

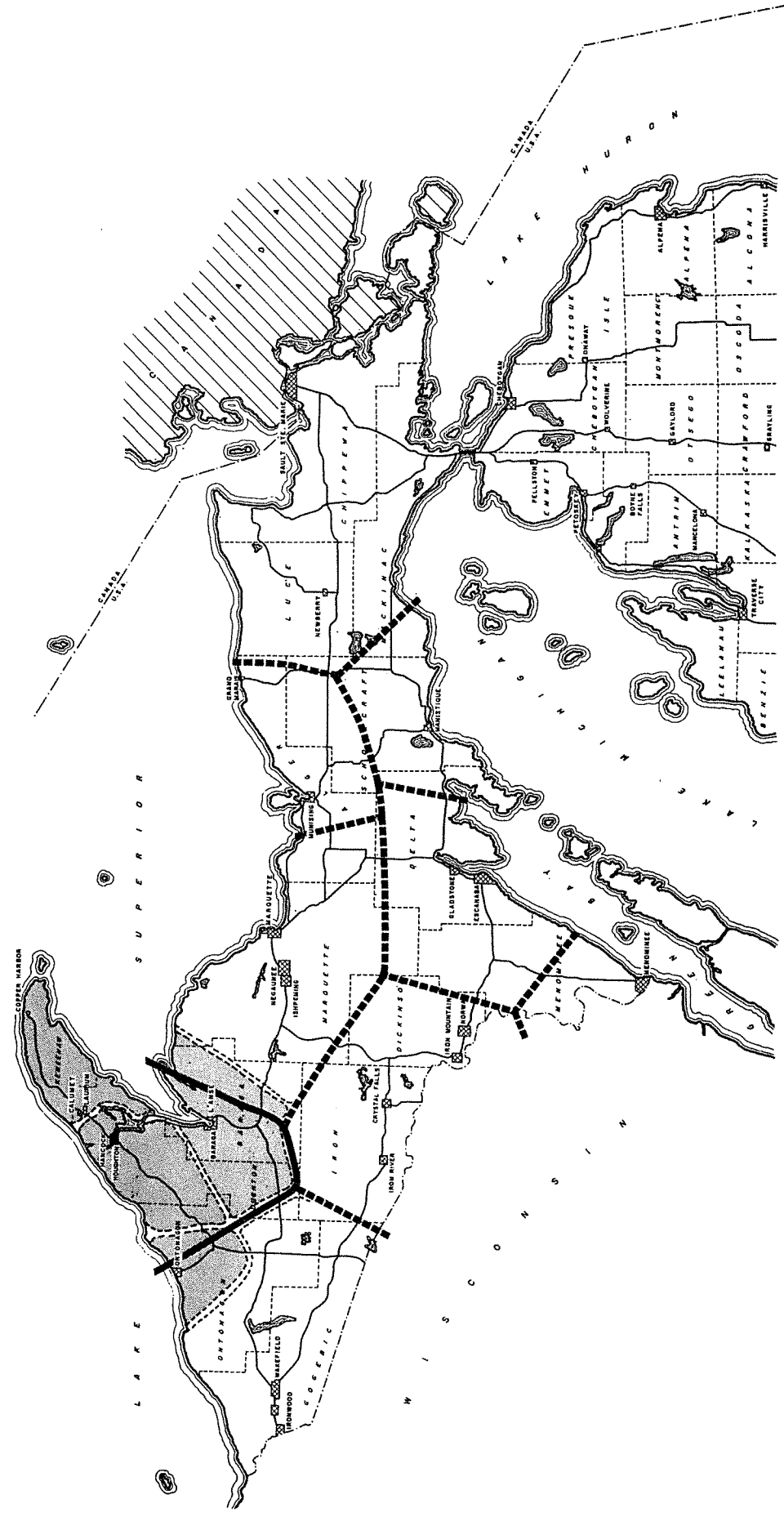
COMMERCIAL

The Commercial element of the Plan has two basic objectives. The first is to plan the future commercial needs of the community in coordination with the needs of other land use functions. Secondly, the Commercial Plan must involve economic factors associated with marketing and employment.

THE TRADE AREA

Hancock and Houghton occupy similar positions in a large regional market area that encompasses all of Houghton and Keweenaw Counties, most of Baraga County and the easterly portion of Ontonagon County. This is a large trade area which recognizes the competitive influence of other major retail centers in the central-western Upper Peninsula and include: Marquette, Iron Mountain-Kingsford, and Ironwood. This region is illustrated on the accompanying map and is statistically portrayed on TABLE 19. If past trends continue, the Regional Trade Area population will be about the same in 1990 as it was in 1960.

Within the regional trade area, there are smaller retail centers that compete with Hancock and Houghton for retail sales, especially the "convenience" trade. L'Anse, Chassell, Calumet, Laurium, Ontonagon and other communities are competitors for this retail market



- HANCOCK-HOUGHTON REGIONAL TRADE AREA
- - - - - COMPETITIVE REGIONAL TRADE AREA
- ▨ LOCAL TRADE AREAS

THIS MAP WAS PREPARED BY THE CONSULTANTS FOR THE HANCOCK-HOUGHTON REGIONAL TRADE AREA STUDY. THE CONSULTANTS ARE NOT RESPONSIBLE FOR THE ACCURACY OF THE DATA OR THE INTERPRETATION OF THE DATA. THE CONSULTANTS ARE NOT RESPONSIBLE FOR THE ACCURACY OF THE DATA OR THE INTERPRETATION OF THE DATA.



TRADE AREAS
HANCOCK-HOUGHTON MICHIGAN

vilicon-lamar & associates inc.
community planning consultants

TABLE 19
HANCOCK-HOUGHTON REGIONAL
TRADE AREA

Trade Area Communities	1950	1960	1967	1970	1990
Keweenaw County	2,918	2,417	2,300	2,200	2,000
Houghton County:	39,771	35,654	34,700	34,300	33,800
(a) In-Migrated Students	(1,127)	(2,424)	(3,764)	(4,400)	(8,821)
(b) Families	(38,644)	(33,230)	(30,936)	(29,900)	(24,979)
Baraga County: (Minus Spurr)	8,037	6,951	7,200	7,300	9,200
Ontonagon County: (Part)					
Bohemia Township	226	133	130	130	130
Greenland Township	1,639	1,370	1,400	1,400	1,400
Ontonagon Township	90	90	90	90	90
Total Trade Area Population	52,681	46,615	45,820	45,420	46,620
Percent Change	-	-11.5%	-1.7%	-1.0%	+2.6%

SOURCES: U.S. Census of Population, Selected Regional Population Studies,
Hancock-Houghton Population Analysis, Houghton County Master Plan, and assumed
Population Conditions for selected minor Civil Divisions where detailed information
is not available.

The Hancock "Local" trade area contained 21,120 persons in 1960. This declined to an estimated 20,550 in 1970, and may fall to 20,080 persons by 1990. This smaller trade area is most responsible for the day to day support of retail establishments in Hancock and Houghton.

Trade Area Income

The key to any market analysis is the estimated income of families and individuals who reside in the trade area. TABLE 20 projects the existing (1967) number of income recipients and the average income of recipients to evolve an estimate of trade area income. The year 1967 is emphasized because this was the most recent U.S. Census of Business report on shopping center sales.

The procedures used to estimate total trade area income in 1959 and 1967 were also applied to 1990 in order to assess future retail patterns. However, the 1990 conclusions must be regarded as highly tentative because the following variables cannot be fully ascertained as of this writing:

1. The actual inflationary trend (or recession) of the national and state economy, which determines real income.
2. Extent of success at industrializing the trade area and Upper Peninsula, hence, an ability to hold or expand the base population.
3. Concentration or dispersion of population in the region, and which communities emerge economically strong.
4. The degree of variation between the projected population and actual future population.
5. Future competitive position and merchandising aggressiveness of existing retail centers and any new retail centers in the regional trade area.

TABLE 20
REGIONAL TRADE AREA INCOME
Hancock-Houghton Region

County	1967 Estimated Population	1967 Income Recipients		Estimated Total Income in \$1,000 of Dollars		
		Number	Income	1959	1967	1990
Keweenaw	2,300	1,130	\$3,000	\$3,052	\$3,390	\$4,645
Houghton	34,700	18,460	2,980	48,279	55,010	84,326
Baraga (part)	7,200	3,360	3,130	8,654	10,517	21,150
Ontonagon(part)	1,620	770	3,300	2,142	2,541	4,004
	45,820	23,720	\$3,010	\$62,127	\$71,458	\$114,125

NOTES:

1. For a more realistic comparison, these figures are expressed in terms of 1959 constant dollars.

SOURCE: Commercial Land Use Plan, November 1970.

The combination of factors listed above establish limits on retail trade in the region and they help to determine where the retail potential will be directed. However, the design and convenience of shopping centers is a strong determinant of future retail direction.

RETAIL CHARACTERISTICS

Trends in retail sales are of vital concern to shopping centers, because they determine the overall market condition and define general growth potentials. One objective in developing market statistics is to analyze whole shopping centers, since no one store is really successful if the remainder of the shopping complex suffers from deterioration in sales or physical plant.

Retail Trends

TABLE 21, "Selected Retail Sales Characteristics", illustrates some general trends affecting the Hancock-Houghton market region. The observed findings follow:

TABLE 21

SELECTED RETAIL SALES CHARACTERISTICS
Hancock-Houghton Region

	Reported Sales (in \$1,000)				Sales in 1967 Constant Dollars (in \$1,000)		
	1958	1963	1967		1958	1963	1967
Houghton County	\$37,970	\$39,516	\$45,702	County	\$43,438	\$45,206	\$45,702
W.U.P.E.D.D.	\$101,413	\$102,456	\$119,701	District	\$116,016	\$117,210	\$119,701
Hancock	\$9,373	\$9,960	\$13,651	Hancock	\$10,723	\$11,394	\$13,651
Houghton	\$7,177	\$8,115	\$9,048	Houghton	\$8,210	\$9,284	\$9,048

	Percent Share of Sales				Percent Change in Sales ¹	
	1958	1963	1967		58-1963	63-1967
County of District	37.4%	38.6%	38.2%	District	+1.0%	+2.1%
Hancock of County	24.7%	25.2%	29.9%	County	+4.0%	+1.1%
Houghton of County	18.9%	20.5%	19.8%	Hancock	+5.3%	+19.8%
				Houghton	+13.1%	-1.4%

NOTE: (1) In 1967 Constant Dollars

SOURCE: U.S. Census of Business

Retail sales in the Western Economic Development District and in Houghton County have increased in each Business Census year. This is true in terms of reported dollar comparisons, as well as adjusted dollar comparisons for the Consumers Price Index (C.P.I.). The market region, therefore, has a continuing retail "growth" pattern despite a history of declining population.

The volume of retail sales in the W.U.P.E.D.D. is increasing at an increasing rate, while Houghton County increased at a decreasing rate. Sales tax records show a stronger County trend than does the U.S. Census.

According to the U.S. Census of Business, retail sales in the cities increased as follows:

<u>Year</u>	<u>Hancock</u>	<u>Houghton</u>	<u>Totals</u>
1958	\$9,373,000	\$7,177,000	\$16,550,000
1963	\$9,960,000	\$8,115,000	\$18,075,000
1967	\$13,651,000	\$9,048,000	\$22,699,000

Even through an economic factor for inflation is not included in the above sales figures, the 1963 to 1967 increase is substantial.

Based upon the 1967 retail sales volume Hancock can theoretically support some 205,600 square feet of commercial floor area. Currently there is 244,000 square feet, which suggests the City has surplus floor area.

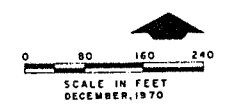
The 1967 retail sales in Houghton indicated that the City can economically support 172,500 square feet of floor area. Currently the City has 169,800 square feet in the CBD, nearly equal to the sales volume. Since some of this floor area may be regarded as "marginal", future increases in retail sales could be paralleled by new retail floor area.

Michigan Technological University is located within Houghton's City Limits and projections indicate that most of the 1990 County population will be in the Houghton-Hancock Area, because of expected MTU enrollment increases. In an economic sense, the University acts as an anchor to the Central Business Districts in both communities, and it now stands as the most important generator of future retail sales in the trade area.

Tourists are an increasingly important element in the sales picture of Houghton County, as evidenced from studies of seasonal sales trends (see TABLE 23). Therefore, Houghton and Hancock should pursue developments, attractions and conveniences to encourage tourist visitation in the CBD.



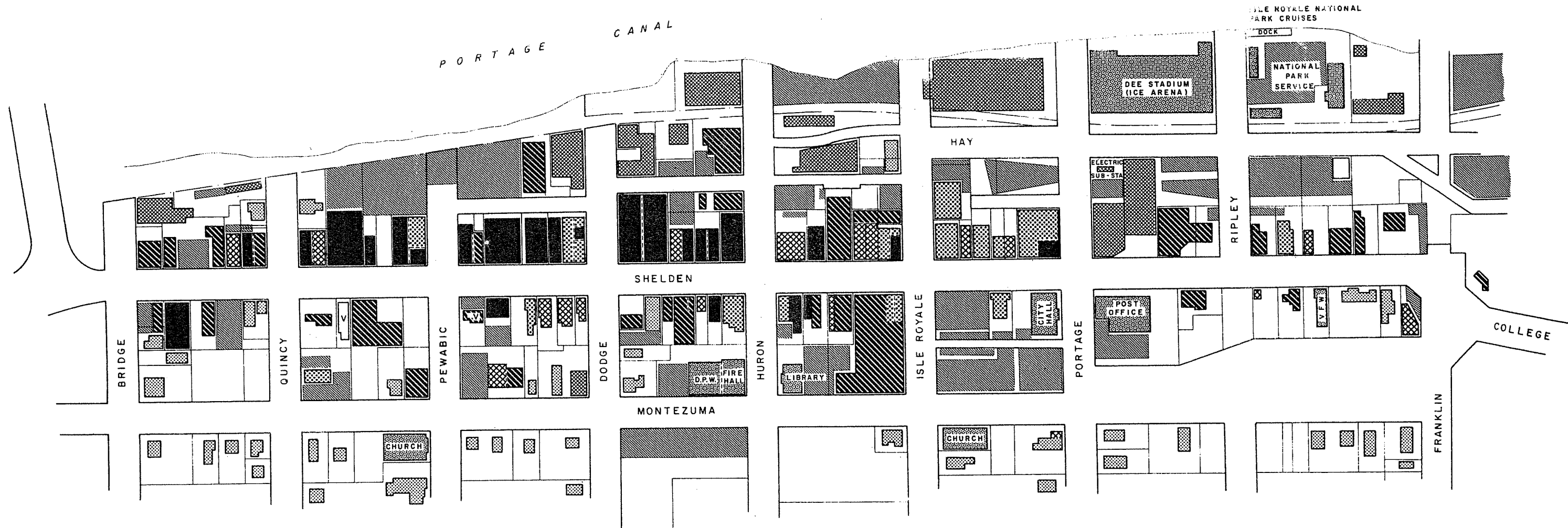
THE PREPARATION OF THIS GRAPHIC WAS FINANCIALLY AIDED THROUGH A FEDERAL GRANT FROM THE DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT, UNDER THE URBAN PLANNING ASSISTANCE PROGRAM, AUTHORIZED BY SECTION 701 OF THE HOUSING ACT OF 1954, AS AMENDED, ADMINISTERED BY THE MICHIGAN DEPARTMENT OF COMMERCE.



EXISTING C.B.D. STRUCTURE USES

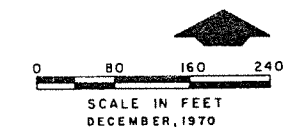
CITY OF HANCOCK MICHIGAN

vilicon leman & associates inc.
community planning consultants



- COMPARISON SHOPPING
- CONVENIENCE SHOPPING
- GENERAL COMMERCIAL
- OFFICE AND PROFESSIONAL
- INDUSTRIAL AND STORAGE
- PUBLIC AND QUASI-PUBLIC
- RESIDENTIAL
- VACANT
- OFF-STREET PARKING

THE PREPARATION OF THIS GRAPHIC WAS FINANCIALLY AIDED THROUGH A FEDERAL GRANT FROM THE DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT, UNDER THE URBAN PLANNING ASSISTANCE PROGRAM, AUTHORIZED BY SECTION 701 OF THE HOUSING ACT OF 1954, AS AMENDED, ADMINISTERED BY THE MICHIGAN DEPARTMENT OF COMMERCE.



EXISTING C.B.D. STRUCTURE USES

CITY OF HOUGHTON MICHIGAN

vilican · leman & associates inc.
community planning consultants

- . The City of Hancock reported higher rates of retail achievement than the compared communities. The 1963-1967 increase was almost 20% after adjusting for the C.P.I.
- . Despite strong MTU growth the City of Houghton was the only community to reflect a sales decline from 1963 to 1967, after adjusting for the C.P.I. Unadjusted Census figures show a slight increase
- . The County is holding its position in percent share of regional sales, and there was a greater County share of sales in 1967 than in 1958. Hancock increased its share of retail sales in each census year. Houghton sales were proportionately lower in 1967 than 1963, but above 1958.

Trends for individual store types give insight to the overall sales picture. TABLE 22 illustrates individual store type trends in terms of both the reported census data and in the adjusted sales to reflect inflationary conditions (C.P.I.)

1. **Food Sales**- Food registered strong sales increases in the Cities of Houghton and Hancock. County food sales increased at a lower rate than in the Cities. University growth appears to be reflected in the food sales statistics.

Adjusted food sales in the two Cities increased by \$2.31 million, a larger dollar increase than the County.,
2. **Apparel Sales** - Apparel sales in the two Cities increased at a higher rate than the County. The City of Houghton reported the highest increase.

Apparel sales in the County increased by \$300,000. Combined Hancock-Houghton sales increased by \$328,000, showing a strong regional sales position.
3. **Gasoline** - Based on adjusted Census data retail gasoline sales reflect decreases both in Houghton County and the two Cities. This trend could be explained at the County level to some extent by the overall population decline.
4. **Eating and Drinking** - Restaurant and tavern sales reflect fairly significant decreases in Houghton County and the City of Houghton. The City of Hancock experienced a substantial increase which suggests the introduction of competitive eating and/or drinking establishments in Hancock, or a declining competitive situation in other centers.

All Other Retail Categories - Sales from auto dealers auto accessories, building suppliers, hardwares, drugs, general merchandise, non store retailers, and other retail (specialty shops) show a total sales increase for the County, a moderate increase in Hancock, and a 15% decline in the City of Houghton, Individual sales for all communities were not published for these retail store types.

TABLE 22
RETAIL SALES TRENDS
Hancock-Houghton Region

	1963 Sales (in \$1,000)			1967 Sales (in \$1,000)		
	County	Hancock	Houghton	County	Hancock	Houghton
Food Sales	\$11,553 (13,220)	\$3,063 (3,500)	\$680 (780)	\$14,294 8.1%	\$5,304 +51.4%	\$1,283 +64.5%
Apparel	\$2,311 (2,640)	\$470 (540)	\$1,064 (1,220)	\$2,906 +10.1%	\$628 +16.3%	\$1,463 +19.9%
Gasoline	\$3,277 (3,750)	\$419 (480)	\$909 (1,040)	\$3,033 -19.1%	\$398 -17.1%	\$960 -7.7%
Eating and Drinking	\$3,185 (3,590)	\$708 (810)	\$499 (570)	\$3,318 -7.6%	924 +14.1%	\$523 -8.2%
All Other Retail Categories	\$19,240 (22,010)	\$5,300 (6,060)	\$4,963 (5,670)	\$22,151 +6%	\$6,397 +5.6%	\$4,819 -15.0%
	\$39,566 \$(45,210)	\$9,960 (11,390)	\$8,115 (9,280)	\$45,702 +1.3%	\$13,651 +19.9%	\$9,048 -1.4%

SOURCE : U.S. Census of Business

NOTES:

- 1) Numbers in parenthesis (13,220) express the 1963 sales in terms of 1967 constant dollar value.
- 2) Percent change in retail sales from 1963 to 1967 in terms of 1967 dollar values.

Sales Tax Collections

County sales tax collections are reported in the monthly bulletins of the Michigan Department of Treasury. Most revealing is the high increases in tax collections in the calendar years following 1968. This indicates that 1967 may have been a rather weak retail year, and it was in 1967 that all U.S. Census of Business Statistics were obtained. This may explain the sales decreases reported between 1963 and 1967 for some store types.

The County sales tax records imply a 28.7% sales increase between 1966 and 1971. Of interest at the County level is the consistent trend for winter month sales to comprise an increasingly lower share of the total annual sales. June, July and August sales tax collections increased from 26.8% in 1966 to 28.5% in 1971. These months showed the largest increase for any season. December sales reflect a good level of local spending in a high retail period without tourists. December sales are consistently above any other single month.

TABLE 23
SALES TAXES FOR SELECTED MONTHS
Houghton County

	Calendar Year Sales Tax Collections					Percent Change	
	1966	1967	1968	1969	1970	1971	66-71
January							
February	\$722,161	\$744,604	\$753,850	\$769,158	\$811,729	\$846,449	
March							
April	37.5%	37.1%	37.6%	36.6%	36.1%	34.2%	+17.2%
May							
June	\$515,796	\$546,528	\$553,354	\$570,242	\$601,653	\$704,762	
July							
August	26.8%	27.2%	27.6%	27.1%	26.8%	28.5%	+36.7%
September	\$490,381	\$531,183	\$518,700	\$542,975	\$589,311	\$668,214	
October							
November	25.5%	26.4%	25.8%	25.8%	26.9%	36.2%	
December	195,657	187,513	180,983	221,888	245,041	256,967	
	10.2%	9.3%	9.0%	10.5%	10.9%	10.4%	+31.3%
TOTAL	\$1,923,995	\$2,009,828	\$2,006,887	\$2,104,263	\$2,247,734	\$2,476,392	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	+28.7%

SOURCE: Michigan Department of Treasury, Monthly Research and Statistical Bulletins, 1966-1971.

Retail Effectiveness

As reported in the U.S. Census of Business Publications, Hancock and Houghton reported total combined sales of \$22,699,000 in 1967. This is less than half the Houghton County sales volume (49.6%). In the same year, the Regional Trade Area had an "estimated" total income of \$81,748,000 when adjusted for the Consumers Price Index. Of this some \$74,799,400 may be regarded as disposable income, of which:

- a) \$50,116,000 is available for retail purchases
- b) \$4,862,000 is available for retail services
- \$54,978,000 sales and services potential

Hence, of the Regional Trade Area, Hancock and Houghton accounted for some 41.2% of the potential dollars available for retail goods. This is a fair accomplishment when it is considered that:

1. Kenton, the most distant community in the trade area, is 65 miles from Hancock—Houghton.
2. There are no four lane highways serving the trade center, and many existing access routes are circuitous.
3. L'Anse, Calumet, and Ontonagon become strong competitive forces because of the geographic size of the trade area.
 - . 1967 L'Anse sales were estimated at \$6.3 million.
 - . Hancock and Houghton have 37% of the County's retail establishments.
 - . Calumet and Laurium do about half the retail business of Hancock—Houghton
 - . Sales in Ontonagon are probably near levels attained in Calumet—Laurium.
4. Winter driving conditions and distance combine to discourage frequent shopping trips.
5. Retail services and facilities do not vary appreciably from one center to another.
6. The region suffers from lower than average income levels.
7. Changes in mining employment has generated shifts in commuting patterns.

On the basis of the market characteristics of the Hancock-Houghton Region, it is apparent that the available retail dollars are spread out among several local shopping communities. No one center is particularly dominant and therefore does not provide the full range of retail services characteristic of modern shopping centers.

TABLE 24, Retail Dollar Flow, is significant in showing the potential expendable income for retail goods in the Regional Trade Area. As indicated previously, Hancock and Houghton are reflecting only a small percentage of this potential in actual sales.

Hancock and Houghton capture 45% of the total potential market. If the percent of market take could be raised to 55%, an additional \$5,000,000 could be added to existing retail sales. This would support from 60,000 to 100,000 square feet of competitive retail floor area and be equivalent to adding 5,000 people to the trade area.

A key planning question, therefore, is what must be done in the two City community to attract more shoppers into the center more often?

TABLE 24
RETAIL DOLLAR FLOW
Hancock-Houghton Region

<u>Selected Store Types</u>	<u>Reported Hancock- Houghton Sales</u>	<u>Percent Retained</u>	<u>Estimated Dollar Flow to Other Centers</u>
Food	\$6,587	49.5%	\$6,701
General Merchandise	1,750	34.7%	3,290
Apparel	2,091	62.2%	1,116
Gasoline	1,358	32.9%	2,766
Eating and Drinking	1,447	42.1%	1,990
All other retail	9,466	44.4%	11,840
	\$22,699	45.0%	\$27,703

NOTES:

1) Dollars expressed in 1,000's of dollars, e.g., \$6,587 is \$6,587,000

SOURCE: Commercial Land Use Plan, November 1970.

EXISTING COMMERCIAL CONDITIONS

The dominant commercial functions in Hancock and Houghton are the Central Business Districts, and considerable attention is given to planning improvements in these areas. Most other commercial activity is either highway oriented or is found on scattered parcels both in and adjacent to the corporate City Limits.

Significant commercial functions outside of the Central Business Districts (CBD's) are listed below:

- . General commercial development along US-41 between Houghton and the Pilgrim River.
- . University Branch Bank and College Motel on College Avenue.
- . General commercial in Houghton on M-26 west of the Lift Bridge.
- . General commercial uses along M-26 in Ripley.
- . Automotive uses and other commercial uses west of Hancock's CBD on Quincy and Hancock Streets.
- . The Colonial Steak House on the Canal Road.

These existing commercial areas serve a varied trade that includes tourist, local residents and passer-by traffic. There is also variety in building conditions although most appear to be newer than CBD structures.

Existing CBD Conditions

TABLE 25 gives a floor area summary of the principal uses in the Central Business Districts of Hancock and Houghton. Hancock's downtown area functions more as a convenience shopping center with less emphasis on comparison type stores, while Houghton has more comparison retail floor area.

The City of Hancock has 35% less comparison floor area than Houghton. Both Hancock and Houghton have similar proportions of land use in office, public, and other uses. However, Hancock has about 100,000 more square feet of use area than Houghton's Central Business District.

TABLE 25
EXISTING CBD GROUND FLOOR USES
Hancock-Houghton Region

Building Use	Ground Floor Area In Square Feet			
	Hancock	Percent	Houghton	Percent
Shopping Center Uses:				
Comparison Retail	42,100	45%	86,650	80%
Convenience Retail	11,120	55%	16,660	20%
TOTAL	93,220	100.0%	83,210	100.0%
All Uses:				
Shopping Center Retail	93,220	26%	83,210	73%
General Commercial	151,040	43%	86,620	34%
Office & Professional	48,360	14%	36,040	14%
Public & Quasi-Public	25,380	7%	14,160	6%
Storage, Industrial & Other	37,030	10%	34,360	13%
TOTAL	355,060	100.0%	254,390	100.0%

SOURCES:

- a) Central Business District Plan, Houghton - February 1971.
- Hancock - March 1971.

Significant to the CBD Plans are the problems which should be resolved. Many of the problems listed below have spurred the need for CBD planning.

1. A tight parking situation in the core area retail blocks of both downtowns.
2. Heavy traffic congestion occurs on Quincy Street and Shelden Street. Regional traffic is channeled through the core CBD area of both Cities, where it mixes with local traffic and pedestrians.
3. On-street loading interrupts all traffic flow and generates congestion.
4. Mixture of signs, building architecture, and building conditions.

5. Presence of uses that detract and or do little to enhance the appeal of the CBD as a shopping center.
6. Moderate to steep topography affects winter traffic movement in and around the two shopping centers.
7. Houghton's CBD evolved in a strict linear pattern along the north side of Sheldon Street. Hancock's CBD is more symmetrical in pattern.
8. A high percentage of the CBD Blocks covered with buildings, and there is little open space to provide parking lots or expand retail uses.
9. Scarcity of off street parking space for shoppers, hence, a strong reliance on curb parking.
10. Visual impression that the CBD is long and the prime retail blocks are difficult to identify from the street.
11. Few CBD amenities for pedestrians particularly walkways and beautification elements. The J.C. Penny's store in Houghton offers a ground level rear entrance.
12. Neither CBD has a strong visual appeal to attract tourists for other than necessity shopping or self motivated curiosity.

There are strong points to Hancock's CBD as a shopping area. These include some competitive retail services, some improved parking lots, several new buildings, and perhaps a degree of flexibility so that planned improvements can be implemented. Houghton has competitive uses and some improved parking, but future improvements are hampered by rock outcrop, topography and the narrow shape of the area. Greater emphasis on orientation to the Portage Canal will be a major objective for Houghton's CBD improvement.

SHOPPING CENTER PARKING

A significant factor in the success of modern shopping centers is the provision of off-street parking near the stores served. As a general rule, shoppers should not have to walk more than 400 feet from their automobile to the retail store. The 400 feet maximum is difficult to apply in the Hancock-Houghton communities

because of scattered uses, topography and the linear pattern of commercial development.

Parking areas in older built-up communities serve uses other than retail stores and there is often little or no effort to separate the conflicting demands of all day parking and short-time parking. Parking lots in the downtown shopping area of Hancock and Houghton have been mapped and classified according to their general availability to shoppers. Spaces are differentiated as to whether they are on-street or off-street and the on-street spaces are categorized as being either metered or unmetered.

Parking space needs have been determined for each Block in the downtowns of Hancock and Houghton in the Preliminary CBD Plan reports. TABLE 26 summarizes parking needs for selected blocks in the critical core shopping areas. Although only the four key blocks are included herein the entire downtown areas were similarly analyzed.

TABLE 26
SELECTED SHOPPING CENTER PARKING NEEDS
Hancock-Houghton Region

Core Area CBD Blocks Reference	Existing Shopping Center Spaces	Parking Demand	1970 Net Need	
			A	B
City of Hancock :				
Roy Insurance	16	58	42	55
U.S. Post Office	88	49	S-39	S-23
Copper Crown	35	129	94	113
Red Owl Store	64	130	66	80
City of Houghton:				
Gambles	59	74	15	26
Newberry's	35	87	52	63
Hamar-Quandt	20	165	145	155
Haas	27	60	33	44

SOURCE: Central Business District Plans for Hancock and Houghton, 1971

COMMERCIAL LAND USE PLAN

The commercial plan for the Cities of Hancock and Houghton is described in the following paragraphs, and the "Comprehensive Plan" maps illustrate basic recommendations. Because the plan serves as a guide, it will be useful in identifying optimum locations for major types of commercial uses.

Central Business Districts

Hancock's Central Business District (CBD) encompasses four primary blocks between Ravine and Reservation Streets and three secondary blocks positioned to the west and north of the primary CBD. These blocks may be promoted for the expansion of the CBD and related uses.

City blocks with primary shopping center functions in Houghton are located between Quincy and Isle Royale Streets, with frontage along Shelden Street. Only one primary CBD block is on the south side of Shelden. The secondary CBD blocks are planned to fill in the southside frontage on Shelden to provide a logical area for expanding CBD uses and parking.

Local Retail Services

Intended to meet the day to day retail service needs of residential areas located away from the CBD areas, local retail services are planned in the following areas:

- a) Near Suomi College, to satisfy the convenience demands of students and others near the College.
- b) Near the Senior Citizens housing development on West Quincy and Hecla Street. This should be a well planned retail area with buffer walls, off-street parking and landscaping.
- c) At Ingot and Ethyl Streets, where existing commercial services the area. A planned "alternate" center could be established in the area of Elevation and Ingot Streets.
- d) Adjacent to Michigan Technological University near College Avenue, Houghton Avenue and Pearl Street. A secondary retail service area may be provided on Garnet Street south of Seventh Street if MTU housing complexes locate as anticipated.

- e) A longer range potential retail service is planned in the vicinity of Sharon Avenue, between Garnet and Agate Streets. Markets will hinge on the extent of future expansion of MTU to the south and the expansion of surrounding neighborhoods.
- f) Some retail services may be developed in the vicinity of Park Avenue and Jacker Street and/or at Bridge and Calverley Streets.

Transition Commercial

Transition commercial is a general description for uses that include professional and office uses, motels, and/or multiple-family dwellings. The locations indicated reflect the policy of buffering predominantly one family housing uses from shopping center activities and general commercial.

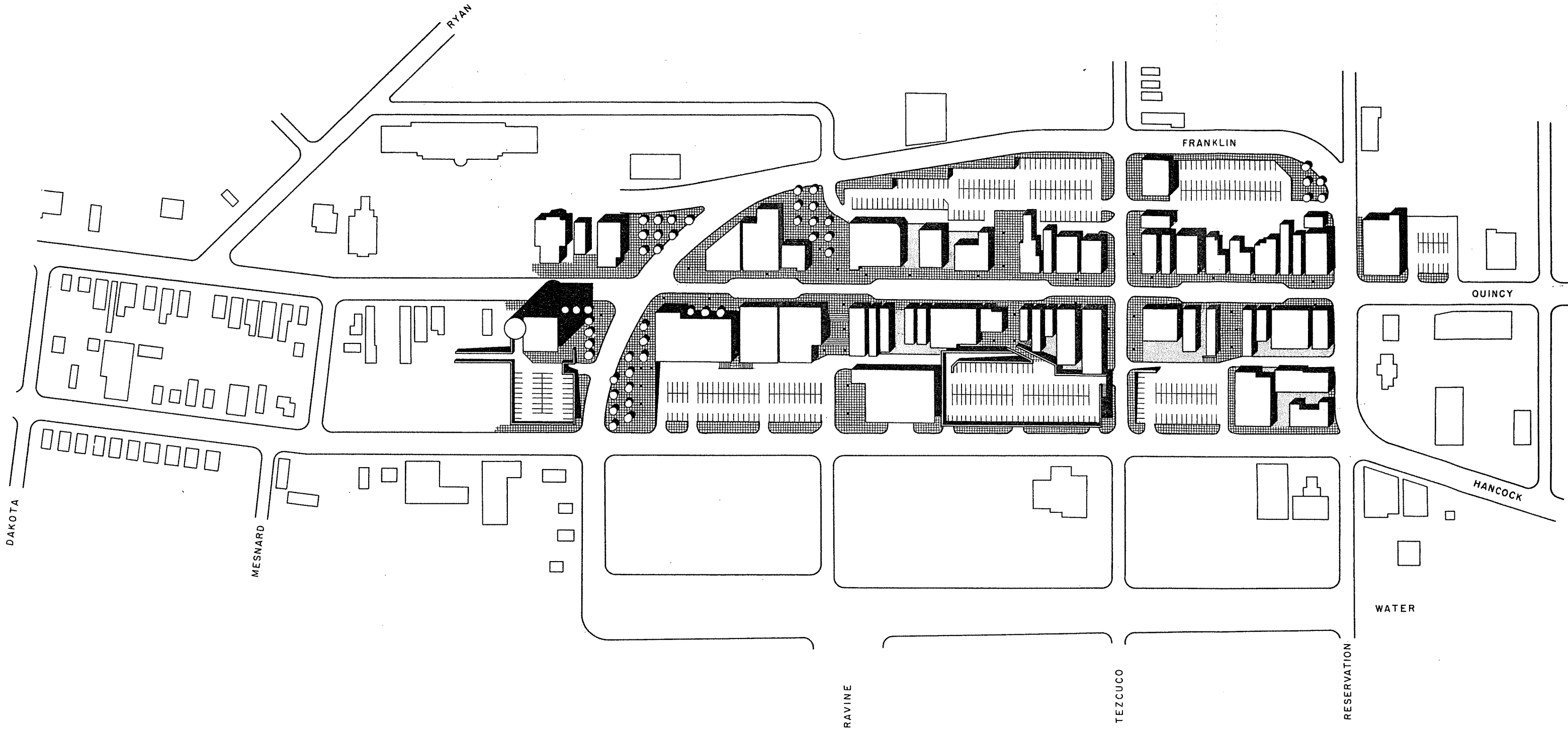
General Commercial

General commercial uses are proposed for areas with a high degree of mixed use, especially areas heavily influenced by traffic barriers. As a policy, Hancock should encourage general commercial developments along the Hancock-Quincy Streets corridor where the residential environment is poor and re-use could logically include a broad range of commercial activity. In Houghton, general commercial uses will surround the CBD and they should be encouraged to locate in areas less well suited for pedestrian shopping, as along Montezuma Street.

CENTRAL BUSINESS DISTRICT PLANS

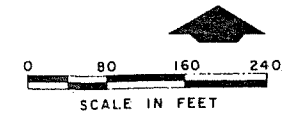
The accompanying "CBD Plan" maps of Hancock and Houghton are illustrative site plans of various improvements that may be considered for implementation. It is intended that the Plans be implemented in several stages depending on available financial resources and final agreement by the community and retailers on what should be accomplished. The most basic long term proposals affect traffic and circulation features, since these will determine how the parking areas, shopping areas and pedestrian amenities can be most effectively linked.

The "CBD Plan" should become the basis for evolving long term development policy in the two downtown areas. These should not be regarded as the final CBD development pattern. All developments related to the Plans must be carefully evaluated for local acceptance and engineering - cost feasibility.



 PEDESTRIAN AREAS
 NON-PEDESTRIAN AREAS

THE PREPARATION OF THIS GRAPHIC WAS FINANCIALLY AIDED THROUGH A FEDERAL GRANT FROM THE DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT, UNDER THE URBAN PLANNING ASSISTANCE PROGRAM, AUTHORIZED BY SECTION 701 OF THE HOUSING ACT OF 1954, AS AMENDED, ADMINISTERED BY THE MICHIGAN DEPARTMENT OF COMMERCE.



CENTRAL BUSINESS DISTRICT PLAN

CITY OF HANCOCK MICHIGAN

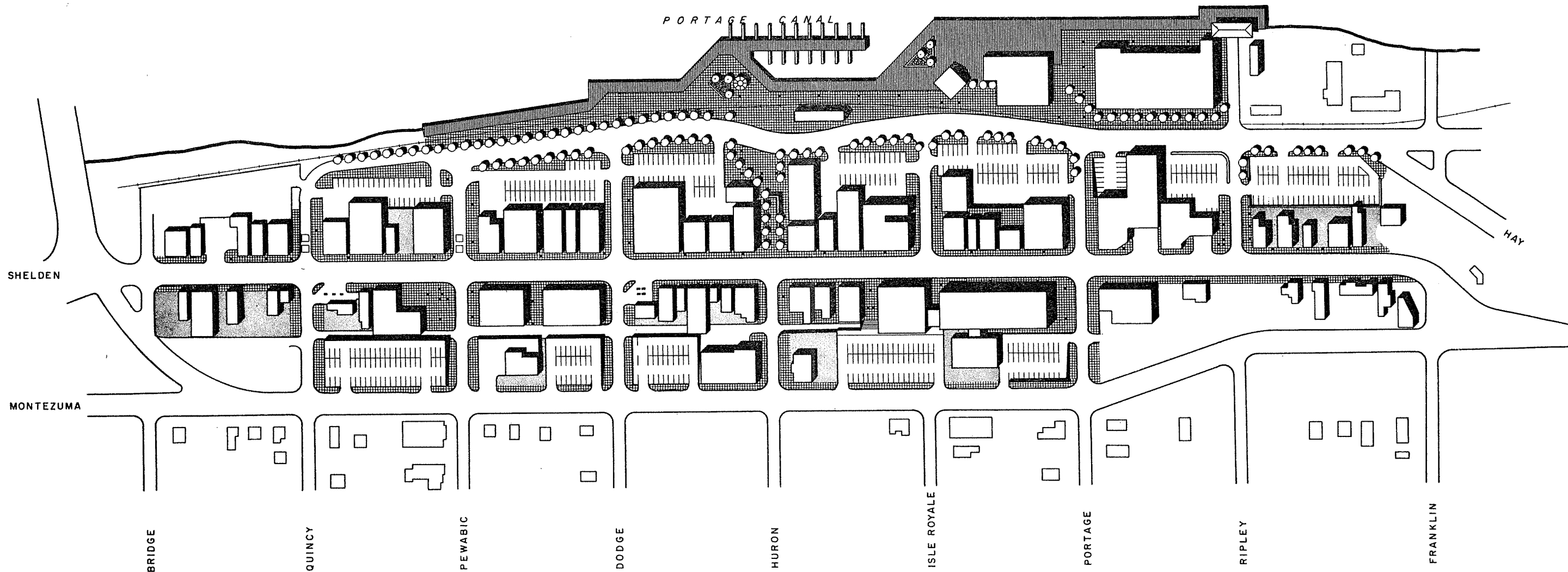
vilican · leman & associates inc.
 community planning consultants




CBD Plan Recommendations for the City of Hancock

1. Provide alternate thoroughfare routes so that through traffic does not add to the congestion on Quincy Street. Franklin Street may become a north side service road and CBD circulator.
2. Confine the core CBD shopping area to the first three blocks of Quincy Street. Concentrate comparison shopping uses in this area to avoid the appearance of an unending linear shopping pattern.
3. Develop parking lots behind the retail stores. If economically feasible, parking structures may be considered in these locations. The four core area CBD Blocks require over 140 new parking spaces.
4. Evolve Quincy Street toward a pedestrian mall at a pace in keeping with community acceptance. Begin by removing on-street parking, and working on a modified mall. Ultimately, a full covered or enclosed mall may be developed.

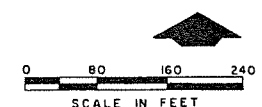
CBD Plan Recommendations for the City of Houghton

1. Extend Hay Street (also Carroll St.) westerly along the Portage Canal to function as a CBD service road. Traffic could then move between Bridge Street and Ripley Street without having to re-enter Sheldon or Montezuma. Hay Street would serve future waterfront attractions as well as shopping center parking facilities. Hay Street may also be extended westerly under the bridge.
2. Develop parking lots along the Canal area behind the retail stores. This program should be multi-purpose in that improvements will implement the following; new vital parking spaces, waterfront beautification, improved circulation (Hay Street), more convenient shopper access. Some 230 new parking spaces are needed in the Blocks north of Sheldon Street between Quincy and Dodge Streets.
3. With the Canal area parking lot-circulation program, endeavor to relocate those land uses that do not require a waterfront location. The auto service center might be relocated to street frontage on the south side of Sheldon. Commercial storage should consider a similar location shift and industrial uses may be accommodated elsewhere in the community.



-  PEDESTRIAN AREAS
-  NON-PEDESTRIAN AREAS
-  BOARDWALK

THE PREPARATION OF THIS GRAPHIC WAS FINANCIALLY AIDED THROUGH A FEDERAL GRANT FROM THE DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT, UNDER THE URBAN PLANNING ASSISTANCE PROGRAM, AUTHORIZED BY SECTION 701 OF THE HOUSING ACT OF 1954, AS AMENDED, ADMINISTERED BY THE MICHIGAN DEPARTMENT OF COMMERCE.



CENTRAL BUSINESS DISTRICT PLAN

CITY OF HOUGHTON MICHIGAN

vilican leman & associates inc.
community planning consultants

4. Develop marina and boat dock uses along the Canal. This will add interest and activity that complements CBD services.
5. Attempt to acquire, restore, and otherwise authentically develop the historic railroad depot. Uses may include: Comfort station, information center, museum, gift shop, or other productive uses.
6. The proposed Portage Canal Boardwalk is intended to encourage greater pedestrian traffic in the CBD area. Both tourists and area residents would find this to be an attractive way to spend time in the downtown area. Employees could take a noon time stroll and picnic facilities may be provided.
7. The future of Dee Stadium is now in question. However, the site can remain in active recreation use and would be compatible with the Canal area recreation concept.

Both Hancock and Houghton should pursue general improvements in their Central Business Districts giving particular attention to the convenience and image qualities of shopping centers to tourists and trade area shoppers. Some areas in need of attention are:

1. Undertake a concerted effort to re-model beautify and make functional improvements in rear store areas, particularly where parking lot access is concerned. Pedestrian access through stores or in beautified alleyways between stores should be pursued.
2. Preserve interesting structures from a historical—architectural point of view.
3. Respect the vital needs of pedestrian shoppers. Pedestrian ways should link strategic parking areas with the core CBD area. Plaza, mall, and modified mall projects will add to the convenience and safety of pedestrians.
4. Take other beautification action to upgrade the appeal of the entire downtown area. Plantings, signing techniques, textured paved surfaces, and street furniture are basic items to consider.
5. Provide a planned use-mix to broaden the attraction power of the CBD. Hotel - motel uses can be accommodated on selected sites.
6. As feasible, evolve a system of rear store alleys for off-street loading and unloading. Otherwise, designate special curb space areas for this purpose.