



**COMMUNITY DEVELOPMENT
DEPARTMENT
2024 ANNUAL REPORT**

EXECUTIVE SUMMARY

Section 19(2) of the Michigan Planning Enabling Act (Public Act 33 of 2008) requires the planning commission to *“make an annual written report to the legislative body concerning its operation and the status of planning activities, including recommendations regarding actions by the legislative body related to planning and development.”*

The **2024 Community Development Department Annual Report** acts as this written report and provides the planning commission and city commission with the following information:

- An update of development activities within the city
- The meeting activity of the planning commission, zoning board of appeals, and brownfield redevelopment authority.
- Code enforcement data
- Building and rental inspection data
- A review of master plan implementation actions

The annual report is separated into the following categories: **Building and Rental Housing Inspection, Planning and Zoning, Economic Development and Code Enforcement.**

The annual report offers valuable information that may be relevant to the planning Commission, city commission, other boards and committees, city staff, and the public.

BUILDING & RENTAL HOUSING INSPECTION

Building and Rental Housing Inspection is divided into the following subsections: **Permit Revenue, Permit Numbers, Inspections, Certificates of Occupancy, and Rental Registration/Inspection.**

PERMIT REVENUE

Table 1 below lists the **revenue** generated from permits over the last 8 fiscal years, as well as the average over that timeframe. **Fence, signage and sidewalk/concrete work are now all listed under the zoning permit category following the major 2023 fee schedule update.** The large increase in permit fees in 2024 are due to a new fee schedule adopted in 2023 and several very large construction projects commencing such Alro Steel and the Macomb County Central Intake Assessment Center, as well as several other smaller commercial projects.

Table 1 – Permit Revenue (\$)

	2017	2018	2019	2020	2021	2022	2023	2024	8-Year Avg.
Building	155,450	258,370	521,164	249,012	229,160	213,689	165,115	765,151	319,639
Mechanical	29,075	35,690	40,502	31,096	39,693	37,085	42,192	51,199	38,317
Electrical	41,080	40,990	65,532	35,843	48,804	40,225	40,932	65,950	47,420
Plumbing	33,175	49,640	51,586	31,014	43,146	31,400	47,194	41,829	41,123
Zoning	n/a	n/a	n/a	n/a	n/a	n/a	22,660	32,560	27,610*
Fence	1,860	3,600	2,850	5,370	950	2,300	n/a	n/a	n/a
Sign	4,210	2,550	2,705	3,840	5,150	5,500	n/a	n/a	n/a
Sidewalk/Drives	6,830	8,820	11,115	5,320	13,990	11,910	n/a	n/a	n/a
Totals	271,680	399,660	695,452	361,495	380,893	342,109	318,093	956,689	465,759

*2-year average

PERMIT NUMBERS

Table 2 below lists the number of permits issued over the last 8 calendar years, including an 8-year average. **Permit activity is tracking with the 8-year averages.**

Table 2 - Permits

	2017	2018	2019	2020	2021	2022	2023	2024	8-Year Avg.
Building	487	429	445	403	406	421	366	399	420
Mechanical	212	231	209	187	235	214	164	221	209
Electrical	275	249	290	248	310	258	212	368	276
Plumbing	253	221	203	167	225	207	127	163	196
Zoning	202	191	216	248	230	195	157	156	199

INSPECTIONS

Table 3 below lists the number of inspections over the last 8 calendar years, including an 8-year average. Inspection activity is increased dramatically coming out of the COVID pandemic as the city has experienced a boon in construction activity.

Table 3 - Inspections

	2017	2018	2019	2020	2021	2022	2023	2024	8-Year Avg.
Building	578	612	581	413	473	461	981	928	628
Mechanical	230	247	220	182	238	217	321	452	263
Electrical	345	312	349	267	351	298	373	650	368
Plumbing	281	264	256	173	230	196	343	393	267
Zoning	201	197	204	123	162	209	378	403	235

CERTIFICATES OF OCCUPANCY

In 2008, in response to the growing mortgage foreclosure crisis, the city adopted its Abandoned/Vacant Residential Structure Ordinance. Still in place today, this ordinance requires residential structures that have become abandoned/vacant for 30 or more days to acquire a new certificate of occupancy before it can be legally occupied. **Table 4** provides the number of certificates of occupancy that have been issued since 2009.

Table 4 – Certificates of Occupancy

Year	Number
2009	68
2010	165
2011	137
2012	157
2013	130
2014	134
2015	63
2016	50
2017	69
2018	52
2019	59
2020	31
2021	52
2022	43
2023	46
2024	73

While most of these certificates of occupancy are for residential structures, these numbers do include commercial a structures. As the housing market and economy began to recover in 2010, the number of

certificates of occupancy issued increased, with a peak of 157 in 2012. Staff sees this as proof that adoption of the ordinance resulted in a sizable number of residential structures being rehabilitated, thus improving the city’s overall housing stock. The number of new certificates of occupancy have steadied since 2015; we anticipate this to continue, with some fluctuations occurring due to new businesses opening, and new residential structures being built and/or rehabilitated. **2024 saw the most new certificates of occupancy issued in the last 10 years.**

RENTAL REGISTRATION AND INSPECTION

The city has operated a rental registration and inspection program since the early 1990s, with varying levels of enforcement and staffing over the years. **Table 6** illustrates the number of rental inspections and vacant property verifications, as well as certificates of compliance, that have been completed since 2013. **Inspections and certificates increased in 2021 after a reduction in 2020 due to the COVID-19 pandemic.**

Table 6 – Rental Data

Year	Rental Inspections/Vacant Property Verifications	Certificates of Compliance Issued
2013	863	407
2014	990	298
2015	1282	469
2016	1032	422
2017	868	394
2018	983	433
2019	872	438
2020	723	305
2021	864	357
2022	1220	580
2023	1379	259
2024	1682	404

PLANNING AND ZONING

PLANNING COMMISSION

Number of Commission Members: 7

Term Length: 3 Years

Current Vacancies: 0

Member Roster: Richard Shoemaker (Chair), Vicky Mazzola, Frank Cusimano, Steven Gay, John Walus, Roxanne Brown, Jhonny Escalante

Authority and Purpose

The Planning Commission is established under Article 14, section 14.0001 of the City of Mount Clemens Ordinances, which was amended last in 2017. The planning commission shall perform its duties and exercise its powers as provided by the Michigan Planning Enabling Act, as amended, PA 33 of 2008. The planning commission shall oversee the drafting and amendments to the city’s master plan, review proposed site plans, and draft amendments to the zoning ordinance when needed.

2024 Summary

The planning commission met 2 times in 2024.

The planning commission conducted the following development reviews in 2024:

Address	Request Type	Description	Status
54 N. Groesbeck Mr. Car Wash	Special Land Use/Site Plan Review	New 5,434 square foot car wash	Approved
1 N. River Road	Site Plan Review	New 32,312 square foot, 4-Story Apartment Complex with 101 Units	Approved
43565 Elizabeth Road	Site Plan Review	New 4-Story Addition to the Macomb County Jail for a Central Intake & Assessment Center	Approved
1120 SB Gratiot Avenue	Site Plan Review	New Outdoor Storage Area for Vehicles and Vehicle Parts	Approved

ZONING BOARD OF APPEALS

Number of Board Members: 7, plus 1 or 2 Alternates

Term Length: 3 Years

Current Vacancies: 1

Member Roster: Michael Bernier (Chair), Richard Shoemaker (Planning Commission Liaison), Paul Kropp, Chad Shoemaker, Susie Wells, Tom Virga, David Rivard (Alternate)

Authority

The Mount Clemens Zoning Board of Appeals is established under Article 14, section 15.0141 of the City of Mount Clemens Zoning Ordinance which was adopted by the Mount Clemens City Commission on April 21, 2003. The Zoning Board of Appeals shall perform its duties and exercise its powers as provided by Public Act 110, The Michigan Zoning Enabling Act of 2006, as amended.

Purpose

The Zoning Board of Appeals shall have the following powers and it shall be its duty:

1. *To hear and decide appeals where it is alleged there is error of law in any order, requirement, decision or determination made by the Community Development Department or Planning Commission in the administration or enforcement of this Ordinance.*
2. *To grant variances from the provisions of this Ordinance as may be in harmony with its general purpose and intent so that the function of this Ordinance is observed, public safety and welfare secured, and substantial justice done.*

2022 Summary

The Zoning Board of Appeals did not meet in 2024.

The table below shows an 11-year history of variance requests:

Table 9 – Variance History

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Total Number of Variances Requested	4	2	2	0	1	0	0	0	0	0	0
% Change in Total from Previous Year	-69%	-50%	0%	-100%	100%	-100%	0%	0%	0%	0%	0%
Total Number Approved	4	1	0	N/A	0	N/A	N/A	N/A	N/A	N/A	N/A
% of Total Requests Approved	100%	50%	0%	N/A	0%	N/A	N/A	N/A	N/A	N/A	N/A

The overall trend has been a very large reduction in the number of variance requests, with the ZBA not having met since 2018. This is due to several factors, including revised ordinance requirements for privacy fences and accessory buildings and staff’s efforts to work with property owners to find alternatives to their projects that can meet ordinance requirements.

MASTER PLAN

The City Commission adopted its master plan on February 10, 2010, with an update adopted on September 16, 2016 which also revised the implementation section. The master plan recognizes that implementation is dynamic and often subject to outside influences such as funding and personnel availability.

Implementation is divided into 4 sections: zoning, physical planning, leadership, and economic development. Some of the strategies are ongoing efforts and not linked to any suggested timeframe. The suggested strategies are based on the various goals, objectives and actions that are discussed in the master plan.

In 2017, staff created the attached spreadsheet which is used to guide the master plan implementation efforts. We have used a Green (Ongoing/Complete), Yellow (Progress), and Blue (Upcoming) coloring system. This spreadsheet is updated on a periodic basis. **Of the 67 items overall, staff has identified 54 as Green or Yellow, meaning 80% are either complete or progress has been made.**

As part of its strategic planning process in 2024 the city commission identified the preparation of a new master plan as one of its objectives. Staff will begin laying the groundwork for this planning process in 2025.

ECONOMIC DEVELOPMENT

The department continues to seek ways to broaden its economic development focus with, primarily through its brownfield redevelopment authority and in cooperation with the downtown development authority. In 2021, the department took part in the following economic development related areas:

- The Community Development Director served as the Executive Director of the Downtown Development Authority.
- DDA activities included:
 - Approval of a strategic plan and budget
 - Approval of a tax capture sharing agreement with the city for a brownfield redevelopment for 1 N. River Road
 - Participation in the MCEP Art City program
 - Approval of façade grant applications for 166 S. Main Street, 90 Macomb Place, 43 N. Main Street, 52 N. Walnut Street, 73 N. Main Street, 79 N. Main Street and 83 Macomb Place
 - Prepared a sponsorship opportunity document
 - Provided funds for the Downtown Revitalization project
 - Adopted updated façade grant guidelines
 - Rented space at the Cherry Street Studio
 - Adopted a DEI Statement
 - Purchased additional lighting for the downtown along N. Main Street
 - Established DDA office hours at the Cherry Street Studio
 - Continued to work with the county on the maintenance of www.thinkmtc.com and the marketing of downtown properties
- The Community Development Department processed 19 special event permit applications.
- Managed the CDBG funding for the construction of a new playground at Cairns Community Center.
- Conducted reviews of marihuana business applications.
- Part of the project team that secured an MEDC RAP grant for the Cherry Street Mall project.
- Managed the city's Redevelopment Ready Communities Essentials designation.
- Worked with AmeriScan on completing the scanning of all archived site plans and construction documents.

BROWNFIELD REDEVELOPMENT AUTHORITY

Number of Board Members: 5

Term Length: 3 Years

Current Vacancies: 0

Member Roster: Carl Harlow, Stephen Gay, Richard Shoemaker, John Walus, Catherine Heitchue Reed

Authority

The Mount Clemens City Commission established the City of Mount Clemens Brownfield Redevelopment Authority (BRA) and designated the boundaries of the BRA by resolution pursuant to the Brownfield Redevelopment Financing Act, Michigan Public Act 381 of 1996, as amended. The Resolution was filed with Michigan Department of State, Office of the Great Seal, on March 21, 1997.

Purpose

To facilitate the implementation of brownfield projects that will identify, rehabilitate and revitalize environmentally distressed commercial and industrial properties throughout the City of Mount Clemens.

2024 Summary

The authority held three meeting in 2022. At those meetings the authority:

- Approved the reimbursement of eligible costs in the amount of \$1,517,217.72 to 141, LLC for a project at 141 N. Groesbeck Highway.
- Recommended approval of a brownfield plan dated March 12, 2024 for the redevelopment of 1 N. River Road and adjacent parcels.
- Approved a brownfield reimbursement agreement between the authority and Manchester Mount Clemens, LLC for 1 N. River Road.

Goals

The Brownfield Redevelopment Authority assists property owners and businesses to redevelop sites that have environmental contamination or have become functionally obsolete. If a site qualifies, tax incentives may be available to assist in the costs associated with clean up and redevelopment. There are many benefits to Brownfield redevelopment: new job creation, increase in the local tax base, improved property values for the site and its adjacent neighbors, and alleviation of public health and safety concerns.

CODE ENFORCEMENT

Table 10 – Code Enforcement Created by Month

Month	2016	2017	2018	2019	2020	2021	2022	2023	2024
January	103	253	155	188	163	133	196	88	84
February	153	213	171	130	186	204	111	93	76
March	167	199	176	147	145	197	133	128	82
April	70	191	205	209	38	266	105	116	98
May	115	222	359	294	165	259	254	264	282
June	127	228	243	178	234	173	230	185	103
July	87	216	186	197	161	193	134	116	135
August	73	213	230	210	193	175	160	149	114
September	106	232	192	181	135	199	146	116	116
October	119	139	154	178	139	131	130	96	101
November	90	141	130	168	113	103	101	75	75
December	169	91	113	126	71	158	77	55	66
Annual Total	1379	2563	2314	2206	1743	2201	1777	1481	1334

Table 11 – Annual Case Types

Type	2016	2017	2018	2019	2020	2021	2022	2023	2024
Other	42	114	383	399	238	202	97	136	70
Abandoned/Vacant Structure	170	142	57	65	56	55	14	5	4
Animal Violation	16	14	5	3	7	3	1	7	7
Building Maintenance	99	199	236	143	90	123	127	34	2
Commercial Equipment	13	17	16	18	19	14	11	5	1
Graffiti	12	7	5	19	4	3	0	1	2
Sheriff Referral - Parking in Street	N/A	200	141	172	73	134	12	110	5
Junk Vehicle/Unlicensed/Inoperable/Parking on Grass	322	515	308	342	274	235	230	41	5
Grass/Weeds/Landscaping	95	440	366	332	242	341	399	298	284
No Permit/Expiration/Stop Work Order	133	186	175	180	191	159	158	149	138
Recreational Vehicle	20	26	49	46	56	88	65	27	9
Sidewalk/Snow	6	5	7	7	6	9	5	4	1
Sign	24	45	60	62	38	48	34	60	113
Blight – Administrative Hearings Bureau*	n/a	n/a	n/a	n/a	n/a	n/a	n/a	148	387
Blight/Trash/Debris/Junk/Early Garbage/Dumpster	271	506	389	313	412	737	557	382	157
Open to Trespass	14	22	18	12	4	7	7	5	3
Water Shut-Off	50	84	66	76	16	24	56	49	38
Zoning/Fence	70	22	30	10	8	13	4	20	8
Total	1379	2885	2314	2206	1743	2201	1777	1481	1334

*The administrative hearings bureau began in May 2023 which has shifted the reported numbers from other categories into “Blight – Administrative Hearings Bureau”.

**IMPLEMENTATION ITEMS
CITY OF MOUNT CLEMENS MASTER PLAN**

TASK		TOPIC	RESPONSIBILITY	STATUS
ZONING ORDINANCE TEXT				
Z1	Prepare a new Zoning Ordinance to replace the 2003 Zoning Ordinance	Zoning	CD/Consultant	Included as part of the new zoning ordinance which became effective April 24, 2021.
Z1.1	Adopt conditional rezoning procedures	Zoning	CD/Consultant	
Z1.2	Amend multi-use zoning district to incorporate design standards for the Railroad Redevelopment district	Design Standards	CD/Consultant	
Z1.3	Adopt form-based regulations for the Downtown and new Downtown Edge District (South Gratiot and Riverfront Community) so that buildings and site design are consistent with the Master Plan	Downtown, South Gratiot, Riverfront Community	CD/Consultant	
Z1.4	Evaluate school, church and institutional reuse criteria to ensure redevelopment or reuse fits appropriately with the character of the neighborhood	Reuse	CD/Consultant	
Z1.5	Evaluate residential and mixed-use districts to accommodate a wider variety of attached housing types	Housing	CD/Consultant	
Z1.6	Ensure zoning ordinance and street design standards emphasizes non-motorized connections and low-impact storm water design	Complete Streets	CD/Consultant	
Z1.7	Develop riverfront design standards for building placement, design, and water-related activities	Riverfront	CD/Consultant	
Z2	Rezone South NB Gratiot east frontage to allow attached residential	South Gratiot	CD	
Z3	Rezone Railroad Redevelopment land use area to multi-use district to facilitate potential redevelopment	Zoning	CD	
PHYSICAL PLANNING				
P1	Request MDOT study the potential of converting one lane of Gratiot to buffered bikes lanes or a two-way cycle track or conversion to two-way traffic	Complete Streets	DPS, MDOT	The city engaged MDOT in discussion related to the proposed bus rapid transit line. As that project is now suspended, this will be revisited when appropriate.

**IMPLEMENTATION ITEMS
CITY OF MOUNT CLEMENS MASTER PLAN**

P2	Implement Macomb County Non-motorized Plan to incorporate more bike routes, lanes, and pathways throughout the city	Complete Streets	DPS, CD, MCDR	This plan offers no specific recommendations for the city, other than recognizing the downtown as a preferred link in the system.
P3	Discourage suburban development model on Gratiot at edges of downtown	Downtown Redevelopment	CD	The properties between NB Gratiot and Beyne, from Clinton River Drive to Clinton River Drive were rezoned to RM-1 Mixed Residential, which allows urban-style attached residential units including townhouses, flats, and small apartment buildings
P4	Encourage Oakland University Campus stability and growth by improving pedestrian connections to downtown, providing room for parking growth to south, and encouraging integration into downtown for building facilities as growth occurs	Downtown Redevelopment	DDA, DPS	The 2018 TAP grant improved the intersections at Cass Avenue and N. Walnut and Main Streets. Oakland University will be leaving its Mount Clemens location.

**IMPLEMENTATION ITEMS
CITY OF MOUNT CLEMENS MASTER PLAN**

P5	Continue process of Universal Access improvements and sidewalk maintenance	Streetscape	DDA, DPS	The city implemented federal TAP grants in 2016 and 2018 for crosswalk improvements downtown. The city has also implemented a sidewalk replacement program city wide.
P6	Prepare and annually update six-year capital improvements plan that coordinates with the master plan	Capital Improvements	DPS, CC, PC	Ongoing
P7	Annually review master plan and track progress toward achieving actions	Implementation	CD, PC	Ongoing
P8	Focus more intense development around the planned BRT station, work with RTA on the routing and changes to parking and pedestrian crossings around the station	Complete Streets	DPS, CD, DDA, RTA	The City incorporated planning for the stations in its 2016 Master Plan Update.
P9	Improve crosswalks on NB Gratiot, add mid-block crossings at Kennedy Plaza and New Street/County parking redevelopment	Complete Streets	DPS, MDOT	Upcoming
P10	Encourage residential loft conversion for upper floors of existing buildings	Downtown Residential	DDA	As part of the new zoning ordinance, the city reduced by 50% the number of parking spaces required for residential developments.

**IMPLEMENTATION ITEMS
CITY OF MOUNT CLEMENS MASTER PLAN**

P11	Encourage attached residential at downtown perimeter, especially on underutilized parcels on New Street	Downtown Residential	CD, DDA	The properties between NB Gratiot and Beyne, from Clinton River Drive to Clinton River Drive were rezoned to RM-1 Mixed Residential, which allows urban-style attached residential units including townhouses, flats, and small apartment buildings
P12	Replace existing light fixtures with a more energy efficient and visually pleasing design, reusing existing poles, light locations, and wiring infrastructure if possible	Streetscape	DDA, DPS	Upcoming
P13	Update site furnishings such as benches and trash receptacles, selecting models that are compatible with the historic architecture and the urban environment	Streetscape	DDA, DPS	
P14	Refresh existing downtown open spaces with lighting, landscaping and site furnishings as needed	Streetscape	DDA, DPS	
P15	Add design features along Gratiot to celebrate the presence of the river, such as pedestrian scaled lights, banner poles, and landscaping	Clinton Riverfront	DDA, DPS	Upcoming
P16	Encourage vendors and watersports to activate the riverfront park	Clinton Riverfront	CD, CC	Ongoing. The city has maintained agreements with vendors since 2012.
P17	Prepare an RFP to evaluate the feasibility of redevelopment of city property on the east side of river- balance increasing tax base of the city while providing revenue from the land sale to offset costs of moving City Hall.	Downtown Redevelopment	CC	The city is currently working on a plan to move city hall and the fire department downtown which would allow for redevelopment.

**IMPLEMENTATION ITEMS
CITY OF MOUNT CLEMENS MASTER PLAN**

P18	Relocate the Farmer's Market to downtown, in conjunction with new mixed-use development at Macomb and Pine Street	Downtown Redevelopment	DDA, DPS	The DDA has discussed wanting to bring the market downtown or establish its own market.
P19	Convert Macomb Place from one-way to two-way from Main Street to SB Gratiot	Downtown Redevelopment	DDA, DPS	After further review, the city has opted to keep Macomb Place one-way, and will undergo redevelopment in 2025
P20	Develop Macomb Place street edge on the south side of the street near the arts center to activate this block	Downtown Redevelopment	DDA, CD	The city has engaged Artspace for a mixed-use development in this location
P21	Improve key gateways into downtown with wayfinding signs, pedestrian crossing improvements, lighting, and new landscape treatments	Streetscape	DDA, DPS	The city has an active wayfinding signage system in place. The TAP grants improved most downtown crosswalks. Additional streetscape improvements would be done as part of larger street projects.
P22	Enhance existing pedestrian connections at Cherry Street, through the Red Lot to Cass Street, and between New Street and Market Street	Streetscape	DDA, DPS	The city was awarded an MEDC RAP grant for the redevelopment of the Cherry Street Mall.
P23	Include plaza or gathering space along the river	Clinton Riverfront	DDA, DPS	Upcoming
P24	Create and urban park edge (promenade) along Gratiot and the river's edge	Clinton Riverfront	DDA, DPS	Upcoming

**IMPLEMENTATION ITEMS
CITY OF MOUNT CLEMENS MASTER PLAN**

P25	Improve the non-motorized link between Riverfront Park and MacArthur Park, enhance the park facilities at MacArthur, and coordinate public waterfront access through the development site to the east of the park	Complete Streets	CD, DDA, DPS	A universal accessible kayak launch was installed at MacArthur Park. Jones Street adjacent to the park was reconstructed with the assistance of a DNR grant in 2022.
P26	Upgrade public parking lot screening and landscaping in downtown to make the walk from parking to destinations more inviting	Parking	DDA, DPS	In conjunction with the Cherry Street Mall project the New Street Parking lot will also be rebuilt.
P27	Prepare a parking management and pricing plan to study utilization to ensure the most convenient on-street parking is high turnover for customers and that employees are parking on the edges of the core. Create a simpler system with better signage	Parking	DPS	The city is currently working with a consultant on a study which will be complete in 2025.
LEADERSHIP				
L1	Enhance code enforcement to encourage property upkeep, especially downtown	Code Enforcement	CD	Ongoing; a vacant commercial building ordinance was adopted in 2019. The city now utilizes an Administrative Hearings Bureau for blight cases.

**IMPLEMENTATION ITEMS
CITY OF MOUNT CLEMENS MASTER PLAN**

L2	Provide training for elected and appointed officials and staff and monitor participation	Training		City staff tracks this for development related boards through a spreadsheet developed as part of our RRC certification.
L3	CC convenes annual planning and development meeting with PC, ZBA and development authorities.	Coordination	CC, PC, ZBA	Ongoing
L4	Support and encourage periodic investor summits, developer matchmaking or similar events	RRC	MCPED, CD, DDA	While there have not been any formal events, the city and DDA have worked very closely with county staff on joint business attraction visits and with commercial real estate brokers.
L5	Foster open collaboration with County leadership	Collaboration	CC, MCPED	Ongoing
L6	Directly engage in efforts to acquaint hospitals, realtors, and educational institutions with downtown development opportunities	RRC	MCPED, CD	Ongoing
L7	Continue to plan dynamic, unique downtown programming and events	Downtown Programming	DDA	Ongoing
L8	Engage the Michigan Historic Preservation Office to help identify potential obstacles and opportunities with respect to building rehabilitation	Collaboration	CD	Ongoing. The city maintains a strong relationship with SHPO through its grant work at the train depot and designation as a Certified Local Government.
L9	Leverage partnership with County to redevelop the parking deck site at Main and Market into a mixed-use space to add commercial vitality to Main Street, provide for limited parking, and connect downtown to Riverfront Park	Collaboration	DPS, DDA, CD, MCPED	The city has shared its master plan vision of this property with the county.

**IMPLEMENTATION ITEMS
CITY OF MOUNT CLEMENS MASTER PLAN**

L10	Convene a committee of community leaders to identify a physical project in downtown that would celebrate the 200th anniversary of the City (2017), upgrade a physical public space, and encourage redevelopment. Possible examples include an artistic feature, historical element or other placemaking space	Downtown Redevelopment	DDA, CC, DPS	The city conducted several events in 2018. The Fountain Stage on Macomb Place underwent renovations in 2018.
L11	Explore partnering opportunities with neighboring communities for recreation at the Community Center	Recreation		The city relaunched its park and recreation department in 2022.
L12	Rehabilitate or relocate bath house near YMCA for useable vendor space	Downtown	DDA, DPS	Although not rehabilitated for vendor space, the bath house was partially demolished in 2019 with a new roof built in 2023.
ECONOMIC DEVELOPMENT & MARKETING				
ED1	Partner with Macomb County economic development, MEDC staff, and MML Placemaking programs to pursue grants	Collaboration	CD, DDA, MCPED	The city and DDA share a contractual relationship with the county for economic development services.
ED2	Prepare community profile/brochure to share with local and national businesses	Marketing	CD, Consultant	In partnership with the county a marketing website, www.thinkmtc.com , was launched.

**IMPLEMENTATION ITEMS
CITY OF MOUNT CLEMENS MASTER PLAN**

ED3	Expand programmatic efforts to include business recruitment/retention	Business Development	DDA, CD	The DDA has worked closely with the county on attraction and retention efforts for new businesses.
ED4	Prepare a housing market analysis to evaluate the demand for alternative housing downtown and across the city	Market Study	CD, DDA, Consultant	The City worked with MSHDA in 2017 on a cursory housing market analysis. The next step would be to engage a consultant in a formal Target Market Analysis for residential development.
ED5	Prepare commercial market study to draw attention to unmet retail and service needs	Market Study	CD, DDA, Consultant	The DDA has begun working with the county on using placer.ai data to identify market gaps
ED6	Prepare a Guide to Development clearly outlining policies and procedures	RRC	CD	Completed and available on the City website.
ED7	Create priority redevelopment site packages using this plan's catalytic projects as a basis	RRC	CD, DDA	Completed and available on the City website.
ED8	Target marketing messaging toward entrepreneurial ventures	Business Development	CD, DDA, Consultant	Upcoming
ED9	Investigate the development of a micro-loan/grant program to support new business development ventures	Business Development	CC, CD, DDA	Upcoming
ED10	Secure outside assistance to develop a marketing/ branding campaign	Marketing	CC, DDA, CD	The city adopted a new brand in 2021

**IMPLEMENTATION ITEMS
CITY OF MOUNT CLEMENS MASTER PLAN**

ED11	Connect new marketing efforts to Make Macomb Your Home	Marketing	CC, MCPED	Upcoming
ED12	Tap local firms and talent to assist in branding/marketing project	Marketing	CC, DDA, CD	The city and DDA both contract with Hunch Free for website and digital marketing services.
ED13	Connect marketing/ branding to social media	Marketing	CC	The city has begun utilizing the new branding on its social media platforms.
ED14	Promote the City as an RRC community when certified	RRC	CC, CD	Ongoing
ED15	Continue to support events to draw attention to development opportunities in and near downtown in partnership with Macomb County	Business Development	DDA	Ongoing
ED16	More fully evaluate the adequacy of existing broadband infrastructure to support technology-based economic activity (particularly downtown).	Business Development	CC, DDA, CD, MCPED	Comcast is exploring improvements to its downtown capacity.
ED17	Establish ad hoc committee to evaluate reinvigorating mineral bath industry	Marketing	CC	The city commission identified this as part of its 2015 Strategic Plan but it did not gain traction.
ED18	Create a shared festival street block on Walnut between Macomb and Main to signify its position as the core area of downtown and provide for space for urban street events	Downtown Programming	CD, DDA	Upcoming - Would be considered as part of downtown sidewalk/streetscape improvements.

CD - Community Development Department
DPS - Department of Public Services
PC - Planning Commission
CC - City Commission

DDA - Downtown Development Authority
ZBA - Zoning Board of Appeals
MCPED - Macomb County Dept. of Planning and Economic Development
MCDR - Macomb County Dept. of Roads