

A clean Avenue vital to business growth

Business owners and property owners are reminded that it is their responsibility to maintain the grounds and attractive storefronts along Gratiot. The DDA points out that the need to properly maintain your property through inviting customer surroundings is especially vital to a successful business in these tough economic times. Gratiot business owners will soon receive a letter from the township's

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New plan would save energy, but raise construction cost

Are LED streetlights on the horizon for Gratiot?

Lighting the way on Gratiot may soon be even more beneficial to the local business community and residents in Clinton Township than initially thought. The Gratiot Downtown Development Authority is studying the feasibility of installing energy efficient LED fixtures that promise

"...LEDs will burn five times longer than traditional lamps and will require less than half the energy..."

to dramatically reduce energy consumption and maintenance costs.

The township anticipates that the 166 streetlights for Gratiot from 14 Mile Road to north of Metropolitan Parkway will typically burn five times longer than traditional high pressure sodium lamps and will require less than half the energy.

Full implementation of LEDs would reduce greenhouse gas emissions over conventional lighting by about 600 tons of CO2 annually, the equivalent of

taking 100 cars off the road for the year.

"Though LEDs are more costly to install, we think they can pay for themselves in about 5 or 6 years," says DDA liaison and director of

also the culprit of light pollution—the glow that comes from cities that can actually be seen by satellite. LEDs can be directed to produce a more focused light that will wash over Gratiot and not



Typical LED flat panel installation, below. Satellite image, left, shows extent of light pollution in the United States.



planning and community development Carlo Santia.

LEDs offer additional cost advantages. Flickering streetlamps will be a thing of the past since there are no filaments to burn out, reducing maintenance costs. LEDs are up to 10 times more efficient than incandescent lights because the heat in an LED is almost completely turned into light, not wasted as heat. Because LED lights are plastic rather than glass, they are also less likely to crack or shatter.

Regular streetlights are

into adjoining neighborhoods.

The cost of an LED installation along Gratiot is now being investigated by the DDA. "Our goal is not to design a program that will cost local businesses more," Santia added. "We will spread the construction cost over a longer period, but the energy and maintenance savings over the long term should more than pay for the difference in project cost.

"At the same time, the project will be a great example of how we can save our natural resources for future generations."

The Avenue

CHARTER TOWNSHIP OF CLINTON
DOWNTOWN DEVELOPMENT AUTHORITY
40700 ROMEO PLANK RD.
CLINTON TOWNSHIP, MI 48038

DDA LIAISON JOSEPH PERUZZI 723-8045
WWW.GRATIOTINCLINTON.COM

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AND THE GRATIOT BUSINESS OWNERS ASSOCIATION

Cleaning up Gratiot ...

Cont. from page 1.
*Planning and
Community De-
velopment De-
partment that
outlines the need
to maintain the
appearance of the
Avenue. Build-
ing maintenance,
lawn grooming
and proper trash
disposal are all
factors in im-
proving the ap-
pearance of the
Gratiot business
community. The
letter will also
outline the level
of fines for future
violations along
Gratiot.*

Next event scheduled for Saturday, September 20

Volunteers clean up Gratiot for Cruise Day 2008

Members of the Clinton Valley Assembly of God church gathered with other volunteers on Saturday, July 19 to clean up trash and other debris along Gratiot in preparation for the 2008 Clinton Township Gratiot Cruise on August 3rd. The volunteers met at the Farmers Market north of Metropolitan Parkway to receive their marching orders.

“Keeping Gratiot clean and litter picked-up is becoming increasingly important to the future success of our businesses,” says DDA member Donna Sassin who organizes the event. “Customers often judge a business on its appearance before learning about its level of service and reputation.”

The next clean up is scheduled for this fall from 9 a.m. to noon on Saturday, September 20. For more information contact Sassin at 586-751-3783.



Median landscaping project completed on time and under budget



United Lawnscape, Inc. completed a \$145,000 median landscaping project along Gratiot that stresses water conservation and minimum maintenance needs through the planting of native habitat species. The project was funded by the Gratiot DDA and represents the first in a series of capital improvements for the strip. On tap are new bus stops, benches, street lighting and walkways.