



**PLANNING COMMISSION
MEETING AGENDA
SPECIAL/STUDY MEETING**

500 W. Big Beaver
Troy, MI 48084
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Donald Edmunds, Chair, Philip Sanzica, Vice Chair
Karen Crusse, Steve Gottlieb, Michael W. Hutson, Tom Krent
Gordon Schepke, Thomas Strat and John J. Tagle

August 26, 2014

7:00 P.M.

Council Board Room

1. ROLL CALL
2. APPROVAL OF AGENDA
3. MINUTES – August 12, 2014 Regular Meeting
4. PUBLIC COMMENT – For Items Not on the Agenda
5. ZONING BOARD OF APPEALS (ZBA) REPORT
6. PLANNING AND ZONING REPORT
7. MASTER PLAN UPDATE – Maple Road Special Area Plan
8. PUBLIC COMMENT – Items on Current Agenda
9. PLANNING COMMISSION COMMENT

ADJOURN

NOTICE: People with disabilities needing accommodations for effective participation in this meeting should contact the City Clerk by e-mail at clerk@troymi.gov or by calling (248) 524-3317 at least two working days in advance of the meeting. An attempt will be made to make reasonable accommodations.

Chair Edmunds called the Regular meeting of the Troy City Planning Commission to order at 7:00 p.m. on August 12, 2014 in the Council Chamber of the Troy City Hall.

1. ROLL CALL

Present:

Karen Crusse
Donald Edmunds
Steve Gottlieb
Michael W. Hutson
Tom Krent
Philip Sanzica
Gordon Schepke
Thomas Strat
John J. Tagle

Also Present:

R. Brent Savidant, Planning Director
Ben Carlisle, Carlisle/Wortman Associates, Inc.
Allan Motzny, Assistant City Attorney
Kathy L. Czarnecki, Recording Secretary

2. APPROVAL OF AGENDA

Resolution # PC-2014-08-041

Moved by: Gottlieb
Seconded by: Tagle

RESOLVED, To approve the Agenda as printed.

Yes: All present (9)

MOTION CARRIED

3. APPROVAL OF MINUTES

Resolution # PC-2014-08-042

Moved by: Strat
Seconded by: Schepke

RESOLVED, To approve the minutes of the July 22, 2014 Special/Study meeting as prepared.

Yes: All present (9)

MOTION CARRIED

4. PUBLIC COMMENTS – Items not on the Agenda

There was no one present who wished to speak.

PRELIMINARY SITE PLAN REVIEW

5. PLANNED UNIT DEVELOPMENT APPLICATION (File Number PUD 008-A) – Proposed Big Beaver Place, North side of Big Beaver, East of John R, Section 24, Currently Zoned PUD #8 (Planned Unit Development #8) District

Mr. Carlisle addressed the application process of a Planned Unit Development.

Mr. Carlisle reviewed the Big Beaver Place PUD application. He specifically addressed the list of recommendations itemized in his report dated August 5, 2014.

The applicant was not present.

There was discussion on:

- Residential layout; perpendicular vs parallel to Big Beaver; parallel preferred.
- Wetland feature details; dry or wet, creativity.
- Playground area details.
- Setback/buffer for residential to the north; proposed 10 foot not adequate.
- Architectural design; no cohesiveness between residential and commercial.
- Architectural design; lack of detail, creativity.
- Residential building height; reduce to two stories.
- Buffer landscaping; alternate evergreens with planting material.
- Parking on site and shared parking with commercial development.
- Material samples.

Mr. Motzny addressed:

- Existing zoning classification of the subject property; process to rescind designation not initiated.
- Conceptual Development Plan (CDP) approval in 2007 expired; applicant must resubmit application and go through PUD approval process.
- Previously approved CDP can be used as benchmark for resubmission.

Resolution # PC-2014-08-043

Moved by: Sanzica

Seconded by: Strat

RESOLVED, To postpone review of the application until such time applicant has addressed concerns expressed by Planning Commission this evening and submit additional information.

Yes: All present (9)

MOTION CARRIED

OTHER BUSINESS

6. **PUBLIC COMMENTS** – For Items on Current Agenda

There was no one present who wished to speak.

7. **PLANNING COMMISSION COMMENTS**

There were general Planning Commission comments.

Mr. Savidant addressed the upcoming Michigan Association of Planning Annual Conference in Mackinac Island scheduled October 8-10, 2014.

The Regular meeting of the Planning Commission adjourned at 7:51 p.m.

Respectfully submitted,

Donald Edmunds, Chair

Kathy L. Czarnecki, Recording Secretary

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DATE: August 22, 2014
TO: Planning Commission
FROM: R. Brent Savidant, Planning Director
SUBJECT: MASTER PLAN UPDATE – Maple Road Study Area

There are four draft study areas that will be presented to Planning Commission for review and comment. These include North Troy, Big Beaver, Maple Road and Rochester Road. Each draft study area includes a summary of existing conditions, land use and development strategies and an Implementation Plan.

At the June 24, 2014 Special/Study meeting, the Planning Commission reviewed the North Troy Study Area. On July 22, 2014, the Planning Commission reviewed the Rochester Road Study Area.

The third study area, Maple Road Study Area, will be presented and discussed at the August 26, 2014 Special/Study meeting.

Attachments:

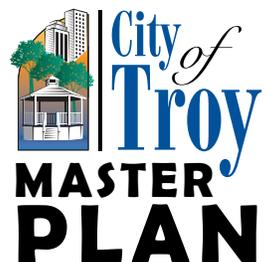
1. Maple Road Special Area Plan (Draft)

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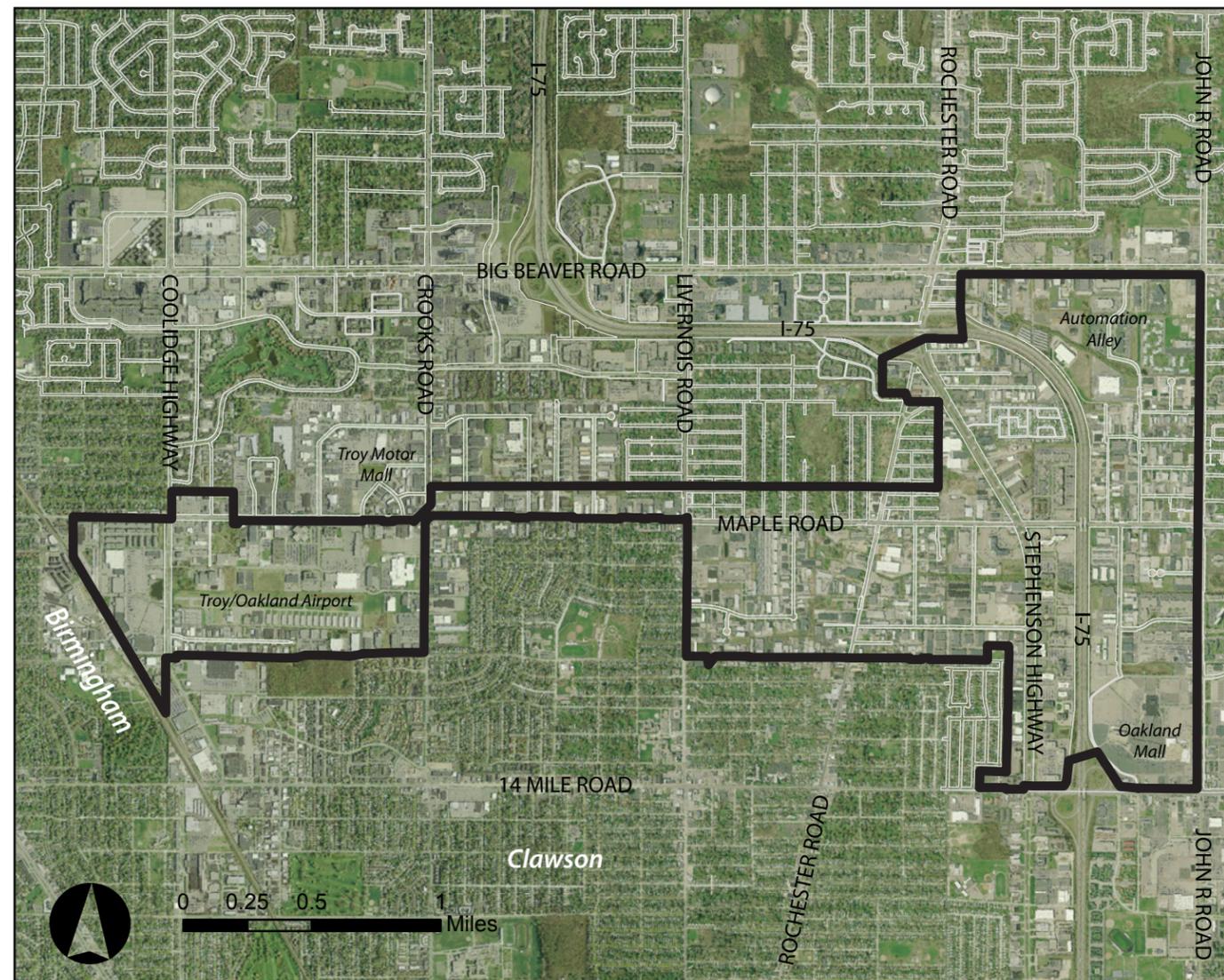
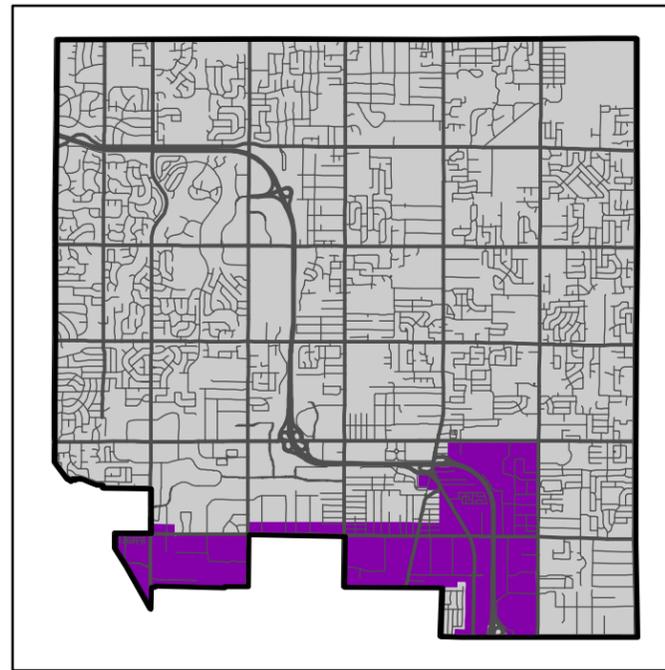
2014 Special Area Plan *Maple Road*



DRAFT
August 2014



Right: Locator map
Below: Target Area map



INTRODUCTION

The six (6) mile stretch of Maple Road serves as a primary regional east-west roadway connecting Troy with the surrounding communities of Birmingham and Bloomfield to the west, and Sterling Heights to the east. Historically, the Maple Road and Stephenson Highway corridors have been home to Troy's industrial and technology development base. The Maple Road area also includes the Troy Smart Zone Campus and is home to the Automation Alley headquarters. Industries along the corridor provide essential services including business-to-business (B2B) and business-to-consumer (B2C) transactions, and help diversify Troy's economy. It is vital to Troy's long-term economic standing to maintain a viable industrial base. Over the past 30 years of growth and development, Maple Road has evolved incrementally. It is now comprised of an eclectic mix of uses including industrial, research and development, automobile dealerships, big box retail, smaller neighborhood retail, office, and both single-family and multiple-family residential. Due to a diversification of land uses, mixed parcel sizes, and abutting municipal boundaries the pattern and character of Maple Road is difficult to classify. To ensure that future development is intentional and high quality, Troy recognized that a new focus for Maple Road needs to be considered.

Evolving to Meet New Challenges

Maple Road exemplifies the car-dominated environment that is typical of the modern American landscape. Recent redevelopment interest along Maple Road and the success of the Big Beaver corridor to the north provides an opportunity to change the rules for new development so that the corridor will be more economically viable and people-oriented. Maple Road is a corridor of contrast in terms of land use, building placement, and investment. Comprehensive corridor redevelopment requires careful attention to both sides of the corridor's right-of-way line. While Maple Road has experienced recent reinvestment, there are pockets of disinvestment, resulting in vacant, abandoned, and underused properties. Nevertheless, Maple Road represents an opportunity to build on the existing diversity of land uses, transportation options, and proximity to residential. For properties lining the corridor, revitalization requires a restructuring of development patterns, with less emphasis on land use and more focus on quality, accessibility, and innovative redevelopment. For those parcels in the industrial base located off the corridor, a focus on protection and reinvestment of the industrial and technology development base should be emphasized. The repurposing of Maple Road offers three priority focuses: the development nodes at major mile intersections, the linear segments of the corridor between the major mile intersections, and the underutilized industrial and employment areas located off the corridor.

Vision Statement

There are moments in the development of a city where an opportunity presents itself, and where entrepreneurs are rewarded. With less focus on land use, and more focus on quality development, businesses incubation, creation of anchors, and reinvestment through entrepreneurship, Maple Road can become a choice location.

EXISTING CONDITIONS



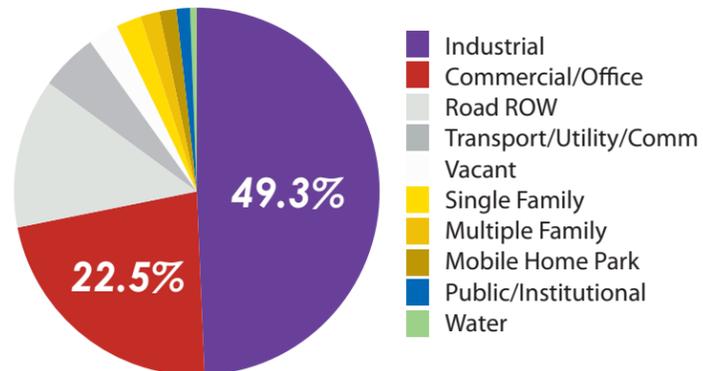
2013 Target area statistics

Total taxable value	\$341,823,442
Total area (acres)	1,828
Total businesses	1,625
Total employees	24,576

2010 Market area statistics ¹

Population	10,677
Households	4,681
Percent owner occupied	58.5%
Median household income	\$52,475
Per capita income	\$28,402

Land Use



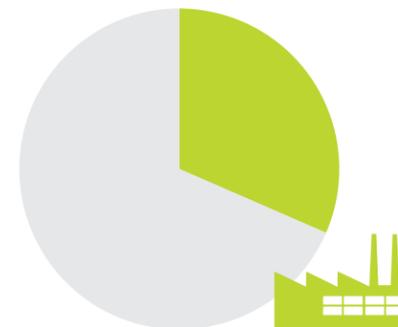
Source: Esri 2013 Estimates Business Summary from Oakland County EDCA, Census 2010, City of Troy GIS data 2013
 Note: 1. Market Area includes households within 1 mile of Target Area. 2. Employee and Business data use NAICS codes.

Property Data

	Target Area	Commercial	Industrial	Residential
Total Parcels	392	57	1	334
Total Structures	376	53	1	322
Total Acres	164	50	1	113
Median Year Structure Built		1982	NA	1976
Total Floor Area (SF)		379,321	NA	601,131
Median Floor Area (SF)		4,800	NA	1,709
Total Taxable Value	\$ 43,612,770	\$ 14,911,860	NA	\$ 28,700,910

Source: City of Troy GIS data 2013

Top Industries in Target Area by Employment ²

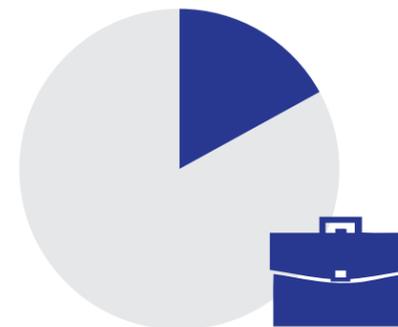


31.5% Manufacturing

	Employees	Percent (%)
Manufacturing	7,745	31.5
Professional, Scientific & Tech Services	3,723	15.1
Retail Trade	2,918	11.9
Wholesale Trade	2,199	8.9
Health Care & Social Assistance	1,675	6.8

Source: Esri 2013 Estimates Business Summary from Oakland County EDCA

Top Industries in Target Area by Number of Businesses



17.0% Professional, Scientific & Tech Services

	Businesses	Percent (%)
Professional, Scientific & Tech Services	277	17.0
Wholesale Trade	211	13.0
Manufacturing	205	12.6
Retail Trade	204	12.6
Administrative & Support & Waste Management & Remediation	130	8.0

Source: Esri 2013 Estimates Business Summary from Oakland County EDCA

Existing Conditions

Gateways

- Coolidge Highway and Maple Road
- Stephenson Highway and 14 Mile Road
- Big Beaver Road and John R Road

Assets

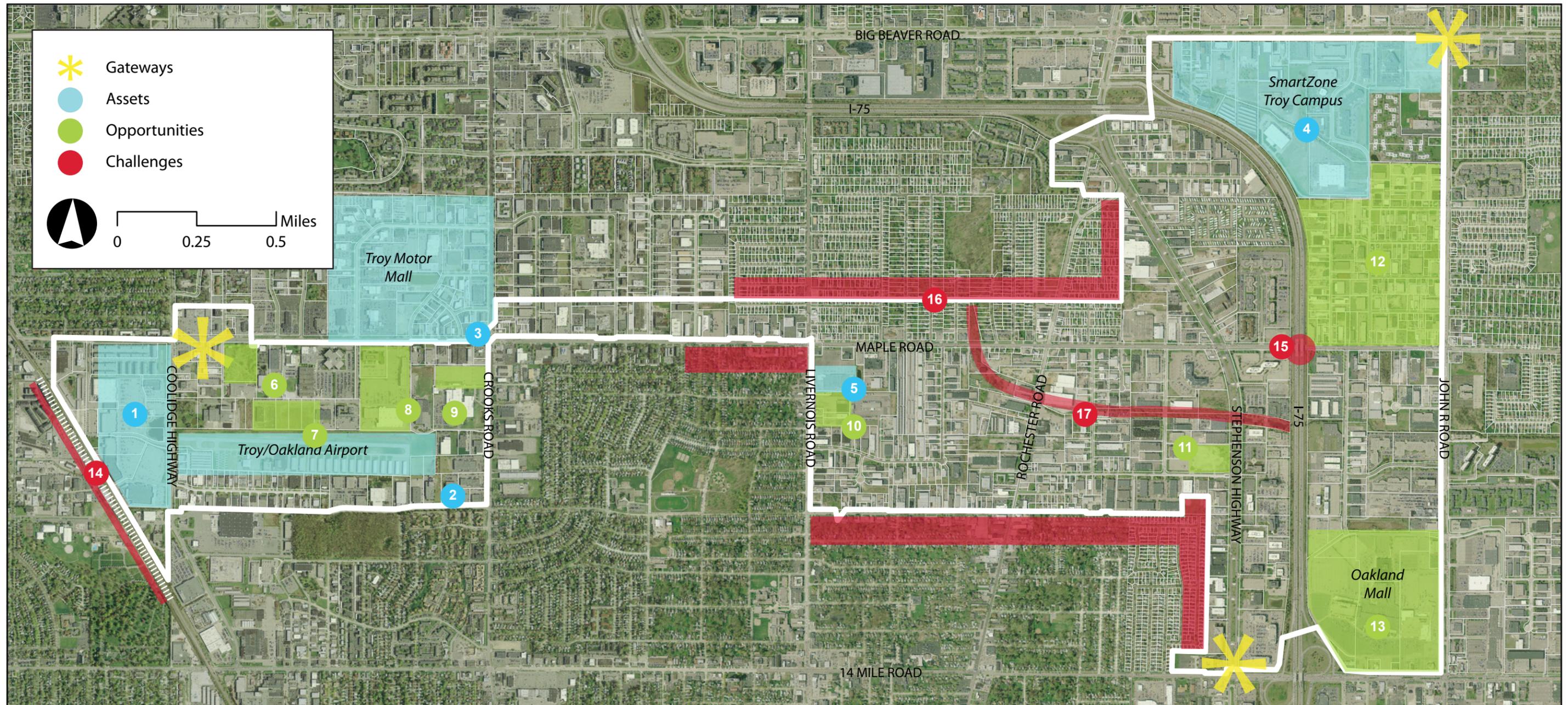
1. Midtown Square
2. Troy/Oakland Airport
3. Troy Motor Mall
4. Automation Alley/SmartZone
5. MJR Theater

Opportunities

6. South of Maple Road at Axtell Drive
7. Adjacent to airport along Equity Drive
8. Cambridge Crossing outlet development
9. South of Maple, west of Crooks Road
10. South of Maple, east of Livernois Road
11. Rankin Drive and Stephenson Highway
12. Light industrial reuse/repurpose
13. Oakland Mall infill development

Challenges

14. Railroad acts as a barrier to Eton Road
15. No access to or from I-75
16. Boundary/transition to single family
17. Spencer Drain



PUBLIC ENGAGEMENT

Public Participation

To be inserted

Real Estate Forum

As part of the public engagement process for the master plan update, the City of Troy hosted a Real Estate Forum on Tuesday, April 29, 2014 at the Troy Community Center. Over 60 community leaders, business owners, real estate professionals, and interested citizens participated in a productive dialogue regarding the future direction of key economic area of the city, specifically Maple Road, Big Beaver, North Troy, and Rochester Road.

Maple Road Findings

Maple Road provides a great central location with a well-established traffic flow and close proximity to residential areas. Midtown Square, Automation Alley, and the new MJR theater can serve as anchors for the corridor and should be reinforced by complementary uses including retail, dining, and multifamily residential. Industrial and office spaces offer architecturally unique redevelopment opportunities and could foster a live/work culture if marketed to local startups, small tech companies, or creative design firms with a need for light manufacturing facilities or collaborative work spaces.

Access, connectivity, and convenient parking are major challenges for sites along Maple Road. Strip development and industrial uses are segregated and offer limited connection to the surrounding residential communities and current business sector. While the zoning ordinance provides site design flexibility through the Sustainable Development Project (SDP) option, the city staff may need to educate potential investors on how to take advantage of this development tool and communicate the overall vision for Maple Road.

Considerations

- Think creatively about attracting companies and investment
- Encourage circulation planning that integrates public transit stops and connects pedestrian nodes to greenway trails and residential sidewalks
- Cluster pedestrian activities through redevelopment of underutilized properties
- Support mixed-use development with strong ties to the Transit Center and transit-oriented development
- Expand SmartZone and establish an overall vision for Maple Road
- Consider transit impact study for I-75 access onto Maple Road

PRIORITIES AND STRATEGIES

Priorities and Strategies

This plan recommends three priorities for establishing Maple Road as a safe, active, and vibrant district with opportunities for investment, entrepreneurship, and innovation. These priorities and strategies include:

1. Generate investment at development nodes

Strategies:

- Encourage high-quality commercial /mixed-use development at major mile intersections
- Engage surrounding residential neighborhoods through linkage
- Incentivize development through zoning

2. Encourage entrepreneurship and redevelopment

Strategies:

- Preserve and enhance traditional-innovative-entrepreneurial industrial areas
- Promote creation of districts and encourage compatible industries
- Evaluate expansion of SmartZone and LDFA boundaries

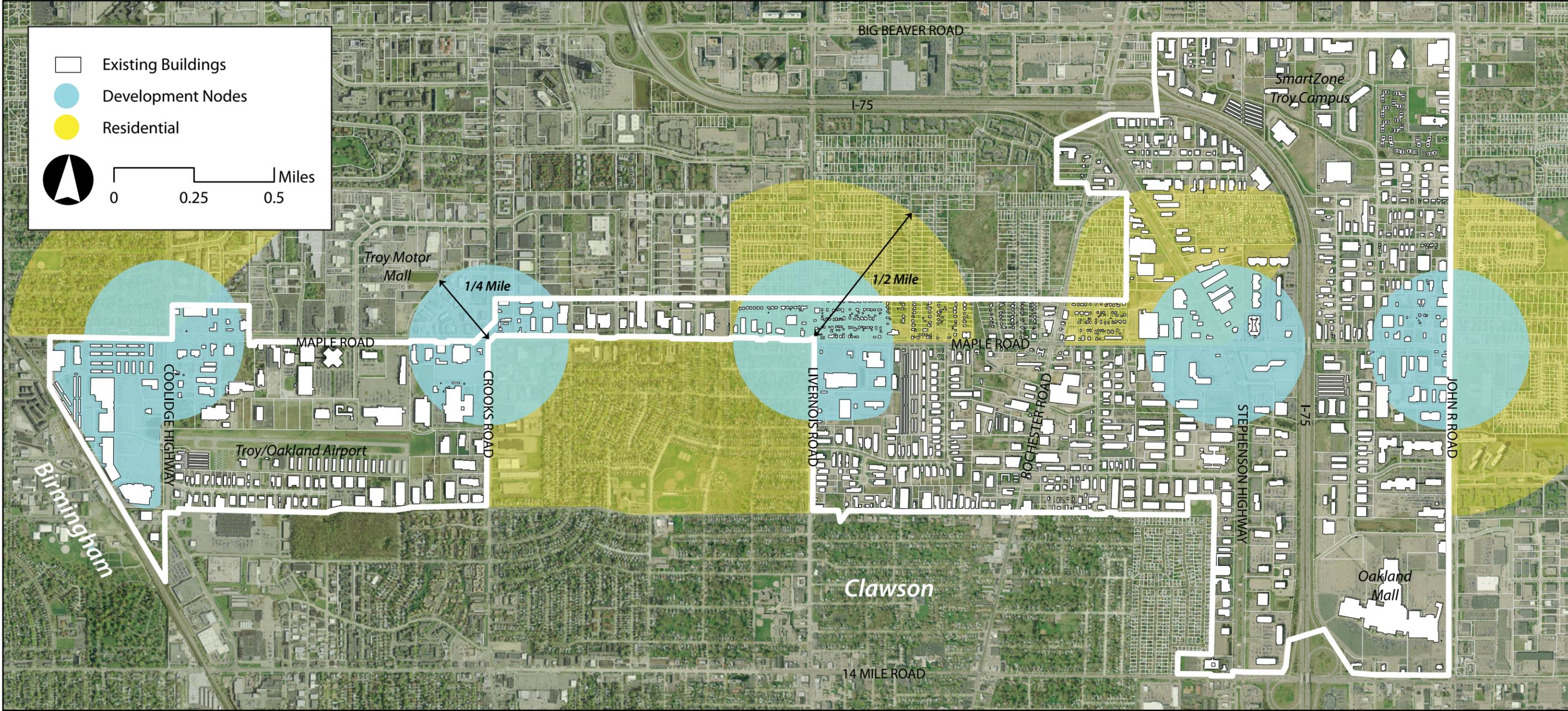
3. Enhance and strengthen segments between major mile intersections

Strategies:

- Identify alternative value
- Implement zoning amendments to permit flexibility
- Improve pedestrian mobility
- Improve pedestrian crossing

Priority and Strategy Interconnection: *These priorities and their strategies are not mutually exclusive; rather they reinforce each other and together they have the ability to attract users and spark investment, and ultimately achieve these aims of vibrancy, identity, and economic resiliency.*

Priority 1: Generate investment at development nodes





Coolidge Highway



Coolidge Highway



Crooks Road



Livernois Road



Stephenson Highway



John R Road

Priority 1: Generate investment at development nodes

The age, scale, and condition of structures along Maple Road vary considerably. This incremental and inconsistent development pattern has also resulted in incompatibilities between land uses. Mixing land uses can be effective and prosperous when implemented in conjunction with standards and policies. Maple Road is a major east-west thoroughfare bordered by residential neighborhoods that depend on services and convenience retail within walking distance. Maple Road serves many important functions as a commercial and industrial corridor, but its lack of identity, cohesion, and consistency are very apparent to residents, employees, and investors.

In response to increasing traffic and aging infrastructure conditions, changing patterns of retail development that favor newer sites in outlying areas, and the evolving needs of the industrial sector, many properties along Maple Road are suffering from ongoing disinvestment. Although Maple Road has pockets of investment, there are many underperforming areas with high vacancy rates, lower sales per square foot, and a lack of money to reinvest in aging structures.

In order to realign the Maple Road corridor to be consistent with the forces of market demand, portions of the corridor should be significantly and deliberately restructured into a form which property owners, developers, and communities will once again invest. Since market-driven forces in the retail industry are cause for the change along commercial corridors, Maple Road planning should start with a reevaluation of commercial, particularly retail, development patterns along the corridor.

To compete, the Maple Road corridor will need to evolve beyond its aging commercial center reality to better appeal to prospective customers, residents, and businesses. The strategy for the corridor's future should focus on improved aesthetics and creation of exciting new mixed-use clusters at major mile intersection nodes.

Eight Principles of Good Urban Design

1. **Imageability:** Quality of a place that makes it distinct, recognizable, and memorable.
2. **Enclosure:** Degree to which streets and other public spaces are visually defined by buildings, walls, trees, and other vertical elements.
3. **Human Scale:** Size, texture, and articulation of physical elements that match the size and proportions of humans, and equally important, correspond to the speed at which humans walk.
4. **Transparency:** Degree to which people can see or perceive what lies beyond a building façade
5. **Complexity:** Visual richness of a place including number and kinds of buildings, architectural diversity, landscape elements, street furniture, signage and human activity.
6. **Coherence:** Sense of visual order including scale, character and arrangement of buildings, landscaping, street furniture, and other physical elements.
7. **Legibility:** Ease with which the spatial structure of a place can be understood and navigated as a whole.
8. **Linkage:** Physical and visual connections—from building to street, building to building, space to space, or one side of the street to the other—that tend to unify disparate elements.

Source: Pedestrian & Transit-Oriented Design (2013)

Priority 1: Generate investment at development nodes

Strategy: Encourage high-quality commercial / mixed-use development at major mile intersections

Maple Road has a scattered mix of retail development along the corridor; however many of the parcels along the corridor are not ideal for intense retail or mixed use development. Some of the parcels between nodes lack depth and size, which are essential elements for retail development, and have limited access, limited visibility, and lower traffic counts, and adjacent to residential, which are hindrances to retail development. Alternatively many of the parcels located at major mile intersections have the significant size and depth, and offer greater access options, visibility, and higher traffic counts.

The 5-mile study section of Maple Road includes six (6) major mile intersections including Coolidge, Crooks, Livernois, Rochester/Stephenson, John R, and Dequindre. The restructuring along Maple Road should encourage and accommodate the transformation from a linear strip retail corridor to one with clustered retail at the major mile intersections. These intersections can become successful economic nodes that concentrate activity by virtue of the intensity of development and the density of their mix of uses. The greater development intensity of nodes makes them easy to distinguish and areas of economic activity that distinguish from other parts of the corridor.

These nodal intersections should be visibly taller, denser, and busier than other sections of the corridor. The key characteristics of successful economic nodes are activity, demand, and mix. Retail, food service, and entertainment venues are primary activity-generating uses, the key ingredients for street life and urban vitality.

Key Recommendations:

- Encourage and incentivize lot consolidation
- Consider internal pedestrian connectivity to create walkable developments
- Require shared parking facilities and cross access easements
- Ensure every hard corner has a building rather than parking
- Ground-level retail should be a focus of buildings in activity zones
- Build off existing anchors such as the MJR theater at Livernois/Maple
- Encourage a variety in design yet overall consistency
- Ensure a balanced and compatible mix of uses to create more reasons for people to frequent the district over the course of a day.
- Ensure that outlot development is compatible and connected with anchor development
- Require good design including consistent signage, pedestrian lighting, increased landscaping along roadways and in parking lots.



Potential redevelopment strategy at Maple and Livernois

Priority 1: Generate investment at development nodes

Strategy: Engage surrounding residential neighborhoods through linkage

As traffic congestion rises, there is increasing attention devoted to the role of infrastructure investments in affecting travel behavior. Bringing trip origins and destinations closer together is a necessary step to reduce overall travel distances and promote use of “active transportation” modes such as walking and bicycling.

Within a ½ mile walking distance of the Maple Road major mile intersections, there are thousands of residents from the communities of Troy, Clawson, Sterling Heights, and Birmingham. One-half (½) mile is the typical maximum distance people without mobility limitations are willing to walk. These residents are a captive market who desire shopping areas and service uses that can serve their daily needs within walking distance.

Future development at the Maple Road nodes should provide a link between the Maple Road and adjacent neighborhoods. Linkages can be defined as features that promote the interconnectedness of different places and provide convenient access between them. Linkages may be in the form of physical or visual connections.

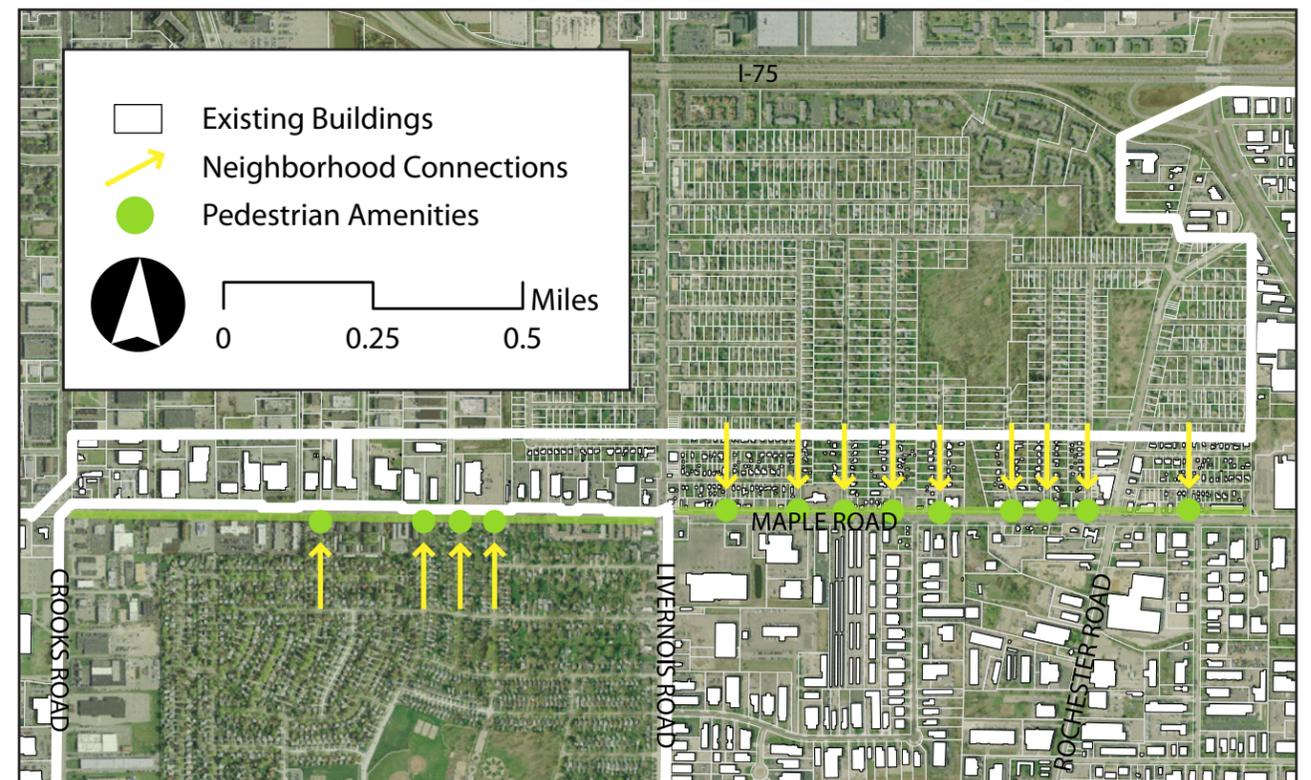
Additional improvements to engage the surrounding residential neighborhood is to improve public transportation and improve the linkage to the new Troy Transit Center. The City should work with SMART to improve service along the corridor and improve the SMART bus stop shelters.

Key Recommendations:

- Focus on the ½ mile radius of the major mile nodes
- Uses should provide everyday services and evening/weekend amenities including restaurants, retail, service, open space, and entertainment appropriate for the market
- Provide convenient neighborhood access to sites
- Utilize the appropriate landscape buffering/screening
- Improve public transportation and linkages to the new Troy Transit Center.



Maple Road and Livernois Road Node



Neighborhood Connections

Priority 1: Generate investment at development nodes

Strategy: Incentivize development through zoning

Current zoning permits the type of development envisioned: taller, denser, and busier; however current Maple Road market realities may not be reflective of the development density and intensity permitted by zoning. While zoning cannot create a market, it can be used to incentivize the type of development desired.

To promote redevelopment and stimulate reinvestment along the corridor, the Maple Road form-based zoning can be amended to provide flexibility to create a system of development incentives that entice transformative development. The development flexibility must provide a benefit to the developer and the community.

Potential flexibility incentives may include:

- Drive-through use;
- Build-to-line flexibility;
- Increase in building height;
- Site Reclassification;
- Increased signage; and/or
- Parking in front of the building.

As a tradeoff for providing flexibility incentives the applicant must provide a benefit. Potential benefits may include:

- Lot consolidation;
- Mixed use development;
- Transit amenity;
- Sustainable design and development;
- Pedestrian facility and/or amenity; or
- Public art.

Providing greater site design flexibility will encourage investment in challenging sites. In return, the applicant can provide certain amenities or benefits to the community. The chart to the right shows the relationship between potential flexibility incentives and community benefits.



Mixed Use Development



Troy Transit Center - Bus Stop

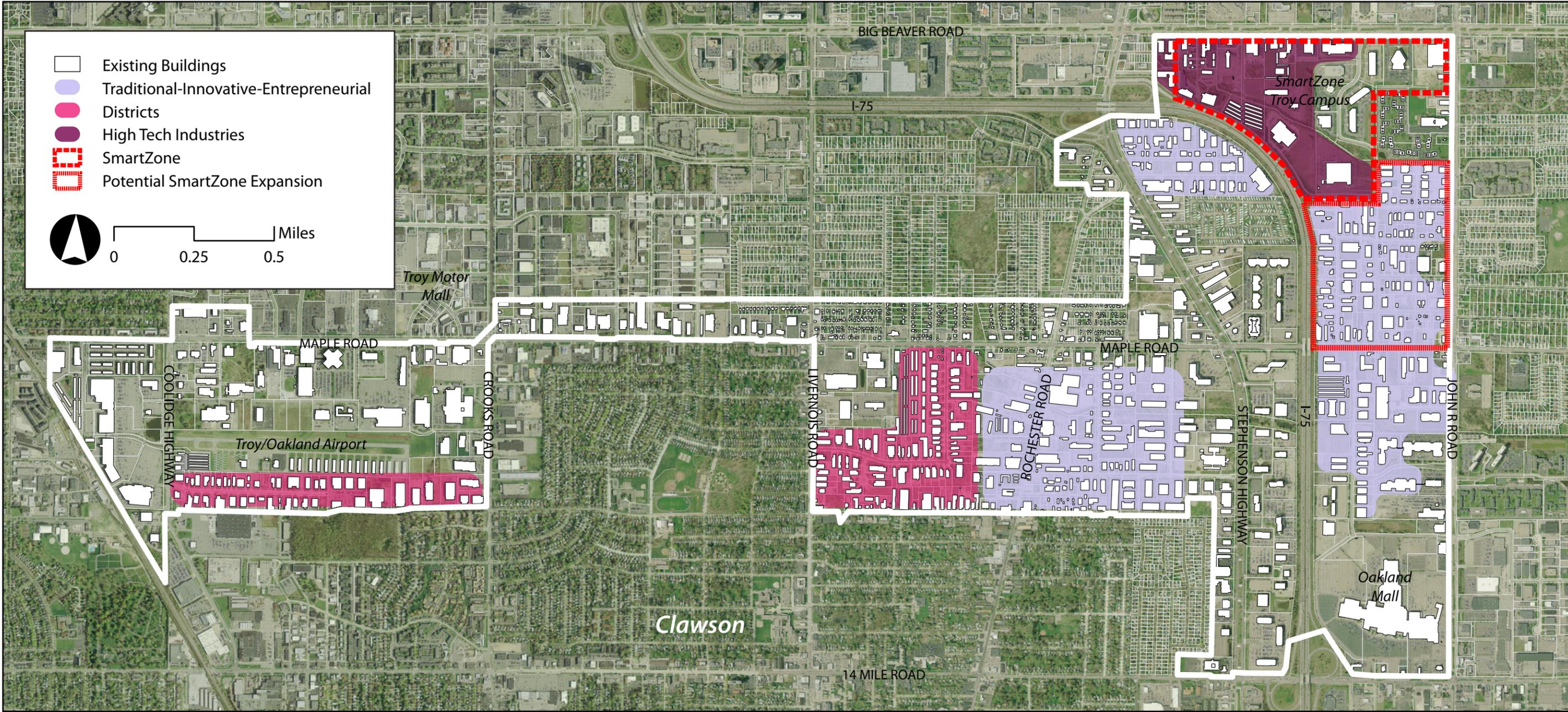


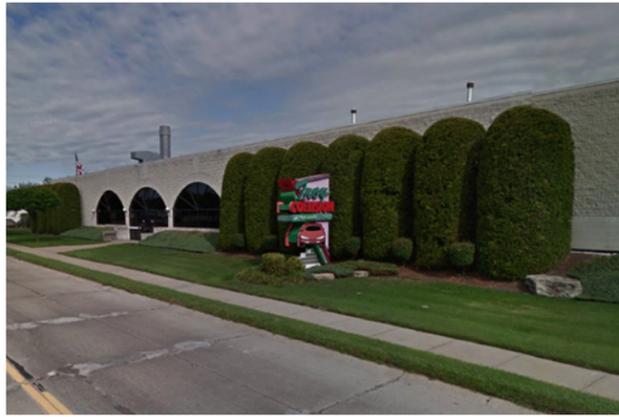
Pedestrian Amenity

Recognized Benefit	Flexibility in Application of Zoning Standards				
	(1) Drive-thru	(2) Build-to-Line Flexibility	(3) Increased Building Height	(4) Site Reclassification	(5) Increased Signage
(a) Lot Consolidation				X	
(b) Mixed Use Development	X	X	X		X
(c) Inclusion of Transit Amenity		X	X		X
(d) Sustainable Design and Development	X	X	X		X
(e) Pedestrian Facilities and/or Amenity			X		X
(f) Public Art					X

Potential Flexibility Incentives and Recognized Benefits

Priority 2: Encourage entrepreneurship and redevelopment





Rochester-Rankin



Chicago-Bellingham



Industrial Row



Park-Combermere



Bellingham



Automation Alley

Priority 2: Encourage entrepreneurship and redevelopment

The character and land use pattern of Maple Road, also known regionally as 15 Mile Road, changes dramatically between the City of Walled Lake to the west and Clinton Township to the east. For example, it has a distinctly residential character through West Bloomfield Township and Bloomfield Township to the west, while it is one of the main roads in Birmingham's downtown. In Troy, the Maple Road corridor is known for its commercial and industrial uses. To many residents and visitors, this segment of Maple Road - between Eton Street and John R Road - presents an assortment of uses and building typologies. Revitalizing the properties along Maple Road and reinvesting at the major nodes is critical for the long-term success and sustainability of this corridor, but the Plan must also address the areas to the north and south of Maple Road.

These areas consist primarily of industrial buildings and warehouses. The structures range in age and square footage, although many share similar architectural qualities including few windows, large warehouse doors, and brick or masonry block construction. Perhaps these areas lack walkability, curb appeal, and a vibrant pedestrian realm but they serve a very important function for the City of Troy.

These industrial areas are home to a variety of uses including manufacturing and equipment repair, construction trades and material suppliers, staff and business services, event rentals and beverage suppliers, marketing and communications, as well as professional design services. In short, these areas offer diversity within Troy's economy.

The significance of a Special Area Plan is to recognize the intricacies of these target areas and to redefine that which was once considered a shortcoming when viewed out of context. The businesses located in the industrial areas north and south of Maple Road can be classified into three categories: traditional, innovative, and entrepreneurial.

Traditional: The traditional businesses are characterized as long-standing companies and traditional industrial and manufacturing uses.

Innovative: The innovation businesses have a good reputation and highly-rated services. Due to lower land costs these companies have been able to focus on product innovation rather than overhead costs.

Entrepreneurial: Finally, the entrepreneurship businesses are comprised of lifestyle businesses and startup companies, including cross fit gyms, pet daycare facilities, and several photography studios.

If one were to view the City metaphorically as machine, one might consider that Maple Road keeps the community and its economy in motion. Improving public services and infrastructure and expanding business development and financial support are strategies to support existing and future businesses. Changing the perception of Maple Road's industrial core is not just about the physical environment, it also requires marketing and rebranding. There are clusters of entrepreneurial energy and complimentary industries within this industrial fabric that should be identified and reinforced.

Priority 2: Encourage entrepreneurship and redevelopment

Strategy: Preserve and enhance traditional-innovative-entrepreneurial industrial areas

There are three distinct industrial areas that fit into the Traditional-Innovative-Entrepreneurial industry classification: Rochester and Rankin, Naughton-Wheaton-Piedmont, and Bellingham-Chicago. Home to a wide range of manufacturing and equipment repair facilities from automotive, marine, and aviation to HVAC and computer technology, these areas form the backbone of Troy's industrial and technology base. They also provide for the health, safety, and welfare of the community and support important regional economic sectors.

These areas allow companies big and small to focus on product and service innovation rather than overhead costs, and also afford opportunities for startup companies. Preservation of this industrial fabric is desirable for the overall sustainability of Troy's economy. Public infrastructure improvements related to the construction of sidewalks, installation of street lights at intersections, and stormwater management improvements are essential to maintain these areas as viable Industrial areas. Again, it is more than physical, tradition-innovation-entrepreneurship businesses may also benefit from local incentives as well as targeted use of state and federal funds.



Construction Business



Tree Service Business



Eton Road Corridor in Birmingham, MI



Container City in Las Vegas, NV

Strategy: Promote creation of districts and encourage compatible industries

Similar in some to Birmingham's Eton Road Corridor, the construction trades and design clusters located along Industrial Row and Parks-Combermere provide ideal locations for the creation of a "district." There is a notable concentration of similar industries in these areas including construction trades and material suppliers, creative and marketing services, landscaping, and professional design firms. These existing businesses provide the foundation for an industry specific rebranding. Districts are not limited to a certain use but they tend to have a general theme.

- **Design-Creative:** construction trades, design, interior furnishings, landscaping
- **Technology:** Engineering, software, research
- **Entertainment:** microbrewery, distillery, music hall, comedy club
- **Health and Wellness:** personal training, nutrition, indoor sports, gymnastics

Industrial Row and Parks-Combermere are located adjacent to the proposed development nodes at Coolidge Highway and Livernois Road respectively. The curation of a mixed-use environment with a dynamic edge focused on related enterprises can be an important component of placemaking and will ultimately foster a richer work-live environment.

These districts have the potential to become catalysts for collaboration and engagement between businesses, residents, and the community. This will be the place to encourage adaptive reuse and sustainable technology, social networking, and strategic placemaking through public/private partnerships.

Priority 2: Encourage entrepreneurship and redevelopment

Strategy: Evaluate/expand SmartZone boundaries

The Troy SmartZone campus is located south of Big Beaver, within the Maple Road corridor. The Troy SmartZone is home to the Automation Alley business accelerator and it is part of a State-wide initiative to foster technology business acceleration and incubation by creating a link between Michigan universities and private technology companies. The goal is to promote economic growth and job creation, public infrastructure improvements, provide access to educational and training opportunities, and facilitate mentor recruitment. Automation Alley provides a variety of program and services related to defense and manufacturing, entrepreneurial services, international business services, talent development, and product lifecycle management for southeast Michigan member organizations.

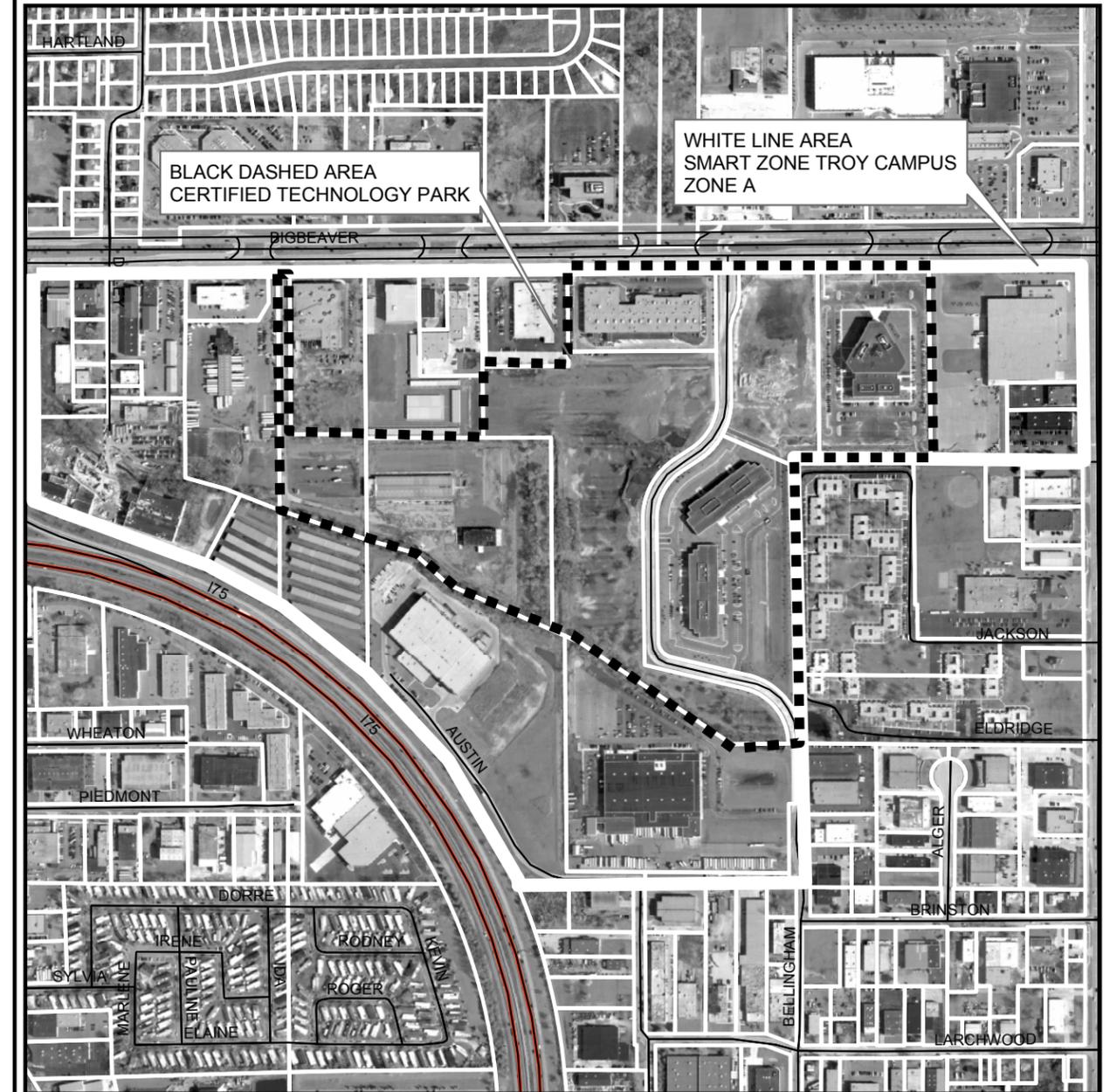


Troy Technology Park

Within the SmartZone, the City established a 75-acre "certified technology park" which functions as a Local Development Finance Authority (LDFA). The tax increment from this LDFA is intended for infrastructure improvements, marketing to high tech companies, and development of the technology business accelerator. Expanding the LDFA boundary would address some of the issues in the tradition-innovation-entrepreneurship area immediately south of the LDFA, along Bellingham Drive. This decision should be carefully evaluated by the City and LDFA board members. In general, there are inconsistencies between the SmartZone boundary, LDFA boundary, land use categories, and zoning classifications that should be rectified.

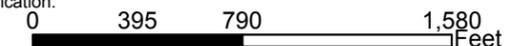
ATTACHMENT E

**SMART ZONE
TROY CAMPUS
ZONE A**

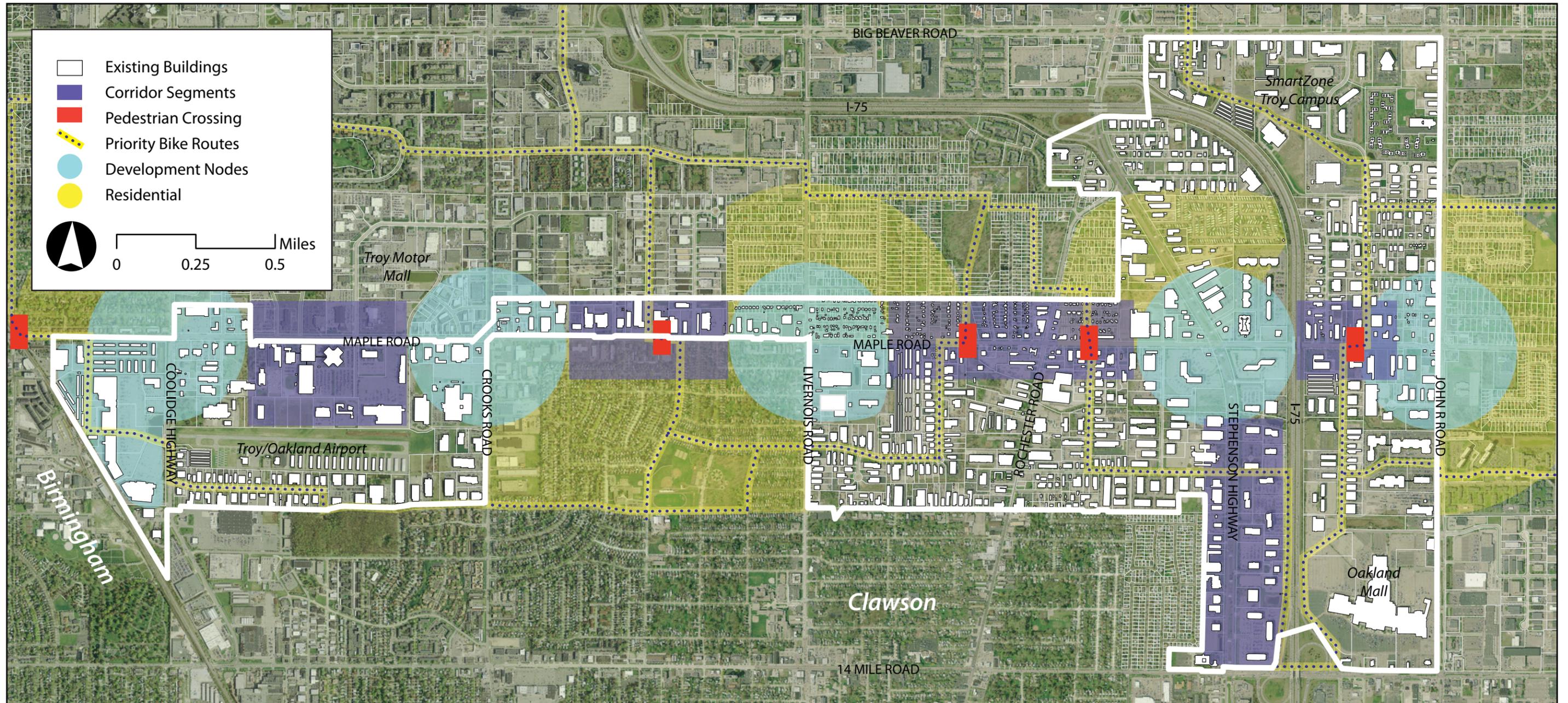


**CITY OF TROY
OAKLAND COUNTY MICHIGAN**

The information provided by this program has been compiled from recorded deeds, plats, tax maps, surveys, and other public records and data. It is not a legally recorded map or survey. Users of this data are hereby notified that the source information represented should be consulted for verification.



Priority 3: Enhance and strengthen segments between major mile intersections



Priority 3: Enhance and strengthen segments between major mile intersections

By focusing retail development into major mile intersections, the interior corridor segments—the long portions of corridor between centers—need consideration. These segments, almost a mile long, include hundreds of separately owned parcels. While, the character and uniqueness of these parcels vary, many of them currently lack the necessary size and depth for redevelopment for commercial purpose. The Plan must consider strategies to enhance and strengthen the interior corridor segments between major mile intersections.

Strategy: Identify Alternative Value

The extensive and effective competition offered by major mile road intersection development nodes, Big Beaver, and Oakland Mall reduce the potential for new retail development along the interior corridor segments of Maple Road. Development nodes, Big Beaver, and Oakland Mall sites offer either existing cluster shopping locations or offer the potential to combine parcels to create cluster shopping locations. The parcels in the segments between the major mile intersections are often too shallow or too narrow to support cluster retail uses. As such, the segments between major mile intersections should be planned for alternatives to strip retail and shopping centers.

The corridor’s future opportunities along these segments should be focused on entrepreneurial development and growth. This strategy focuses on eliminating barriers and creating a sense of entrepreneurship to identify and promote new uses and development types that can restore values. The Plan intent is to accommodate the widest possible spectrum of uses to ensure flexibility and provide for entrepreneurship.



Shopping Center



Family Business



Entrepreneurial Business

Reinforce and build on value already in place

If a corridor segment is doing well, leave well enough alone. For example, the interior corridor segment between Coolidge and Crooks is an automobile dealership, supply, and service cluster. The plan supports these stable assets and supports the extension of their market draw by promoting investment in similar or complementary uses on nearby property.

Permit alternative land uses including residential and useable open space

For segments without a strong existing market, alternative uses including residential and useable open space may be a market driven solution. Troy has started to experience a demand for alternative housing options. Segments along Maple Road supply vast areas of underused land that is available to meet the demand for alternative housing types. Because many sections of Maple Road are bordered by residential neighborhoods, it is much easier for these segments to attract reinvestment by integrating with the surrounding neighborhoods rather than compete with larger, developable parcels at major mile intersections. Furthermore, since many established residential neighborhoods are only one parcel off of Maple Road, converting some segments to residential replaces the conflicting land use with a compatible land use that completes the neighborhood along the Maple Road boundary. Re-making sections of the corridor by putting some residential on the frontage is an opportunity to finish the residential neighborhood. It transforms it from a place that ends with the backside of commercial buildings to one that is bounded by housing.



Residential

The useable open space of parks and squares are the civic glue that binds an area. These are the places that create community culture and pride; they are the gathering areas for planned and chance meetings; they serve as the front door to development; and make both the motorized and non-motorized experience more enjoyable. A network of useable open space comprises both the distinct parks and plazas, but also the linkages – streets and trails - that connect them.

Additional housing and useable open space along the corridor would enhance the retail development nodes at the intersections.



Residential

Priority 3: Enhance and strengthen segments between major mile intersections

Strategy: Implement zoning amendments to permit flexibility

While it is recognized that zoning cannot create a market, it can stifle one. Acknowledging that the interior corridor segments have less of a market demand and that some parcels along the corridor do not have the necessary parcel size, the Plan recommends that targeted zoning amendments should be considered.

Build-to-line Flexibility

Redevelopment in the interior corridor segments should focus less on building placement and rather emphasize quality architecture and design. By relaxing the build-to-line requirements, zoning in these segments become less of a hindrance to site redevelopment. The recommendation of build-to-line flexibility is intended for the the interior segments of Maple Road, but not at the nodes (intersections of major mile roads).

Extend Maple Road Form Base District North to Chopin Road

The north side of Maple Road between Livernois and Rochester has very limited depth, varying to as little 100 feet. A 100-foot parcel depth is not deep enough for any commercial or office development and greatly encroaches on the single family residential it abuts. Alternatively, extending the Maple Road Form Based District north to Chopin Road would permit greater land assemblage which would allow for the redevelopment of those parcels. The target land use for this section would be multiple-family residential, which would provide an alternative housing option. The change in zoning would permit these single family homes to remain in perpetuity but increase their property values with increased redevelopment opportunities.

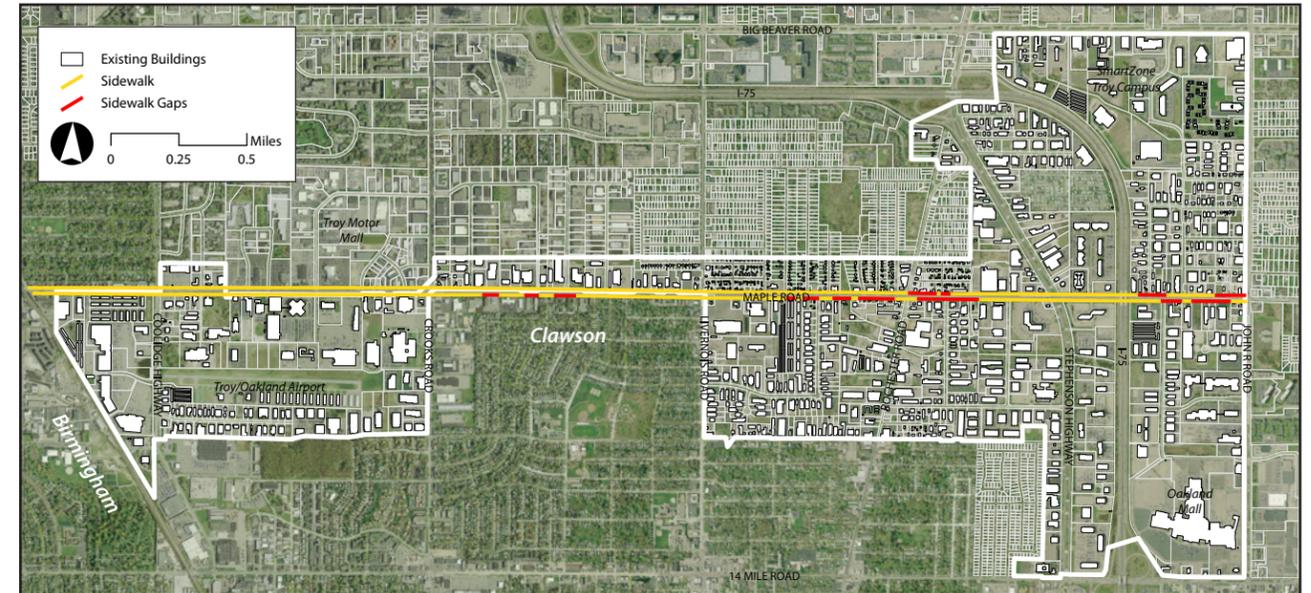
Strategy: Improve pedestrian mobility

The street is the largest public open space along the Maple Road and should be considered part of the public realm. The corridor segments between the nodes are a tremendous untapped resource that provides a link between the adjacent residential neighborhoods and the commercial nodes at the major mile intersections. In order to provide for a pedestrian friendly corridor, pedestrian amenities must be improved. Maple Road should be made more a comfortable place to walk by providing continuous, wide sidewalks and recognizing the importance of the public realm in “place” creation through the inclusion of elements such as trees, landscaping, lighting, public art, special pavement treatments, and transit stations, etc.

Sidewalk connections and cross-access easements

Additional pedestrian amenities should be considered along the corridor. The City should consider coordinated streetscape improvements along Maple Road. Streetscape elements can identify an area as a special and distinct place for residents, shoppers, visitors, and employees. The City should establish a conceptual Streetscape Plan that sets recommended standards for landscaping, signage, lighting, sidewalks, intersections, and access.

In addition, there are existing gaps in the sidewalk along the Maple Road. Most of the gaps are along the south side, including some in the City of Clawson; however there are some gaps on the north side. Even if redevelopment does not occur, the City of Troy should work with property owners to fill in these sidewalk gaps and should encourage the City of Clawson to do the same.



Existing Sidewalk Gaps



Streetscape Improvements

The Maple Road streetscape should provide:

- A defined edge between the pedestrian and automobile areas
- A unified relationship between the public/pedestrian realm and private domain
- The use of street trees and landscaping, furniture, paving, lighting, and other streetscape elements
- Attractive street lighting that reinforces the corridor image and minimizes extraneous light

Streetscape may occur corridor wide or occur as redevelopment does.

Priority 3: Enhance and strengthen segments between major mile intersections

Strategy: Improve pedestrian crossings

Due to the auto-centric nature of Maple Road, including multiple travel lanes and long blocks, employees and residents who venture out on foot to destinations have difficulty crossing. Providing safe crossings for pedestrians and cyclists is an integral strategy for walkability. Maple Road crossing improvements should take place both at major mile intersections and mid-block. Improvements at major mile intersections may include better marked crosswalks and improvements to pedestrian signals.

Mid-block crossings for Maple Road will further integrate and strengthen the connection with the adjacent residential neighborhood. Pedestrian refuge islands and signalized crossings are some of the techniques for providing mid-block crossing. Applicability should be determined based on site context and budget.

Priority pedestrian crossing improvements should be considered:

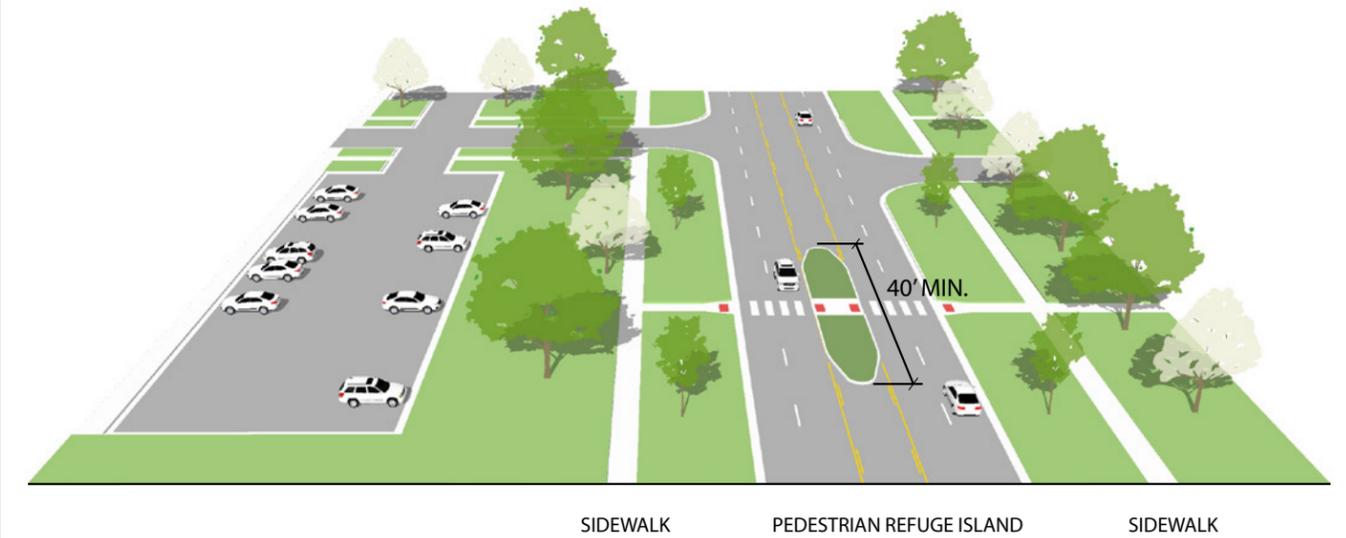
- At all major mile road intersections
- Improvements to existing crossing at Edenborough Road (Birmingham)/Doyle Drive
- Crosswalk at light at Maplawn
- Midblock crossing near Heide Drive/Bywood Avenue (Clawson)
- Improvements to existing crossing at Combermere Drive
- Midblock crossing near Bellingham Drive/Chicago Road



Provide Pedestrian Crossing near SMART Bus Stops



Improve Striping at Intersection Crosswalks



SIDEWALK PEDESTRIAN REFUGE ISLAND SIDEWALK

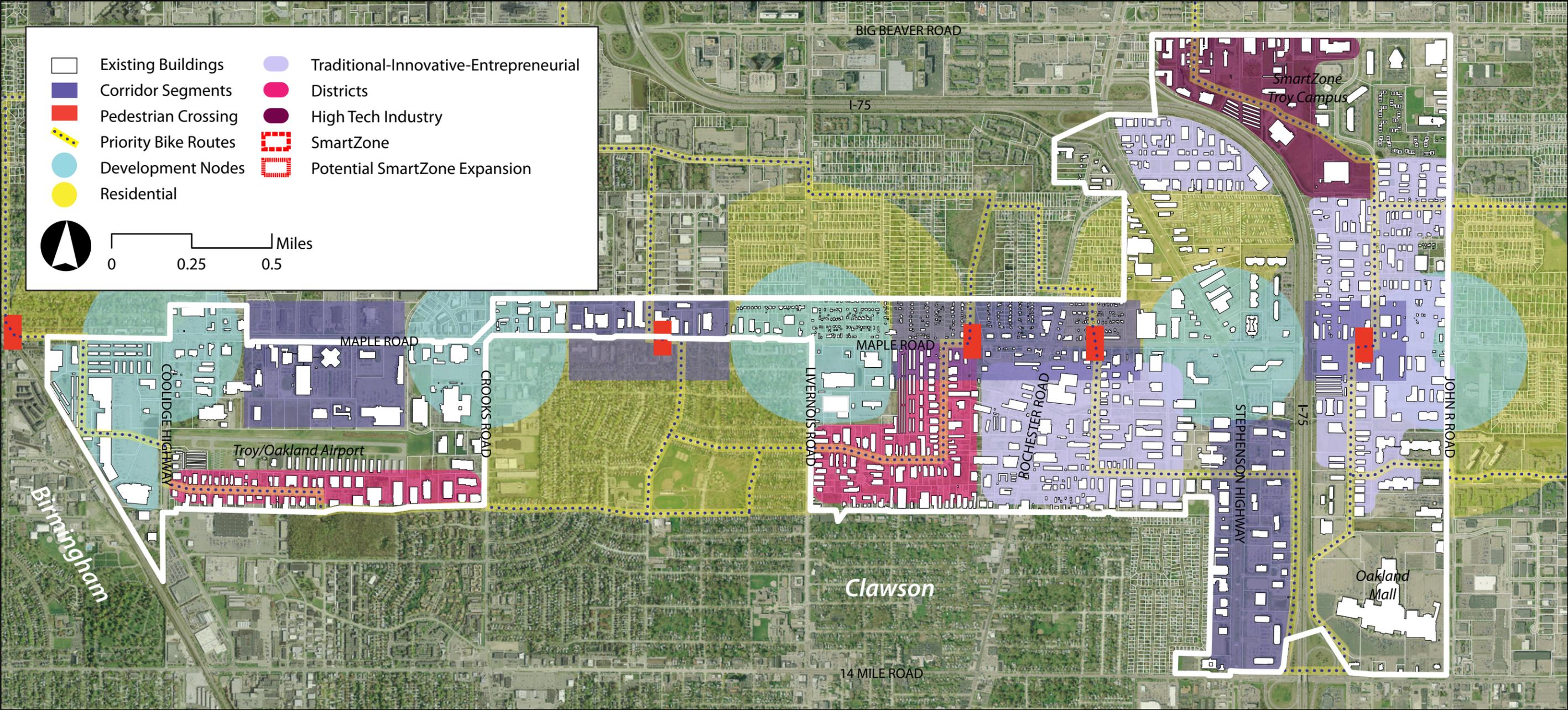
Unsignalized Pedestrian Crossing



SIDEWALK SIGNALIZED INTERSECTION WITH STRIPED CROSSWALK SIDEWALK

Signalized Pedestrian Crossing

Maple Road Strategic Plan Map



	Existing Buildings		Traditional-Innovative-Entrepreneurial Districts
	Corridor Segments		Districts
	Pedestrian Crossing		High Tech Industry Districts
	Priority Bike Routes		SmartZone
	Development Nodes		Potential SmartZone Expansion
	Residential		

0 0.25 0.5 Miles

ACTION PLAN AND IMPLEMENTATION

The Maple Road Plan is organized into multiple projects so the vision can be refined and implemented in phases over time in a flexible manner. Priority transformative projects like the streetscape projects and facade improvement programs entail multiple phases given their scale and ambition and serve as economic catalysts enhancing the image of the corridor. The timeframe to implement the Plan will depend on many factors, including market conditions, financing, approvals, and other city initiatives.

Phasing

Near 1-2 years
 Mid 3-5 years
 Long 6-10 years

	Strategy	Actions	Phasing	Responsibility
Priority 1 Generate investment at development nodes	Encourage high-quality commercial /mixed-use development at major mile intersections	Evaluate all tools to encourage and incentivize lot consolidation	Near	City
		When evaluating new developments: <ul style="list-style-type: none"> Review cross-access easements and pedestrian access to create walkable developments Require shared parking facilities where appropriate Ensure a balanced and compatible mix of uses to that provide everyday services and evening/weekend amenities including restaurants, retail, service, open space, and entertainment appropriate for the market Ensure that outlot development is compatible with anchor development Require good design including consistent signage, pedestrian lighting, and increased landscaping along roadways and in parking lots 	Near	
		Ensure redevelopment of corners of major mile intersections are redeveloped with buildings at the hard corner	Mid/Long	City, Private Entities
	Engage surrounding residential neighborhoods through linkages	Evaluate pedestrian infrastructure improvements within ½ mile radius of the major mile nodes	Long	City
		Evaluate zoning to require appropriate landscape buffering / screening	Near	City
		Work with SMART to improve public transportation along the corridor and link to the new Troy Transit Center	Mid	City, SMART
	Incentivize development through zoning	Interview developers, brokers, and real estate professionals, and market economists to determine market driven incentives	Near	City, Private Entities
		Develop appropriate zoning flexibility incentives and development benefits based on market input	Near	City
		Implement zoning flexibility and development benefits into zoning ordinance	Near	City



	Strategy	Actions	Phasing	Responsibility
Priority 2 Encourage entrepreneurship and redevelopment	Preserve and enhance tradition-innovation-entrepreneurship industrial areas	Evaluate public infrastructure needs in industrial areas	Mid	City
		Work with existing firms in industrial areas to provide city resources and assist in obtaining regional, state, and federal resources	Near	City
	Promote creation of districts and encourage compatible industries	Evaluate city codes and policies to remove any barriers to adaptive reuse	Near	City
	Evaluate expansion of SmartZone and LDFA boundaries	Evaluate expansion of the LDFA	Near	City
		Correct inconsistencies between the SmartZone boundary and LDFA boundary	Near	City

	Strategy	Actions	Phasing	Responsibility
Priority 3 Enhance and strengthen segments between major mile intersections	Identify alternative value	Evaluate interior corridor segments for areas of stable assets and encourage entrepreneurial development and growth	Mid	City
		Permit alternative land uses including residential and useable open space	Mid	City
		Find opportunities along corridor to install public spaces	Mid	City, Private Entities
	Implement zoning amendments to permit flexibility	Evaluate the existing zoning for interior corridor segments and amend zoning as necessary	Near	City
		Reach out to property owners regarding rezoning Chopin Road to Maple Road Form Base District	Mid	City
		Rezoning Chopin Road area to Maple Road Form Base District	Mid	City, Property Owners
	Improve pedestrian mobility	Develop Maple Road Streetscape Plan	Mid	City
		Infill sidewalk gaps and implement Streetscape Plan comprehensively or as development occurs	Mid	City
		Evaluate new developments for cross-access easements and pedestrian access	Mid	City, Private Entities
	Improve pedestrian crossings	Evaluate and improve pedestrian crossings at all major mile road intersections	Near	City
		Improve existing pedestrian crossings at Edenborough Road (Birmingham) / Doyle Drive and Combermere Drive	Near	City
		Install crosswalk and crosswalk light at Maplawn Road	Mid	City
		Evaluate and install new midblock crossing near near Heide Drive/Bywood Avenue (Clawson) and near Bellingham Drive/ Chicago Road	Long	City