

4.0 Vision and Goals

VISION STATEMENT

Public investment brought about by the Corridor Authority will attract private development and redevelopment that promotes the White Lake Township 'Four Season's Playground' concept. The Highland Road Corridor will become a destination for world-class recreational opportunities. The uses along the corridor act as a lifeline to the community's many lakes, natural areas and parks. Residents and visitors know when they've arrived in White Lake, because of the consistent use of high-quality, unique materials and environmentally-friendly landscaping that reflect a hardy resort atmosphere. An interconnected network of non-motorized pathways and equestrian trails draw people to the out-of-doors. Distinct nodes of activity pulse along the corridor. Each node is unique and exceptional. Each node features retail, dining, entertainment or lodging experiences. Each node a doorway that sends eager outdoor enthusiasts on their day's excursion, or welcomes them back for a time of refreshment, warmth and laughter.

The above vision for the Corridor Improvement District was developed through an intentional planning process. The Township Board of Trustees met at a working session on November 13, 2006, for the specific purpose of expressing their vision for the Corridor Authority Board and District. This was followed by a workshop with the Corridor Authority Board, where members reviewed the Township Board's comments and generated specific actions to realize the vision and goals for the corridor. In both sessions, the recently adopted 2006 Master Plan and the 2004 Recreation Plan were identified as references for guiding the actions of the Authority. The Master Plan process entailed a high degree of input from residents and Board members, and the resulting document outlines specific actions for different sections of the Highland Road Corridor. The Board should refer to this

document and ensure that their decisions are consistent with the policies in the Plan.

Results of the discussions were used to formulate the following six major "visions" for the Corridor Improvement District.

Goal 1: Be fiscally responsible.

Actions

- Measure all programs and actions according to the impact on Township resources.
- Ensure that projects effecting Township resources, such as public safety, account for, or make provision for, such impacts.

Goal 2: Highland Road will become a destination, known to outdoor enthusiasts as a doorway to White Lake's many recreational opportunities.

Actions

- Pursue strategies designed to create a corridor with a competitive advantage that is attractive to owners and investors: adequate parking, visibility, utilities, customers, quality environment and a healthy business mix.
- Begin marketing efforts to draw high-quality development and lodging, dining, retail, entertainment and other similar uses desired by the community.

Goal 3: Highland Road will include unifying visual elements but encourage individuality in its distinct physical segments.

Actions

- ❑ Follow recommendations in beautification report for gateways and pedestrian pathway enhancements.

- ❑ Bury power lines to reduce the visual distraction and promote a pristine outdoor environment.
- ❑ Establish appropriate design goals for different segments of the Corridor, using the 2006 Master Plan as a guide.

Goal 4: The Corridor Board will foster a sense of cooperation and partnership between the public and private sectors in order to ensure economic growth, quality development, and coordination of physical improvements.

Actions

- ❑ Through means such as focus groups, surveys or individual interviews, identify and dismantle roadblocks to business expansion and development.

- ❑ Collaborate with private and public agencies to pursue grants or other creative funding strategies.

Goal 5: Private improvements will follow guidelines developed to ensure use of quality materials, establishment of a timeless appearance, screening of parking areas, buffering between residential and non-residential uses, coordinated business sign placement and height, and enhancement of the pedestrian experience.

Actions

- ❑ Work with the Planning Commission on design and implementation of design guidelines for development within the District.

Goal 6: Public improvements will always strive to provide pedestrian-friendly connections within the Downtown and to the neighborhoods, with special emphasis on



Boulevard entryway with plantings, lighting and banners.

identifiable and safe crosswalks.

Actions

- ❑ Study the feasibility of an M-59 bridge or tunnel crossing for pedestrians, cyclists and equestrians.

- ❑ In accordance with the 2006 Master Plan, reconstruct Elizabeth Lake Road as a boulevard to announce arrival into Lakes Village and establish key visual cues for residents and visitors alike.

- ❑ Concentrate on providing sidewalk connections along the corridor, and to residential neighborhoods on either side of the District. Encourage multi-use paths with adequate widths for bicyclists, pedestrians, strollers, and the like.

- ❑ Improve signage for existing businesses and provide way-finding signs for attractions within the area.