



**BIRCHLER ARROYO ASSOCIATES, INC.**  
PLANNING COMMUNITIES & TRANSPORTATION SYSTEMS

*Featured Planning Project*

CITY OF TROY  
**BIG BEAVER CORRIDOR STUDY**



The Big Beaver Corridor Study began with a vision provided by City leaders: Big Beaver Road — A World Class Boulevard. The Study proposes to transform Big Beaver Road from an automobile-dominant suburban corridor into a pedestrian-friendly urban destination. Key concepts include:

- **Organize the six-mile corridor into distinct districts.** The plan divides the boulevard into districts, each with a unique character.
- **Develop gateways at key entry points.** Signature architecture, landscaping, and streetscape treatments will create a sense of arrival.
- **Enhance corridor landscaping.** Street trees will serve as a visual axis along the corridor and will buffer sidewalks from travel lanes.
- **Promote foot traffic and walkability.** Increased residential uses, mixed-use development, and density will boost pedestrian activity.
- **Provide a variety of transportation choices and reduce the dominance of the automobile.**
- **Transform the corridor into an outdoor museum.** Civic art will be installed at gateways and in public squares. Iconic footbridges and sleek, elegant street furniture will also function as public art.

The Study includes a detailed implementation program that identifies action items and responsible parties. City leaders have endorsed the Study's key concepts and are committed to its long-term implementation.

2007  
OUTSTANDING PLANNING  
PROJECT AWARD  
FOR A PLAN

MICHIGAN ASSOCIATION OF  
PLANNING



**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*



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