

TELEGRAPH ROAD

CORRIDOR IMPROVEMENT PLAN

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01

INTRODUCTION

Centered around collaboration between three communities and various agencies and stakeholders, this plan was created to identify changes needed along Telegraph Road to improve safety and travel for all types of users as well as determine viable redevelopment strategies to reinvigorate the corridor.



PLAN PURPOSE



This Corridor Plan proposes strategies that will reconnect and revitalize Telegraph Road.

Telegraph Road is a major north/south commercial corridor carrying varying levels of traffic volumes between Detroit and Toledo. Over the years, Telegraph Road has been widened to accommodate greater traffic volumes, including the 4.3 mile portion of the study area through Frenchtown and Monroe Townships and the City of Monroe. This particular area of the corridor is a regional shopping destination with newer big box retail located in Frenchtown Township and smaller to mid-sized restaurants and retail found throughout the rest of the corridor. While Telegraph Road successfully carries traffic flow through most of the study area, there is a clear lack of identity and consistency present along the corridor, created in part by minimal streetscaping, visual clutter, significant sidewalk gaps, and numerous vacant businesses.

PLAN PURPOSE

To address these prevalent issues, the communities organized the Corridor Task Force to lead a coordinated study of potential street, pedestrian/bicycle, and redevelopment improvements to the corridor from Dunbar Road to Lasalle Road. The City of Monroe and Frenchtown Township have already begun the process of promoting reinvestment for the former La-Z-Boy headquarters site - one of the corridor's key properties. This effort included the creation of the Monroe Subarea Plan in 2018 to help envision the future redevelopment of the site. As a continuation of the Monroe Subarea Plan, the Telegraph Road Corridor Plan provides the foundation and implementation tools for future changes and improvements along the entire corridor.

This Corridor Plan evaluates existing conditions, including land use and zoning, gaps in non-motorized connections, current market trends, as well as access management and traffic data. The planning process led to conversations with the Corridor Task Force and various stakeholder groups to determine the existing issues within the study area and discuss possible solutions and opportunities for improvements. Redevelopment sites that have a greater potential for building a synergy of activity were identified to create realistic and implementable concepts. In order to create thoughtful and safe connections, the plan considers multi-modal improvements needed to successfully link all types of users along the corridor. Finally, the Telegraph Road Corridor Plan provides the three partnering communities key tools and resources needed to successfully implement the proposed improvements.



PREVIOUS PLANNING EFFORTS

Each of the community's Master Plans were reviewed to gain a greater understanding of the goals for this corridor. Specific corridor planning and access management priorities were also evaluated along Telegraph Road.

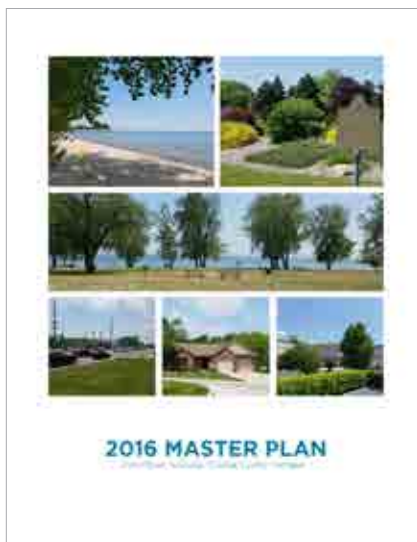


Resilient Monroe Master Plan (2017)

This community plan has numerous goals related to improving the overall transportation network in the City of Monroe, including:

- Preserve the level of service and safety of the road network through techniques such as access management and exploring opportunities for non-motorized connections.
- Promote a wide variety of transportation modes by filling sidewalk gaps, installing signalized crosswalks at major intersections, providing access to the River Raisin, and linking non-motorized connections to Lake Erie Transit access points.

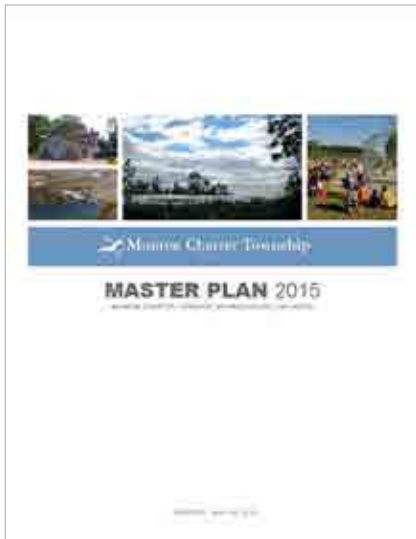
- Develop a separated shared-use path that provides connections within the City and to the rest of the region.
- Improve the efficiency, character and design of key community corridors by creating a multi-jurisdictional Corridor Improvement Authority to facilitate future improvements along Telegraph Road.
- The plan also specifically calls for improvements along Telegraph Road to transform it into a high-quality suburban commercial corridor that accommodates all users by planting street trees, extending sidewalks, and adding pedestrian crosswalks where appropriate.



Frenchtown Township Master Plan (2016)

The vision for the corridor is to make it a high-image suburban shopping strip, with well-maintained landscaping, attractive signage, quality architecture and building materials, and well-designed access management.

- Incompatible uses should be phased out to create a continuous commercial environment of offices and retail.
- Although an auto-oriented corridor, considerations should be made for other modes of transportation.
- Construct sidewalks along Telegraph Road between LaSalle Road and the City of Monroe boundary.

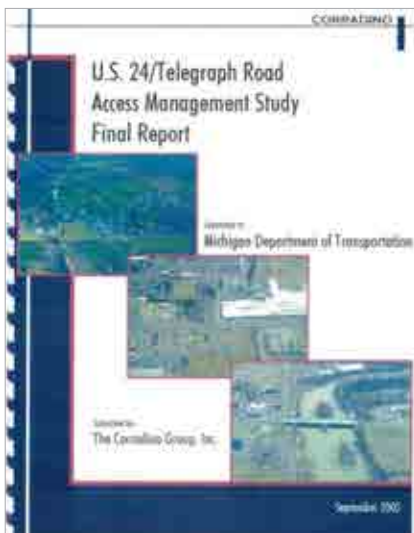


Monroe Township Master Plan (2015)

Multiple goals and objectives meet the purpose and intent of the Telegraph Road Corridor Plan, including the following:

- Ensure that the transportation system is efficient for all users and support the growth and development of the Township.
- Maintain and maximize the capacity of transportation through techniques like enforcing access management standards.
- Develop a non-motorized system to provide safer connections within the Township that also connects to the rest of the region.
- Improve the quality of Lake Erie Transit bus stops to provide public amenities like benches and informational signage.

- Coordinate with the City of Monroe and Frenchtown Township to improve the aesthetics and functionality of Telegraph Road, which includes creating a Corridor Improvement Authority to oversee redevelopment, non-motorized transportation, streetscape, and wayfinding.



Access Management Study (2005)

A study was led by MDOT and consultants to determine recommendations for intersection, traffic operation, and access management enhancements to help improve safety and traffic flow along Telegraph Road. Approximately 35 of the total recommended driveway closures in the report fall within the Telegraph Road Corridor study area. These were subsequently mapped out in the Traffic Analysis section of this plan and analyzed further to determine feasibility and prioritization of driveway closures locations.



Telegraph Corridor Charrette

This planning effort was completed as part of the Resilient Monroe process and involved analysis of traffic and accident data, zoning, land use, and sidewalk infrastructure. Several concepts and ideas were presented to the community recommending design and regulatory changes to improve the corridor. Relevant recommendations include:

- Increase the tree canopy along the corridor to help improve the overall aesthetics and make the environment more pedestrian-friendly.
- Use streetscaping as a placemaking strategy providing a more uniform design with medians, trees, and street lights.
- Prioritize access management near Stewart Road.
- Extend sidewalk infrastructure to increase pedestrian safety and provide connections to residential developments adjacent to Telegraph Road.
- Ensure that signs along the corridor conform to existing zoning regulations.
- Focus on improvements and redevelopment near the intersection of Telegraph Road and South Custer Road/Front Street.
- The former La-Z-Boy site is an ideal location for a mixed-use development.
- The summary also mentions that in order to implement these improvements, design guidelines, refined zoning regulations, and a Corridor Improvement Authority should be considered.

02

UNDERSTANDING



WHAT WE OBSERVED



Telegraph Road has the opportunity to be transformed into a high-quality and interconnected suburban commercial corridor.

Also known as Highway 24, Telegraph Road connects Monroe to the rest of the region, including to Toledo and Detroit. The study area of the corridor runs approximately 4.2 miles (between LaSalle Road to the north to Dunbar on the far south end) covering three communities: Frenchtown Township, the City of Monroe, and Monroe Township. Telegraph Road is characterized by several different typologies, with big box retail in the northern portion of the study area which transitions to suburban strip malls. Finally, newer retail, historic buildings, office, industrial, and institutional land uses are all located south of the river.

While the corridor certainly could use enhancements, there are many existing aspects of Telegraph Road that create the foundation for revitalization. Lake Erie's Transit

Transfer Center is in a strategic and centralized location along Telegraph Road, and is a hub that has the possibility to continue to grow multi-modal transportation connections. Recently improved intersections, retail anchors, and newer residential condominiums have also contributed to redevelopment activity along the corridor. Improvements are planned for Mill Race Park to extend greater access to River Raisin. Finally, the La-Z-Boy property is being considered as a mixed-use catalytic site that could ultimately lead to future redevelopment activity along Telegraph Road.

Conversely, the study area presents many challenges that have led to a lack of cohesive identity and inconsistencies along the corridor. In certain sections, there is a dominance of visual clutter and

vacant or low-quality development. There are many sidewalk gaps on Telegraph Road and missing connections to adjacent residential neighborhoods. There are some remaining intersections that do not have safe crosswalks. An overabundance of driveways and curb cuts leads to greater conflicts amongst vehicles and pedestrians. Retail is also under performing, specifically in the southern area of the corridor.

An initial site tour with the participating communities revealed where corridor improvements and the priority catalytic sites can be implemented based on need, feasibility, and accessibility opportunities. In the northern section of the corridor, vehicular and pedestrian access should be increased where successful retail already exists. The central portion of the study area focuses on revitalizing larger vacant and underutilized sites. Finally, the southern area has the opportunity to connect to the river and the new park as well as create unique destinations or local retail options.

EXISTING CHARACTER & TYPOLOGIES



Section A:

Rural/Suburban Retail

- Transitions from primarily rural residential to the north to suburban big box retail and chain restaurants
- Front yard parking is a predominant feature
- Little to no sidewalks present
- Some improved intersections and building design

Section B:

Suburban Strip Mall

- Drive through restaurants and numerous strip malls exist in this section
- Front yard parking is a predominant feature
- 5' - 6' Sidewalks exist throughout, primarily on both sides of the street
- Excessive curb cuts and visual clutter

Section C:

Open Space, Retail, Historic

- The river and park are the focal point
- Mix of older and newer retail, as well as historic buildings.
- Excessive curb cuts in some areas
- Some wider sidewalks present

Section D:

Rural/Suburban Mixed

- Office, Institutional, and Industrial uses
- Little to no sidewalks present
- Unimproved intersections without crosswalks in some areas
- Some wider sidewalks present

WHO WE HEARD FROM



Stakeholder interviews mirrored the site tour findings: the corridor needs a cohesive identity, safer pedestrian connections, and a focus on filling larger vacant sites.

The planning team met with multiple stakeholder groups, including apartment managers and tenants, local businesses, the County Road Commission, as well as developers and brokers. Here is a summary of what we heard:

- There are not enough kid and family-friendly activities in the area; residents typically have to go out of town to find options
- The corridor needs more sidewalks and safer crossings (especially along the bus route)
- Currently have good vehicular accessibility and plenty of parking
- Need more coffee shops, higher end restaurants (complementary retail)
- Fill vacancies along the corridor
- Improve the quality of buildings and facades
- Improve the look and feel of the corridor
- The northern portion of the study area near Meijer and Walmart is the most marketable, while the southern portion is lacking in activity
- The corridor lacks a cohesive identity
- The existing linkage between Downtown Monroe and Telegraph Road is not ideal
- The La-Z-Boy site is a potential opportunity
- Younger people want to live in a downtown-like environment, not next to a highway

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EXISTING CONDITIONS

Existing conditions were evaluated to identify where improvements should be targeted along the corridor, including land use and zoning, gaps in non-motorized connections, current market trends, as well as access management and traffic data.

SIDEWALK GAP ANALYSIS



Sidewalks are a critical component to provide safer connections for pedestrians, bicyclists, and transit users. Currently, there are significant gaps in the sidewalk system along Telegraph Road with only 30% of the corridor providing sidewalk connections. Most of those connections occur in the City of Monroe, leaving the northern and southern sections of the corridor with very little pedestrian/bicycle infrastructure. Although there are existing sidewalks in the City of Monroe, these are often not very wide and are interrupted by the excessive number of driveways along Telegraph Road.

Sidewalk gaps also exist on the streets surrounding the corridor. New sidewalk segments could link to existing residential along the corridor and connect to over 4,000 people who live within a 5 minute walk of Telegraph Road. Implementing accessibility improvements will ultimately increase the quality of life for residents.

Legend

- 1/4 Mile Buffer
- City of Monroe
- Existing Sidewalks
- Missing Sidewalks
- Residential Land Use

CURRENT ZONING



Existing zoning in the study area is predominately commercial, a mix of residential districts, and light industrial. The intention of the general commercial zoning district is to allow uses that may generate a greater volume of traffic, including retail, restaurants, offices, hotels, and motels. As a result, the subsequent land use effects have been built out with no maximum front yard setbacks in place (and minimum front yard setbacks of at least 30 feet). Front yard parking is also permitted and consequently, the corridor has been developed as auto-oriented with minimal regard for pedestrians.

Legend

- Study Area
- Low Density Residential
- High Density Residential
- Single Family Residential
- Two-Family Residential
- Multi-Family Residential
- Manufactured Housing
- Local Commercial
- General Commercial
- Office
- Parks and Open Space
- Agricultural
- Mixed Use
- Planned Unit Development
- Light Industrial

CURRENT LAND USES



While retail and single-family residential are the most common land uses, making up nearly 50% of the study area, vacant land is still a fairly significant factor and constitutes for 13.5% of the total corridor land area. There are clearly untapped opportunities available for redevelopment in each of the three communities that can be supported by the surrounding residential neighborhoods and the regional marketplace.

Legend







-  Study Area
-  Single Family Residential
-  Multi-Family Residential
-  Mixed Use
-  Retail
-  Commercial
-  Office
-  Cemetery
-  Parks and Open Space
-  Agricultural
-  Transportation/Communication/Utilities
-  Institutional / Medical
-  Heavy Industrial
-  Light Industrial
-  Vacant
-  Parking

AVERAGE DAILY TRAFFIC



Telegraph Road experiences steady traffic, with the heaviest concentrations occurring between Mall Road and South Custer Road/ Front Street. This portion of the corridor contains the majority of the big box retail, strip malls, and restaurants all of which are top destinations for shoppers and diners traveling along the corridor.

Legend

-  Study Area
-  City of Monroe
-  <5,000 Vehicles per Day
-  5,000 - 15,000 Vehicles per Day
-  15,000 - 24,000 Vehicles per Day
-  24,000 - 36,000 Vehicles per Day

EXISTING TRANSIT SERVICE



Lake Erie Transit provides regular bus service to the Telegraph Road corridor. A transfer center is located in the middle of the study area, just north of the former Nortel Lanes site. Along Telegraph Road, Meijer and Walmart are the two most popular destinations for drop off or pick ups.

While there are multiple bus routes servicing the area, there are no designated bus stops or associated amenities such as benches or shelters. Transit riders also currently have to flag down a bus driver in order to ride the bus.

Legend

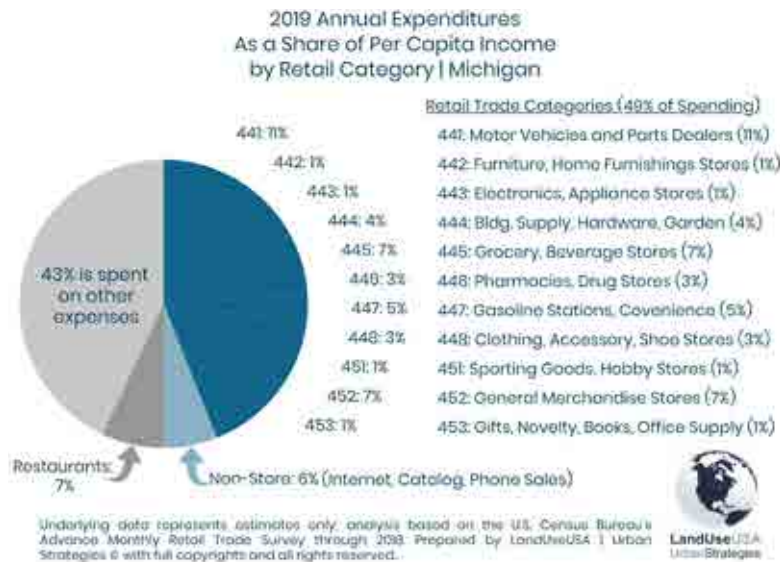
- Study Area
- City of Monroe
- Transfer Station
- #2 - Elm
- #4 - Seventh Street
- #5 - Telegraph
- #8 - North Monroe
- #9 - South Custer

04

MARKET ANALYSIS



NATIONAL RETAIL TRENDS



Retailers are still adapting to shopper demands for a more engaging experience. Shoppers want unique merchandise, exemplary service, entertainment value, and the convenience of omni-channel purchasing. Chains are responding with smaller formats in urban settings that include placemaking amenities and easy online sales. Across the nation, many retailers have failed to keep up with and adapt to changing consumer preferences for fashion, design, style, merchandise, and shopping experience.

Over many prior decades, big-box retailers and chains built stores too large, and sacrificed service and experience in exchange for lowest price guarantees. Even so, brick-and-mortar retail is far from “dead” and the industry remains strong and healthy.

Brick-and-mortar retail stores generally capture about 44% of total income, and non-store retail (internet, catalog, and phone sales) are gaining share with 6% of income, for a total of about

50%. This total figure includes all automobiles and recreational vehicles, furniture and furnishings, electronics, appliance, building supplies, groceries, pharmacies, gasoline, and all other retail categories.

The total 50% figure has barely budged over the decades, but the channels of purchasing are evolving. Evidence now shows that non-store and omni-channel sales (internet, catalog, phone) can generate trickle-through benefits for brick-and-mortar retailers. Stores that accept special orders over the phone and online transactions are more likely to earn loyal and repeat shoppers.

When shoppers place special phone orders and make online purchases, they also reward the merchant by visiting the store more often, and by spending even more. This “halo” effect of omni-channel sales is a powerful marketing tool for national chains, but often misunderstood in underutilized small businesses and independent proprietors.

Ultimately, an important strategy is to create an enhanced shopping experience and develop nodes of mixed-use activity that are more pedestrian-friendly to transform Telegraph Road into a successful corridor.

LOCAL RETAIL TRANSITION



The local retail landscape is shifting and opening opportunity for new merchants in downtown, and also for urban infill along the Telegraph Road corridor.

Prior to the Great Recession, national chain stores had saturated the local market. The market was dominated by several department stores (Sears, Target, and Carson's) anchoring the Mall of Monroe. The mall is oriented along North Monroe Street, which has traffic volumes of only 13,000 to 16,000 vehicles daily. It has no direct visibility to higher traffic volumes along Telegraph Road, which approaches 33,000 vehicles daily. This places the mall at a significant disadvantage when attempting to compete with new competition, and, consequently, its anchors and tenants have gradually closed over the past decade.

In 2016 LandUseUSA recommended that new retail space not be added along Telegraph Road, and that all

new retail should be located in the downtown. Since then, the mall's last remaining department store (Carson's) closed in 2018, most of the mall tenants have relocated or departed, and a nearby Kmart also closed.

At the end of January 2019 Michael's announced that it will be closing most of the Pat Catan's craft stores, but did not announce the fate of its 51,000 square foot Monroe store. LandUseUSA anticipates that the company will close the store in the mall and open a replacement Michael's craft store elsewhere in the market – probably along Telegraph Road.

A few other tenants have persevered at the Mall of Monroe, including Planet Fitness, Phoenix

Theatres, Books-A-Million, General Nutrition Center, and Spencer's Gifts. However, if the fitness center closes or relocates, then all of the other small tenants will probably follow. The biggest challenge will be for Phoenix Theatres to decide whether to close, remain, or relocate.

The continued decline of the Mall of Monroe has opened new opportunities to cluster retail along the Telegraph Road corridor, and to also bring unique merchants back into the downtown. For example, if Michael's declines to open a new store in Monroe, then that could leave an opportunity for a niche craft and hobby supply merchant in the downtown, or along South Telegraph Road (i.e., not near the established Hobby Lobby store in Frenchtown Township).

CROSS-SHOPPING CIRCUIT



Throughout the market, vehicular traffic patterns follow circuits with east-west connectors funneling cars onto Monroe Street / Dixie Highway, and west onto Telegraph Road. The street network provides many cross-shopping opportunities that can be shared by retailers along the primary corridors and the downtown merchants.

The City of Monroe has a net export of -52% of its retail expenditure potential, and Monroe Township has a net export of -32%. However, much of this “leakage” is intercepted by many large retailers located in Frenchtown Township, particularly along North Telegraph Road. Some of the largest chains in Frenchtown Township include Kohl’s, Walmart, Meijer, Lowe’s, Hobby Lobby, Tractor Supply Company, Aldi, and Gordon Food Service.

Most of the market’s residents are living east of the Telegraph Road corridor and about half of the residents also live east of the downtown. East-west connectors are essential for bringing shoppers to the Monroe Street / Dixie Highway Corridor, into the downtown, and west onto the Telegraph Road Corridor. The connectors also help shoppers navigate between destinations while avoiding traffic congestions during peak shopping hours.

MARKET SUPPORTED USES

The optimal development strategy for the Telegraph Road corridor reflects an update to the original Retail Target Market Analysis developed in 2017. That prior study focused on identifying the market potential for new merchants in Downtown Monroe rather than the market's commercial corridors. This 2019 update takes into consideration the decline of Monroe Mall and related market shifts over recent years. These events have opened new opportunities for national brands, chain shores, and anchors along the corridor, as well as merchants in the downtown.

New chains entering the market will probably seek land and development sites that are proximate to the established big-box chains like Kohl's, Meijer, Walmart, Lowe's, and Kroger. Alternatively, they could also raze, rebuild, or convert some of the older strip centers located along the Telegraph Road corridor.

National chain stores should not be permitted to catalyze the development of additional strip centers at edge or fringe locations along the corridor. There is a risk that the development of new shopping centers would contribute to retail fragmentation and sprawl, which in turn would undermine the synergies of established retail clusters and the downtown. Re-purposing vacant retail space and redeveloping obsolete strip centers will also help absorb any incidental surpluses in space.

THE MALL OF MONROE: OPPORTUNITIES & RETENTION



REPLACE IF THEY CLOSE:

- Books-A-Million
- Pat Catan's Crafts
- General Nutrition Center
- Bath & Body Works
- Planet Fitness
- The Shoe Dept.
- Spencer's Gifts
- Bath & Body Works
- Phoenix Theatres



REPLACE SOFTLINES LIKE:

- Target Discount
- Aeropostale
- Old Navy
- Justice
- Steve & Barry's
- American Eagle
- Claire's
- Payless Shoes
- Finish Line



REPLACE HARDLINES LIKE:

- Kitchen Supply Store
- Hallmark
- For Your Entertainment
- Christian Bookstore
- Batteries Plus+

TELEGRAPH ROAD CORRIDOR: MAXIMUM LONG-TERM POTENTIAL (2020-2040)



NEIGHBORHOOD GROCERS LIKE:

- Westborn Market (22,000 sf)
- IGA Grocery (10,000-25,000 sf)
- Walgreens Pharmacy (14,000 sf)



SOFTLINES LIKE:

- Target Discount (135,000 sf)
- Burlington (55,000 sf)
- Steinmart (45,000 sf)
- Ross Dress 4 Less (25,000 sf)
- DSW Shoes (10,000 sf)
- Gap Outlet (6,000 sf)
- Old Navy (6,000 sf)
- Eddie Bauer (4,000 sf)
- Children's Place (4,000 sf)
- Catherine's (3,000 sf)
- Cato Fashions (3,000 sf)
- Zumiez Sports (3,000 sf)
- Men's Wearhouse (2,000 sf)
- DXL Casual Male (2,000 sf)



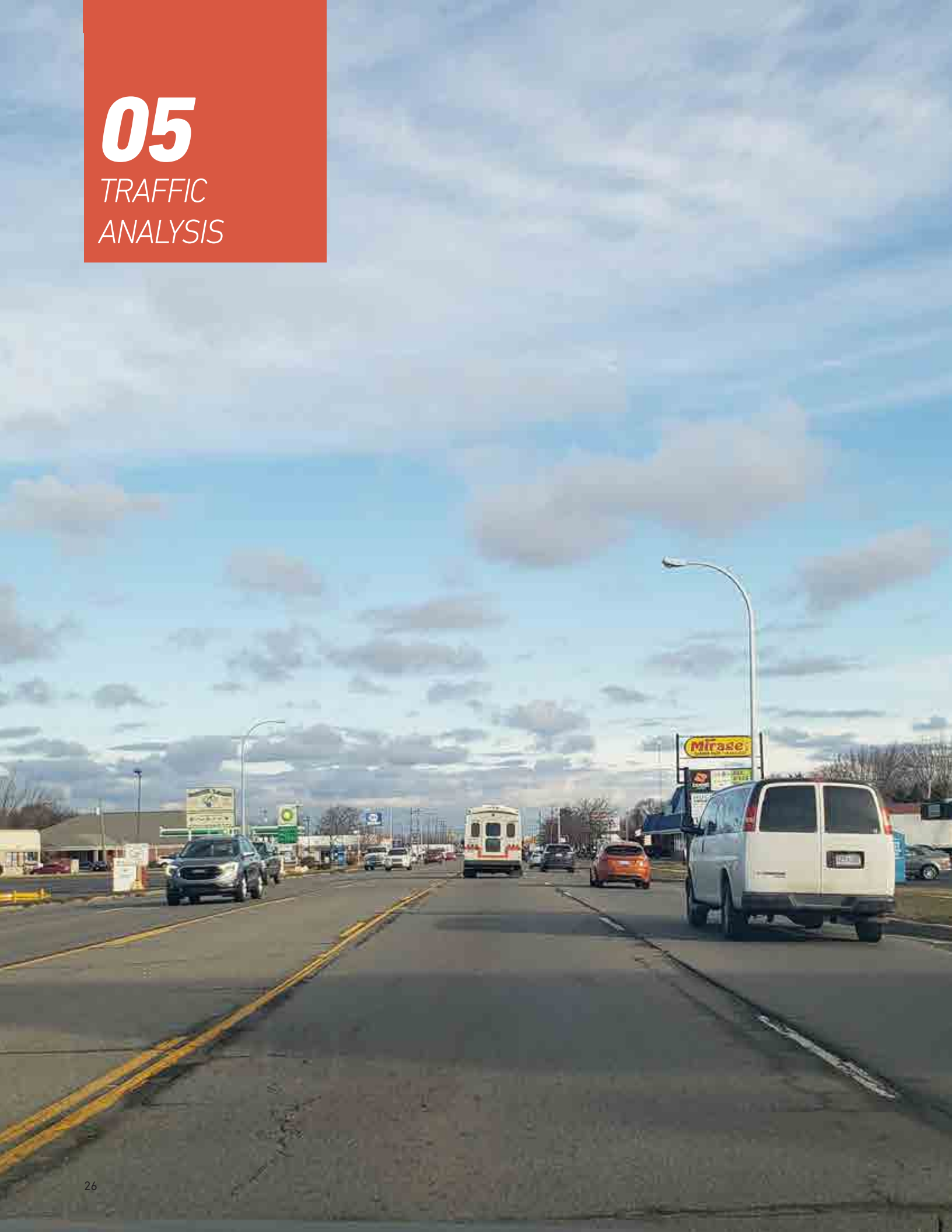
HARDLINES LIKE:

- Costco Warehouse (135,000 sf)
- Sam's Club (135,000 sf)
- ABC Warehouse (30,000 sf)
- At Home Stores (110,000 sf)
- Best Buy (30,000 sf)
- Kirkland's (10,000 sf)
- Golf Galaxy (15,000 sf)
- Home Goods (30,000 sf)
- Dick's Sporting Goods (35,000 sf)
- Guitar Center (12,000 sf)
- Bed Bath & Beyond (30,000 sf)
- Party City (10,000 sf)
- Pier 1 Imports (8,000 sf)
- Ulta Beauty Cosmetics (12,000 sf)
- Furniture galleries (10,000 sf each)



05

TRAFFIC ANALYSIS



TRAFFIC ANALYSIS



An evaluation of traffic, crash data, and access management revealed that there are strategic safety improvements needed along the corridor.

It is important to understand the existing and future traffic operations, evaluate historical roadway accident patterns, and assess the existing access management deficiencies and conflicts along the study corridor.

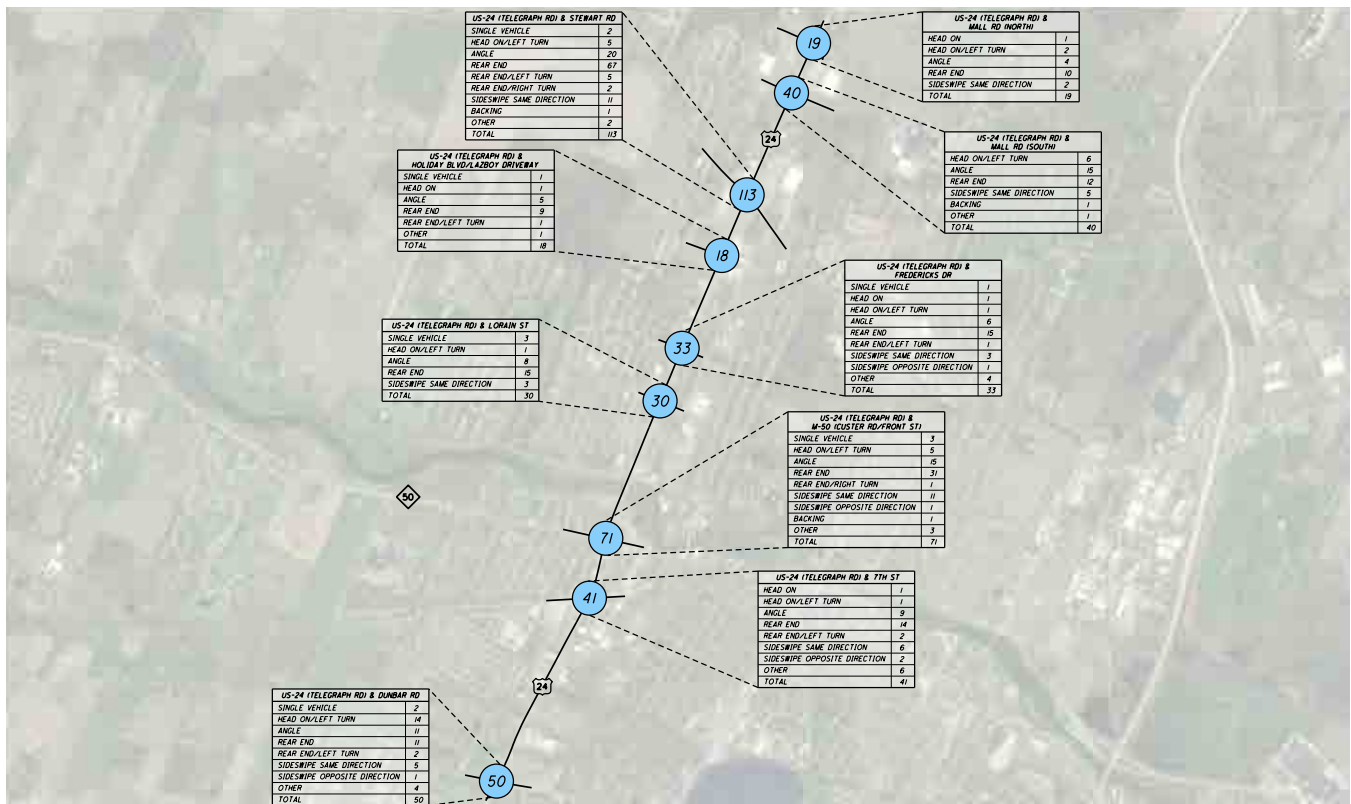
This study evaluated the existing traffic operations of nine intersections along Telegraph Road. Analysis of existing traffic operations found that each intersection is currently operating acceptably with marginal degradation to operations during future no build analysis. Further study of the signal operations may be required in the future to mitigate intersections, lane groups, and/or approaches that are expected to operate at LOS E (At Capacity) or LOS F (Failing).

A crash history analysis was conducted for the Telegraph Road corridor for a 3-year period from 2015 to 2017. The crash inventory provides a basis for developing improvement scenarios to reduce crashes for the purpose of creating safer roads.

Also, to improve safety and decrease crashes along the study corridor, existing commercial and residential driveway access along the study corridor was assessed. A previous access management study was conducted by The Corradino Group, Inc. for MDOT in 2005. This study was reevaluated to determine what access management recommendation measures (i.e. close commercial/residential drives, consolidate driveways for shared-use) were implemented,

and which recommendations are no longer valid for implementation. This study also evaluated the need for additional access management measures that may be implementable without the need to close drives such as retrofitting 10-12' wide medians along US-24 (Telegraph Road).

CRASH HISTORY



A crash history analysis was conducted for the Telegraph Road corridor for a 3-year period from 2015 to 2017 and provide information on crash severity (property damage only, injury or fatal) and crash type (rear end, right angle, turning, etc.). Crash frequency is an indicator of intersection deficiencies involving inefficient traffic control, improper geometry and/or capacity constraints. Intersection crash histories are of more relevance than roadway segment (between the signalized intersections) as most of the safety concerns and crashes occur at the intersections.

US-24 (Telegraph Road) and Stewart Road

This intersection noted high crash occurrences (113 crashes in the 3-year period) with the predominant

crash type's rear end and angle. These crash patterns are typically associated with congestion (rear end crashes) and signal phasing/timing issues (angle crashes).

US-24 (Telegraph Road) and M-50 (South Custer Road/Front Street)

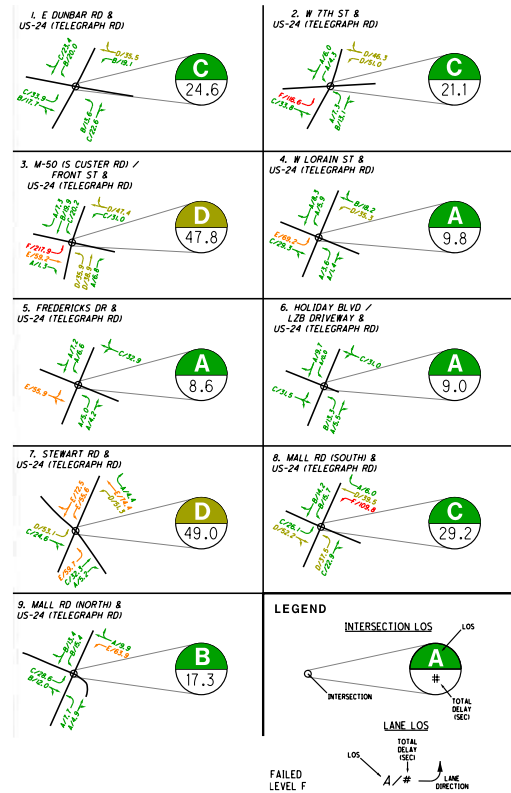
This intersection noted high crash occurrences (71 crashes in the 3-year period) with 44% and 22% of all crashes being rear end and angle type crashes. There are several driveways within 100 feet of the intersection along Telegraph Road that may be considered for closure to improve safety and reduce crash conflicts.

US-24 (Telegraph Road) and Dunbar Road

This intersection noted relatively high crash occurrences (50 crashes in the 3-year period), but significantly less than the Stewart Road and M-50 intersections. Of the observed crashes 50% relate to left turn/angle crash types and 22% relate to rear end crash types. Additionally, there are several driveways within 100 feet of the intersection that may be considered for closure.

Overall, it is recommended that intersection signal timing and phasing plans be studied further to potentially increase corridor progression and decrease congestion.

LEVEL OF SERVICE (EXISTING)



Traffic counts were collected in December 2018 at nine signalized intersections and only the PM peak hour was analyzed. Trafficware’s Synchro 10 software was used to perform intersection capacity analysis and evaluate Levels-of-Service (LOS) based on results from the Highway Capacity Manual (HCM) reports provided from the Synchro models. LOS is measured by a letter grade that describes traffic operations based on the amount of delay experienced by vehicles at an intersection, along an intersection approach, or in a specific lane group.

Typically, when LOS is in the range from A to D this is an indication that the traffic network is performing satisfactorily and no changes need to be made to improve conditions. The LOS D is typically used as a

threshold for “acceptable” operations. When LOS is in the range from E to F, this is an indication that the traffic network is not performing satisfactorily and that changes need to be made to improve conditions. These operations are typically referred to as “unacceptable”.

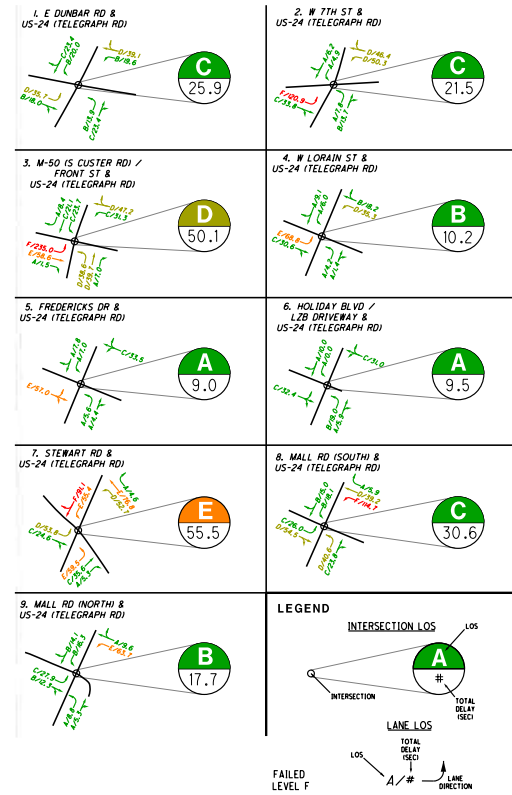
As shown in Figure above, all intersections are currently operating acceptably (at LOS D or better) overall during the analysis PM peak hour period. It should be noted that LOS for some lane groups and approaches are considered to be unacceptable under existing conditions.

"A" 10 seconds or less	FREE FLOW (no vehicle control)	LOS A
"B" 10 to 20 seconds	STABLE FLOW (operational as usual)	LOS B
"C" 20 to 35 seconds	STABLE FLOW (some minor operational issues)	LOS C
"D" 35 to 55 seconds (less than one minute)	LANE FLOW (operational as usual)	LOS D
"E" 55 to 80 seconds	UNSTABLE FLOW (operational as usual)	LOS E
"F" More than 80 seconds	FORCED FLOW (operational as usual)	LOS F

Legend

- Acceptable
- Marginal
- At Capacity
- Failed

LEVEL OF SERVICE (NO BUILD)



To evaluate the study corridor under a No Build, future condition, it was necessary to develop background traffic projections for a Design Year of 2038. Background traffic projections include the natural growth of traffic based on historical and projected traffic, population, and economic data within the study area. Utilizing SEMCOG databases for the study area, a 0.16% annual traffic growth rate was calculated (3.3% growth over 20 years).

The background traffic growth rate was applied linearly to the Existing 2018 turning movement counts to establish the 2038 No Build conditions volumes. These volumes were analyzed with the study Synchro models. All intersections are expected to continue to operate acceptably (at LOS D or better) overall during the analysis PM peak

hour period except for the Stewart Road and US-24 (Telegraph Road) intersection which is expected to operate at a LOS E (LOS D during the Existing Conditions). It should be noted that LOS for several lane groups and approaches are expected to continue to operate unacceptably under the No Build conditions as they do under the Existing conditions.

To mitigate the lane groups, approaches, and intersections that are expected to operate under poor LOS (LOS E or F), it is recommended that the corridor be studied further to determine potential signal optimization needs. Physical roadway and geometry mitigation measures at the study intersections may include:

- Installing an additional westbound thru lane at the Stewart and US-24 (Telegraph Road) intersection. This measure may require right-of-way acquisition and additional roadway widening for a westbound receiving lane along the east side of the intersection on Stewart Road.
- Installing a southbound right turn lane at the Stewart and US-24 (Telegraph Road) intersection. This measure may require right-of-way acquisition for roadway widening.

Legend

- Acceptable
- Marginal
- At Capacity
- Failed

ACCESS MANAGEMENT

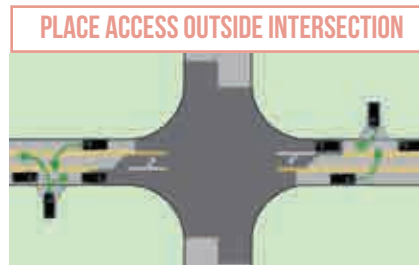
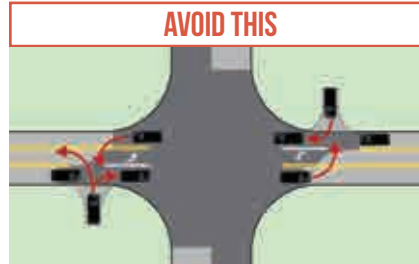
DRIVEWAY ALIGNMENT

Driveways should be aligned with those across the street, or offset at a sufficient distance to reduce left-turning movement conflicts



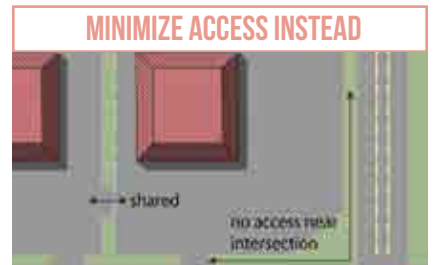
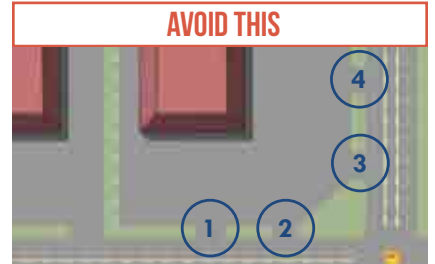
FUNCTIONAL AREA OF AN INTERSECTION

Area adjacent to an intersection where vehicles are turning, queuing, or stacking – sometimes driveways fall within these areas which can create traffic conflicts



MULTIPLE ACCESS POINTS

Where some driveways may be located closer to each other or an intersection than what is recommended by MDOT standards



Access management involves reducing the number of access points and ensuring well-placed driveways to improve safety and traffic flow.

There are many benefits to access management, including the improvement of safety and prevention of vehicular crashes, shorter travel times, and enhancements that add to the value of private land development by making roads more walkable, bikeable, and liveable.

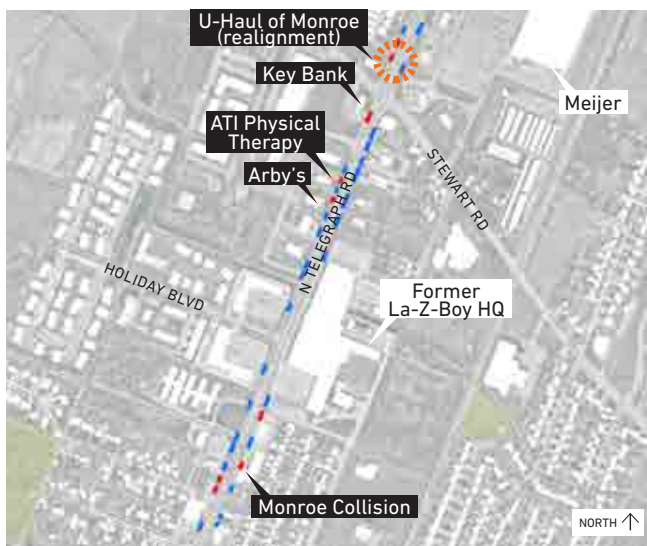
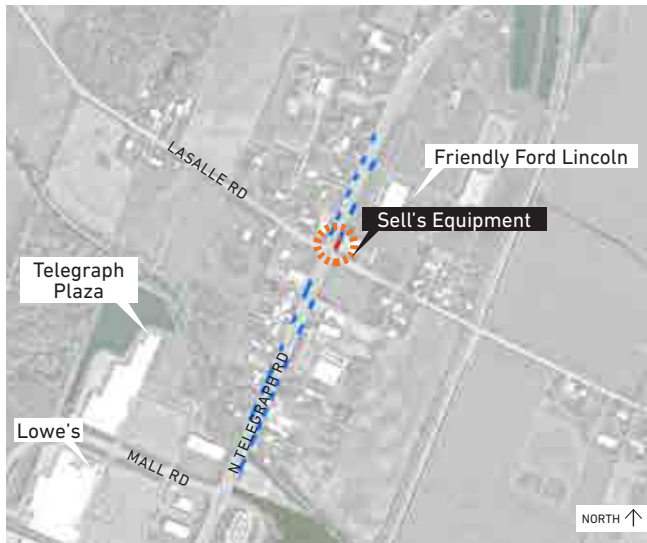
The best way to alter access is to either wait for a property to be redeveloped or close driveways as part of a roadway reconstruction

project. Business owners are sometimes resistant to closing one or more drives to their property and can legally challenge an agency that closes a driveway if it is not part of a planned road project. It is advised that the communities and county work closely with property owners during redevelopment or road reconstruction projects to ensure that access points are redesigned to improve safety, traffic flow, and a more walkable corridor.



The US-24/Telegraph Road Access Management Study (2005) was used as the basis for the recommended closures featured on the following pages. These were analyzed further to determine priority locations for closures that also have the highest feasibility for closing. These are shown on the following pages.

ACCESS MANAGEMENT



Legend

- Existing Driveways/
Curb Cuts
- Recommended
Closures (MDOT)
- Priority Locations for
Closures

ACCESS MANAGEMENT



Section 5



Section 6



Section 7

Legend

- Existing Driveways/
Curb Cuts
- Recommended
Closures (MDOT)
- Priority Locations for
Closures

06

CORRIDOR CONCEPTS



CORRIDOR-WIDE IMPROVEMENTS



Increasing accessibility and mobility within the corridor through strategic improvements will enhance the overall quality of life.

Improving safety along Telegraph Road is one of the primary goals of this plan. Transforming the corridor to be more pedestrian-friendly can be achieved in part through mobility and road improvements.

The auto-oriented nature of the corridor ensures efficient movement of traffic to and from shopping and restaurant destinations. However, there is a lack of non-motorized infrastructure to support pedestrian, bicycle, and transit usage along Telegraph Road. Sidewalks are inconsistent throughout the corridor and can be daunting to navigate due to excessive vehicular curb cuts for businesses along Telegraph Road. Several major intersections along the corridor are also missing safe pedestrian crossings.

Recommended improvements focus on connecting the catalytic sites with a **10-foot wide multi-use**

pathway that traverses the entire length of the corridor. The multi-use pathway begins on the east side of Telegraph Road adjacent to Walmart and then continues behind Telegraph Road along Stewart Road to Huber Drive to avoid potential traffic conflicts from the numerous commercial driveways that exist in this area.

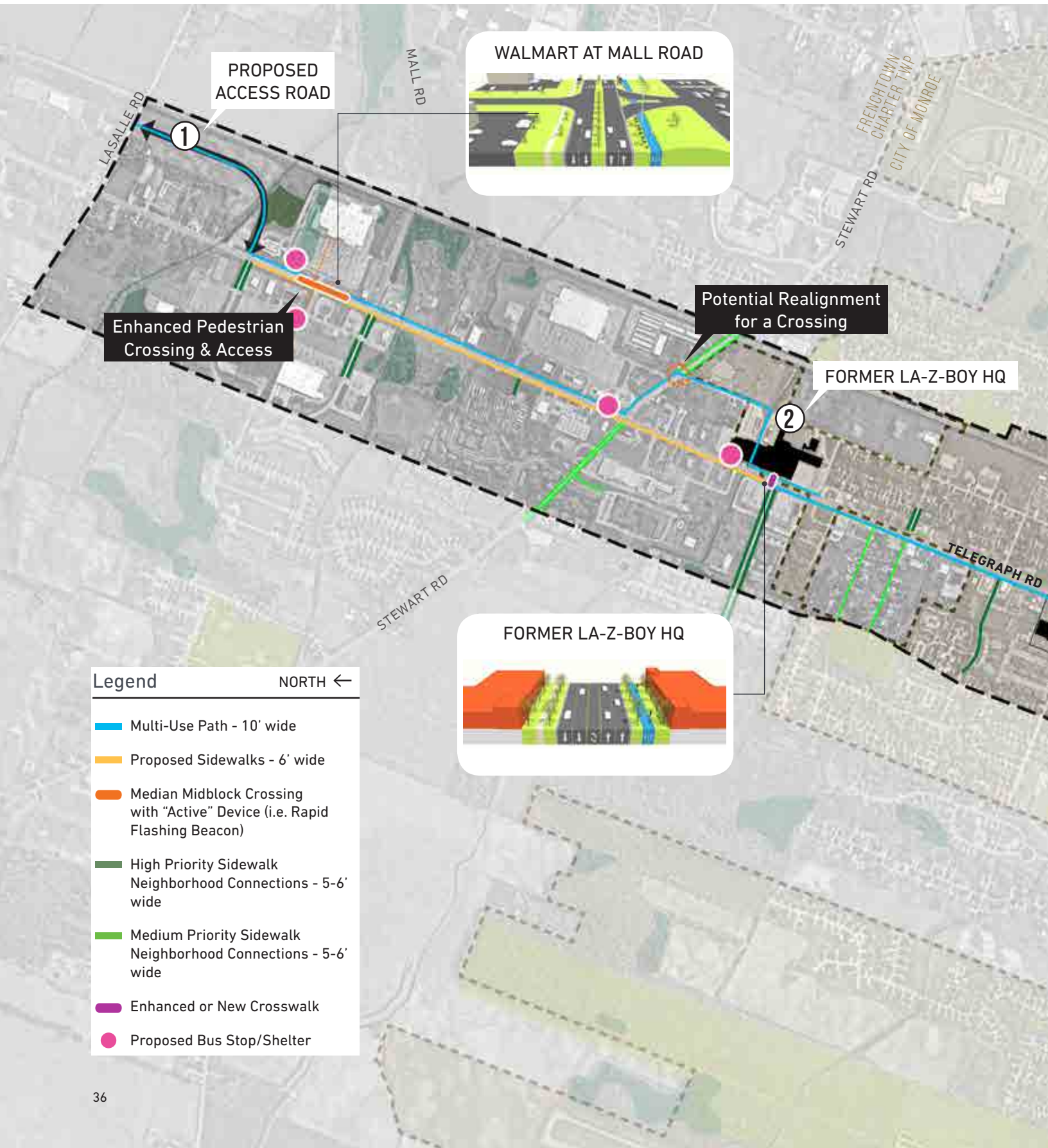
The pathway continues through the future La-Z-Boy redevelopment site and then crosses over to the west side of Telegraph Road by way of an enhanced pedestrian crossing at Holiday Boulevard. Traveling south, the multi-use path remains on the west side of Telegraph Road, connecting to the remaining catalytic sites.

Three **midblock crossings**, designed as part of **landscaped median islands**, are proposed adjacent to Walmart, Mill Race Park, and the Bowl-a-Drome catalytic site. These midblock crossings provide

safer connections for pedestrians in between intersections. **Bus shelters** are also recommended at key activity nodes along Telegraph Road to enhance transit usage.

To support the multi-use path connection along Telegraph Road, **additional sidewalks** are proposed at the northern end of the study area where major retailers are located. The surrounding residential areas were also evaluated to determine medium and high priority sidewalk connections that should be implemented to connect residents to the corridor. Higher priority connections were determined by assessing easier implementation opportunities (i.e. smaller segments of missing sidewalks) and connections to multi-family residential developments where the likelihood of some residents not owning a vehicle is higher and therefore residents have a greater reliance on non-motorized transportation and transit options.

PEDESTRIAN, BICYCLE, AND TRANSIT IMPROVEMENTS



Legend NORTH ←

- Multi-Use Path - 10' wide
- Proposed Sidewalks - 6' wide
- Median Midblock Crossing with "Active" Device (i.e. Rapid Flashing Beacon)
- High Priority Sidewalk Neighborhood Connections - 5-6' wide
- Medium Priority Sidewalk Neighborhood Connections - 5-6' wide
- Enhanced or New Crosswalk
- Proposed Bus Stop/Shelter

NORTEL LANES



MILL RACE PARK



BOWL-A-DROME



NORTEL LANES

NOBLE AVENUE

BOWL-A-DROME

Midblock Crossing

Midblock Crossing

1200 SOUTH TELEGRAPH ROAD

1200 SOUTH TELEGRAPH ROAD



New Pedestrian Crossing

W ELM AVE

W FRONT ST

CITY OF MONROE
MONROE CHARTER
TOWNSHIP

N CUSTER RD

S CUSTER RD

W 7TH ST

DUNBAR RD

STREET CORRIDOR IMPROVEMENT COMPONENTS



Identity and Branding

- Coordinate design treatments in targeted areas along the corridor and expand over time to provide consistent branding
- Banners, planters, lighting, benches, bike racks, etc. can be installed to improve the quality of streetscape along the corridor
- Adds visual interest and can make the corridor more pedestrian-friendly, and contributes to a sense of place



Sidewalks

- Typically 5-8 feet wide
- Some limitations in supporting different recreation/ transportation modes
- Usually separated from vehicular traffic by a curb or narrow tree lawn
- Used to connect residential neighborhoods to commercial corridors



Landscaping & Tree Lawn

- Consistent tree and bush plantings provide an enhanced natural buffer between the adjacent road and parking lots
- Canopy trees are recommended to be medium crown (40-50 feet in height) and should be spaced 40-60 feet apart
- Trees are required by MDOT to be planted at least 10 feet from the curb and 2 feet minimum from the sidewalk



Bus Shelters

- A well designed bus stop shelter can encourage transit usage
- Includes seating, trash receptacles, lighting, and shelters
- Bus stops should be located within a reasonable walking distance (no more than 500 feet) of destinations and crosswalks



Multi-Use or Shared-Use Pathways

- Typically 10-12 feet wide
- Supports different modes of recreation/transportation opportunities (bicycling, walking, etc.)
- Must be located at least 10 feet from the roadway per MDOT standards
- Wider pathways may require right-of-way acquisition or easements in certain sections



Median Islands

- Used to create safer traffic conditions for all users
- Can help beautify a corridor and improve stormwater management
- Located in the center turn lane with minimal interference with existing driveways
- Accommodates pedestrian mid-block crossings if desired to create refuge from traffic

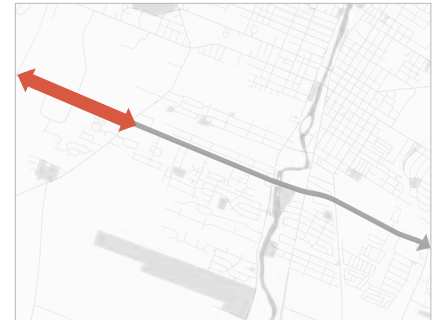
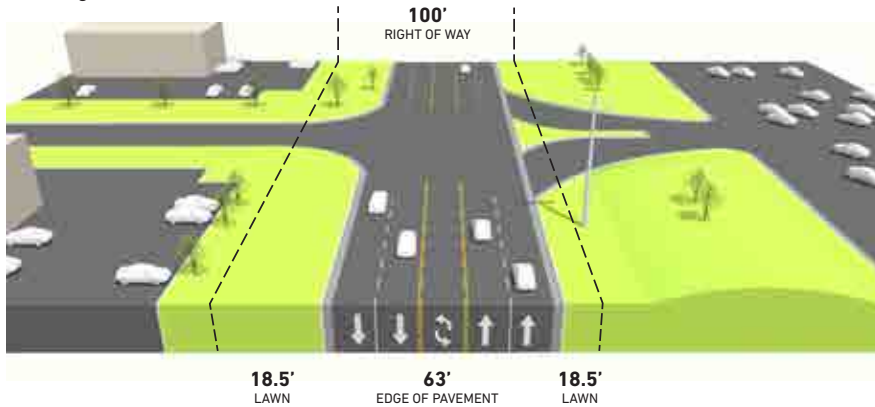


Beacon Signs & Crosswalks

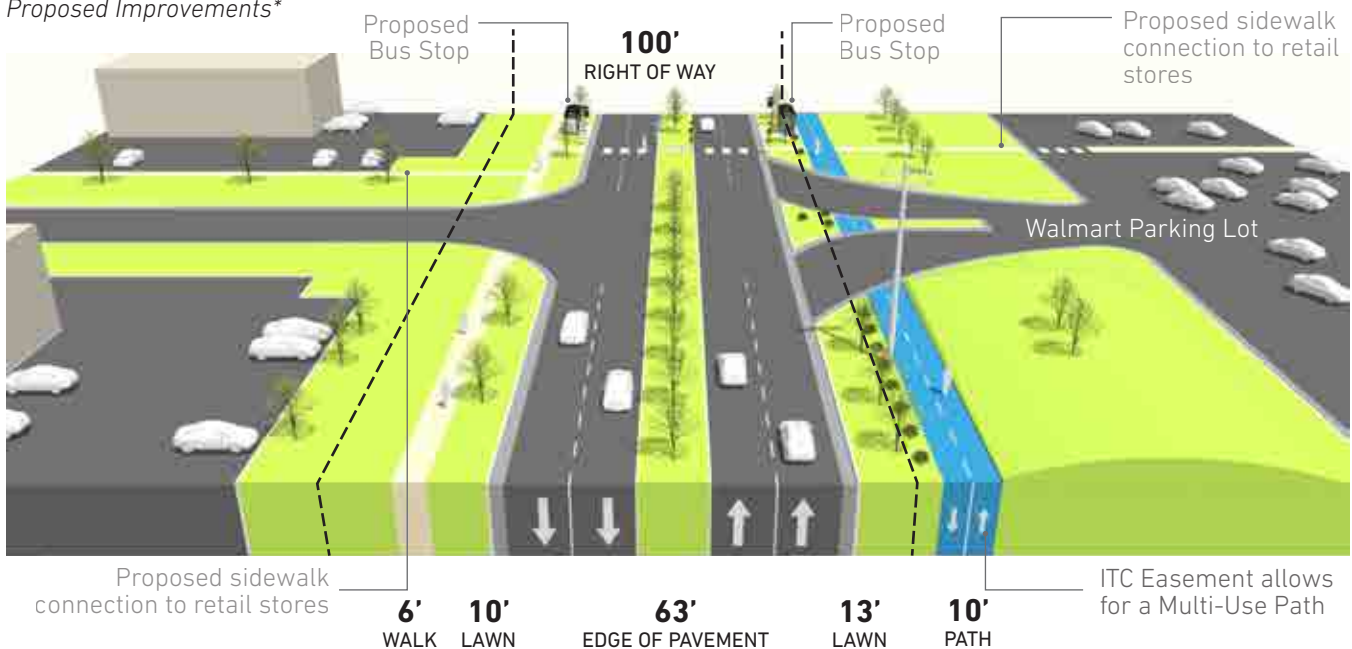
- Implement higher visibility markings at midblocks and intersections, such as continental (ladder) markings that have thicker bars parallel to the direction of vehicular traffic
- Install flashing beacon signs at midblock crossings to alert motorists of pedestrians

SECTION 1 *Walmart at Mall Road*

Existing Conditions



Proposed Improvements*



In recent years, the northern section of the study area has seen an influx of new development, including Walmart and higher end chain restaurants. Improvements, such as pedestrian crossings and the addition of left hand turn lanes, have already been implemented at some of the intersections. However, the long stretch of Telegraph Road between the Mall Roads' intersections makes it difficult to

cross as a pedestrian, particularly due to the lack of sidewalks.

To enhance to overall aesthetics and safety for all users of the road, a longer median island is recommended with a mid block crossing. Sidewalks are proposed to connect shoppers across the corridor and into both commercial retail developments (this would require coordination with the

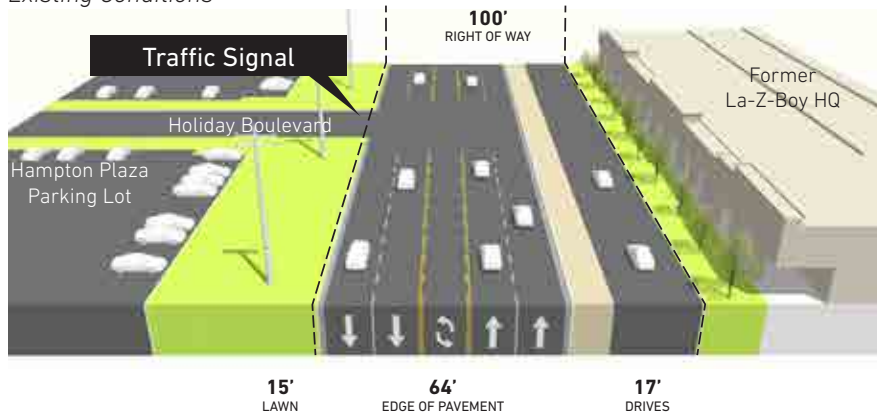
associated property owners). Additionally, a 6-foot wide sidewalk and 10-foot wide multi-use pathway, buffered by trees and low bushes, along Telegraph Road would help increase accessibility to this area.

**Note: Right-of-way needs to be obtained or municipality needs to be granted an easement for non-motorized facilities.*

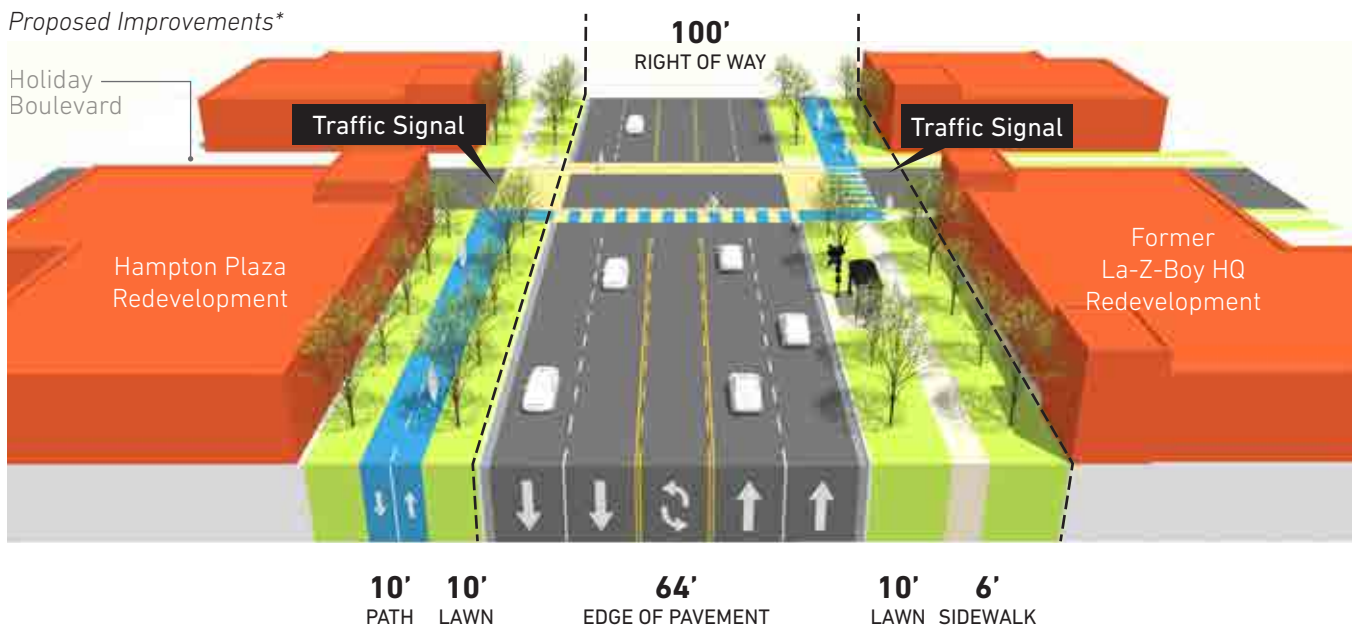
SECTION 2

La-Z-Boy Former HQ

Existing Conditions



Proposed Improvements*



The former La-Z-Boy headquarters site is a focal point of this corridor and subsequently was chosen to highlight corridor enhancements that are necessary to encourage and support redevelopment of the property. These improvements would also serve existing residential neighborhoods to the east and west.

Currently, there are no sidewalks present on either side of the roadway, and although there is a traffic signal at Holiday Boulevard and Telegraph Road, there is no pedestrian crosswalk.

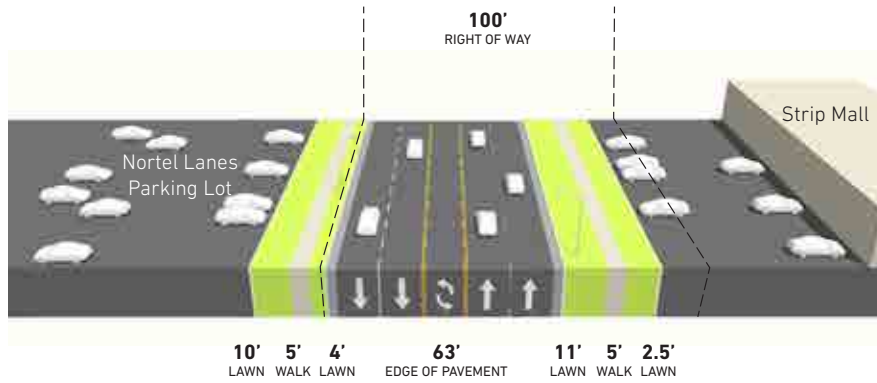
Recommended improvements include the 10-foot multi-use pathway transitioning from east

to west by way of an enhanced pedestrian crosswalk at Holiday Boulevard. Street trees are also proposed to create a green buffer between the roadway and pedestrian environment.

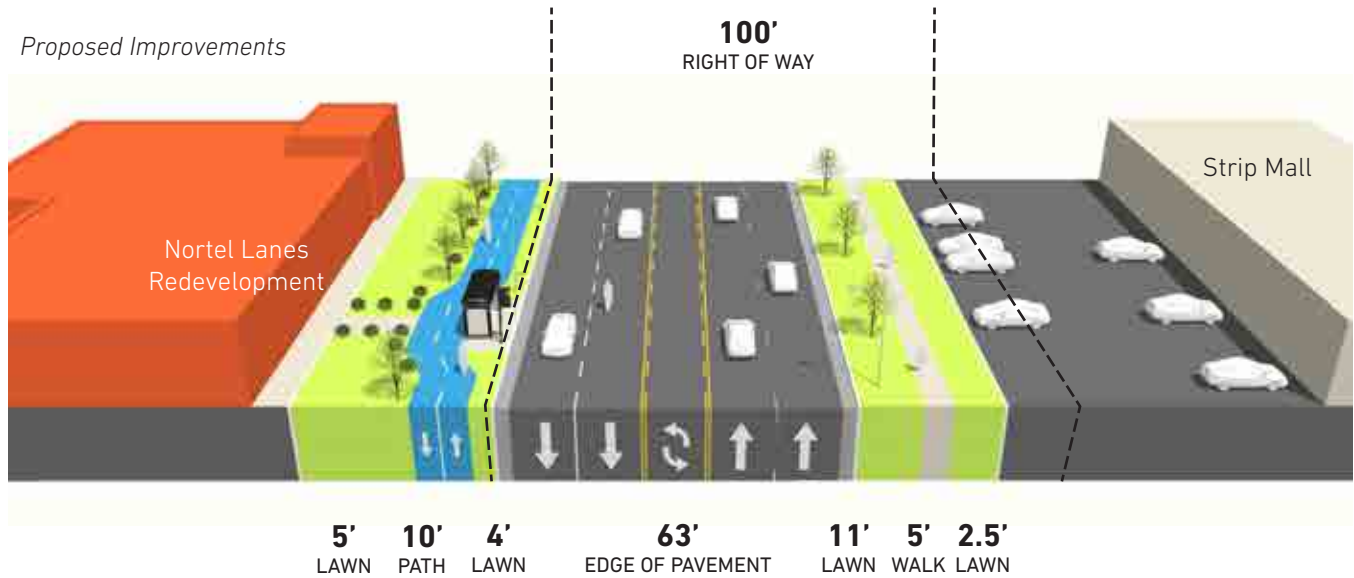
**Note: Right-of-way needs to be obtained or municipality needs to be granted an easement for non-motorized facilities.*

SECTION 3 *Nortel Lanes*

Existing Conditions



Proposed Improvements



The stretch of Telegraph Road that passes the former Nortel Lanes property currently provides 5-foot wide sidewalks on either side of the road. However, on the west side of Telegraph, the sidewalk is only 4 feet from the roadway, creating an uncomfortable pedestrian experience. On the east side of Telegraph Road, pedestrians are faced with frequent driveway crossings.

Recommended improvements include a 10-foot wide multi-use pathway on the west side of the corridor. A limited amount of space between the roadway and parking lots along this section may require the path to be within 10 feet of the road. Street trees and shrubs are recommended to create natural buffering and increase the aesthetic appeal of the corridor.

**Note: Right-of-way needs to be obtained or municipality needs to be granted an easement for non-motorized facilities.*

SECTION 4

Custer Road Connection

Existing Conditions



Proposed Improvements



At River Raisin, a trail begins to the south at Mill Race Park, and another trail passes through Veterans Park, which is part of the regional River Raisin Heritage Trail. The City of Monroe has plans in place for improvements for North Custer Road near the Richards Drive intersection. An existing center median will be removed and North Custer Road will be reduced from three lanes to two lanes in order to install on-road bike lanes.

The proposed Custer connection links the existing trail from Mill Race Park and the proposed multi-use path along Telegraph Road to the regional trail system. A multi-use path is proposed along Custer Drive and will continue along North Custer Road until it crosses the street to link up with the pathway on the south side of the road at Veterans Park. Two enhanced pedestrian crossings on North Custer Road will provide safe

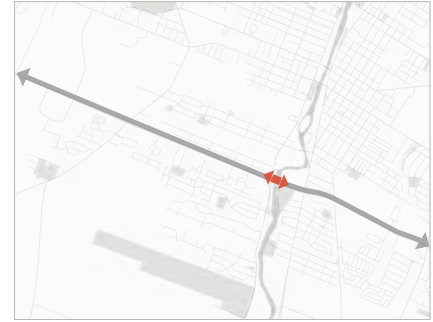
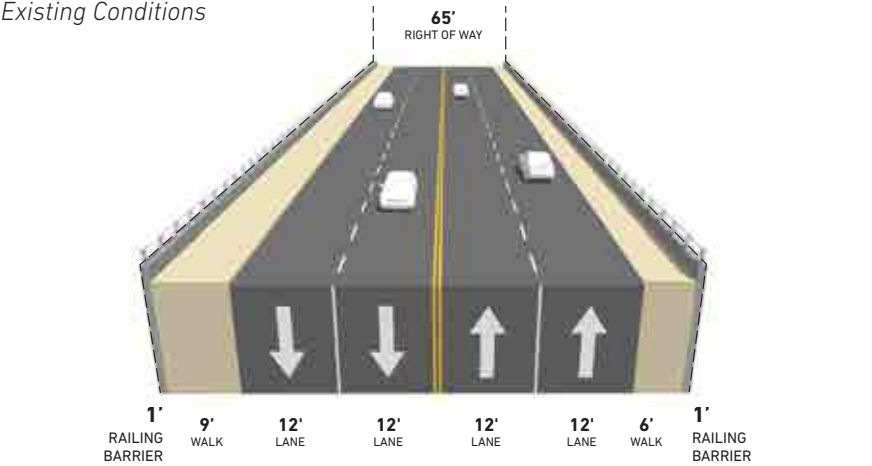
access to Veterans Park. Street trees are also proposed along North Custer Road between the existing sidewalk/multi-use path and the road.

**Note: Green space improvements would require either coordination with the property owner or property acquisition.*

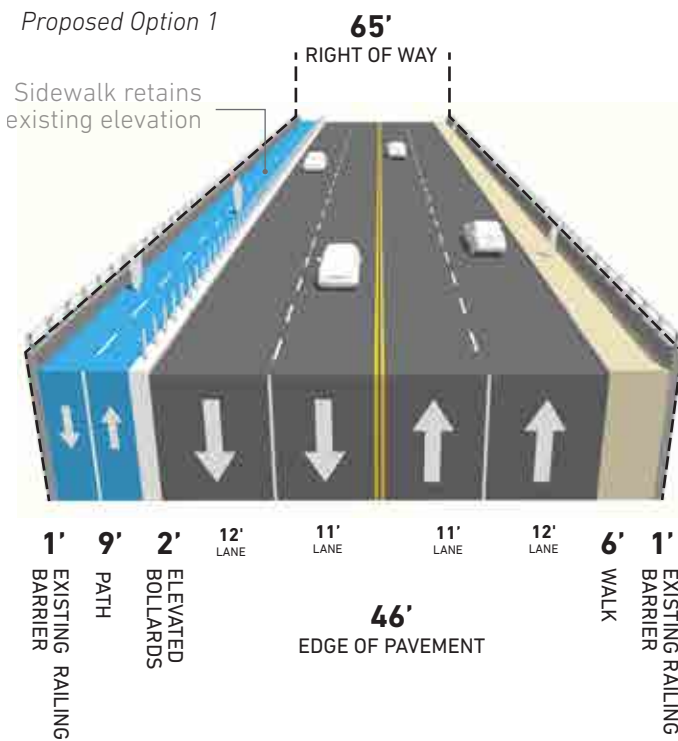
SECTION 5

Matt Urban Memorial Bridge

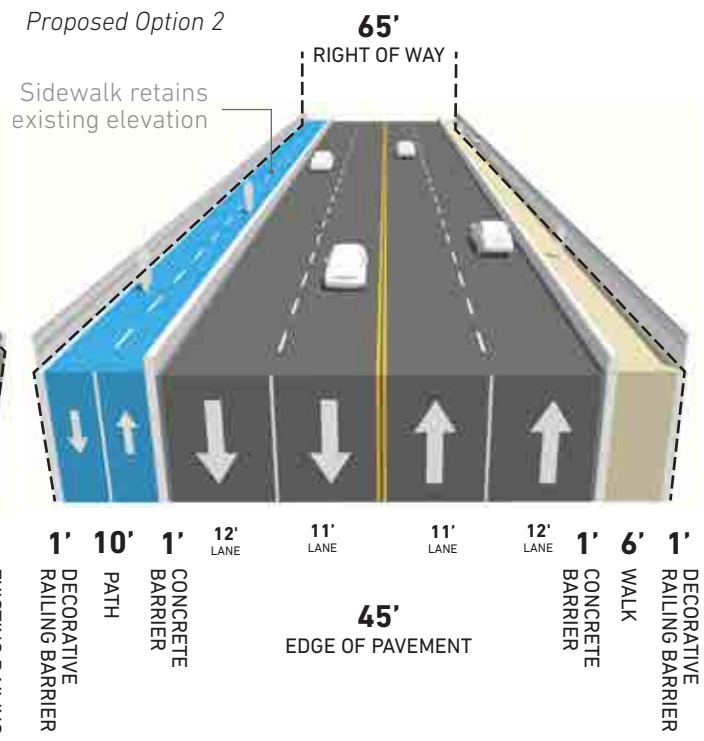
Existing Conditions



Proposed Option 1



Proposed Option 2



Telegraph Road crosses the River Raisin via the Matt Urban Memorial Bridge. The bridge currently consists of two vehicular travel lanes in each direction and elevated sidewalks on either side of the bridge, with a 9-foot wide sidewalk to the west, and a 6-foot wide sidewalk to the east. Pedestrians are currently buffered by railing barriers on both sides of the bridge.

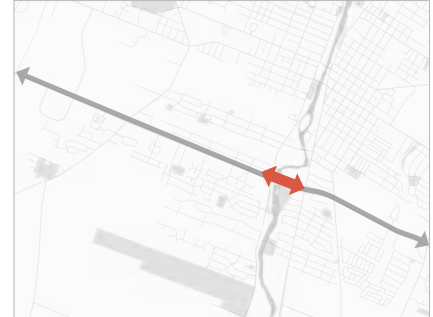
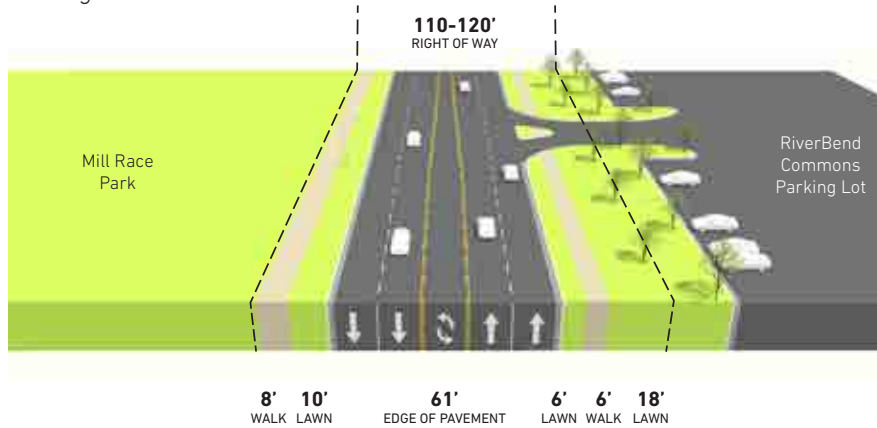
For this section, there are two proposed options, indicating short-term improvements (Option 1) and longer-term improvements (Option 2). Option 1 retains the existing width of the sidewalks, but converts the west side into a multi-use pathway buffered from the road with bollards elevated at the same level as the pathway. Option 2 is recommended when the

bridge is eventually reconstructed. The western side would widen the multi-use path to 10-feet and both sides of the bridge would include new decorative railing barriers and concrete barriers along the roadside. Both options reduce the two center travel lanes from 12 feet to 11 feet wide in order to accommodate pedestrian enhancements.

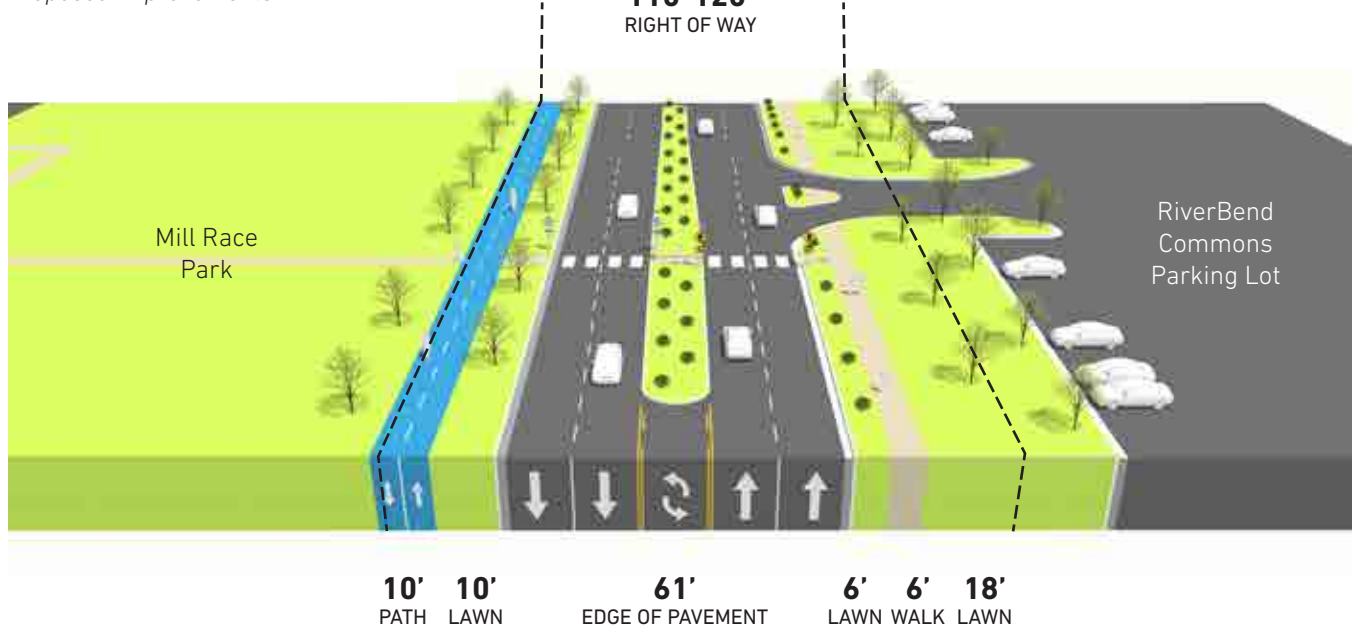
SECTION 6

Mill Race Park

Existing Conditions



Proposed Improvements*



Telegraph Road near Mill Race Park continues the wider sidewalk along the west side from the bridge (8 feet wide) and is buffered from the road by 10 feet of lawn. A 6-foot wide sidewalk exists on the east side of Telegraph, buffered from the road by a 6 foot-wide lawn and enhanced landscaping between the RiverBend Commons parking lot and sidewalk.

The City currently has plans to make improvements to Mill Race

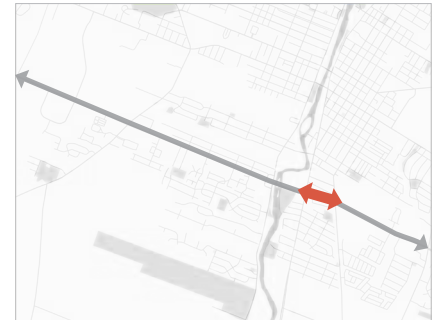
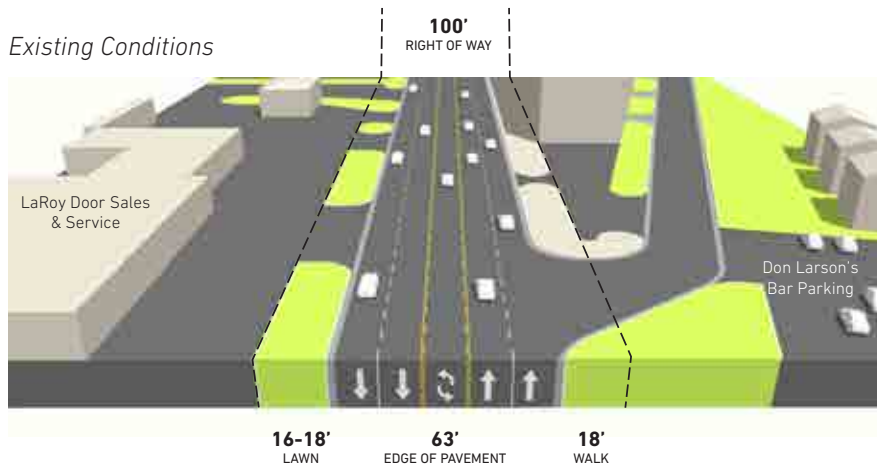
Park, so this section focuses on providing critical pedestrian connections to link the park to the rest of the corridor and surrounding neighborhoods. Recommendations include expanding the existing 8-foot wide sidewalk along the park edge to a 10-foot wide multi-use path. A median is proposed in the center lane that will provide better access management for the RiverBend Commons property and include an enhanced east/west

mid-block pedestrian crossing. Landscaping is also recommended for the median and both lawns adjacent to the roadway.

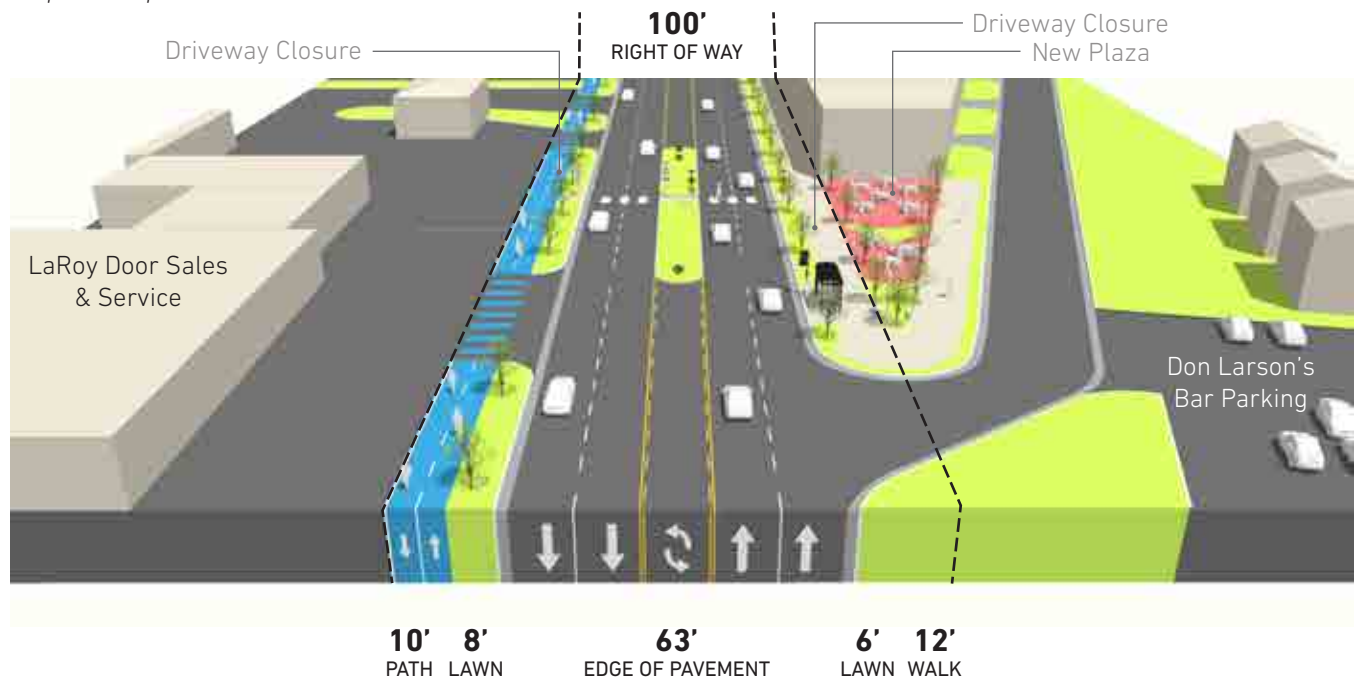
**Note: Right-of-way needs to be obtained or municipality needs to be granted an easement for non-motorized facilities.*

SECTION 7 *Bowl-A-Drome*

Existing Conditions



Proposed Improvements



South Telegraph Road consists of a mix of older historic buildings and suburban retail buildings. Excessive curb cuts for parking lots and a lack of substantial pedestrian facilities make this portion of the corridor especially unwalkable.

A combination of access management, pedestrian amenities and public space enhancements are recommended to make Telegraph

Road more connected and pedestrian-oriented. Two driveway closures are proposed near the Stone Street intersection, at the Duffy Towing lot and at the northern driveway for LaRoy Door Sales & Service.

The lot for Duffy Towing could be closed and transformed into a public plaza and serve as an outdoor extension of potential new

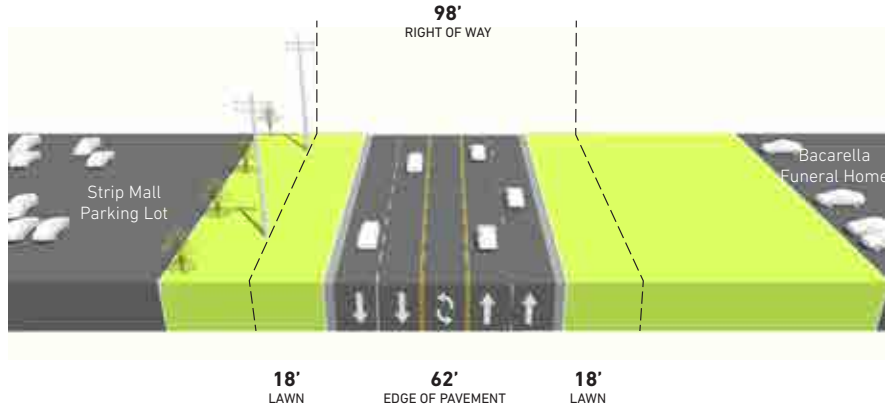
uses for the former Bowl-a-Drome building.

A landscaped median provides an enhanced pedestrian crossing between the proposed 10-foot wide multi-use path on the west side to the plaza. A new transit stop at the corner of the plaza is also proposed as part of the recommended transit improvements along the corridor.

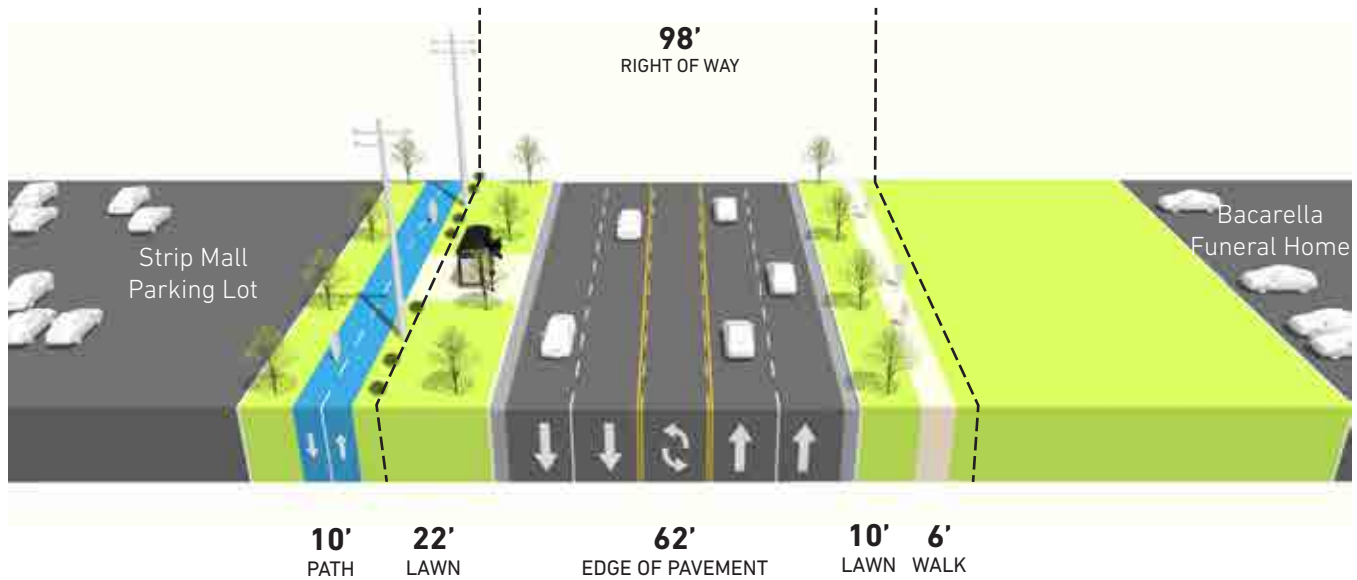
SECTION 8

1200 South Telegraph Road

Existing Conditions



Proposed Improvements*

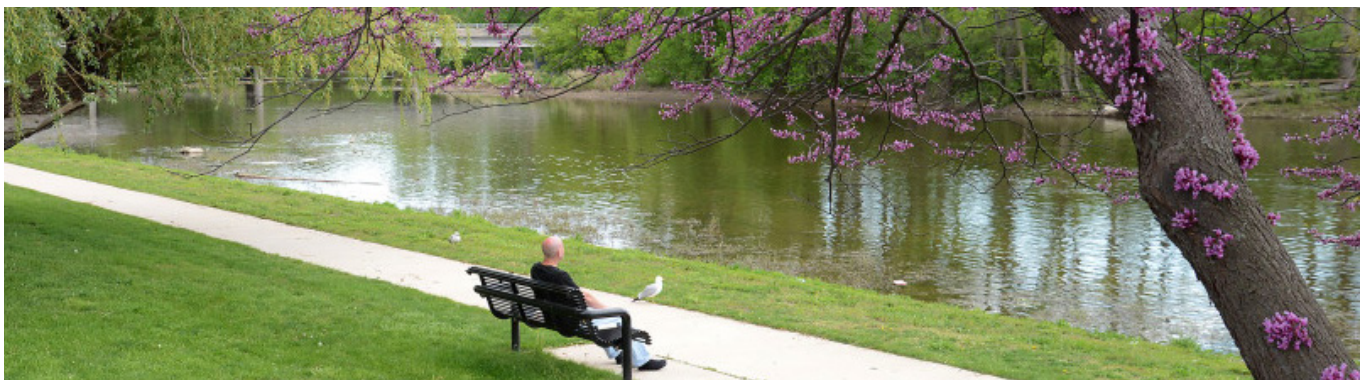
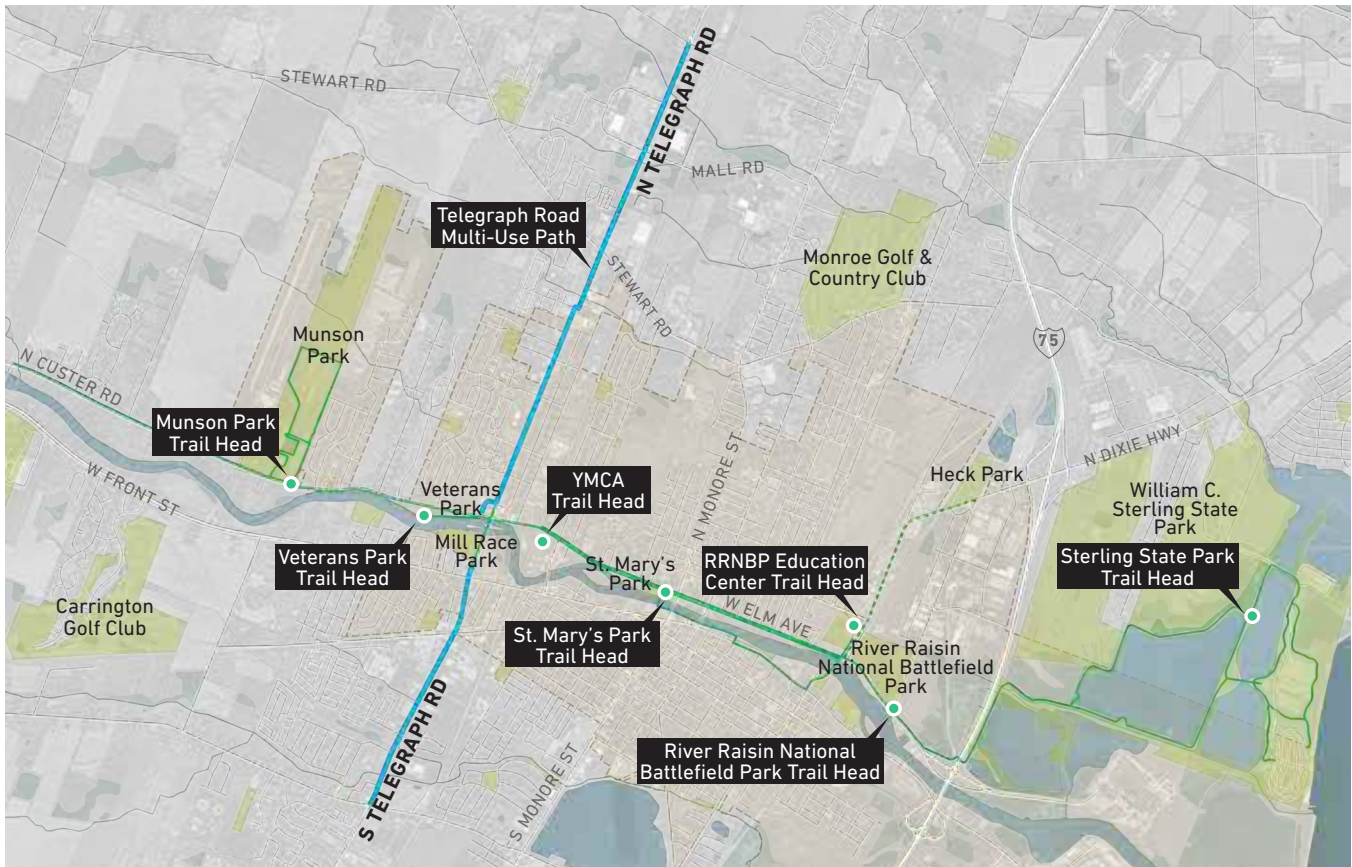


South of 7th Street, the corridor consists predominantly of larger big-box retail or strip malls and industrial buildings set farther back from the road that are often fronted by parking lots. No sidewalks currently exist along this portion of Telegraph Road.

Recommendations for improvements include continuing the 10-foot wide multi-use path on the west side of the corridor and a 6-foot sidewalk on the east side. Street trees and landscaping are proposed on either side of the roadway to serve as natural buffering for the non-motorized facilities.

**Note: Right-of-way needs to be obtained or municipality needs to be granted an easement for non-motorized facilities.*

REGIONAL TRAIL CONNECTIONS



Trail connections, mostly along the north side of the River Raisin, provide critical east/west linkages to several parks in the area, including Munson Park, Veterans Park, the River Raisin National Battlefield Park, and Sterling State Park to the far east.

The proposed multi-use path along Telegraph Road is an opportunity to serve as a significant north/south non-motorized connection to the existing regional trail network. With this multi-use pathway, surrounding residential neighborhoods and commercial nodes will have increased accessibility to recreational amenities.

Legend

- Study Area
- City of Monroe
- Park
- River Raisin Heritage Trail
- Existing Trail Head
- On-Street Bicycle Facility
- Proposed Multi-Use Path

PROPOSED TRANSIT IMPROVEMENTS



Lake Erie Transit services the Monroe metro area and has five bus routes along Telegraph Road. Currently, the bus system does not operate with designated transit stops, but rather relies upon passengers flagging down the bus or requesting to stop where needed along the corridor.

The previously described enhanced non-motorized facilities lay the foundation for an interconnected pedestrian and bicycle network along Telegraph Road. In order to continue expanding accessibility and mobility options in the area, designated enhanced bus stops with benches and shelters are also recommended near the catalytic redevelopment sites and at major shopping and job destinations, like Walmart and Meijer.

Legend

- Study Area
- City of Monroe
- Transfer Station
- #2 - Elm
- #4 - Seventh Street
- #5 - Telegraph
- #8 - North Monroe
- #9 - South Custer
- Proposed Bus Stop

CATALYTIC SITES



PROPOSED
ACCESS ROAD

1

FORMER LA-Z-BOY HQ

2

NORTH ←



NORTEL LANES

NOBLE AVENUE

BOWL-A-DROME

1200 SOUTH TELEGRAPH ROAD

W ELM AVE

W FRONT ST

CITY OF MONROE
MONROE CHARTER
TOWNSHIP

N CUSTER RD

S CUSTER RD / M-50

W 7TH ST

DUNBAR RD

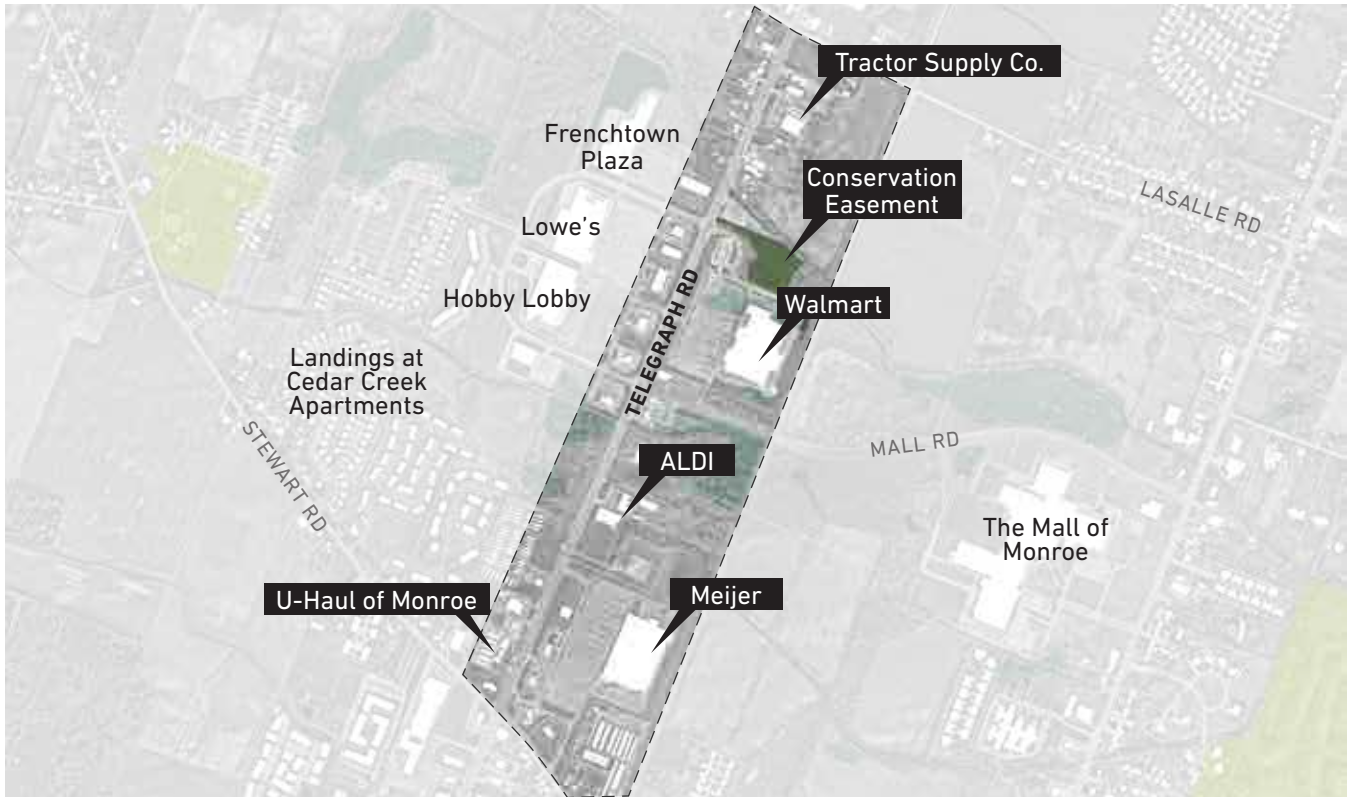
3

4

5

6

CATALYTIC SITE 1 *Proposed North Access Road*



Located in Frenchtown Township, the northern most catalytic site is the area that lies between LaSalle and Stewart Roads. This site was selected to showcase the opportunity to build an access road on the east side between Walmart and Meijer to divert some traffic from Telegraph Road, increase accessibility between properties, and create a new development opportunity.

The proposed access road would connect LaSalle Road to the northern edge of the Walmart property and should be designed to minimally impact the existing conservation easement. The area that lies to the north of the conservation easement could be activated by this access road and be developed into multi-family residential, including townhouses

and apartment complexes. However, based on the site's location, land use adjacencies, and surrounding development patterns, its highest and best use is retail or non-retail commercial businesses. There is a market opportunity and support for attached housing formats, but any new-builds should be allocated to other locations and in places that could better contribute to urban infill and enhance established neighborhoods. The site is large enough to accommodate the needs of future big-box retail formats, such as Home Depot, Menard's, Target, or Home Goods.

Continuing south, existing access between properties could occur by closing the existing Applebee's driveway creating an access drive that connects Applebee's and Walmart to Mall Road.

POTENTIAL RETAIL ANCHORS OF A NEW CENTER (2030-2050)

BIG-BOXES LIKE:

- Sam's Club
- Costco
- Home Depot
- Menard's
- Target
- Home Goods
- At Home
- Best Buy
- ABC Warehouse
- Bed Bath & Beyond
- Dick's Sporting Goods

ALTERNATIVE STRATEGIES:

- New Car Dealership
- Health Care Campus
- Office Campus



The next section of the proposed access road would traverse behind or through existing properties, making this portion of the road more difficult to implement due to potential property ownership issues and/or costs associated with property acquisition. The access road would terminate at the northern edge of Meijer and existing access through the Meijer parking lot would connect shoppers to Stewart Road.

It is recommended that the existing Huber Drive and Meijer driveway along Stewart Road be realigned with one another. The realigned intersection will be approximately 600-700 feet west of the Stewart Road and Telegraph Road signalized intersection. Further study is required to determine right-of-way and property impacts, as well as a signal warrant analysis.

Legend

- Proposed Access Road
- Conservation Easement
- Wetlands
- Existing Access
- Driveway Closure
- Median Expansion
- Potential Realignment

CATALYTIC SITE 2 *Former La-Z-Boy Headquarters*



A Subarea Plan was created in 2018 for the former La-Z-Boy headquarters property which reviewed existing conditions and created multiple site concepts. The developed portion, between Telegraph Road and Huber Drive, includes 240,000 square feet of now empty warehouse, factory, and office space. The site includes historic structures, furniture showrooms, silos, and a channelized stream that runs under the main building.

Although the size of the La-Z-Boy site, about 25 acres, could accommodate a big-box retail format, the market study recommends that it be reserved for a higher and better use, and specifically as a mixed-use, pedestrian scale development.

The first redevelopment concept envisions a retail spine along Telegraph Road that fronts a multi-use path with street trees and pedestrian amenities. Shared parking is provided behind buildings and a new park moves through the entire development connecting proposed residential with Telegraph Road. Residential housing of various densities is included throughout the remainder of the site.

Similar to the first redevelopment concept, the second concept envisions a walkable retail spine along Telegraph Road and a central park space that connects the entire site. Unlike the first concept, the second concept accommodates a large office user through a build-to-suit office campus.

MARKETABILITY & POTENTIAL USES

Lifestyle Anchors:

- Westborn Market
- Kirkland's
- Guitar Center
- Party City
- Sephora Studio
- Men's Wearhouse
- Gap, Old Navy outlets
- Eddie Bauer

Supporting Uses:

- Townhomes
- Lofts
- Single-Family
- Neighborhood Scale Retail
- Office Build-to-Suit Campus

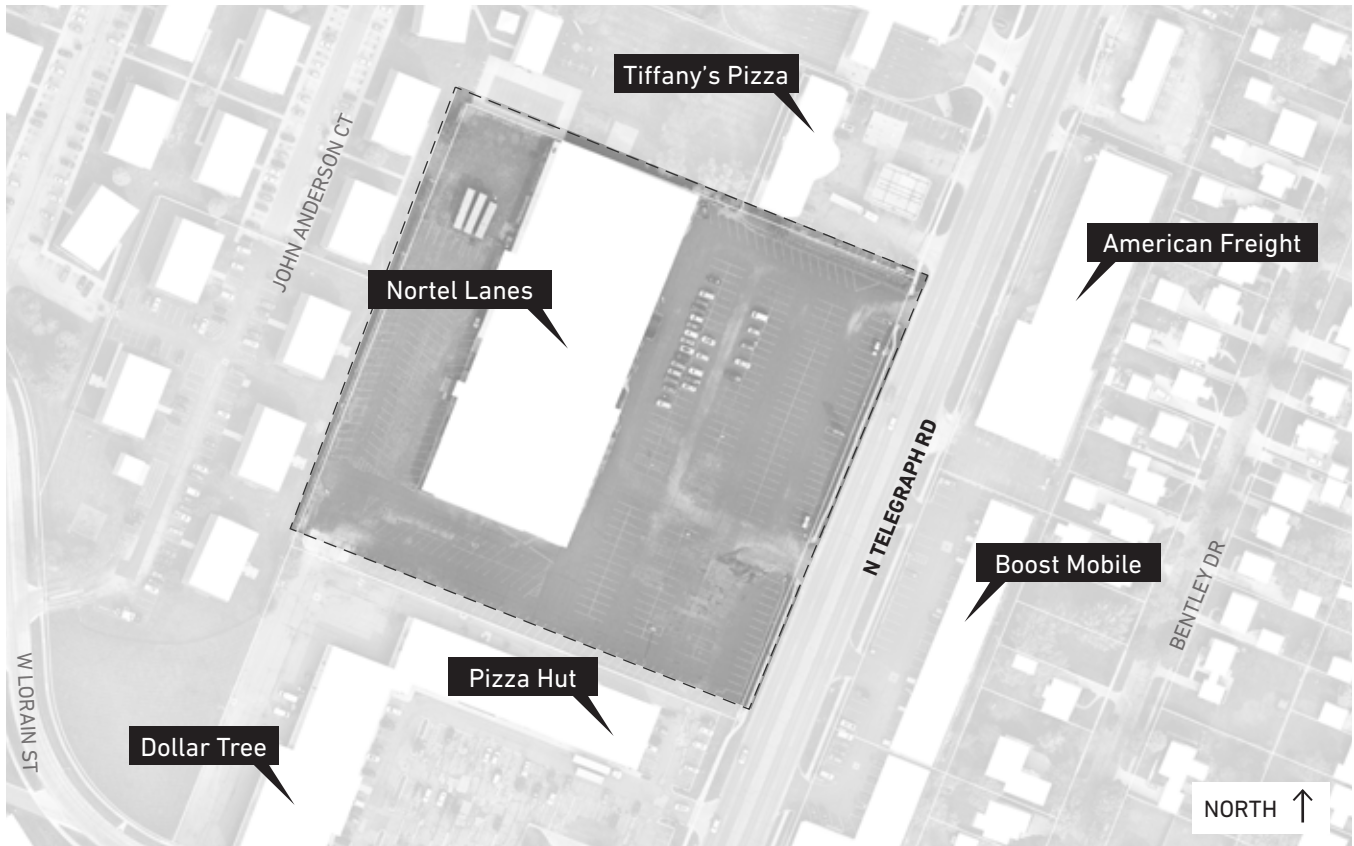
Concept 1 Site Plan



Concept 2 Site Plan



CATALYTIC SITE 3 *Nortel Lanes*



In December 2018, a fire broke out destroying Nortel Lanes, a popular local bowling alley. Now vacant, the larger site has significant redevelopment potential due to its central and prominent location along the corridor.

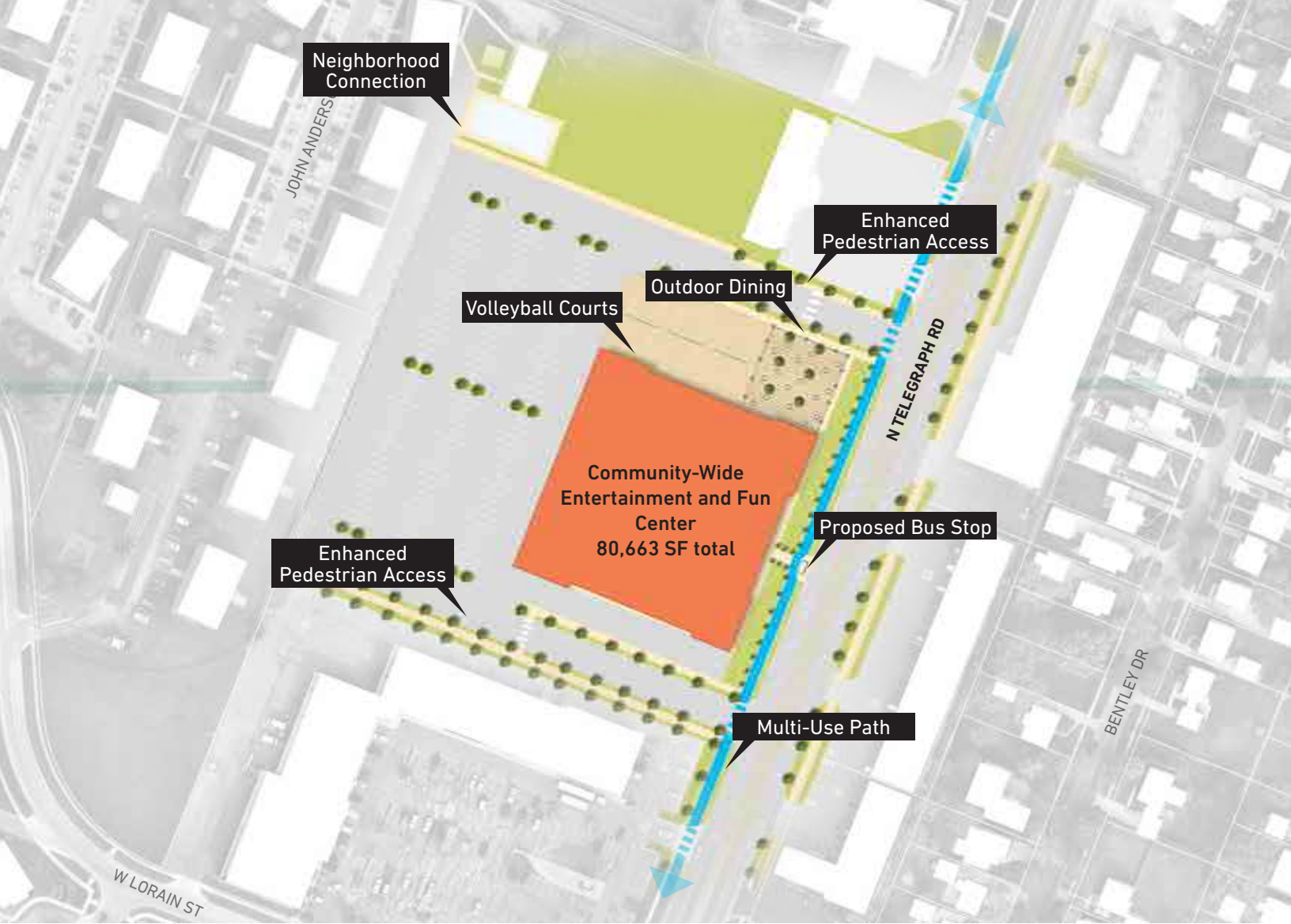
The City of Monroe can fill a niche opportunity to become a destination for small events hosted by companies, agencies, and private households seeking special event space. The former Nortel Lanes site is an ideal location for a new facility as its larger size lends some flexibility in design and parking with ample space for the programming of indoor and outdoor venues.

The ideal venue will include an indoor entertainment center of approximately 80,000 square feet

of space and a range of venues that appeals to mature audiences and patrons of diverse backgrounds. Marketing of the center's amenities should be targeted primarily at adults, including office employees, corporations, singles, and couples. The "Community-Wide Entertainment and Fun Center" should be designed and marketed as an adult venue first; a family venue second; and a children's venue last.

The proposed site pushes the building footprint closer to Telegraph Road, with vehicular access designed to move traffic towards the back of the site. Outdoor volleyball courts (or other outdoor entertainment) and dining could be oriented to be visible to potential users along Telegraph.

The multi-use pathway connects pedestrians and bicyclists to the site and internal sidewalks and crosswalks provide safe pedestrian access to the site. Finally, a sidewalk is proposed along the northern edge of the property to connect to the adjacent residential neighborhood.



FOUR SEASONS ENTERTAINMENT CENTER

ADULTS - INDOORS

- Gourmet Pizzas, Grill
- Martini Bar
- Micro-brewery
- Billiards Hall of Fame
- Bocce Ball / Fowling Lanes
- Large Screen TVs

FAMILIES - INDOORS

- Bowling Lanes
- Simulation Arcade
- Beginner's Bounce
- Childcare Services
- Snack Station, Vending

ADULTS - OUTDOORS

- Patio extension of bar & grill
- Volleyball Courts
- Horseshoe Courts
- Bonfires, Flame Towers
- Adult Patio Swings
- Checkerboard
- Shuffleboard

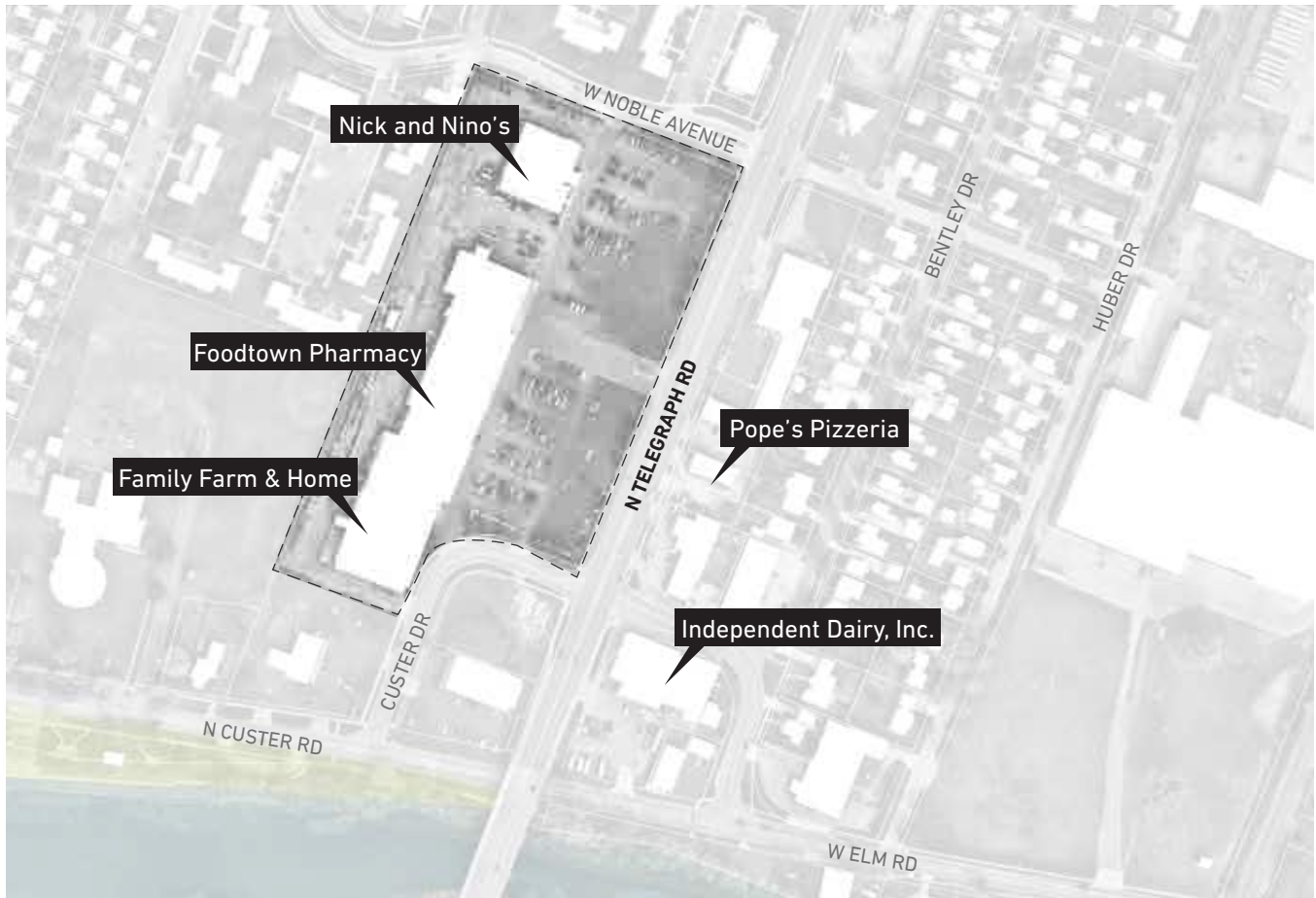
FAMILIES - OUTDOORS

- Bicycle Paths
- Family Fitness Stations
- Gated Playground

BY RESERVATION ONLY

- Event Planning Services
- Catering Services
- Commercial Kitchen
- Several Party Rooms
- Children's Bounce House

CATALYTIC SITE 4 *Noble Avenue*



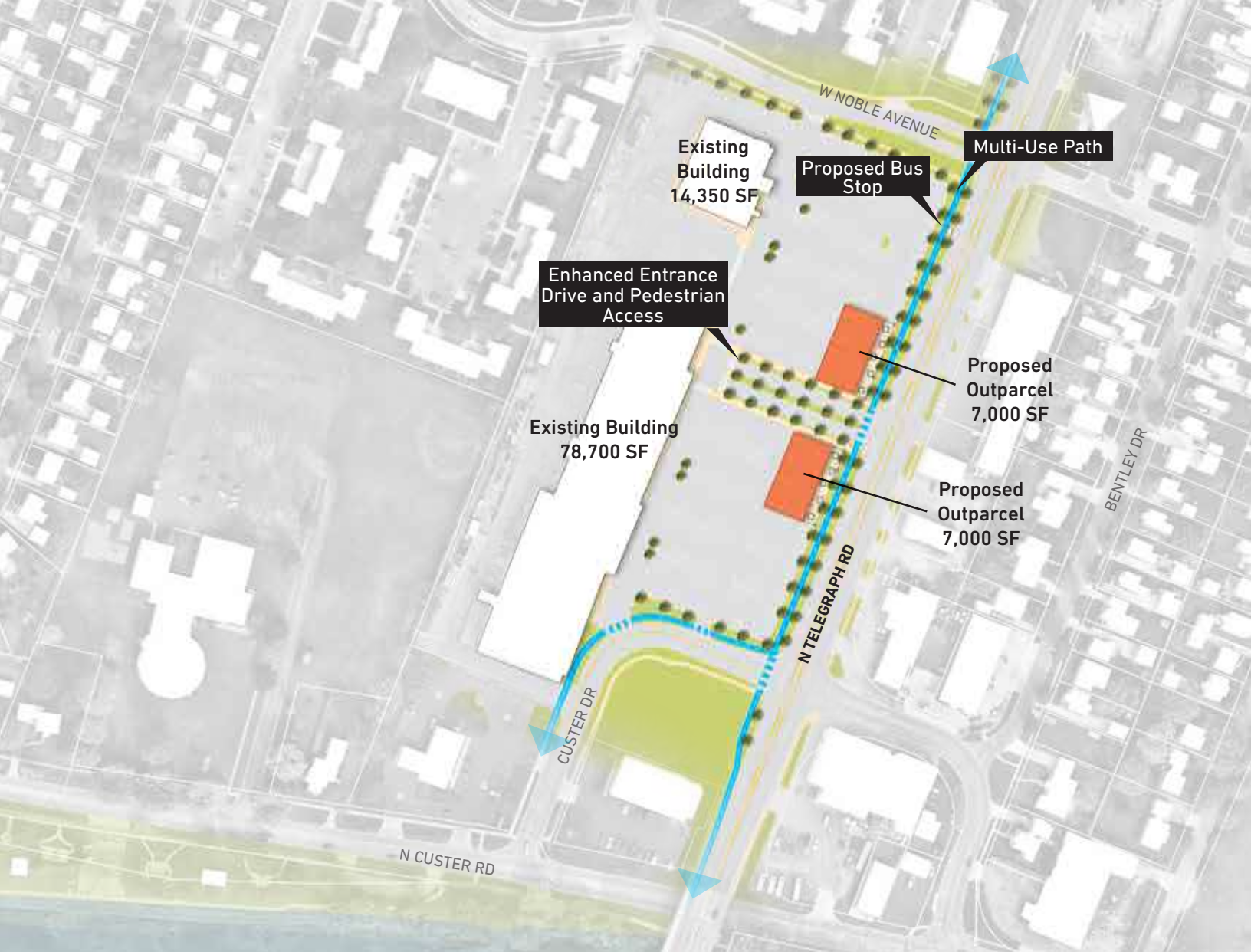
With its adjacency near Veterans Park and trails along the River Raisin, the Noble Avenue site is perfectly situated to be a catalyst for pedestrian-oriented infill development.

The existing site is a multi-use auto-oriented strip center that includes casual dining, retail shopping, and a pharmacy. There are a few vacancies in the strip center, likely due in part to the deep setbacks of the buildings resulting in a lack of visibility to motorists along Telegraph Road. Parking is ample on the site which allows space for future smaller infill buildings.

Recommendations for Noble Avenue utilize the existing site, but propose streetscape improvements, such as the inclusion of the 10 foot-wide multi-use path, street trees, and sidewalk infrastructure internal to the site. Two new buildings of approximately 7,000 square feet are oriented north and south of the main entrance to the development. The buildings have smaller setbacks and are directly adjacent to the proposed multi-use pathway, drawing attention to the entire development. Outdoor dining is proposed to front the multi-use pathway and could be a welcomed addition to the corridor.

MARKETABILITY & POTENTIAL USES

- Fast Food Casual Dining
- Bar and Grill
- Outdoor Dining Space
- Coffee Shop



CATALYTIC SITE 5 *Bowl-a-Drome*



The Bowl-a-Drome building, a two-story historic building with a zero-foot front setback, is a rare and unique occurrence along Telegraph Road. The building is currently underutilized and is occupied by Duffy Towing and Auto Service Center. The proprietor has indicated a willingness to consider strategies for preserving and restoring the structure, and would even consider relocating the service station. If this strategy is successful, then the adjacent car lot could also be used.

The building's location and attributes make it an ideal setting for a variety of unique establishments, including a micro brewery, a community theater, and urban lofts located above retail.

The concept proposes to retain the existing building on the site and provide streetscape and pedestrian enhancements. The multi-use pathway is located on the western side of Telegraph Road so a landscaped median island with a midblock crossing is recommended to safely cross pedestrians. A public plaza with outdoor dining could serve as an attractive and functional focal point of the development. A bus stop shelter with enhanced amenities is proposed near the corner of Stone Street and Telegraph Road. Parking could be provided on the northern portion of the site (this may require a shared agreement with Midas).

The project is not without its challenges. A new location will need to be found for the service station and the building would need to be remediated of any structural challenges. Additionally, special funding tools may be necessary to finance improvements to the building which may need to be offset by sufficient rent payment of new tenants.

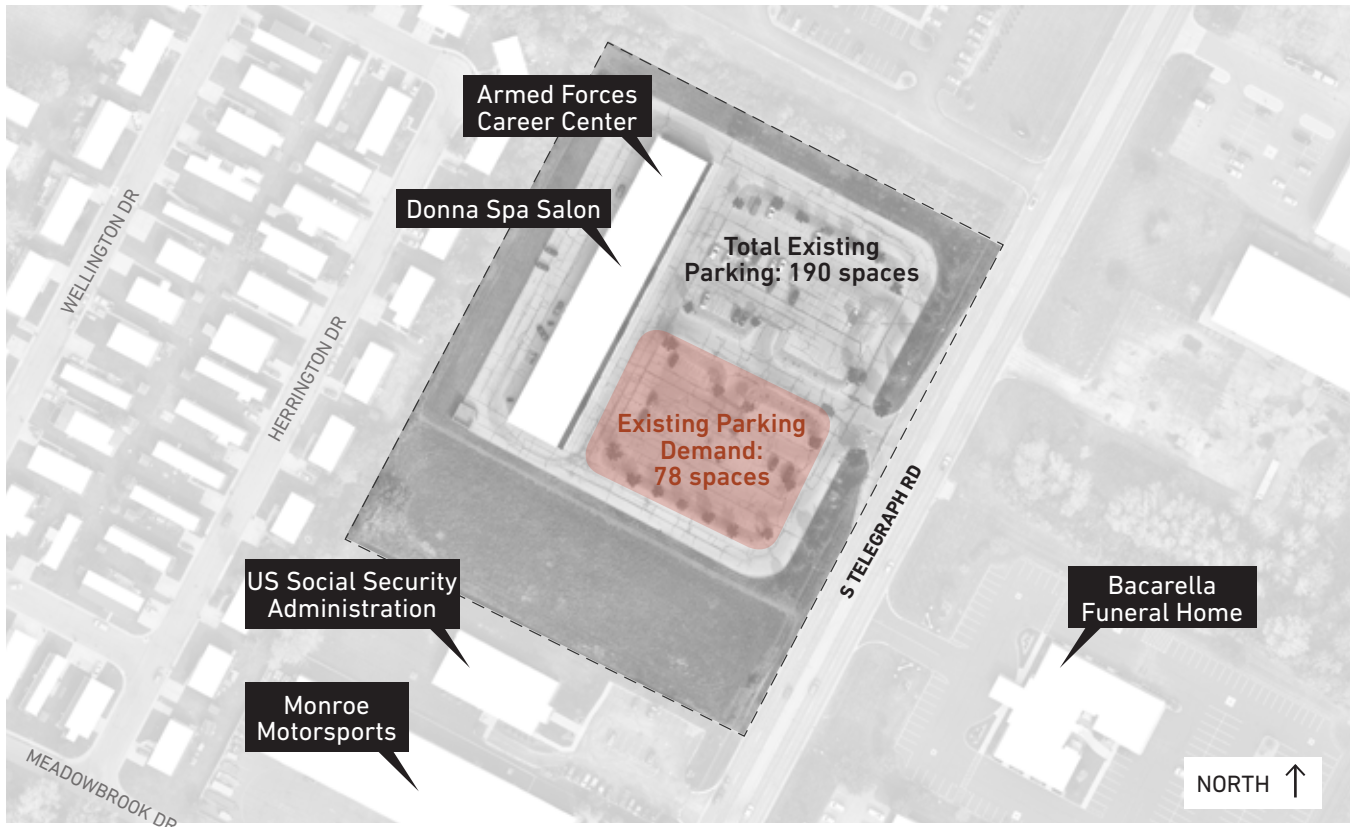


PROSPECTIVE TENANTS

- Micro-brewery, Brewpub or Bar & Grill
- Night Club and Dance Hall
- Special Event Center
- Community Theater
- Artisan Studios and Galleries
- Urban Lofts above Retail Tenants
- Children's Museum/Science Center



CATALYTIC SITE 6 *1200 South Telegraph Road*



Located within Monroe Township, 1200 South Telegraph Road is primarily an underutilized retail site with a vast parking lot of approximately 190 spaces. The existing parking demand for the uses in the retail center is approximately 78 parking spaces, which leaves over half of the parking lot empty. With this in mind, a store expansion is possible that could help activate this site.

There is one important retail category missing from the southern half of the market. Namely, residents do not have a local hardware store, such as Ace Hardware. An ACO Hardware store was recently located along Dixie Highway, but it was purchased by Ace Hardware and subsequently closed in 2014. The existing

shopping center located at 1200 South Telegraph Road could be an ideal location for a new store, and especially if the center can be modified to accommodate a new anchor – attached or detached. If Ace is not interested, then alternatives could include True Value Hardware, Do-It Center, or Sears’ newest small store prototype (Home & Life). If one of these stores is added to the market, then it could also generate support for a few niche spin-off businesses in complementary retail categories.

The proposed hardware store expansion adds 12,000 square feet to the nearly 20,000 square foot existing building on the site. In order to enhance the overall pedestrian experience, the proposed multi-use path along

Telegraph Road is connected to the retail center by sidewalks running parallel alongside the entrance drive to the property. Crosswalks then provide safe access to building entrances.



POTENTIAL USES

ONE HARDWARE STORE LIKE:

- Ace Hardware
- True Value Hardware
- Do-It Center
- Sears Home & Life
- Pep Boys Auto Parts

COMPLEMENTARY BUSINESSES:
Sheds, Gazebos, Windows/Doors, Roofing, Siding, Decks, Electricians, Plumbers, Patios, Grills/Smokers, Landscape/Garden Supply, Greenhouse, Flooring, Window Treatments, Monuments, Granite Restoration, Small Engine Repair

OTHER POSSIBLE TENANTS

- Anytime Fitness/Plant Fitness
- Play it Again Sports
- Citi Trends
- Plato's Closet
- FedEx Office Center
- Mailboxes, etc.

07

IMPLEMENTATION

The following section details realistic and approachable implementation strategies to transform Telegraph Road. All three communities will need to work closely together and with the private development community to create a consistently designed regional destination that is pedestrian, bicycle, and transit-friendly. Initial implementation steps include adopting a zoning overlay for the entirety of the corridor to design and accommodate new walkable development. The creation of a Corridor Improvement Authority will provide an organized methodology for the communities to collaborate and implement consistent streetscape improvements, identify funding, and develop a marketing strategy.



ZONING OVERLAY RECOMMENDATIONS

A corridor-wide zoning overlay district will help create an environment that maximizes pedestrian-oriented development opportunities. This section provides key examples and regulations that should be considered when creating a zoning overlay district for Telegraph Road. The overlay could be sectioned into multiple subdistricts based on existing and future land use contexts, however the subdistricts should all still promote pedestrian-scaled development and enhance walkability.

01 | Signage

Beyond general aesthetics and impact to community character, signage has a significant influence on the safety of the roadway. Regulations that dictate the placement and design of signs can keep signs from distracting and interfering with traffic and other users of the road. Stricter and carefully crafted regulations should be created for Telegraph Road for the number, size, and types of signs as well as the general materiality and design of those signs. Below are a couple of case studies that could be helpful in developing a signage ordinance for the corridor.

- The City of Novi, MI signage ordinance contains detailed regulations - some examples are listed below that could be considered along Telegraph Road:
 - Limit ground signs to 6 feet in height with a maximum of 100 square feet (only 30 square feet is permitted for fueling stations)
 - A separate off-premise sign zone is created for billboards which cannot be placed closer than 1,200 feet to each other along 1-96 or 5,000 feet along M-5.



Much of the existing signage along Telegraph Road is cluttered and oversized which leads to visual inconsistencies that can be overwhelming and confusing to travelers along the corridor.



In these examples, multi-tenant signs are smaller and contemporary. Logos are restricted to only lettering, allowing the sign to be more harmonious in design.

- Montgomery County, PA created a Model Sign Ordinance in 2014 to provide guidance to local communities with creating regulations. The document provides a comprehensive overview of different sign types (their purpose, general description, and issues associated with those sign types), describes how zoning can regulate signs and where some signs may not

be appropriate based on their size and scale, details how sign regulations can be administered and enforced, and finally provides a model sign ordinance that local communities can adopt. While state sign regulations may vary, this is a good resource to tap into for revisiting signage standards.

ZONING OVERLAY RECOMMENDATIONS

02 | Access Management

Currently, the City of Monroe and Monroe Township have access management standards in their Zoning Ordinances (Frenchtown Township does not appear to have any). These standards could be expanded upon to help ensure a safer and consistently designed corridor. The 2005 Access Management Study that was completed for Telegraph Road contained a model Access Management Overlay Zoning Ordinance in the appendix that is a good starting point for incorporating some regulations. Overall, this section of the overlay should incorporate the following:

- Provide for adequate sight distance.
- Limit the total number of driveways per site.
- Encourage, and in some cases require, shared driveways especially where driveways could interfere with traffic operations, along roadways with congestion or where there are numerous poorly spaced driveways on the opposite side of the roadway.
- Where a site is adjacent to undeveloped property, the site should be designed to accommodate a future parking lot connection.
- Commercial driveway spacing and design standards.
- Pedestrian and bicycle considerations such as requiring no abrupt changes in cross slopes across driveways.

03 | Uses Permitted

The overlay may also need to permit some additional uses along the corridor to allow for proposed



Shared driveway access and minimal curb cuts along Grand River in Genoa Township increases safety, traffic flow, and the overall appearance of the corridor.



A zoning overlay can create opportunities for a mix of uses that would not otherwise be permitted within existing regulations.

uses that are marketable within the catalytic sites, in particular for:

- Catalytic Site #1: Proposed Access Road - Located in Frenchtown Township, the northern portion of this site is zoned Light Manufacturing where there is potential for future redevelopment. The overlay should include retail, offices, attached housing, and multi-family as permitted uses.

- Catalytic Site #2: Former La-Z-Boy Headquarters - While retail is a permitted use in this section of the corridor, there are varying densities of housing that should be included within the overlay, such as townhomes, single-family detached, and mixed use buildings with housing located above the first floor.

ZONING OVERLAY RECOMMENDATIONS

04 | Building Placement

Telegraph Road's built environment is primarily auto-oriented where many of the buildings along the corridor are set significantly far back from the right-of-way and generally do not contain pedestrian facilities on site. Building placement and orientation can be addressed in a zoning overlay ordinance. Buildings should be oriented to emphasize a continuous street wall where possible and provide greater pedestrian access and circulation. This section of the overlay could include standards that address the following:

- Stricter front yard setback standards and maximum front yard setbacks to encourage a more pedestrian-oriented environment.
- The building façade can be required to occupy a minimum percentage of the total frontage length of the building.
- Require aesthetic and pedestrian amenities between the building and lot lines, such as landscaping and benches for seating.
- Buildings should be oriented so that at least one main entrance faces the public street.



Building orientation and placement is impactful on the overall pedestrian realm and experience. Where possible, buildings should be placed closer to the street.



Limiting parking to the side and rear yards could help transform the Telegraph Road corridor.

05 | Parking

Parking has a significant influence on the overall appearance and accessibility of the built environment. Altering parking requirements and design standards could lead to transformative changes along the corridor. Some standards that could be adopted include:

- Limit parking to the side and rear yards where appropriate and/or limit parking through front yard setbacks.
- Institute a maximum ratio of parking spaces on site.
- Permit parking reductions, especially for sites that make additional design provisions to accommodate pedestrians/bicyclists.
- Allow for shared parking between adjacent sites or mixed-use developments on the same site.
- Require pedestrian crosswalks and sidewalks within parking areas of more than 25 parking spaces.
- Require bicycle parking on site (i.e. one bicycle space is required for every ten parking spaces).

ZONING OVERLAY RECOMMENDATIONS

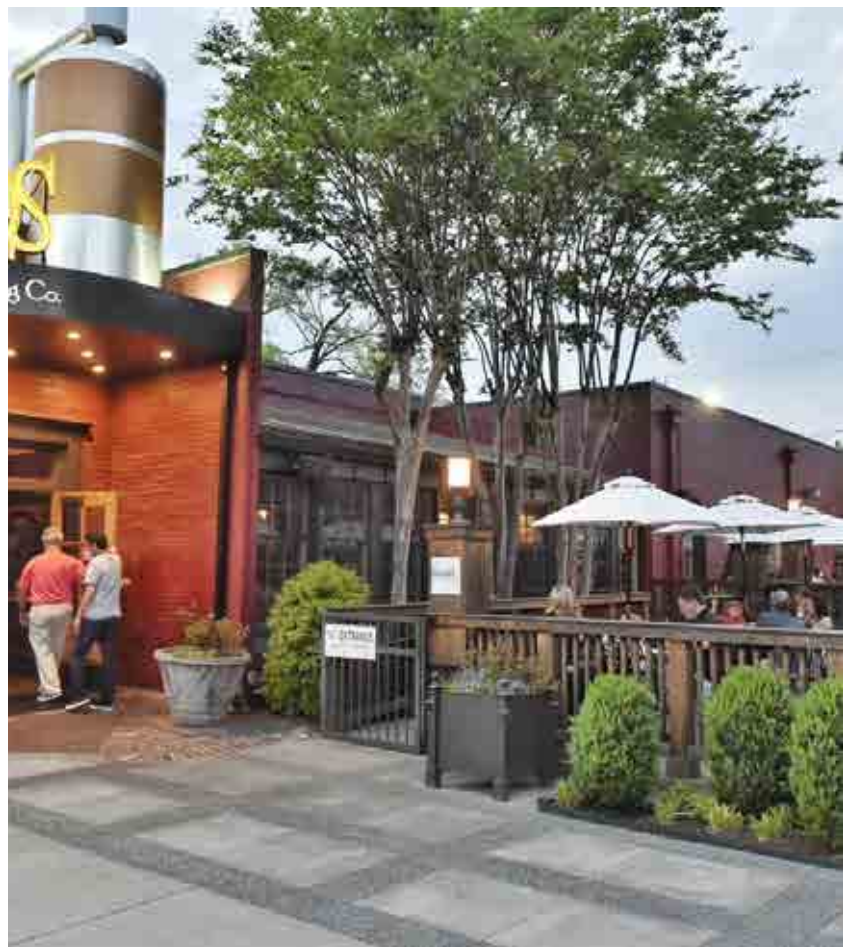
06 | Landscaping and Streetscaping

One of the major goals along Telegraph Road is to increase the tree canopy and build a more visually appealing natural environment that will serve as a consistent buffer along the corridor. Landscaping within the overlay should generally address the following:

- Require developers to contribute to streetscape improvements outside of the street curb along the lot frontage, including sidewalks, landscaping, and street trees.
- Landscaping along the street should include uniformly planted canopy trees.
- Allow for sidewalk cafés on or adjacent to sidewalks to encourage more interaction between the public and private street realm experience.
- Plant native vegetation of bushes and flowers along foundation walls and fences.



Amenity outdoor space with plentiful and lush landscaping creates an inviting and pleasant experience.



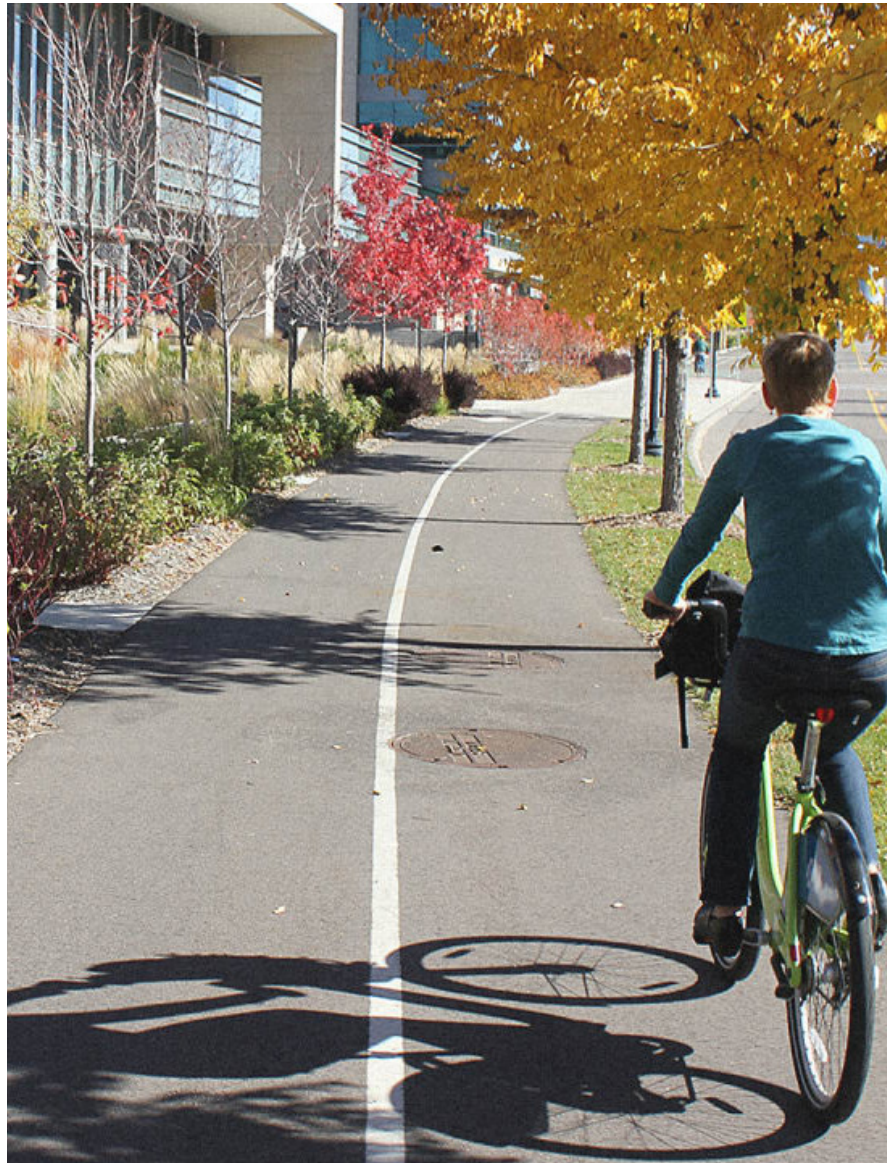
Outdoor sidewalk cafes would be a welcomed addition along Telegraph Road.

CORRIDOR IMPROVEMENT AUTHORITY

Similar to a Downtown Development Authority (DDA), a Corridor Improvement Authority (CIA) permits the usage of tax increment financing to implement capital improvements within a commercial district or corridor. Michigan legislation from 2005 authorizes cities, villages, and townships to create Corridor Improvement Authorities to help with redevelopment efforts by allowing communities to use tax dollars from different sources for economic development.

As part of the CIA, the participating communities can plan and coordinate development and pay for improvements through a TIF (Tax Increment Financing). However, some complications can arise from creating a TIF, as this also requires the approval of all taxing jurisdictions, including counties and schools. Coordination will be key to ensure that local schools and the county is involved with the CIA process and decisions. The Telegraph Road corridor is eligible to become a CIA as the district is required to be adjacent to an arterial or collector road, contain commercial properties, and the area must be served by public water and sewer. However, the area is also required to be zoned for mixed-use development including high density residential; zoning changes would need to occur along portions of the corridor to meet this eligibility requirement.

Once the CIA is created, a board oversees the decisions and TIF plans for the corridor. The majority of the study area lies within an Opportunity Zone which the CIA could help promote to prospective developers as an incentivized resource mechanism. The CIA board is expected to analyze the current



and future economic conditions of the area as well as plan, propose, secure funding, and implement the improvements necessary to create change and economic growth within the corridor.

FUNDING & RESOURCES

The following is a list of grant and financing programs that should be considered in order to help implement the recommended corridor-wide improvements in this plan:

Transportation Alternatives Program (TAP)

This program provides funding for projects that enhance the multi-modal transportation system and provide safe alternatives to vehicular travel including shared use pathways. Projects that are typically selected support walkable development and improve the overall quality of life in their communities. As this is a very competitive funding program, projects that achieve one or more of the following are typically chosen for funding:

- Connect and build upon the regional and/or statewide trail system
- Beneficial to state tourism or economic development
- Has significant connectivity and possible future connectivity options to regional trails
- Addresses safety deficiencies
- Includes amenities that increase the usability of pedestrian and bicycle facilities

Congestion Mitigation and Air Quality Program (CMAQ)

This program provides funding to non-attainment counties (areas that do not currently meet air quality standards) for transportation projects and programs to help meet requirements of the Clean Air Act. The Metropolitan Planning Organization (in this case, SEMCOG), works with



local communities to select the projects that would be the most effective in reducing congestion and transportation related emissions. Examples of types of projects that are funded with CMAQ include:

- Intelligent Transportation Systems (ITS) to conduct traffic monitoring and management
- Transportation Control Measures (TCMs) which could include improved public transit, traffic flow improvements, and pedestrian and/or bike facilities
- Congestion relief and traffic flow improvements to optimize traffic signals, improve intersection traffic flow, or add turn lanes
- Transit improvements which could include construction of new facilities or improvements to facilities that increases transit capacity

- Bicycle and pedestrian facilities and programs including shared use pathways, sidewalks, and bicycle lanes (note: MDOT will not fund multiple projects within the same corridor)

Michigan State Infrastructure Bank (SIB) Loan Program

This program is meant to be complementary to other private and public funding techniques and is used to help meet more urgent financing demands of project by providing emergency funding. The program typically focuses on increasing the viability of a transportation project by reducing borrowing costs, and attracting new investment in infrastructure. Multiple stages of a project are qualified, including cost estimation, feasibility studies, project design, right-of-way acquisition, engineering, and construction. Generally the loan amount does not exceed \$2 million and the maximum term for a loan is 20 years.

IMPLEMENTATION

	<i>CATEGORIES</i>	<i>TASKS</i>	<i>PARTNERS</i>
SHORT-TERM TASKS 1-2 YEARS	Traffic	Conduct a study on intersection signalization optimization of Telegraph Road to increase progression and decrease congestion along the corridor	City, Townships, MDOT, County Road Commission
	Traffic	Further investigate and implement recommended roadway and geometry mitigation measures at key intersections per the Traffic Analysis section of this plan	City, Townships, MDOT, County Road Commission
	Transit	Coordinate with Lake Erie Transit to confirm priority locations for future bus stops and enhancements based on their existing and projected ridership numbers. Use bus stop locations to help support approval for mid-block crossings.	City, Townships, Lake Erie Transit, MDOT
	Zoning	Create a zoning overlay district that can be adopted by all three communities to maximize pedestrian-oriented development opportunities	City, Townships
	CIA	Begin the Corridor Improvement Authority application process and coordinate with the necessary partners; ensure that the corridor meets all necessary eligibility requirements	City, Townships, County, Schools
	Funding	Further investigate funding resources for implementing the components of the plan and determine priority resources	City, Townships, SEMCOG
	Non-motorized	Conduct an engineering and design study of the multi-use pathway to determine cost estimates, acquisition needs, and phases of construction	City, Townships, County Road Commission, MDOT, SEMCOG
	Streetscaping	Create a corridor-wide streetscape plan to determine cost estimates, plant types, proper spacing, lighting, and seating details	City, Townships, County Road Commission, MDOT
	Adoption	Adopt the Telegraph Road Corridor Improvement Plan as part of each community Master Plan	City, Townships, Telegraph Corridor Task Force
	Traffic	Require Traffic Impact Studies for new developments to address access management, safety, non motorized travel, and transit.	City, Townships, MDOT
Access Management and Adoption	Adopt the 2005 Access Management Study and amendments to each community's Zoning Ordinance. Ensure that MDOT is included in future site plan reviews.	City, Townships, MDOT	

Implementation Strategy

	CATEGORIES	TASKS	PARTNERS
MID-TERM TASKS 3-5 YEARS	CIA	Establish the Corridor Improvement Authority and TIF district	CIA, City, Townships, County, Schools
	Marketing	Market the catalytic sites through an RFP or RFQ process to attract high quality and pedestrian-oriented development	CIA, City, Townships
	Transit	Establish priority bus stops along Telegraph Road adjacent to pedestrian crossings with enhanced amenities, such as shelters, signage, and seating	City, Townships, Lake Erie Transit
	Non-motorized	Construct the high priority sidewalk connections to fill in sidewalk gaps in the non-motorized network	CIA, City, Townships, County Road Commission, SEMCOG
	Non-motorized	Construct the first phase of the multi-use pathway	CIA, City, Townships, County Road Commission, MDOT, SEMCOG
	Streetscaping	Implement streetscaping adjacent to the first phase of the multi-use pathway	CIA, City, Townships, County Road Commission, MDOT
	Intersection and Mid-Block Crossings	Design and construct pedestrian intersection and mid-block crossings and landscaped medians at targeted locations. Some left-hand turns and driveway closures may need to be accommodated.	CIA, City, Townships, County Road Commission, MDOT

	CATEGORIES	TASKS	PARTNERS
LONG-TERM TASKS 6+ YEARS	Non-motorized	Implement the medium priority sidewalk connections to fill in sidewalk gaps in the non-motorized network	CIA, City, Townships, County Road Commission, SEMCOG
	Non-motorized	Construct the remaining phases of the multi-use pathway	CIA, City, Townships, County Road Commission, MDOT, SEMCOG
	Streetscaping	Implement streetscaping adjacent to the remaining phases of the multi-use pathway	CIA, City, Townships, County Road Commission, MDOT

	CATEGORIES	TASKS	PARTNERS
ONGOING TASKS	Collaboration	Continue collaboration of the Corridor Task Force to evaluate implementation progress and discuss funding strategies; act in an advisory role to the Corridor Improvement Authority to make funding and corridor improvement recommendations	Telegraph Corridor Task Force, CIA
	Funding	Jointly apply for appropriate funding resources, including a TAP grant request and potentially a joint park grant submittal to MDNR (which may require a Parks and Recreation Plan update)	CIA, SEMCOG, MDOT, MDNR
	Collaboration	Monroe County should assist with outreach to the development community, help implement the recommendations of this plan, and promote the plan to property owners	County, Telegraph Corridor Task Force, CIA
	Access Management	Monitor and implement driveway closures per the priority recommendations of the Traffic Analysis section which will involve coordination with local business owners and roadway reconstruction projects	CIA, City, Townships, MDOT, County Road Commission, Business Owners

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