



# Proposal for City of Clawson Planning Services

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**MCKENNA**

# Presenters



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Communities for real life.



# Historic Clawson

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# Historic Clawson

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- ✓ Tight-knit stable neighborhoods



# Historic Clawson

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- ✓ Local businesses



# Historic Clawson

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- ✓ Great parks



Continues today...



SHOP  
DINE  
LOVE  
EAT

HERE  
TO



Dan  
**CHRIST**  
For Oakland Circuit Judge

Dan  
**CHRIST**  
For Oakland Circuit Judge

Continues today...







# New Issues

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**Cost of homes escalating**



# Cost of upgrading business



**Parking**  
*(Not just this weekend though)*



In the face of new growth, how do we keep Clawson...





Clawson.



# McKenna: Planning Solutions

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# Planning Solutions

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Residential preservation through modern best practices





# Planning Solutions

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Build upon the City's business friendly successes

- ✓ One Stop Ready
- ✓ Redevelopment Ready



# Planning Solutions

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## Zoning Standards Revision

- Technical Audit
- Lean Zoning

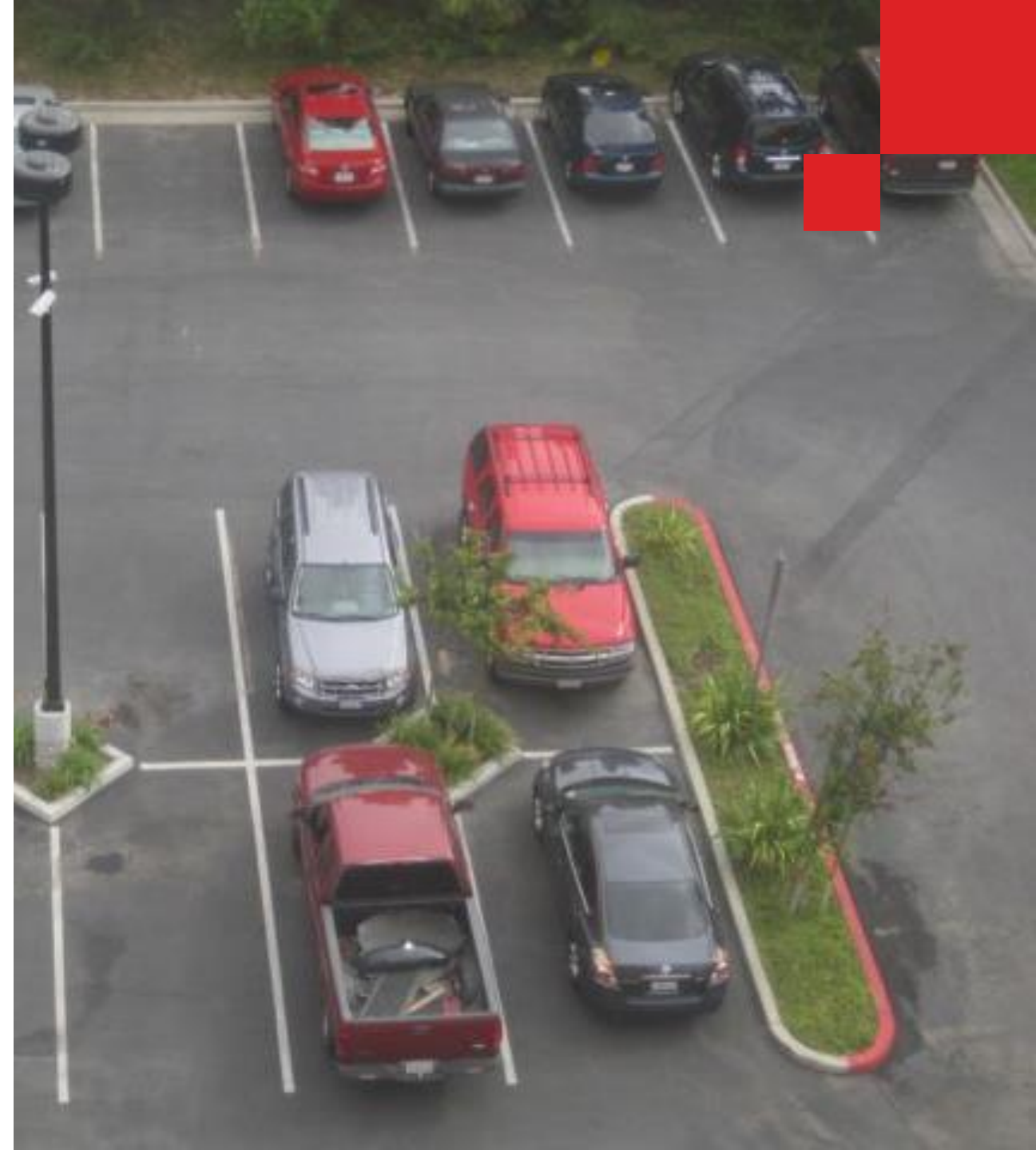


# Planning Solutions

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## Zoning Standards Revision

- Parking standards
- Landscaping
- Lighting



# Planning Solutions

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## Policies for new uses

- Alternatives for long standing residents
- Missing Middle Housing



# Planning Solutions

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Insuring everyone is on the same page

- Team Building
- Joint Meetings



# Planning Solutions

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McKenna will provide:

- Free training opportunities
- Competitive pricing
- Access to industry leaders
- Dedication through non-compete contractors and employees



## Why McKenna?

- We know Clawson
- 40 year track record of success
- 20 year track record of success with Clawson
- Founded on responsibility
- Committed to quality
- Focused on impact
- Loyal to communities

