

Proposed Special Assessment Lighting District *Lighting the Way 101*



The new lights on Gratiot would be similar to these in Sterling Heights, a community that has installed lighting along the majority of its major thoroughfares.

Property owners along Gratiot Avenue in Clinton Township are being asked to help pay for the operation of new streetlights to better illuminate the eight-lane roadway. The plan includes the installation of 83 poles from 14 Mile Road to north of Metropolitan Parkway.

Each pole will be fitted with two 400-watt high pressure sodium lamps that will be installed and maintained by Detroit Edison. Should costs permit, the poles may be fitted with the newest LED arrays that in the long run will reduce operating costs and conserve energy.

The potential for the Gratiot Avenue lighting project to gain this 'GREEN' designation will be contingent on the actual construction costs which would be higher than traditional lighting equipment.



Looking south from 16 mile road into Clinton Township shows a dimly lit business community (left). The photo on the back is of the Roseville business corridor that is well lit and has attracted a variety of national franchises and new development.

Despite the cost of the project, the light system would make an immediate difference in how the 80,000 motorists and business customers view the Gratiot corridor business community. Visitors and shoppers at 14 Mile and Gratiot looking north into Clinton Township find a dimly lit business district, at best, that is unwelcoming to many. Business owners should realize that when people drive south into Roseville, the lights in that community provide a more inviting atmosphere.

The Avenue

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**A PUBLICATION FOR MEMBERS OF THE DOWNTOWN DEVELOPMENT AUTHORITY
AND THE GRATIOT BUSINESS OWNERS ASSOCIATION**

Studies have shown that a well-lit business district like this in Roseville helps reduce crime. Proper lighting gives customers, employees and residents a greater sense of safety and security.

Even during off hours your business can be seen more clearly, to create a positive impression.

A well-lit business increases traffic and sales. This is a simple fact of business. With greater traffic comes the opportunity for greater sales volume.



Lighting for Safety, Security and Profit?

Safety and a general welcoming atmosphere for shoppers are the two primary reasons for the lighting project. The power of light to attract is a fact of nature. Used properly, it can work to your advantage as a property owner and business owner. A well-lit business is more approachable. Given a choice, customers will be more drawn to an attractive, well-lit business over one that's dark and uninviting.

A well-lit business community reduces both the actual and perceived level of crime in an area. Statistics gathered by the Clinton Township Police Department indicate that crime levels in the township as a whole and along the Gratiot corridor in particular are no higher than in any other adjoining community.

The Gratiot corridor in Clinton Township carries more than 80,000 vehicles a day, and at night the corridor is pretty dark compared to the business district south of the township. The Gratiot corridor in Roseville and East Detroit has been lighted for many years, and those communities have experienced significant improvements in the business corridor. It is thought that much of this revitalization can be attributed to municipal and business support of infrastructure improvements such as lighting, median development, sidewalks, etc. The lights would provide the corridor with a generally welcoming atmosphere for shoppers who will feel more secure in a well-lit business community.