through appointment or by election. The City Council is the legislative body for the city and is headed by the Mayor with a full-time City Manager. At the time the plan was prepared, these bodies included, but are not limited to:

- Brownfield Redevelopment Authority
- Beautification Commission
- Building Board of Appeals
- Downtown Development Authority
- Economic Development
- Historic District Commission
- Housing Advisory and Appeals
- Housing Commission
- Planning Commission
- Tax Increment Finance Authority
- Zoning Board of Appeals
- Traffic Study Committee

Other Agencies and Jurisdictions. Port Huron includes a host of outside agencies that require on-going coordination and communication. The three primary agencies include, but are not limited to:

- Michigan Department of Transportation (MDOT) – jurisdiction over Oak Street, Griswold Street, Military Street, Electric Avenue, Pine Grove Avenue and Huron Avenue.
- St. Clair County– including the county court house, county library, metropolitan planning department and the county transportation study, has jurisdiction over Krafft Street, a portion of Dove Street, and most of 24th Street.
- Blue Water Area Transportation Commission – provide transit service to the city and surrounding areas.



PUBLIC UTILITIES

Public utilities are an essential component of an urbanized city. Public utilities include water and wastewater service and are managed by the department of public works. The entire city is serviced by public utilities. This department is responsible for treatment of potable water to the water system, distribution of water, collection of wastewater and conveyance to the wastewater treatment plant, and treatment of wastewater to be returned to the St. Clair River.

Water

The city obtains water from the St. Clair River. The water is first treated at the Water Filtration Plant located in Pine Grove Park. The filtration plant provides clean, safe, potable water to the city, and the townships of Port Huron, Fort Gratiot, Kimball and Clyde. There are special reserves for peak flow instances and fire suppression for all communities serviced by the system.

The Public Works Department is responsible for maintenance of fire hydrants and water valves, the installation of new water services, tapping systems for new uses, and the installation repair and reading of water meters.

Wastewater

The city's Wastewater Treatment Plant is located on Merchant Street, adjacent to the Municipal Office Center (MOC). This facility serves the city, and the townships of Port Huron, Fort Gratiot and Kimball. The treatment of wastewater results in the removal of sludge before it is discharged into the St. Clair River. The excess sludge is either incinerated or recycled to area farms for fertilizer and soil conditioner.



Storm Water Drainage

The city has a complete storm water drainage system that is currently being separated from the wastewater lines. Storm water is discharged into the Black River and the St. Clair River in accordance with Michigan Department of Environmental Quality (MDEQ) requirements for Best Management Practices.

PUBLIC SERVICES

Public Safety

Police Services. Police headquarters is located at the MOC. The city maintains a full-time police department that operates many divisions including the following:

- Detective and Juvenile Division: These officers respond to criminal complaints that require investigation and follow-up procedures.
- Uniform Division and Emergency Center: This division is set-up to respond to emergency police and fire incidents.
- Traffic Bureau: Officers in this division respond to traffic accident calls, issue moving violation tickets and render fines related to vehicle parking.
- Community Service Bureau: A number of preventative programs are operated through the bureau including Neighborhood Watch, Drug Prevention, and Crime Awareness.

The Police Department is a valuable resource for implementation of many of the strategies in this plan. They can assist with recommended neighborhood improvement strategies, transportation improvements and the overall enhancement to the quality of life for citizens and business owners.

Fire Services. The city has a full-time department that serves residents and businesses within the city limits. There are three fire stations and an administrative office at the MOC. The Central Fire Station is located near downtown on River Street. Station Number 3 is on Sanborn Street on the north side of the city and Station Number 4 is located on 24th Street on the south side of



the city. The three stations accommodate sleeping and dining facilities for on-duty fire fighters.

Emergency Management. The City's Fire Chief coordinates a separate emergency jurisdiction which provides independent direction and control of disaster plans, disaster programs and emergency response. Mutual Aid Agreements exist with the Townships of Fort Gratiot and Port Huron, the City of Marysville and the City of Sarnia, Ontario, Canada.

The emergency management division is responsible for preparing an Emergency Action Plan (EAP) and reports directly to state government for funding assistance. Coordination with the county, such as the Health Department and Social Services, is essential through designated liaisons. The EAP is designed to provide a single plan for all types of disasters, to organize, coordinate and direct the actions of relief forces in the event of disaster and save lives, property and reduce damage. The purpose of the EAP is to establish a chain of command and identify and assign responsibilities to various city departments and agencies and tasks for various types of disaster operations. The city of Port Huron implemented a new EAP in October 1999, which is reviewed and updated every two years.

Schools

Students in the city attend schools of one school district, the Port Huron Area School District (PHASD). This includes three high schools, one intermediate school and six elementary schools. All of the schools have developed in a traditional manner with locations near and within the neighborhoods. The elementary schools are well integrated into the neighborhoods and are accessible by school bus or walking and biking.

Port Huron Northern High School is located on the far north side of the city on Krafft Road and is attended by students generally north of the Black River. Port Huron South High School is located on Electric Avenue, and Port Huron High School is on Court and 24th Street and are attended by students generally south of the Black River. Sports facilities such as the track and football field are located



on 24th Street. The division in high school jurisdiction has contributed to the perceived division between the north and south side of the river.

The city of Port Huron is also home to St. Clair County Community College satellite classrooms for Baker College, and an Michigan State University Extension.

St. Clair County

Port Huron is the ‘county seat’ for St. Clair County and is home to all of the essential county offices. These facilities are primarily located east of the downtown near the city’s municipal office center. County departments represented include the courthouse, jail, the main library branch and several of the departmental offices.

As the county seat, Port Huron must consider its role as a community for residents within the city limits and for residents throughout the county. Public facilities, services, businesses, industry and transportation should meet the needs of the region.

Hospitals

The city has two major hospitals within its limits. Port Huron Hospital is affiliated with St. John’s Hospital and is located on Pine Grove Avenue just north of downtown. Mercy Hospital is a member of Trinity Health and is located on Electric Avenue. Both offer full medical care including emergency room, birthing centers, surgery and doctor’s offices. These facilities strengthen the city’s role as a regional center for the county and must be supported in future planning and development efforts. The greatest concern is incompatible encroachment into nearby residential areas. The *Future Land Use Map* should be followed in those cases to ensure a proper boundary is maintained.



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Parks, Recreation and Marinas

Parks. The city offers almost 200 acres of parkland located throughout the city for convenient access by all residents. The parks department maintains this system. The city offers sixteen (16) parks and recreational facilities on the water front including beaches, open space, boat docks, boat ramps and marinas. There are fifteen (15) parks in the city located within the neighborhoods and near downtown. The parks offer athletic fields and courts, playgrounds, open space, passive recreation areas, two swimming pools, and a community center.

Table 8-1: Inventory of Park and Recreation Facilities		
Park and Recreation Facility Name	Acreege	Types of Facilities Offered
Lakeside Park	17.7	1,050 feet of Lake Huron waterfront, beaches, playgrounds, picnic areas
Lighthouse Park	7.9	900 feet of Lake Huron water front, lighthouse, beaches, playgrounds, picnic areas, basketball
Thomas Edison Park	12.7	3,800 feet of waterfront on Lake Huron and the St. Clair River, passive use including paths
Pine Grove Park	13.7	1,500 foot of waterfront on St. Clair River, ballfields, playgrounds, shuffleboard, picnics
Lincoln Park Turnout	.50	260 feet of waterfront on St. Clair River, passive site seeing, fishing
Kiefer Walk	0.90	1,830 foot long pathway along St. Clair River
Municipal Office Center	1.80	Passive open space along Keifer Walk
Waste Water Treatment Plant	1.10	Passive open space along Keifer Walk
Fort Street Marina	0.80	Boat docking
Quay Street Dock	0.97	Boat docking
Southside Marina and Park	1.25	Boat docking
River Street Marina	9.10	Boat docking
12 th Street Boat Ramp	1.78	Boat ramp, river access point
Municipal Marina	27.00	Boat docking
Riverside Boat Ramp	5.70	Boat ramp, river access point
Sanborn Park	41.70	Tennis courts, outdoor pool, playgrounds, ball fields, basketball, passive woodland
Palmer Park	7.80	Recreation center, sledding, playground, picnic areas, outdoor skating rink
Gratiot Park	1.80	Playground, basketball, open space
Mansfield Tot Lot	0.80	Playground, picnic area
Optimist Park	3.20	Playground, ball fields, outdoor skating rink
White Park	3.40	Playground, ball fields, soccer, basketball
20 th & Court Streets Park	2.50	Swimming pool, tennis courts
11 th & Division Streets Tot Lot	1.00	Playground
19 th & Division Streets Tot Lot	0.50	Playground
Knox Field	6.50	Ball fields and associated facilities
Lincoln Park	9.80	Garden, gazebo, tennis, basketball, playground,



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Table 8-1: Inventory of Park and Recreation Facilities		
Park and Recreation Facility Name	Acres	Types of Facilities Offered
		picnic areas, sledding, ice skating
16 th & Dove Park	14.50	Softball fields, tennis courts, walking paths
Haynes Park	0.80	Playground, basketball courts
12 th & Jenks Tot Lot	0.44	Playground
Renaissance South Park	0.38	Playground, picnic areas, open space
City Total Acres	198.62	

Recreation. The city of Port Huron Recreation Department coordinates and operates an extremely active recreation program. The programs and classes are comprehensive and offer year-round variety for residents. The Recreation Department also conducts some park maintenance. This service is provided out of the Palmer Recreation Center.

Marinas. The Port Huron marina system is the largest in the state. The Marina Division is responsible for leasing, seasonal operation and maintenance of the city owned marina facilities located on the Black River. This includes the following five facilities, also listed in the recreation facility inventory above:

- Quay Street Docks. This dock is located off Quay Street just west of Huron Avenue. There are 15 parallel boat slips. There is no electrical hook-up and is intended for transient docking only. These slips are used for purposes such as day trips into downtown.
- River Street Marina. River Street Marina is located off River Street at the end of Stone Street. Dockside amenities include electricity, water, TV, charts, ice, restrooms, and showers. There are 95 slips available at this marina offering daily rates for boaters who would like to stay temporarily, and seasonal rates for boaters who wish to keep their boat at the marina all season.
- Water Street Marina. This marina is located on Water Street near the I-94 interchange. The Marina provides 378 slips and offers a variety of dockside amenities including electricity, water, ice, laundromat, showers and restrooms.



Similar to the River Street Marina the facility offers rates for transient and seasonal boaters.

- Fort Street Marina. This marina is located off Quay Street just east of Huron Avenue, with 20 slips. Only seasonal rates are offered to users.
- Southside Marina. This marina is located off Water Street just east of 7th Street Bridge Avenue with 16 slips. Amenities include electricity, water, and access to the River Street Marina.

Cultural Resources

Port Huron is rich in history and culture. Fortunately, through the years this asset has been protected and supported through various cultural institutions. These are important attractions and resources for the city.

McMorran Place. McMorran Place is a sports and entertainment center owned by the city. The facility includes an arena for events such as conventions, concerts and indoor skating and hockey. The arena has seating for over 4,000 people. McMorran Place Pavilion, the Memorial Room and the Lower Lounge are multi-use facilities suited ideally for exhibitions, conventions, special dinners and receptions. The Henry McMorran Memorial Auditorium, also referred to as the McMorran Place Theatre is also included in the facility and seats 1,169 people.

This facility is an asset to the community and important destination point that should be promoted in marketing materials and signs around the city. Many improvements have been completed recently, with many more still in the planning stages. Refer to the *Appendix 5 Commercial Districts Development Plan* for specific recommendations on future use and improvements.

Historic Resources. To begin, the Port Huron Museum showcases numerous elements of the city's history including art exhibits that interpret this history, the Pioneer Log Home and the Huron Lightship. The Port Huron Museum is a



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popular destination and draws a crowd from not only the county, but the metropolitan areas of Detroit and Ann Arbor and from Ontario.

The Museum has three satellite facilities including the Fort Gratiot Lighthouse, The Edison Depot Museum and the Huron Lightship.



- Fort Gratiot Lighthouse. The Fort Gratiot Lighthouse is the oldest lighthouse in Michigan originally established in 1829. The green flashing light projecting from the lighthouse can be seen for 17 miles. One of the Michigan Units of the U.S. Coast Guard is stationed at the lighthouse, tours are offered.
- Edison Depot Museum. This museum opened in 2001. Its focus is on the life of Thomas Edison and is housed inside the historic Fort Gratiot depot. The museum includes exhibits and hands-on activities. The museum also touches on historic aspects of the city itself including Native American settlements, historic forts, the city's transportation links and its importance as an immigration gateway to the United States.



- Huron Lightship Museum. The Huron Lightship Museum is located at Pine Grove Park. The site consists of the enshrined Huron Lightship acquired by the city in 1971. The lightship was designated a National Historic Landmark in 1999 for its significant service on the Great Lakes for 50 years. A lightship serves as a light house anchored in areas where it was too deep, expensive or impractical to construct a light house. The lightship has been completely restored and is now open to the public for tours.



PUBLIC FACILITIES GOALS AND OBJECTIVES

Upon analyzing the various factors and the detailed existing condition information, a framework is established for a number of goals and objectives on public facilities in Port Huron.

Goal #1 Port Huron will offer high quality and efficient public services for the city and region.

Objectives

- a. Expand budgets for public safety (e.g. more manpower, and equipment).
- b. Increase visibility of public safety through beat cops/bike cops and neighborhood patrolling.
- c. Develop infrastructure capacity plans based on future land use/development plans.
- d. Keep pace with technology with regular upgrades to equipment and services.
- e. Develop a geographical information system for all aspects of the city including individual property information, utilities and transportation networks.
- f. Increase website services for the city.
- g. Increase signage and accessibility to public services and public safety resources.

Goal #2 The city will initiate efforts and improvements that will increase its desirability for new residents and businesses to stimulate new growth and development.

Objectives

- a. Utilize plan as a marketing tool.
- b. Prepare marketing plan/campaign for the city.
- c. Recruit developers for (re)development sites.
- d. Streamline review and permit processes for quicker review and approvals.



Goal #3 Existing park and recreation facilities will be enhanced and expanded as needed to meet the evolving interests and needs of Port Huron residents.

Objectives

- a. Follow and review the current Parks and Recreation Plan with regular updates every five-years.
- b. Incorporate five-year capital improvements plan into the city's budget.
- c. Explore funding opportunities for park improvements.
- d. Encourage volunteerism, neighborhood, and garden club involvement for park clean-ups and for the maintenance of public areas containing landscape (e.g. flower beds, etc.).

Goal #4 Port Huron will have a unified community-based open space system that provides scenic access throughout the city and offers valuable opportunities for personal interaction.

Objectives

- a. Link neighborhoods, cultural, historical, civic facilities, parks, pathways and other destinations and facilities through open space.
- b. Offer larger parks and public open space along the entire waterfront.
- c. Organize civic events in all areas of the open space system.
- d. Require and plan open space areas for new development sites and redevelopment projects.
- e. Focus on acquiring public waterfront access to link the regional Bridge-to-Bay Trail.
- f. Capitalize on utility and abandoned railroad corridors to create a linear open space system.



PUBLIC FACILITIES IMPLEMENTATION TOOLS AND RECOMMENDATIONS

Administrative Structure

The city currently offers a well-organized structure to handle the demanding daily issues of an urban city. The responsibility of implementing various recommendations will fall on different departments and include different jurisdictions. In the years following adoption of the plan it will be important that all of the departments coordinate on a regular basis regarding the implementation status of this plan. These efforts should be organized in a such way so everyone is communicating efficiently and duplication of efforts is avoided. It will also be helpful to designate one body to oversee plan implementation so there is one consistent resource.

There will be occasions where strategies and recommendations are inconsistently defined or interpreted, therefore is it important that regular ‘training’ sessions be held. These sessions will help for many reasons including ensuring consistent interpretation of objectives, brainstorming implementation strategies and conflict resolution.

Public Utilities

The city’s utility system is an extremely important element that provides services to not only city residents but also to surrounding townships. The city must continue to evaluate and assess the capacity and quality of the water and wastewater facilities. Planned land uses and economic development efforts should be incorporated into these assessments.

Public Safety

The fire and police departments are important resources in implementing this plan and building upon the assets and quality of life in the city. Both departments



should continue to use their current programs and services to pro-actively increase what the feeling of safety in neighborhoods and for local businesses. The EAP an also an important tool in maintaining a level of comfort for residents and should continue to be updated following the set two-year cycle.

For all public safety elements, it is important to remember that the more open and visible these departments and efforts are to the public, the more at ease citizens will feel. This will in turn garner long-term stability amongst residents and business owners and assist with residential and economic growth.

Parks and Recreation

The city prepared a Parks and Recreation Master Plan in February of 2001. This document guides future improvements, investments and changes to park and recreation in the city. In the analysis, the city included school facilities because residents use these facilities commonly for informal and programmed recreation activities. Generally, the plan established the following key findings and priorities that must be addressed:

- The city generally meets all acreage standards based on the population. The focus for the city should be to continue to modernize and update existing facilities and maximize the use of existing parkland.
- The city is deficient in providing biking and hiking trails for residents. This was a popular amenity that many participants in the recreation planning process desired.
- There is a need to better coordinate recreation programming with other agencies to avoid overlap and unnecessary competition, and to expand the variety of programs offered.

The Transportation Enhancement Plan will be an important tool in meeting the biking and hiking needs for residents. This plan includes internal multi-modal pathway connections for pedestrians and bikers throughout the city. In addition, a



greenway pathway is planned along the waterfront to link existing waterfront parks and facilities and to connect to the regional Bay-to-Bridge Trail system.

Institutional and Cultural Resources

Important institutional and cultural resources such as museums, schools and hospitals contribute to the enrichment of people lives in the city and county. These are important in attracting businesses and residents to the region. Institutional and cultural resources should be showcased consistently as this plan is implemented. The *Transportation Enhancement Plan in Appendix 7* incorporates these facilities into the multi-modal transportation system to ensure convenient access. The next step is to highlight these facilities in marketing materials to attract visitors from beyond the region. In addition, improvements to gateways and signs should improve way-finding to these resources.





APPENDIX 9: IMPLEMENTATION

Each section contained in this document provides information and analysis on the key issues facing the city of Port Huron. These areas include land use, neighborhoods and housing, business districts, economic development, transportation, municipal facilities, and services.

Following the analysis of each subject, goals and objectives were established as a foundation to guide the resolution of issues, implementation of ideas and establishment of policies for decision-making. An important part in the development of these goals and objectives is that they all support each other, are inter-related and most of all, work together to achieve the needs and demands of the city.

The final section should be utilized as a resource to the city to begin the process to implement the goals and objectives of this plan. Over time, the city may discover new approaches and opportunities that may alter this Implementation Plan. Changes are to be expected, however, the city must remain committed to upholding the integrity of the goals and objectives of the plan.

Zoning Map

A primary means of implementing this Comprehensive Master Plan is through amendments to the Zoning Ordinance and the Official Zoning Map. This plan and the *Future Land Use Map* should be utilized for decisions on rezonings. In addition to the map, the following general recommendations should also be considered in all rezonings:



- Maintain the boundaries of downtown at a walkable scale.
- Maintain a strong general commercial base to serve residents, tourists, visitors and nearby communities.
- Zone for individual business nodes that serve specific market areas and niches rather than strip commercial development.
- Zone for pockets of neighborhood business development that are located to conveniently serve nearby neighborhoods.
- Eliminate spot zoning, sporadic, and incompatible land use patterns.
- Phase out small pockets of declining residential areas surrounded by industrial or heavy commercial operations.
- Prevent land use expansion into residential neighborhoods by defining boundaries of regional institutional uses such as the hospital, college, business, and industrial centers.
- Identify vacant sites in predominantly residential areas such as in the southeast side of the city and promote residential development.
- Promote conversion of obsolete non-residential buildings to high-density housing.
- Enhance and slightly expand the existing business park in the south and limit uses to light industrial such as warehousing, light assembly, distribution and research and development.

Zoning Districts

In addition to changes to the *Zoning Map*, amendments should be made to the various zoning districts, which may include the establishment of new districts, to implement the recommendations of this plan. These include:



- Encourage residential dwellings within and abutting downtown to create ‘around the clock’ activity.
- Integrate a range of housing types and densities including single-family detached, town houses, accessory dwelling units, two-family, low rise multiple-family and high rise multiple-family residential.
- Limit the scale and types of uses allowed in neighborhood business areas to ensure compatibility with surrounding residential, and consistency with the goals of this plan.
- Create a Blue Water Gateway Business District that offers businesses that serve travelers crossing the USA/Canada border, and a high-quality entrance to the community.
- Develop a proper development plan for the mixed-use area along Pine Grove between the Blue Water Gateway Business and Downtown Districts.
- Ensure zoning districts incorporate regional land uses that are not commonly offered elsewhere in the county such as colleges, hospitals, regional government main offices, business headquarters, high-density and high-rise residential and mixed-use development projects of an urban character.
- Continue to allow local institutional uses such as local schools and churches to develop within neighborhoods provided they maintain a scale and intensity compatible with residential development.

Design Standards

In addition to the uses allowed in specific zoning districts, the plan recommends establishing a set of city-wide design guidelines intended to promote efficient sustainable development. These should include the following recommendations:



Non-Residential Uses.

- Adopt design guidelines tailored to the different business districts possessing themes that unify/link with the city as a whole.
- Include site design guidelines such as landscape enhancement, screening, building design, lighting and signs elements in development.
- Require lighting plans for site plans that ensure that lighting impacts to adjacent properties and the night sky are minimized.
- Require landscape plans with site plans that provide for frontage landscaping, parking lot landscaping, and screening from adjacent uses.
- Promote site design that is safe for on-site pedestrian circulation and access.
- Apply access management (driveway) standards to improve safety and efficiency of the road network.
- Require efficient parking design that is safe and minimizes the amount of paved surface.
- Limit the size and scale of neighborhood business areas to maintain compatibility with surrounding residential.
- Offer site development incentives for projects employing high quality enhancements such as exceptional landscaping, building design, and public spaces.

Residential Uses.

- Require new residential developments provide amenities to serve future residents such as parks, open space, linked streets and sidewalks system, street trees, lighting, and other neighborhood amenities.



- Develop design standards for in-fill housing sites within existing residential neighborhoods.
- Integrate affordable housing while retaining the traditional character of the city.
- Link new residential areas to businesses and other destinations in a manner that promotes a safe and walkable environment for pedestrian travel and ties into the surrounding street network.

Historic Preservation Ordinance

The city should further develop the historic preservation regulations to protect the heritage of its neighborhoods. Local neighborhood initiatives for formation of new historic districts should be supported where the criteria are met.

The city may also provide information and guidelines for homeowners to assist owners of historic properties when making changes to their buildings. This may include technical assistance on appropriate methods for rehabilitation, reconstruction, restoration, stabilization and documentation of historic resources. Local funding assistance programs can also be developed that assist owners of historic buildings in retaining the historic architectural character of their buildings.

Capital Improvements Plan

The city maintains and annually updates a five-year Capital Improvements Plan (CIP) that provides prioritization of funding for capital projects. The CIP authorizes and provides the basis for control of expenditures for the acquisition of significant city assets and construction of all capital facilities. CIP projects will include the following items:

- Construction of new city facilities
- Remodeling or expansion of existing facilities such as buildings, parks, marinas, etc.



- Purchase, improvement and development of land
- Utility and infrastructure improvements
- Road construction, paving, reconstruction or improvement
- Operating equipment and machinery for new or expanded facilities
- Planning and engineering costs related to specific capital improvements

The following process should be followed in developing a five-year CIP:

CIP Coordination Team. A CIP coordination team is first established representing various city organizations to draft and coordinate the CIP. The CIP coordinating team should be made up of the city manager and representatives from the city council, and planning commission and various departments including: department of public works, community development, finance department, fire department, parks and forestry and marinas. The CIP coordination team membership allows for the coordination of projects between city departments to ensure projects are properly planned, infrastructure components are coordinated (e.g. a sewer line is installed at the same time as a roadway is paved at a specific location), long-term operating impacts are included in estimates, time frames for construction activity and cash flow requirements are realistic, projects are coordinated geographically (e.g. not more than one east/west thoroughfare is restricted at a time), and project costs are reviewed to determine the adequacy of the budget and appropriate funding sources.

Prioritization. Once the committee identifies projects, they are then evaluated based upon set criteria. This evaluation criteria is used to form a prioritized list of projects. Then a list of potential funding sources and mechanisms are identified. The criteria could include the following:



- ✓ Capital costs
- ✓ Annual costs
- ✓ Health and safety effects
- ✓ Community and citizen benefits
- ✓ Community character, environmental, and social effects
- ✓ Distributional effects
- ✓ Public perception of need
- ✓ Feasibility of implementation
- ✓ Implication of deferring the project
- ✓ Effect on interjurisdictional relationships
- ✓ Comprehensive land goals

Review and Adoption. The draft CIP is submitted to the Planning Commission for review and recommendation to the City Council. The final CIP with a prioritized list of projects for the next five years is adopted by the City Council.

Update. The CIP needs to be continually reviewed, implementation monitored and the plan updated for review and adoption on an annual basis as part of the city budgeting process.

Transportation Plan

This plan provides general recommendations to managing and enhancing the city's multi-model transportation system. Additional planning should be conducted for specific transportation improvements. Much of this work would continue under the traffic study committee and the department of public works. The following recommendations should be continued for transportation planning:

- Plan for a road system that meets the demand of existing and future traffic while still maintaining the desired community character along major roadways.
- Create a transportation systems plan that illustrates the links between pathways, buses, trains, automobiles, and watercraft.



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- Provide stations for modal transfers to other regional modes of transportation such as bus, passenger rail, or watercraft.
- Continue to offer an efficient and comprehensive public transportation system.
- Link all key areas of the city with all modes of transportation and improved signs.
- Incorporate regional connections to the system.
- Increase and improve efforts towards waterway transportation.
- Beautify major ingress and egress roadways in cooperation with Michigan Department of Transportation by enhanced landscaping, improved signage, and improved quality of design.
- Develop street design standards that ensure new streets are consistent with existing neighborhoods.
- Evaluate traffic speeds and patterns in residential areas and address problems where needed.
- Maintain a connected street network between new development areas and the existing system.
- Slow traffic in residential areas and at the core of the various business districts as needed.
- Control truck routes to industrial areas, through traffic in the city and at the border to offer a direct route for businesses and at the same time protect residential and other development areas of the city.



- Develop a comprehensive approach to alley design, enhancement and vacation that preserves this important transportation element yet protects the quality of the neighborhood.
- Coordinate with multi-jurisdictions such as St. Clair County Transportation Study (SCCOTS), St. Clair County Road Commission, and the Michigan Department of Transportation.

Parking Plan

This plan provides general recommendations on parking in downtown. Certain underutilized surface parking lots in downtown may be more appropriate for redevelopment with business, residential or office uses with parking consolidated in other locations or perhaps into parking structures. A specific parking study should be conducted for downtown which ensures that municipal parking is efficiently provided to meet parking needs in conveniently located, concentrated areas. This parking study should also include the following:

- Parking rates for street meters, parking lots and permit fees
- Locations and numbers of short-term, long-term, and permit parking spaces
- The method of assigning permit parking spaces
- Finance of the system and revenue generated by the system
- Public relations to inform downtown visitors of parking structure availability
- Maintenance and policing of parking facilities



Sign and Way Finding Plan

The city should consider developing a Signage and Way Finding Plan that recommends improvements to signage to direct visitors to the downtown, historic neighborhoods and other areas of interest.

Property Maintenance Code

The city should continue to enforce the property maintenance code rehabilitation efforts in those neighborhoods experiencing declines in residential building and site maintenance; in the residential locations contiguous to downtown; and, along primary (residential) streets leading into downtown. Non-residential facilities within neighborhoods should also be required to comply with property maintenance codes, design guidelines, and performance standards that are compatible with adjacent neighborhoods.

Neighborhood Organizations

This plan recommends the establishment of neighborhood organizations and development of specific improvement and organization strategies that apply to those various neighborhood areas. The city should offer a variety of incentives to reward the neighborhood revitalization efforts.

Home Ownership Assistance Programs

The city should continue to offer and expand housing improvement programs that support maintenance and ownership of housing in the city.

Pathways Plan

This plan provides general recommendations regarding non-motorized transportation. The city should consider developing a detailed Pathway Plan that identifies specific projects and implementation priorities. This plan should include:



CITY OF PORT HURON COMPREHENSIVE PLAN

- Develop a system that links together key areas of the community including: the entire waterfront (the Bridge-to-Bay Trail), downtown, neighborhoods, business centers, parks, schools, civic and institutional uses, and other public activity nodes.
- Enhance linkages to key destinations for visitors such as the waterfront, museums, and cultural destinations.
- Improve the physical link between downtown and waterfront.
- Connect pathways and green space to neighborhoods and associated neighborhood businesses and civic uses.
- Create pathway categories that define the type and location of pathway improvement such as on-street bike lanes, off-road pathways, and greenway corridors.
- Coordinate the pathway system with other elements of the city's transportation system including the bus route, trolley route, streets,* and waterways.
- Focus on acquiring public waterfront access to link the regional Bridge-to-Bay Trail.
- Capitalize on utility and abandoned railroad corridors to create a linear open space system.
- Seek various funding opportunities from grants offered by the Michigan Department of Transportation for development of the system, such as transportation enhancement.

Parks and Recreation Plan

The city maintains a separate Parks and Recreation Plan that is updated every five years following Michigan Department of Natural Resources (MDNR) requirements. This plan includes a five-year capital improvements plan that is incorporated into the city's budget. With the update to the Parks and Recreation Plan the following should be incorporated.



- Link neighborhoods, cultural, historical, civic facilities, parks, pathways and other destinations and facilities through open space.
- Offer larger parks and public open space along the entire waterfront.
- Explore opportunities for new neighborhood parks as recommended in the *Neighborhood Chapter*.
- Organize civic events in all areas of the open space system.
- Encourage volunteerism, neighborhood, and garden club involvement for park clean-ups and for the maintenance of public areas containing landscaping (e.g. flower beds, etc.).
- Explore funding opportunities for park improvements. There are two recreation grant programs available through the MDNR: the Clean Michigan Initiative Recreation Bond and the Michigan Natural Resources Trust Fund.

Downtown Development Authority (DDA)

The Port Huron DDA was formed under the Downtown Development Authority Act (PA 197 of 1974), for the purpose of revitalizing a business district. The law was drafted for renovating declining business areas, but there is no prohibition on additional land uses, such as residential or industrial, being included within a DDA district.

The DDA, as a separate entity, creates a new source of financing for public improvement projects. PA 197 gives the DDA the power to:

- analyze economic changes in the authority's district.
- plan for the construction, renovation, repair, or rehabilitation of buildings or public facilities in the DDA.



- prepare long range plans.
- make and enter into contracts.
- acquire property, demolish or rehabilitate property and hold property.
- charge fees, rents, and charges for the use of buildings under its control.
- accept grants and donations of property.
- acquire and construct public facilities, such as infrastructure improvements.
- establish the public purpose for eminent-domain acquisitions, if necessary.

Public Act 197 also gives the DDA authority to use various financing mechanisms, including the levy of an ad valorem tax of up to 2 mills on property within the district boundaries and tax increment financing (TIF) within a development area. Tax increment financing is the process of expending new property tax dollars for improvements that benefit the sources of those taxes. New tax dollars are those generated from new private developments, improvements to existing private property, and appreciation in value. New tax dollars are “captured” and utilized by the DDA to finance public improvements within the development area. The legal authority for collecting and expending funds is described in the unique development and financing plans which must be completed by the DDA and adopted by the City Council.

The city’s Downtown Development Authority should continue to implement improvements to the downtown. Projects may include improvements to sidewalks and other streetscape amenities. The existing Huron Avenue streetscape improvements may be expanded to other streets as funding becomes available.



Brownfield Redevelopment

The city currently has a Brownfield Redevelopment Authority to assist with funding for redevelopment. The Brownfield Redevelopment Authority was formed under the Brownfield Act (PA381 of 1996) to facilitate the implementation of plans and to treat brownfield redevelopment zones. The Authority may issue bonds, use tax increment financing to revitalize environmental distressed areas, authorize property acquisition and disposal, and do all things necessary or convenient to achieve the objectives and purposes of the Act.

Eligible properties in the brownfield project area must contain contaminated sites and must have uses which are inconsistent with the contamination. Eligible activities include baseline environmental assessments to evaluate and determine future liability, due care activities to measure and prevent exacerbation to mitigate unacceptable exposure, to protect public health, safety, welfare and environment, and to create precautions against reasonable acts or omission by third parties. The third category of eligible activities is other response activities including the purchase of properties, demolition, and site preparation necessary to create future development.

Tax increment financing can be used for eligible activities to pay the cost of principal and interest on bonds which are issued to provide capital for environmental projects and to fund remediation revolving funds that can capture school taxes for five years in excess of the time necessary for the original project and allow project expenditures to be used throughout the brownfield zone.

Economic Development

The Comprehensive Master Plan includes recommendations for economic development, which includes preparing a marketing plan/campaign for the city, a business recruitment plan, and programs for assistance to new/small businesses. Recommendations for these plans are outlined in the *Economic Development chapter* of this plan. These plans should be developed through a cooperative effort by the city, DDA, chamber of commerce and the Economic Development Alliance of St. Clair County.



- The business recruitment plan should include outreach to and through: trade organizations; trade publications; visibility at appropriate conferences (in partnership with others when necessary); cooperation with state, multi-state, and in-state regional efforts; web site linkages and materials dissemination; direct marketing to prospects via mail, the internet, other emerging technologies, and telephone; partnerships with complementary and compatible industry trade organizations; and promotion of the city as an “opportunity in waiting” for entrepreneurs.
- The tenant mix study should determine the types of businesses that can be supported in the downtown and enhance the synergy of uses in the central business district. The tenant mix study should include a data bank for vacant business properties for referrals to and from private commercial realtors and property interests. This data bank should be continually updated.
- The city should support a full promotions calendar, utilizing water assets and the character of the area and encourage collective marketing and advertising and develop a cooperative marketing and advertising program.
- Areas should be designated for standard manufacturing, processing and distribution businesses that could be developed as business parks and other areas targeted for research/technology/large scale office development.
- The city should encourage the expansion of convention facilities and hotels to attract additional conferences to the city.
- The city should support the establishment of an entrepreneurial development program that assists in guiding the development of quality business plans for people wanting to start businesses.



