

TABLE 39
EXPENDITURE BY
SELECTED STORE - 1999

Selected Store	Expenditure	Percent	Per Person	Per Household
<i>Building Materials & Supply Store</i>	3,529,000	3.0%	206	571
<i>Hardware Stores</i>	505,000	0.4%	30	82
<i>Retail Nursery/Lawn/Garden Supply</i>	714,000	0.6%	42	115
<i>Auto Supply Stores</i>	3,189,000	2.7%	186	516
<i>Gasoline Service Stations</i>	14,234,000	12.3%	832	2,302
<i>Grocery Stores</i>	30,435,000	26.2%	1,772	4,923
<i>Drug & Propriety Stores</i>	5,458,000	4.7%	319	883
<i>Eating Places</i>	21,371,000	18.4%	1,249	3,457
<i>Drinking Places</i>	1,095,000	0.9%	64	177
<i>Department Stores (exc. Leased)</i>	15,842,000	13.6%	926	2,563
<i>Apparel Stores</i>	6,782,000	5.8%	396	1,097
<i>Shoe Stores</i>	1,658,000	1.4%	97	268
<i>Furniture Stores</i>	4,277,000	3.7%	250	692
<i>Home Furnishing Stores</i>	2,491,000	2.1%	146	403
<i>Household Appliance Stores</i>	950,000	0.8%	56	154
<i>Radio/TV/Computer/Music Stores</i>	3,615,000	3.1%	211	585
Total	116,145,000	100.0%	6,787	18,788

Selected Store	2020	2010	2000
<i>Building Materials & Supply Store</i>	55299.5	43280.1	33548.6
<i>Hardware Stores</i>	7899.9	6182.9	4792.7
<i>Retail Nursery/Lawn/Garden Supply</i>	11849.9	9274.3	7189.0
<i>Auto Supply Stores</i>	47399.6	37097.2	28756.0
<i>Gasoline Service Stations</i>	225148.1	176211.8	136590.8
<i>Grocery Stores</i>	481895.9	377155.0	292352.2
<i>Drug & Propriety Stores</i>	86899.3	68011.6	52719.3
<i>Eating Places</i>	335747.2	262772.0	203688.0
<i>Drinking Places</i>	15799.9	12365.7	9585.3
<i>Department Stores (exc. Leased)</i>	252797.9	197851.8	153365.1
<i>Apparel Stores</i>	106649.1	83468.7	64700.9
<i>Shoe Stores</i>	27649.8	21640.0	16774.3
<i>Furniture Stores</i>	67149.4	52554.4	40737.6
<i>Home Furnishing Stores</i>	39499.7	30914.3	23963.3
<i>Household Appliance Stores</i>	15799.9	12365.7	9585.3
<i>Radio/TV/Computer/Music Stores</i>	55299.5	43280.1	33548.6
Total	1832784.5	1434425.7	1111897.0

SECTION 10.0

Village Plan

In designing and laying out a plan for the Village area, a closer focus must be given to the size and scale of development types and intensities. Translated, this simply means the scale of planning must be reevaluated to include the pedestrian as a much more influential factor. Numerous studies have been conducted using historic villages and towns which detail the ideal size of a village and their surrounding elements. The concept plan for the village begins to develop the boundaries or limits of the village core as well as primary and secondary development areas.

Illustration 38

WASHINGTON VILLAGE
THREE RING DEVELOPMENT
CONCEPT



The urban or village core is an area where the most intense uses and pedestrian concentrations are expected. This “core” which is typically 1,000 to 1,250 feet in length or diameter should contain the anchors of the Village. These anchors may be governmental offices, schools, churches, parks and greens, or intense concentrations of commercial development. The logical assumption for the core in Washington would be the area from 27 Mile Road to the Township Hall. A core of this design would provide a potential commercial anchor at the intersection 27 Mile and Van Dyke and a second anchor to the south, being the Township Hall and the Township Park.

The primary development area furthers the outward progression of the village core. This area should still be primarily a pedestrian realm. The maximum extension of the boundary for the primary development areas should be approximately 1,500 feet. This boundary, if extended to the maximum 1,500-feet, would encompass the majority of the Village from west to east from 27 Mile Road to the north, to Meijer’s and the Park Place commercial development to the south. These areas are seen as the primary occupants of the village. This area can still provide a mixture of uses, decreasing in intensity from the edge of the core to the outermost edge of the primary development area.

The secondary development area is typically seen as the transition and buffer of the village area to outside development. These areas are typically lower in density, but in the case of Washington Village, the existing development pattern does not allow this to occur. It is foreseen that this development area would be reachable by pedestrian, bicycle or automobile. The northern area of the village, which is within the secondary development area, may be accessible by pedestrian due to the proposed intensity of the area and its proximity to the Macomb Orchard Trail.

Principles for Village Development

Residential

Principle - Provide a diversity of housing types and designs

With village development in the past, homes were typically individually designed and constructed. Modern housing developments are often constructed by building companies offering limited housing alternatives and architectural styles. The Washington Village concept must promote a diversity of housing types, configurations, and architectural designs within single family, multiple family, and townhouse development. These housing types each serve a specific function and have a logical location within the Village. For developments that are directly adjacent to commercial or office development a townhouse or brownstown type construction would be appropriate. As one moves further from the commercial development lower density multiple family and single family residential would be appropriate. The higher densities towards the commercial center of the Village will help provide a population base to support the retail and market needs.

Principle - Provide quality housing and housing materials

The primary facade materials used within the Village District should be decorative brick. The brick may be accented by such materials as lapboard siding, vinyl siding, or materials of a similar nature. Materials that should be avoided include EIFS-type products, metal siding, or other materials similar in nature. The materials should be used to create a building environment that provides interest, building integrity, and aesthetic appeal.

Principle - Provide houses with alleyway access, or rear yard garages, garages shall not be the dominant architectural feature

For residential dwelling units, either single family or multiple family, side or rear yard garage entrances should be used. If rear entry garages are used, alleys or common drives may be the appropriate manner of service. This provision will be predicated upon the number of houses or units being serviced. Typically, a 16-18 foot wide alley can service up to 20-25 homes or units. The placement of garage doors on either the side or rear of the building will remove the undesirable curb appeal of garage doors from the streetscape. The use of alleys also reduces the total number of automobiles on the main streets. This reduction of automobiles on the main street creates a safer environment for the residents of the neighborhood and in turn begins to turn the residential street into a “livable street.”

Principle - Push houses towards the street to increase rear yard privacy areas;

Principle - Create higher density but still maintain private space

Within typical village development, residential homes are pushed towards the street. One reason for this is to increase interaction between persons living in the residence and the persons passing by along the public sidewalk. The second reason for the home placement is to increase the usable area of the rear yard, which is typically seen as the private space. If the home is not pushed forward, the yard space is split into two less usable yards, one of which is adjacent to a street and sidewalk. With the home pushed forward, the full potential of the overall yard space is realized in a single area away from public interaction. In addition, the rear yards can be partially screened by a decorative fence or a low hedge.

SECTION 10.0

Principle - Create environments that promote personal interaction

Wherever possible, porches should be included into the building and site design. These types of design elements provide a sense of entry as well as a “welcoming” area for residents. Porches help to establish a sense of scale that pedestrians can relate too. Porches should reflect the overall architectural character of the building in terms of size, mass, and materials. Porches should also be used to transition the building from the vertical building plane into the horizontal plane.

Commercial/Office

Principle - Push commercial buildings close to the street and adjacent to sidewalks

In an effort to create a more defined street, the buildings within the Village will be pushed close to the street. Conventional development allows the buildings to be pushed back and parking pushed forward, which ultimately produces an automobile oriented environment. With the buildings pushed forward it accommodates pedestrian movement by reducing walking lengths and encouraging window browsing and interaction between the pedestrian and the building. Also, with the proposed minimum and maximum setback requirements, a uniform facade alignment is created.

It is not envisioned that a varying front yard setback of no more than 5 feet will be provided for within the Village. This setback should be used to stagger the front building lines. This type of staggering or variation will create visual interest for those passing through by means of automobile, and those walking through the Village.

Principle - Allow for the mixing of commercial, office and residential uses where appropriate

As an element of “downtown” development, residences or offices may be located on the second or third floors of main street buildings. The maximizing of space within these buildings generates a larger number of users within the village area. These uses and users will draw from one another. The office and residential users provide potential shoppers and restaurant goers while at work or within the area. The retail shops and restaurants require the patrons provided by these uses.

From an aesthetic stance, occupancy of upper floors gives the impression that the village is a vibrant, desirable place to be. This feeling will in turn draw more people to the village and allow for growth. Ideally, this will lead to an upward spiral of development and usage as it builds upon itself.

Principle - Provide multiple entrances to the building - one for the pedestrian and one for the automobile

The key to a successful site and a successful village is to accommodate shoppers coming by vehicle and by foot. Whenever possible, both front and rear entries to a building should be supplied. This will provide ease of access to the building by both pedestrians walking along the sidewalks at the building front, and those who are parking at the rear of the site. It should be noted that the main orientation of the building should be towards Van Dyke.

Principle - Access ways from front of store to rear (parking area) and vice versa (pedestrian alleyways)

Within the Village, parking is not permitted in the front yard of a building site. Typically, the entrance to the store or business will be situated in such a manner that access will be from the street front. With this being the case, it is important for both pedestrian safety concerns and general overall convenience, that a means of access is created to move pedestrians from the rear of the site to the front of the site and vice versa. These sidewalks should be considered as part of the overall site design. Access ways can be designed in such a manner that several adjoining businesses or properties may use the same walk. These access ways should be no less than 5 feet in width to provide for safe and adequate pedestrian movement. These walkways should also be landscaped and lighted in a consistent manner with the remainder of the site so as not to create a blighted or safety concern area.

Alleys within the Village should be used to assist in vehicular and pedestrian access to the side and rear of the buildings adjacent to the alleyway. These alleys shall not be less than 10 feet in width and shall provide ample lighting and landscaping which is consistent with the landscaping scheme of the entire site. Decorative paving materials are encouraged to provide a transition from automobile areas to pedestrian areas.

Principle - Create areas where pedestrian congregation can take place

Courtyards and patios can create vitality within a downtown. These types of spaces provide a place for watching, interacting and relaxing for the shoppers within the Village. Typically seating areas will provide a mix of shade and sun so as not to create an area that is either excessively hot or cold. These spaces may be provided anywhere on the site adjacent to the building. If provided for in the front yard, accommodations should be made to separate pedestrians from the adjacent roadway.

Principle - Bring the building scale down to a pedestrian level

In an effort to make the pedestrian shopper more comfortable within the Village, overall building size, mass and height should be in direct relation to human scale. This can be accomplished through the use of ornate detailing on the building facade and the use of facade depth variation.

Principle - Give each building identity, while still providing continuity

Unifying themes within the Village can be accomplished in a number of ways. Such design elements as uniform signage, window openings and unified moldings and cornices can be used to bring an identifiable theme to the area. Total unity is not necessary or even desirable. Village character is largely created by a variety of brick patterns, colors and ornamental detail. Some standard elements which can help produce an overall continuity to the aesthetic appearance of the Village are street lighting, sidewalks and street trees.

SECTION 10.0

Principle - Provide uniform signage throughout the Village

The Township can benefit from a uniform signage design that directs visitors to certain areas. This signage should follow the guidelines established for the Village District. Signage should be placed adjacent to the pedestrian walkway at a height which is easily readable.

Principle - Businesses should have recessed entryways, which invite shoppers

Doors and entries of any business should provide a sense of intrigue and an overall welcoming feel. Flat and uninteresting entries which do not provide interest or a sense of welcoming should be avoided. Recessing the front doorway several feet creates a “funnel” type effect and creates interest. This will help draw the customer into the store and provide a variation in display area. Decorative doors that are wood or simulated wood should be used. Steel and Aluminum doors and glass should be avoided, since they create a “cold” or “impersonal” feel.

Economic/Marketing

Principle - Businesses should be clustered in an efficient manner

Providing a cluster of businesses enables these businesses to build off one another through the attraction of customers and workers. Creating a compact district with a number of commercial uses stimulates pedestrian use and increases activity in the area. Maintaining this vibrancy is attractive to other prospective business owners and consumers and thus, enables continued growth.

Principle - A strong “downtown” merchant association should be established;

Principle - Promotion of the Downtown should be a main priority

The establishment of a strong merchant association coupled with an active promotional campaign is essential to the long-term success of the village area. The more aware businesses and potential consumers are of the assets in the Village, the more likely that business and consumers will locate or shop in the Village. An association can be active in the development of advertising efforts and downtown events, as well as provide input to the Township regarding the future development of the area.

Principle - Business should be highly specialized and find a “niche”

The ability for commercial retail businesses locating in the Village area to offer a specialized product greatly enhances the likelihood that these businesses will prosper for an extended period of time. An excessive amount of “big box” retailers and various other chain store retailers are located within a short distance of the Village area. The ability to compete with these types of stores is extremely difficult due to their extended hours of operation and ability to buy products in bulk at a considerably lower price, passing these savings on to their customers. Providing a product that is significantly different than the standard goods offered by these retailers will allow business in the village to reach a market that is not currently being captured by local businesses.

Vehicular and Pedestrian Circulation

Principle - Pedestrian emphasis, while still recognizing the importance of the automobile

In today's suburban environment, the automobile plays an important role. Typically, developments are designed solely to accommodate the automobile, with no real provisions for pedestrian traffic. Village planning brings the pedestrian accommodations back to the forefront. The basis of any successful village in the past has been a strong emphasis on making the pedestrian the "king of the environment."

John Roberts provides the following as a list of what he describes as the essential elements to a successful pedestrian environment:

- Lack of threat from motor vehicles
- Low noise, as well as low air pollution
- The ability to move freely within the created environment

The list of other desired amenities includes the following:

- Pedestrian friendly buildings
- Well lit streetscapes
- Unique, or coded paving materials and an interesting walking surface
- Outdoor usage, such as cafes and sitting areas
- Greening of the streetscape

It is understood that the automobile maintains a permanent place within the built environment. This being established, it becomes necessary to provide for pedestrian amenities and opportunities, while still allowing for automobile access.

Principle - Use paths and sidewalks to link residential concentrations to the Village Center.

As development occurs within the designated Village Center, an eight-foot pedestrian path should be developed along the frontage, ultimately connecting the two ends of the Village, which include the 26 Mile Road Pathway and the Macomb Orchard Trail. The 26 Mile Road pathway from Stony Creek Metro Park to Van Dyke and M-53 provides opportunities to reach the Village by bicycle or by foot. The 26 Mile Road pathway is a part of the larger HCMA regional pathway plan. This system will provide a loop beginning at Metro Beach Metropark in Harrison Township and extend along Metropolitan Beach Parkway, where an existing path is currently built, to Macomb County Park in Sterling Heights. From there, it will proceed north to the Clinton River Valley, where it will connect into the City of Sterling Height's path system in Dodge Park and Clinton River Park. It will continue in a northwesterly direction along the river, through the Rochester Utica Recreation area, to the entrance of Stony Creek Park.

The conversion of the Grand Trunk Western Railroad right-of-way into a "Rails to Trails" corridor will provide pedestrian access to the Village area from a more regional scope. The Rails to Trails corridor will begin in the City of Richmond at the far east end corridor and, as one heads west, would travel through Richmond Township, Armada Township, the Village of Armada, the Village of Romeo, Washington Township, and ultimately to the south through Shelby Township and into Oakland County connecting to the Paint Creek Trail.

SECTION 10.0

With the potential of a large number of bicycle users having access to the Village area, the Township should make provisions for bicycle lanes and bicycle racks for the temporary storage of bicycles while shoppers browse through the shops. Bicycle racks should be provided along the sidewalk in front of the storefronts, providing centralized bicycle parking areas. The bicycle racks will most likely have to be installed as part of an overall improvement program.

Principle - Create a clear, physical separation between pedestrian and vehicular traffic.

To establish a sense of security and mental ownership for pedestrians, differing materials and designs must be used for pedestrians and vehicles. When sidewalks must cross curb cuts, it is essential that the two areas be distinctly different. This can be established simply by providing the concrete and brick paver sidewalk, which will contrast with the standard asphalt parking lot surface. If concrete is to be used as the primary parking surface, brick paver details should clearly define the pedestrian areas from the vehicle areas. This can be easily accomplished by outlining the sidewalk area with several courses of brick pavers, over making the entire sidewalk across the access drive brick pavers.

The proposed road layout and setback requirement provides sufficient area for a landscaped planting strip between the sidewalk and the actual roadway. Within this planting area, deciduous street trees should be provided approximately every 30 feet on center. Typically, the placement of trees along the roadway will slow passing traffic, which is desirable within the Village District. These trees would also provide for street definition, creating a separation between street and pedestrian walk and storefront. Street trees, which would be desirable within the Village, are Maples, Locusts, Ginkos (male) and any other similar hardy large deciduous tree.

Principle - Decrease lane and right of way width to help slow traffic and create a more "livable scale for the Village Center.

As part of this plan implementation, the road design and right of way reservations should be coordinated with the Road Commission of Macomb County (RCMC) who has ultimate control over the road and right of way design.

The typical design width for a conventional roadway lane is between 11 and 12 feet. This excessive lane width allows the driver to feel unrestricted and subsequently able to drive faster. If the widths of road lanes are reduced, the driver feels more confined and will not drive at the same rate of speed. This reduces the intimidation to the pedestrian by allowing the pedestrian to believe the automobile can make quicker stops, as well as provide the pedestrian more time to cross streets.

The reduced right-of-way will allow for the opposing building facades to be located closer to one another; reducing the overall walking distance between buildings, while creating a pedestrian orientated space due to the enhanced sense of enclosure, as defined by the building facades.

Principle - Limit curb-cuts to main roads while maximizing cross-access between parcels.

As development occurs within the designated Village Center, cross access easements should be secured along the rear of the parcels being developed, ultimately connecting each site and allowing automobile movement within the Village. This will reduce trips on Van Dyke and also limit automobile/pedestrian conflict.

One of the overall goals of the Village District is to allow for quality development, while limiting the number of points of conflict between pedestrian and automobile. If the frontage along Van Dyke is to be developed as a pedestrian walkway, a reduction in curb cuts is necessary. This is accomplished by providing for cross access agreements between properties. With the cross access easements in place, the consumers within automobiles may travel through parking lots at the rear of the buildings to move from one store to another, rather than entering Van Dyke and then exiting into another drive within a very short period of time. Whenever possible, curb cuts should not be placed within 150 feet of an existing curb cut along the opposite side of the road. In addition, curb cuts on the same side of the road should be limited to the greatest extent possible and maintain a significant spacing distance between one another.

Principle - Promote the idea that shoppers will make multiple pedestrian trips once the automobile is parked

In an effort to reduce overall parking and impervious surface, a shared parking concept should be embraced. Parking ratios of conventional commercial development are typically between one space per 150 square feet and one space per 200 square feet. In a village where multiple pedestrian trips are expected, this ratio may be lowered to approximately one space for each 400 square feet of commercial area.

The Township should pursue the idea of creating public lots for the village area in planned locations. These parking lots provide easy access to all shops within a comfortable walking distance (approximately 500 feet). With the Township developing the parking lots, this would allow the individual property owner to develop their lot to its fullest potential. The funding mechanism for this type of parking lot development could be an escrow account held by the Township, which is paid into by the business owners developing commercial or office property within the Village. The Township would establish the cost of developing a parking space and require that amount multiplied by the total number of parking spaces required. It does however become necessary to provide some parking on each site. To accomplish this, the Township would require that a certain percentage of the required parking be provided on the site and that the remainder be put into the escrow account described above.

SECTION 10.0

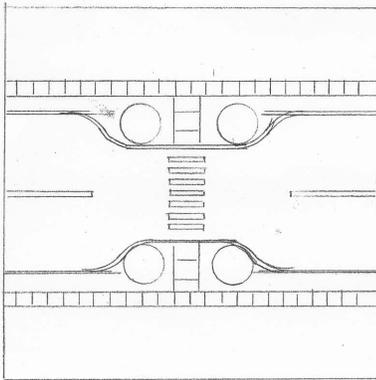
Village Plan Recommendations

Vehicular and Pedestrian Circulation

Pedestrian Interaction

The essence of any village, new or old, may be the availability of pedestrian walkways and other accommodations that are developed specifically for the pedestrian. The Washington Village should be no different. Every accommodation possible should be made for the pedestrian. It is important to keep in mind though, that automobile use is a predominate means of travel and subsequently, needs to be planned for. With that said, the Village Plan tries to accommodate both the pedestrians and automobiles which will utilize the village.

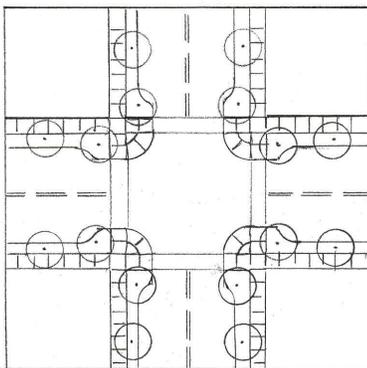
Illustration 39
"BULBOUT" STREET
DESIGN



In terms of regional access for pedestrians to the village, there are two main paths that have the potential of providing a substantial opportunity for pedestrians and bicyclists to reach the village area. The first of these paths is the 26 Mile Road pathway. This pathway is largely established from Stony Creek Metropark to the M-53 Bypass. Ultimately, this path is designed to encompass the entire county. The second pathway that has the potential of drawing a larger pedestrian population is the Macomb Orchard Trail project. The village will benefit greatly from the construction of this path.

To secure the benefits from these two paths, it is crucial that the village provide a contiguous pathway from 26 Mile Road at the south, to the "Y" intersection to the north where the Macomb Orchard Trail runs adjacent to the village. As each development comes forward, that development will provide a section of sidewalk across its frontage, eventually creating a contiguous trail.

Illustration 40
THE KNOCKDOWN
INTERSECTION DESIGN



Intersection Designs

The two major intersections within the village, Van Dyke and 27 Mile Road, and Van Dyke and West Road, should be designed with a common traffic calming/pedestrian orientation technique; the knockdown intersection design. This design provides projections or "bulbouts" in conjunction with crosswalks to provide a shorter crosswalk area for pedestrians (Illustration 39 and 40). In doing this, the projections give a visual and physical effect of narrowing the roadway thereby reducing the speed at which traffic travels. This is one of the fundamental elements of traffic calming. The narrower a travel lane is perceived, the slower traffic will travel upon that lane. Street trees also have the same effect, although not as significant.

To further accommodate pedestrian traffic, this same type of design can be used anywhere along the block length to provide a defined pedestrian crossing point. These projections or bulbouts provide a shorter walking distance from side to side, and provide dedicated safe havens for pedestrians when traffic is freely flowing.

The Van Dyke/Campground “Y” intersection currently acts as the northern gateway to the village area. This intersection is confusing and lacks aesthetic improvements that would make it an identifiable asset to the village. The shape of this intersection provides an ideal location for the development of a traffic circle. Efforts to achieve this design objective must be coordinated with the Road Commission of Macomb County.

Road Cross Sections

Street widths for commercial development, or in this instance, a main street for a village, should typically be between 32 and 34 feet in width. This is done to ensure that traffic can freely travel not causing undue traffic congestion. However, the speed of the road should be kept to a minimum. At a maximum, the traffic speeds along Van Dyke should be kept below 40 miles per hour. The Township should work with the Road Commission of Macomb County to establish a speed limit of no greater than 35 miles per hour.

Street widths for other major roadways within the village area should also be limited. The current widths of 27 Mile Road and West Road should be maintained (at least within the defined village area). Currently, these roads are built to Road Commission of Macomb County standards for major roadways. This includes 22 feet of pavement with a three-foot gravel shoulder on each side of the road.

A majority of the roads within the village area are unimproved gravel roadways. These roads, as the village develops, should be improved. The Institute for Transportation Engineers (ITE), suggests that a residential subdivision street could be designed at 22 feet and still maintain parking on both sides of the street. Other national transportation and engineering agencies including the American Society of Civil Engineers, suggest roadway widths ranging from 20 to 24 feet in width for residential streets with parking on one side for the 20 foot roadway and parking on both sides of the street for 24 foot roadway. The County Road Commission currently has a road standard of 24 feet in width; this design could be adapted in this particular case.

Illustration 41

VAN DYKE & CAMPGROUND
TRAFFIC CIRCLE

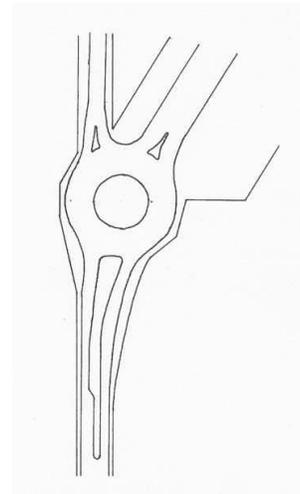
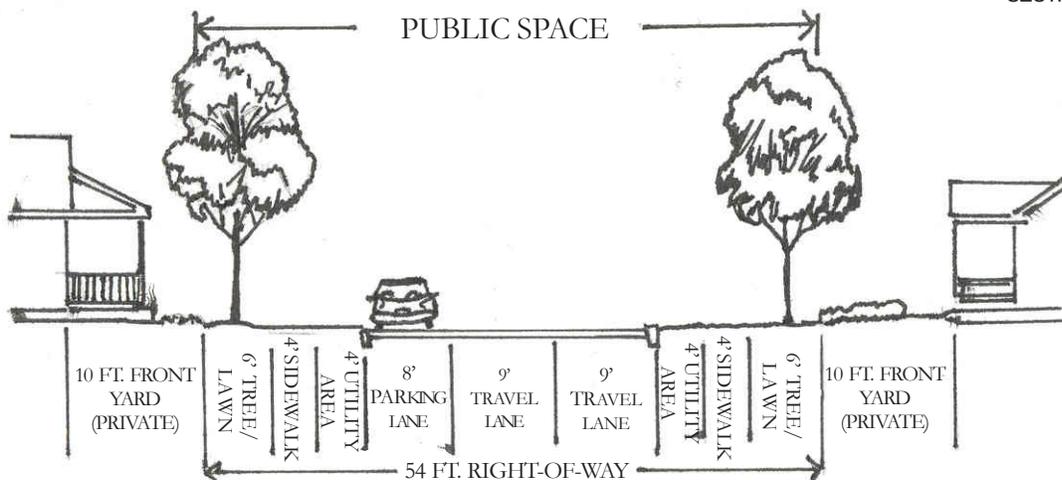


Illustration 42

VILLAGE ROAD CROSS-SECTION



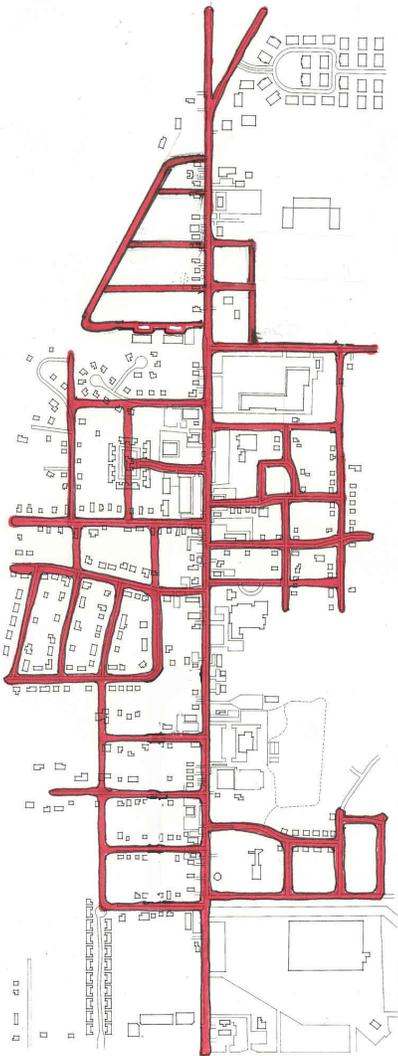
SECTION 10.0

Thoroughfare Plan

The Thoroughfare Plan is provided in Illustration 43. This illustration shows the eventual development of a grid scheme as the predominant street pattern in the Village. It is understood that the many street connections necessary to complete this grid pattern will take a number years to develop. Connections to this system may be accomplished by through the provision of joint access drives, not necessarily acting as public roads. The Plan also depicts the HCMA Trailway along 26 Mile Road and the Macomb Orchard Trail along the abandoned railroad easement.

Illustration 43

THOROUGHFARE PLAN



Parking

Parking is a major concern in the development of high intensity centers where uses exist in a relatively small geographic area. The Township currently mandates that new developments in the Village area provide joint access between parking areas. As development progresses, the Township will have a drive linking parking at the rear of all sites in the primary commercial areas. The provision of joint access and the siting of parking at the rear or side of the site improves the pedestrian environment on the Van Dyke frontage.

Illustration 44 identifies existing and proposed parking areas within the Village. The Meijer's parking lot at the southern end of the Village and the Alward's Shopping Center parking lot at the northern end are the largest privately owned parking areas in the Village. The largest publicly owned lot in the Village is located at the Township Hall site. This lot provides parking for visitors to Township Hall and users of the Washington Community Park. The plan does not envision the need for a number of publicly owned lots in the Village. The designated "Special Attention Area" on the plan is the one area where the Township may wish to consider developing a public parking lot. This area is planned as the primary retail shopping zone. The development of a public parking lot proximate to this area would allow developers to maximize development potential due to the lack of need for individual on-site parking. In addition to the public parking proposed, the Plan also promotes the development of on-street parallel parking along Van Dyke. This type of parking would require coordination with the Road Commission of Macomb County.