

AGENDA

Special Meeting of the

CITY COUNCIL OF THE CITY OF TROY

JULY 24, 2006

CONVENING AT 6:00 P.M.

PERMITTED BY COUNCIL RESOLUTION #2006-07-301

Submitted By
The City Manager

NOTICE: *Persons with disabilities needing accommodations for effective participation in this meeting should contact the City Clerk at (248) 524-3316 or via e-mail at clerk@ci.troy.mi.us at least two working days in advance of the meeting. An attempt will be made to make reasonable accommodations.*



**CITY COUNCIL
SPECIAL
AGENDA**
July 24, 2006 – 6:00 PM
Council Chambers
City Hall - 500 West Big Beaver
Troy, Michigan 48084
(248) 524-3317

CALL TO ORDER: 1

ROLL CALL: 1

1. Big Beaver Corridor Study – Presentation by Birchler Arroyo Associates, Inc. 1

PUBLIC COMMENT 1

ADJOURNMENT 1

CALL TO ORDER:

ROLL CALL:

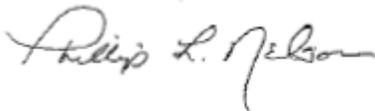
Mayor Louise E. Schilling
Robin Beltramini
Cristina Broomfield
Wade Fleming
Martin F. Howrylak
David A. Lambert
Jeanne M. Stine

-
1. **Big Beaver Corridor Study – Presentation by Birchler Arroyo Associates, Inc.**

PUBLIC COMMENT

ADJOURNMENT

Respectfully submitted,



Phillip L. Nelson, City Manager

Date: July 20, 2006

To: Phillip L. Nelson, City Manager

From: John M. Lamerato, Assistant City Manager/Finance
Brian P. Murphy, Assistant City Manager/Services
Mark F. Miller, Planning Director

Subject: Big Beaver Corridor Study - Presentation by Birchler Arroyo Associates, Inc.

A special City Council meeting has been scheduled on July 24, 2006 at 6:00 p.m. in the Council Chambers for a presentation of the Big Beaver Corridor Study. Birchler Arroyo Associates, Inc. was engaged by the Downtown Development Authority (DDA) to prepare the study. Rodney Arroyo, the project director, will present the findings and recommendations of the study.

Invitations to the meeting have been extended to the Troy Planning Commission, Troy Chamber of Commerce and the Road Commission of Oakland County. The study will be presented to the Planning Commission at their regularly scheduled August 22, 2006 Special/Study meeting.

Attachments:

1. Birchler Arroyo memo, dated July 20, 2006.
2. Project Overview
3. Resolutions DD-06-27 and DD-06-28, June 21, 2006 DDA meeting.

MEMORANDUM



BIRCHLER ARROYO
ASSOCIATES, INC.

DATE: July 20, 2006

TO: Troy City Council

FROM: Rodney L. Arroyo, AICP, and Jocelyn H. Wenk, AICP

SUBJECT: Big Beaver Corridor Study

Please be advised that a hard copy of the Big Beaver Corridor Study will be provided to you on Monday, July 24. In the meantime, the document will be available for your review beginning Friday, July 21 at <http://www.bigbeavercorridor.com> or at <http://www.birchlearroyo.com/Clients/troy.htm>.

We look forward to presenting the study to you on Monday evening. If you have any questions or comments prior to the meeting, please don't hesitate to contact us.

Project Overview



Big Beaver Corridor Study



June 1, 2006

What Makes a World Class Boulevard?

- They are regional, national and worldwide destinations
- They are authentic, timeless and create long term value
- They are vibrant and interactive people places
- They are all season, day and night, working, living, community experiences
- They are a diverse mix of components and shared uses
- They celebrate the role of architecture, landscape and civic art as placemakers
- They generate human interaction
- They are NOT suburban
- They are NOT automobile dominant
- They utilize public transit (of some sort)
- They are simply places people want to be

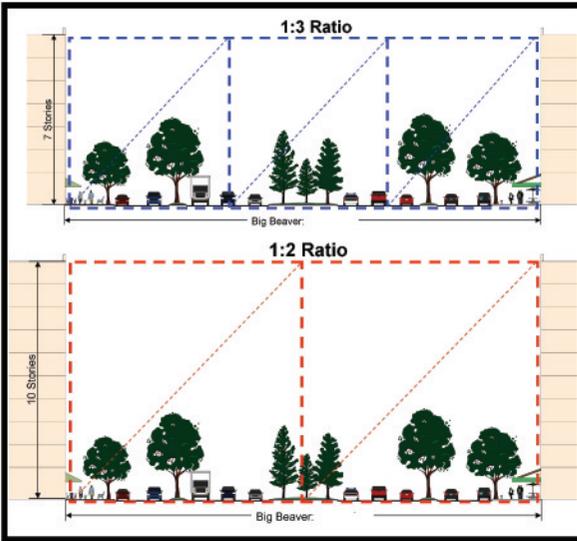
Introduction

The Big Beaver Corridor Study began with a vision provided by City leaders: Big Beaver Road — A World Class Boulevard.

A consulting team was selected to provide the City's Downtown Development Authority (DDA) with a Concept Plan: The Big Beaver Corridor Study. The team included Birchler Arroyo Associates, Inc. (urban planning and transportation), Grissim Metz Andriese Associates (landscape architecture & design), C3 Community Core Creators (design), and The Chesapeake Group (market analysis).

Public input was sought through a community-wide Vision Fair, Stakeholders Workshop (property owners and business leaders), Design Experts Workshop (design professionals), and meetings with transportation professionals (Road Commission for Oakland County and SMART).

The first component of the Study included an assessment and analysis of existing conditions. It was found that the Corridor has many positive assets including the investment in infrastructure (Big Beaver Boulevard, I-75 interchanges, sewer and water, etc.) and high-quality uses (Somerset Collection, Marriott Hotel / Conference Center, High-tech Smart Zone, signature office, premier restaurants, stable and thriving residential). Because of the existing infrastructure and presence of many underdeveloped sites, the Big Beaver Corridor provides an excellent opportunity for Smart Growth principles to be implemented. It was also noted that the Corridor currently lacks some essential requirements of a successful and vibrant street culture, including: development designed at a human scale, clearly defined pedestrian spaces, street-level community interaction and commerce, and building continuity along a consistent edge. Communities with these essential attributes stand the test of time, sustain themselves and grow in value with age.



Ideal ratio range of building height to street right-of-way width (face-to-face of building) is 1:3 to 1:2

Once an urban space is framed with the proper placement of buildings, appropriate design elements and activities must be placed along the way to create interest, comfort and interaction. “Pulses of activity” including parks, entertainment venues, public art, landscaping, street furniture, iconic bridges, and the like, create interest and encourage human interaction.

Design Principles

There are many design principles of a World Class Boulevard that are necessary to follow to create an active pedestrian environment. One is proper human scale. The ratio of building height to street right-of-way width must be at least 1:4 for pedestrians to first sense enclosure and comfort in a walkable space. This equates to four story buildings placed at or near the right-of-way line along Big Beaver. The ideal ratio range is 1:3 to 1:2 which equates to seven to ten story buildings placed at or near the right-of-way line. Today, some sections of Big Beaver have a ratio as high as 1:32, which is generally inhospitable and does not foster interaction at the street level.

Another key design principle is development pulsing. Once an urban space is framed with the proper placement of buildings, appropriate design elements and activities must be placed along the way to create interest, comfort and interaction. “Pulses of activity” including parks, entertainment venues, public art, retail districts, restaurants, iconic bridges, and the like, create interest and encourage human interaction.

Conceptual Plan

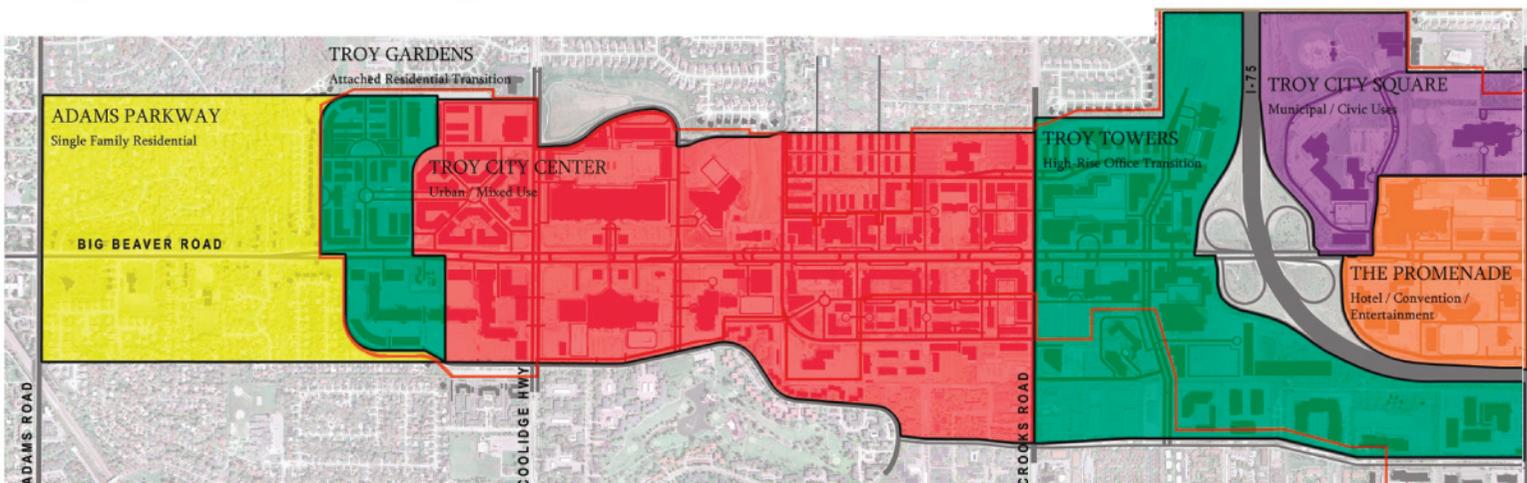
Key concepts of the Conceptual Plan include the following elements:

1. **Trees and landscape as “ceilings and walls”** - *Plantings symbolize and encapsulate the Boulevard experience*
2. **Walking becomes entertainment** - *Much to observe and engage in*
3. **Mixing the uses “turns on the lights”** - *The energetic dynamic of Mixed Uses Development with a focus on residential*
4. **Civic art as the wise sage of the Boulevard** - *Telling stories, creating memories, making us smile and informing us along the way*
5. **Gateways, Districts and Transitions** - *Organize and contain the Boulevard as a distinct place*
6. **The automobile and parking are no longer #1** - *Important components but do not dominate the experience*

Distinct Districts

The District Plan organizes the Boulevard into the following distinct areas:

- Residential Parkway Districts: Adams Parkway & Dequindre Parkway
- Transition Zones: Troy Gardens, Troy Towers, Rochester Corners, & John R Markets
- Urban Mixed Use District: Troy City Center
- Civic Center: Troy City Square
- Hotel/Convention/Entertainment District: The Promenade
- Signature Offices District: Offices East





Above: Troy City Center Street Scene

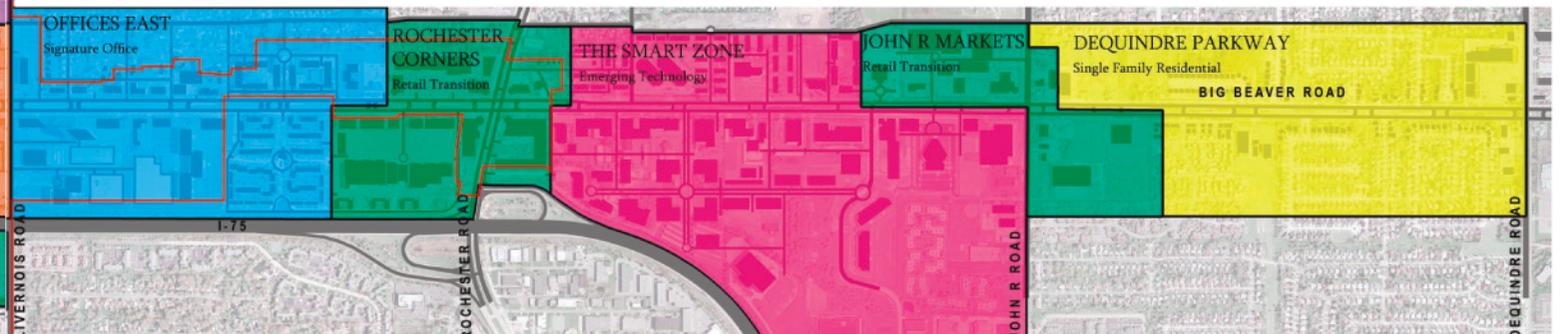


Above: Typical Plan View Section in the Troy City Center



Above: Troy City Center Service Lane Concept

Below: The District Plan organizes the Boulevard into distinct districts and transition zones



*A view of the future City Center
Park along Big Beaver Road*



*The Promenade provides
opportunities for entertainment,
dining, shopping, and social
interaction*



The Big Beaver Corridor will have an outstanding collection of public art. The Corridor will become a living, outdoor museum, without admission fees, hours, or velvet ropes.

Pedestrian bridges will become Corridor icons and attract people from the City, the region, and beyond.

Implementation of the Plan could add up to 28,000 new permanent jobs and 10,000 residential units to the City.

Implementation Plan

The Concept Plan for the future Big Beaver Corridor includes many action items to enhance the Corridor districts and manage the transformation to a World Class Boulevard. Several of the action items are listed below:

- Plant new street trees (approximately 5,000) within the Corridor right-of-way
- Develop a form-based zoning code to guide new development
- Host an international design competition for future pedestrian bridge crossings
- Construct attractive public parking garages wrapped by buildings animated at the street level; garages should be accessed from local and collector roads rather than Big Beaver to preserve road capacity
- Plant hundreds of trees at the I-75 interchanges (Big Beaver and Rochester Road) to create forested portals, gateways to the Corridor
- Construct service lanes parallel to Big Beaver Road within the City Center District to create on-street parking and buffer pedestrians from through traffic along Big Beaver
- Provide wide sidewalks along Big Beaver that can accommodate outdoor dining, street furniture, pedestrian through traffic, and window shopping
- Modulate building heights (east-west) to create interest and pulse points along the Corridor; modulate building heights (north-south) to transition from low-rise residential near the edge to taller structures along Big Beaver; buffer and transition to minimize impacts on existing residential neighborhoods
- Embrace mixed-use development, shared parking, access management, transit service (public and private), and bicycle lanes and paths to reduce vehicle traffic demand and preserve road capacity

NEW BUSINESS

A. Big Beaver Corridor Study

Rodney L. Arroyo of Birchler Arroyo Associates, Inc. reviewed the final draft of the Big Beaver Corridor Study.

Resolution: DD-06-27
Moved by: Schilling
Seconded by: Hodges

RESOLVED, That the DDA Board endorse and embrace the key concepts of the Big Beaver Corridor Study.

Yeas: All (10)
Absent: Culpepper, Kennis, Price

Resolution: DD-06-28
Moved by: Schilling
Seconded by: Weiss

RESOLVED, That the next steps in moving the study forward is to meet and make presentations to City Council, Planning Commission, Chamber of Commerce, Road Commission and stakeholders.

Yeas: All (10)
Absent: Culpepper, Kennis Price

B. Bylaw Change – Quorum Language

The Board felt this was an onerous provision to require a majority of the entire DDA membership to approve resolutions. There could be some support for certain types of action items such as (bond issues, plan revisions, etc.) of City Council's provision.

EXCUSE ABSENT MEMBERS

Resolution: DD-06-29
Moved by: Weiss
Seconded by: Schilling

RESOLVED, That Culpepper, Kennis and Price be excused.

Yeas: All (9)
Absent: Culpepper, Kennis, Price, York