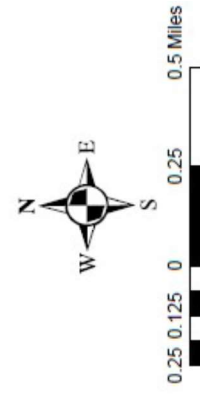


# **2022 Thompson Road Corridor Plan**



## Thompson Road Corridor

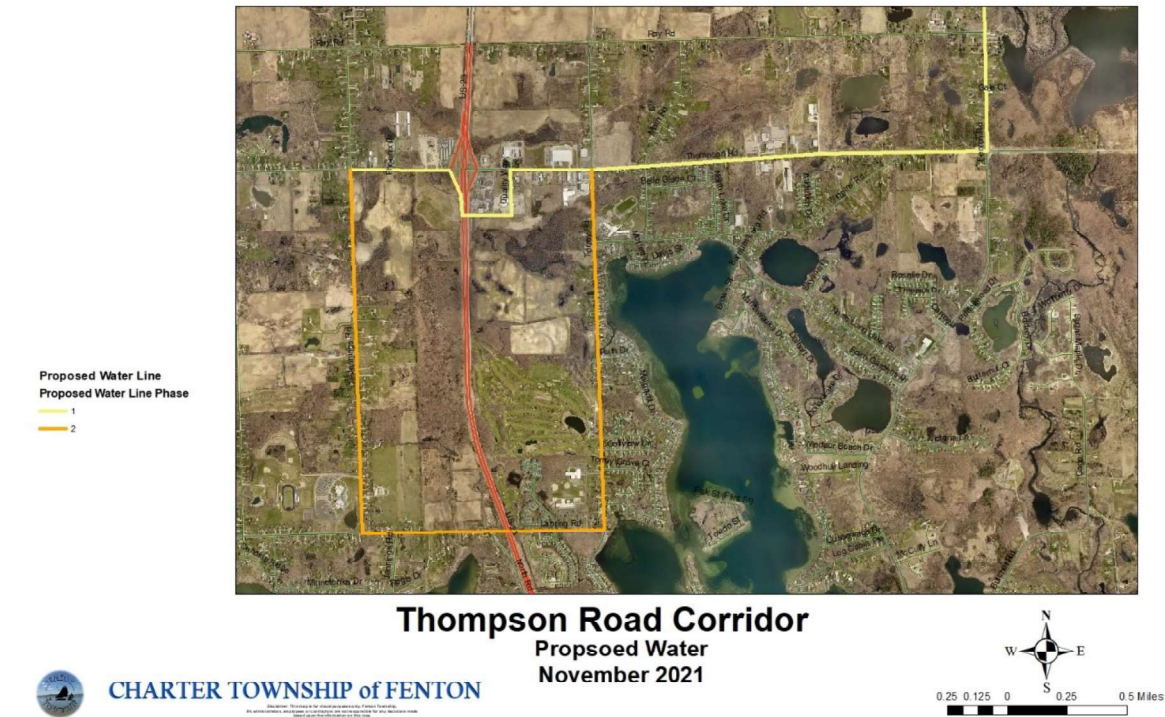
November 2021

# CHARTER TOWNSHIP of FENTON

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On November 15, 2021 the Fenton Township Board of Trustees voted to approve engineering services to bring water to Thompson Road.



## Water Project

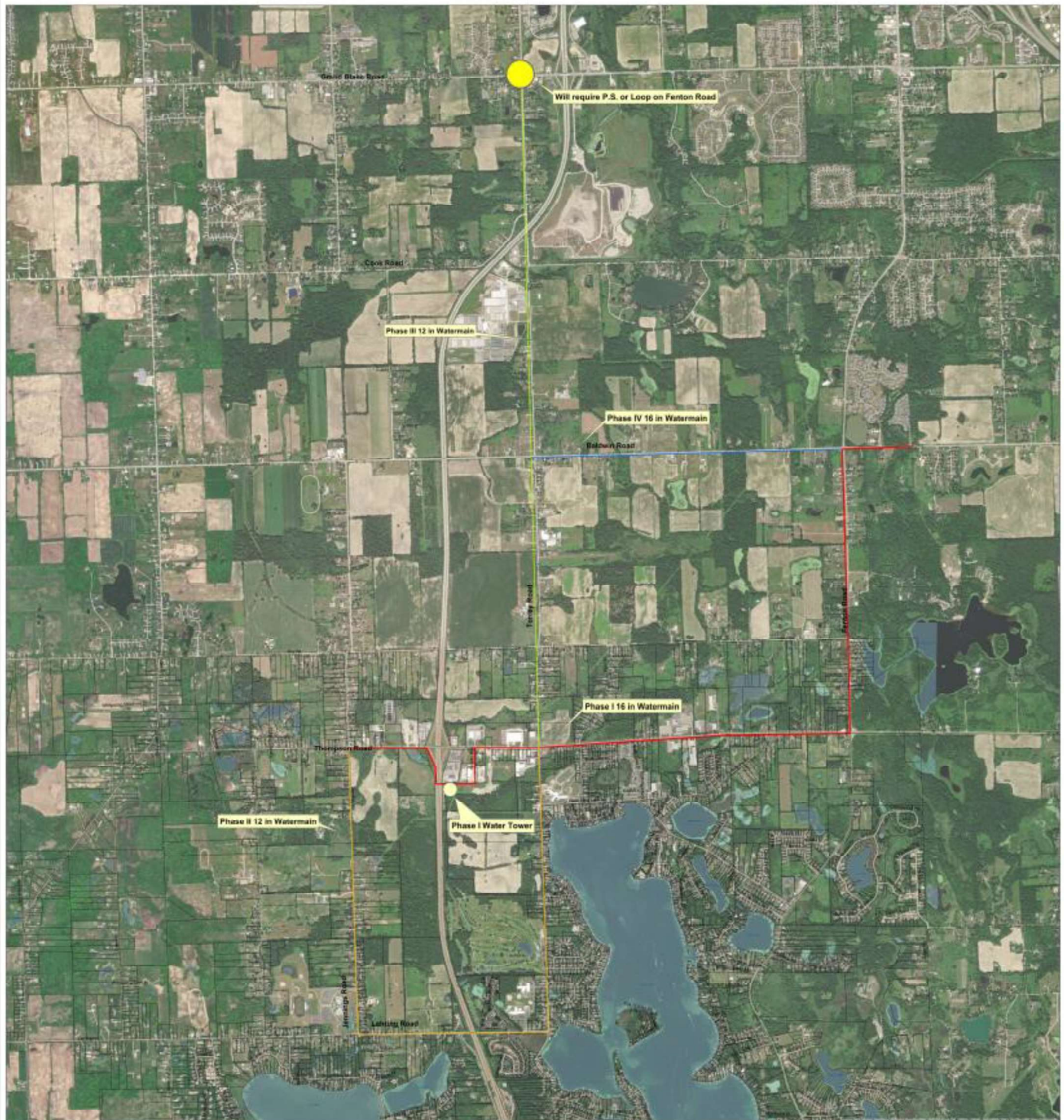
The Thompson Road Water Project is a multi-community partnership between Fenton Township, Grand Blanc Township, and Mundy Township. The project consists of four phases of which the first two phases will benefit Fenton Township. Phase I will bring water from Baldwin Road, south along Fenton Road to Thompson Road, where it will continue to Jennings Road. Construction is set to begin in 2022. Phase II will bring water south along Jennings Road to Lahring Road, where it will continue east to Torrey Road, and loop back north to Thompson Road. Construction is set to begin in 2023.

## Why do we need a new Thompson Road Corridor Pan?

Bringing Water to Thompson Road will fundamentally change the future development of the Corridor. The Township has decided to update the Thompson Road Corridor Plan to address the potential future development. The purpose of a Corridor Plan is to be a living document that guides the Township's future development based on community needs and preferences fro a specific area.. The Corridor Plan is comprehensive in scope, taking inventory of the area's current physical conditions and demographics. It also considers projections for the Township's potential growth, then the Plan considers how to reconcile the community's desires with the feasibility constraints and administrative capacity in an Action Plan. The Action Plan is a series of recommended strategies the Township can implement in order to address issues that arose during the planning process, and that achieve short-term and long-term goals outlined by Fenton Township residents.



# Fenton TWP- Mundy TWP- Grand Blanc TWP Water Project



Legend  
Proposed Water Line  
Phase  
1  
2  
3  
4



CHARTER TOWNSHIP of FENTON

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November, 2021





# Fenton Township Demographics



# FENTON TOWNSHIP

## AT A GLANCE

Demographic Data from the 2020 US Census

### Education

95.4% High School Degree or Higher

44.0% Bachelor's Degree or Higher

US Census Quick Facts, July 2021

### Population

8.3% increase in population from 2010–2020

#### Total Population

2010: 15,552

2020: 16,843

US Census Quick Facts, July 2021

### Economy

Median Household Income: \$91,467

Median Housing Value : \$240,600

Owner Occupied Housing Rate

92.20%

US Census Quick Facts, July 2021

### Occupation *Top four occupational sectors for Fenton Township Residents*

1. Educational Services and Health
2. Manufacturing
3. Retail Trade
4. Arts, entertainment and recreation

### Industry *Top four industry sector employers for Fenton Township*

1. Public Schools
2. Manufacturing
3. Auto Sales
4. Restaurants



# Who Lives in the Thompson Road Corridor?

*L4 Family Landscape* This group is described as successful young families where both persons in the married-couple are working. They are first-time homebuyers living in suburban or semi-rural areas. Their median home value is slightly higher than the U.S. median, and they live where labor force participation is high and unemployment is low. They are also described as “do-it-yourselfers” when it comes to home improvement and “sports enthusiasts” due to their preferences for purchasing SUVs and dogs. They eat out frequently because of their busy lifestyle, and enjoy bowling, swimming, golf and when indoors renting movies and playing video games. They are comfortable using the latest technology.

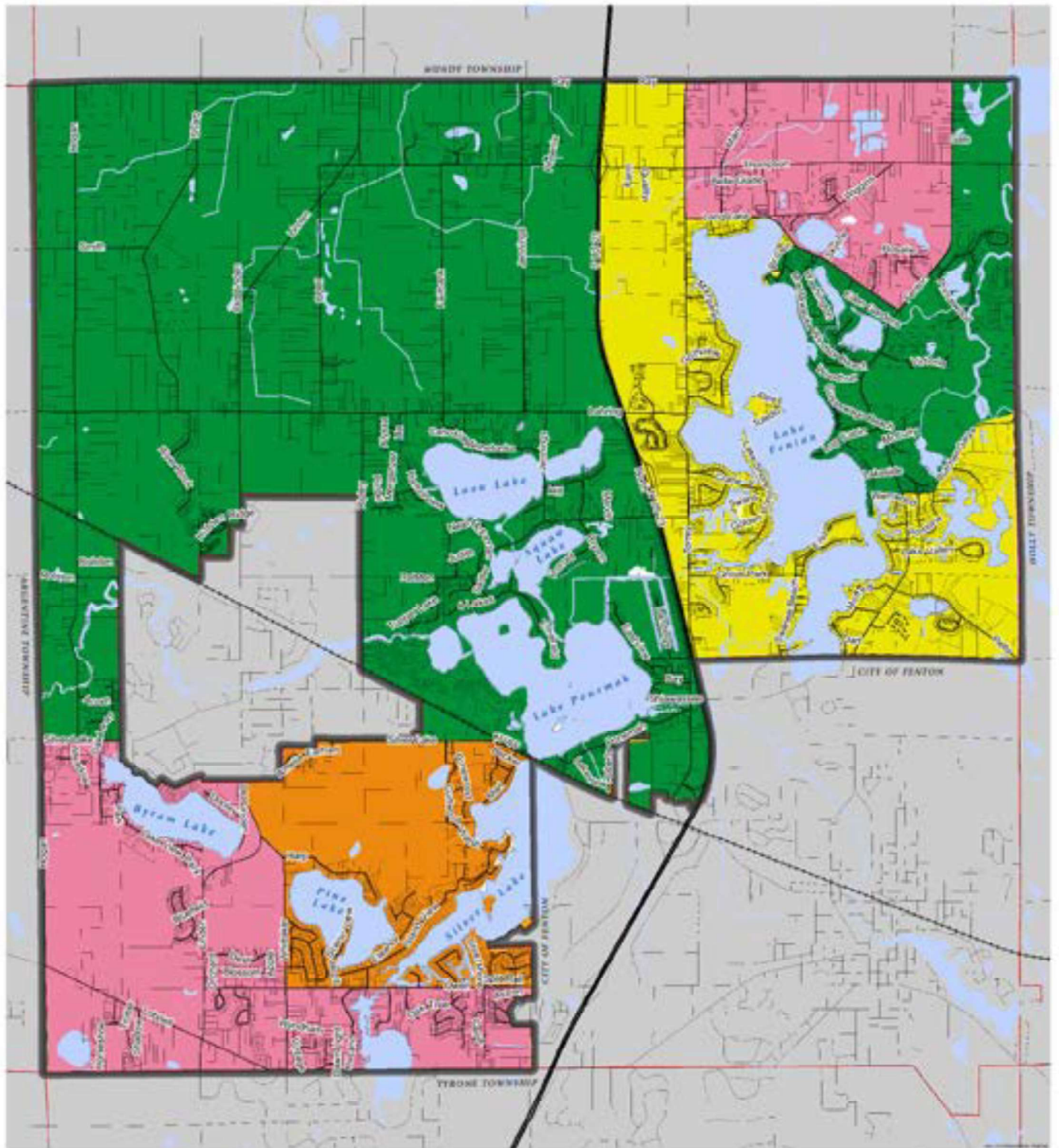
- Soccer Moms
- Home Improvement
- Middleburg

*L5 GenXurban* –This group is the second largest group nationwide. It is comprised of middle-aged, married-couples with families of fewer children. About one-fifth of residents are 65 years or older (as of 2016) and growing. This group tends to live and work within urban areas in the same county, and commutes in their one or two vehicles. They own, but still have a mortgage on older single-family homes, are well-insured, and prudent investors. They are described as “news junkies” because they read a newspaper daily as well watch news on TV. GenXurban members like to read, scrapbook, play board games and cards, and outside of home activities, they enjoy dining out, going on walks, and going to museums and rock concerts.

- Comfortable Empty Nesters
- In Style
- Parks and Rec
- Rustbelt Traditions
- Midlife Constants

*L6 Cozy Country Living*- This group occupies the center and northwestern portion of the Township. This is the largest segment nationwide, covering almost half of Midwestern households. As single-family homeowners in bucolic areas, they are pet-owners and 30% have three vehicles or more including domestic trucks, motorcycles, and ATVS/UTVs. They believe in buying American products. Unlike the other LifeModes, they prefer to eat at home, shop at Walmart or other discount stores, and spend little time online. Maintaining their home and property is important demonstrated by their purchases tools and equipment for homes, vehicles, and gardening. Indoors, this group likes to listen to country music and watch car-racing on TV, while outdoors fishing, hunting, camping, and boating.

- Green Acres
- Salt of the Earth
- The Great Outdoors
- Prairie Living
- Rural Resort Dwellers
- Heartland Communities



## FENTON TOWNSHIP MASTER PLAN

# Esri USA Tapestry Segmentation

Data Sources: State of Michigan Geographic Data Library, Fenton Township GIS, Esri Premium Content Using KML Layers

- |                      |                  |
|----------------------|------------------|
| Township Boundary    | Rivers / Streams |
| Municipal Boundaries | Lakes / Ponds    |
| State Roads          |                  |
| All Roads            |                  |
| Railroads            |                  |
| Parcels              |                  |

### Tapestry Segmentation:

- L6: Cozy Country Living
- L5: GenXurban
- L4: Family Landscapes
- L1: Affluent Estates

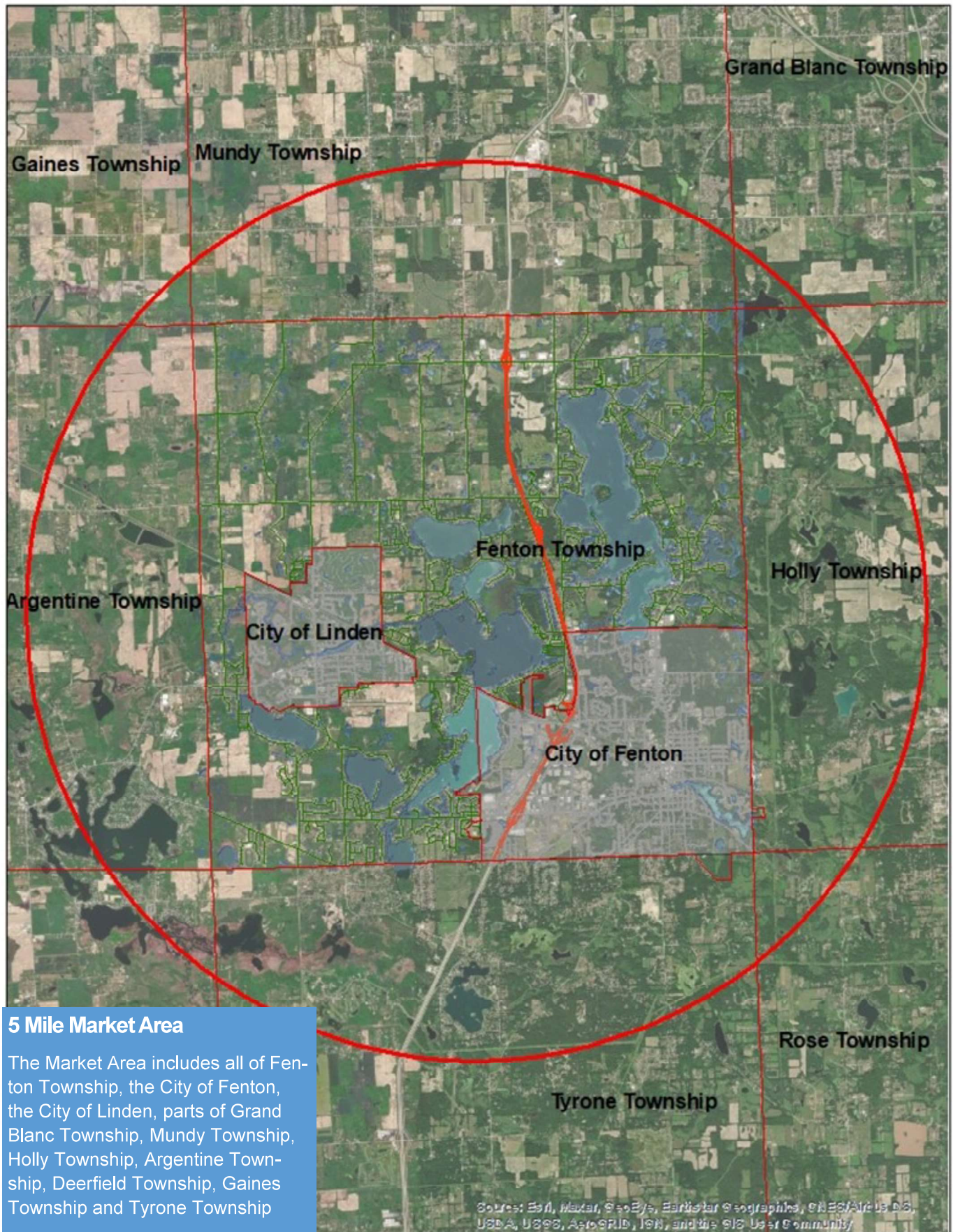
Beckett & Raeder



# 2018 ESRI Retail Market Analysis







## CHARTER TOWNSHIP of FENTON

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0 5,500 11,000 22,000 Feet



## Leakage/Surplus Factor by Industry Group



**Leakage** in an area represents a condition where demand exceeds supply. In other words, retailers outside the market area are fulfilling the demand for retail products; therefore, demand is “leaking” out of the trade area. **Such a condition highlights an opportunity for new retailers to enter the trade area or for existing retailers to extend their marketing outreach to accommodate the excess demand.**

*“For areas such as the Thompson Road Corridor that are looking for a makeover, these leakages expose the potential opportunity for developing some of these sectors in the Township. The demand is there, the median household income is relatively high, and the survey results show that residents hope to see the corridor as a retail and entertainment center.”*

2018 Fenton Township Master Plan



## Top Leakage Uses

The Retail Market Analysis includes the entirety of the City of Fenton and the City of Linden

The Study looks at the residential population and does not include potential traffic from US-23

| Type                             | Demand       | Supply       | Retail Gap   |
|----------------------------------|--------------|--------------|--------------|
| Other General Merchandise Stores | \$28,538,409 | \$7,020,818  | \$21,517,591 |
| Clothing Stores                  | \$20,755,784 | \$2,674,751  | \$18,081,033 |
| Health and Personal Care Stores  | \$42,480,097 | \$28,348,712 | \$14,139,385 |
| Home Improvement                 | \$43,064,876 | \$28,968,400 | \$14,096,476 |
| Furniture & Home Furnishings     | \$19,937,210 | \$6,554,357  | \$13,382,853 |
| Gas Station                      | \$66,471,889 | \$55,251,087 | \$11,220,802 |
| Nonstore Retailers               | \$10,917,243 | \$61,973     | \$10,855,270 |

## Examples of Development Opportunities

- Boutique Shops
- Department Store
- Electric Charging Stations
- Home Depot/ Lowe's/ Menards
- Pharmacies

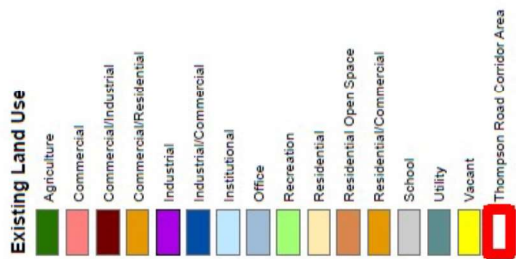
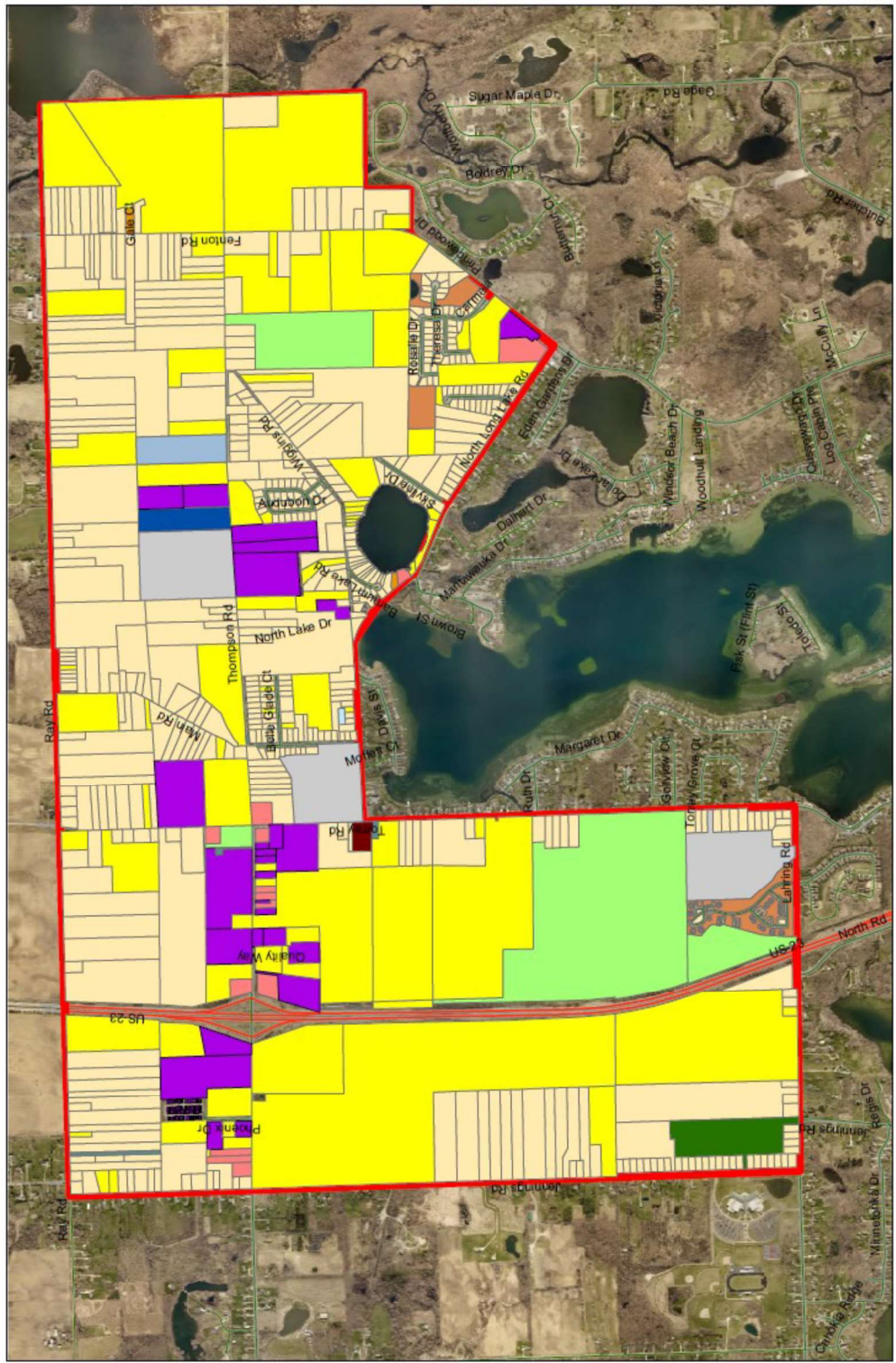
## Potential Retail Development Opportunities





## Existing Land Use Thompson Road Corridor



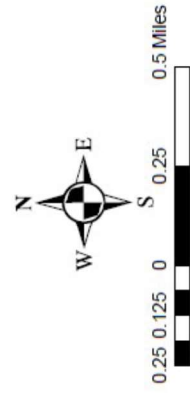


# Thompson Road Corridor

## Existing Land Use Map

November 2021

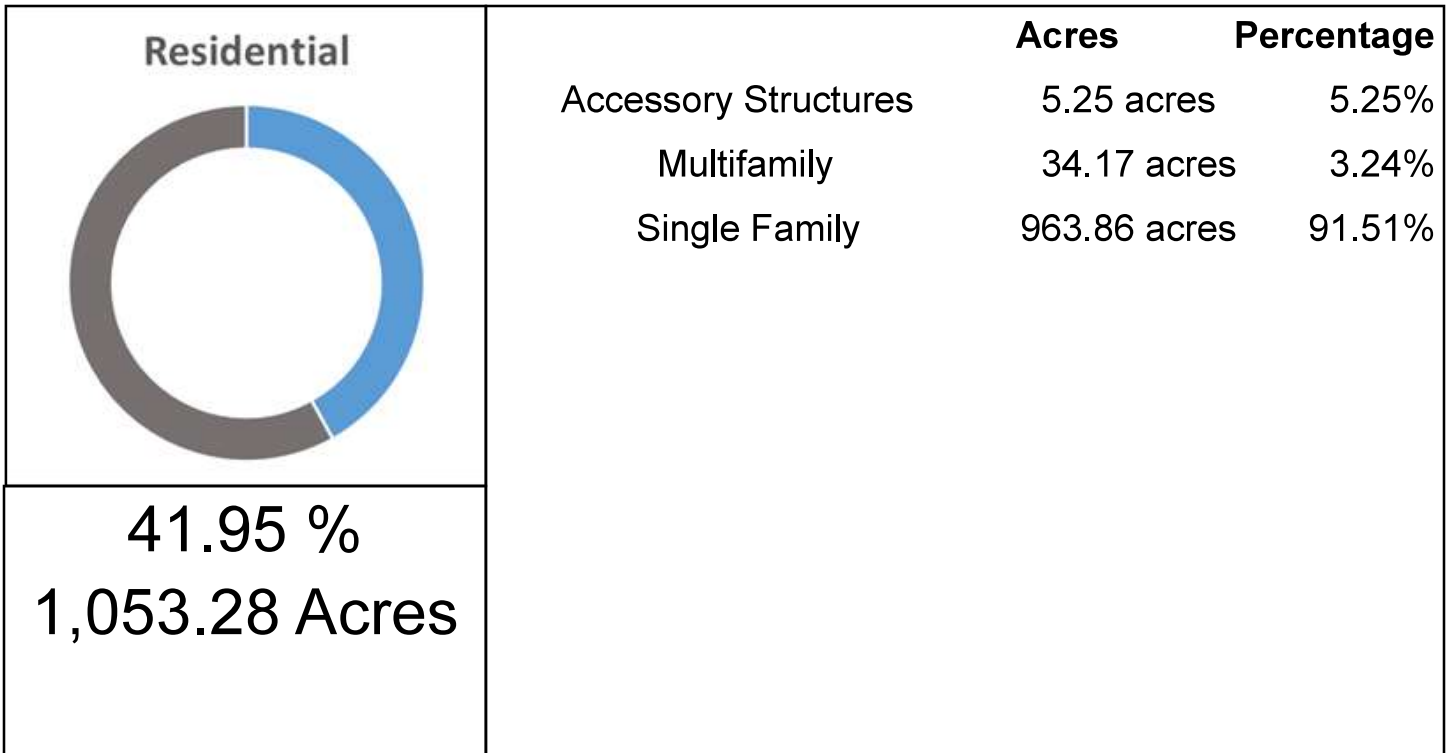
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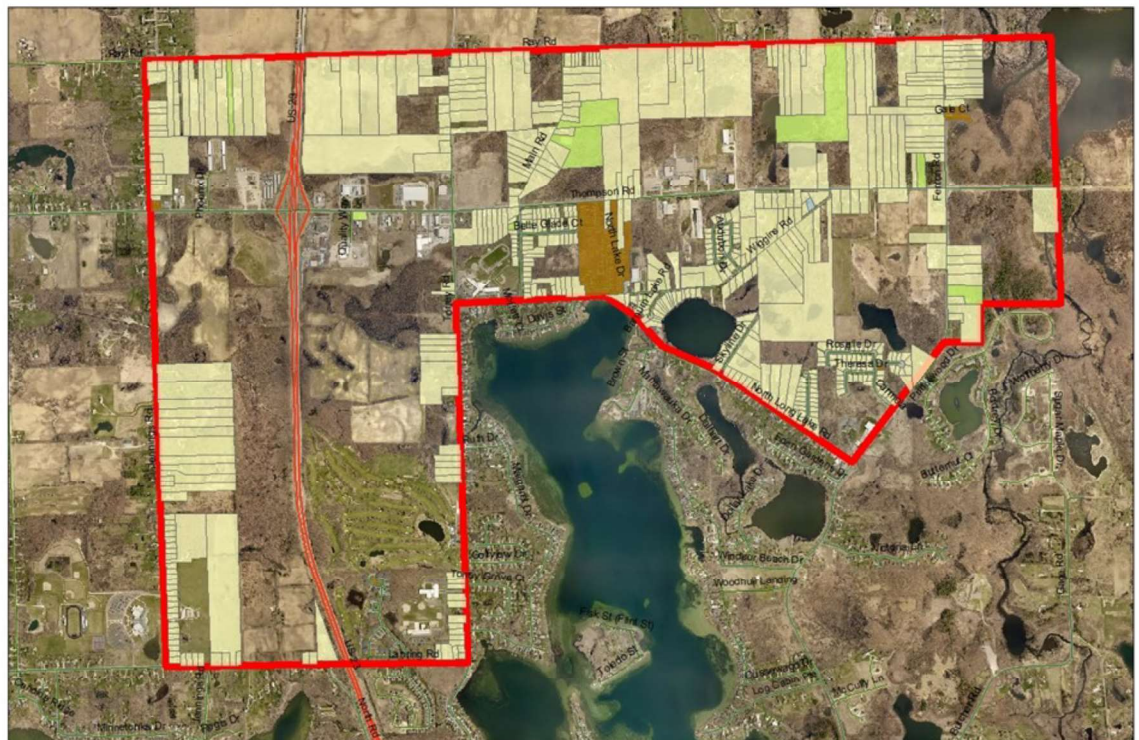


# Existing Land Use

## Residential Uses



### Residential Land Use

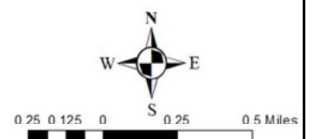


**Thompson Road Corridor**  
Existing Land Use Map  
November 2021



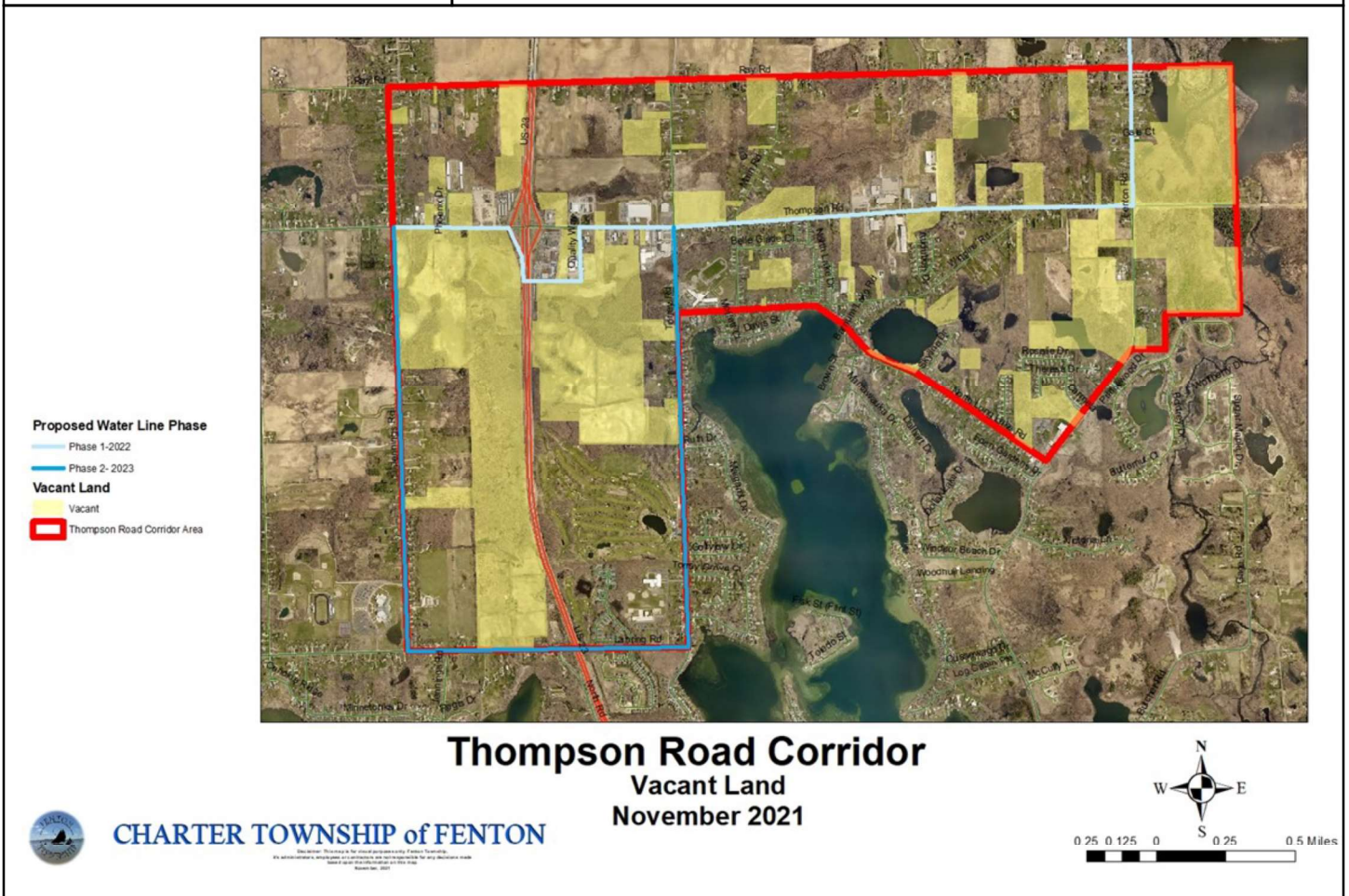
CHARTER TOWNSHIP of FENTON

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# Existing Land Use

## Vacant Uses





## Existing Land Use

## Other Uses



13.83%

# 347.29 Acres

|             | Acres        | Percentage |
|-------------|--------------|------------|
| Recreation  | 198.00 acres | 57.01%     |
| School      | 89.71 acres  | 25.83%     |
| Open Space  | 23.39 acres  | 6.74%      |
| Agriculture | 20.89 acres  | 6.01%      |
| Office      | 12.25 acres  | 3.53%      |
| Utility     | 2.25 acres   | 0.73%      |
| Institution | 0.53 acres   | 0.15%      |



# Thompson Road Corridor

## Existing Land Use Map

November 2021



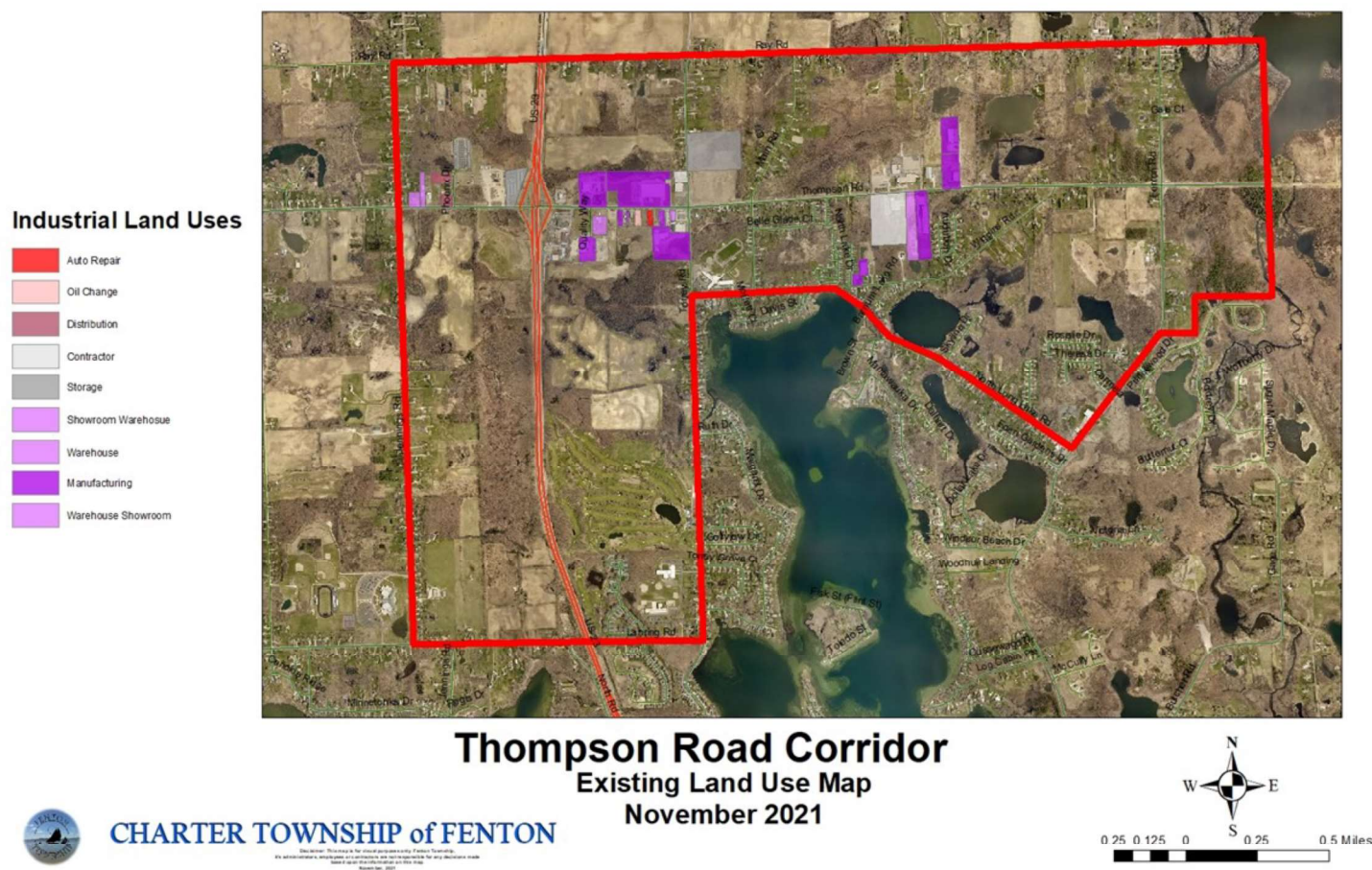
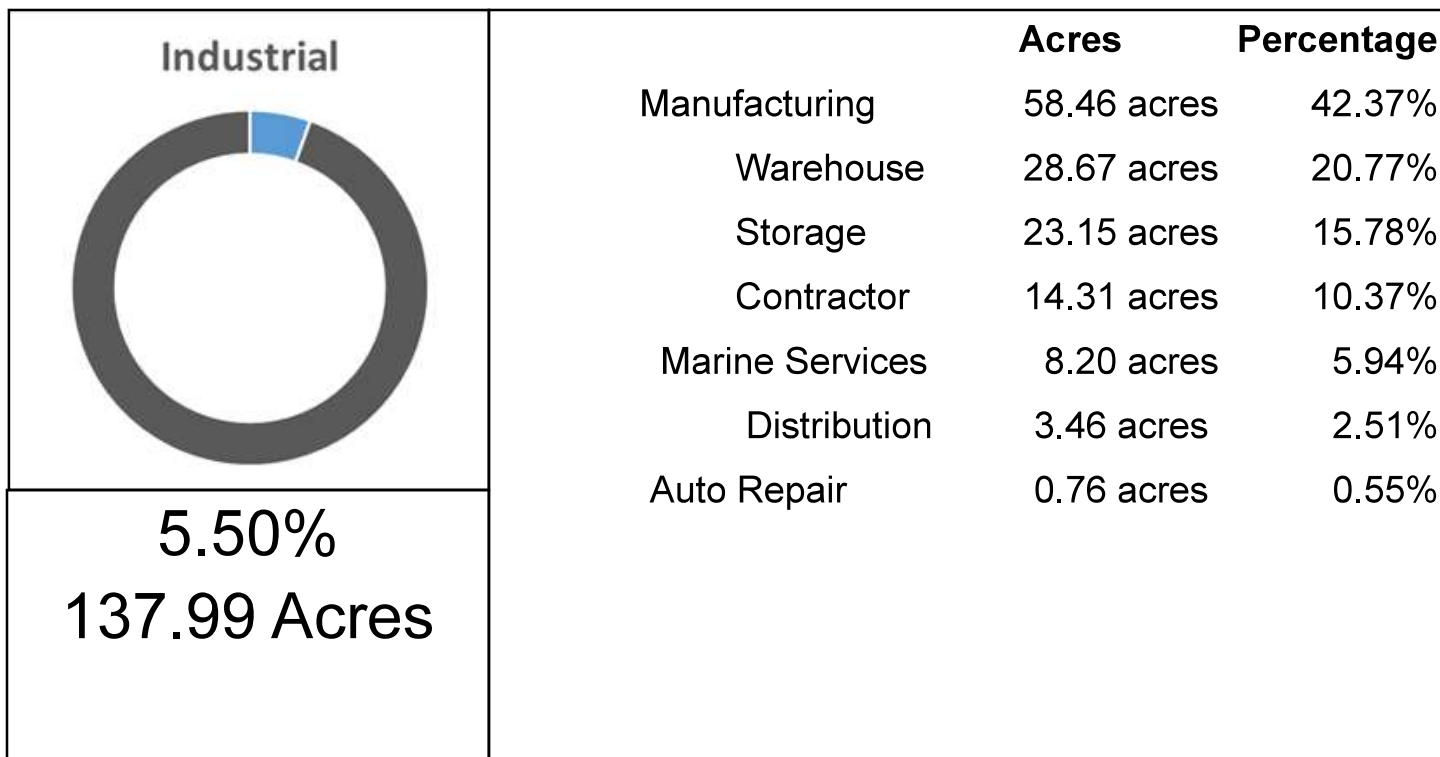
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## Existing Land Use

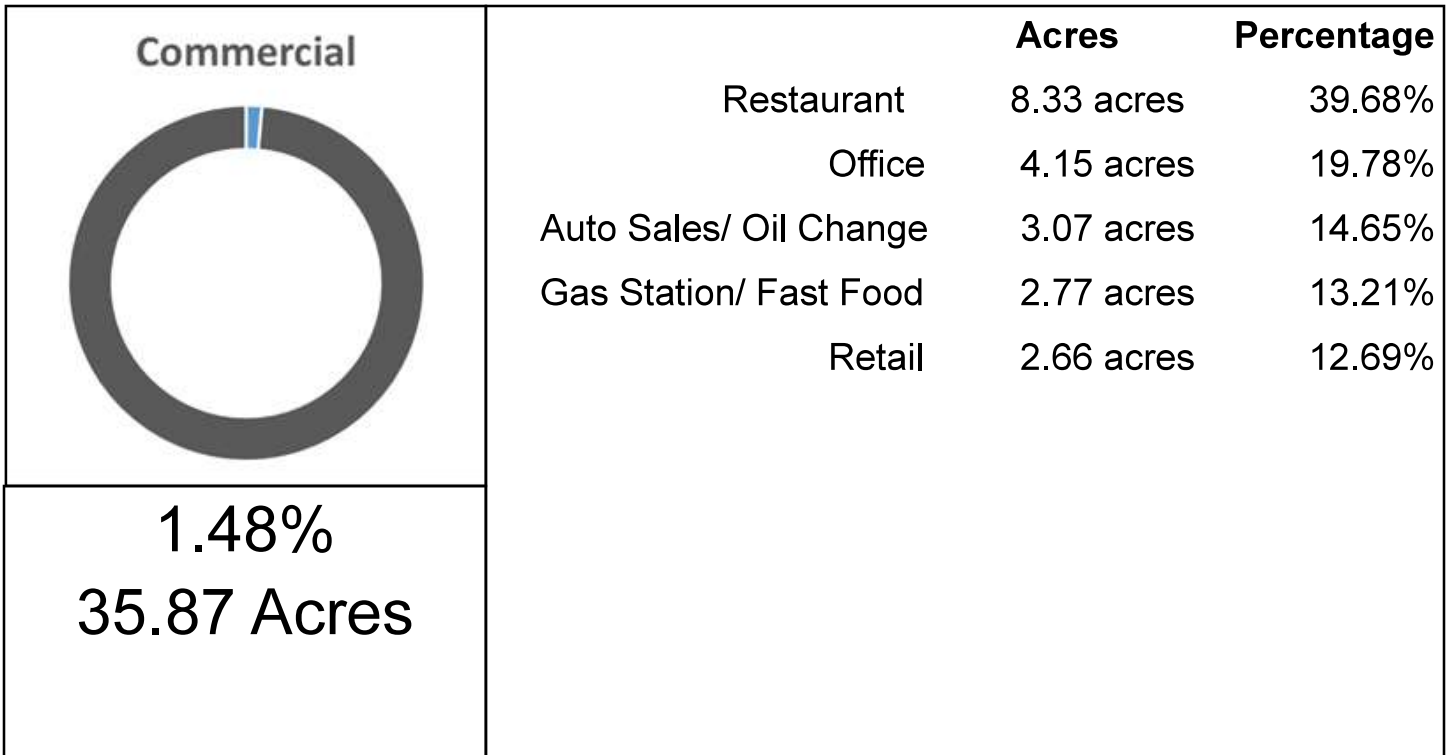
## Industrial Uses



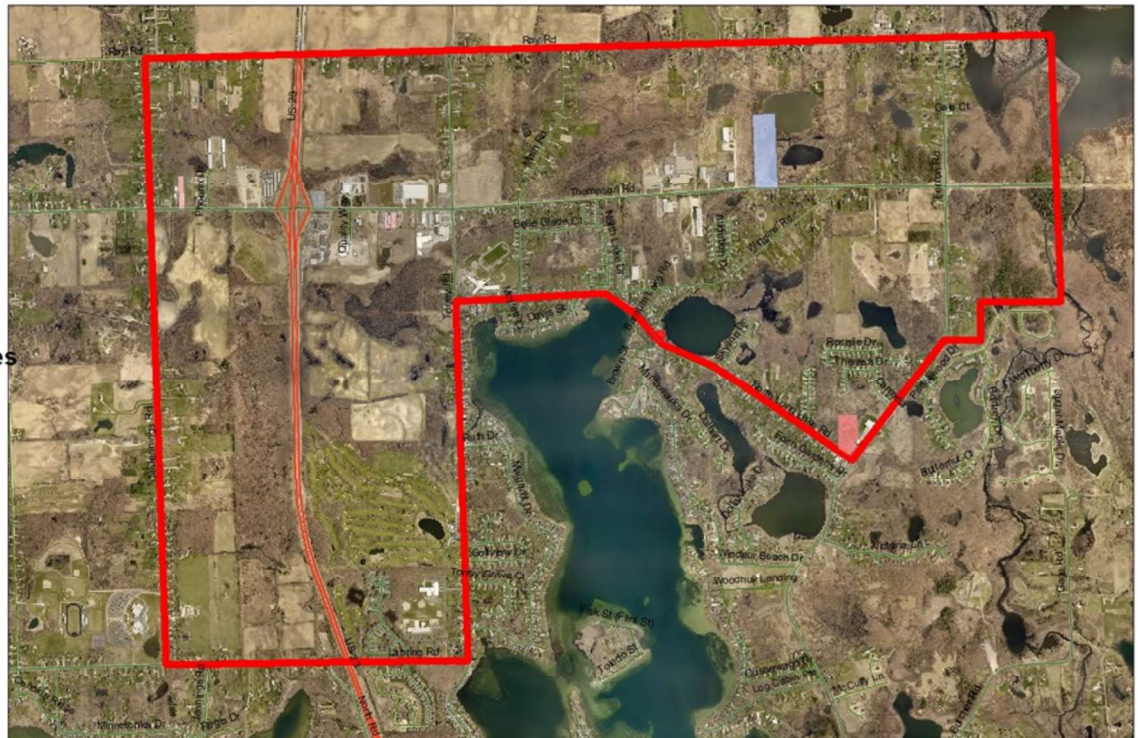


# Existing Land Use

## Commercial Uses



### Commercial Land Uses

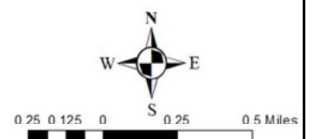


**Thompson Road Corridor**  
Existing Land Use Map  
November 2021



CHARTER TOWNSHIP of FENTON

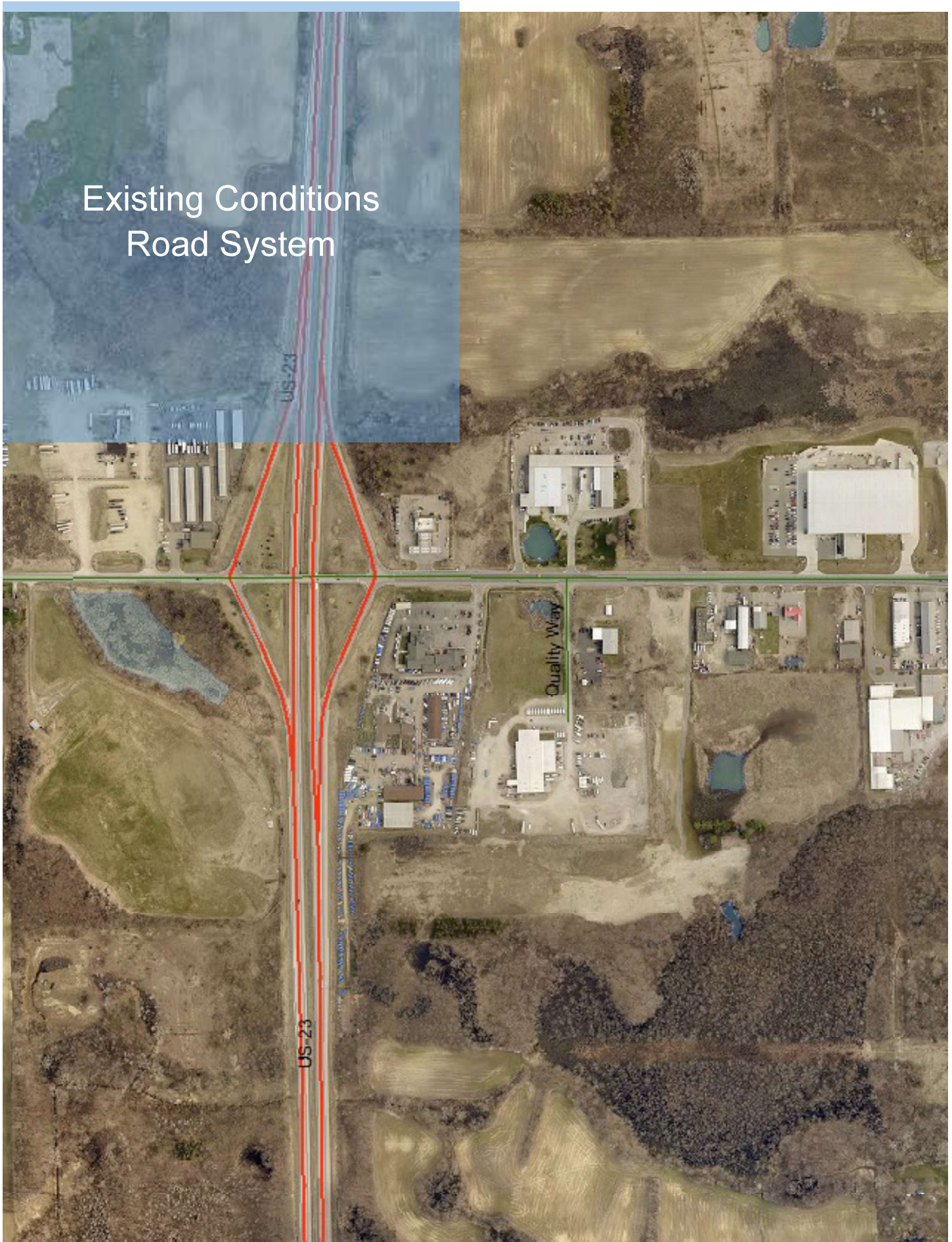
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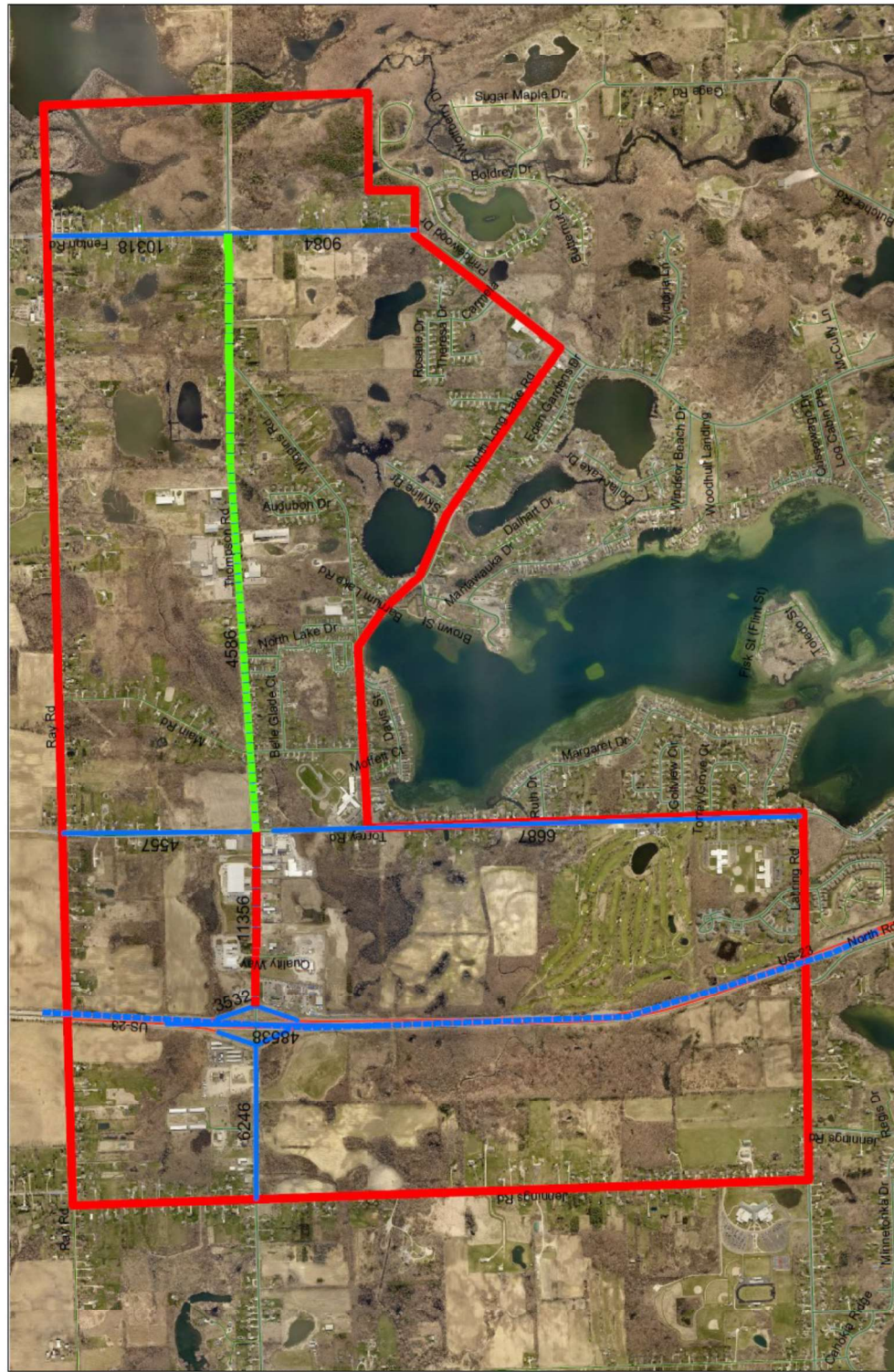




## Existing Conditions Road System







- Truck Routes**
- Route\_Type**
- All Seasons Truck Route
  - National Truck Route
  - Tandem Axel Truck Route
- GCRC Traffic Counts 2020**
- Thompson Road Corridor Area



# Thompson Road Corridor Transportation November 2021

**CHARTER TOWNSHIP of FENTON**



It is a public record, and its use is subject to the provisions of the Michigan Public Access to Information Act, Act 44 of 1994, and the Freedom of Information Act, 5 U.S.C. 552.

November 2021



# Thompson Road Corridor Existing Conditions

## Roadways

### Thompson Road

- Three lane paved road from US23 east to Torrey Road
- 22 ft. two lane paved road elsewhere
- Paved and Gravel Shoulders



### US 23

- Four lane divided interstate highway



### Fenton Road

- 22 ft. two lane paved road
- Gravel shoulder on both sides of road



### Torrey Road

- 22 ft. two lane paved road
- Limited gravel shoulders



### Jennings Road

- 22 ft. two lane paved road
- Limited paved shoulders



### Lahring Road

- 22 ft. two lane paved road
- Gravel shoulder on both sides of road



### North Long Lake Road

- 22 ft. two lane paved road
- Limited shoulder



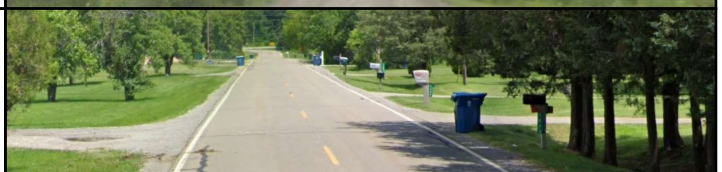
### Ray Road

- 20 ft. rural dirt road
- Dead ends at both sides of US 23



### Wiggins Road

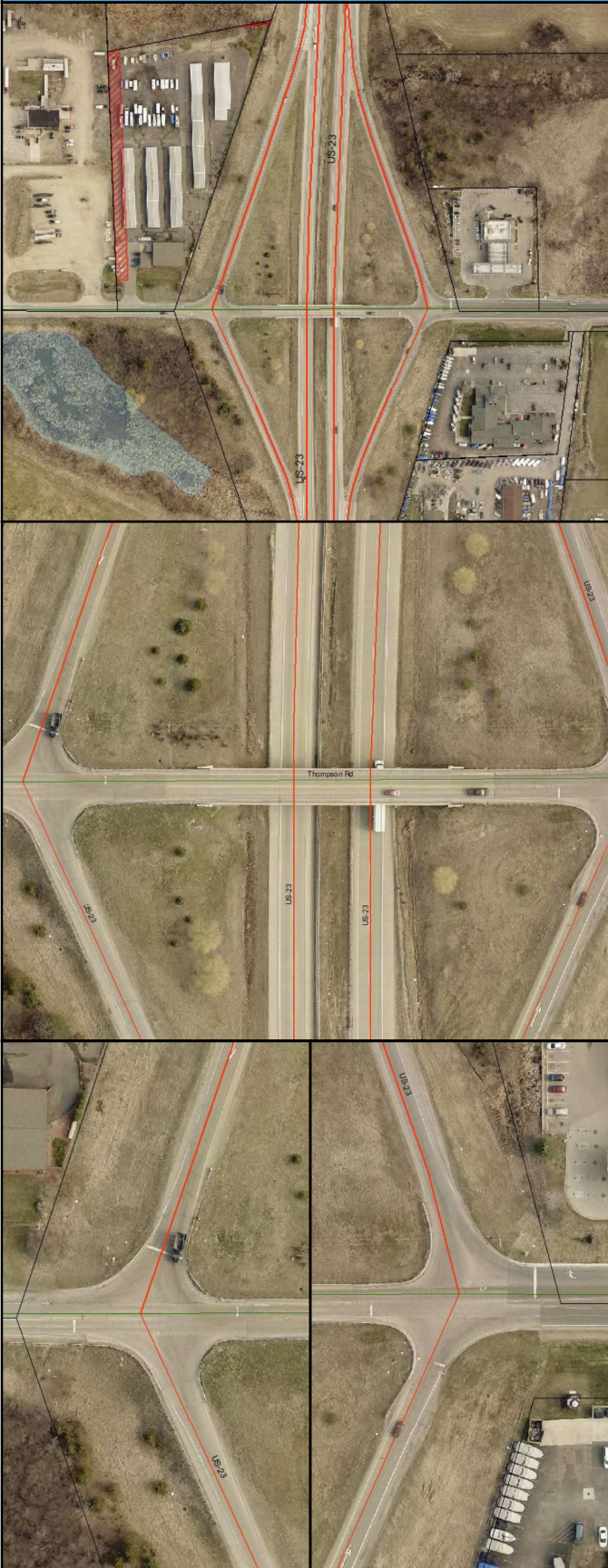
- 20 ft., two lane paved road
- No Shoulder





# Thompson Road Corridor Existing Conditions

## Thompson Road and US 23 Interchange



### US-23/ Thompson Road Interchange

The existing interchange configuration is a Rural Tight Diamond, typically found in rural areas with little existing development and low traffic volume. Tight Diamond Configurations can present a number of challenges for an area looking to develop:

- A tight diamond interchange provides very limited capacity or number of vehicles which can efficiently use the interchange in a given time frame. This is due to the lack of free flow (non-stopping) moves along with inadequate turning radii to keep vehicles moving freely.

This is evident in the traffic backups from left turn movements onto the US-23 ramps from the overpass bridge.

- Tight diamond interchanges typically restrict sight distance substantially which decreases the overall safety and capacity. This is usually caused by the close proximity of the ramp terminals with respect to the bridge. Because it is difficult to see across the bridge, this usually leads to four-way stop conditions or a signalized condition.

There are existing sight distance issues from the southbound US-23 ramp onto Thompson Road.

- This type of interchange has no room for expansion. Because there is no room for placing loop ramps inside the existing ramps, no additional ramp movements can be added to create additional capacity. The need for additional capacity can be created by additional development. If there were room for loop ramps, they would be utilized to minimize the number of left turns crossing the bridge, thereby increasing capacity.

Other options for improving capacity include widening the overpass bridge or adding roundabouts to either side of the interchange.



# Thompson Road Corridor Existing Conditions

## Thompson Road and US 23 Interchange

| Intersection   | Approach             | Lane | Existing LOS | Delay | Proposed LOS | Delay | Change (seconds) | Change (%) |
|--|----------------------|------|--------------|-------|--------------|-------|------------------|------------|
| <i>US 23 NB On/Off Ramps and Thompson Road (Signal Controlled)</i> | Intersection Overall |      | C            | 23.1  | D            | 41.2  | 18.1             | 78.35      |
|  | EB                   | LTR  | C            | 28.2  | D            | 42.9  | 14.7             | 52.13      |
|  | WB                   | T    | C            | 28.0  | C            | 32.8  | 4.8              | 17.14      |
|  |                      | R    | A            | 3.9   | A            | 4.2   | 0.3              | 7.69       |
|  | NB                   | LTR  | B            | 13.9  | E            | 71.1  | 57.2             | 411.51     |
| <i>US 23 SB On/Off Ramps and Thompson Road (Signal Controlled)</i> | Intersection Overall |      | D            | 44.3  | E            | 59.9  | 15.6             | 35.21      |
|  | EB                   | TR   | C            | 32.5  | C            | 33.9  | 1.4              | 4.31       |
|  | WB                   | LT   | E            | 66.3  | F            | 106.2 | 39.9             | 60.18      |
|  | SB                   | LTR  | C            | 34.1  | E            | 75.8  | 41.7             | 122.29     |
|  |                      | R    |              |       | B            | 13.0  | N/A              |            |

A Traffic Impact Study was conducted in January 2022 for the Thompson Road US-23 interchange. The current Level of Service is either failing or nearly failing. **Any additional development will cause the Level of Service to Fail.**

The results of the Traffic Impact Study noted the following improvements would be required to prevent a Failing Level of Service:

- Thompson Road will need to be reconstructed to an all-season road per AASHTO standards including paved shoulders.
- Right Turn Lane for South Bound Ramp US23
- Left Turn Lane for East Bound Left movement at US23 North Bound Ramps and Thompson Road.

The Thompson Road overpass is only two lanes and the physical limitations of the bridge would prevent a left turn lane from being installed. Without improvements to the overpass bridge, no new development could occur west of the Thompson Road Interchange.