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?

- **Commercial Uses**: The character of commercial uses in the corridor varies widely. Establishing minimum design standards, including screening of unpleasant uses and a focus on themes such as destinations, can help elevate the overall quality.

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

- **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 corridor's constituencies. Landscaping, 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?

- **Existing Focal Points**: To the north of the corridor are several areas that provide a strong visual and narrative identity for the corridor. To the south of the corridor are the commercial centers of Novi Town Center and Wixom.

- **West Entryway**: Existing Focal Point: What image should the City try to project there? Right: The character of Novi Town Center can be defined by a central commercial core.

- **East Entryway**: Existing Focal Point: What image should the City try to project there? Right: The character of Wixom might be defined by a central commercial core.

- **Wixom to Beck**: Includes a hospital and vacant land, much infill potential.

- **Beck to Taft**: Suburban Showplace and Taft to railroad: Primarily major retail district.

- **Novi Town Center**: City try to project there?