

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

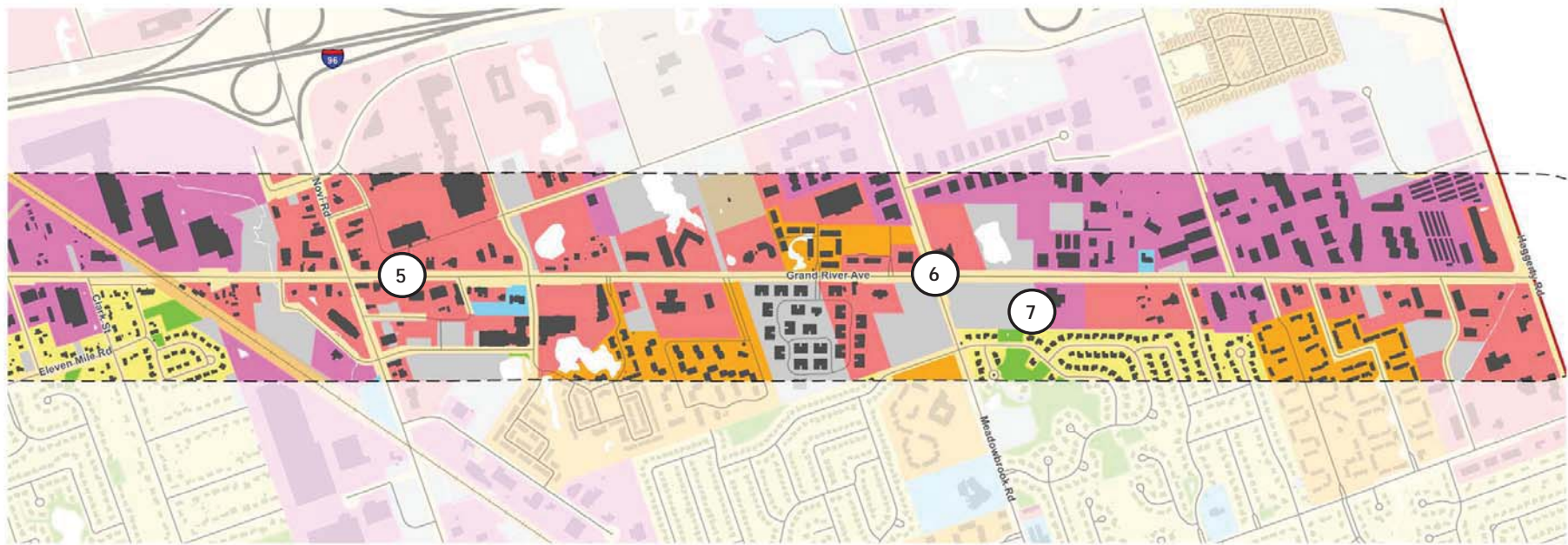
LEGEND

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

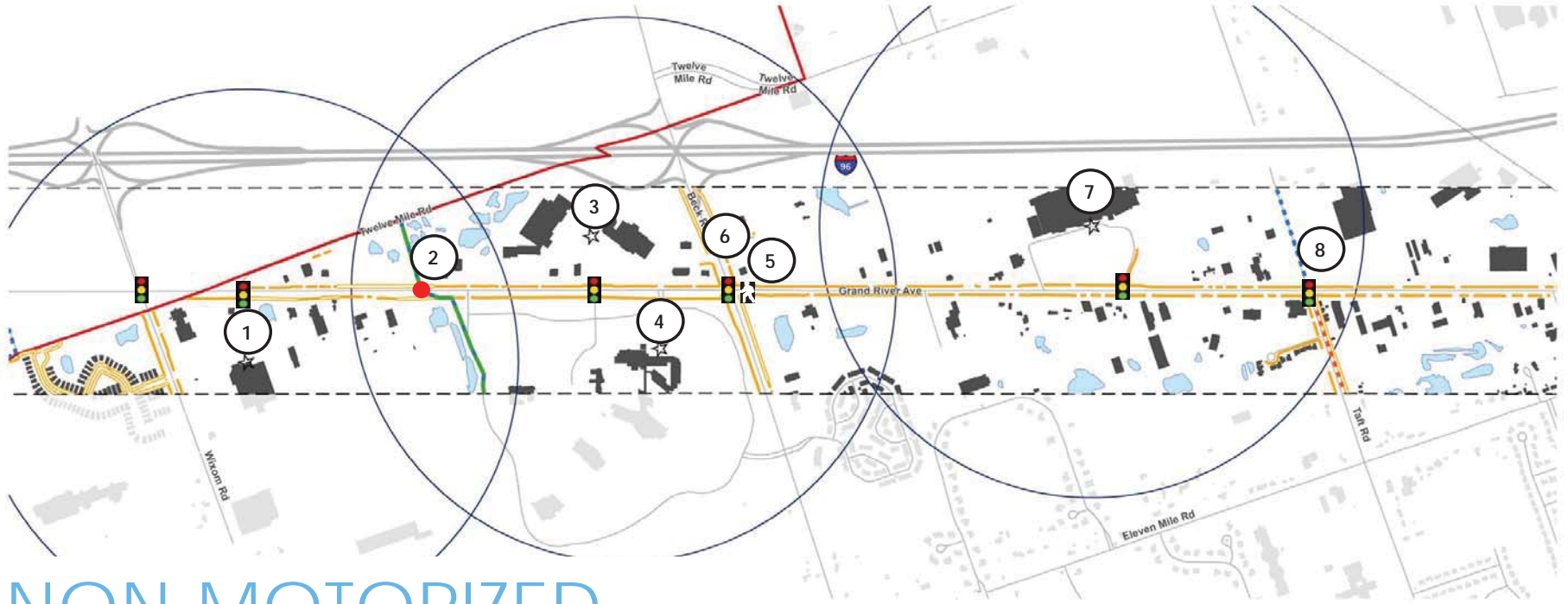


Existing Conditions Analysis

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%
Total	1,275.3	100.0%
















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

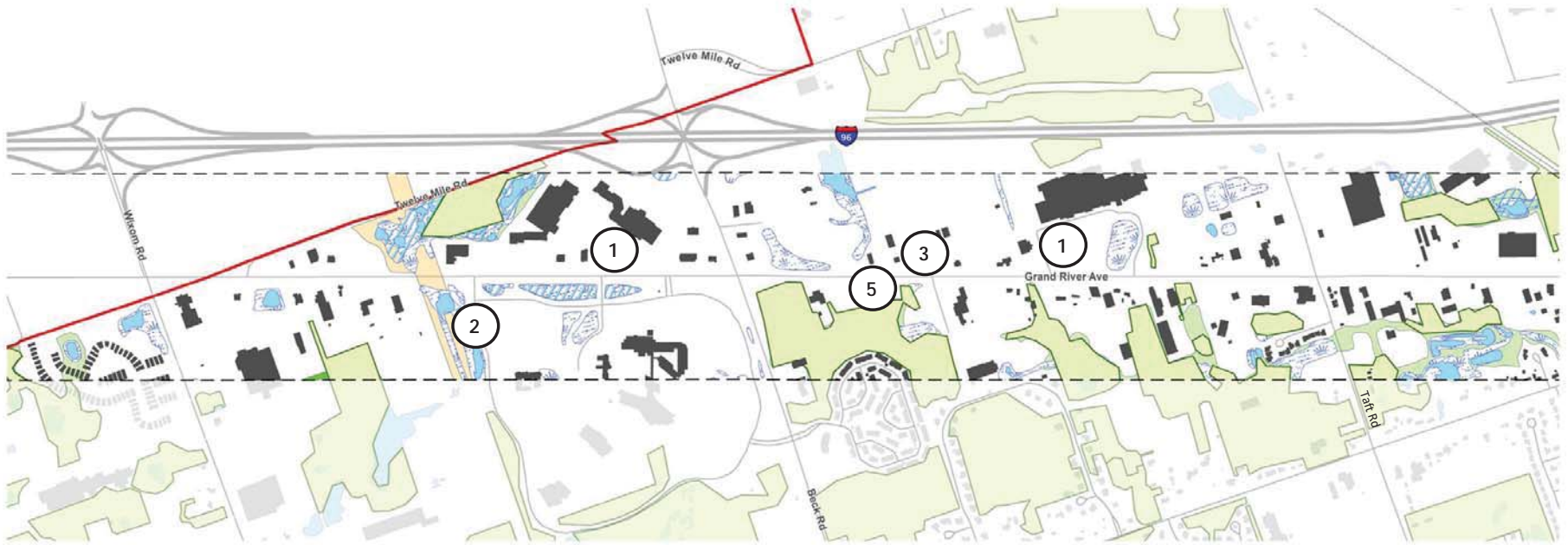


Existing Conditions Analysis

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.
- 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
- 6 Regional Trail Connection.** One proposed north-south regional trail connection known as the "ITC Trail" is identified crossing Grand River at Beck Road.
- 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.
- 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
- 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
- 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.
- 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

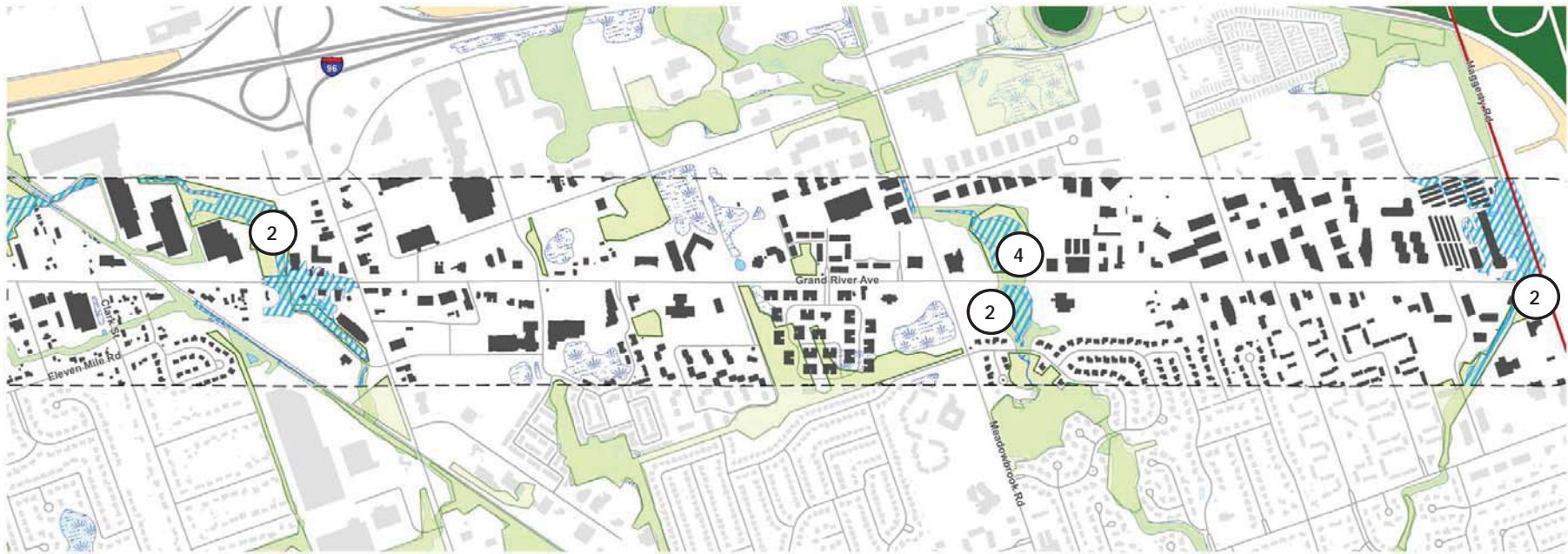
LEGEND

- | | |
|--|--|
|  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.

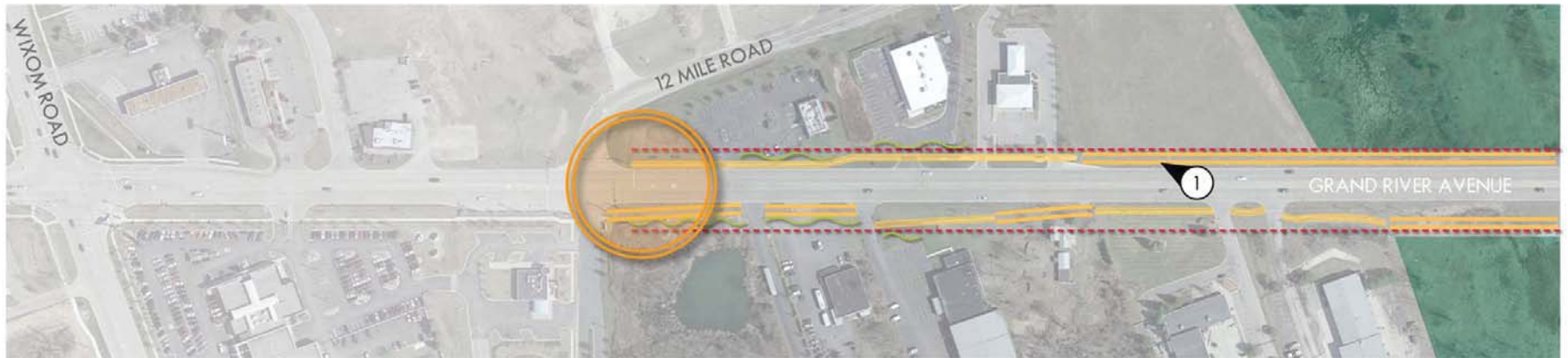


Existing Conditions Analysis

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.

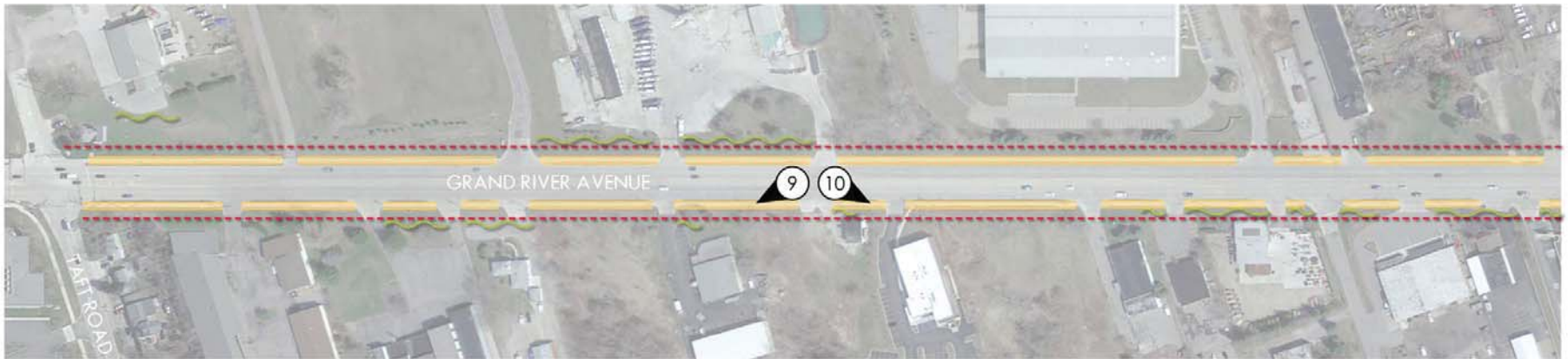


8 Lack of street trees to define the pedestrian corridor and buffer traffic lanes.



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
Taff 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



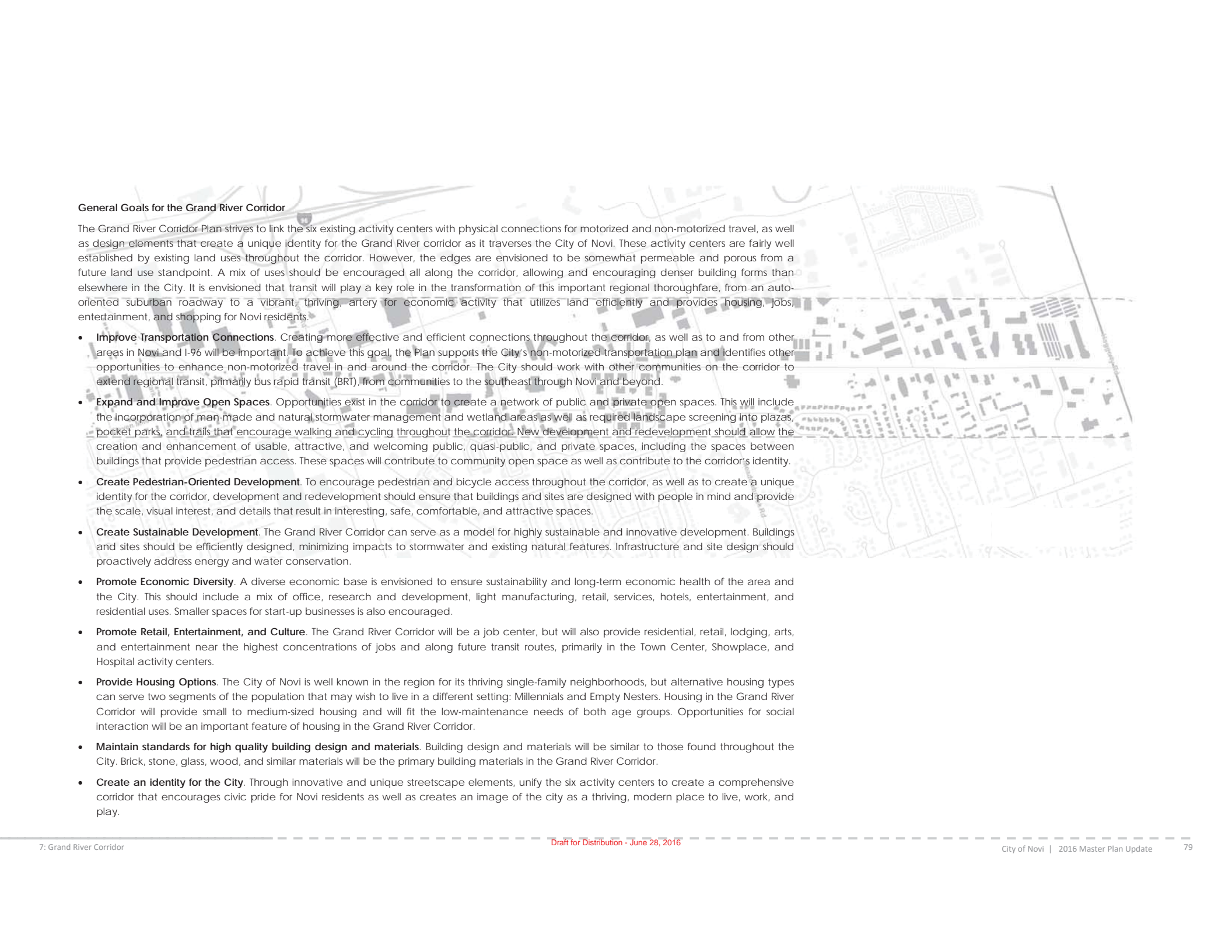
LEGEND

-  - 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
-  - Novl 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 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
Meadowbrook Road to Haggerty Road



RECOMMENDED TREE SPECIES

Wetland 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 / 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



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.



WALLS/SCREENING

Examples of 'artful' backdrop walls as proposed for the 'Novi Gateway' concept. Perforated masonry screen wall examples shown on the far right top and bottom are possible parking lot screen walls in lieu of planted hedges. Walls to be 30"-36" in height.



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



J



G



I



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

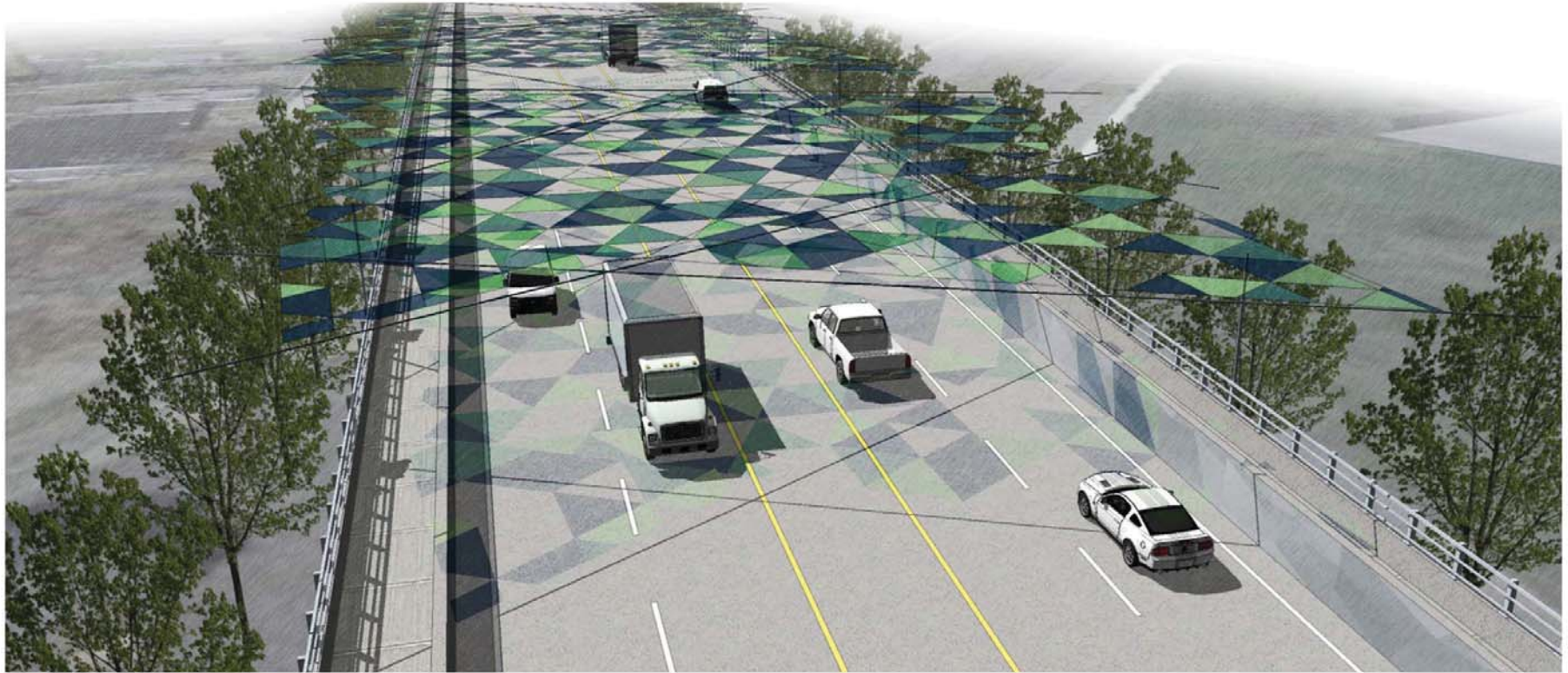
The secondary gateways could incorporate identity elements as illustrated above to compliment the major east/west gateways and establish a visual connection from the exits off I-96 at Beck Road and Novi Road to the Grand River Corridor.



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



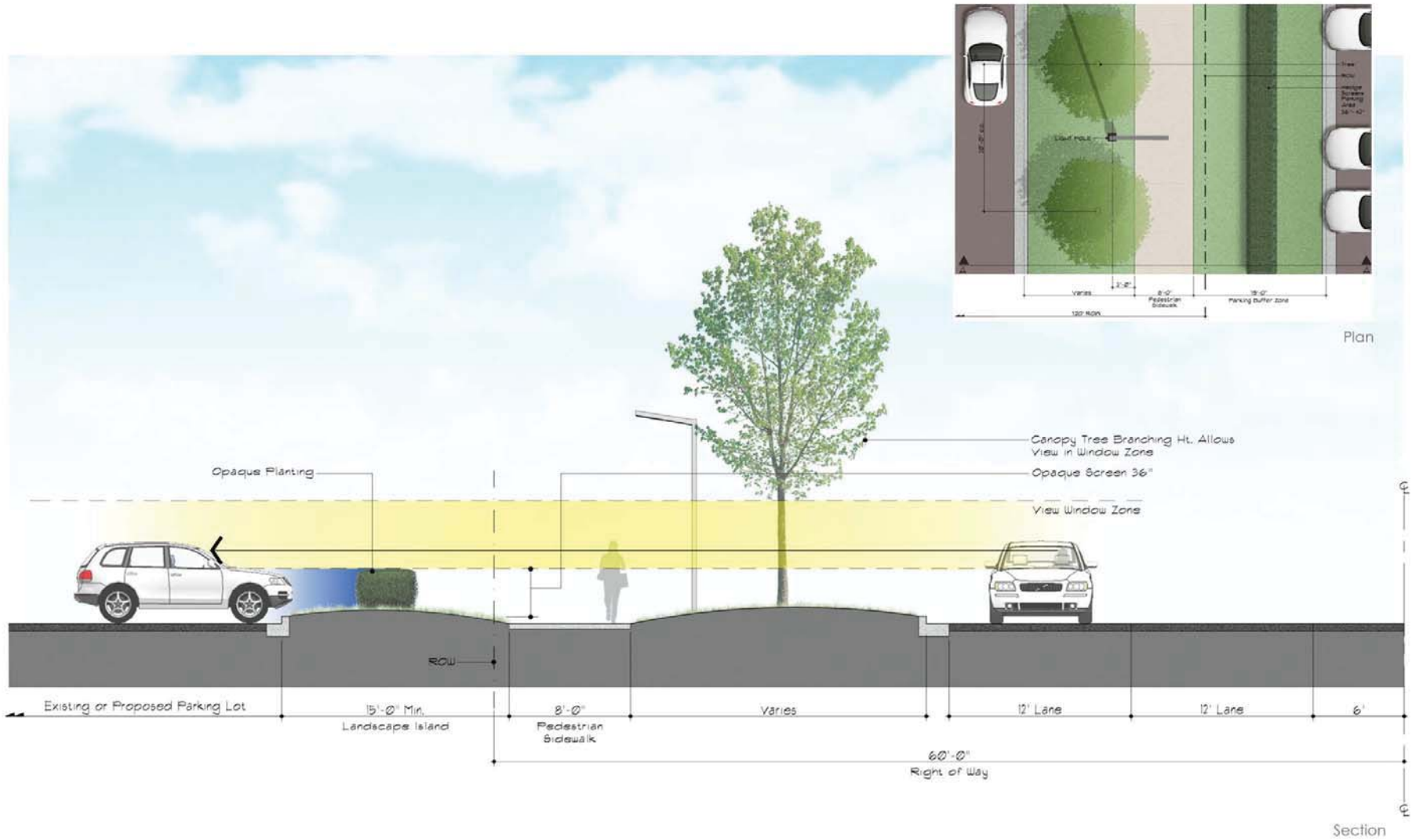
Parking Lot Screening - Hedge



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.