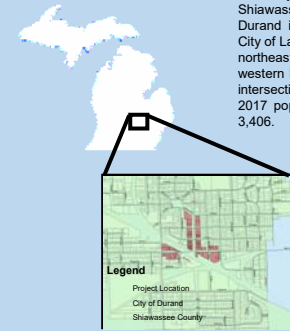


DURAND DOWNTOWN DEVELOPMENT STRATEGY

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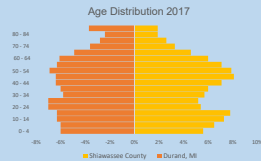
Project Overview

About Durand



The City of Durand is located in central Michigan in Shiawassee County, occupying a total area of 2.1 mi². Durand is nestled along I-69 between the State Capital City of Lansing to the southwest, and the City of Flint to the northeast. The Shiawassee River flows north along the western boundary of Durand, and cuts in just north of the intersection of I-69 and the northern city boundary. The 2017 population of the City of Durand was estimated at 3,406.

The history of the City of Durand, formerly Vernon Center, is rooted in the success of the steam locomotive train companies common across Michigan throughout the early 20th century. Railroad culture is still an integral part of the city; the iconic, historic Depot (constructed in 1903, left) has been well maintained, and still hosts active freight and passenger rail lines. Durand has continually had a strong connection to railroad infrastructure and activity, and seeks to continue to cherish and honor its heritage.



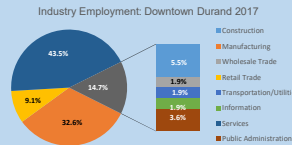
Project Scope

In January 2018, the City of Durand commissioned an MSU Practicum Team to develop a Downtown Development Strategy. The overall goal of planning and development efforts in this report were to promote a cohesive downtown area that draws new businesses in and supports existing businesses. Improving the physical downtown space, promotion of the downtown assets to other parts of the city is vital in ensuring the long-term viability of revitalization efforts. Another important factor in the revitalization of Downtown Durand is the possibility of influential future development (namely manufacturing development). The city also sought ways to adapt and position itself for possible influxes of people, jobs, and amenities.



Existing Conditions

During our socioeconomic analysis of the City of Durand, it was interesting to note that the city has been able to grow its 20-29 year old resident population, it became racially more diverse between 2010-17, and it has increased the share of people walking to work or working from home. Because of the economic revitalization focus of this report, it was important to understand the local economic makeup, as well as who regularly commutes in and out of the city for work.



The *Industry Employment* figure (left) shows that 75% of the local industry is services and manufacturing. This was very revealing in how to approach the revitalization strategy for downtown, and considerations for future growth.

Recommendations

The MSU Practicum Team developed various recommendations based on concerns identified through public visioning and data analysis. These recommendations are presented under the following three themes to focus redevelopment efforts:

Placemaking

Encourage the development of public spaces to promote healthy and happy lifestyles, while capitalizing on the community's existing assets.

- > Promote and maintain design standards consistent with the city's historical character.
- > Further develop a city marketing and tourism strategy with regional coordination
- > Increase amount of public green space in the project area
- > Promote Durand's railroad heritage, including the use of the Durand Union Station (Depot)

Revitalization

Attract businesses to Durand that will draw people downtown and reinvigorate the local economy.

- > Carry out Durand's Master Plan goal of mixed use development to combat vacancies and blight
- > Attract businesses to the downtown area by bringing in missing retail, community facilities, and/or recreational opportunities to serve as destination businesses
- > Host additional public events in Downtown Durand

Connectivity

Connect people to the downtown area to increase pedestrian and economic activity.

- > Improve corridors and overall city connectivity into the downtown by focusing on beautification and infrastructural efforts for walking and biking routes
- > Capitalize on existing transportation infrastructure



This design rendering above illustrates the recommendation to improve Downtown Durand's public green spaces via developing a pocket park on an underutilized lot on Main Street in Durand.

Growth Considerations

At the time of this report, two notable developments are in progress: Project TIM and incoming housing development. The following are recommendations specific to major development growth, such as if Project TIM were to actualize:

Placemaking: Develop a Form-Based Code in the Zoning Ordinance that outlines desired design guidelines for the downtown area.

Revitalization: Identify lots available for infill development within the downtown area to increase overall density.

Connectivity: Focus future infrastructural and beautification efforts north of the project area, along Saginaw Street toward Durand Area High School, and northbound on Durand Road toward the Monroe Road business area added connectivity between downtown and other areas of activity within the city.



Methodology

After analyzing census data in the **Socioeconomic Profile** to understand the narrative of the city over the past few decades, the MSU Practicum group conducted other analyses thought most helpful in directing revitalization recommendations. In order to better understand the Downtown economy, a **Market Leakage** and **Retail Analysis** were conducted. In addition, existing buildings and businesses were inventoried and assessed based on use, vacancy and physical condition in the **Community Physical Character Analysis**. A **Public Assets Analysis** was conducted to better understand where hubs of activity are within the city, to better understand the cohesion of the downtown district with the rest of the city.

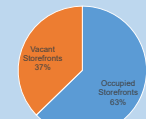
In addition to data analysis, it was a priority of the city to ensure public visioning and community input as part of the report formation. This was carried out in **Stakeholder Interviews**, a **SWOT Public Meeting** and the **Downtown Durand Consumer Survey**.

Auto Parts, Accessories & Tire Stores	Electronic & Appliance Stores
Furniture & Home Furnishing Store	Specialty Food Stores
Beer, Wine & Liquor Stores	Clothing & Accessories Stores
Shoe Stores	Sporting Goods/Hobby/Musical Instrument Stores
Book & Music Stores	General Merchandise Stores
Florists	Used Merchandise Stores
Non-store Retailers	Specialty Food Service

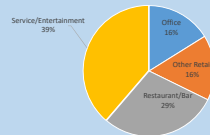
The table above shows industries missing in the City of Durand, identified through the Market Leakage analysis.

Retail & Physical Character Analysis

Downtown Durand Storefront Occupancy



First Story Commercial Uses



The images below illustrate lack of cohesion in the current design elements and streetscaping in downtown Durand.

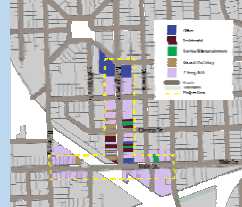


The figures to the left and below show the varying levels of analysis on the existing commercial uses and building conditions. Results revealed the issues of vacancy, predominance of service-type businesses, and opportunities for investment in façade maintenance and better utilizing 2nd floor units.

Façade Conditions



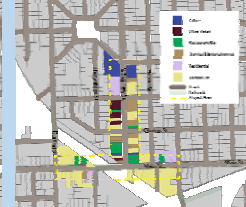
1st Floor Uses



Downtown Occupancy



2nd Floor Uses



Acknowledgements:

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