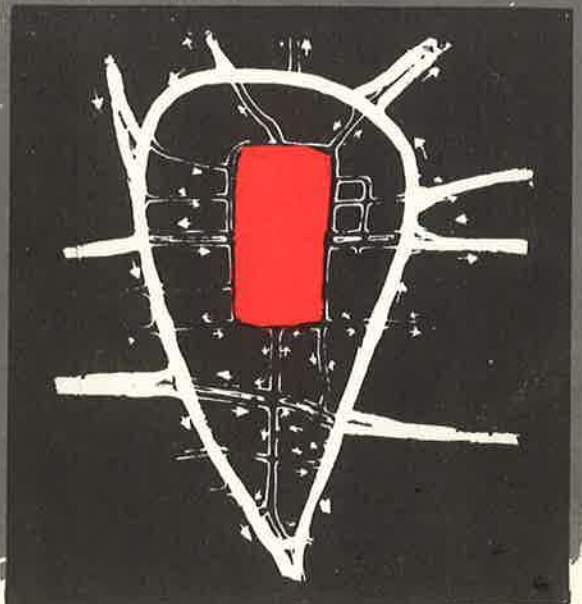


# DOWNTOWN PONTIAC



IN TWO BOOKS I DYNAMICS  
II TECHNIQUES

**BOOK I**  
DYNAMICS  
THE DECISIVE FACTS  
PROGRAM OF ACTION  
PLAN FOR REBUILDING

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# **DOWNTOWN PONTIAC**

**A STUDY SPONSORED BY  
THE DOWNTOWN DEVELOPMENT GROUP  
AND THE CITY OF PONTIAC**

## **BOOK I**

**DYNAMICS**

**THE DECISIVE FACTS**

**PROGRAM OF ACTION**

**PLAN FOR REBUILDING**

**IN TWO BOOKS**

**I DYNAMICS  
II TECHNIQUES**

**APRIL 18, 1962**

**PROGRAM, PLAN AND PRESENTATION  
BY GEER ASSOCIATES PLANNING CONSULTANTS, INC.**

April 18, 1962

Pontiac City Commission  
Pontiac City Manager  
Downtown Pontiac Association  
Pontiac, Michigan

Gentlemen:

The objective of this plan is to make Downtown Pontiac a much better place in which to shop and do business. It can give merchants and businessmen, who are providing goods and services to citizens, a sound, vigorous environment from which to compete for the strongly expanding Pontiac area market. The Plan was jointly financed by Downtown and the City.

We predict that those who strengthen and improve their businesses will be here in a superior position to enjoy the basic public improvements which are already under way and will be completed within the next year and a half. We also predict that new operators and investors will see the coming superior position of Downtown Pontiac and will move in to participate in the advantages.

A dynamic group of Downtown businessmen and property owners have organized a permanent Downtown Pontiac Association. Such an organization, with a forceful Executive Director and adequate financing, can improve communications and guide and direct the activities connected with the physical plan. This Association can spearhead a strong cooperative partnership with the City Administration, Michigan State Highway Department, civic leaders and others, who are vitally concerned with the future economic vitality of Downtown Pontiac.

A team of nationally recognized experts with a long record of guidance to successful ventures made the surveys, analyzed the research and built the recommendations which resulted in this Plan. The Plan is sound, it is reasonable, it is feasible. It can be done.

It is now up to you, the leaders of the City of Pontiac, to keep up the momentum already under way to help make this Plan become a reality.

Sincerely yours,



David S. Geer

DSG:mb

# BOOK I

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### PONTIAC CENTRAL BUSINESS DISTRICT ECONOMIC REPORT

THE RETAIL PICTURE  
OTHER CENTRAL BUSINESS DISTRICT USES

### TRAFFIC REPORT AND RECOMMENDATIONS

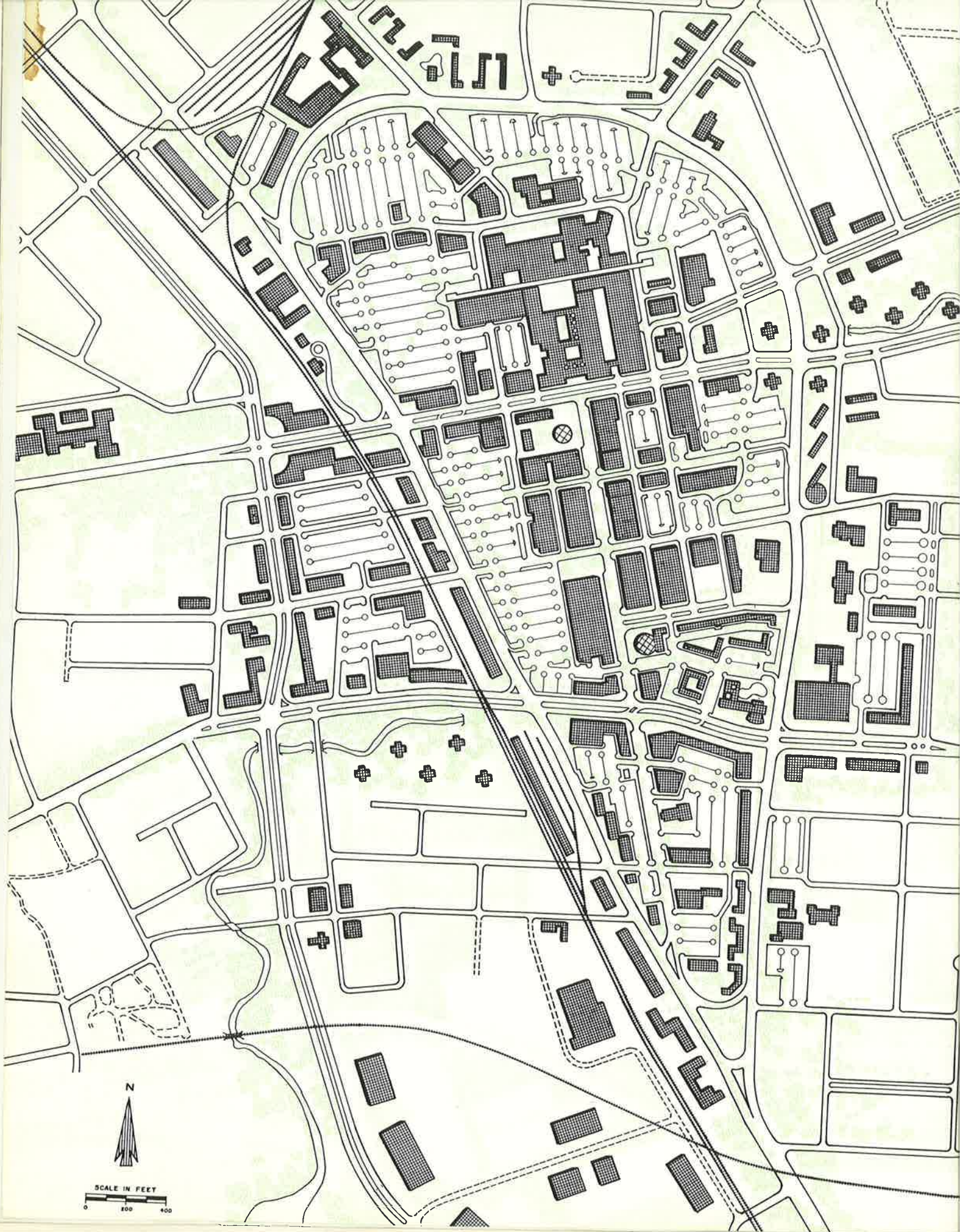
ACCESS CIRCULATION AND TRAVEL HABITS  
PARKING  
SAGINAW ST. AND MASS TRANSIT

### CITY DESIGN REPORT

PONTIAC'S BEAUTY RE-DISCOVERED  
OPPORTUNITIES REVEALED

## REFERENCES

PONTIAC MASTER PLAN 1961; TRANSPORTATION PLAN 1957; PONTIAC METROPOLITAN AREA TRAFFIC STUDY 1953; PROGRAM FOR REVITALIZATING DOWNTOWN PONTIAC 1960 (Pontiac Planning Staff & Geer Associates); HIGHWAY NETWORK FOR PONTIAC 1960; RETAIL MARKETS, Oakland County 1959 (Planning Commission Oakland County with Pontiac Press); BETTER SERVICE STUDY 1956 (Bureau of Business Research, School of Business Administration, University of Michigan in cooperation with County Planning Commission); DETROIT NEWS RETAIL SALES PATTERN 1959-1960; HIGHWAY NETWORKS AS A FACTOR (Real Estate Research Corporation); THE DOLLARS AND CENTS OF SHOPPING CENTERS 1961 (Urban Land Institute); LANDSCAPE ARCHITECTURE 1960, Simonds; Correspondence File of Geer Associates on Pontiac Job #400 and \$400.8 with Michigan State Highway Department, Oakland County, DMARAC.



# DOWNTOWN PONTIAC

## DYNAMICS AND OBJECTIVES

The map on the opposite page charts in concentrated form some past, some present and the potential future of Downtown Pontiac.

But this Perspective Map is more than an illustration of possible future forms and features super-imposed on Downtown Pontiac's 100-year-old basic framework.

IT IS A RECORD OF WORK IN PROGRESS, with certain major projects shown there already underway - over 15 million dollars' worth.

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IT IS A WORKING DOCUMENT, to be developed, extended, perfected.

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The report that follows tells how and why Downtown Pontiac can work from it, build on it, profit by it, and act on it, starting now.

For this map, and this report, set up, as of this date, a recommended timetable for a program of decision and action, to be taken by Downtown businessmen and the City Government.

THIS PROGRAM OF RECOMMENDED ACTION for Downtown Pontiac starts with first things first, and next things next, - steps which will directly give the City new commercial and merchandising impetus, new customer drawing power, new convenience, and a new kind of stature.

CONSTRUCTIVELY AND REALISTICALLY, they are steps which are coordinated with the developing overall plan of 1961 and 1963, and 1965, and 1970, with no waste motion and no waste promotion.

**THREE FORCES ARE POWERING  
THIS PROGRAM:**

**1.**

THE CHALLENGE OF THE MASSIVE NEW MARKET developing around Pontiac on all sides, and being extended through new highway access in all directions - a new kind of market which will travel far and spend strongly if the shopping place has a well known central location, direct fast access, well-planned close convenient parking, a pleasant environment and a stimulating atmosphere; and also, importantly, a wide variety of merchandise and services, and good storekeeping. Northland proves this point. So do certain key U.S. cities that have advanced strongly in redesigning and revitalizing their Central Business Districts.

**2.**

THE CHALLENGE OF THE COMPETITION, moving in fast, fully aware of the great and growing potential of this whole Northern section of Detroit's Outer Metropolitan market; also fully aware that fast action is necessary if Downtown Pontiac is to be kept from dominating this new market in which it is the natural Central City.

**3.**

DYNAMIC FORCES WITHIN PONTIAC, which are already achieving strong basic progress toward making Downtown Pontiac ready to meet the challenge of the market and the competition.



**ALREADY ACHIEVED OR GOING FORWARD:**

THE PERIMETER ROAD - FOR 1962-1963 CONSTRUCTION \$3¼ MILLION, DOWNTOWN URBAN RENEWAL #1 AND #2, NOW IN EXECUTION \$9¼ MILLION, DOWNTOWN STREET AND PARKING (1959 - 1961) IMPROVEMENTS \$¼ MILLION, PRIVATE ENTERPRISE EXPANSION AND MODERNIZATION (1956 - 1961) \$2½ MILLION.

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TOTAL NEW VALUE ADDED TO DOWNTOWN PONTIAC - under construction, under contract or recently completed (not including Civic Center, library, or new YMCA) - OVER \$15 MILLION.

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THIS IS A STRONG START, BUT THE NEXT STEPS WILL BE THE CRUCIAL AND DECISIVE ONES.

THEY WILL BUILD ON THE STRENGTH OF DOWNTOWN PONTIAC'S GOING MOMENTUM.