



## CITY of NOVI CITY COUNCIL

**Agenda Item 1  
August 28, 2017**

**SUBJECT:** Approve Resolution of Intent to create a Corridor Improvement Authority (CIA) for the Grand River Corridor.

**SUBMITTING DEPARTMENT:** City Manager's

**CITY MANAGER APPROVAL:** *PA*

### **BACKGROUND INFORMATION:**

At City Council's annual early input budget session in January 2017, one goal received a clear consensus: the creation of a Corridor Improvement Authority for the entire stretch of the Grand River Ave Corridor from Haggerty to Wixom Road. In pursuit of this goal, City Council in March, 2017, approved a contract with OHM Advisors to assist City Administration with development of a Corridor Development Plan. Personnel from OHM have been meeting with staff and members of the City's Planning Commission and City Council to gain some insight on the specific objectives that the City seeks to achieve with the plan and the sort of aesthetics of the proposed improvements the City would like to see made in the Corridor.

The proposed resolution is the first step of creating the Authority. Following approval of the resolution, notification will be provided to all residents and property owners in the Corridor alerting them of a public hearing to be held at City Council's September 25<sup>th</sup> meeting. Under the Corridor Improvement Authority Act of 2005 (PA 280 of 2005), the City must wait 60 days after the public hearing to consider the establishment of the Authority by a separate resolution. Assuming Council proceeds forward with this resolution, that second resolution would likely be available for Council's consideration at its November 27<sup>th</sup> meeting.

### **RECOMMENDED ACTION:**

Approve Resolution of Intent to create a Corridor Improvement Authority (CIA) for the Grand River Corridor.

**CITY OF NOVI  
OAKLAND COUNTY, MICHIGAN**

**RESOLUTION OF INTENT TO CREATE A  
CORRIDOR IMPROVEMENT AUTHORITY FOR GRAND RIVER AVENUE**

Minutes of a Meeting of the City Council of the City of Novi, County of Oakland, Michigan, held in the City Hall of said City on \_\_\_\_\_, \_\_\_\_\_, at \_\_\_\_ o'clock P.M. Prevailing Eastern Time.

PRESENT: Councilmembers \_\_\_\_\_

ABSENT: Councilmembers \_\_\_\_\_

The following preamble and Resolution were offered by Councilmember \_\_\_\_\_ and supported by Councilmember \_\_\_\_\_.

**WHEREAS**, the City Council of the City of Novi has determined that it is in the best interest of the public to develop and redevelop its commercial corridors to promote economic growth, mixed uses, well-designed and responsible development, attractive streetscapes and landscapes, and new opportunities for pedestrian access, consistent with the City Master Plan; and

**WHEREAS**, the City of Novi recommends the implementation of a strategy that includes the creation of a Corridor Improvement Authority along Grand River Avenue in the area generally running from Haggerty to Wixom, as identified on the attached map, which would support community goals for that area, encourage consistent investment in public infrastructure, attract private investment and make available a number of additional financing tools; and

**WHEREAS**, the City Council has contracted the services of Orchard Hiltz and McCliment Advisors (OHM) to aid in the process of developing a viable and comprehensive Corridor Improvement Plan for the area; and

**WHEREAS**, the City of Novi staff has determined that the proposed development area along Grand River Avenue meets the following criteria in Section 5 of the Act for the establishment of development area:

1. Adjacent to a road classified as an arterial or collector according to the federal highway administration manual "Highway Functional Classification - Concepts, Criteria and Procedures".
2. Contain at least 10 contiguous parcels or at least 5 contiguous acres.
3. More than 1/2 of the existing ground floor square footage in the development area is classified as commercial real property under section 34c of the general property tax act, 1893 PA 206, MCL 211.34c.
4. Residential use, commercial use, or industrial use has been allowed and conducted under the zoning ordinance or conducted in the entire development area, for the immediately preceding 30 years.
5. Is presently served by municipal water and sewer.
6. The municipality agrees to all of the following:
  - a. Zoned to allow for mixed use that includes high-density residential use.
  - b. Expedite the local permitting and inspection process in the development area.
  - c. Modify its master plan to provide for walkable non-motorized interconnections, including sidewalks and streetscapes throughout the development area.

**WHEREAS**, the Act requires that before creation of the Authority, City Council hold a public hearing in order to provide an opportunity for those living in and around the boundaries of the authority, the City Assessor, representatives of the affected taxing unities, the residents, and other taxpayers of the City's general public appear and be heard regarding the creation of the authority,

**BE IT RESOLVED**, the City of Novi City Council hereby schedules a public hearing for Monday September 28<sup>th</sup> at 7:00 p.m. regarding the adoption of a proposed resolution creating the City of Novi Grand River Corridor Improvement Authority and designating the boundaries of the authority.

**AYES:**

**NAYS:**

RESOLUTION DECLARED ADOPTED.

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Cortney Hanson, City Clerk

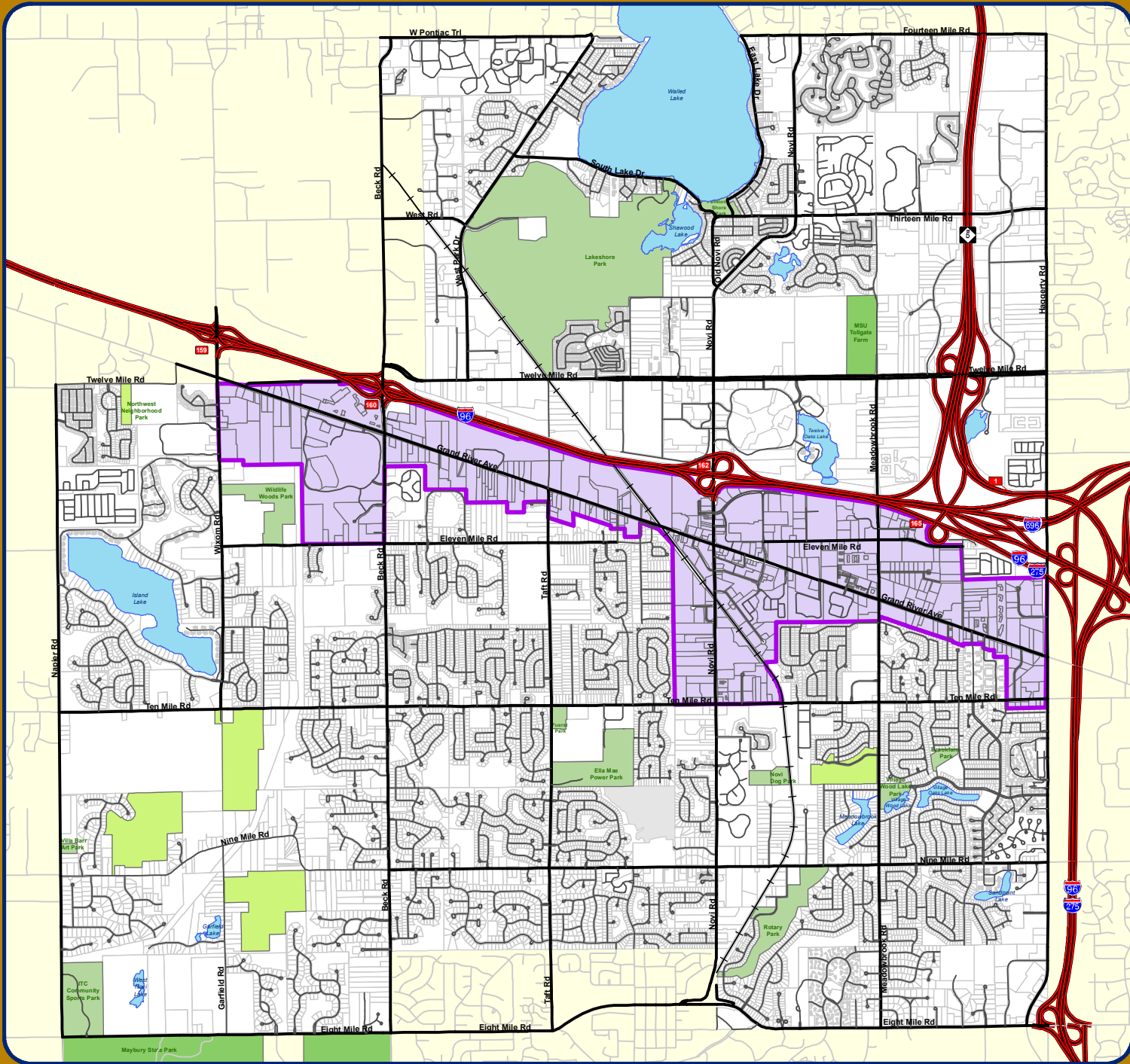
**CERTIFICATION**

I hereby certify that the foregoing is a true and complete copy of a resolution adopted by the City Council of the City of Novi at a regular meeting held this 28<sup>th</sup> day of August 2017.

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Cortney Hanson, City Clerk

# Grand River Corridor



### Map Legend

- Freeway
- Major Streets
- Minor Streets
- + Railroad
- Grand River Corridor
- Corridor Parcels
- Tax Parcels
- Lake
- Existing Parkland
- Undeveloped Parkland
- State of Michigan
- City of Novi
- Novi Township




**City of Novi**  
 Dept. of Community Development  
 City Hall / Civic Center  
 45175 W Ten Mile Rd  
 Novi, MI 48375  
[cityofnovi.org](http://cityofnovi.org)

Map Author: Katie Sexton  
 Date: December 12, 2016  
 Project: Grand River Corridor Study

Amended By: Keri Blough  
 Date: January 26, 2017  
 Department: Information Technology  
 Version #: 2.0

**MAP INTERPRETATION NOTICE**

Map information depicted is not intended to replace or substitute for any official or primary source. This map was intended to meet National Map Accuracy Standards and use the most recent, accurate sources available to the people of the City of Novi. Boundary measurements and area calculations are approximate and should not be construed as survey measurements performed by a licensed Michigan Surveyor as defined in Michigan Public Act 132 of 1970 as amended. Please contact the City GIS Manager to confirm source and accuracy information related to this map.

# MEMORANDUM



**TO:** PETER AUGER, CITY MANAGER  
**FROM:** VICTOR CARDENAS, ASSISTANT CITY MANAGER  
**SUBJECT:** CORRIDOR IMPROVEMENT AUTHORITY UPDATE  
**DATE:** JANUARY 25, 2017

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The creation of a Corridor Improvement Authority (CIA), stretching the entire length of Grand River Avenue from both ends of the City, was a City Council goal included in the FY 2016/17 Budget. The purpose of a CIA is to promote economic growth and prevent deterioration of businesses in a certain section or district of a municipality. A handful of communities in Michigan, most recently Farmington and Farmington Hills for a section of their portions of Grand River (Eight Mile to Downtown Farmington), have utilized the CIA tool from the state's economic development toolbox.

City Administration advertised a Request for Proposal (RFP) in October 2016 for a consultant to assist the City in creating the Authority and developing the Development/Tax Incremental Financing Plan. Similar to a Downtown Development Authority (DDA), a CIA can capture tax revenues over and above the "base" once the taxable value has been "frozen" for the properties in the district. Revenues generated from the tax capture can go toward activities in the district to assist in property development, placemaking, or other pursuits that further the progress of the designated area.

Many qualified firms submitted proposals, but two firms rose to the top; OHM Advisors and Giffels Webster (the latest incarnation of ClearZoning/Birchler Arroyo). Both firms interviewed before the Consultant Review Committee on January 23<sup>rd</sup>. One firm's proposal was more planning-focused, stressing more placemaking initiatives, while the other leaned more toward facilitating development and streamlining processes for private industry in the district. The Committee will convene again January 30<sup>th</sup> to deliberate and make a recommendation to City Council as to which firm will serve the City the best. In the meantime, I recommend we take the first steps in laying the ground work for the CIA.

Enclosed are several documents that provide further clarification of how a CIA operates and the process through which it is developed. Since numerous aspirational projects are coming to fruition along the Grand River Corridor, I would like to concentrate on the summary provided by the City Attorney's office. The summary outlines the two phases a City Council must follow in order to create a CIA. In an effort to maintain momentum, I suggest that we propose to City Council at their next meeting (February 6<sup>th</sup>) a resolution declaring Council's intent to create the Authority. By initiating the process now, the CIA will be in place as the new developments begin construction later this calendar year. At

that same City Council meeting, I suspect the CRC's recommendation will also be included on the agenda.

Additionally, the proposed district boundaries are attached. Administration will be working feverishly in the coming days to estimate the potential revenue capture from the proposed district.

I along with Mr. Shultz are prepared to address any questions that may arise with respect to the CIA development.

**Enclosed:**

Summary of Basic Steps for a CIA – JRSJ

Proposed District Boundary Map, January 26, 2017

CIA Summary – MEDC, May 2014

Section 7: Grand River Corridor – Novi Master Plan Update Draft, June 26, 2016



**SUMMARY OF BASIC STEPS**  
**FOR A CORRIDOR IMPROVEMENT AUTHORITY**  
(Public Act 280 of 2005)

JOHNSON, ROSATI, SCHULTZ & JOPPICH, P.C.

January 2015

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Below is the basic step-by-step process that the City must follow under the Act to first establish a Corridor Improvement Authority and its boundaries (Part I, below), and second to implement and use tax increment financing in the designated area (Part II, below). Please note that there are other funding mechanisms and financing tools under the Act, which are not addressed below and would require other/additional procedural steps. Also, please keep in mind that this is a very basic summary of the steps, and the Act itself must be consulted for specific details concerning each step.

**PART I: ESTABLISHING THE AUTHORITY**

1. **DECLARATION OF INTENT:** City Council adopts a resolution declaring its intent to establish the CIA, describing the proposed CIA development area boundaries, making findings that the proposed development area meets the statutory criteria, and setting a public hearing.
2. **PUBLISH, POST, AND MAIL NOTICES OF PUBLIC HEARING:** This must be completed in accordance with the statute, which requires publishing twice in a newspaper of general circulation not less than 20 days and not more than 40 days before the date set for the public hearing. Notice must also be posted and mailed to all property taxpayers of record in the development area.
3. **PUBLIC HEARING:** City Council holds a public hearing regarding the establishment of the authority and the boundaries of the proposed development area.
4. **RESOLUTION TO ESTABLISH AUTHORITY:** Not less than 60 days after the public hearing, the City Council adopts a resolution establishing the authority and designating the boundaries of the proposed development area.
5. **FILING AND PUBLICATION OF RESOLUTION:** Promptly after adoption, the resolution must be filed with the Secretary of State and published in a newspaper of general circulation.
6. **APPOINT MEMBERS TO THE AUTHORITY:** Chief Executive Officer (Mayor) appoints the Authority Board members (5-9) for staggered terms of four years (after the initial staggering), subject to City Council approval. Mayor or designee serves on the Board.
7. **OPTION TO HIRE A DIRECTOR:** Authority may employ a Director (not a member of Board).

**\*\*THE CIA IS NOW ESTABLISHED AND CAN MEET AND CONDUCT BUSINESS\*\***  
**(See attachment for description of CIA Board powers)**



## **PART II: ESTABLISHING A TIF AND DEVELOPMENT PLAN**

1. **DETERMINATION OF NECESSITY AND PREPARE TIF PLAN:** The Authority Board makes a determination that a Tax Increment Financing (TIF) plan is necessary for the achievement of the purposes of the Act, and prepares and submits a plan for the development area in accordance with the Act to the City Council. Among other things required by the Act, the TIF Plan *must* include the Development Plan described in Step 2, below.
2. **PREPARE A DEVELOPMENT PLAN:** If the Authority desires to finance a project in the development area using the TIF funds (or revenue bonds), the Authority must create a Development Plan, including, among other things: a description of existing geographic features, development area improvements and objectives, disposition of municipal property, description of zoning and infrastructure changes, cost estimates, the ability of the authority to finance, and effects on existing residents.
3. **PUBLISH, POST, AND MAIL NOTICES OF PUBLIC HEARING:** Notice of a City Council public hearing regarding the TIF Plan and Development Plan must be published twice in accordance with the statute, the first of which shall be not less than 20 days before the date set for the public hearing. Posting in conspicuous places is also required.
4. **MEETING WITH TAXING JURISDICTIONS:** *Before the public hearing* described in Step 3, above, the taxing jurisdictions levying taxes subject to capture under the proposed TIF Plan must be provided a "reasonable opportunity" to meet with the City Council.
5. **PUBLIC HEARING:** City Council holds a public hearing regarding the TIF Plan and Development Plan in accordance with the Act.
6. **OPT-OUT PERIOD:** Not more than 60 days after the public hearing, the governing body of any of the taxing jurisdictions subject to capture under the proposed TIF Plan may exempt its taxes from capture by adopting a resolution to that effect and filing a copy with the City Clerk. Any such resolution remains effective until a resolution rescinding it is filed with the Clerk. **Note:** Oakland County has a rigorous review process for its "opt out" decision. Several meetings with County administration have been required for other communities, along with an agreement with the County. Additional information will be provided on the County's process as the Council's review proceeds.
7. **ADOPTION OF PLAN BY RESOLUTION:** The City Council determines whether the Development Plan and TIF Plan constitute a public purpose, and if so, adopts a resolution approving, rejecting, or approving with modification the Plans, based on considerations set forth in the Act. Note that there is not requirement under the Act to wait the 60-day period in Step 6 above, before proceeding with adopting the ordinance, but it may be advisable to do so.

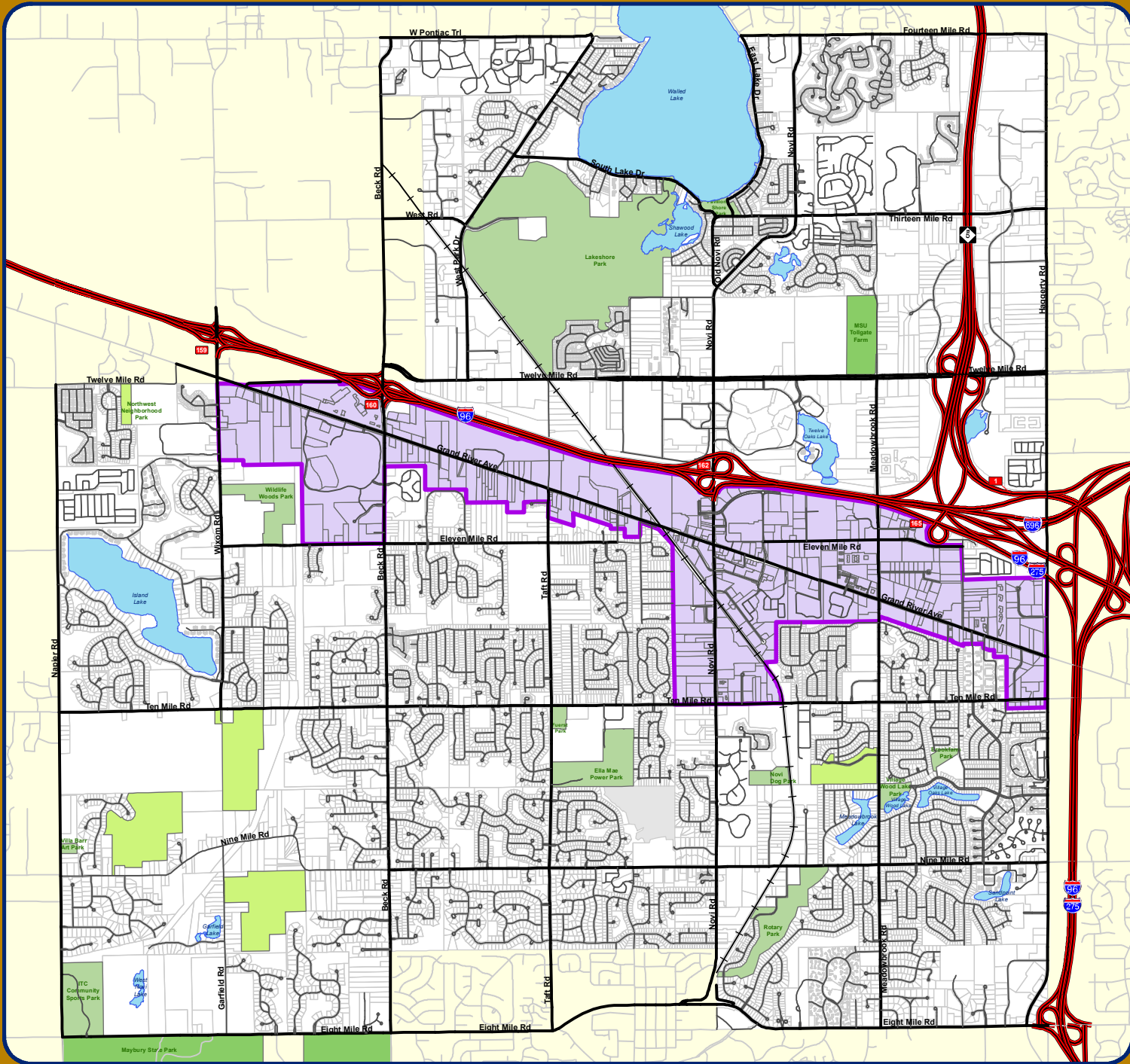
**GENERAL POWERS OF A CIA**  
**(MCL 125.2881)**

- (1) The board may do any of the following:
  - (a) Prepare an analysis of economic changes taking place in the development area.
  - (b) Study and analyze the impact of metropolitan growth upon the development area.
  - (c) Plan and propose the construction, renovation, repair, remodeling, rehabilitation, restoration, preservation, or reconstruction of a public facility, an existing building, or a multiple-family dwelling unit which may be necessary or appropriate to the execution of a plan which, in the opinion of the board, aids in the economic growth of the development area.
  - (d) Plan, propose, and implement an improvement to a public facility within the development area to comply with the barrier free design requirements of the state construction code promulgated under the Stille-DeRossett-Hale single state construction code act, 1972 PA 230, MCL 125.1501 to 125.1531.
  - (e) Develop long-range plans, in cooperation with the agency that is chiefly responsible for planning in the municipality, designed to halt the deterioration of property values in the development area and to promote the economic growth of the development area, and take steps as may be necessary to persuade property owners to implement the plans to the fullest extent possible.
  - (f) Implement any plan of development in the development area necessary to achieve the purposes of this act in accordance with the powers of the authority granted by this act.
  - (g) Make and enter into contracts necessary or incidental to the exercise of its powers and the performance of its duties.
  - (h) On terms and conditions and in a manner and for consideration the authority considers proper or for no consideration, acquire by purchase or otherwise, or own, convey, or otherwise dispose of, or lease as lessor or lessee, land and other property, real or personal, or rights or interests in the property, that the authority determines is reasonably necessary to achieve the purposes of this act, and to grant or acquire licenses, easements, and options.
  - (i) Improve land and construct, reconstruct, rehabilitate, restore and preserve, equip, improve, maintain, repair, and operate any building, including multiple-family dwellings, and any necessary or desirable appurtenances to those buildings, within the development area for the use, in whole or in part, of any public or private person or corporation, or a combination thereof.
  - (j) Fix, charge, and collect fees, rents, and charges for the use of any facility, building, or property under its control or any part of the facility, building, or property, and

pledge the fees, rents, and charges for the payment of revenue bonds issued by the authority.

- (k) Lease, in whole or in part, any facility, building, or property under its control.
  - (l) Accept grants and donations of property, labor, or other things of value from a public or private source.
  - (m) Acquire and construct public facilities.
  - (n) Conduct market research and public relations campaigns, develop, coordinate, and conduct retail and institutional promotions, and sponsor special events and related activities.
  - (o) Contract for broadband service and wireless technology service in a development area.
- (2) Notwithstanding any other provision of this act, in a qualified development area the board may, in addition to the powers enumerated in subsection (1), do 1 or more of the following:
- (a) Perform any necessary or desirable site improvements to the land, including, but not limited to, installation of temporary or permanent utilities, temporary or permanent roads and driveways, silt fences, perimeter construction fences, curbs and gutters, sidewalks, pavement markings, water systems, gas distribution lines, concrete, including, but not limited to, building pads, storm drainage systems, sanitary sewer systems, parking lot paving and light fixtures, electrical service, communications systems, including broadband and high-speed internet, site signage, and excavation, backfill, grading of site, landscaping and irrigation, within the development area for the use, in whole or in part, of any public or private person or business entity, or a combination of these.
  - (b) Incur expenses and expend funds to pay or reimburse a public or private person for costs associated with any of the improvements described in subdivision (a).
  - (c) Make and enter into financing arrangements with a public or private person for the purposes of implementing the board's powers described in this section, including, but not limited to, lease purchase agreements, land contracts, installment sales agreements, sale leaseback agreements, and loan agreements.

# Grand River Corridor



### Map Legend

- Freeway
- Major Streets
- Minor Streets
- Railroad
- Grand River Corridor
- Corridor Parcels
- Tax Parcels
- Lake
- Existing Parkland
- Undeveloped Parkland
- State of Michigan
- City of Novi
- Novi Township



**City of Novi**  
 Dept. of Community Development  
 City Hall / Civic Center  
 45175 W Ten Mile Rd  
 Novi, MI 48375  
 cityofnovi.org

Map Author: Katie Sexton  
 Date: December 12, 2016  
 Project: Grand River Corridor Study

Amended By: Keri Blough  
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## CORRIDOR IMPROVEMENT AUTHORITY

The Corridor Improvement Authority (CIA), Public Act 280 of 2005, is designed to assist communities with funding improvements in commercial corridors outside of their main commercial or downtown areas.

### WHO IS ELIGIBLE?

Any city, village or township may establish an authority.

### HOW DOES IT WORK?

The provisions of the CIA generally mirror those of the Downtown Development Authority (DDA) Act, Public Act 197 of 1975. The authority would be created and operated in a similar manner to a DDA. Once created, a Corridor Improvement Authority may hire a director, establish a tax increment financing plan, levy special assessments and issue revenue bonds and notes.

A corridor, as defined as a development area, must comply with the following criteria:

1. The corridor must have at least 51% of existing first floor space classified as commercial.
2. The corridor must have been in existence for the past 30 years.
3. The corridor must be adjacent or is within 500 feet of a road classified as an arterial or collector according to the Federal Highway Administration.
4. The corridor must contain at least 10 contiguous parcels or at least five contiguous acres.
5. The corridor must be zoned to allow for mixed-use and high density residential.
6. The corridor must presently be served by municipal water or sewer.
7. The municipality must also agree to expedite the local permitting and inspection process in the development area and to modify its master plan to provide for walkable non-motorized connections, including sidewalks and streetscapes throughout the area.

### WHAT IS THE PROCESS?

*Note: The following steps are offered as general guidelines only and the legislation should be reviewed by local officials prior to starting the designation process.*

1. Municipalities may have multiple authorities and an authority may contain multiple municipalities.
2. The governing body determines that it is necessary in the best interests of the public to redevelop its commercial corridors and to promote economic growth.
3. The governing body sets a public hearing, based upon its resolution of intent, to create a CIA.
4. **Notice must be given of a public hearing by public posting, publication and mail to taxpayers within a proposed district and to the governing body of each taxing jurisdiction levying taxes that would be subject to capture of tax increment revenues.**
5. Public hearing is held.
6. Not less than 60 days following the public hearing, the governing body may adopt by resolution the creation of the CIA and designate the boundaries of the development area.
7. The resolution must be published at least once in the local newspaper and filed with the Secretary of State.
8. The governing body of the municipality that has created an authority may enter into an agreement with an adjoining municipality that also has created an authority to jointly operate and administer those authorities under an interlocal agreement.

### OTHER IMPORTANT NOTES

While this program is similar in nature to a Downtown Development Authority, differences between a DDA and Corridor Improvement Authority include:

1. More than one authority is permitted within a municipality.
2. A Corridor Improvement Authority cannot levy an ad valorem tax.
3. A Corridor Improvement Authority may enter into

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interlocal agreements with adjoining municipalities.

### SUPPORTING STATUTE

[Public Act 280 of 2005—Corridor Improvement  
Authority](#)

### WHO TO CONTACT?

For more information, contact the Michigan Economic  
Development Corporation<sup>SM</sup> Customer Contact Center at  
517.373.9808



## 7: Grand River Corridor



Grand River Avenue is one of the most influential and historic thoroughfares in southern Michigan.

Grand River has roots dating back to Native American days when it was used as a travel route between the Straits of Detroit and Lake Michigan. There are only a handful of routes still active today that can claim service to people on foot and horseback as well as in covered wagons and early automobiles.

As it runs through the City of Novi, Grand River was the initial thoroughfare of commerce, transporting people and goods through the City and beyond. While many industrial and manufacturing businesses still exist in the corridor, more recent development includes destinations for the region, such as Providence Park Health System and the Suburban Collection Showplace. Opportunities exist to enhance the corridor's function and its appearance, resulting in a roadway that creates a community identity for the City of Novi.

**Photos in the Grand River Corridor.** Clockwise from top left: industrial building near the railroad; vacant property; shopping at Meadowbrook and Grand River; the Suburban Collection Showplace; a restaurant with outdoor seating between Haggerty and Meadowbrook; Providence Park Hospital.





# CORRIDOR LAND USE

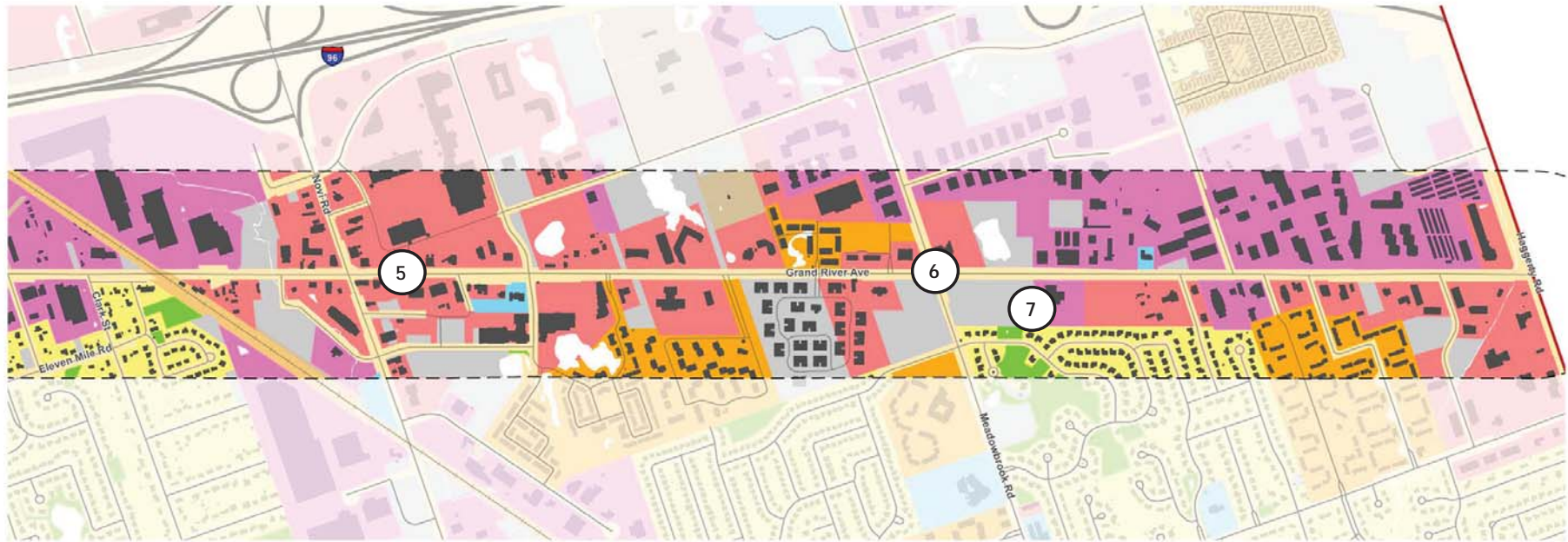
## LEGEND

Grand River Corridor	Recreation/Preservation
Agricultural	Single-Family Residential
Commercial/Office	Utility
Industrial	Extractive
Multiple-Family Residential	Railroad right-of-way
Public/Institutional	Road right-of-way

## Existing Conditions Analysis

### Wixom Road to Taft Road

- 1 Land use patterns tend to be less dense than the eastern segment of the corridor; newer development tends to feature large setbacks from the road.
- 2 Proximity of interstate highway interchanges provides regional access for this segment of the corridor. Newer land uses in this segment tend to serve a regional population.
- 3 Considerable vacant land provides opportunities for development; underutilized parcels exist, but may not be redeveloped as easily as vacant land.
- 4 There are not many housing developments in this portion of the corridor. Single-family developments exist to the south. There are opportunities to add denser housing types in this area.

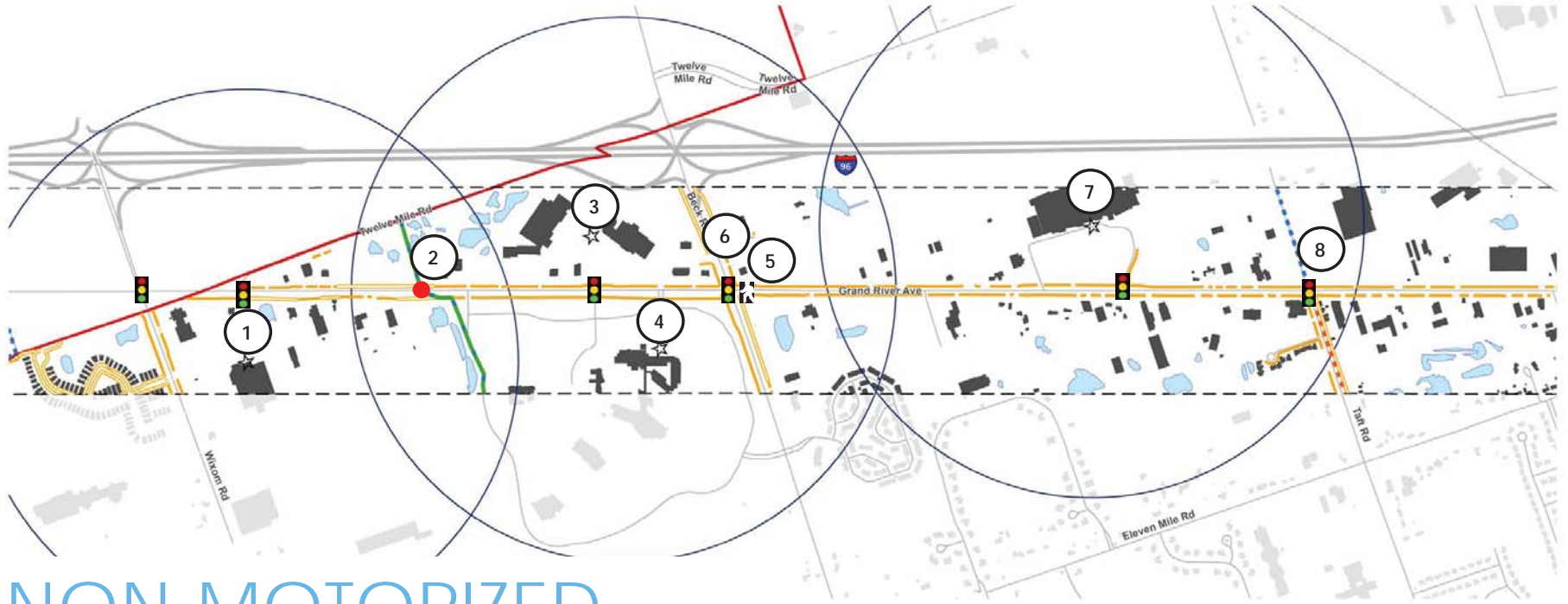


## Existing Conditions Analysis

### Taft Road to Haggerty Road

- 5** **Town Center Area: Denser development.** Land use patterns tend to be denser with smaller buildings than in the western segment.
- 6** **Local market.** Land uses in this area tend to target a local market. There is limited interstate access in this section of the corridor.
- 7** **New development.** Some vacant parcels could offer development opportunities. Development is more likely to occur on vacant parcels before redevelopment of underutilized or obsolete parcels.

2012 Existing Land Use in the Grand River Corridor		
Land Use	Acres	% of Acres in Corridor
Industrial	358.0	28.1%
Commercial / Office	338.7	26.6%
Vacant	196.5	15.4%
Road Right-of-Way	143.3	11.2%
Single-Family	58.6	4.6%
Public / Institutional	58.3	4.6%
Multiple-Family	56.2	4.4%
Water	34.8	2.7%
Transportation / Utility / Communication / Railroad	21.5	1.7%
Recreation / Conservation	5.6	0.4%
Agriculture	3.8	0.3%
<b>Total</b>	<b>1,275.3</b>	<b>100.0%</b>
















# NON-MOTORIZED TRANSPORTATION

## Existing Conditions Analysis

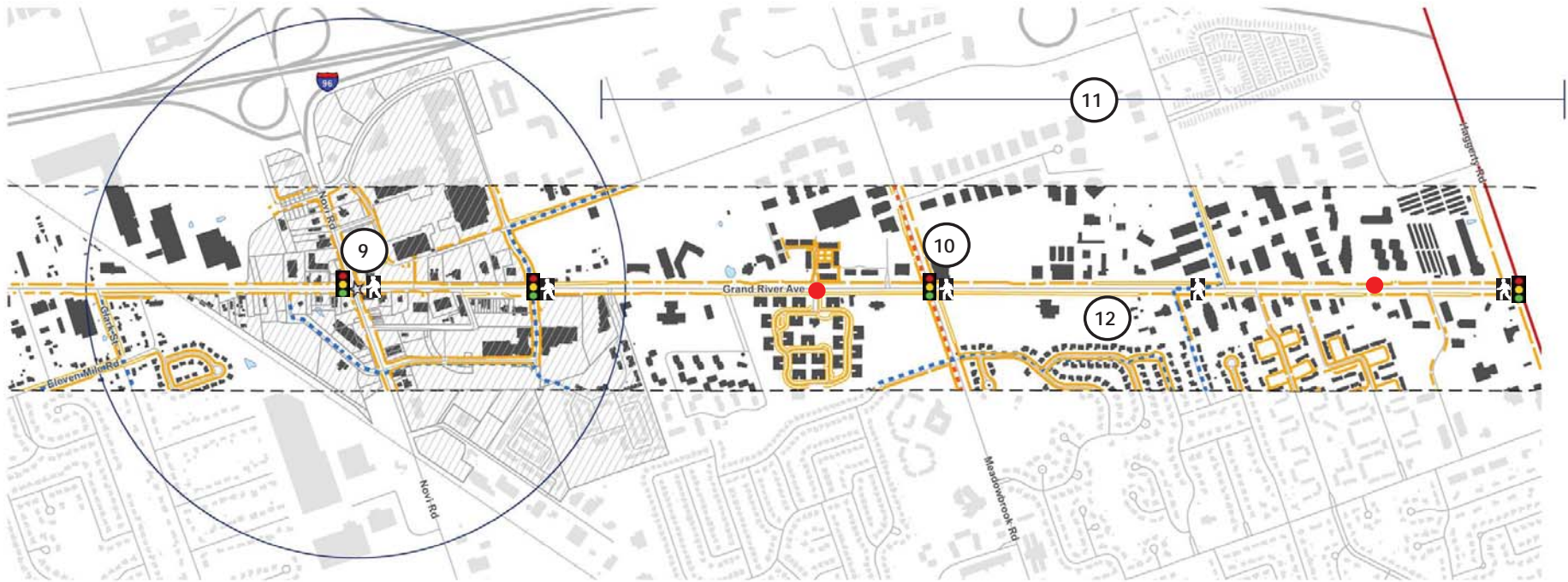
### Wixom Road to Taft Road

#### LEGEND

-  Pedestrian Crosswalks
-  Signal
-  Activity Center
-  Sidewalks
-  Proposed Road Crossing
-  Proposed Bike Lanes
-  Proposed Off Road Trails/Neighborhood Connectors
-  Proposed Neighborhood Connector On Road Route
-  Proposed Sidewalk/Roadside Pathways
-  Town Center District
-  Grand River Corridor
-  Lakes and Ponds
-  1/2 Mile Walking Radius

- 1** Wixom Road and Grand River Shopping Center  
Residential Population Density: 1,203 persons per square mile within 1/2 mile  
Working/Daytime Population Density: 1,951 persons per square mile within 1/2 mile
- 2** Potential pedestrian enhancements. Mid-block crossing, off-road trails, and neighborhood connectors as identified in the City of Novi Non-Motorized Plan. Neighborhood connector routes are characterized by traffic calming, public art, rain gardens, and historic feature elements that can be linked with the Grand River corridor.
- 3** **4** Providence Park Hospital and Grand River Shopping Center (considered one activity center due to close proximity)  
Residential Population Density: 624 persons per square mile within 1/2 mile  
Working/Daytime Population Density: 675 persons per square mile within 1/2 mile



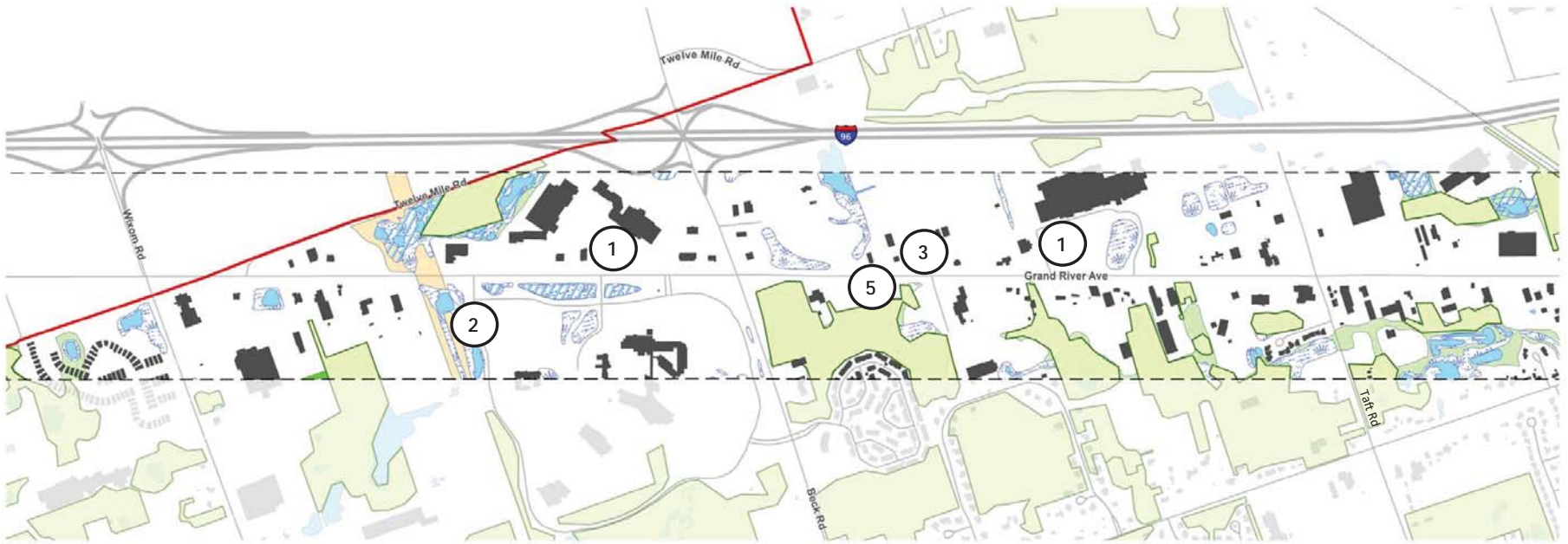


## Existing Conditions Analysis

### Taft Road to Haggerty Road

- 5** **Non-Motorized Opportunity.** Beck Road runs north and south and connects with Grand River; identified as a major non-motorized corridor in the City of Novi Non-Motorized Plan.
- 6** **Regional Trail Connection.** One proposed north-south regional trail connection known as the "ITC Trail" is identified crossing Grand River at Beck Road.
- 7** **Suburban Showplace**  
**Residential Population Density:** 1,220 persons per square mile within ½ mile  
**Working/Daytime Population Density:** 1,135 persons per square mile within ½ mile
- 8** **Non-Motorized Opportunity.** Taft Road runs north and south and connects with Grand River; identified as a major non-motorized corridor in the City of Novi Non-Motorized Plan.
- 9** **Town Center District**  
**Residential Population Density:** 2,053 persons per square mile within ½ mile  
**Working/Daytime Population Density:** 3,827 persons per square mile within ½ mile
- 10** **Non-Motorized Opportunity.** Meadowbrook Road runs north and south and connects with Grand River; identified as a major non-motorized corridor in the City of Novi Non-Motorized Plan.
- 11** **East of Town Center to Haggerty Road (city limits)**  
**Residential Population Density:** 2,295 persons per square mile within ½ mile  
**Working/Daytime Population Density:** 3,599 persons per square mile within ½ mile
- 12** **Sidewalk Gaps.** Sidewalks are provided in much of the corridor (see maps that illustrate locations), however, a total of 1.1 mile of sidewalk gap exists east of Town Center .

Sources: Oakland County GIS, City of Novi, SEMCOG  
 Map Created: February 10, 2016





# NATURAL FEATURES

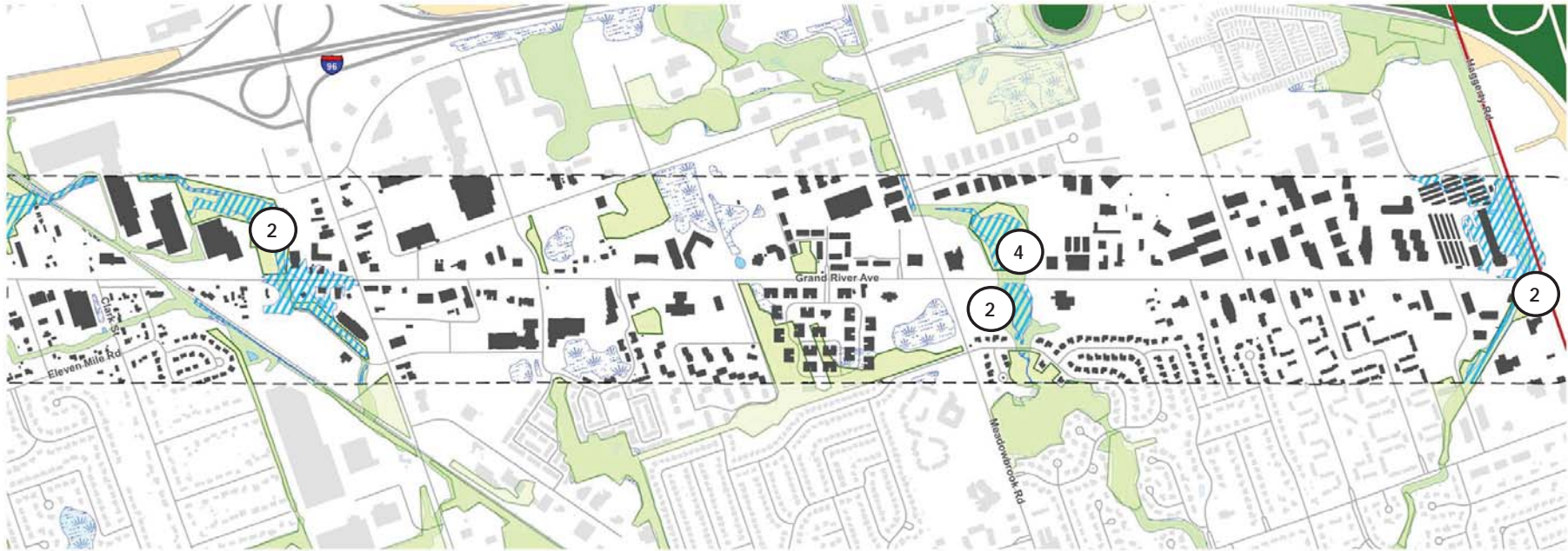
## LEGEND

 Grand River Corridor	 Hub- Core Habitat for Plants and Animals
 Lakes and Ponds	 Site- Essential component of natural network
 Woodlands	 Link- Linear connection between hubs and sites
 Wetlands	 Other- Includes utility corridors
 Special Flood Hazard Areas	

## Existing Conditions Analysis

### Wixom Road to Taft Road

-  **1** **Wixom Road to Taft Road.** A vast amount of open space is impervious parking lot, negatively impacting watershed management.
-  **2** **Potential Green Infrastructure Corridors.** Identified as north-south green infrastructure corridors with opportunities to protect and preserve existing natural features.



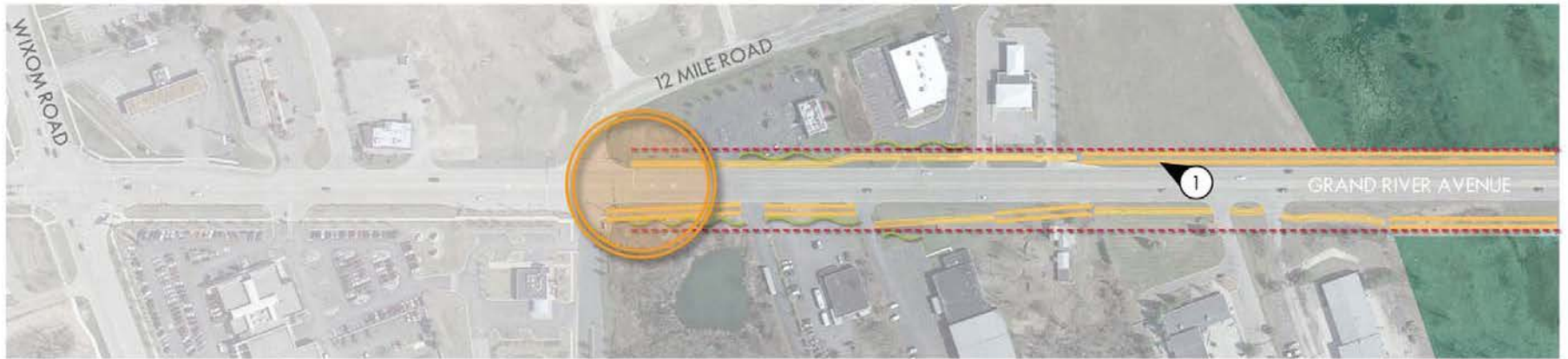
Existing Conditions Analysis

Taft Road to Haggerty Road

- 3** **Low Impact Development.** Opportunities with new development projects to implement low impact development techniques along Grand River corridor for water quality improvements.
- 4** **Natural Feature Improvements.** There are some limited areas where natural features abut or are in view of Grand River Avenue. There may be opportunities to provide enhanced visibility of these areas. Incorporate native plantings and maintenance specific to Grand River corridor conditions to promote, protect, and enhance the natural features.
- 5** **Natural Feature Buffers.** Provide natural feature setbacks to provide buffer and protect, preserve, and maintain quality of woodlands, wetlands, and streams within the corridor.

Sources: Oakland County GIS, City of Novi, SEMCOG  
 Map Created: February 10, 2016





# CORRIDOR LANDSCAPE

Existing Conditions Analysis  
Wixom Road to Beck Road



1 Lack of spatial definition along corridor



2 Existing wetland/woodland edges offer opportunities



3 Preserve areas with existing parklike character



4 Lack of street trees to define corridor edge





## ANALYSIS

The existing corridor lacks the following:

- An identity and a positive municipal image
- Gateways and portals at city limits
- Amenities promoting a unique corridor character
- Places for people and consistent pedestrian connectivity
- Spatial definition
- Street trees and landscape plantings
- Unified parking lot/service area screening

## LEGEND

- Grand River Corridor Right of Way
- Novi Town Center Boundary (NIC)
- Gateway Opportunity
- Pedestrian Circulation - Existing
- Pedestrian Circulation - Opportunity
- Existing Tree Locations
- Visual Screening Needed
- Natural Areas / Enhancement Opportunity



# CORRIDOR LANDSCAPE

Existing Conditions Analysis  
Beck Road to Taft Road



5 Trees located within utility easements will require specific mature heights



6 Areas lacking quality image need to be addressed



7 Need for screening of existing parking lots and service areas



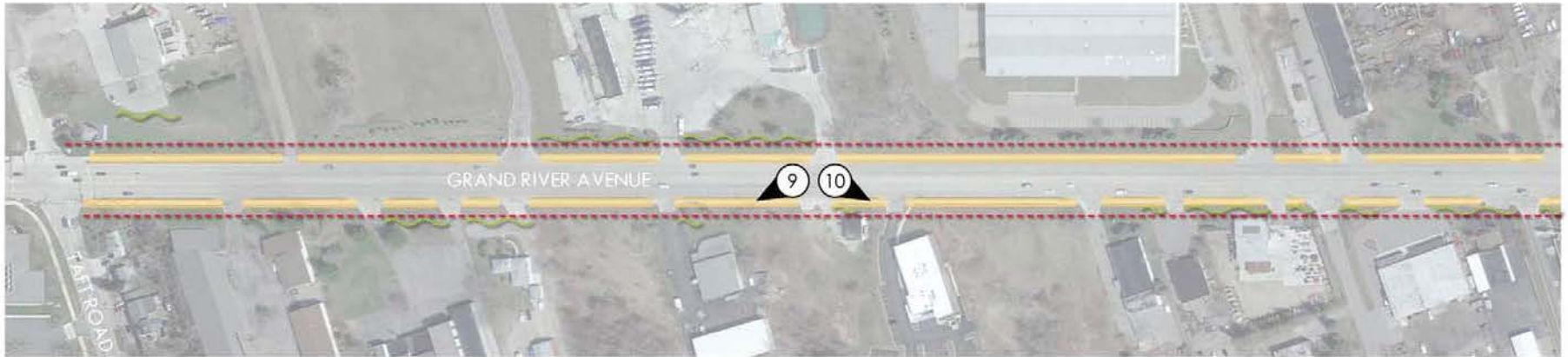
8 Lack of street trees to define the pedestrian corridor and buffer traffic lanes



**LEGEND**

- Grand River Corridor Right of Way
- Novi Town Center Boundary (NIC)
- Gateway Opportunity
- Pedestrian Circulation - Existing
- Pedestrian Circulation - Opportunity
- Existing Tree Locations
- Visual Screening Needed
- Natural Areas / Enhancement Opportunity





# CORRIDOR LANDSCAPE

Existing Conditions Analysis  
Taft Road to Novi Road



9 Large trees significantly buffer adjacent non-retail uses



10 The corridor lacks unifying characteristics



11 The corridor lacks amenities such as pedestrian lighting



12 The bridge offers gateway opportunities and needs enhancement



**LEGEND**

- Grand River Corridor Right of Way
- Novi Town Center Boundary (NIC)
- Gateway Opportunity
- Pedestrian Circulation - Existing
- Pedestrian Circulation - Opportunity
- Existing Tree Locations
- Visual Screening Needed
- Natural Areas / Enhancement Opportunity



# CORRIDOR LANDSCAPE

Existing Conditions Analysis  
Novi Road to Meadowbrook Road



13 The width of pavement visually dominates the scale



14 Lack of street trees to help separate pedestrians from traffic lanes



15 Areas of the corridor lack defined edges/boundaries



16 Lack of street trees to define human scale





**LEGEND**

- Grand River Corridor Right of Way
- Novi Town Center Boundary (NIC)
- Gateway Opportunity
- Pedestrian Circulation - Existing
- Pedestrian Circulation - Opportunity
- Existing Tree Locations
- Visual Screening Needed
- Natural Areas / Enhancement Opportunity





# CORRIDOR LANDSCAPE

Existing Conditions Analysis  
Meadowbrook Road to Haggerty Road



17 Opportunities to enhance and engage natural edges are present in many locations.



18 Need for screening of service areas and parking lots.



19 A singular tree illustrates the importance of trees defining human scale and street character.



20 Lack of a significant identity and gateway image.



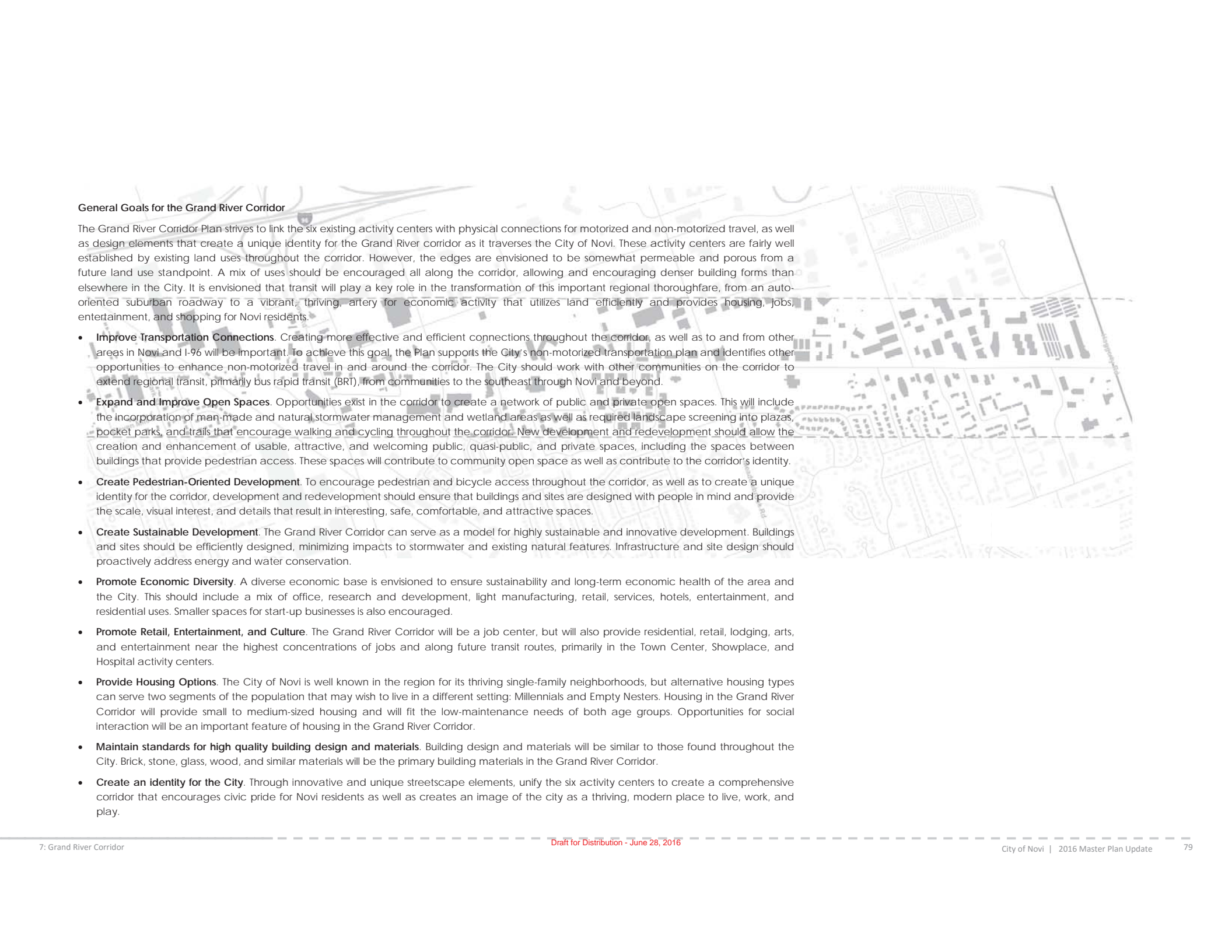
**LEGEND**

-  - Grand River Corridor Right of Way
-  - Novi Town Center Boundary (NIC)
-  - Gateway Opportunity
-  - Pedestrian Circulation - Existing
-  - Pedestrian Circulation - Opportunity
-  - Existing Tree Locations
-  - Visual Screening Needed
-  - Natural Areas / Enhancement Opportunity



# CORRIDOR CONCEPTS

General Goals



## General Goals for the Grand River Corridor

The Grand River Corridor Plan strives to link the six existing activity centers with physical connections for motorized and non-motorized travel, as well as design elements that create a unique identity for the Grand River corridor as it traverses the City of Novi. These activity centers are fairly well established by existing land uses throughout the corridor. However, the edges are envisioned to be somewhat permeable and porous from a future land use standpoint. A mix of uses should be encouraged all along the corridor, allowing and encouraging denser building forms than elsewhere in the City. It is envisioned that transit will play a key role in the transformation of this important regional thoroughfare, from an auto-oriented suburban roadway to a vibrant, thriving, artery for economic activity that utilizes land efficiently and provides housing, jobs, entertainment, and shopping for Novi residents.

- **Improve Transportation Connections.** Creating more effective and efficient connections throughout the corridor, as well as to and from other areas in Novi and I-96 will be important. To achieve this goal, the Plan supports the City's non-motorized transportation plan and identifies other opportunities to enhance non-motorized travel in and around the corridor. The City should work with other communities on the corridor to extend regional transit, primarily bus rapid transit (BRT), from communities to the southeast through Novi and beyond.
- **Expand and Improve Open Spaces.** Opportunities exist in the corridor to create a network of public and private open spaces. This will include the incorporation of man-made and natural stormwater management and wetland areas as well as required landscape screening into plazas, pocket parks, and trails that encourage walking and cycling throughout the corridor. New development and redevelopment should allow the creation and enhancement of usable, attractive, and welcoming public, quasi-public, and private spaces, including the spaces between buildings that provide pedestrian access. These spaces will contribute to community open space as well as contribute to the corridor's identity.
- **Create Pedestrian-Oriented Development.** To encourage pedestrian and bicycle access throughout the corridor, as well as to create a unique identity for the corridor, development and redevelopment should ensure that buildings and sites are designed with people in mind and provide the scale, visual interest, and details that result in interesting, safe, comfortable, and attractive spaces.
- **Create Sustainable Development.** The Grand River Corridor can serve as a model for highly sustainable and innovative development. Buildings and sites should be efficiently designed, minimizing impacts to stormwater and existing natural features. Infrastructure and site design should proactively address energy and water conservation.
- **Promote Economic Diversity.** A diverse economic base is envisioned to ensure sustainability and long-term economic health of the area and the City. This should include a mix of office, research and development, light manufacturing, retail, services, hotels, entertainment, and residential uses. Smaller spaces for start-up businesses is also encouraged.
- **Promote Retail, Entertainment, and Culture.** The Grand River Corridor will be a job center, but will also provide residential, retail, lodging, arts, and entertainment near the highest concentrations of jobs and along future transit routes, primarily in the Town Center, Showplace, and Hospital activity centers.
- **Provide Housing Options.** The City of Novi is well known in the region for its thriving single-family neighborhoods, but alternative housing types can serve two segments of the population that may wish to live in a different setting: Millennials and Empty Nesters. Housing in the Grand River Corridor will provide small to medium-sized housing and will fit the low-maintenance needs of both age groups. Opportunities for social interaction will be an important feature of housing in the Grand River Corridor.
- **Maintain standards for high quality building design and materials.** Building design and materials will be similar to those found throughout the City. Brick, stone, glass, wood, and similar materials will be the primary building materials in the Grand River Corridor.
- **Create an identity for the City.** Through innovative and unique streetscape elements, unify the six activity centers to create a comprehensive corridor that encourages civic pride for Novi residents as well as creates an image of the city as a thriving, modern place to live, work, and play.





1. Gateway Shopping West

2. Hospital Center

3. Showplace Center

4. Flexible Industry Center

# CORRIDOR CONCEPTS

Activity Centers



**Activity Centers in the Grand River Corridor**

The vision for the Grand River Corridor includes developing a cohesive corridor with an identity that is unique to Grand River Avenue as it traverses through the City of Novi. Within the City's portion of Grand River, there are six unique activity centers, primarily based on general land use and development forms. Future land use designations respond to and enhance the activity centers, which differ in their physical character, form, development intensity and scale.

1. **Gateway Shopping West.** This activity center is at the western gateway to the City of Novi and contains discount department store shopping and automobile-oriented uses that serve the local and nearby populations with access to I-96. The center is generally developed with stand-alone uses and parking.
2. **Hospital Center.** This activity center is located between the Gateway Shopping West center and Beck Road. It contains Providence Park Hospital and medical-related uses, including offices, and clinics. It has a large community shopping center and senior living center. It is a regional destination with easy access to I-96.
3. **Showplace Center.** This activity center is located on Grand River, between Beck and Taft Roads, and contains the Suburban Collection Showplace, a regional convention center that draws thousands of visitors each year to the area. The center contains the exhibition/convention center, lodging, and fairgrounds for the Michigan State Fair. Office, industrial, and retail uses are also found nearby.
4. **Flexible Industry Center.** This activity center is located around Taft Road and is comprised of a variety of office, light industrial, and manufacturing uses that pre-date most of the development in the area of Grand River, west of Novi Road.
5. **Town Center District.** This activity center is focused around Novi Road and contains a mix of retail, restaurant office, and residential uses in a walkable setting.
6. **Grand River East.** This activity center extends from Town Center to the eastern gateway to the City of Novi at Haggerty Road. Generally, uses in this area are a mix of office, restaurant, personal services, and retail aimed at Novi residents. Access is primarily provided along north-south roads including Meadowbrook and Haggerty Roads.



# CORRIDOR PLAN

Defining the Corridor

## Grand River Corridor Future Land Use 2016 City of Novi Oakland County, Michigan







### District Plan for the Grand River Corridor

The District Plan strives to create an identity for the Corridor as it runs through the City that is based on the existing activity centers. Future land use designations remain fairly unchanged; however, one new district, City West, will replace the former Office Research Development Technology with Retail Service Overlay. This is also discussed in the Future Land Use chapter.

1. **Gateway Shopping West.** This is the western gateway to the City of Novi and should be enhanced with civic art, signage, lighting, and streetscape treatments in a way that signifies entry into the City. This area will remain generally designated as Community Commercial on the Future Land Use map.
2. **Hospital Center.** Providence Park Hospital and its affiliated medical offices continue to grow and expand to meet the needs of a regional population. The Future Land Use map generally depicts this area as Office Research Development Technology and Office Commercial. Housing for medical professionals and staff as well as limited commercial uses could also be added into this district to encourage walkability and reduce commuting.
3. **Showplace Center.** A new future land use designation, City West, applies to this district, which generally runs from Beck Road to Taft Road on the north side of Grand River and Beck Road east about a half mile on the south side of Grand River. It is envisioned that this district will offer the most dense housing, along with retail, office, and entertainment uses.
4. **Flexible Industry Center.** Future Land Use designations for this area remain Industrial Research Development Technology to accommodate the growth and expansion of manufacturing and light industrial uses, some of which are anticipated to evolve over time into less intensive uses.
5. **Town Center District.** This district remains the City's "main street" area and discussed in greater detail on the City's 2014 Town Center Area Study.
6. **Grand River East.** This area is primarily designated for Industrial Research Development Technology on the north side of Grand River, with a Community Commercial designation for most of the south side. This district is fairly well developed, but the south side could see some redevelopment if parcels could be assembled. Additional strategies and incentives should be considered to encourage the ongoing maintenance and utilization of the existing office/industrial buildings in this district.



# CORRIDOR PLAN

Highlighting  
Focus Areas



**1** City West Focus Area. A walkable, vibrant, mixed use district that accommodates a compact form of development. Up to ten stories is envisioned along I-96, with three to five stories elsewhere. Commercial, office, and entertainment uses are envisioned on lower levels, with residential dwellings on higher floors. Parking will be provided on-street and within structured decks.



2 The Town Center district remains the City's "main street" area and efforts to fill underutilized storefronts and offices and enliven public spaces should continue, in accordance with the 2014 Town Center Area Study.

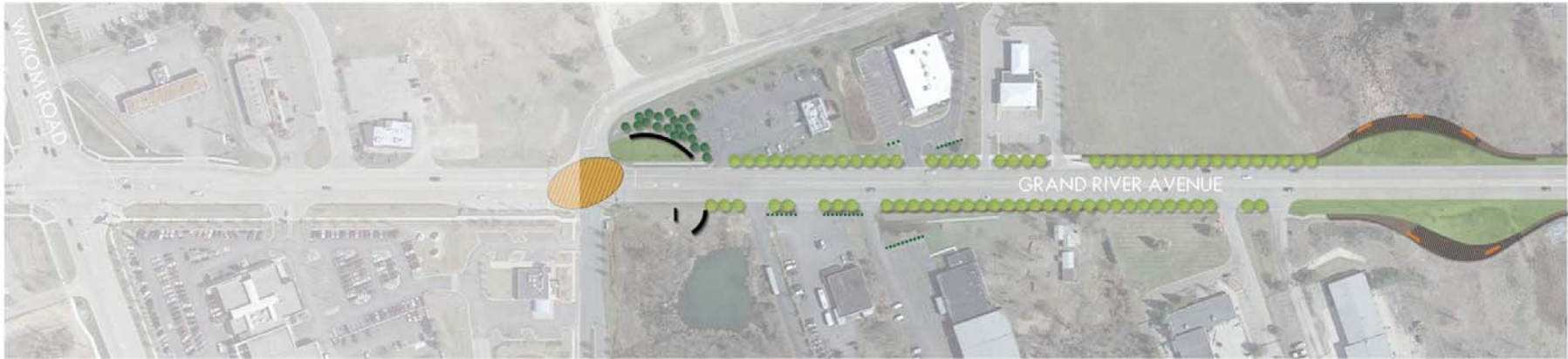


3 The Anglin Property is situated at the corner of Town Center Drive and Grand River, with additional frontage on 11 Mile Road. This ten-acre parcel includes a large pond and offers a unique redevelopment opportunity as described in the Redevelopment Sites chapter.



4 Grand River East is comprised of a variety of goods and service uses that primarily serve the local community. Screening, landscaping, and improvements to the non-motorized transportation facilities here will enhance this area for Novi residents.





# CORRIDOR LANDSCAPE

Enhancement Concept  
Wixom Road to Beck Road



### OBJECTIVES

- To establish the corridor as a progressive and sustainable symbol of modern commerce
- To create an identity consistent with the commercial importance and scale of the corridor
- To create an image that conveys aesthetic quality, sense of place, celebrates Novi, and that is unique, fresh, and artful
- To introduce a diverse mix of enhancements that promote development opportunities and beautifies the corridor as a whole
- To develop a permanent funding source for a maintenance program consistent with the quality of the enhanced corridor

### OPPORTUNITIES

- Supportive of the enhancement objectives, some of the design opportunities include:
- Provide gateways at city limits promoting the Novi brand and a 'sense of place'
  - Enhance the bridge west of Novi Road, making it an iconic landmark within the corridor
  - Develop a palette of amenities used throughout the corridor reinforcing its unique character
  - Incorporate street trees to provide scale and reinforce corridor edges
  - Improve pedestrian connectivity, as well as provide places for people
  - Create a unified approach for parking lot/service area screening
  - Improve the aesthetic appeal of the corridor using landscape, hardscape, lighting and site amenities

### LEGEND

- Grand River Corridor Right of Way
- Novi Town Center Boundary (NIC)
- Main Corridor Gateway / Identity
- Corridor Threshold / Significant Intersection
- District Boundary
- Pedestrian Circulation
- Corridor Pedestrian Lighting Locations
- Corridor Pedestrian Seating Locations
- Natural Feature Enhancement
- Visual Screening
- Street Trees
- Bridge Enhancement / Feature



# CORRIDOR LANDSCAPE

Enhancement Concept  
Beck Road to Taft Road



## RECOMMENDED TREE SPECIES

Large Trees



Red Maple















Swamp White Oak



Ginkgo

## LEGEND

-  - Grand River Corridor Right of Way
-  - Novi Town Center Boundary (NIC)
-  - Main Corridor Gateway / Identify
-  - Corridor Threshold / Significant Intersection
-  - District Boundary
-  - Pedestrian Circulation
-  - Corridor Pedestrian Lighting Locations
-  - Corridor Pedestrian Seating Locations
-  - Natural Feature Enhancement
-  - Visual Screening
-  - Street Trees
-  - Bridge Enhancement / Feature





# CORRIDOR LANDSCAPE

Enhancement Concept  
Taft Road to Novi Road



## RECOMMENDED TREE SPECIES

Compact Trees (Power Line Easements)



Snowdrift Crabapple















Thornless Cockspur Hawthorn



Hedge Maple

## LEGEND

-  - Grand River Corridor Right of Way
-  - Novi Town Center Boundary (NIC)
-  - Main Corridor Gateway / Identify
-  - Corridor Threshold / Significant Intersection
-  - District Boundary
-  - Pedestrian Circulation
-  - Corridor Pedestrian Lighting Locations
-  - Corridor Pedestrian Seating Locations
-  - Natural Feature Enhancement
-  - Visual Screening
-  - Street Trees
-  - Bridge Enhancement / Feature



# CORRIDOR LANDSCAPE

Enhancement Concept  
Novi Road to Meadowbrook Road



## RECOMMENDED TREE SPECIES

Compact Trees (Power Line Easements)



Crabapple















Tree Lilac



Hedge Mopple

## LEGEND

-  - Grand River Corridor Right of Way
-  - Novi Town Center Boundary (NIC)
-  - Main Corridor Gateway / Identity
-  - Corridor Threshold / Significant Intersection
-  - District Boundary
-  - Pedestrian Circulation
-  - Corridor Pedestrian Lighting Locations
-  - Corridor Pedestrian Seating Locations
-  - Natural Feature Enhancement
-  - Visual Screening
-  - Street Trees
-  - Bridge Enhancement / Feature





# CORRIDOR LANDSCAPE

Enhancement Concept  
Meadowbrook Road to Haggerty Road



## RECOMMENDED TREE SPECIES

Welland Edge Trees



Bald Cypress



Yellow Birch



Dawn Redwood















Princeton Elm



Tamarack

## LEGEND

-  - Grand River Corridor Right of Way
-  - Novi Town Center Boundary (NIC)
-  - Main Corridor Gateway / Identify
-  - Corridor Threshold / Significant Intersection
-  - District Boundary
-  - Pedestrian Circulation
-  - Corridor Pedestrian Lighting Locations
-  - Corridor Pedestrian Seating Locations
-  - Natural Feature Enhancement
-  - Visual Screening
-  - Street Trees
-  - Bridge Enhancement / Feature



Before



After

# PRECEDENT IMAGES

D19 - Howell, MI Streetscape Enhancements





Before



After

The above before and after images illustrate the dramatic transformation of the R.O.W. streetscape, incorporating similar design components (street trees, lighting, and hedge screening) as proposed for the Grand River Corridor





# PRECEDENT IMAGES

Identity / Signage

## SIGNS

Examples of large scale text identity signage, similar to the 'Novi Gateway' concept.







A



B



C



D



E

# PRECEDENT IMAGES

Identity / Bridge Enhancement

## OVERHEAD

These examples illustrate ideas for the bridge enhancement. Images A, B, C, D, and E illustrate the cable supported overhead color panel system as illustrated in the bridge concept. They also show how color is projected from the panel onto the road surface.



F



H



G



I



J



K

### LIGHTING/WALL ENHANCEMENTS

Examples of lighting ideas/concepts suggested for the bridge enhancement (images F, G, H, I). Images J and K are examples of exterior grade wall paper that would transform the concrete guardrails on each side of the existing bridge.





# PRECEDENT IMAGES

Identity / Amenities

## AMENITIES

Grand River is proposed as a modern corridor, as such, the amenities should reflect this concept with respect to street and pedestrian pole/ bollard lighting, benches, and wetland boardwalks.



## SECONDARY GATEWAYS

The secondary gateways could incorporate identity elements as illustrated above to compliment the major east/west gateways and establish a visual connection from the exits off I-96 at Beck Road and Novi Road to the Grand River Corridor.

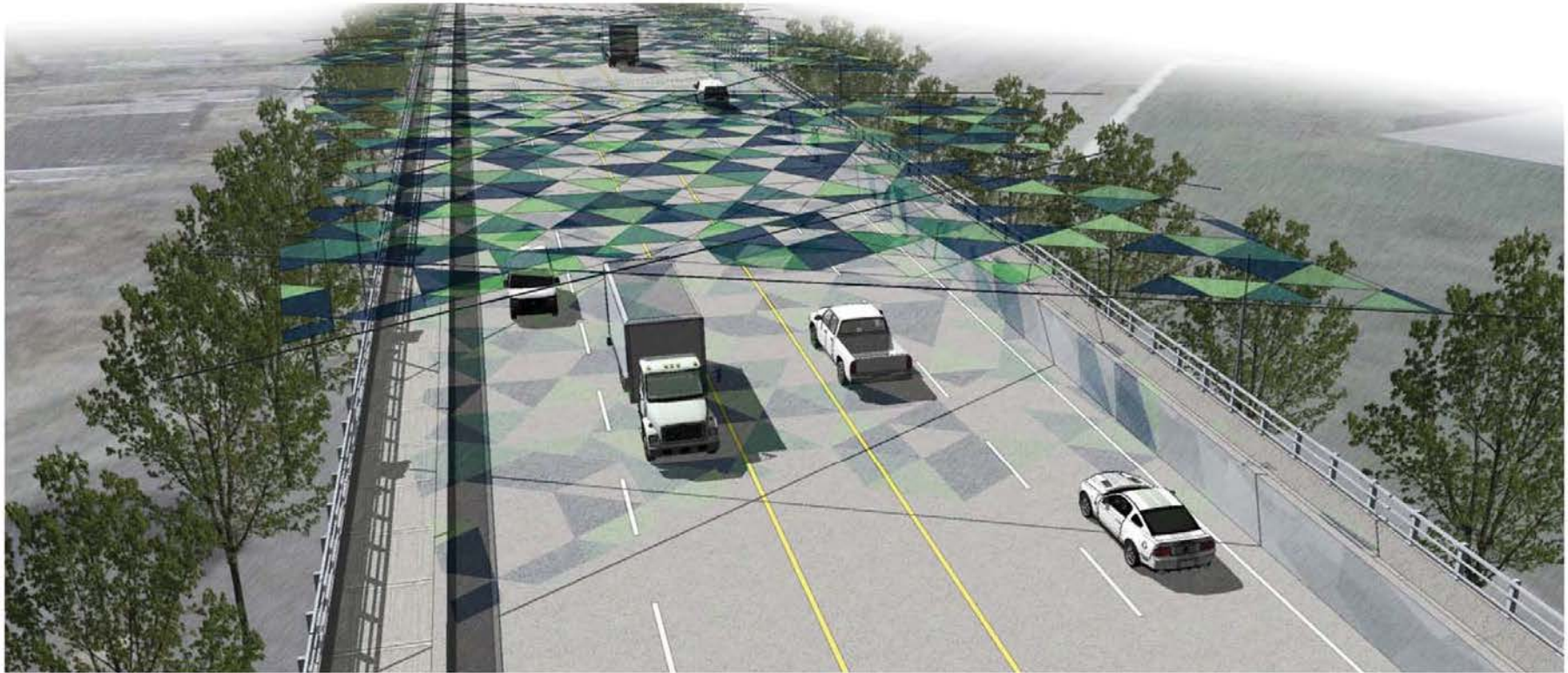


West Grand River Gateway at 12 Mile Road

# CORRIDOR ENHANCEMENTS

Major Gateway Design Concept





Grand River Avenue Bridge



Overhead clearance to follow road commission requirements

Bridge Section





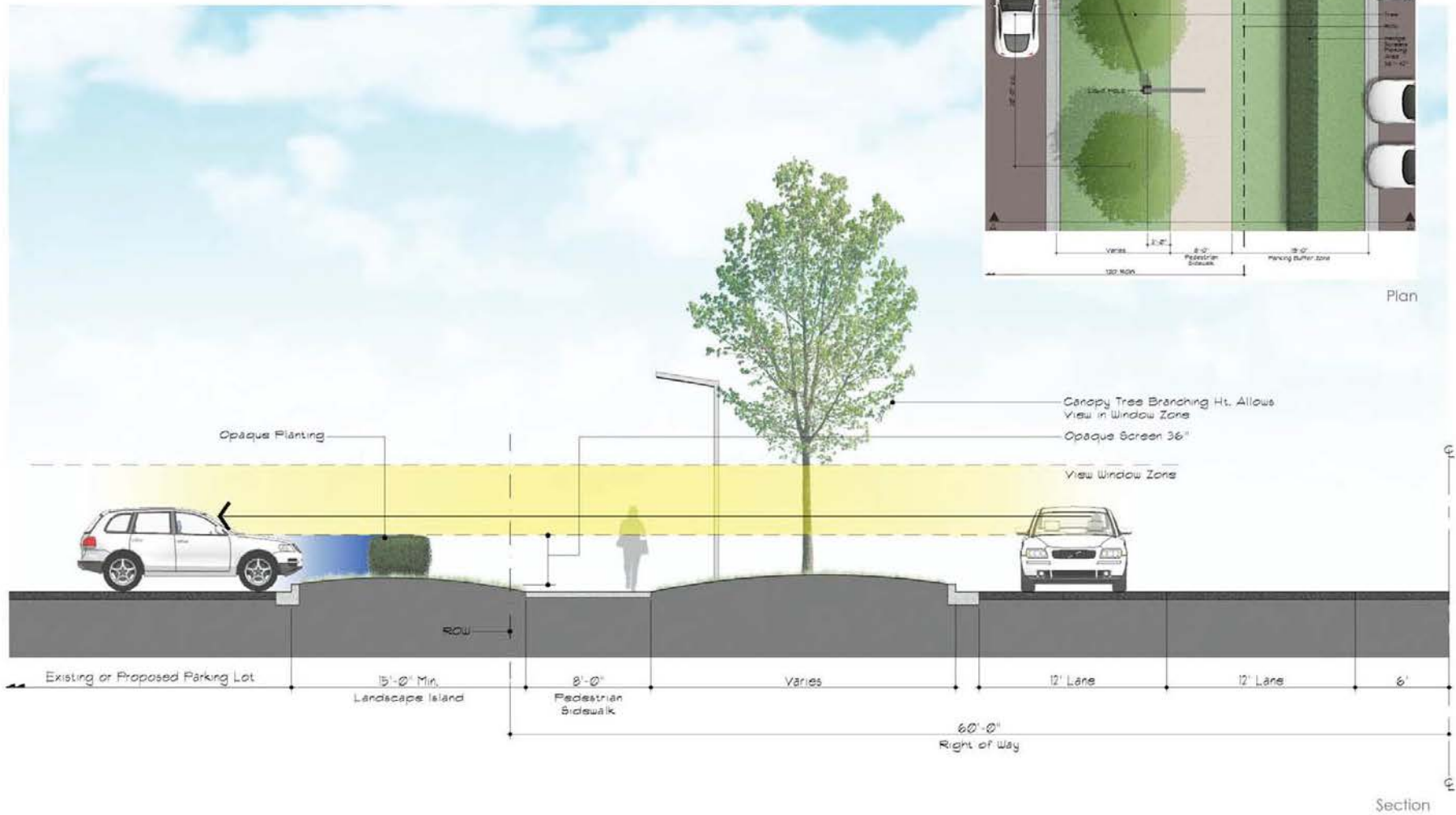
Parking Lot Screening - Hedge



Parking Lot Screening - Wall

# STREETSCAPE ENHANCEMENTS

Enlarged Conceptual Streetscape  
Cross Sections





# IMPLEMENTATION

Key Strategies



## Implementation Strategies for the Grand River Corridor

The vision for the Grand River Corridor includes developing a cohesive corridor with an identity that is unique to Grand River Avenue as it traverses through the City of Novi.

### Zoning Changes

- Create new form-based zoning district for the City West land area that incorporates goals and objectives relating to Grand River (see also: Redevelopment Sites for additional details).
- Amend landscape requirements for parking lot screening to ensure that vehicles are adequately screened while minimizing large evergreen screening and berms that may limit safety and merchant visibility.
- Review bicycle parking and design standards.
- Create flexible zoning standards for the corridor that allow the adaptive reuse of underutilized office space for residential, recreation, and entertainment uses.

### Transportation

#### Facilities

- One proposed north-south regional trail connection known as the "ITC Trail" is identified crossing Grand River along the ITC corridor. Improve pedestrian road crossing at this location west of Providence Park Hospital.
- Add sidewalk gaps along Grand River to the Sidewalk and Pathway Prioritization Analysis and Process.

#### Policies

- Review 5-year Non-Motorized Improvement Plan as it relates to non-motorized facilities under the Road Commission of Oakland County (RCOC) jurisdiction.
- Review funding options and grants such as the Surface Transportation Block Grant Set-Aside Program (STBG) for non-motorized transportation with future land use improvements, including Safe Routes to School grants.
- Coordinate with transit agencies in order to qualify for Federal Transit Administration (FTA) funding for transit to compliment the non-motorized network and relieve traffic problems.

- Work with Farmington. Farmington Hills, the Regional Transit Authority, and other communities and agencies to establish Grand River as a future bus rapid transit (BRT) corridor. Plan appropriate transit stops based on the six identified activity corridors.
- Continue outreach and education efforts as identified in the City's Non-Motorized Transportation Plan.

### Corridor Improvement Authority (CIA)

The cities of Farmington and Farmington Hills have created a joint CIA and CIA Development Plans for the portion of Grand River that runs through their communities. The plans identify specific public and private projects to help achieve planning goals of the cities.

The City of Novi should consider creating a Corridor Improvement Authority (CIA) as a funding mechanism for corridor improvements. A CIA is authorized under the Corridor Improvement Authority Act (PA 280 of 2005) and is governed by a Board of Directors whose primary purpose is to correct and prevent deterioration and promote economic growth within the corridor. Other purposes of a CIA include reversing declining property values, improving the overall business climate, and increasing employment opportunities. A primary benefit of forming a CIA is the ability to capture the incremental increase in property taxes that results from improvements in the district. Local school taxes are not captured by the Authority. The captured revenues are used to finance public improvement projects within the district, as a means for jumpstarting economic growth. This Master Plan chapter may serve as a foundation for a Grand River Corridor Improvement Plan.

### Economic Development & Marketing/Branding

The City should evaluate its city-wide economic development and marketing/branding strategy and create a specific program for the Grand River corridor. This strategy should include the following:

- Establish a business retention and recruitment program. One of the best economic development strategies is to help grow the City's existing businesses. Creating an entrepreneurial and collaborative culture is critical.

- Develop a collective marketing program, where businesses in the district pool funds to foster a stronger marketing campaign than individual businesses could achieve.
- The City should make a concerted effort to raise awareness within the local, state, and national development communities of the City's vision for the corridor. Highlight development opportunities in the corridor and directly recruit developers capable of executing the City's vision.
- Partner with property owners in the Grand River Corridor to help market available property on the City's website.
- Share the Grand River Corridor Plan with all property owners and businesses in the corridor to raise awareness of redevelopment opportunities.

### Placemaking

- Create a public art program to encourage the placement of art in public spaces along the corridor.
- Create signature gateway structures for both ends of Grand River; create complementary pieces for other locations in the corridor that signal entry to the City (e.g., Beck Road/I-96). Tie these elements into the Corridor Marketing/Branding strategy.
- Develop standards for lighting and street furniture in the public right-of-way to provide a cohesion to the corridor.
- Work with the Road Commission for Oakland County to allow the installation of the canopy structure over the railroad on Grand River.
- Create a grant or revolving loan program to encourage property owners along Grand River to enhance front yard landscaping with the addition of benches, art, or unique plantings near the right-of-way.
- Create an annual recognition program for landscape, building, and site improvements to highlight reinvestment in corridor properties.
- Encourage bike- and car-sharing programs to facilitate non-motorized transportation within the corridor.