

**Big Beaver Corridor Study
Experts Workshop Comments
February 8, 2006**

- Destination
- Vitality
- Energy
- New zoning policy
- New master plan
- Experiential place
- Urbanization
- Regional destination
- Vision and leadership
- Embrace new development
- Phased approach
- Slow traffic on Big Beaver
- Evaluate Business Improvement District
- Empower great design
- Unified vision
- Active first floor spaces
- Predictable outcomes for developers
- Transit service
- Pedestrian connections