

GRAND RIVER CORRIDOR

How do we enhance Grand River Avenue?

This board shows a range of potential enhancements for Grand River Avenue, addressing streetscape, pedestrian connectivity, non-motorized access, screening, transportation, and ideas for infill development. Which images appeal to you and why? Which portion of the corridor do you think they might be right for?

It's helpful to think of the corridor in terms of focal points and distinct sections. Consider the existing character and occupancy level of each section, what it's used for today, and what it could potentially be used for tomorrow.

West Entryway:
What image should the City try to project here?

Existing Focal Point:
Beck Rd is a major entry point for the corridor.

Existing Focal Point:
Suburban Showplace is a destination.

Existing Focal Point:
Novi Town Center is a major retail district.

East Entryway:
What image should the City try to project here?

Wixom to Beck: Includes hospital and suburban retail; some land available

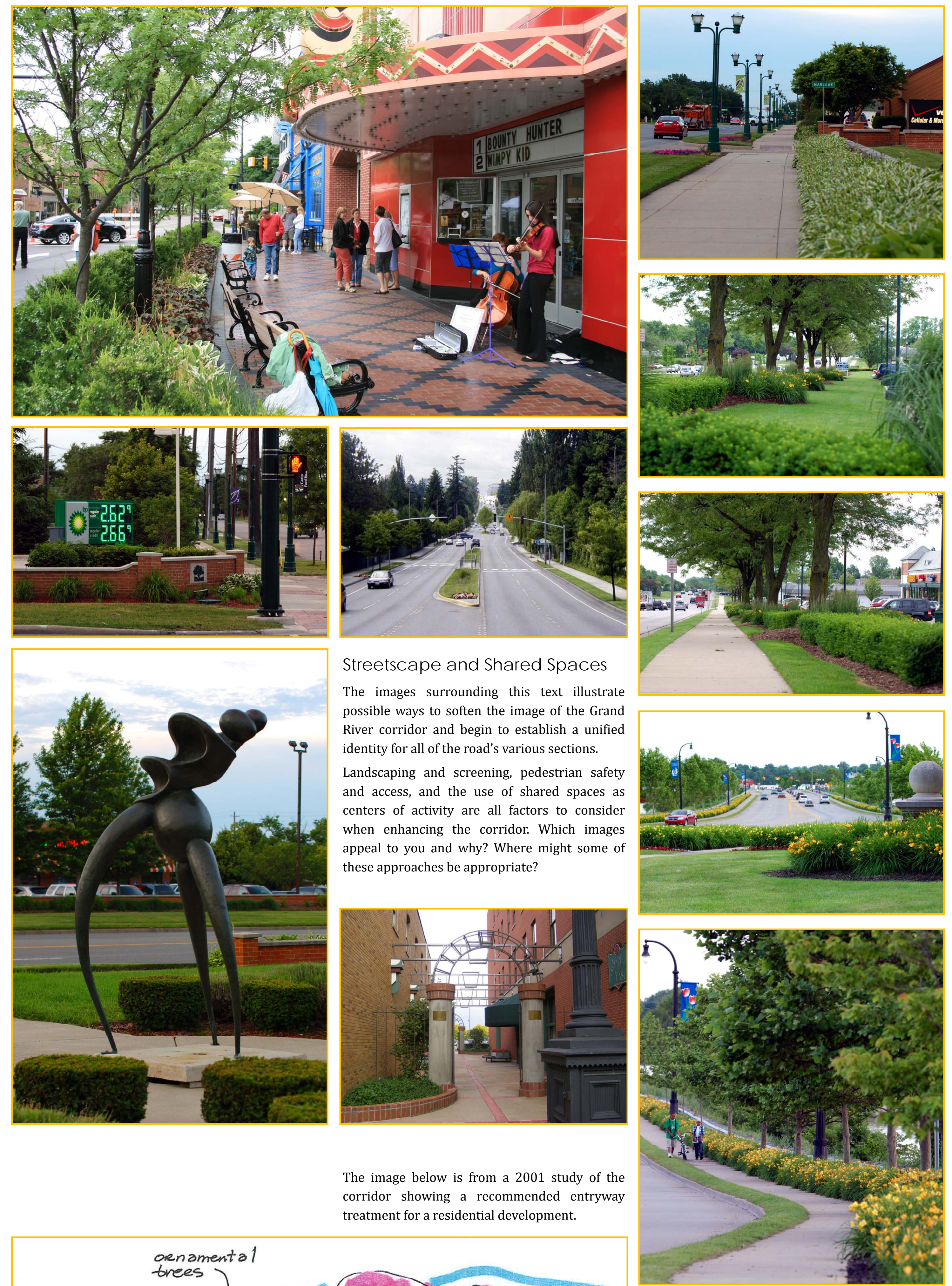
Beck to Taft: Suburban Showplace and industrial uses; much infill potential

Taft to railroad: Primarily industrial uses

Novi Town Center

Town Center to Meadowbrook: Mix of commercial, residential, vacant land

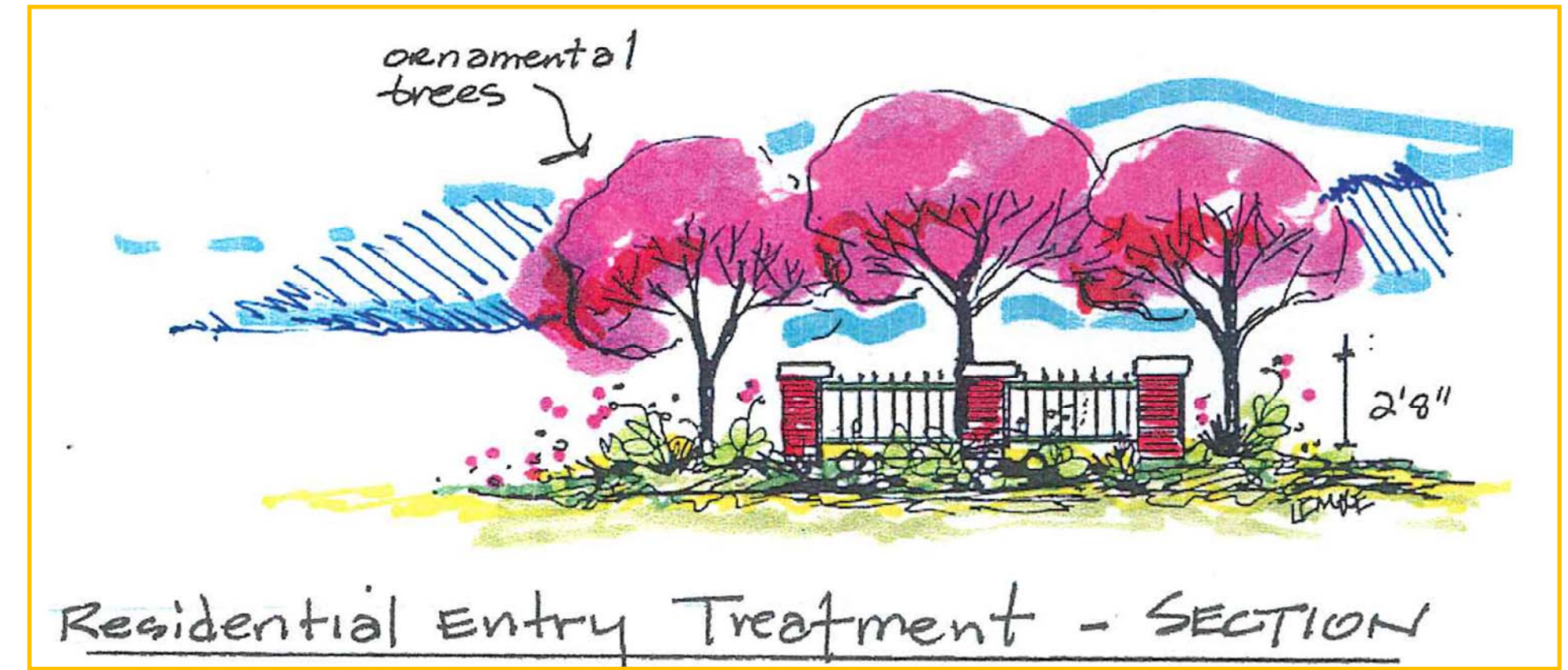
Meadowbrook to Haggerty: Commercial, office, industrial mix



Streetscape and Shared Spaces

The images surrounding this text illustrate possible ways to soften the image of the Grand River corridor and begin to establish a unified identity for all of the road's various sections. Landscaping and screening, pedestrian safety and access, and the use of shared spaces as centers of activity are all factors to consider when enhancing the corridor. Which images appeal to you and why? Where might some of these approaches be appropriate?

The image below is from a 2001 study of the corridor showing a recommended entryway treatment for a residential development.



Diversifying Housing Types

Grand River Avenue is a major center of activity with a mix of uses. The development environment in the corridor is generally not appropriate for detached single family homes. The corridor does, however, offer opportunities for the development of housing types that the City currently does not offer to prospective residents or offers only in limited quantities, including lofts (left), townhomes and row houses (right), and duplexes (below).

Commercial Uses

The character of commercial uses in the corridor varies widely. Establishing minimum design standards, including screening of unpleasant but necessary items such as dumpsters, can help elevate the overall quality of the area.

Transportation

Traffic is commonly cited as a problem by Novi residents. What transportation enhancement might benefit residents and visitors? Right: Bus Rapid Transit in Los Angeles, and a bus stop with integrated bike parking.

