M-82 Corridor Study

City of Fremont

Sheridan Charter Township

Dayton Township

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Introduction

A community's physical image is initially established by the quality of development and the overall appearance exhibited along the community's major roads. This image continues to be reinforced as motorists travel these roads. Many times the only contact an individual might have with the community occurs as a result of travel along the commercial or main arteries.

Officials in communities that make up the Fremont Area (Sheridan and Dayton Townships as well as the City of Fremont) are concerned with the future vitality and economic stability of their community. In many respects, these issues are supported by the physical conditions of its roadways. By far, the most important road system for the Fremont Area is the state Highway M-82 Corridor. The Corridor draws motorists to the heart of the Fremont Area. In a way, it functions as the lifeblood for the community by providing motorists easy access to the community's recreational areas, as well as serving as an important transportation link for commercial and industrial freight in the community.

As it traverses the Fremont Area, certain segments of M-82 are identified with a more local designation, such as: 72nd Street (from Luce to Warner), Warner (from 72nd to the South City limits), Stewart Avenue (from the South City limits to Main Street), Main Street (from Stewart to Dewitt Avenue) and 48th Street (from Dewitt to M-120, its westernmost point). These designations will be referred to throughout the remainder of this study.

Purpose of Study

The purpose of this study is to provide Fremont Area planning officials with a functional overview of the M-82 Corridor. It will aid community leaders in making better and more informed decisions regarding future development. The study begins with a description of internal road systems and existing land uses contained within the Corridor.

Road Systems

M-120, which intersects with M-82 at the western boundary of both Sheridan and Dayton Townships, extends north and south connecting the City of North Muskegon and the Village of Hesperia. Both of these state highways are of regional importance to local communities. M-120 serves as a significant commuter route to the communities northeast of Muskegon. An average daily traffic (ADT) count showed more than 25,000 vehicles using the roadway every day. M-82 connects the Fremont and Newaygo areas (via U.S.-131 and M-37) to the chief economic center of the West Michigan region - the Grand Rapids metropolitan area.

County primary roads are paved roads that collect and distribute traffic between residential, employment and shopping destinations. All county primary roads in the M-82 Corridor study area are heavily traveled.

The major north-south county roads that intersect the M-82 Corridor are Stone Road and Warner, Dickinson and Comstock Avenues. The lone east-west

An example of a typical County Road intersection within the M-82 Corridor (Dickinson Road).

county primary road that intersects the Corridor is 72nd Street in Sheridan Township.

Local roads are typically one of two types: residential or business. Examples of local residential roads exist in residential subdivisions and the rural segments of section line roads. An example of a local business road would exist in an industrial park. Local roads are designed to provide vehicular access to abutting properties and to discourage through traffic. Local roads may be a combination of the following: paved, unpaved, seasonal or year-round.

Major local roads usually consist of a mixture of paved or gravel surfaces. In Dayton Township, the most direct north-south local roads that intersect the M-82 Corridor are Green and Comstock Avenues. In Sheridan Township, notable east-west local roads that intersect the Corridor are 56th and 64th Streets. No significant north-south local road intersects the Corridor within Sheridan Township with the exception of Luce Avenue, which extends from the northern boundary of Dayton Township to the southern boundary of Sheridan Township.

Existing Land Uses

There are a variety of land uses that occur within the M-82 Corridor Study Area. For ease of description and analysis concerning this report, the M-82 Corridor is divided into the following four Corridor sub-areas:

- The Main Street - Central Business District (CBD) Sub-Area.
- The West Main / 48th Street Sub-Area.
- The East Main (Old M-20) and Stewart Avenue (M-82) Sub-Area.
- The Rural Township Sub-Areas.

The map on the following page, taken from the adopted Joint Fremont Area Comprehensive Development and Growth Management Plan, illustrates the types of existing land uses within the M-82 Corridor Study Area.

Main Street - Central Business District (CBD) Corridor Sub-Area

The focal point of the City is centered on its historic CBD situated along Main Street, between Weaver and Darling Avenues. The downtown is filled with specialty stores, banks, offices, restaurants and public buildings.

Main Street is lined with trees, decorative street lamps and brick pavers that promote a pedestrian-friendly and attractive atmosphere. Off-street parking areas are located to the rear of the buildings and parallel to the road. Veterans Memorial Park

A view of the Main Street (M-82) Central Business District looking west.

anchors the west-end of the downtown attracting pedestrian shoppers to the CBD. The park features an open-air amphitheater, picnic tables and a resting area, as well as a play area for children.

The newly constructed Municipal Building (which contains City Offices, Police and Fire Departments) and the Fremont Area District Library anchor the east-end of the CBD. The Fremont High School is also located adjacent to the CBD.

There are many prominent buildings within the downtown that give definition to the identity of the CBD. These structures include the former Gerber Life Insurance Company, the United States Post Office, the White Agency and Huntington Bank.

West Main / 48th Street Corridor Sub-Area

The West Main / 48th Street Corridor sub-area covers properties fronting M-82, between Sullivan and Comstock Avenues. This area is defined and known for its commercial business developments that rely on automobile use and high visibility, such as fast-food restaurants. The north side of this sub-area contains large and small shopping plazas, freestanding businesses and a few single-family residences. The south side of M-82 supports primarily strip commercial development on individual parcels.

Contained within this area is a major segment of the Fremont industrial base. The Gerber Products Company, Fremont's largest employer, occupies a substantial landmass along Main Street, near the convergence of Sullivan Avenue and the CSX Railroad. The complex contains manufacturing, offices and research facilities within a campus setting and employs approximately 1,300 persons. In addition, the westernmost portion of this sub-area supports a 149-acre, platted and fully improved state-certified industrial park. It was developed with a campus-like setting, taking advantage of the land's natural wooded surroundings. It was provided all the amenities, including municipal water, sanitary sewer and storm sewer facilities, and curbed & guttered asphalt streets. Other private utilities include electric, gas, telephone and cable television. Eleven different companies operate from the industrial park, with approximately 770 FTE employees. One new building is currently under construction. Sixty-seven acres remain available in the park.

East Main Street (Old M-20) and Stewart Avenue (M-82) Corridor Sub-Area

The East Main Street and Stewart Avenue Corridor sub-area extends just past 56th Street and can be characterized as supporting segments of neighborhood commercial and office establishments that do not rely on passerby traffic. Included in this area are blocks of single-family residential units typically connected to neighborhood areas.

Rural Township Corridor Sub-Areas

The Rural Township Corridor sub-areas occur at the eastern and western portions of the M-82 Corridor. They can be generally described as a patchwork of agricultural fields, pastures, forested areas and dispersed residential development along section line roads. The Rural Township Corridor sub-area is filled with rich soils for agricultural production that is used by the Gerber Products Company and other food-processing industries.

The biggest improvement that can be done to this section of the Corridor has to do with managing the access to and from the highway. Minimizing strip development and its negative effects should be considered. Limiting access through the use of joined parking areas and service drives would assist in protecting these areas from traffic friction.

Corridor Analysis

As an individual seeks a place to shop or simply travels a thoroughfare, they assimilate an overall visual impression of the transportation corridor and its dominant features. The corridor may be perceived as pleasant and attractive or cluttered and uninviting, depending upon the cumulative effect of individual design details within the corridor. Certain elements such as landscaping and signage will shape a viewer's impressions; however, specific development details are rarely analyzed individually. Therefore, it is necessary to investigate the relative importance of certain development features which, acting together, serve to establish the corridor's overall image.

The following portion of this study will center on the evaluation of the following eight development features:

1. Buildings
2. Street Conditions/Traffic Flow
3. Parking
4. Alleys
5. Sidewalks
6. Landscaping
7. Signage
8. Architectural Features

Buildings

There are a number of attractive, well-landscaped office and commercial buildings in the M-82 Corridor study area. Most are located within the Central Business District (CBD), and consist of continuous storefront-type buildings that are set close to the sidewalk. These buildings give people ample opportunities to window shop due to their generous storefront display windows. The majority of these buildings appear to be in relatively good condition.

A view of the variety of storefronts found along the City's Central Business District.

One area for improvement in this vicinity may be in the creation of more unified and inviting facade treatments. While there are many appealing storefronts that line the CBD, there are a number of instances where facade treatments are out of character with existing development, such as missing or odd-colored awnings and facade color schemes. In this respect, perhaps the image of the Study Area could be further improved by implementing a formal design plan that specifically addresses this portion of the M-82 Corridor.

Areas located immediately adjacent to the CBD contain a distinct mixture of old and new commercial buildings. Older buildings in this area appear to be in good condition. However, elements such as building setback, construction materials, storefront designs and parking lot locations tend to disrupt the unified commercial character of the Corridor.

Street Conditions/Traffic Flow

Beginning at the southeastern boundary of the Corridor (Luce Avenue in Sheridan Township), M-82 is a two-lane roadway, with a speed limit of 55 miles per hour (mph). The road curves northward until it

reaches 56th Street, where the speed limit reduces to 45 mph. The roadway appears to be efficient in safely handling traffic movements in this vicinity, except for the need for left-turn bypass flares in the commercial area just south of the City.

M-82 continues northward until it reaches the south City limits, where it expands to a four-lane, local-type roadway with a speed limit of 35 mph. Curbs and sidewalks have been installed in this area. The roadway appears to handle traffic movements efficiently, except for left/through lanes.

At its intersection with Main Street and upon entering the Fremont CBD, M-82 becomes a 25-mph, three-lane road that includes a left-turn lane. It continues in this fashion until just east of the CSX Railroad. While the addition of the left turn lane somewhat aids the overall movement of traffic in this area, the quaintness and small-town intimacy of the CBD begins to give way to the negative effects of heavy truck and local through-traffic present in this area. Truckers who wish to reach the Gerber Products Company and the commercial and industrial destinations clustered in the western portions of the City generate much of this truck traffic. Because no alternative route is currently available, truckers are forced to make difficult turning maneuvers along this narrow stretch of road.

Traffic Volumes

The tables and charts found in Appendix A present the most recent daily traffic counts of vehicles travelling along M-82 at five different locations listed below:

- Tables and Charts 1 and 2: M-82/Stewart Avenue, 100 feet south of intersection of M-82 and Main Street
- Table and Chart 3: M-82/Main Street, 100 feet west of Stewart Avenue
- Table and Chart 4: M-82/Main Street, 0.1 mile west of Green Avenue
- Table and Chart 5: M-82, 0.1 mile east of intersection of M-82 and M-120.

Traffic data was collected by the Michigan Department of Transportation (MDOT) for a 24-hour period that began at 10:00 AM, Tuesday, August 24, 1999 and ended at 10:00 AM, Thursday, August 26, 1999. It is assumed that this data is somewhat reflective of the average traffic volumes that occur at these locations on a daily basis (Monday through Friday.) They do not show, however, the major peak traffic flows that occur on Friday afternoons and most of the day on Saturdays.

After reviewing the hourly traffic figures from the three-day survey period, which are presented in Tables 1 and 2, the data was then further analyzed to derive an average hourly traffic count for the full 24-hour period of observation. The results of this analysis are presented in Charts 1 and 2.

On average, the highest volume of weekday traffic travelling on M-82 in this vicinity of Main Street occurs during the hours of 2:00 PM and 5:00 PM daily (350 vehicles/hour [vph].) These are typically the hours when workers are returning to their homes. The sharpest increase in traffic volume occurs during the hours of 7:00 AM and 9:00 AM, typically the peak morning rush hour for vehicles (from approximately 60 vph at 7:00 AM to approximately 260 vph at 9:00 AM.) The trend line in Chart 2 indicates that, on average, the highest volume of traffic travelling south on M-82 in this vicinity of Main Street occurs during the hours of 3:00 PM and 5:00 PM (nearly 350 vph.) As is the case with traffic travelling north

along M-82, the sharpest increase in daily traffic volume typically occurs during the hours of 7:00 AM and 9:00 AM (from approximately 100 vph at 7:00 AM to approximately 250 vph at 9:00 AM.)

Just west of the intersection of Main Street and Stewart Avenue, traffic volumes increase dramatically. Table 3 and Chart 3 indicate typical traffic volumes observed in this vicinity of M-82. Traffic volumes along this area of M-82 are higher than those found along south M-82, just a short distance away. Some of this increase may be attributed to traffic entering the City from the east, while some may be truck traffic traveling west to east through the City. From Chart 3, it can be seen that the largest volume of traffic in this vicinity occurs between the hours of 12:00 PM and 6:00 PM, which are typical hours for commercial deliveries. Traffic volumes appear to average more than 600 vph in this area from approximately 8:00 AM to 6:00 PM daily.

The traffic volumes gathered and reported by MDOT do not, however, reveal the true level of traffic congestion on M-82 in the City of Fremont. MDOT takes counts at only three points within the City on M-82. This may be sufficient for doing analysis on long segments of a corridor, but does not assist the City in more refined analysis of capacity and safety analysis of the corridor within the City limits. The tables at the end of Appendix A detail an ongoing traffic count program that conducted by the City to supplement MDOT's information.

This supplemental data affirm the conclusions that can be drawn from the other counts. The trends in upward traffic volumes are becoming a major concern for the City of Fremont. Diversion of some through traffic to alternate crosstown routes would assist in relieving some of the traffic congestion that is occurring and will continue to get worse. This information also indicates that further study should be conducted to determine future geometric design improvements that could be made to the M-82 corridor to assist in traffic flow and capacity.

As M-82 (Main Street) continues west, from Gibson Avenue to the T-intersection at Market Avenue, the road widens to accommodate four lanes of traffic and the speed limit increases to 35 mph; however, there is no dedicated left-turn lane in this vicinity. The intensive commercial character and sheer volume of traffic on this stretch of Main Street truly warrant the incorporation of a left-turn lane. The width of road right-of-way in this area (100') appears to be of adequate size to accommodate the inclusion of a left-turn lane or landscaped median. Additionally, the number of curb cuts along Main Street in this area seriously hampers safe traffic flow. The issue of excessive curb cuts is identified in more detail within the parking section of this report.

Numerous curb cuts and the absence of a left-turn lane seriously hamper safe traffic flow along Main Street, such as this segment between Linden Avenue and Stone Road.

The trend line presented in Chart 4 indicates that typical daily traffic volumes in the vicinity of M-82 and Green begin a dramatic increase at approximately 7:00 AM (from 300 vph at 6:00 AM to 570 vph at 7:00 AM,) continue at this rate (570 vph) until

approximately 10:00 AM and gradually increase (by an average of 50 vph) over the next seven hours until they reach their peak at 830 vph at 5:00 PM. After this peak, a significant decrease occurs between the hours of 5:00 PM and 7:00 PM (from 830 vph to 535 vph during this two-hour period.) As is the case with the M-82 - Stewart Avenue location previously discussed, the amount of commercial establishments present along this stretch contributes to the high traffic volumes experienced in this area. This is due both to the number of deliveries and the number of customer trips taking place on a daily basis.

On M-82 from Market to Green, the roadway laneage changes from four, to two, to three and to two lanes with associated speed changes. Contin-uing west from Green Avenue to its terminus at M-120, M-82 is a 2-lane roadway with a 55-mph speed limit. While the number of lanes is reduced in this area, the width of the road right-of-way changes minimally from the previous 4-lane version. Table 5 and Chart 5 on the following pages of Appendix A indicate typical traffic volumes observed at the intersection of these two state highways. At this intersection, it is recommend-ed that MDOT investigate the installation of a traffic control signal as well as dedicated left turn lanes in all four directions.

Intersection of M-120 and M-82

From the trend line presented in Chart 5, in this section of M-82 there appears to be a series of four distinct traffic flow periods on a daily basis. The first period occurs between the hours of 5:00 AM and 8:00 AM, where traffic volumes increase almost 10-fold over this period, from approximately 40 vph at 5:00 AM to approximately 430 vph at 8:00 AM. The reason for this dramatic increase is not immediately clear; however, it may be attributable to commuters traveling to employment centers in the western portions of the State, most notably the City of Muskegon, via M-120.

The second distinct traffic flow period occurs between the hours of 8:00 AM and 2:00 PM. This period is distinct in that traffic volumes appear to level off for a few hours (from 8:00 AM to 11:00 AM) and then dramatically increase (by nearly 50 vph) over the next 3 hours (11:00 am to 2:00 PM.)

The third distinct traffic flow period occurs from 2:00 PM to 5:00 PM, when traffic volumes go from approximately 540 vph to a peak of 620 vph at 5:00 PM. As is the case with previous examples, high traffic volumes during these time periods (11:00 AM to 5:00 PM) may be most attributable to deliveries, shoppers and other users of local services at commercial establishments in the western portions of the City of Fremont.

The final distinct traffic flow period in this location occurs from 5:00 PM until 12 AM, where a dramatic decrease in traffic volume occurs almost immediately after the 5 o'clock hour. Traffic volume decreases most significantly between the hours of 5:00 PM (620 vph) and 10:00 PM (approximately 250 vph.)

Parking

Adequate and convenient parking is essential to any type of business. Parking must be both available in sufficient quantity and conveniently located to serve potential customers' needs. Parking systems vary greatly throughout the M-82 Corridor. A limited amount of on-street parallel parking is available in spaces that line the front of commercial establishments in the CBD. Free 2-hour parking is available in these spaces daily from 8:00 AM to 6:00 PM, except on Sundays and holidays when there is no time limit.

An ample amount of off-street parking is provided in large public lots located immediately to the rear of commercial establishments in the CBD. Free 12-hour parking is allowed in these lots daily, except Sundays and holidays, when there is no limit. Parking spaces in these lots are clearly marked; the lots

Public Parking in Central Business District

are clean, well lit and well maintained by the City. As seen in the picture in the next column, in the southeast downtown block, the Huntington Bank drive-up is the last of two remaining parcels to complete the downtown parking program. The City should pursue the acquisition of this parcel should the bank discontinue its use. The other remaining private parcel is the current Deur-Speet Motors truck sales

A view of the large, nicely landscaped public parking lots that service the City's Central Business District

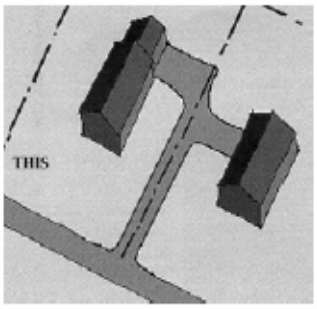
lot. The City should pursue eventual acquisition of this lot now that Deur-Speet has expanded its sales lots north of Dayton Street. The City recently purchased the former Crandell Funeral Home on Dayton and will be expanding parking by an additional 40+ spaces.

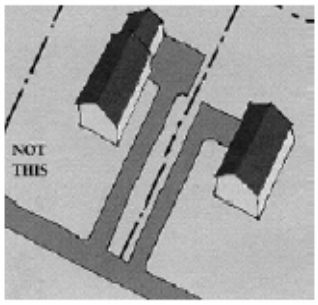
The City has implemented an interesting design feature related to these parking facilities. In order to improve direct pedestrian access to these lots from the CBD, the City developed a series of pedestrian mini-park walkways that link sidewalks that line the CBD with these parking lots. (See photos on the following page.) The location of these mini-parks is very discernible to pedestrian traffic along Main Street, consisting of arched entryways, well-landscaped sidewalks, lighting treatments and unique pedestrian seat-walls. Besides providing a very practical means of pedestrian access to the rear parking lots, these mini-parks provide Main Street shoppers with the unique opportunity to sit, relax, converse and truly experience the day-to-day activities of the downtown. Three of the four downtown blocks have these mid-block walk throughs. The City or DDA should evaluate whether a walkway in the fourth block (NE) could be constructed.

Three views of the City's creative mini-park walkways, which provide Main Street pedestrians a pleasurable means of access between storefront sidewalks and adjacent rear public parking lots.

For commercial establishments located along Main Street west of Weaver Avenue, much of the available parking is located immediately in front of stores and businesses, allowing the motorist to park relatively close to the entrance of buildings. However, there are problems associated with this parking location. Chief among these is the fact that this type of parking orientation relies on direct vehicular access from the main thoroughfare by means of a curbcut. Figure 1 "M-82 W. Main St. Access Management" on the following page depicts this area from an aerial view.

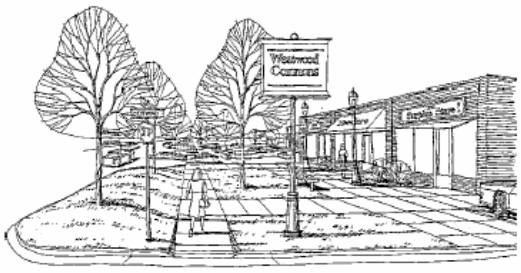
In the areas along Main Street between Weaver and Green Avenues, virtually every commercial establishment on either side of Main is accessed via a curbcut. The excessive number of drives in this area presents a serious safety issue for traffic flow. It allows vehicles to pull out or stop in too many loca-tions, leaving drivers to guess what other drivers may do. Potential solutions to this problem may be the reduction of the number of curbcuts and implementa-tion of shared access drives to commercial establish-ments in this area, as shown in the illustrations below. Shared access drives would improve traffic patterns in this area and would assist in the maneuverability of vehicles between commercial sites by limiting the number of cars entering and exiting Main Street.

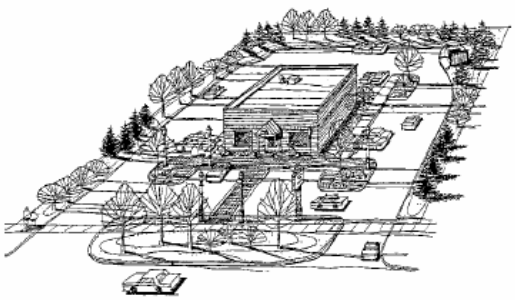


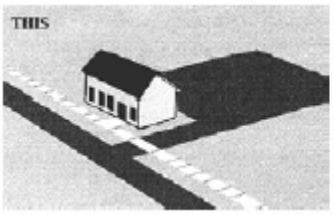


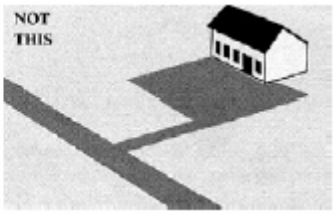
Side-street parking is limited in the western portion of the M-82 Corridor. Parking on most major streets that intersect the M-82 Corridor, such as Stone, Connie and Market is prohibited. For this reason, off-street parking lots are used almost exclusively by commercial businesses along the corridor.

The aerial graphic depicts parking lots in a portion of this area west of Stone Road. Unfortunately, as previously stated these parking lots tend to be situated directly between the road rights-of-way and the commercial storefronts. This is primarily due to the large 70' building set-back requirements in the City's Zoning Ordinance. Parking areas located in this manner effectively reduce the Corridor's aesthetic appeal by dominating the streetfront; individuals are no longer able to appreciate building design or window displays due to the increased distances that buildings are setback. In addition, large parking lots located in this manner constitute a barrier that effectively discourages pedestrian travel. This design grants automobile passengers priority in accessing buildings and increases the distance pedestrians must travel from a sidewalk to a building entrance.









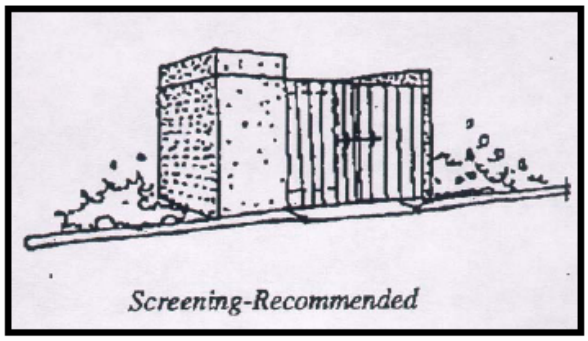
One way to remedy this problem is to promote the placement of commercial buildings closer to the roadway with parking areas situated beside or behind buildings. As well, any parking within the road right-of-way beyond the property limits should be prohibited from both an aesthetic and safety (vision) point of view. The sketches above further suggest possible design, landscaping and parking solutions (Commercial Corridor Revitalization Study: O'Boyle, Cowell, Blalock & Associates, Inc.)

Alleys

The majority of alleys found in the M-82 Corridor are located to the rear of commercial businesses that line the CBD. In most instances, they have been incorporated into the paved off-street parking lots in these areas. They appear to function quite well as service-throughways and drive-through service lanes for banks and similar commercial establishments.

Alleys, formerly used as rear-delivery service accesses for businesses that front Main Street, have been successfully incorporated into the large-scale public parking lots and often function as service throughways, access drives or drive-throughs for banking facilities located in Fremont's Central

One area of immediate improvement may be through the implementation of screening systems for trash and recycling containers. The majority of these types of containers are located in the alleys that have been incorporated into the off-street parking lots, which are often used by downtown visitors. Because there are little or no existing screening devices, such as fencing, landscaping or half-walls in place, these containers remain highly visible to both motorists traveling adjacent local streets as well as pedestrians accessing rear entrances into commercial establishments. To address this issue and create a more inviting downtown experience for all, the City and/or DDA should
begin to develop a series of zoning controls, ordinances or incentive demonstration projects that would encourage or require owners of commercial establishments within the CBD to construct appropriate screening devices which hide these unsightly areas. Most new commercial developments in the West Main portion of this Corridor have had to install screened trash container areas. Some of the older developments in this section, however, should also be required to do the same.



Sidewalks

Sidewalks and curbing are provided along a large percentage of the M-82 Corridor, beginning on Stewart Avenue at Cedar Street and continuing through the downtown westward to DeWitt Avenue. Most are in good condition and compliant with Americans with Disabilities Act (ADA) standards (i.e., handicap accessible), with the exception of those found along Stewart Avenue, south of Maple Street.

Sidewalk design enhancements such as brick pavers, benches and landscaping features provide the downtown pedestrian with a very pleasurable walking experience.

Overall, the downtown area of Fremont offers a very pleasurable experience for pedestrians. In the Central Business District, sidewalks have been visually enhanced to include brick pavers, historic lamp posts, benches, landscaping and tinted concrete pedestrian crosswalks. Together, these types of design elements make for a pleasurable downtown experience for pedestrians.

The historic lamp post theme is continued along sidewalks leading west out the Central Business District until they terminate at DeWitt Avenue. The use of this design element unites two distinctively different commercial districts found within the Corridor: the quaint, pedestrian-related Central Business District and the vehicular-related west-end commercial area of Fremont.

Landscaping

Landscaping incorporated into the streetscape of the Central Business District provides the most visually appealing aspect of the M-82 Corridor. Street trees, shrubbery, perennial flowers and irrigated lawns line virtually the entire length of the commercial district, between Stewart and DeWitt Avenues.

An example of well designed and maintained parking lot landscaping and screening. (City Hall)

There are a number of examples of good buffering techniques along the Corridor that utilize landscaping. Of particular note is the street frontage owned and maintained by the City adjacent to Gerber Products Company, which incorporates a large earthen berm with numerous species of pine trees and perennial plantings. This buffering system effectively screens the harshness of the industrial plant and its large parking lot from the view of motorists traveling Main Street. Unfortunately, there are areas along the Corridor which need attention in this regard, such as the right-of-way adjacent to the Fremont Co-Op grain elevator.

The community should also consider a more extensive landscape screening requirement on all parking lots located adjacent to road ROWs. The current City zoning ordinance does require a five-foot

A good example of how conflicting land uses is buffered with landscaping techniques: Main Street near the Gerber Products Company.

Examples of aesthetically pleasing landscape plantings at the post office (above) and Veterans Park.

An example where the limited right of way makes buffering industrial development along the Corridor very difficult.

"landscaped buffer" between the ROW and any parking lot. This has regularly been interpreted to require no more than a grassed strip that often is not very well maintained or irrigated. The site plan review process should require more than just a grassed screening of the lots using such techniques as berms, hedgerows, decorative low fencing, etc.

In a similar vein, the City and DDA should consider installing appropriate "physical" screening on the perimeter of the downtown public parking lots. Low weight walls using brick/limestone pillars and black iron fencing would continue the theme from the Main Street streetscape. Periodic plantings of shrubbery and flowering perennials would further enhance the fencing.

Signage

Signage is important to both businesses and shoppers, since it is intended to identify the services or type of product(s) provided. Some signs are public in nature (i.e., traffic signs, directional signs) while others are related directly to businesses.

There is a proliferation of signs of all sizes, shapes and colors in the M-82 Corridor. Rather than providing harmony to the overall streetscape, these signs compete for attention. The benefit of any single sign is somewhat lost, since passing motorists have difficulty in locating, reading, assimilating and understanding the sign's message and still give adequate attention to traffic. This is particularly the case in the two commercial districts of the Corridor. More uniformity of sign size and placement would go far to improve the appearance of Main Street in these locations. Community planning officials should strongly encourage replacing existing signs with a more uniform style of signage, such as monument or ground signs, which still provide essential messages to the public, but without the large lighted, plastic pylon signs.

Additionally, the City of Fremont can install decorative entrance signs along M-82 at the City limits, to further improve the City's image and delineate the City boundaries to entering motorists.

Typical commercial signage along Main Street near Linden Avenue.

Architectural Features

Overall, there are a good number of architectural details which bring some distinction to the Fremont

Good examples of monument and community entrance signage.

Area along the M-82 Corridor. There are many attractively apportioned public spaces, decorative lamps, planters and other street furniture. There has been a concerted effort to vary sidewalk pavement patterns in the vicinity of the CBD, as well as some effort by business owners to install decorative awnings on their buildings. Some effort has also been taken to partially screen off-street parking facilities.

Architectural features provide the final decorative touches to the urban landscape, in the creation of a pleasant and inviting environment. All architectural elements, of course, must be part of a coordinated effort to ensure that there is some compatibility between various features and continuity throughout a single block, or over several blocks, of the Corridor.

It is recommended that efforts continue to enhance the visual aesthetics of the corridor by placing overhead utility lines underground along the entire corridor from 56th Street to west of Green.

New Roadway Improvements

Stone Road to Green Avenue

For safety and aesthetic purposes, the City is considering the creation of a landscaped boulevard along the Corridor from approximately Stone Road to just past Green Avenue. It is envisioned for this area to have all utilities underground, reduce the number of curb cuts and limit the opportunities for left turns.

Southside Crosstown Route

From observation, as well as from previously documented studies and reports, it is clear that traffic

volumes, accidents and related safety issues are most concentrated in the areas in and around the City of Fremont. As a result, the City and the Michigan Department of Transportation (MDOT) have, for many years, been studying possible locations for a local southside crosstown alternative to Main Street (see Crosstown Route Location map following this section). The route was first proposed in the 1969 City Master Plan and the need reaffirmed in the 1981 City Comprehensive Plan. A study performed in October 1992 (Appendix B) recommended a route that would provide access to both the hospital and the industrial park, while providing a means for traffic traveling beyond the City to eliminate primarily truck travel through the CBD. The conditions present at the time of this corridor study still support the conclusions of the 1992 study. Based on current observations and data, a crosstown alternative should be a priority for study.

The conclusions of the 1992 study were:

- The route would provide a more appropriate means of servicing both the industrial park and the hospital - Two largest traffic generators in the southwest region of the city.
- It would serve multiple traffic generators.
- It would remove a substantial portion of through traffic from neighborhood streets.
- It would have the greatest beneficial effect on Pine Street.

Sections of what could be a Southside Crosstown Route have already been initiated with a small leg constructed at its southeast terminus adjacent to the high school athletic field. It is strongly recommended that the construction of a crosstown route be finished to facilitate the diversion of through truck traffic, ease traffic congestion on Main Street, protect residential neighborhoods and streets from heavy traffic, and increase the safety of drivers and pedestrians.[1]

The crosstown route is intended to perform the following functions:

1. Improve traffic flow for both local citizens and visitors throughout the City.
2. Provide a designated truck route for both local and through-shipping of raw and finished goods.
3. Furnish access to other key areas of the city, alleviating stress on residential streets.
4. Improve safety and reduce traffic stress for pedestrians and motorized vehicles by reducing congestion on M-82.
5. Create a utility Corridor for the enhancement of both public and private utility services.

The proposed route is planned to be a paved, three-lane, limited access street that would run from Stewart Avenue west to connect with Stone Road and Locust Street, which leads to the east entrance of the Fremont Industrial Park. The first three legs of the route are in place. They include Industrial Drive and Locust Street in the Fremont Industrial Park the new segment of Cedar Street, between Stewart and Division Avenues, and the segment of Stone Road between Main and Oak Streets. These serve as a primary access to/from the route and as a connector up Stone to the proposed northside crosstown route at Hemlock Street.

The five major objectives, noted above, for the southside route are further refined in the City Council adopted "Objectives for the Construction of the Southside Crosstown Route." This document can be referenced in Appendix C of this study.

1 Ed Swanson and Associates, Crosstown Route Circulation Study, October 19, 1992.

There are some concerns within the Fremont business community that alternative routes to Main Street would have detrimental effects. Some of these concerns deal with possible negative economic impacts associated with diverting some traffic away from the CBD on Main Street. A 1994 study[2] conducted by the Eastern Washington Intermodal Transportation Study (EWITS), used a case study analysis approach in seven eastern Washington communities to identify strategies to maximize the positive economic impacts, as well as minimize possible detrimental impacts, of state route main streets and state route bypasses through small towns.

The areas studied and the conditions present in the EWITS study do not exactly match Fremont's circumstances. For example, the "bypasses" in the EWITS study were true to the definition: bypasses with interchange connections at either ends of the bypassed towns and no other accesses to the bypass from the towns. The proposed southside alternative route would have several planned connections to accommodate access to major traffic generators and the CBD.

The examples in the EWITS study are the closest found in the literature. However, professional judgement and experience tells us that the lessons learned from this study can be applied to the Fremont example. Case study experience can also be found in Greenville, Michigan and Dowagiac, Michigan. These towns implemented similar alternative routes as proposed in Fremont. Before implementation is considered, these examples should be further explored as to the alternate route impacts to the communities. The following are key findings from the EWITS study for state and regional transportation planning:

- State route main streets allow for the development of certain specialized businesses that would otherwise not be economically feasible in small towns.
- To maximize economic benefits from a state route main street, transportation plans should include actions to minimize problems such as accidental damage to parked vehicles, poor traffic flow during peak travel periods and safety problems for pedestrians crossing the street.
- Downtown business districts in communities with a well-developed local customer base are less adversely impacted by an alternate to a state route than communities highly dependent on drive-by traffic.
- Alternate routes that improve access to major trading centers can open up new opportunities for small towns.
- Land use plans should be flexible enough to accommodate new types of downtown uses in communities that are impacted by an alternate to a state route.
- Enticing tourists and shoppers to travel into the central business district is important to the economic and overall quality of life in communities with alternates to the state routes.

The key findings above can be readily applied to the proposed Fremont crosstown alternate routes. They can also be expanded. An analysis of the zoning in the study area reveals that there are optimal opportunities with proposed alignments for the alternate routes that limit the potential for adjacent commercial development. In 1992, the City of Fremont hired Ed Swanson and Associates to conduct a Crosstown Route Circulation Study. The

2 The Gillis Group, Lessons from Eastern Washington: State Route Mainstreets, Bypass Routes and Economic Development in Small Towns, February, 1994.

associated report examined the proposed route and several alternatives to determine the benefits that such a route would bring regarding traffic circulation in Fremont. This study determined that the development of an east/west crosstown route south of Main Street is an advantageous goal for the City. The proposed alignment for the route, as identified in the 1981 Comprehensive Plan, was determined to be the best alternative. Regardless of the alignment conclusion of this study, the southside crosstown route should be further explored through a proper alignment and environmental study as part of implementation.

Through this study and through previous master planning efforts, several criteria can be applied to the proposal of a southside crosstown route while it is being studied for implementation. They are:

- The route should be as close to the CBD as possible.
- The route should allow for proper, advantageous and planned access to major traffic generators like the hospital, schools and the CBD.
- The alignment should minimize the cost of right-of-way acquisition and the need for property condemnation.
- Any alignment should minimize environmental impacts and existing home impacts.
- The alignment should alleviate and minimize negative impacts to established residential areas.
- Design of such a route should accommodate advantageous and safe pedestrian and non-motorized vehicle crossings.
- Zoning around such a route should minimize commercial development and minimize access to private property.

Northside Crosstown Route

Similar to the proposed southside crosstown route, the proposed northside crosstown route would allow commercial and through-traffic that is now using Main Street to access their destination north of Main Street to use an alternative (see Crosstown Route Location map following this section). Portions of this northside crosstown route are already in place; the segment from Stone to Market is planned for 2001-02 construction. Observations and data support that this project should be completed.

This document will not repeat the pros and cons of the northside crosstown route. The same arguments for and against this new road can be seen above in the documentation of the southside crosstown route. There has been no formal action taken by the City to build goals and objectives for the northside crosstown route. Appendix C includes a suggested set of objectives for the northside crosstown route. These were drafted in the same format as the objectives for the southside crosstown route.

Crosstown Route Implementation

During the conduct and subsequent discussion of the corridor study, several issues were raised as concerns about the implementation of the southside crosstown route. The bulk of these concerns dealt with the positive and negative affects that such a route would have on the Central Business District of Fremont. This study will not address all of these concerns individually. However, we offer this list of issues and possible remedies to deal with the concerns.

- The Corridor study specifies a group of reasonable options for dealing with the affects of increased traffic on the M-82 corridor. These solutions should be looked at as a “toolbox”. One proposal is not going to solve all problems.

- There is no up-to-date information on the origin and destination of business or retail customers. This data would be useful in marketing the Central Business District and also in choosing an alignment for any alternate route. This study could be done in conjunction with the Fremont Area Chamber of Commerce.

- As a result of the customer origin/destination data and the lessons learned from the EWITS study, an aggressive marketing strategy should be developed and implemented to assist with any possible detrimental affect any traffic diversion may cause. The economic impacts should be carefully balanced with quality-of-life impacts.

- Origin/destination data must also be collected for automobile and truck traffic along the Corridor. This will provide useful information for the further study of alignment.

Appendix A

Traffic Counts

TABLE 1.
DAYTON AND SHERIDAN TOWNSHIPS, MICHIGAN
DAILY TRAFFIC COUNTS, PER HOUR
LOCATION : 100 FEET SOUTH OF MAIN STEET AND M-82
TRAFFIC FLOW : M-82, NORTH-BOUND

TIME OF DAY	DATE					
	TUESDAY		WEDNESDAY		THURSDAY	
	8/24/99		8/25/99		8/26/99	
	# OF VEHICLES	% OF DAILY TOTAL	# OF VEHICLES	% OF DAILY TOTAL	# OF VEHICLES	% OF DAILY TOTAL
12-100 AM			27	0.6%	26	2.2%
1-200 AM			11	0.2%	10	0.9%
2-300 AM			11	0.2%	15	1.3%
3-400 AM			17	0.4%	16	1.4%
4-500 AM			34	0.7%	38	3.3%
5-600 AM			67	1.4%	65	5.6%
6-700 AM			143	3.0%	145	12.5%
7-800 AM			242	5.1%	291	25.0%
8-900 AM			279	5.8%	245	21.0%
9-1000 AM			239	5.0%	**313**	**26.9%**
10-1100 AM	328	9.1%	309	6.5%		
11-1200 AM	328	9.1%	**354**	**7.4%**		
12-100 PM	325	9.1%	341	7.1%		
1-200 PM	337	9.4%	335	7.0%		
2-300 PM	**376**	**10.5%**	324	6.8%		
3-400 PM	365	10.2%	340	7.1%		
4-500 PM	315	8.8%	**352**	**7.4%**		
5-600 PM	321	9.0%	342	7.2%		
6-700 PM	267	7.4%	304	6.4%		
7-800 PM	199	5.5%	172	3.6%		
8-900 PM	164	4.6%	255	5.3%		
9-1000 PM	130	3.6%	135	2.8%		
10-1100 PM	77	2.1%	86	1.8%		
11-1200 PM	54	1.5%	51	1.1%		
TOTAL	**3,586**	**100.0%**	**4,770**	**100.0%**	**1,164**	**100.0%**

Source: Michigan Department of Transportation, City of Fremont.

CHART 1
DAYTON AND SHERIDAN TOWNSHIPS
AVERAGE HOURLY TRAFFIC COUNTS : MAIN ST. AND M-82
(TRAFFIC TRAVELING NORTH)
24-HOUR TIME PERIOD: AUGUST 24-26, 1999

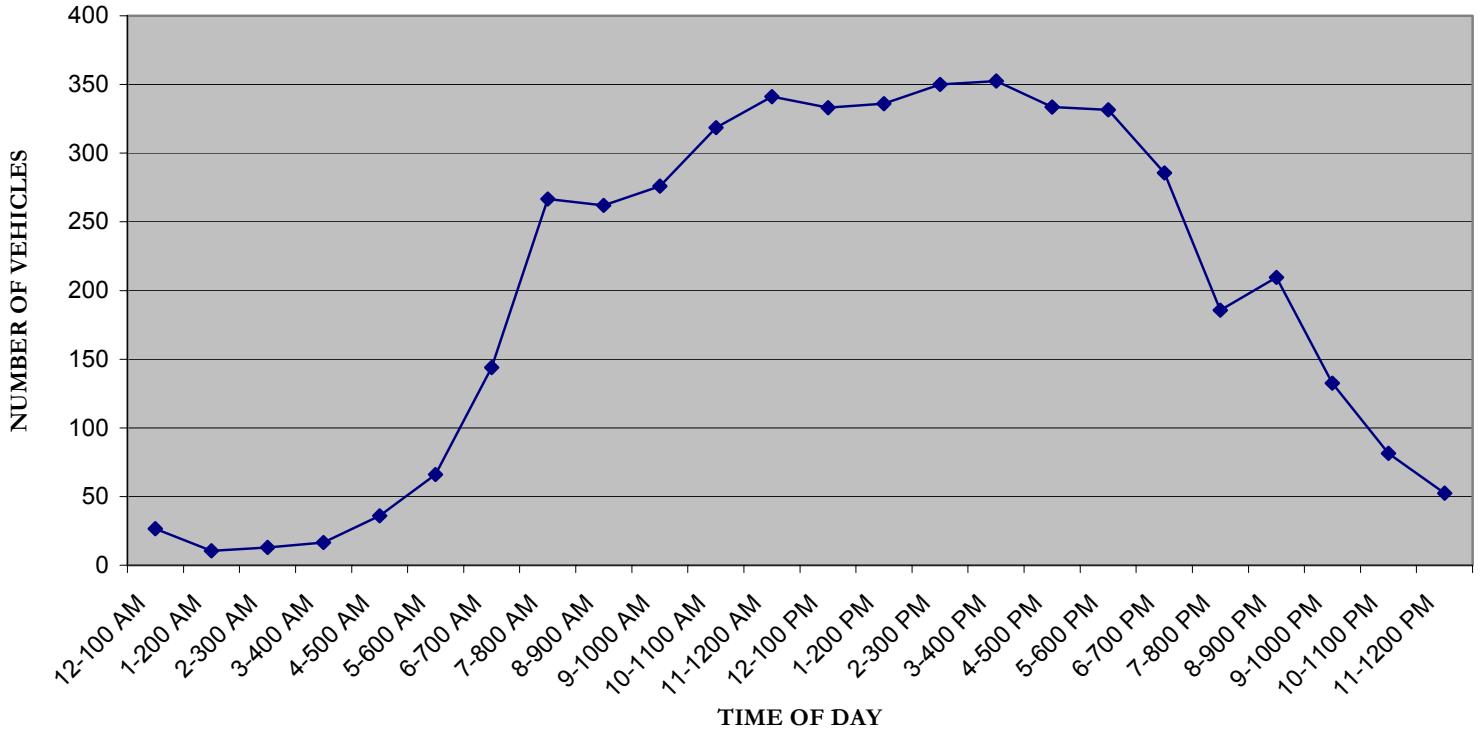


TABLE 2.
DAYTON AND SHERIDAN TOWNSHIPS, MICHIGAN
DAILY TRAFFIC COUNTS, PER HOUR
LOCATION : 100 FEET SOUTH OF MAIN STEET AND M-82
TRAFFIC FLOW : M-82, SOUTH-BOUND

TIME OF DAY	DATE					
	TUESDAY		WEDNESDAY		THURSDAY	
	8/24/99		8/25/99		8/26/99	
	# OF VEHICLES	% OF DAILY TOTAL	# OF VEHICLES	% OF DAILY TOTAL	# OF VEHICLES	% OF DAILY TOTAL
12-100 AM			23	0.5%	16	1.7%
1-200 AM			21	0.5%	14	1.5%
2-300 AM			10	0.2%	7	0.8%
3-400 AM			17	0.4%	9	1.0%
4-500 AM			31	0.7%	27	2.9%
5-600 AM			63	1.4%	63	6.8%
6-700 AM			98	2.3%	104	11.2%
7-800 AM			280	6.4%	221	23.9%
8-900 AM			212	4.9%	227	24.5%
9-1000 AM			192	4.4%	**237**	**25.6%**
10-1100 AM	234	7.1%	252	5.8%		
11-1200 AM	265	8.0%	288	6.6%		
12-100 PM	303	9.2%	277	6.4%		
1-200 PM	**327**	**9.9%**	269	6.2%		
2-300 PM	311	9.4%	329	7.6%		
3-400 PM	**328**	**9.9%**	**362**	**8.3%**		
4-500 PM	296	9.0%	326	7.5%		
5-600 PM	325	9.8%	307	7.1%		
6-700 PM	228	6.9%	276	6.3%		
7-800 PM	215	6.5%	229	5.3%		
8-900 PM	183	5.5%	184	4.2%		
9-1000 PM	141	4.3%	144	3.3%		
10-1100 PM	91	2.8%	93	2.1%		
11-1200 PM	57	1.7%	67	1.5%		
TOTAL	**3304**	**100.0%**	**4350**	**100.0%**	**925**	**100.0%**

Source: Michigan Department of Transportation, City of Fremont.

CHART 2
DAYTON AND SHERIDAN TOWNSHIPS
AVERAGE HOURLY TRAFFIC COUNTS : MAIN ST. AND M-82
(TRAFFIC TRAVELING SOUTH)
24-HOUR TIME PERIOD: AUGUST 24-26, 1999

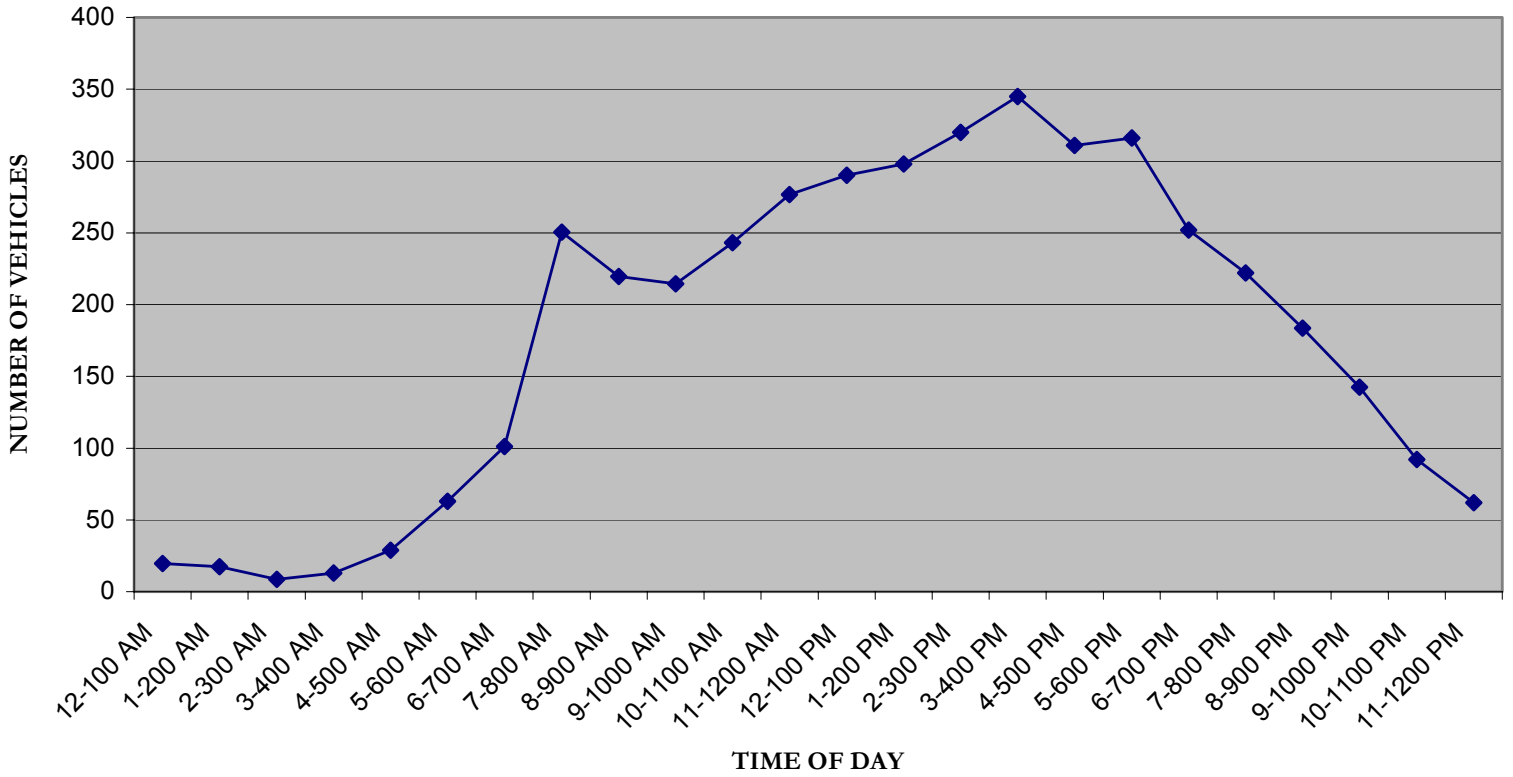


TABLE 3.
DAYTON AND SHERIDAN TOWNSHIPS, MICHIGAN
DAILY TRAFFIC COUNTS, PER HOUR
LOCATION : STEWART STREET AND M-82
TRAFFIC FLOW : M-82, EAST-WEST

TIME OF DAY	DATE					
	TUESDAY 8/24/99		WEDNESDAY 8/25/99		THURSDAY 8/26/99	
	# OF VEHICLES	% OF DAILY TOTAL	# OF VEHICLES	# OF DAILY TOTAL	# OF VEHICLES	% OF DAILY TOTAL
12-100 AM			74	0.6%	72	2.0%
1-200 AM			41	0.3%	43	1.2%
2-300 AM			27	0.2%	36	1.0%
3-400 AM			46	0.3%	35	1.0%
4-500 AM			79	0.6%	91	2.5%
5-600 AM			205	1.5%	190	5.2%
6-700 AM			333	2.5%	350	9.6%
7-800 AM			646	4.8%	625	17.1%
8-900 AM			694	5.2%	650	17.7%
9-1000 AM			664	5.0%	753	20.6%
10-1100 AM			859	6.4%	**818**	**22.3%**
11-1200 AM	855	9.0%	840	6.3%		
12-100 PM	**1,056**	**11.1%**	1,015	7.6%		
1-200 PM	947	9.9%	929	7.0%		
2-300 PM	989	10.4%	987	7.4%		
3-400 PM	1,012	10.6%	**1,038**	**7.8%**		
4-500 PM	1,006	10.5%	**1,041**	**7.8%**		
5-600 PM	974	10.2%	940	7.1%		
6-700 PM	719	7.5%	844	6.3%		
7-800 PM	653	6.8%	646	4.8%		
8-900 PM	528	5.5%	581	4.4%		
9-1000 PM	416	4.4%	401	3.0%		
10-1100 PM	239	2.5%	244	1.8%		
11-1200 PM	153	1.6%	157	1.2%		
TOTAL	**9,547**	**100.0%**	**13,331**	**100.0%**	**3,663**	**100.0%**

Source: Michigan Department of Transportation, City of Fremont.

CHART 3
DAYTON AND SHERIDAN TOWNSHIPS
AVERAGE HOURLY TRAFFIC COUNTS : JUNCTION OF STEWART ST. & M-82
(TRAFFIC TRAVELING EAST AND WEST)
AUGUST 24-26, 1999

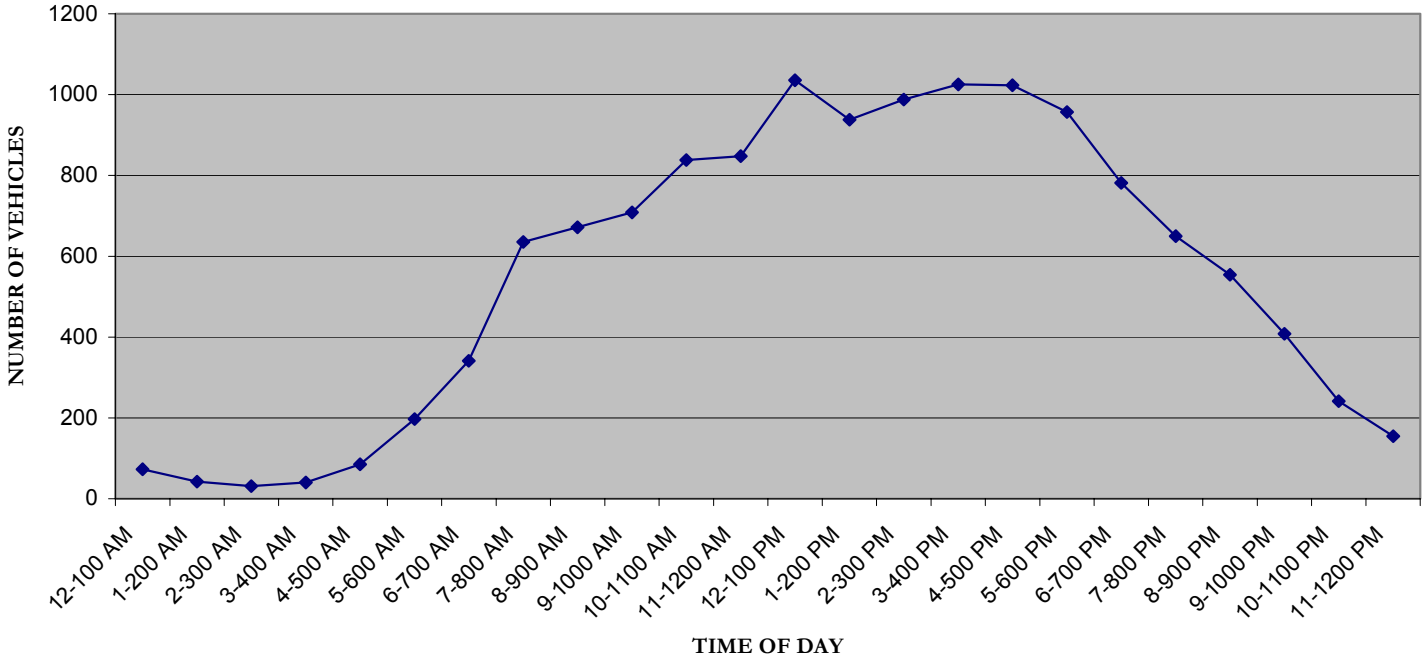


TABLE 4.
DAYTON AND SHERIDAN TOWNSHIPS, MICHIGAN
DAILY TRAFFIC COUNTS, PER HOUR
LOCATION : GREEN ROAD AND M-82
TRAFFIC FLOW : M-82, EAST AND WEST

TIME OF DAY	DATE					
	TUESDAY		WEDNESDAY		THURSDAY	
	8/24/99		8/25/99		8/26/99	
	# OF VEHICLES	% OF DAILY TOTAL	# OF VEHICLES	% OF DAILY TOTAL	# OF VEHICLES	% OF DAILY TOTAL
12-100 AM			57	0.6%	68	2.3%
1-200 AM			35	0.3%	38	1.3%
2-300 AM			26	0.3%	34	1.2%
3-400 AM			36	0.4%	35	1.2%
4-500 AM			53	0.5%	56	1.9%
5-600 AM			157	1.6%	163	5.6%
6-700 AM			303	3.0%	292	10.0%
7-800 AM			549	5.5%	572	19.6%
8-900 AM			555	5.5%	527	18.0%
9-1000 AM			505	5.0%	539	18.4%
10-1100 AM			565	5.6%	**598**	**20.5%**
11-1200 AM	639	8.9%	640	6.4%		
12-100 PM	703	9.8%	680	6.8%		
1-200 PM	713	10.0%	743	7.4%		
2-300 PM	802	11.2%	759	7.5%		
3-400 PM	796	11.1%	**836**	**8.3%**		
4-500 PM	**843**	**11.8%**	821	8.2%		
5-600 PM	795	11.1%	774	7.7%		
6-700 PM	500	7.0%	573	5.7%		
7-800 PM	431	6.0%	393	3.9%		
8-900 PM	368	5.1%	382	3.8%		
9-1000 PM	253	3.5%	310	3.1%		
10-1100 PM	198	2.8%	185	1.8%		
11-1200 PM	121	1.7%	131	1.3%		
TOTAL	**7,162**	**100.0%**	**10,068**	**100.0%**	**2,922**	**100.0%**

Source: Michigan Department of Transportation, City of Fremont.

CHART 4
DAYTON AND SHERIDAN TOWNSHIPS
AVERAGE HOURLY TRAFFIC COUNTS : GREEN ROAD AND M-82
(TRAFFIC TRAVELING EAST AND WEST)
24 HOUR TIME PERIOD: AUGUST 24-26, 1999

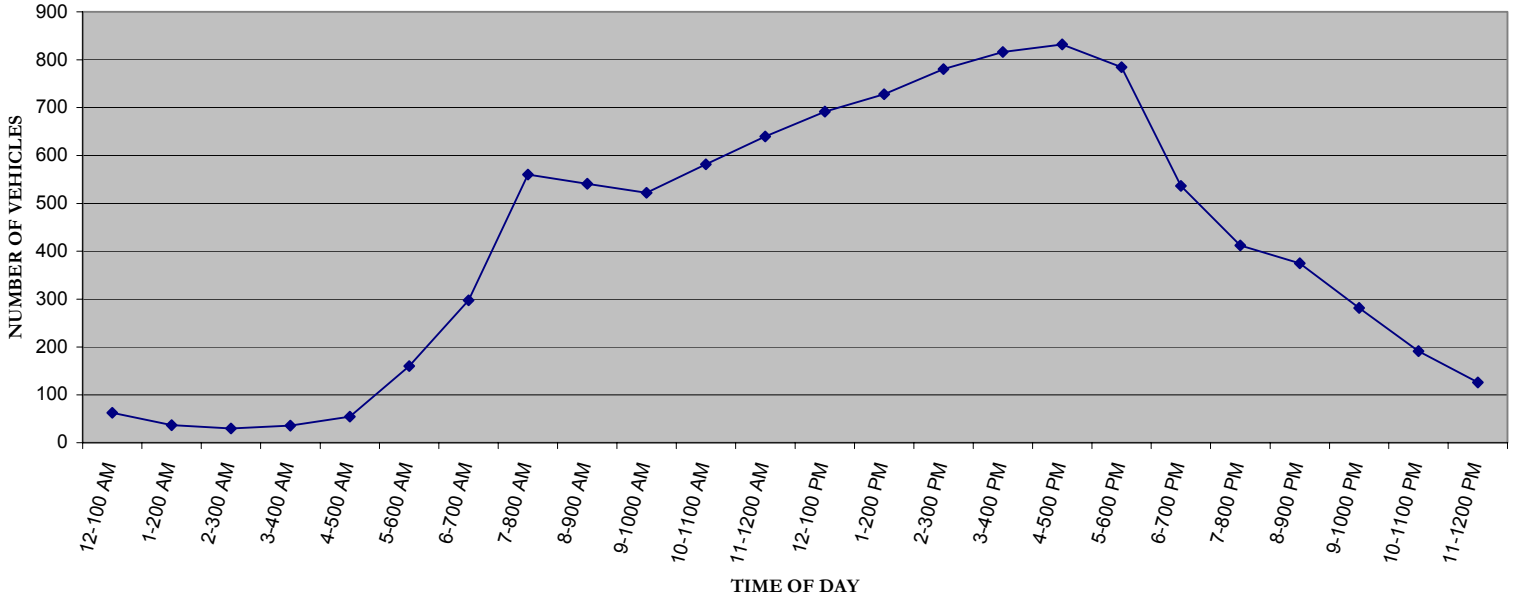
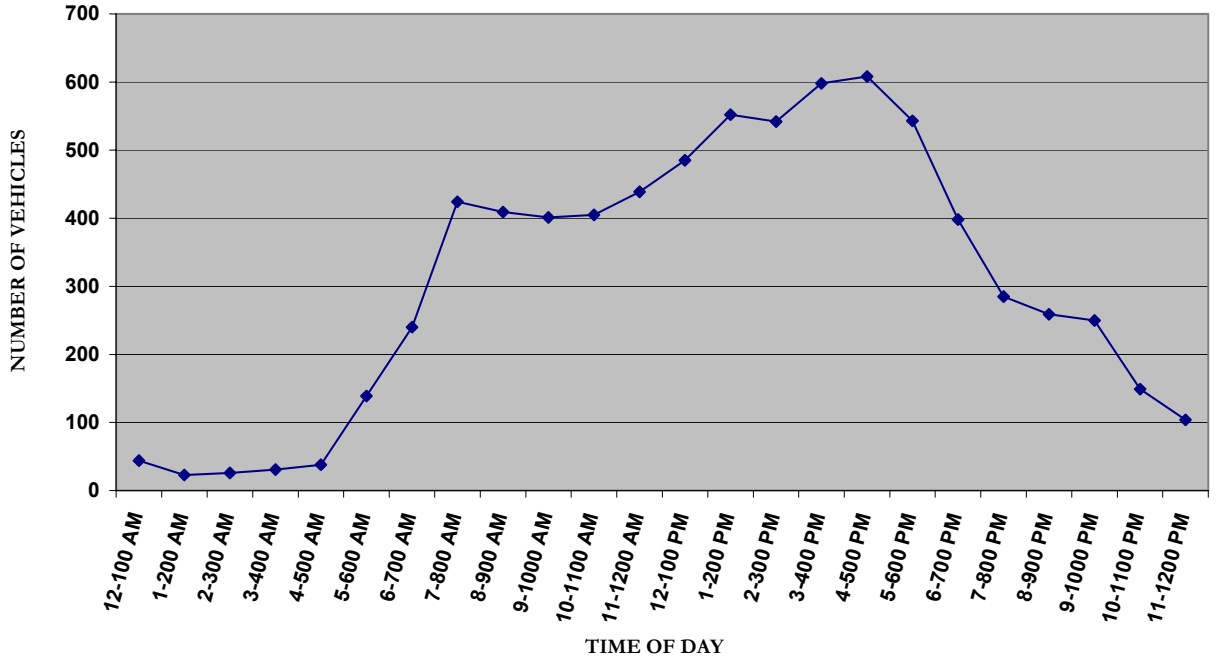


TABLE 5.
DAYTON AND SHERIDAN TOWNSHIPS, MICHIGAN
DAILY TRAFFIC COUNTS, PER HOUR
LOCATION : M-120 and M-82
TRAFFIC FLOW : M-82, EAST AND WEST

TIME OF DAY	DATE					
	TUESDAY 8/24/99		WEDNESDAY 8/25/99		THURSDAY 8/26/99	
	# OF VEHICLES	% OF DAILY TOTAL	# OF VEHICLES	% OF DAILY TOTAL	# OF VEHICLES	% OF DAILY TOTAL
12-100 AM			44	0.6%	49	2.3%
1-200 AM			23	0.3%	36	1.7%
2-300 AM			26	0.4%	24	1.1%
3-400 AM			31	0.4%	24	1.1%
4-500 AM			38	0.5%	44	2.0%
5-600 AM			139	1.9%	132	6.1%
6-700 AM			240	3.2%	244	11.3%
7-800 AM			424	5.7%	**433**	**20.1%**
8-900 AM			409	5.5%	399	18.5%
9-1000 AM			401	5.4%	365	16.9%
10-1100 AM			405	5.5%	409	18.9%
11-1200 AM	472	8.8%	439	5.9%		
12-100 PM	471	8.8%	485	6.6%		
1-200 PM	537	10.0%	552	7.5%		
2-300 PM	597	11.2%	542	7.3%		
3-400 PM	624	11.7%	598	8.1%		
4-500 PM	**638**	**11.9%**	**608**	**8.2%**		
5-600 PM	593	11.1%	543	7.3%		
6-700 PM	377	7.0%	398	5.4%		
7-800 PM	301	5.6%	285	3.9%		
8-900 PM	275	5.1%	259	3.5%		
9-1000 PM	201	3.8%	250	3.4%		
10-1100 PM	165	3.1%	149	2.0%		
11-1200 PM	102	1.9%	104	1.4%		
TOTAL	**5,353**	**100.0%**	**7,392**	**100.0%**	**2,159**	**100.0%**

Source: Michigan Department of Transportation, City of Fremont.

CHART 5
DAYTON AND SHERIDAN TOWNSHIPS
AVERAGE HOURLY TRAFFIC COUNTS : M-120 AND M-82
(TRAFFIC TRAVELING EAST AND WEST)
24 HOUR TIME PERIOD: AUGUST 24-26, 1999



Local Traffic Count Data

Average Daily Traffic Counts
Main Street and Stewart Avenue Only

Location	Year	Count
Stewart S. of Apache	1987	7,710
Stewart N. of Butterfield	1987	8,429
Main E. of Mechanic	1987	14,558
Main E. of Market	1995	18,905
Main E. of Dewitt	1995	12,843
Main W. of Stone	1997	20,123

Average Daily Traffic Counts
City of Fremont
excluding Main Street and Stewart Avenue

Location	Year	Count
56th and Warner	1988	6,897
56th W. of Warner	1992	738
Weaver S. of Main	1992	1,099
Weaver N. of Main	1992	2,582
Gerber N. of Oak	1991	739
Gerber S. of Pine	1992	1,007
Stone S. of Main	1987	3,416
Stone S. of Main	1997	2,425
Pine E. of Darling	1999	2,224
Pine W. of Mechanic	1992	2,344
Oak W. of Mechanic	1992	520
Oak E. of Stone	1987	3,085
Main W. of Stone	1997	20,123

Appendix B

Crosstown Route Circulation Study 1992

Appendix C

Objectives for Northside and Southside Crosstown Routes

Objectives for the Construction of the Southside Crosstown Route

The Southside Crosstown Route has been proposed since the 1970 City Master Plan; the need for the route was re-affirmed in the 1981 Comprehensive Plan. The route would run from Stewart Avenue west to connect with Stone Road and Locust Street, which leads to the Fremont Industrial Park. Either the City of Fremont or the Fremont Public Schools publicly own most of the adjoining property. Thus, there will be no additional development, especially commercial, along the route to compete with any existing commercial areas.

The proposed route is planned to be a three-lane, curb and gutter asphalt street with a proper stormwater control system. The roadway would be a limited access street, with few driveways. It would function similar to the Northside Crosstown Route (Hemlock Street), which will soon be extended west to Market Avenue. Connections on the Southside Route will be made at only the following cross-streets:

- Division Avenue
- Weaver Avenue
- Gerber Avenue
- Lake Drive
- Locust Street
- Stone Road

Refer to the body of this document for a general depiction of the proposed route and the facilities that will receive enhanced access with the construction of the route. The first two legs of the route have now been constructed. These include Industrial Drive and Locust Street in the Fremont Industrial Park and the newest segment of Cedar Street, between Stewart and Divison Avenues. Following are the objectives for the construction of the Southside Crosstown Route:

IMPROVE TRAFFIC FLOW FOR BOTH LOCAL CITIZENS AND VISITORS THROUGHOUT THE CITY.

1. Ease heavy traffic burden on M-82, both Main Street and Stewart Avenue.
2. Provide an alternate route for traffic passing through the City.
3. Reduce traffic volumes on Pine Street to the original residential design standards for the section between Stewart Avenue and Lake Drive.
4. Reduce traffic volumes on the 56th Street, Lakeview Drive and Lake Drive corridor along Fremont Lake.

PROVIDE A DESIGNATED TRUCK ROUTE FOR BOTH LOCAL AND THROUGH-SHIPPING OF RAW AND FINISHED GOODS.

1. Allow through-shipping to use an alternate route to lessen impacts on the state trunkline and other local streets. The new route would <u>not</u> be signed as a bypass or business route. “Alternate Truck Route” signs <u>would</u> be placed. As an example, the new street segment south of the Pine Street Athletic Complex, which opened in June 1999, is designated and signed as “Cedar Street”.
2. Provide a direct link from the Fremont Industrial Park to destinations south and

southeast of the City, especially the Grand Rapids metropolitan area.

3. Supply a direct shipping route along designated non-residential streets to points outside the City. Examples of users include: Dura Automotive Systems (70 trucks in/out per day in 1999), Gerber Products Company, Michigan Produce Haulers, Downtown business deliveries, etc.
4. Allow for the re-routing of Gerber out-bound shipping off of Weaver Street (from shipping entrance south to Main Street) and onto Hemlock Avenue. When the extension of Hemlock is completed in the next two years, Hemlock traffic would be able to connect at the traffic lights at either Stone and Main or Market and Main for westbound traffic. South- and southeast-bound traffic could safely cross Main at Stone and connect to the crosstown near Oak Street.

FURNISH ACCESS TO OTHER KEY AREAS AND INSTITUTIONS TO LESSEN THE NEGATIVE IMPACT ON LOCAL RESIDENTIAL STREETS.

1. Improve response time for Gerber Memorial Hospital ambulance runs. This is even more critical for runs originating from and destined to the south and southeast. With the vacating of Oak Street between Sullivan and Weaver Avenues, and the relocation of the emergency room entrance to Gerber Avenue north of Oak Street, there is no direct route for emergency vehicles heading to/from the southeast.
2. Provide easier and safer access for medical staff, and both emergency and non-emergency patients and visitors to the Hospital.
3. Improve access to Fremont Lake Park and Fremont Lake in general.
4. Allow for access to the new 223-car/8-bus parking lot at the Fremont Public Schools Pine Street Athletic Complex. This would reduce negative effects of parking for the athletic events in adjacent neighborhoods north of the complex and in Maplegrove Cemetery.
5. Improve parent, visitor and bus access to the Fremont Middle School, athletic fields at the Middle School, the new Adult/Continuing Education office in the former Cedar Street School, and the Lifeflight helicopter pad and Public School bus garage on Lake Drive.
6. Enhance access to Maplegrove Cemetery for visitors and funeral processions off of Stewart Avenue or from the west without traveling through the Downtown.

IMPROVE SAFETY AND REDUCE TRAFFIC STRESS FOR PEDESTRIANS, VEHICLES, BIKE RIDERS, PARALLEL PARKERS AND OTHERS BY REDUCING THE CONGESTION ON M-82.

1. Allow for safer crossings of Main and Stewart by pedestrians, especially school children and downtown shoppers.
2. Improve safety at the Middle School with a fenced, controlled access to the grounds.
3. Help lower the high accident rates, both property and personal injury, at numerous points along the trunkline.

4. Reduce traffic volume on M-82 by diverting through-shipping vehicles away from the Downtown and West Main areas.
5. Decrease traffic volumes at the Stewart & Main intersection for westbound lefts and southbound rights. This benefit would be partially offset, however, by the addition of East Main Street traffic travelling to and from the east and northeast to the Fremont Industrial Park.
6. Reduce noise levels in the pedestrian-oriented Downtown, especially at Veterans Memorial Park during concerts, festivals, art fairs, etc.
7. Reduce pounding of Main Street by trucks, which has long-term damage implications for buildings, especially those close to the street in the Downtown.
8. Lessen traffic-induced stress for drivers along the trunkline, resulting in fewer accidents and less stressful trips along and through the commercial corridor.
9. Lower use of fossil fuels for vehicles and cut air emissions that reduce local air quality by shortening travel times.

CREATE A UTILITY CORRIDOR FOR THE ENHANCEMENT OF BOTH PUBLIC AND PRIVATE UTILITY SERVICES.

1. Allow for the installation of the 12-inch southside crosstown watermain, running from Stewart west to Gerber Avenue. (The segment from Stewart to Division was installed in 1999.) This will increase pressure and water flow capacities, which will improve firefighting capabilities in the southside of town. Increased capabilities would also result in fewer water quality complaints in those areas.
2. Improve the stormwater drainage for the southern portions of town along the Miller Drain.

Objectives for the Construction of the Northside Crosstown Route

The proposed route is planned to be a three-lane, curb and gutter asphalt street with a proper stormwater control system. The roadway will be a limited access street, with few driveways. It will function similar to the Southside Crosstown Route. The route will run from the CSX railroad tracks, north on Weaver Avenue, then west on Hemlock Street to connect with Stone Road and Market Avenue, which then leads to the south, eventually connecting with Main Street. Refer to the attached map for a general depiction of the proposed route and the facilities that would receive enhanced access with the construction of the route. A majority of the route has now been constructed with the exception of Hemlock Street west of Stone Road and the northern half of Market Avenue. Following are the objectives for the construction of the Northside Crosstown Route:

IMPROVE TRAFFIC FLOW FOR BOTH LOCAL CITIZENS AND VISITORS THROUGHOUT THE CITY.

1. Ease heavy traffic burdens on M-82.
2. Provide an alternate route for traffic passing through the corridor.
3. Reduce traffic volumes on residential streets and convert them back to which they were intended.

PROVIDE A DESIGNATED TRUCK ROUTE FOR BOTH LOCAL AND THROUGH-SHIPPING OF RAW AND FINISHED GOODS.

1. Allow through-shipping to use an alternate route to lessen impacts on the state trunkline and other local streets. The new route would not be signed as a bypass or business route. Instead, "Alternate Truck Route" signs would be placed.
2. Provide a direct link from the industrial businesses to the north to destinations south and southeast of the City, especially the Grand Rapids metropolitan area.
3. Supply a direct shipping route along designated non-residential streets to points outside the City. Examples of users include Wal-Mart, Gerber Products Company, Michigan Produce Haulers, Downtown business deliveries, etc.
4. Allow for the re-routing of Gerber out-bound shipping off of Weaver Street (from shipping entrance south to Main Street) and onto Hemlock Avenue. When the extension of Hemlock is completed in the next two years, Hemlock traffic would be able to connect at the traffic lights at either Stone and Main or Market and Main for westbound traffic. South- and southeast-bound traffic could safely cross Main at Stone and connect to the Southside Crosstown Route near Oak Street.

FURNISH ACCESS TO OTHER KEY AREAS AND INSTITUTIONS TO LESSEN THE NEGATIVE IMPACT ON LOCAL RESIDENTIAL STREETS.

1. Improve access from M-82 to recreational areas north of town.
2. Soften access to Pathfinder Elementary School, which is now the main school bus hub for the Fremont Area School District.

IMPROVE SAFETY AND REDUCE TRAFFIC STRESS FOR PEDESTRIANS, VEHICLES, BIKE RIDERS, PARALLEL PARKERS, AND OTHERS BY REDUCING THE CONGESTION ON M-82.

1. Allow for safer crossings of pedestrians in the CBD by allowing through traffic to be diverted.
2. Help lower the high accident rates, both property and personal injury, at numerous points along the trunkline.
3. Reduce traffic volume on M-82 by diverting through-shipping vehicles.
4. Decrease the volume of highly-undesired turning movements.
5. Reduce noise levels near residential and public areas.
6. Reduce pounding of Main Street by trucks, which has long-term damage implications for buildings, especially those close to the street in the Downtown.
7. Lessen traffic-induced stress for drivers along the trunkline, resulting in fewer accidents and less stressful trips along and through the commercial corridor.
8. Lower use of fossil fuels for vehicles and cut air emissions that reduce local air quality by shortening travel times.

CREATE A UTILITY CORRIDOR FOR THE ENHANCEMENT OF BOTH PUBLIC AND PRIVATE UTILITY SERVICES.

1. Allow for improvements in watermains. This will increase pressure and water flow capacities, which will improve firefighting capabilities. Increased capabilities would also result in fewer water quality complaints in those areas.

2. Allow for installation of sanitary sewer service to areas north of Hemlock, between Market and Valley Avenues.
3. Allow for future improvements of the stormwater drainage for the portions of town where this new roadway has been or will be built.