

**Big Beaver Corridor Study**  
**Vision Fair**  
**January 18, 2006**

**Topic: General Land Use**

1. Please identify features and/or characteristics of the existing land uses within the Big Beaver Corridor that you consider to be positive and that should be maintained in the future.
  - All properties developed by Sam Frankel still maintain their beauty
  - Somerset Collection
  - The Monarch
  - National City Bank
  - City Center
  - Columbia Center
  - Nothing comes to mind
  - The retail is a positive
  - Lots of positive – shopping, business area and more
  - Somerset
  - This is about Station #1, which showed multiple pictures of “world class” cities. Moving Troy in this direction is (or would be) moving it from a suburban area to an urban community. I think this is fine as long as this is what the voters want to see happen. Therefore my two concerns are: 1) How can the question of whether the voters want an urban or suburban community be answered? How can the residents be polled on this specific question? 2) I have concerns that the scale (i.e., “world class” cities) is too grandiose for Troy and am concerned about whether we are being realistic and whether we can afford the plans that we come up with.
  - Love the attractive medians – the flowers and banners – the smooth surfaces – the cleanliness
  - The secondary areas need to be upgraded, not just the DDA area
  - Keep the current high traffic capacity road. Do not increase the time it takes to drive from Coolidge to Dequindre.
  - A variety of architecture styles
  - A mix of retail, office, service and residential uses
  - Adequate parking for those who drive to the area
  - Office and some retail, not too far from each other
  - I'd like to see the Yamasaki Building and grounds be preserved and a pier structure built over (for Marriott) starting 3 floors up – then an art and science museum addition with an entrance facing the library and an entrance from the hotel as an added attraction to the hotel, preserving and restoring a world creative source
  - I think a moratorium should be put on all single family construction in the downtown area ¼ mile north of Big Beaver. We need that space for redevelopment and future expansion.
  - I feel that Somerset Mall has a very positive influence on the Big Beaver Corridor. Also, many of the hotels and restaurants along the corridor are positive, in the respect that they draw people to the corridor after the office buildings clear out at the end of the day.
  - Good office space
  - Good retail space
  - Lots of parking just the wrong type: surface versus parking deck
  - The upcoming PUD's that will have residential and retail will be positive

- The current setup of office, stores and restaurants between Coolidge and Rochester Rd. is ideal. Any new condos/apartments should be west of Coolidge and east of John R.
  - Business high rises are good
  - Restaurants are fine
2. With respect to land use, what improvements and/or changes (e.g. new uses, change of uses) do you believe are needed to transform the Big Beaver Corridor into a World Class Boulevard?
- A new Master Plan needs to be developed and implemented
  - Parcels should be assembled to create like-sized buildings per mile
  - We should eliminate parking between sidewalk and buildings. Need more greenbelt. Hide parking.
  - Make buildings have uniformity in address numbers and location on buildings
  - Lush landscaping
  - Pedestrian access when crossing Big Beaver
  - More intense land uses
  - Structured parking
  - More pedestrian and bike friendly including crossing the corridor! Big Beaver is a major problem for cyclists wanting to ride north and south. I cannot recommend a single safe crossing within the study area. Big Beaver is a designated Troy bike route. The existing median landscaping makes mid-block crossing difficult to impossible. Traffic control devices are not pedestrian/bike friendly. e.g., Giving green signals to cars turning through crosswalks with walk signal.
  - Poor water sidewalk drainage near Bellingham on south side
  - Keep the big offices off the road. Add mixed-use development along the right-of-way. Retail/residential office in smaller bldgs. (3 stories max.) Too much office land use within center of DDA District.
  - We need more of the boulevard feel and less of a major thoroughfare feel. More park area, more “classy” restaurants, not chain restaurants, more pedestrian walkways, more art – sculpture, etc.
  - This area should be interspersed with cultural spots – small galleries – small museums too. Sculptures and other art and music (jazz perhaps) cafes – NOT JUST RETAIL. Young people want places to meet and hang out together – not just a shopping place.
  - We need more residences mixed in
  - Parking decks with 2-hour free parking
  - Exuberant landscaping needed
  - Possibly move parking behind buildings or in decks, so that storefronts can come closer to the street. The shopping venue in Rochester Hills (on Adams) has a real “downtown” feel which would be a nice complement to Somerset. Would like to see an AMC movie complex planned in the rear of the K-Mart property. Definitely need to consider how to make the boulevard more “walkable.” With cars blowing by at 45 mph, it is too dangerous now.
  - I believe that the area from Rochester Road to John R is the most underdeveloped section and is in the most need of improvement or transitional planning. However, since it’s not in the DDA District, it is neglected to a secondary focus by the study groups. I would urge that this section be elevated to at least equal with the section that is within the DDA area. Actually, I think it should be the primary area of focus, as it demonstrates the most need. Another advantage of focusing on this mile (Rochester – John R) is that the taxes garnered from redevelopment would wash into the general fund and be available to redevelop other areas of the City.
  - Add right-turn lanes to all intersections

- Restaurants, clubs, entertainment accessible to pedestrians
- Small “interesting” shops
- Sidewalks interconnecting businesses away from traffic
- Convenient, but unobtrusive parking
- The zoning plan needs to be thought about. The present one does nothing to encourage a people-friendly corridor.
- Personally, I feel we should have less traffic and development, rather than more, which seems to be the case at present. Maybe we may have to decrease some of the free services offered by the City in order to keep taxes as low as possible for the residents, but I feel the residents I know would rather have less city services offered in order to avoid having Troy turn out to be another Southfield someday. More attractive landscaping, fountains, etc. would help make Troy more attractive for retaining both business and residents, not more businesses. Concerned about the lack of tenants in the office buildings on Stephenson and 15 Mile to 14 Mile. Nice-looking buildings which the City should concentrate on helping the building owners make their buildings more desirable for tenants rather than focusing so much on Big Beaver Rd. I think the value of the DDA for business development is questionable.
- I think a people mover – tram (but upscale) short run – down the center of the boulevard – I see a sky limo to Somerset, from Coolidge to Rochester, highly developing both ends. May create more walking traffic.
- In an effort to draw more people to the area, I think that restaurants, shops, offices as well as residential/mixed use buildings should be placed along the corridor, close to the road. As of now, it seems as if parking lots, typically empty after business hours, line the corridor, and give it an empty feeling. Placing mixed-use buildings along these areas may help to bring “action” and activity to the area after business hours. I also see a need for “affordable” residential areas along the corridor in an effort to attract younger crowds, which will be key in the future of the city.
- Need Nightlife!!! Bars/clubs, more restaurants, movie theatre.
- Need to add some more small retail shops along and close to Big Beaver. Lots of surface parking and that part close to Big Beaver would be available if some parking decks were constructed. Also need pocket parks, so that when people walk they have an opportunity to rest and relax, would be nice to see some sculptures even in the boulevard areas.
- Don’t change a good thing as currently exists. Nice to see openness.
- Monarch Condo’s and the like zoned as mixed use residential and business. Businesses on main floor and residential above would be neat.
- More areas to walk with trees. Small cafes with outdoor seating. Variety of shopping, park areas, separate bike lanes, coffee shops, ice cream shop, etc. No tall buildings like Top of Troy near residential areas. More spaces with parks, trees to blend in between commercial and residential. No more office buildings. There seem to be so many lease signs on every office building!