

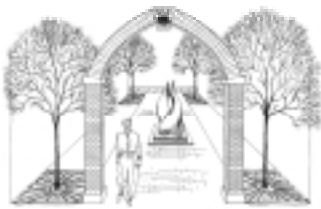
1999 OUTSTANDING PLANNING PROJECT AWARD

Michigan Chapter APA & Michigan Society of Planning Officials

SHELBY CENTER DESIGN PLAN

MACOMB COUNTY

Birchler Arroyo Associates, Inc.'s *Shelby Center Design Plan* was selected for the 1999 Outstanding Planning Project Award by the Michigan Chapter - American Planning Association (MAPA) and the Michigan Society of Planning Officials (MSPO).

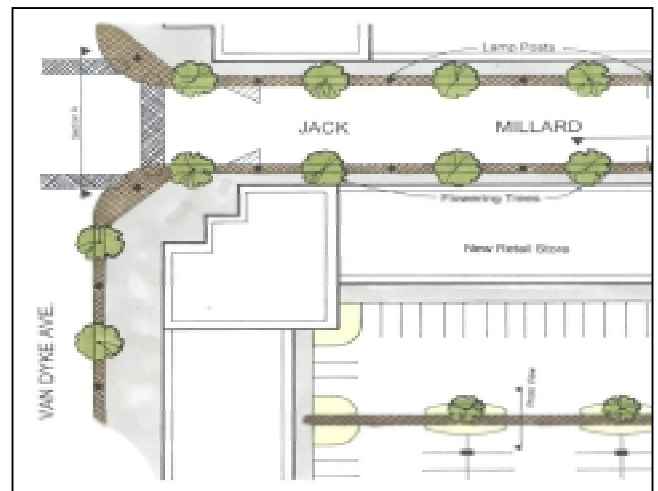


The *Shelby Center Design Plan*, prepared by the Shelby Township Planning Commission and Birchler Arroyo

Associates, Inc., is a special geographic area plan. Shelby Township is a 35 square mile community of 65,000 people without a central place or focal point with which residents can identify. The principle objective of the *Shelby Center Design Plan* is to create a center of business, entertainment and government activities, surrounded by residential neighborhoods, that will introduce a sense of place into Shelby Township. The study area revolves around the intersection of 24 Mile Road and Van Dyke, which very nearly represents the geographic center of the Township.

The *Shelby Center Design Plan* includes all the major components of the planning process: analysis of existing conditions; formulation of goals & objectives; preparation of alternatives; selection of the preferred plan; public hearing & adoption; and implementation strategies. Most importantly, however, the *Shelby Center Design Plan* placed a major emphasis on public involvement in order to generate broad support for the Plan early in the process, and on design criteria in order to more fully explain the Plan and its implementation to the private sector.

The *Shelby Center Design Plan* concentrates the community's positive energy by viewing challenges as opportunities, rather than as obstacles. For example, lack of sanitary sewers hampers implementation. This has become a positive challenge for the Township Board and Planning Commission, working with private developers, to bring utility services to Shelby Center as soon as possible. Concerns that market forces alone might result in an inconsistent visual character for Shelby Center led to the development of a design guidelines chapter as a major component of the *Shelby Center Design Plan*.



Implementation of the plan began within days of its adoption. The Township Planning Department and representatives of the Planning Commission have already met with private developers who own major tracts of land within Shelby Center. Conceptual development plans are currently being prepared and the Township is moving forward with a Township-wide Master Plan.