B R i
Beckett&Raeder
Landscape Architecture
Planning & Engineering

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- Deborah J. Cooper, LLA
- John Iaconageli, AICP, PCP, LEED AP
- Ben Tallerico AICP, PCP
- Brian Barrick, LLA

Project Team-LSL Planning, Inc.
- Brad Strader, AICP, PTP
- Josh Bocks
- Sherrin Hood, AICP

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Gratiot Avenue/ Groesbeck Highway Reinvestment Plan

Request for Proposal

City of Roseville
Roseville, Michigan

Contact:
John R. Iacoangeli, AICP, PCP, LEED AP
jri@bria2.com
734-663-2622

11.29.2012

B R i
Beckett&Raeder

Landscape Architecture
Planning, Engineering &
Environmental Services

November 26, 2012

City of Roseville
Gratiot Avenue/Groesbeck Highway Reinvestment Plan
Attn: City Manager Scott A. Adkins
29777 Gratiot Avenue, P.O. Box 290
Roseville, Michigan 48066

Dear Mr. Adkins;

initiative

Beckett and Raeder Inc., and our team members; LSL Planning, Parson Brinkerhoff, and LandUse USA, are pleased to submit our proposal for professional design and planning services to facilitate a community planning process that culminates in the development of a Corridor Reinvestment Plan for Gratiot Avenue and Groesbeck Highway.

Our team combines experts in market evaluation, land use, redevelopment, urban design, parking, traffic engineering, pedestrian design, public involvement and, most importantly, implementation strategies. Key staff on our Roseville team are frequently tapped for training sessions by MI-APA, MML, ULI, ITE, SEMCOG, MSU-Extension, the Michigan Downtown Association and other organizations. We combine our familiarity with the city from years of on-going work with fresh perspectives from the individuals we have tapped to join our team

Our team members have a long history of working together on similar projects. LSL Planning and PB Michigan led the Gratiot Avenue Corridor Management Plan that was sponsored by SEMGOC/Macomb County.

Support and involvement by MDOT will be critical for changes in the right-of-way of the state roads. Our team members have a great working relationship with MDOT and the Macomb County Road Commission staff.

Beckett and Raeder Inc. will serve as the lead firm in this endeavor. We look forward to working with your organization on this dynamic and exciting project. If you have any questions please feel free to contact me, and thank you for the opportunity to submit this proposal.

Sincerely,

John R. Iacoangeli, AICP, PCP, LEED AP
Principal

Beckett & Raeder, Inc.
535 West William, Suite 101
Ann Arbor, MI 48103

734 **663.2622** ph
734 **663.6759** fx

Petoskey Office
616 Petoskey St., Suite 100
Petoskey, MI 49770

231.347.2523 ph
231.347.2524 fx

Traverse City Office
921 West 11th St., Suite 2E
Traverse City, MI 49684

231.933.8400 ph
231.944.1709 fx

Toledo
419.242.3428 ph

www.bria2.com

B R i
Beckett&Raeder

ORGANIZATION:
Beckett & Raeder, Inc. is a Michigan Corporation headquartered in Ann Arbor with additional offices in Petoskey and Traverse City, Michigan. The firm has a full time staff including landscape architects, planners, civil engineers, ecologists, LEED accredited professionals and support staff maintaining registrations in the States of Michigan, Ohio, Pennsylvania, Wisconsin and certification at the national level.

HISTORY:
Beckett & Raeder, Inc., was established as a Michigan corporation in 1966 with its corporate office in Ann Arbor, Michigan.

SERVICES:
Major areas of practice and scope of services include land use programming and analysis, master planning, campus planning, site planning and civil engineering, site development, municipal engineering, storm water management, downtown revitalization and redevelopment, community planning and urban design, economic development, public/private development services, and ecological and environmental sciences.

PHILOSOPHY:
All commissions accepted by the firm are accomplished under the direct supervision of one of the firm's six principals. Senior Associates, Associates, Project Landscape Architects, Planners, Engineers, and Ecologists are assigned to projects in accordance with their individual expertise and the requirements of the project. In keeping with the philosophy of the office, the project team is involved in all aspects of the work and through its entire duration. The firm routinely engages other consultants, as the work plan requires.

LOCATIONS:

Ann Arbor, Michigan	535 W. William, Suite 101 Ann Arbor, MI 48103 734.663.2622 ph 734.663.6759 fx
Traverse City, Michigan	921 West 11th Street Suite 2E Traverse City, MI 49684 231.933.8400 ph 231.944.1709 fx
Petoskey Office, Michigan	616 Petoskey Street Suite 100 Petoskey, MI 49770 231.347.2523 ph 231.347.2524 fx
Toledo, Ohio	419.242.3428 ph
World Wide	www.bria2.com

B R i
Beckett&Raeder

Awards

AMERICAN INSTITUTE OF ARCHITECTS

Citation, Akron Chapter, 1984: Alltel Corporation Information Services Center, Twinsburg, Ohio: Peterson/ Raeder Inc., Architects

Honor Award, Detroit Chapter, 1982
Oakland Community College/Southfield Campus, Southfield, Michigan: Straub Associates, Architects

AMERICAN PLANNING ASSOCIATION

Outstanding Planning Award, 1995, Michigan Chapter, Mitchell Creek Watershed Protection Strategy, Grand Traverse County, Michigan

AMERICAN SOCIETY OF CONSULTING PLANNERS

Honor Award Sustainable Planning, 1997, Mitchell Creek Watershed Protection Strategy, Grand Traverse County, Michigan

MICHIGAN MUNICIPAL LEAGUE

Honor Award – 1996
Adrian Streetscape and Downtown Revitalization Program
Adrian, Michigan

MICHIGAN RECREATION & PARK ASSOCIATION

Design Award-Landscape Design
2011 Bear River Valley Recreation Area
City of Petoskey
Petoskey, Michigan

Design Award-Landscape Design
2011 West Bloomfield Township
Marshbank Park
West Bloomfield Township, MIchigan

Design Award-Landscape Design
2010 Outdoor Learning Center
Central Michigan University
Mount Pleasant, Michigan

DesignAward-Landscape Design 2003
Waldenburg Park
Macomb Township, Michigan

Design Award-Facility Design 2003
Sharon Mills County Park, Washtenaw County, Michigan

Master Plan Award – 2000
Charter Township of Canton Recreation Master Plan
Canton, Michigan

Design Award – 2000
Muskegon Lakeshore Trail
Landscape Design Project
Muskegon, Michigan

Master Plan Award – 1999
Charter Township of Ypsilanti
Recreation Master Plan
Ypsilanti, Michigan

Design Award – 1999
Village of Dundee – Old Ford Mill and Ford Park West Landscape Design Plan
Dundee, Michigan

AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS

Merit Award, Michigan Chapter, 2010
Outdoor Learning Center
Central Michigan University
Mt. Pleasant, Michigan

Merit Award, Michigan Chapter, 2003
Waldenburg Park, Macomb Township, Michigan

Honor Award, Michigan Chapter
2002 UAW-FORD Family Services and Learning Centers, Ten Facilities in Michigan, Missouri, Ohio, Kentucky, and Illinois

Merit Award, Michigan Chapter, 1999
City of Adrian Downtown Streetscape
Adrian, Michigan

Beckett&Raeder

Awards

Merit Award, Michigan Chapter, 1999
Whetstone Orianna Creek Watershed
Management Plan
Marquette, Michigan

Merit Award, Michigan Chapter, 1989
Townhouse Development Process,
Michigan State Housing Development
Authority

Honor Award, Michigan Chapter, 1989
Monroe Coastal Zone
Management Plan
Monroe, Michigan

Honor Award, Boston Chapter,
Petoskey Waterfront Development
Petoskey, Michigan

Honor Award, Michigan Chapter,
Petoskey Waterfront Development
Petoskey, Michigan

Merit Award, Michigan Chapter,
Marquette Lower Harbor Study
Marquette, Michigan

NATIONAL HOME BUILDERS
ASSOCIATION
Merit Award, Mill Creek Townhouses
Ann Arbor, Michigan

BETTER HOMES AND GARDENS
AWARDS
Merit Award, Northbury Condominiums
Ann Arbor, Michigan

INTERNATIONAL DOWNTOWN
EXECUTIVES ASSOCIATION
Achievement Award
River Raisin Esplanade
Monroe, Michigan

MISCELLANEOUS AWARDS
Certificate of Award, Downtown
"Tivoli" Proposal, Urban Action
Foundation of Oklahoma City, Inc.

MICHIGAN ASSOCIATION OF
PLANNING
Daniel P. Burnham Award
Onekama Joint Master Plan
Onekama, Michigan

Honor Award, Monroe Coastal Zone
Management Plan
Monroe, Michigan

Honor Award
River Raisin Esplanade
Monroe, Michigan

Honor Award, "Michigan Soil
Erosion and Sedimentation control
Guidebook", State of Michigan
Honor Award, "Housing for the Elderly
Development Process", Michigan State
Development Authority

HUD AWARDS PROGRAM
Honor Award, "Woodcraft Square
Renovation of Former La-Z-Boy
Furniture Factory"
Monroe, Michigan

PROGRESSIVE ARCHITECTURE
AWARDS PROGRAM
Honor Award, "Michigan Soil
Erosion and Sedimentation Control
Guidebook", State of Michigan

Honor Award, "Housing for the Elderly
Development Process", Michigan State
Development Authority

AMERICAN CONCRETE INSTITUTE
Merit Award, Employee Courtyard,
Catherine McAuley Health Center
Ann Arbor, Michigan

TOLEDO METROPOLITAN AREA
COUNCIL OF GOVERNMENTS
(TMACOG)
Best Practices Urban Preservation
Award, Monroe Street Corridor Design
& Livability Plan
Toledo, Ohio

THE CITY OF PONTIAC PRIDE
& BEAUTIFICATION AWARDS
PROGRAM
Outstanding Business Award,
Notre Dame Preparatory & Marist
Academy
Pontiac, Michigan

WASHTENAW CONTRACTORS
ASSOCIATION -PYRAMID AWARD
Skyline High School
Ann Arbor, Michigan

Clients

Land Developers
A. C. Investments
Ann Arbor Associates
Beachum and Roeser Development
Burroughs Farms Development
Canadian Lakes Development
ECHO Development
First Martin Corporation
Fred Greenspan Builders, Inc.
Fochtman Realty Company
Ford Motor Land Development Corp.
Forest City Dillon
Guenther Building Co.
Holtzman-Silverman Co.
H.S. Landau Builders, Inc.
Kughn Enterprises
Kurkjian Building Co.
Markland Development Co.
Nosan Enterprises
Prudential Insurance Co.
Samelson Development Co.
Smokler Development Co.
The Courtelis Co.
The Taubman Co.
Travis Corp.
Trerice Development Co.
TSM Inc.
Turner Development Co.
W. S. Smith Co.
Westcor Corp.

Counties
Antrim County, Michigan
Benzie County, Michigan
Calhoun County, Michigan
Cook County, Illinois
Emmett County, Michigan
Grand Traverse County, Michigan
Leelanau County, Michigan
Midland County, Michigan
Oakland County, Michigan
Ogemaw County, Michigan
Presque Isle County, Michigan
Saginaw County, Michigan
Washtenaw County, Michigan
Wayne County, Michigan

Cities
Adrian, Michigan
Algonac, Michigan
Allegan, Michigan
Allen Park, Michigan
Alpena, Michigan
Ann Arbor, Michigan
Bay City, Michigan
Belding, Michigan
Belleville, Michigan
Benton Harbor, Michigan
Berkley, Michigan
Boyne City, Michigan
Dearborn, Michigan
Defiance, Ohio
Detroit, Michigan
Dewitt, Michigan
Durand, Michigan
Ecorse, Michigan
East Lansing, Michigan
Eastpointe, Michigan
Escanaba, Michigan
Essexville, Michigan
Farmington, Michigan
Farmington Hills, Michigan
Flint, Michigan
Grandville, Michigan
Garden City, Michigan
Greenville, Michigan
Hamtramck, Michigan
Harbor Springs, Michigan
Highland Park, Michigan
Howell, Michigan
Hudson, Michigan
Inkster, Michigan
Joy-Southfield, Detroit, Michigan
Lansing, Michigan
Lapeer, Michigan
Lathrup Village, Michigan
Livonia, Michigan
Manistee, Michigan
Marlette, Michigan
Marshall, Michigan
Marquette, Michigan
Marysville, Michigan
Maumee, Ohio
Mechanicsburg, Ohio
Milan, Michigan
Monroe, Michigan
Muskegon, Michigan
Muskegon Heights, Michigan
Northville, Michigan
Novi, Michigan
Petoskey, Michigan
Pleasant Ridge, Michigan
Reading, Michigan
Rochester Hills, Michigan
Rogers City, Michigan
Roseville, Michigan
Sault Ste. Marie, Michigan
Saginaw, Michigan
Saline, Michigan
Southfield, Michigan
Southgate, Michigan
Tawas City, Michigan
Tecumseh, Michigan
Temperance, Michigan
Toledo, Ohio
Trenton, Michigan
Traverse City, Michigan
Urbana, Ohio
Walled Lake, Michigan
Wayne, Michigan
Westland, Michigan
Ypsilanti, Michigan

Villages
Bellevue, Michigan
Blissfield, Michigan
Chelsea, Michigan
Clinton, Michigan
Deerfield, Michigan
Dexter, Michigan
Dundee, Michigan
Interlochen, Michigan
Mackinaw City, Michigan
Mechanicsburg, Ohio
Onekama, Michigan
Torch Lake, Michigan

Townships
Acme Township, Michigan
Albert Township
Alpine Township, Michigan
AuSable Township, Michigan
Bay Township, Michigan
Bellevue Township, Michigan
Canton Township, Michigan
Cascade Township, Michigan
Centerville Township, Michigan
Commerce Township, Michigan
Edwards Township, Michigan
Elmwood Township, Michigan
Friendship Township, Michigan
Glen Arbor Township, Michigan
Grand Blanc Township, Michigan
Green Lake Township, Michigan
Groveland Township, Michigan
Hartland Township, Michigan
Leelanau Township, Michigan
Locke Township, Michigan
Long Lake Township, Michigan
Macomb Township, Michigan
Meridian Township, Michigan
Milton Township, Michigan
Monclova Township, Ohio

Northfield Township, Michigan
Onekama, Township, Michigan
Perrysburg Township, Ohio
Pittsfield Township, Michigan
Readmond Township
Star Township, Michigan
Superior Township, Michigan
Sylvan Township, Michigan
Spring Lake Township
Springfield Township, Ohio
Torch Lake Township, Michigan
Tuscarora Township, Michigan
West Bloomfield Twp, Michigan
White Lake Township, Michigan
Ypsilanti Township, Michigan

Governmental

Ann Arbor Transportation Authority
Atomic Energy Commission
Chippewa County Economic Development Corporation
Detroit Economic Development
Emmett Township, Michigan
Flint Area Conference
Harbor-Petoskey Airport Authority
Illinois Department of Agriculture
Michigan Department of Agriculture
Michigan Department of Corrections
Michigan Department of Management and Budget
Michigan Department of Mental Health
Michigan Department of Social Services
Michigan Department of Natural Resources
Michigan Department of State Police
Michigan Department of Transportation
Michigan State Housing Development Authority
Michigan Main Street Center
National Aeronautics and Space Administration
NorthRiver Development Corporation
Toledo Metropolitan Area Council of Governments
United States Department of Commerce
United States Department of Defense
United States Postal Service
United States Energy Research and Development Administration
United States Department of Transportation
Urban Area Transportation Study
Washtenaw County Road Commission

Corporations

Acheson Industries, Inc.
Alcoa Aluminum Company of America
BASF Corporation
Baxter Laboratories, Inc.
B.F. Goodrich Corp.
Brown and Boveri Corporation
Citizen's Gas
Caterpillar Tractor Corporation
Chrysler Corporation
Continental Telephone Company
Detroit Edison Company
Domino's Pizza Inc.
Eaton, Yale and Towne, Inc.
Ford Motor Company
General Electric Corporation
General Motors Corporation
Hallmark Cards, Inc.
IBM Corporation
Iowa Public Service Company
John Deere Corporation
Kellogg Corporation
Little Tikes Corporation
Parke Davis Corporation
Wayne Disposal, Inc.
Westinghouse Electric Corporation
White Motors Corporation
Wyandotte Chemical Corporation

Institutions and Organizations

Automobile Club of Michigan
Barton Hills Country Club
Beth Israel Congregation
Bhaktivedanta Cultural Center
Blue Cross/Blue Shield of Michigan
Brighton Hospital
Catherine McAuley Health Center
Jewish Community Center of Detroit
The Edison Institute
Lapeer General Hospital
Marion Health Center, Marian, Iowa
Methodist Retirement Homes
Monroe Mercy Memorial Hospital
Mount Hope Memorial Gardens
National Endowment for the Arts
Nazareth Hospital
Northern Council Pentecostal Church
Phi Gamma Delta Fraternity
Pine Rest Hospital, Grand Rapids
Providence Hospital
St. Joseph Mercy Hospital, Pontiac
St. Lawrence Hospital, Lansing
Traverwood Village
Travis Pointe Country Club
Washtenaw Country Club
Wayne County Sportsmen's Club

Schools

Ann Arbor Public Schools
Birmingham Schools
Cass Tech Schools
Clawson Community Schools
Cranbrook Educational Community
Crestwood Community Schools
Dearborn Divine Child High School
Dexter Community Schools
Fenton Area Community Schools
Ferndale Community Schools
Fowlerville Community Schools
Ford-UAW Childcare Facilities
Garden City Public Schools
Greenhills School
Hanover Horton Community Schools
Howell Public Schools
Holly Schools
Ionia Public Schools
Jackson Public Schools
L'anse Creuse Schools
Lincoln Park Public Schools
Linden Schools
Manchester Public Schools
Milan Public Schools
Monroe Public Schools
Notre Dame Preparatory and Maris Academy
Our Lady of Sorrows School & Church
Paw Paw Community Schools
Petoskey Public Schools

Plymouth Canton Schools
Romulus Community Schools
Rogers City Community Schools
St. Benedicts
St. Fabian Parish and School
St. John the Baptist
St. Patrick School and Church
Saline Public Schools
Southfield Community Schools
South Lyon Community Schools
Starr Commonwealth for Boys
Troy Community Schools
Utica Public Schools
Warren Consolidated Schools
Wayne Westland Community Schools
Whitmore Lake Schools
Willow Run Schools
Woodhaven Public Schools

Colleges and Universities
Central Michigan University
Eastern Michigan University
Henry Ford Community College
Indiana State University
Lawrence Institute of Technology
Lansing Community College
Michigan State University
Montcalm Community College
Nazareth College
Oakland Community College
Oakland University
Principia College
The University of Michigan-Ann Arbor
The University of Michigan-Dearborn
The University of Michigan-Flint
Washtenaw Community College
Wayne State University
Wayne County Community College

Commercial and Entertainment
Bennigan's Restaurant
Bill Knapps Restaurant
Canton Softball Center
Columbia Cable Corp.
Dayton Hudson Company
Detroit Municipal Credit Union
Elias Brothers Restaurants
Great Lakes Bancorp
Holland House Furniture, Inc.
J.C. Penney Company
K-Mart Corporation
Kean's Detroit Yacht Harbor
Little Tykes
Lord and Taylor, Inc.
Manufacturer's National Bank
McDonald's Corporation
Old Kent Bank
Pace Membership Warehouse
Peoples Federal Savings and Loan of Monroe
Roostertail Supper Club
Sears Roebuck and Company
Standard Securities Corporation
Key Bank (formerly Society Bank)
University of Michigan Credit Union
Vic Tanny International
WPRI-TV, Providence
WWJ-TV, Detroit
Wendy's International
Zingerman's

Professional Affiliations and Organizations

The firm of Beckett & Raeder, Inc. is staffed by registered engineers, landscape architects, community planners, and environmental and ecological professionsals and maintains professional affiliation with the following organizations:

Accreditations

U. S. Green Building Council LEED Accreditated Professionals

Certifications

National Main Street Certified Manager
Michigan Economic Development Association Certified Economic Development Professional
Certified Stormwater Operator

Registrations

Professional Registered Engineers
State of Michigan (PE)
State of Ohio (PE)
State of Idaho (PE)
State of Indiana (PE)
State of Wisconsin (PE)
State of Tennessee (PE)

Licensed Landscape Architects
State of Michigan (LLA)
State of Ohio (RLA)
State of Florida (RLA)
Federal Registration (CLARB)

Professional Registered Community Planners
State of Michigan (PCP)
American Institute of Certified Planners (AICP)

Memberships

American Planning Association (APA)
American Public Works Association (APWA)
American Society of Landscape Architects (ASLA)
American Society of Civil Engineers (ASCE)
Congress for the New Urbanism
Heritage Ohio (Ohio Main Street)
Institute of Transportation Engineers (ITE)
MAPA Planners in Private Practice
Michigan Complete Streets
Michigan Downtown Association (MDA)
Michigan Economic Development Association (MEDA)
Michigan Historic Preservation Network
Michigan Lake and Stream Association
Michigan Municipal League (MML)
Michigan Recreation and Parks Association
Michigan Rural Network
Michigan Association of Planning (MAP)
Michigan Society of Professional Engineers
National Complete Streets Coalition
National Main Street Center
National Society of Professional Engineers
National Trust for Historic Preservation
Ohio Parks & Recreation Association
Society of Marketing Professional Services (SMPS)
Society of College and University Professionals
Tipp of the Mitt Watershed Council
Toledo Metropolitan Area of Council of Governments (TMACOG)
Urban Land Institute

LSL Planning, Inc.

Caring. Engaging. Achieving.

Great Solutions.
Great Communities.

Community Planning

Downtown Planning

Zoning Ordinances

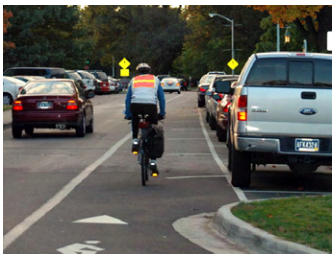
Form-Based Codes

Public Involvement and Visioning

Transportation and Corridors

Complete Streets

Neighborhoods and Subareas



Helping communities breathe new life into their future.

WHO: LSL Planning is a consulting firm made up of community planners, designers, and transportation specialists that guide communities to envision, improve, and build their unique "place." We are proud that most of our staff has significant public sector experience.

WHAT: We help guide clients to see, improve, and sustain the beauty, culture, utility, and economic health of their communities.

WHEN: Our firm was founded in 1996.

HOW: We embrace the use of innovative decision-making and implementation techniques through comprehensive plans, form-based codes, transportation planning and zoning improvements to establish the necessary guidelines directing sustainability.

LSL is using and developing the latest technologies to positively impact planning results including iZone | Interactive Zoning, GIS mapping, 3D visualization, unique communication tools, social media, and interactive electronic public meetings and charrettes.

Our success is rooted in collaboration with top engineers, landscape architects, urban designers, market experts and others.

WHERE: We are committed to the regions of the Great Lakes, Southeast and Mid-Atlantic States. Our offices are in Metro Atlanta, Metro Detroit, Grand Rapids, and Indianapolis.

WHY: Over 90% of our clients have engaged LSL for multiple projects or continuing assistance.

Our clients confirm that our advocacy and focus on implementation produces results. We are often invited to speak at regional, state, and national conferences. We are a small firm that oversees most project sizes, immersing ourselves into the community because we love what we do.

Principals:
Bradley K. Strader, President
Paul M. LeBlanc, Managing Partner

Federal I.D. #: 38-3508487
Corporate Status: S-corporation, organized in the State of Michigan

www.lslplanning.com

Metro Atlanta
1800 Parkway Place
Suite 720
Marietta, GA 30067
678.738,7763 x 301

Metro Detroit
306 S. Washington Ave.
Suite 400
Royal Oak, MI 48067
258.586.0505

Grand Rapids
15 Ionia Avenue SW
Suite 450
Grand Rapids, MI 49503
616.336.7750

Indianapolis
626 N. Illinois St.
Indianapolis, IN 46204
317.636.0850

QUALIFICATIONS AND EXPERIENCE

Parsons Brinckerhoff, founded in 1885, is one of the longest continually operating engineering firms in the United States. In October 2009, Parsons Brinckerhoff became the professional services division of Balfour Beatty plc, the international infrastructure group operating in professional services, construction services, support services and infrastructure investments (www.balfourbeatty.com).

Parsons Brinckerhoff is consistently ranked among the leading transportation design firms by Engineering-News Record. Staff resources number over 14,000 throughout over 150 offices reaching across six continents. The firm provides a full range of engineering, architectural, planning, and construction management services for award-winning tunnels, bridges, transit systems, highways, power facilities, airports, ports, and marine facilities, as well as buildings and site developments. Our specialists have state-of-the-art knowledge of equipment and practices and are supported by professionals skilled in disciplines needed for all phases of project development--planning, financial feasibility, civil, electrical, mechanical, structural, architectural and environmental engineering, and construction services.

Parsons Brinckerhoff has successfully managed a comprehensive range of complex projects, extending virtually across the complete spectrum of human construction endeavors. These projects have encompassed both the public and private sectors, and a myriad of project types, and ranged in size from a few thousand dollars to over seven billion dollars. The firm has an established reputation in transportation planning and design including highways, transit systems, tunnels, bridges, and airports. We are recognized as the foremost underground engineering firm in the United States. Our preeminence in this area dates back to the initial design and construction of the New York City subway system in 1904.

Parsons Brinckerhoff Michigan, a wholly owned subsidiary of PB Americas, Inc. has been in operation since 1978. We are incorporated and fully licensed to operate in the state of Michigan. Our first project in the City of Detroit was the building of the Detroit-Windsor Tunnel in 1929. In recent years, Parsons Brinckerhoff Michigan has completed the Downtown Detroit Transportation Master Plan for the City of Detroit; helped make Super Bowl XL a success by creating the Super Bowl XL Transportation Management Plan; envisioned and built a new Rosa Parks Transit Center in the heart of Downtown Detroit; prepared the EIS and achieved a Record of Decision for the Woodward Avenue Light Rail Transit, and worked with the Detroit Economic Growth Corporation with the Detroit East Riverfront Plan.

Building of the Detroit - Windsor Tunnel in 1929

Parsons Brinckerhoff Michigan's main office is located in downtown Detroit, with an office located in Lansing. The office addresses are provided below.

Parsons Brinckerhoff Michigan, Inc.
500 Griswold Street, Suite 2900
Detroit, MI 48226
(313) 963-5760

Parsons Brinckerhoff Michigan, Inc.
544 Cherbourg Drive
Lansing, MI 48917
(517) 327-7848

Parsons Brinckerhoff Michigan, Inc.
18311 Ten Mile Road, STE 202
Southfield, MI 48075

Sharon M. Woods, CRE | MA | MCP
LandUse|USA, LLC
© 2001-2012

BIOGRAPHICAL PROFILE

Our Founding Principal and CEO at LandUse|USA is Sharon M. Woods, who is a certified Counselor of Real Estate (CRE) and has over 20 years of experience in Land Use Economics and Real Estate Consulting.

Sharon has 10 years of experience as a market strategist for several Fortune 500 retail companies, including Target Corp./Dayton-Hudson; Macy's, Inc./Federated; and Sears Holdings/Kmart Corp. (as the Director of Real Estate Market Strategies.)

Sharon has been providing professional services for public and private-sector clients since 2001. Her experience working with private-sector developers is invaluable in formulating economic growth strategies based on land use economics. And, her experience with retailers and extensive list of contacts is invaluable in recruiting developers and new businesses to create jobs, fill market gaps, and fuel economic growth.

LandUse|USA specializes in feasibility studies, market strategies, community and economic development, urban planning, place-making and retailer recruitment. We promote the highest and best use of land supported by sound economics of supply and demand. Our work is also supported by smart urban planning, economic realities and implementation plans.

Our services are customized to represent the unique needs of municipalities and developers – together with a solid appreciation for retailer, shopper and resident preferences. We often collaborate with site planners, urban planners and landscape architects to design optimal strategies that enable projects to achieve their fullest potential.

NATIONAL AFFILIATIONS

Counselors of Real Estate (CRE Certification)
American Planning Association (MCP Certification)
International Council of Shopping Centers (ICSC)
Association of American Geographers (AAG)
Assoc. of Market Research Professionals (AMRP)
National Trust for Historic Preservation (NTHP)

MICHIGAN AFFILIATIONS

Community Economic Dev. Assoc. (CEDAM)
Michigan Downtown Association (MDA)
Michigan Municipal League (MML)
Michigan Association of Planning (MAP)
Lansing Economic Area Partnership (LEAP)
Clinton County Economic Alliance (CCEA)

TENURE W/ FORTUNE 500 RETAILERS

Sears Holdings; Kmart Corp.
Real Estate Market Strategies
2000 – 2001; Director

Macy's, Inc.; Federated Dept. Stores
Market Research and Analysis
1993 – 2000; Senior Manager

Target Corp.; Dayton-Hudson Corp.
Area Research, Site Analysis
1990 – 1993; Senior Analyst

ADVANCED EDUCATION

Miami University of Ohio
Master's Degree (MA) – 1990; Summa Cum Laude
Urban Planning and Applied Geography

University of Wisconsin
Bachelor's Degree (BA) – 1988
Urban Planning and Applied Geography
Minor in Mathematics

6971 Westgate Drive | Lake Victoria (Lansing Area), Michigan 48848 | 517.290.5531 | www.LandUseUSA.com

Work Plan
Gratiot Avenue/Groesbeck Highway Corridor Reinvestment Plans

This is an opportune time for the City of Roseville to review the form, character, land use, reinvestment potential and vitality of the Gratiot Avenue and Groesbeck Highway, and set a consensus vision for the future. These business districts are an important tax base to the community having high visible presence on two major urban corridors. A renaissance is occurring in SE Michigan as communities are recognizing the importance of overcoming the "Motor City" culture that is in part responsible for our auto oriented development, and the benefits of sustainable design, placemaking, transit oriented development and complete streets. This plan will place more emphasis on the physical form of future development while allowing flexibility in land use, therefore improving capacity to adapt to changing market conditions. The plan will address building placement, building scale, visual elements, and functional elements as well as appropriate street design, streetscapes, and public spaces that contribute to the efficient function and aesthetic quality of the public realm, including the walls (building facades and negative spaces) and floor (streetscape) of the public "living room".

This plan will identify new tools for administering the vision to assure integrity of the principles and remove obstacles for private development. With clear guidelines and vision, both the developer and the municipality are assured that the value of their investment will be protected as there are consistent standards to be met by both the public and the private improvements. The plan will enable the community to create a more walkable, pedestrian-oriented environment that supports active communities and equitable transportation options.

The BRI Team understands that consensus is critical to implementation of this type of progressive vision. Consensus is best facilitated by early outreach, stakeholder engagement, education, and the development of community champions who co-lead the process. For this reason we would coordinate our efforts with the Revitalization Steering Committee to coordinate and interface with our team, identify and invite key early stakeholders, help develop and maintain project communication, and then evolve into task force leaders. Stakeholders should include public opinion leaders whether business or organizational leaders, elected officials, or project funders.

The BRI Team of urban planners, transportation planners, urban designers, landscape architects, architects and market experts will work to ensure that this project will reflect a long-range plan for the redevelopment of both corridors, accomplishing multi-dimensional objectives supported by approved local plans and consensus vision. This plan will build on and improve linkages to other community assets and activity centers, enhancing the functional and aesthetic value of the greater community. An inclusive public visioning process will ensure that the plan has ownership.

Approach – Key Components

Engaging Stakeholders – We begin with broad discussions of ideas to create an atmosphere of optimism. As we continue to generate ideas we build enthusiasm to support the plan. We always keep an eye on the prize – implementation strategies.

Integrating Market Realities with Land Use, Transportation and Urban Design – This is a cornerstone of our team. Our process is based on a foundation of market potential and how to ready it. Our planning team then integrates concepts for the private realm (lots and sites) with the public realm (the street right-of-way) and public space.

Mixed Land Uses – Our plan for future land use will build upon the existing retail "assets". Using the market evaluation and "best practice" examples, we will identify the optimum mix of uses. We may suggest, for example, residential uses for some current commercial sites to help strengthen the market. The plan will be flexible to easily adjust to business opportunities and new concepts.

A Redevelopment-Ready Corridor - Our end product will help stimulate private sector interest with a visionary plan, and step-by-step actions to help "make it happen."

Task 1 – PROJECT KICK-OFF

1.1 – Project Staff Scoping Meeting

Smooth projects start with an agreement across the "whole" team (city and consultants) on the process, communication protocol, and other items. Our team believes the kickoff meeting is critical to a successful and enjoyable process. Key discussion points include both methods and products such as:

- Expectations
- Project work plan and priorities
- Past plans and other projects that may be a resource
- Identification of Steering Committee members and other key stakeholders
- Base mapping and other data sources
- Public involvement program and meeting schedule
- Coordination and communication protocol
- Roles and responsibilities
- The final product and adoption process

1.2 – Publicity and Communication

Residents and business operators have busy lives. To gain interest, we must demonstrate the importance of this project, and that we are truly going to use their input. We strive to make workshops "can't miss" events that leave those involved with a strong feeling of contribution. Success requires "up front" planning. We will start with a Public Involvement Plan for the Steering Committee and city officials that describe the project, the process and events. Our proposal includes the following public involvement and outreach methods, discussed in more detail on the following pages:

- Project website hosted on City's website, with updates administered by the consultant.
- Public visioning meeting to brainstorm ideas
- Three steering committee meetings at key milestones
- A design workshop or charrette with the Project Team with periodic discussion groups and public presentations
- Stakeholder interviews
- Social media

1.3 – Assembly of Existing Data

The team will work with the Steering Committee and City Staff to collect relevant land use information, zoning maps, aerial photography, tax parcel data, and other recent information. Existing traffic data will be collected from SEMCOG, MDOT, and Macomb County.

To provide reference for Steering Committee meetings and at workshops, the project team will create a series of GIS-based base maps to illustrate the zoning, existing land use, future land use, and pertinent traffic data for the corridor. Key businesses, landmarks, and streets will be identified by name to ease orientation for reviewers.

1.4 – Steering Committee Kick-off Meeting #1.

The initial Steering Committee meeting is a key component of the project. This is where we set the stage for future discussions and seek to gain initial buy in to the project. The meeting format is somewhat informal so committee members feel free to ask questions and discuss concerns along the corridors, but is structured enough to get the feedback needed to initiate the existing conditions analysis and inventory. After years of experience, we have found the following format to be the most effective:

- **Presentation.** Our team will give a brief presentation to introduce the project. The project timeline will be reviewed, as well as the components of the project (Market, Transportation, Land Use, Economic Development, and Urban Design). The presentation also includes discussion of initial findings and areas in need of special analysis and solutions.
- **Opportunities/Challenges "PET" Exercise.** Similar to a SWOT analysis, the Preserve, Enhance, Transform (PET) exercise more specifically identifies places that should be preserved with little change, enhanced through modest infill development, or redesigned and transformed into something new. This would be done through an interactive exercise with the steering committee probably through small groups that would then present their impressions leading to some level of consensus.

1.5 – Corridor Tour

After the kickoff meeting (depending upon the time of day), the Beckett & Raeder Team will conduct a tour of the study area. We would invite City Staff and Steering Committee members to join us. This tour will help review our initial observations, to assess the built environment, history and ideas. The tour would conclude with a brief discussion, preferably at a coffee shop or restaurant.

Task 2 – EXISTING CONDITIONS INVENTORY, REPORT, and EVALUATION

2.1 – Existing Conditions Inventory and Field Review

Once the existing data has been assembled and reviewed and corridor tour completed, the project team will conduct a corridor inventory to catalog current development patterns, existing driveways, non-motorized facilities, and design constraints along the corridor. The team will also begin to identify potential or alternative improvements based on our experience and initial on-site observations.

- Land use (by type and form)
- Lot characteristics (lot width and depth, topography)
- Right-of-way features (utility lines, ROW width, drainage, landscape)
- Access (in particular driveways too close to intersections that are poorly offset from those across the street or too close to signalized intersections)
- Traffic (available daily counts, points of congestion, geometric or operational problems)
- Parking (general review of supply, configuration and condition)

2.2 – Land Use Inventory and Market Trends Assessment

We will also have Sharon M. Woods of LandUse|USA as a market analyst on our team. Sharon is a certified Counselor of Real Estate and has been developing real estate market strategies for over 20 years. LandUse|USA often collaborates with Beckett & Raeder and LSL to ensure that community master plans are founded on economic realities.

For the City of Roseville, LandUse|USA will conduct a market assessment and supply-demand model to identify market gaps and opportunities. The work will include a demographic and demand analysis; in-field market assessments; analysis of economic census data; supply inventories; and SWOT analysis (strengths, weaknesses, opportunities and threats.) The approach will also include a business cluster analysis, and an analysis of employment by industry and occupation.

Data results will be used to develop strategy recommendations with a focus on 15 key topics to identify: Ways to leverage the benefits of high traffic along the corridors, plus access to I-94 and I-696.

- Ways to leverage proximity to Lake St. Clair waterways; railroads; the Coleman A. Young International Airport; and Macomb Community College.
- Ways to leverage other market's strengths and opportunities to help overcome or offset any threats or weaknesses.
- Industries and occupations that represent the best opportunities for business growth and creation of quality jobs.

- Industries that represent the best ways to offset skilled job losses in automotive and related industries.
- Strategies for creating industrial and business centers that are cohesive and attractive to potential tenants and employers.
- Specific retail categories that represent the best opportunities for filling vacant retail space, or diversifying the mix of shopping choices.
- Strategies for creating retail districts with entertainment venues that meet the needs and expectations of local residents.
- Ways to spur commercial reinvestment and real estate development through economic incentives and other tools.
- Economic catalysts that might include significant redevelopment or revitalization projects involving signature parcels.
- Potential focal points along the corridors that might be created through land acquisition, assembly, and/or redevelopment.
- Highest and best use of some the largest vacant facilities and boxes along the two corridors.
- Ways to increase shopper activity through effective marketing, advertising, and promotional campaigns; and/or special events.
- The economical use of resources by prioritizing and phasing the various land use strategies and recommendations.
- Tools for assisting with project implementation, to assign responsibilities, and to track progress and accomplishments.

Each of the topics above will be addressed in the work, and recommendations will be summarized in a narrative report that will also be integrated into the final plan. As our team's economist, Sharon Woods will be involved throughout the project and available to answer any questions on national, state, and regional trends in demographics, economics, real estate investment, retail recruitment, job creation, and related topics.

2.3 – Mobility Assessment and Analysis

An assessment of transportation conditions based on available data and observations will be conducted by team member Parsons Brinckerhoff. The purpose of this step is to evaluate if any potential circulation and network, safety, connectivity, or access management issues are present, and to what degree they may influence future development in the corridor. The consultant team understands the mobility conditions in the corridors from previous work conducted in the area. We believe this is a value added step that brings insight and credibility to the development of the corridor plan and vision, and the recommendations that will lead to the implementation of the vision.

Groesbeck Highway and Gratiot Avenue are one of the two most highly travelled corridors within Macomb County and certainly within the City of Roseville. As indicated in the Request for Proposal, a Transportation Plan should be incorporated as part of the Reinvestment Plan which reviews the operations (both motorized and non-motorized) and safety along both of these corridors. Along Groesbeck Highway, there are several intersections that have unusual intersection operations, including Groesbeck Highway at I-696 and Hayes Road, as well as at Groesbeck Highway and 13 Mile Road / Utica Road. At the intersection of Groesbeck

Highway and I-696, there are eastbound slip and loop-ramps along 11 Mile Road, the need for these ramps could be evaluated as part of the reinvestment plan, both operationally and in regards to safety of the weave along eastbound 11 Mile Road. The intersection of Groesbeck Highway at Hayes Road highly impacts the operations of the Groesbeck Highway and I-696 interchange, the team can review the operations all five intersections and evaluate other options. The intersection of Groesbeck Highway at 13 Mile Road and Utica Road has a lot of congestion in the peak hours, as well as some limited movements. Both of these areas have a high volume of traffic within the peak hours of the day. As part of the Reinvestment Plan, the Team would work with the City of Roseville and the Michigan Department of Transportation on the current operations and deficiencies and any change in operations that could be evaluated.

Along Gratiot Avenue, LSL Planning and Parsons Brinckerhoff performed an Access Management Study which included the section within the City of Roseville. That study concluded in 2009 and reviewed intersection operations along several intersections along Gratiot Avenue including the I-94 Connector and the intersection of Masonic Boulevard. The intersection of Gratiot Avenue at I-696 was also reviewed as part of that study. As part of this Reinvestment Study, those intersections will be re-evaluated and continued discussions with the City and MDOT to determine any additional evaluations that may need to occur.

Non-motorized aspects along both the corridors will also be reviewed and evaluated as part of the Reinvestment Plan, including current sidewalk and crosswalk locations and connections to other pathways within the City and County.

Safety is a large component of any Transportation Plan for both motorized and non-motorized elements. In order to evaluate the safety and operational performance characteristics as part of this Corridor Reinvestment Plan, intersection operations and an intersection and segment crash analysis for both corridors will be conducted. The evaluation of crashes will provide information on high-crash locations for both vehicles and pedestrians/bicyclists, as well as provide information on any driveway related crashes. The driveway related crashes assist with access management issues along the corridors.

Approach for the Mobility Assessment and Analysis

As part of the development of a Corridor Reinvestment Plan for these two roadways, traffic operations, non-motorized elements and safety will be reviewed along these two corridors.

To evaluate the traffic operations along the corridor, the Michigan Department of Transportation (MDOT) is currently in the process of updating the signal timings along Groesbeck Highway from 8 Mile Road to Metropolitan Parkway. This includes the segment within the City of Roseville between I-696 to 13 Mile Road. As part of that project, intersection turning movement counts were collected at all the signalized intersections and traffic models were created using software called Synchro/SimTraffic. This software analyzes traffic operations along a corridor and can also test various roadway and intersection alternatives and the impact to traffic operations.

It is assumed that no new counts will be taken for any of the signalized intersections along the corridor given the recent signal timing studies that have been conducted by MDOT in the last several years. It is understood though, that the City of Roseville may want to review some of the unsignalized intersections along Groesbeck Highway, which may require traffic data to be collected at some of the unsignalized intersections within the study limits. Intersection and corridor operations will be analyzed using Synchro/SimTraffic. Oftentimes, a concept will be developed through these studies that propose a change to the traffic operations at an intersection or along the corridor. In order to test these concepts, a future year

analysis is often necessary to determine how the concept will not only impact current operations but future operations as well. To determine future traffic volumes, the Southeast Michigan Council of Governments Travel Demand Forecasting model will be utilized. This model predicts future traffic volumes given projected population and employment forecasts not only within the City of Roseville, but within the southeast Michigan region. This model can also take into account any proposed changes to land use along these two corridors and the impact that they may have on traffic operations. Any new concepts that are developed as part of this study will be tested using the existing traffic volumes as well as future traffic volumes for the year 2035 (or any other year so deemed by the City of Roseville and the MDOT). Consideration of rapid transit along Gratiot Avenue will also be considered through the process in developing concepts.

For the non-motorized review, all signalized intersections along the corridor will be reviewed for non-motorized access, including the locations of crosswalks and sidewalks. The MDOT signal optimization project should have collected pedestrian information at all the signalized locations, that information will be reviewed and included in the report. Sidewalks and cross-walks along the corridor will be reviewed and evaluated, including the width of sidewalks and any unsignalized crosswalks along the corridor. The Team will locate all bus-stops along the corridor and request boarding and alighting information from SMART for all bus stop locations along the corridor. The boarding and alighting information is useful in determining the amount of pedestrian activity along the corridors. Non-motorized plans will be reviewed for connectivity, including the City of Roseville and Macomb County. The Team will request information from SEMCOG regarding the current development of the Region's Non-Motorized Plan.

A crash analysis will also be conducted for all signalized intersections along both the corridors as well as the segments between the signalized intersections. The crash analysis will utilize data from 2009 through 2011. A segment crash analysis is proposed due to access issues that can affect the operations of roadway segments between intersections where poor access controls can significantly impact corridor operations and safety. The crash analysis will also differentiate between vehicular and non-motorized type crashes, which are those involving a pedestrian or bicyclists. The locations where pedestrian and bicycle crashes occurred will be reviewed to determine if any recommendations can be made to reduce the crashes at those locations.

Transportation Plan

1: Data Collection – The Team will conduct data collection to support the analysis of existing corridor issues related to intersection operations and the crash analysis. The following data will be collected as part of this effort:

- Request 3-year roadway segment and intersection crash history for the entire corridor from SEMCOG.
- Request available Average Daily Traffic (ADT) volume data along the corridor from SEMCOG.
- Collect up to three (3) AM and PM peak period turning movement counts (up to four total count hours per intersection) or approach counts for up to three (3) intersections for a signal warrant analysis.

2: Crash Analysis – An intersection and segment-level crash analysis for both Groesbeck Highway and Gratiot Avenue will be conducted within the City of Roseville based on the 3-year crash history data and ADT information provided by SEMCOG. The analysis will result in segment-level crash rates along the corridor as well as intersection crash information. PB will conduct a more in-depth crash pattern analysis for the segments and intersections with crash rates higher than the calculated MDOT regional averages taken from the MDOT Regional Signal Optimization Study.

3: Intersection and Corridor Operations Analysis – A corridor and signalized intersection capacity analysis for the AM and PM peak hours will be conducted along Groesbeck Highway and Gratiot Avenue within the City of Roseville using Synchro/SimTraffic. A future year corridor and signalized intersection analysis will also be conducted based on growth rates determined from the SEMCOG travel forecasting model.

Any roadway or intersection concepts that are developed will be evaluated using Synchro/SimTraffic using both current and future traffic volumes.

4: Non-Motorized Transportation Review – The Team will review the current non-motorized pathways within the City of Roseville and within Macomb County. In addition, an evaluation of sidewalks and crosswalks along both corridors will be reviewed as part of the existing conditions evaluation and recommendations made for the Plan. The Team will also coordinate with SEMCOG in their development of the Southeast Michigan Non-Motorized Plan that is currently in development.

5: Documentation and Meetings - PB will attend the project kick-off meeting, as well as three (3) additional meetings with the City of Roseville and/or the MDOT/SEMCOG. PB will also assist and attend one (1) public meeting/workshop. In addition, PB will provide documentation for the transportation section of the report, including figures for crash analysis and traffic volume information.

2.4 – Urban Design Assessment and Analysis

The BRI Team will review the existing elements of the Gratiot Avenue and Groesbeck Highway corridors that determine the public's perception of the corridors character, and make recommendations for improvements that are integrated with other elements of the master plan. This will include streets, alleys, side streets, gateways, linkages to adjacent neighborhoods, parking lots, sidewalks, site lighting, signage, public art, special paving, safe crossings, transit facilities, civic spaces, site furnishings and landscape. Recommendations will be focused on enhancing the visual, physical, and economic potentials of the respective business districts.

2.5 – Stakeholder Interviews

The BRI Team will work with the Steering Committee to determine the individuals for the Stakeholder outreach meetings. It may be helpful to conduct a Stakeholder analysis as described below:

> Stakeholders are defined as: decision makers, people who will be affected by the outcome, people who have the power to promote improvements, and people who have the power to block improvements. First, create a list of viewpoints essential to the project. Next, identify the people who best represent each viewpoint. Then, list the people who must be involved because of their special relationship to the project and identify the issues that are important to each person and the viewpoint that they represent. Most importantly, establish what constitutes a "win" for each of these people.—*from the National Charrette Institute*

2.6 – Existing Conditions and Opportunities Report

Using the corridor inventory and assessments described above, the project team will prepare an existing conditions report related to issues and opportunities along the corridor. In addition to the aforementioned analyses, this will include a review of existing plans, and an audit of zoning regulations.

2.7 – Steering Committee Meeting #2

The consulting team will meet with the Steering Committee to present initial findings and discuss relevant issues. From these discussions initial planning principles/goals for the corridors will emerge and will be evaluated during the subsequent public workshop and later used as measuring sticks for developing ideas. This meeting will also serve as a prelude to the Community Workshop, providing a sounding board and suggestions for its process and content.

Task 3 – DEVELOPING THE CORRIDOR VISION

3.1 – Public Visioning Meeting

The project team will conduct a public information meeting/workshop. This workshop will include an overview of the project; review the existing conditions information, and best practices and examples from around the country for corridor redevelopment.

The format of the workshops will include:

- A session in the late afternoon and repeated in the evening to make it more convenient to reach a larger audience.
- A format that includes both a brief formal presentation and an open-house format with opportunity for the public to view the draft recommendations and discuss them with the consultant team and Steering Committee members.
- An opportunity to submit written comments.

We believe interest in the workshops needs to come from community and business leaders, with assistance from our team. We will draft a press release for the City prior to the workshop for distribution. In addition, the consultant team will prepare a short invitation for display on the project website, and for the Steering Committee members to post at different places in the study area. We can also prepare, if desired, a post card notice for distribution by the City to each property owner along the corridors. Other options for publicity by the City and Steering Committee members could include signs at gateways to the corridors, a press release, notices to local business groups, or a notice in community newsletters. We have allocated up to 10 hours to assist and advise with these efforts.

3.2 – Vision Document

The consultant team will prepare a vision document. This will include statements of the overall vision, goals or design principles and alternatives to be explored as the project moves forward.

Task 4: DRAFTING THE CORRIDOR REINVESTMENT PLAN

4.1– Steering Committee Meeting #3 on Draft Plan

The team will synthesize the plans and ideas generated during the previous meetings and public workshops into a detailed corridor plan and a prioritized list of proposed improvements**.** The draft plan will be distributed via email to the Steering Committee. This will be followed by a Steering Committee meeting to discuss the following:

- The draft concepts, recommendations, and implementation strategies.
- A summary of comments received at the public workshop.
- Review the adoption process for the plan

4.2 – Corridor Open Houses

Prior to the formal submittal and public hearing at the Planning Commission we propose an informal open house for each corridor district between the hours of 4 p.m. and 7 p.m.. This will allow interested parties to review the drawings and ask questions in a more friendly and intimate setting. It can also help instruct us on key items to address at the public presentation. We will then present the draft plan to the Planning Commission (this could be a study session or the public hearing).

4.3– Planning Commission Meeting Study Session

The draft will be reviewed at a Planning Commission study session.

Task 5: REFINED CORRIDOR REINVESTMENT PLANS and ADOPTION

5.1 - Property/ROW Strategies
Based on the proposed corridor reinvestment plans, the BRI Team will identify any required acquisition of ROW or property that might be required, or land packaging options. Alternatively, the team will make recommendations for securing easements from property owners where mutual benefit is apparent.

5.2 - Funding Strategies
Based on the proposed corridor reinvestment plans, the BRI Team will identify potential public/private partnerships that become apparent, as well as potential funding sources or mechanisms for implementation of various elements or programs of the plan (ie: grants, low-interest loan programs for façade renovations, public art programs, federal, state, and local initiatives, as well as, tax increment financing, and special districts).

5.3 - Existing Tools
In consultation with the Planning Staff and/or Board, the BRI Team will evaluate the corridor reinvestment plans against the existing City of Roseville ordinances and guidelines to identify required modifications.

5.4 -Administration of Policies
The BRI Team will review how current policies are administered and identify how the corridor reinvestment plans may warrant modifications to these methods.

5.5 - Recommend New Tools
The BRI Team will identify which existing ordinances, policies and guidelines need modification to appropriately address the needs of the corridor reinvestment plans and the form of changes that the Team recommends. Some of these will likely be in the form of new tools such as complete streets ordinances or policies, overlay districts, form-based codes, architectural and site development guidelines, etc.

5.6 -Prioritizing
The BRI Team will develop a methodology for the City of Roseville to use in prioritizing recommendations of the corridor reinvestment plans. Typically, we find that analysis of a logical sequence of implementation overlaid with the constraints of potential funding timing, potential road-blocks, and low hanging fruit will naturally culminate in a solid plan of priorities. This will be presented in the form of a timeline and/or matrix to graphically summarize next steps and responsible party.

5.7- Planning Commission Meeting Public Hearing
The Corridor Reinvestment Plans will be reviewed at a Planning Commission public hearing and subject to the comments revision will be incorporated into the final report.

5.8 - Final Report and Graphic Materials
The comments on the draft report and the Implementation Strategy will be incorporated into the Final Report which contains written and graphic findings of the planning and market process. Twenty-five (25) color copies and one (1) electronic copy of the final plan will be provided.

City of Roseville
GRATIOT AVENUE and GROESBECK HIGHWAY CORRIDOR REINVESTMENT PLANS
S C H E D U L E

		Major Effort	months 1	2	3	4	5	6	7	8	9
Task 1:	Project Kick-Off										
1.1	Project Staff Scoping Meeting	Team									
1.2	Publicity and Communication	LSL									
1.3	Assembly of Existing Data	Team									
1.4	Steering Committee Kick Off Meeting #1	Team									
1.5	Corridor Tour	Team									
Task 2:	Existing Conditions Inventory										
2.1	Existing Conditions Inventory	B&R									
2.2	Land Use Inventory and Market Trends	LU | USA									
2.3	Mobility Assessment	PB									
2.4	Urban Design Assessment	B&R									
2.5	Stakeholder Interviews	LSL									
2.6	Existing Conditions and Opportunities Report	Team									
2.7	Steering Committee Meeting #2	Team									
Task 3:	Developing the Corridor Vision										
3.1	Public Visioning Meeting	LSL									
3.2	Vision Document	Team									
Task 4:	Drafting the Corridor Investment Plans										
4.1	Steering Committee Meeting #3	Team									
4.2	Corridor Open Houses	Team									
4.3	Planning Commission Meeting Study Session	B&R									
Task 5:	Refined Corridor Reinvestment Plans and Adoption										
5.1	Property / ROW Strategies	Team									
5.2	Funding Strategies	B&R									
5.3	Existing Tools	B&R									
5.4	Administration of Policies	B&R									
5.5	Recommend New Tools	B&R / LSL									
5.6	Prioritizing	Team									
5.7	Planning Commission Public Hearing	Team									
5.8	Final Report and Graphic Materials	Team									

Project References

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Beckett&Raeder

Deborah J. Cooper, LLA

POSITION IN THE FIRM	Principal
ROLE IN THE PROJECT	Landscape Architect

Deb has over thirty-five years of experience working with the revitalization of central business districts and urban corridors. Deb is an award-winning landscape architect with a broad range of experience in site design, master planning and urban design. She has developed improvement plans for municipalities across the State of Michigan, and has led these projects to completion through a solid understanding of design utilizing Complete Street principles, construction and realistic economic development strategies. Her design focuses on developing *places*, where people want to live, work and play.

EDUCATION

Bachelor of Landscape Architecture
Michigan State University
East Lansing, Michigan

RELEVANT EXPERIENCE

Fifth and Division Streets Streetscape
Ann Arbor, Michigan

Fuller Road Station
Ann Arbor, Michigan

Adrian Streetscape Improvement & Downtown Design Plan
1999 American Society of Landscape Architects Award
1996 Michigan Municipal League Honor Award
Adrian, Michigan

Berkley Streetscape
Berkley, Michigan

Blissfield Development Plan
Blissfield, Michigan

Brush Street Streetscape
Detroit, Michigan

Clinton Development Plan
Clinton, Michigan

DeWitt Downtown Plan and Market Assessment
DeWitt, Michigan

Dexter Downtown Design and Streetscape Plan
Dexter, Michigan

Dundee (M-50) Streetscape Plan
Dundee Village Center Plan
Dundee Parking Improvements
Dundee, Michigan

Garden City Downtown and Corridor Design Plan
Garden City, Michigan

Grand River Avenue Streetscape
East Lansing, Michigan

Grandville Downtown Plan and Market Assessment
Grandville Downtown Streetscape
Grandville, Michigan

Hudson Development Plan
Hudson, Michigan

Marlette Streetscape Project
Marlette, Michigan

Marshall Physical Design Plan
Marshall Downtown Lighting Design Study
Marshall, Michigan

Summit Street Corridor Development
Toledo, Ohio

Parking Lot Improvements
Corridor Design and Implementation Project
Tecumseh, Mi

Tittabawassee Downtown Improvements
Tittabawassee, Michigan

US-12 Streetscape
Parking Lot Improvement Project
Clinton, Michigan

DDA Design Master Plan
Wayne Corridor Improvement Project
Wayne, Michigan

Westland Corridor Improvement Project
Westland, Michigan

Woodside Corridor Study
Essexville, Michigan

Ypsilanti Streetscape Improvement Project
Bus Transfer Station
DDA Master Plan
Parking Improvements
Ypsilanti, Michigan

PROFESSIONAL EXPERIENCE	Assistant Director Division of Campus Park and Planning Michigan State University East Lansing, Michigan
	Landscape Architect Lacoss and Associates Eugene, Oregon
	Landscape Architect Beckett Raeder Rankin Inc. Ann Arbor, Michigan
	Landscape Architect Smith Hinchman and Grylls Detroit, Michigan
TEACHING EXPERIENCE	Guest Speaker: Highways to Downtown Presentation Michigan Downtown Association
	Guest Speaker: Avoiding Cookie Cutter Streetscapes Heritage Ohio/Ohio Main Street Conference
	Guest Critic: Landscape Architecture Program, School of Architecture and Allied Arts University of Oregon, Eugene, Oregon
	Guest Lecturer: Uniform National Examination, Refresher Course for Landscape Architecture Registration
	Guest Lecturer: Design Maintenance Connection Conference, Michigan State University, East Lansing, Michigan
	ASLA Juror, Design Awards Michigan Chapter and Michigan Student Chapter
PROFESSIONAL QUALIFICATIONS	Licensed Landscape Architect, State of Michigan and Ohio CLARB National Certification
PROFESSIONAL AFFILIATION	American Society of Landscape Architects, Past Vice President of Communications Michigan Recreation and Parks Association National Complete Streets Coalition Michigan Complete Streets Coalition

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John R. Iacoangeli, AICP, PCP, LEED AP

POSITION IN THE FIRM	Principal
ROLE IN THE PROJECT	Planner

John joined Beckett & Raeder, Inc. as a Principal in 1991 and is a Professional Certified Planner and a member of the American Institute of Certified Planners. John has over thirty years experience working with public and private sector clients on a variety of community and economic development based projects. He has been involved in the preparation and implementation of downtown and neighborhood revitalization, community development, economic development, and natural resource-based projects for numerous communities throughout the Midwest. His area of specialization is project implementation involving federal and state grants, local municipal financing, special authority financing, and public-private partnerships.

EDUCATION

Bachelor of Science, Resource Management
University of Michigan
Ann Arbor, Michigan

Certificate of Real Estate,
University of Michigan and Michigan Association of Realtors
Lansing, Michigan

Economic Development Financing
National Development Council
Washington, D.C.

RELEVANT EXPERIENCE

Traditional Neighborhood Development Plan
Hartland Township, Michigan

Northshore Redevelopment Master Plan
Escanaba, Michigan

Redevelopment Site
Pleasant Ridge, Michigan

M-22 Economic Development Strategy
Arcadia Township, Onekama Township, Manistee County

Grand Blanc Township Facilities Assessment
Grand Blanc, Michigan

Manistee Downtown Strategic Plan
Manistee, Michigan

Acme Township Placemaking
Traverse City, Michigan

Petoskey Parks & Recreation Master Plan
Petoskey, Michigan

Wayne County Parks & Recreation Master Plan
Detroit, Michigan

Canton Leisure Services Master Plan
Canton, Michigan

East Lansing Parks & Recreation Master Plan
East Lansing, Michigan

Northville Township Facilities Master Plan
Northville Downtown Strategic Plan
Northville, Michigan

Marlette Community Master Plan
Marlette, Michigan

Marquette Community Master Plan
Lower Harbor Plan
Redevelopment Plan
Marquette, Michigan

Onekama Village & Township
Joint Master Plan
Onekama, Michigan

Bellevue Village & Township
Joint Master Plan
Bellevue, Michigan

Allegan Downtown Master Plan
Allegan, Michigan

Essexville Community Master Plan
Essexville Business Park
Essexville, Michigan

Springfield Township Community Master Plan
Holland, Ohio

Canton Comprehensive Master Plan
Charter Township of Canton, Michigan

PROFESSIONAL EXPERIENCE

Principal
Kennon & Company
Monroe, Michigan

Director of Planning & Development
Mercy Memorial Health System
Monroe, Michigan

Director of Community Development and Planning
City of Monroe
Monroe, Michigan

TEACHING EXPERIENCE

University of Michigan, School of Natural Resources;
Monroe County Community College, School of Business;
Eastern Michigan University
Michigan Association of Planning

PROFESSIONAL QUALIFICATIONS

American Institute of Certified Planners, National Recognition (AICP)
Professional Community Planner, State of Michigan (PCP),
Registration Number 612
Real Estate Alumni of Michigan, State Recognition (RAM)
State of Michigan, Licensed Real Estate Broker (218554)

PROFESSIONAL AFFILIATIONS

American Planning Association
Michigan Chapter APA, Professional Development Officer,
Vice President, 1985 - 1988
National Trust for Historic Preservation
Michigan Association of Planning
LEED Accredited Professional

COMMUNITY AFFILIATIONS

Executive Committee and Board of the Monroe County
Chamber of Commerce, 1985 - 1990
Monroe Downtown Development Authority 1989 - 1991
Monroe Historic District Commission 1988 – 1993
Mayor, City of Monroe 2004-2005
Monroe Main Street Design Committee 2006-2008

B R i
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Benjamin J. Tallerico, AICP HDFP

POSITION IN THE FIRM

Senior Associate

ROLE IN THE PROJECT

Project Manager-Senior Planner
Benjamin J. Tallerico joined Beckett & Raeder, Inc. from the City of Monroe where he served since 2003. As Director of Development Services, he was responsible to the Council and Administration for facilitating community-wide planning and development activity, code enforcement, and facilities management through a work program encompassing Land Use, Community and economic Development, Housing and Historic Preservation, Building Safety, Zoning, Blight Enforcement, Rental Inspection, and Environmental Compliance.

As a Senior Analyst with Beckett & Raeder Inc. he serves as planner of record to the following communities: Tawas, South Lyon, Trenton, and Roseville, MI.

Having worked in public, private and non-profit sectors, Mr. Tallerico brings extensive experience in planning, housing, and economic development. In the City of Monroe, he directed numerous brownfield projects including the regional offices of Fifth/Third Bank. Prior to his position with the City of Monroe, he held positions in Detroit as Director of Mexcantown-Hubbard-Communities, and in Toledo, Ohio as the Executive Director of the Ottawa Community Development Corporation where he successfully developed market rate and low-income housing. While in Toledo, he also served on Mayor Ford's Transition Team. Previously, he worked for DTE Energy where he received the company's highest award, the 'Alex Dow', for his work in economic development.

Mr. Tallerico, a Visiting Instructor in the graduate planning program at the University of Toledo for seven years, presently teaches at both Monroe County Community College and in the graduate planning program at Wayne State University. He has combined practice with teaching throughout much of his career.

EDUCATION

Master of Urban Planning, Wayne State University
Detroit, Michigan

Master of Political Science, Wayne State University
Detroit, Michigan

B.S. in Business Administration
Lawrence Technological Institute
Southfield, Michigan

PROFESSIONAL EXPERIENCE	22 Years
AFFILIATIONS	American Planning Association American Institute of Certified Planners (AICP) Michigan Association of Planning

B R i
Beckett&Raeder

Brian D. Barrick, LLA

POSITION IN THE FIRM	Senior Landscape Architect
ROLE IN THE PROJECT	Site Assessment / Report
	Mr. Barrick has over 16 years of experience in site development, environmental and natural systems planning and design, contract documents and construction administration. His work experience includes urban and downtown design and planning; parks, open space and trails projects; office, commercial, institutional and industrial projects; and municipal planning projects
EDUCATION	Bachelor of Landscape Architecture Natural Resource and History Minors Ball State University Muncie, Indiana
PROFESSIONAL EXPERIENCE	Beckett & Raeder, Inc. January 2009 to present McLennan Landscape LLC Manchester, Michigan May 2007 - Jan 2009 Pollack Design Associates 1999 - May 2007 Ann Arbor, Michigan
PROFESSIONAL QUALIFICATIONS	Licensed Landscape Architect Michigan, 2000 Illinois, 2000 Ohio, 2003 Stormwater Management/Construction Site Michigan, 2000
PROFESSIONAL EXPERIENCE	Grandville DDA Streetscape Design Grandville, MI Downtowns of Promise Program Downtown Strategic Plans for 7 Communities including Flint, Saginaw, Benton Harbor, Muskegon Heights, Highland Park, Hamtramck, and Joy/Southfield in Detroit. Michigan State Housing Development Authority STARS Division/Michigan Main Street Center

Fuller Road Station
Ann Arbor, Michigan

Walled Lakefront District Improvement Plan
Walled Lake Downtown Development Authority
Walled Lake, Michigan

M-137, Interlochen Design Plan
Green Lake Township, Michigan

Pfizer Wayfinding*
Ann Arbor, Michigan

Downtown Grand Rapids Conceptual Wayfinding*
Grand Rapids, Michigan

State Street Area Urban Design Phases I & II*
Ann Arbor Downtown Development Authority
Ann Arbor, Michigan
Huron, Division and Fifth Urban Design Workbook*
Ann Arbor Downtown Development Authority
Ann Arbor, Michigan

Liberty Plaza Renovation and Improvements*
Ann Arbor Downtown Development Authority
Ann Arbor, Michigan

Downtown Streetscape Improvements*
City of Eagle River
Eagle River, Wisconsin

Ludington Street Streetscape Improvements*
Escanaba Downtown Development Authority
Escanaba, Michigan

Portage Street Pedestrian Mall Study*
Pfizer Global Research & Development
Kalamazoo, Michigan

Grand Rapids Downtown Streetscape Design Guidelines*
Grand Rapids Downtown Alliance
Grand Rapids, Michigan

Urban Design Study*
City of Warren
Warren, Michigan

Sault Ste Marie Portage Street Improvements*
Downtown Sault Ste Marie
Sault Ste Marie, Michigan

Charlevoix Downtown Park and Marina*
Charlevoix, Michigan

Michigan Avenue Median Improvements*
Ypsilanti Downtown Development Authority
Ypsilanti, Michigan

*Prior work experience

Brad Strader, AICP, PTP

President

EXPERIENCE
Since 1983

LSL EXPERIENCE
Since 1997

EDUCATION
Bachelor of Science Degree, with Honors, in Urban Planning, Michigan State University

PROFESSIONAL ASSOCIATIONS
Fellow, Institute of Transportation Engineers (FITE)

ITE Professional Transportation Planner (PTP)

Transportation Research Board (TRB) Access Management Committee and Travel Demand Management Committee

Chair, ITE Transportation Planning Council Executive Committee

ITE Parking Council

ITE Parking Best Practices Task Force

ITE Pedestrian/Bike Council

American Institute of Certified Planners

American Planning Association

Congress for New Urbanism

AWARDS
MI-APA Project Award 2004
MI-APA Project Award 2003
MI-APA Project Award 2001
MI-ASLA Honor Award 2004
MI-ASLA Merit Award 2003

PUBLICATIONS
Editor, ITE Recommended Practice "Planning Urban Road Systems"

Task Force Member, "The Access Management Guidebook", MDOT

Co-Author, "Evaluating Traffic Impact Studies," MDOT

Since co-founding LSL, Brad has been involved in a wide variety of projects, but specializes in comprehensive planning, downtowns, and multi-modal transportation. His transportation projects include over 50 corridor and access management, thoroughfare plans, and other studies for metropolitan planning organizations (MPO), municipalities and road agencies. Brad has also prepared numerous comprehensive plans and development regulations.

Brad is a frequent lecturer on planning and transportation topics at state, regional and national conferences and training webinars. He has presented several national seminars on innovative approaches for ITE and AICP. He is chair of the ITE planning Council and a member of the TRB Access Management Committee. Brad is a seminar instructor for the MI-DOT access management and the Michigan Complete Streets Institute training programs.

Partial Listing of Experience

Access Management and Corridor Plans

Grand Rapids (MI) Michigan Street Corridor Plan | Summit County (OH) Access Management Manual | Corridor Design Guidelines, Bluffton (SC) | Gratiot Avenue Multi-Modal Corridor Plan (Metro Detroit) | County Road 17/19 Corridor Plans Elkhart (IN)| Indiana 9 Corridor Plan, Elkhart (IN) | Huron-Whitaker Corridor Plan, Ypsilanti (MI) | West Oakland Corridor Study, Oakland County (MI) | State Road Corridor Plan, Washtenaw County (MI) | Grand River Ave. Corridor Plan, Genoa Township (MI) |Orchard Lake Road Corridor Design Plan (MI) | Northwestern Highway Connector, Oakland County (MI) | 16 other Access Management Plans for MDOT throughout Michigan

Thoroughfare Plans and Non-Motorized Complete Streets Plans

Thoroughfare Plan, Charleston (WV) | Thoroughfare Plan, Elyria (OH) | Complete Streets Plan, Richmond (IN) | Thoroughfare Plan and Non-Motorized Plan, Lansing (MI) | Transportation Plan, Ann Arbor (MI) | Thoroughfare Plan, Bluffton (SC) | Metropolitan Area Transportation Plan, Grand Rapids (MI) | Thoroughfare Plan, Macomb County (MI) | Transportation Plan, Western Wayne County (MI) | Thoroughfare Plan, Grand Blanc City and Township (MI) | Thoroughfare Plan, Ypsilanti Township (MI)

Downtown/Campus Circulation and Parking Plans

Downtown Parking and Circulation Plan, Crown Point (IN) | Parking Study, Berkley DDA (MI) | Downtown Parking Strategy, Grand Blanc (MI) | Central Circle District Redevelopment Plan, Midland (MI)| Providence Hospital Parking/Circulation Plan, Southfield (MI) | Circulation Studies, Fenton (MI) Public Schools

Interchange/NEPA and Right-of-Way Studies

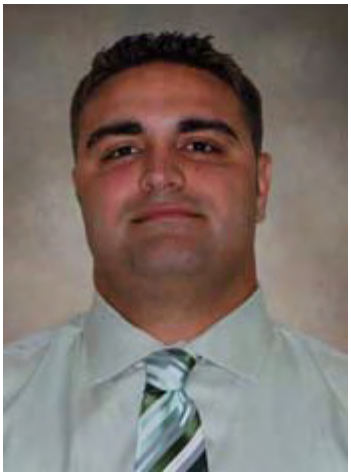
I-96 Airport Area Interchange Access E.I.S. Study for Gerald R. Ford International Airport, Grand Rapids (MI) | State Road EA, Washtenaw County (MI) Road Commission | I-96 Interchange E.I.S. Study, Howell (MI) MDOT | Dexter Bridge Study, Washtenaw Co. Road Commission (MI)| State Road NEPA Study, Washtenaw County Road Commission | Chelsea (MI) Bypass Study | M-59 Corridor Right-of-Way Preservation Study and Advanced Acquisition Strategy, MDOT | M-59 Widening EA, MDOT | South Beltline EIS, Grand Rapids (MI)

Transit Plans and Projects

Woodward Avenue Transit Alternatives Analysis, Metro Detroit (MI) | Ongoing Advisor, Rapid Silver Line BRT, Grand Rapids (MI) | STARS Transit Master Plan, Saginaw (MI) | The Rapid Transit Master Plan, Grand Rapids (MI) | CATA Michigan/Grand River Avenue Transportation Study, Lansing (MI) | Park and Ride Study, Ann Arbor Transit Authority (MI) | Roseview Tansit System Routing Plan, Richmond (IN) | Woodward Avenue TOD Study, Metro Detroit (MI)

Josh Bocks

Transportation Planner



EXPERIENCE
Since 2004

LSL EXPERIENCE
Since 2012

EDUCATION
Michigan State University,

BS Geography, GIS Specialization

Kaplan University, MBA (in progress)

PROFESSIONAL ASSOCIATIONS
American Planning Association Innovations Committee

Doral Business Council, FL

Board Member, American Planning Association; Gold Coast Section Executive Board (2009-2011)

FAWA Board of Directors (2009-2010)

TRAINING
TransCAD GISDK (2005)

QUANTM Integrator(2005)

ESRI Programming ArcObjects with VBA (2007)

FHWA Travel Demand Forecasting (2004)

State of Florida Educators Certificate

Michigan DEQ

AWARDS
APA Award of Excellence – Palmetto Bay Bicycle & Pedestrian

Master Plan

APA Award of Excellence – Hialeah CMS System Development

Josh has eight years of experience as a planner throughout the eastern United States. His fields of discipline include traffic modeling, GIS, access management, non-motorized/transit mobility projects and long range planning. He has been involved in several strategic planning efforts, public involvement programs and implementing growth management regulations. Josh has won multiple awards for his planning efforts from the American Planning Association.

On many of these projects, Josh has been the project manager, with budgets as high as $550k. His GIS responsibilities have included database management, GPS positioning systems, Script Writing, Automated Concurrency Management System Development, FDOT System review reports, general mapping and spatial analysis, as well as, spatial projection management and creation, and Inventory systems such as TriRail wayfinding signage, MDX Utilities and FDOT owned vacant parcel locations.

Partial Listing of Experience

Transit Plans

Woodward Avenue Alternatives Analysis, Metro Detroit (MI) | Grand Rapids (MI) Michigan Street Corridor Plan | Rockford (IL) Mass Transit District (RMTD) Comprehensive Transit Analysis | Akron (OH) Transit Master Plan | Knoxville (TN) KAT Transit Analysis Study | Ft. Wayne (IN) Citilink Transit Master Plan | Doral (FL) Trolley Feasibility Study and Trolley Implementation Plan | Hialeah (FL) Transit Analysis Plan | Miami Beach (FL) Miami Beach Local Analysis Study | Miami-Dade MPO (FL) Transit Hub Locator Study | Cutler Bay (FL) Circulator Feasibility Study | Palmetto Bay (FL) Holiday Shuttle Analysis Plan | Miami (FL) Health District Circulator | Indianapolis (IN) INDYGO-IPS Transportation Study | Battle Creek (MI) Transit Planning Study | Bowling Green (KY) Go BG Transit Study | Sault Ste. Marie (MI) Chippewa Tribal Transit Feasibility Study

Transportation Planning

Elyria (OH) Thoroughfare Plan | Doral (FL) Transportation Master Plan | Miami Beach (FL) Coastal Communities Transportation Master Plan | North Miami Beach (FL) Northeast Corridor Traffic Flow Study | Monroe (MI) US 24 Corridor Master Plan | Miami (FL) Health District Traffic Master Plan | Cutler Bay (FL) CDMP Transportation Element | Detroit (MI) Detroit Intermodal Freight Terminal and International Crossing | Novi (MI) Transportation Master Plan | Rochester (MI) Thoroughfare Master Plan | Johnson City (TN) Thoroughfare Master Plan | Oxford (MI) Lapeer Rd (M-24) Access Management Plan | Flint (MI) Miller Road Access Management Plan | Michigan Statewide Park and Ride Study | Miami (FL) I-95 HOT Lanes Feasibility Study | Indian River, (FL) CR609 PACE Study

Bike/Ped Planning

Southfield (MI) Non-Motorized Plan | Palmetto Bay (FL) Bicycle & Pedestrian Masterplan | Cutler Bay (FL) Bicycle Pedestrian Master Plan | Homestead (FL) Safe Routes to Schools (10 Schools) | Palmetto Bay (FL) Safe Routes to Schools (4 Schools) | Cutler Bay (FL) Safe Routes to Schools (5 Schools) | MI, Statewide – Pedestrian Safety Studies including Mt. Pleasant, Grand Rapids, Detroit, Warren, Lansing

Sherrin Hood, AICP

Senior Planner

EXPERIENCE
Since 1996

LSL EXPERIENCE
Since 2006

EDUCATION
Bachelor of Science in Urban Planning, Michigan State University, East Lansing, MI

Form-Based Code Institute

PROFESSIONAL ASSOCIATIONS
American Institute of Certified Planners

American Planning Association

Michigan Association of Planning

Women's Transportation Seminar

Sherrin has over fifteen years of planning experience, including municipal planning and zoning administration for both rural and fast-growing townships. Sherrin advises municipal clients on all planning-related matters, including zoning ordinances, master plans, site plan reviews, land division issues and various specialized studies and projects. As a consultant, she provides regular training to communities, and often speaks at planning and zoning training seminars throughout the state. She assisted Michigan Complete Streets in creation of their training program. She also frequently leads the public involvement process of planning projects.

Sherrin brings a strong municipal background to her role as a consultant. She has worked in a variety of roles, including as zoning administrator, planner, and planning department supervisor, and understands the fiscal efficiency and service quality that is often demanded of local communities.

Sherrin was named the Environmentalist of the Year in 2002 by the Northwest Michigan Environmental Action Council for her leadership on a water quality monitoring program developed in the Traverse City area. Sherrin holds the opinion that good planning must consider all aspects of the community from economic impact to urban design, to natural resource preservation.

Partial Listing of Experience

Comprehensive and Master Plans

South Lyon (MI) Master Plan | Steubenville (OH) Comprehensive Plan | Ypsilanti Charter Township (MI) Master Plan Update | Pontiac Livability Study (MI) | Acme Township (MI) Master Plan | Brighton Township (MI) Master Plan and Update | Brownstown Township (MI) Master Plan | Milton Township (MI) Master Plan | Taylor (MI) Master Plan | Grayling (MI) Master Plan | Fenton (MI) Master Plan | Fowlerville (MI) Master Plan | Farmington (MI) Master Plan

Transportation Planning & Access Management

Grand River Corridor Plan, Farmington/Farmington Hills (MI) | Woodward Avenue Alternatives Analysis, Metro Detroit (MI) | Woodward Avenue Transit TOD Study, Oakland County (MI) | Summit County (OH) Access Management Program | STARS Transit Master Plan, Saginaw (MI) | Washtenaw Corridor Access Management Plan, MDOT/Ann Arbor-area communities (MI) | Rochester Road M-150 Access Management Plan (Oakland County, MI) | Ford Road M-153 Access Management Plan (Wayne County, MI) | Ann Arbor (MI) Transportation Plan | Grayling Area (MI) Transportation Study | Gratiot Avenue Access Corridor Improvement Plan (Macomb County, MI) | Birmingham (MI) TIFA Plan

Public Involvement

Ann Arbor Transportation Plan (MI) | three corridor studies SEMCOG | Brighton Township (MI) | Brownstown Township (MI) | Chelsea (MI) | Northeast Michigan Council of Governments (MI) | Taylor (MI) | Imlay City (MI) | Macomb County (MI)

Zoning Ordinances, Subdivision and Land Development Regulations

Midland (MI) Form-based Code | Acme Township (MI) Zoning Ordinance | Fenton (MI) Zoning Ordinance | Macomb Township (MI) Town Center/Form-Based Code | Niles Township (MI) Zoning Ordinance | Romulus (MI) Zoning Ordinance | Watertown Township (MI) Zoning Ordinance | Wixom (MI) Zoning Ordinance | Cedar Springs (MI) Zoning Ordinance

SARAH E. BINKOWSKI, P.E., PTOE

Supervising Transportation Engineer
Professional Associate

Years of Experience

16 (15 with PB; 1 with others)

Education

B.S., Civil Engineering, Michigan State University, East Lansing, Michigan, 1995
M.S., Civil Engineering, Michigan State University, East Lansing, Michigan, 1998

Professional Coursework/Training

National Highway Institute (NHI) Road Safety Audit Training, NHI Designing Streets for Pedestrian Safety, Caliper TransCAD Training, Trafficware Synchro/SimTraffic Training, VISSIM Training, Simulation and Optimization in Transportation Modeling, NHI ITS Telecommunications Overview, NHI IDAS Software Training

Professional Registrations

Professional Engineer: Michigan, 2003, (6201050342)
Professional Transportation Operations Engineer: 2003 (1233)

Professional Affiliations

Institute of Transportation Engineers (ITE), Women's Transportation Seminar (WTS)

Key Qualifications

Sarah has over fifteen years of experience in the field of transportation engineering, including traffic signal optimization, traffic operations analysis, travel demand forecasting, and transportation planning. She is a certified project manager within PB and is also a professional associate. She has worked on a range of transportation studies, from small traffic impact studies, to freeway and transit environmental impact statements to large scale County transportation plans. Her background is diverse in that she has a solid traffic engineering background combined with travel forecasting experience leading to her transportation planning expertise.

Project Experience

- Gratiot Avenue Access Management Plan, Macomb County, Michigan: lead traffic engineer to develop an Access Management Plan for Gratiot Avenue in Macomb County, Michigan. From 8 Mile Road in the south to County Line Road in the north, Gratiot Avenue varies from an eight lane boulevard with high intensity land use to a two-lane road with more rural characteristics. This study had two steering committees, several public meetings, and involved eight communities. The traffic analysis reviewed all crashes along the corridor for the previous three years; developed high crash segments where driveways were further reviewed, and also performed intersection analyses for several key intersections along the corridor. The analysis and recommendations were presented at several public meeting and finalized in a report.
- Woodward Avenue Light Rail Transit Environmental Impact Statement, Detroit, Michigan: Lead transportation engineer to conduct the transportation analysis for the Woodward Avenue light rapid transit (LRT) locally preferred alternative in Detroit, Michigan. An existing and future (2030) VISSIM model was developed along Woodward Avenue between the State Fairgrounds to within downtown Detroit to determine traffic operations with a proposed LRT line. Parking and non-motorized elements were also evaluated as well along the corridor as well as within downtown Detroit.
- 26 Mile Road Environmental Assessment, Macomb County, Michigan: project engineer for the travel demand forecasting for the 26 Mile Road Environmental Assessment in Macomb County, Michigan. Currently, 26 Mile Road varies from a four-lane boulevard to two lanes for approximately 18 miles in

Macomb County, Michigan. The project reviews existing traffic volumes, future 2030 traffic volumes for the no-build alternatives, as well as several build alternatives in the future. The project reviewed existing and future land use along the corridor and used the Southeastern Michigan Council of Governments (SEMCOG) TRANPLAN based regional model to determine future traffic volumes for daily, AM, and PM peak hours.

- East Maple Road Complete Streets Study, Birmingham, Michigan: project engineer tasked with completing a complete streets study for East Maple Road between Eton Street and Woodward Avenue in Birmingham, Michigan. Currently, Maple Road is four lanes and needs to be reconstructed in the next few years. The City recently adopted a walkable community policy and as the first corridor to be studied looking at all modes, various cross-sections were evaluated including three lanes with bikes lanes, three lanes with a shared use path and the existing four lanes. Evaluation measures were developed with the City looking at all modes of travel along the corridor. A memo to the City Commission was developed and presented at a City Commission meeting along with a presentation.
- City of Pontiac Livability Assessment, Pontiac, Michigan: lead transportation engineer tasked with evaluating various transportation options along Woodward Avenue (M-1) / Wide Track Road within the City of Pontiac, Michigan. The project will analyze the transportation system within downtown Pontiac and the surrounding neighborhoods in a comprehensive manner. The project will prepare a vision plan and conceptual plans for identified short-term and long-term projects and outline an implementation for the plan.
- Rochester Road Access Management Plan, Oakland County, Michigan: lead traffic engineer to develop an Access Management Plan for Rochester Road in Oakland County, Michigan. Within the cities of Royal Oak, Clawson, Troy, Rochester Hills, and Rochester, PB was tasked with conducting a crash analysis and roadway analysis along Rochester Road. This roadway varies from four lanes in the southern portion with mainly residential to a five lane roadway in the middle section with mainly commercial to a two-lane roadway in the northern part. The document will detail driveway consolidation and closures, recommend crash mitigation measures and roadway improvements and provide the communities with master plan documentation and zoning ordinance adoption language.
- Road Commission of Macomb County Long Range Master Plan 2003 – 2028, Macomb County, Michigan: lead transportation engineer in an eight-month project to produce the first Long Range Transportation Master Plan for Macomb County, Michigan. The study utilized the 2000 and 2030 Southeast Michigan Council of Governments TRANPLAN based travel demand forecasting models to determine needed roadway improvements in the next 25 years. The results prioritized short-term, mid-term, and long-term recommendations, as well as a new right-of-way plan for the County. The data was presented to the public at two public information meetings.
- Road Commission for Oakland County 2010 Signal Optimization, Oakland County, Michigan: project manager tasked with retiming 150 traffic signals within southern Oakland County. PB will collect turning movement counts, approach counts, digital photographs, determine deficiencies and evaluate flash schedules. Synchro/Simtraffic will be utilized to update the existing conditions models and to optimize the traffic signals. PB will also update clearance intervals based on new guidelines and provide updated time-of-day schedules. PB will provide timing permits and also provide a final report with a benefit/cost analysis using SimTraffic.
- Lansing Signal Optimization Project, Phase 1, Lansing, Michigan: lead transportation engineer tasked with retiming over 100 signals within downtown Lansing, southwest Lansing, and along Michigan Avenue and Pennsylvania Avenue. PB has been tasked with verifying field data, obtaining digital photographs, finalizing existing Syncho network files, identifying deficiencies, and evaluating flash schedules. The optimization phase will evaluate cycle lengths, time of day and flash schedules, and optimizing signal timings using Synchro/Simtraffic. Timing permits, before/after travel time runs, benefit/cost analysis and a final report will be submitted as a final product to the City.

Sharon M. Woods, CRE | MA | MCP
Curriculum Vitae

Professional Consulting; 2001 – 2012

Sharon M. Woods, CRE is the Principal and Founder of LandUse|USA, a professional consulting firm that serves the entire United States from its offices in central Michigan. She has twenty years of professional experience, including a decade in professional consulting preceded by tenure with Fortune 500 firms, including Target Corp./Dayton-Hudson; Macy's/Federated and Sears Holdings/Kmart Corp.

Sharon provides expert counseling and advisory services in real estate, land use economics and community development. She specializes in developing optimal market strategies for developers, planners, foundations, lenders and investors, retailers, jurisdictions and public-sector agencies. Her expertise spans all categories of land use, including retail, commercial, residential, office, industrial, warehousing, logistics, aviation-related, medical and mixed-use.

Employment History; 1990 – Current

Professional Consulting (2001 – Current; Principal; CEO)

Sears Holdings, Inc.; Kmart Corp. (2000 – 2001; Director)

Macy's Inc.; Federated Department Stores (1993 – 2000; Senior Manager)

Target Corp.; Dayton-Hudson Corp. (1990 – 1993; Senior Analyst)

Advanced Education; 1985 – 1990

University of Michigan – Extension; Master Citizen Planner – 2009

Middleton School of Real Estate; Continuing Education – 2002

Miami University of Ohio; Master of Urban Planning; Applied Geography – 1988 – 1990

University of Wisconsin; Bachelor of Urban Planning; Applied Geography – 1985 – 1988

Sharon M. Woods, CRE | MA | MCP

Curriculum Vitae

Conference Presentations

"Turn on 28th" Corridor Renovation and Retrofit (Award-Winning; AIA Grand Valley)
Michigan Association of Planning – October 2011

Performance Metrics for Site Decision-Making and Land Use
National Brownfield Conference – May 2008

Supporting Great Planning with Smart Economics
Michigan Association of Planning – October 2006

Utilizing Geography Degrees in the Current Job Market; Alumni Bicentennial Meeting
Miami University of Ohio; Department of Geography – August 2006

Lifestyle Centers; Michigan Downtown Association – October 2005

Volunteer Teaching

Real Estate Site Selection, Location Analysis; Michigan State University – Oct. 2011 (2 classes)

Junior Achievement Program; Minneapolis Public Schools – 1992 School Term (6 classes)

Memberships and Affiliations

Counselors of Real Estate – CRE

International Council of Shopping Centers – ICSC

Urban Land Institute – ULI

Congress for New Urbanism – CNU

American Planning Association – APA

Michigan Association of Planning – MAP

Michigan Downtown Association – MDA

Michigan Municipal League – MML

Michigan Master Citizen Planner Program – MCP

Lansing Regional Chamber of Commerce – LRCC

Lansing Economic Area Partnership – LEAP

Clinton County Economic Alliance – CCEA

Sharon M. Woods, CRE |MA | MCP
Curriculum Vitae

Introduction

Our company principal and founder, Sharon M. Woods, CRE, has over twenty years of professional industry experience in Real Estate Development Research. The first half of her career included tenure with Fortune 500 companies, including Dayton-Hudson/Target Corp. (Minneapolis), Federated/Macy's (Cincinnati), and Kmart/Sears Holdings (Troy, Michigan). She has been in professional consulting for over a decade and has worked on over 200 projects for private and public sector clients, as listed in the following pages.

Consulting Projects – 2011 – 2012

Project Type	*Market and State*	*Status/Published*
Economic Growth Strategy	City of San Diego, CA	*pending - 2012*
Corridor Market Strategy	Delta Township, MI	*pending - 2012*
Downtown Market Strategy	City of Sylvania, OH	*pending - 2012*
Master Plan Consulting	City of Oklahoma City, OK	*pending - 2012*
Corridor Improvement Strategy	City of Niles, MI	January 2012
Retail Market Strategy	Grand Blanc Township, MI	January 2012
Retail Impact Analysis	City of South Haven, MI	December 2011
Farmers' Market Strategy	City of Kalamazoo, MI	November 2011
Downtown Market Strategy	Village of Kalkaska, MI	October 2011
Downtown Market Strategy	City of St. Clair, MI	October 2011
Corridor Market Strategy	City of Wyoming, MI	March 2011
Economic Growth Strategy	Greater Cincinnati, OH-KY-IN	February 2011
Business Campus Strategy	City of Coldwater, MI	January 2011

Consulting Projects – 2008 – 2010

Project Type	*Market and State*	*Published*
Towne Center Market Strategy	City of Oklahoma City, OK	December 2010
Boundary Agreement Strategy	City of Merrill, WI	November 2010
Retail Anchor Recruitment	City of Jackson, MI	October 2010
TOD Master Plan Strategy	Village of Prairie Grove, IL	May 2009
Senior Housing Strategy	City of Traverse City, MI	April 2009
Urban Grocery Strategy	City of Jackson, MI	April 2009
Economic Growth Strategy	City of Merrill, WI	February 2009
Downtown Market Strategy	City of Rogers City, MI	December 2008
Downtown Market Strategy	Village of Ravenna, MI	October 2008
Business Campus Assessment	City of Coldwater, MI	June 2008

Sharon M. Woods, CRE | MA | MCP

Curriculum Vitae

Consulting Projects – 2008

Project Type	*Market and State*	*Completed*
Retail Market Strategy	Coppell; Dallas-Ft.Worth, TX	June
Retail Market Strategy	Orland Park; Chicago, IL	June
Economic Growth Strategy	Gaines Twp.; Grand Rapids, MI	June
Economic Growth Strategy	Old Booklyn; Cleveland, OH	June
Economic Growth Strategy	Scio Twp.; Ann Arbor, MI	May
Retail Market Strategy	Toledo, OH	May
Retail Market Strategy	Westland; Detroit, MI	April
Residential Market Strategy	Grand Haven, MI	March
Mixed-Use Market Strategy	Bowling Green, KY	March
Forensic Research, Fiscal Impact	Ann Arbor Twp., MI	March
Residential Market Strategy	Salt Lake City, UT	January
Mixed-Use Market Strategy	Gibraltar; Detroit, MI	January
Retail Market Strategy	Kalamazoo, MI	January
Residential Market Strategy	Johnson Co.; Kansas City, KS	January

B R i
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Plymouth Road Corridor Improvements

Livonia, Michigan

The City of Livonia is located in northwest Wayne County, Michigan and is considered one of Wayne County's premiere residential and business centers.

Beckett & Raeder, Inc. prepared a comprehensive corridor development plan for the Plymouth Road Development Authority and implemented the recommended projects. The Plymouth Road corridor extends six miles from its eastern entry at Inkster Road to Eckles Road at its western entry at Plymouth Township. The corridor plan included a review of traffic and circulation, land use and development patterns, public infrastructure, municipal lighting, and site development issues. The resulting plan recommended a collection of improvements estimated at $24,000,000.

Improvements include enhanced pedestrian crossings, new sidewalks, driveway approaches, screening walls, municipal street lighting, irrigation and landscaping, intersection mast arm signalization, and new street signage. Easements were procured to complete improvements on private property within the six-mile corridor.

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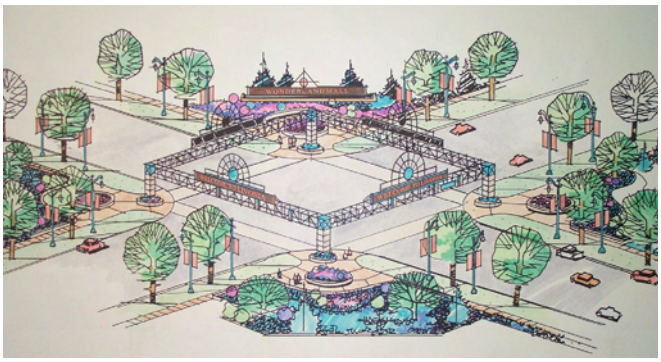
Plymouth Road Corridor

Livonia, Michigan



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Garden City (M-153) Streetscape and Corridor Improvements

Garden City, Michigan

Beckett & Raeder, Inc. designed and implemented a streetscape and enhancement project for the Ford Road (M-153) and Middlebelt corridors in Garden City. The streetscape design was based on a downtown plan and zoning ordinance prepared by Beckett and Raeder for the newly defined CBD district, including design guidelines for the development of private and public parcels in the CBD.

Components of the corridor improvements included street lighting with banners; pedestrian lighting with hanging baskets for seasonal displays; irrigated street plantings, including street trees and seasonal shrub and perennial plantings; special brick paving and screen walls; pedestrian furnishings; barrier free crosswalks at intersections; new water main and services; and traffic signal mast arms. Easements were obtained from property owners to permit construction on private parcels, which enhanced the ability to soften adjacent parking lots and develop consistent improvements in the downtown area. The construction process spanned a two-year period to allow for reasonable access to businesses during construction.

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Fifth and Division Streetscape

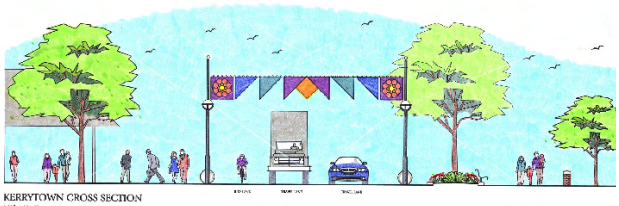
Ann Arbor, Michigan

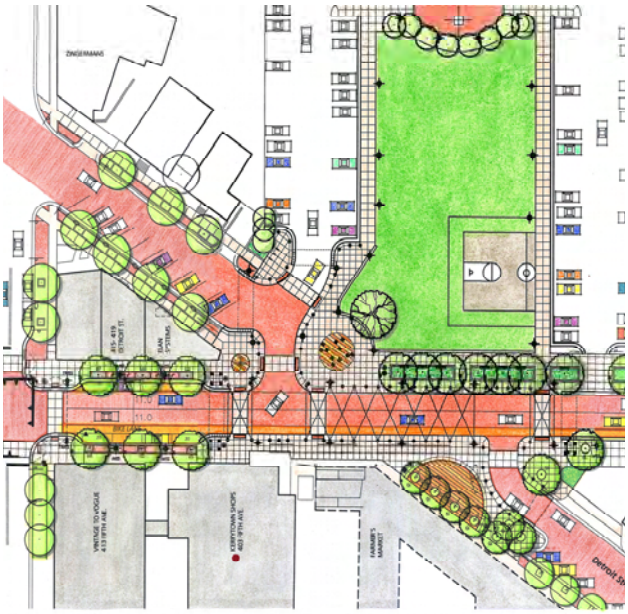
Beckett and Raeder, Inc. was retained by the Ann Arbor Downtown Development Authority to develop design plans for Fifth Avenue and Division Street in Downtown Ann Arbor. These two streets form a one-way pair traversing the downtown in a north south direction, and link several different neighborhoods including historic residential neighborhoods, Kerrytown, Community High School, the governmental zone, Washington and Liberty Street retail districts, the Public Library, some University of Michigan properties, and student residential areas.

A primary goal of the plan is to change the culture of the streets from a primarily vehicular route, to a pedestrian and bicycle friendly route, which still handles the traffic projections for the two streets. Lane widths are modified, on-street parking is increased, bike lanes are added, and pedestrian streetscape enhancements are proposed.

Gateways at the north and south entrances to the corridor are strengthened and special areas along the corridors are enhanced to focus on their unique contributions to the community. The core intersections where these two streets cross Liberty and Washington are enhanced to welcome visitors into these retail streets. Special pavement throughout the intersection and enhanced crosswalks, with improved lighting and pedestrian amenities are proposed. Bump-outs are proposed the length of the corridor where on-street parking has been accommodated.

The Historic Kerrytown area is proposed to have a brick street, with portions of the street raised to the top of curb elevation, with contrasting brick bike lanes. Home of the Ann Arbor Farmer's Market, and directly across from Community High School, Kerrytown is further enhanced with public plaza spaces and an overhead Tivoli lighting trellis to tie Community High School, the Farmer's Market and Kerrytown into one community events space.





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Chelsea M-52 Corridor Study

Chelsea, Michigan

Beckett & Raeder, Inc. was commissioned by the Village of Chelsea to conduct a study for the M-52 corridor between I-94 and Old US-12 (Michigan Avenue).

The study area has experienced increased development in the past five years including commercial shopping facilities, professional offices and the recent opening of the Pierce Lake Golf Course. In addition, the Village is in receipt of a number of site plans for new commercial and residential developments within the study area.

The study involves the assessment of existing and projected traffic volumes; trip generation induced by new development within the corridor; review of current setbacks and zoning regulations; identification of development opportunities; reconfiguration of traffic; street lighting; and signage.

Study recommendations will be used by the Chelsea Planning Commission to review and assess development site plans within the corridor, and to develop an image for this distinct commercial area.

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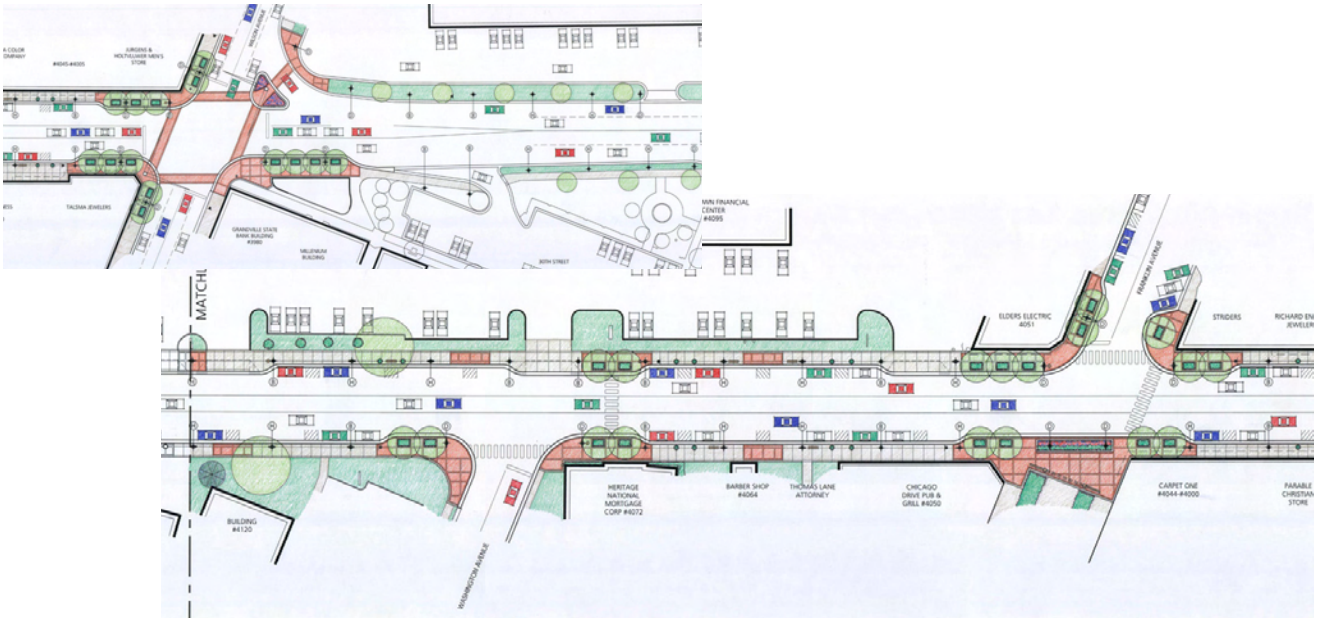
Grandville Streetscape

Grandville Michigan



The intent of the master planned Chicago Drive Streetscape project is to dramatically change the culture and program of this downtown street while enhancing the aesthetic quality of the streetscape. Currently, this street is a vehicular oriented street with minimal consideration given to pedestrians and cyclists. The pedestrian sidewalks are narrow and are not buffered from the travel lanes. The result is a particularly hostile environment to non-motorists, including cyclists and pedestrians. The current traffic configuration on the street is 4 travel lanes with no on-street parking. A traffic study with modeling has verified that the laneage configuration can be reduced to 3 lanes (2 travel lanes and a center left turn lane) allowing the addition of on-street parking and wider sidewalks at intersections. To make streetscape improvements possible, the project will bury/relocate the overhead utility lines. Several drive approaches will be closed and/or relocated in an effort to provide good access management on this urban street. These proposed changes to the framework of the street fulfills immediate goals shared by the City of Grandville and the Grandville Downtown Development Authority (DDA) to improve downtown accessibility to visitors and residents and provide safe routes minimizing pedestrian and vehicular conflict. In essence, this project transforms the thoroughfare to a "Complete Street," a national downtown transportation initiative that broadens the program of City streets beyond just the motor vehicle. While the addition of bike lanes was not possible due to dimensional limitations of the R.O.W., bike hoops are provided with bike access from the adjoining neighborhoods and side streets. Additionally, improved, enunciated, ADA compliant crosswalks are integral to the design. This compliments the City's Master Plan and the DDA's Downtown Plan providing an accessible, walkable downtown environment. In addition to the roadway changes within the curb lines, pedestrian improvements behind the curb are also planned to complete the transformation of the corridors to an improved pedestrian environment and "Complete Street."

The addition of bump-outs at intersections will serve to decrease the crosswalk crossing distance and protect the on-street parking zone. Behind the curbs, special pavers, pedestrian-scale street lights, a pedestrian gateway element to pedestrian linkages to rear parking, street trees and perennial plantings, planters, benches, litter receptacles, and bike hoops will be implemented to provide the visual cues and amenities necessary to change the corridor from its current vehicle-oriented nature to a desired pedestrian environment with community gateways from the east and west. Additional elements planned include a Market Place Pavilion in the public parking lot south of Chicago Drive with pedestrian connections to the streetscape, and vehicular and pedestrian wayfinding signage.

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Ypsilanti Streetscape

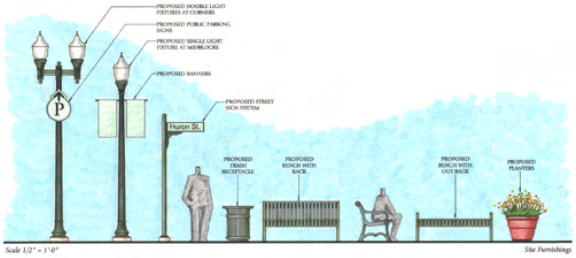
Ypsilanti, Michigan

Beckett & Raeder, Inc. developed design and construction documents for a comprehensive downtown streetscape for the Ypsilanti Downtown Development Authority. An overall master plan was prepared identifying various zones of development, a hierarchy for the circulation and streetscape development, and revisions to the Michigan Avenue corridor road geometry including a proposed median. In order to obtain MDOT authorization for the revisions to the state trunkline, a traffic study was prepared to demonstrate that the proposed revisions could indeed handle the traffic volumes, and accommodate the turning movements existing in the downtown area.

Streetscape paving and furnishings were designed to compliment the historic character of the downtown business district. Several small adjacent park areas were included in the master plan to integrate the Public Library, the Riverside Arts Center and the Huron River waterfront.

A custom designed banner was developed, highlighting the historic facades found throughout the business district. Beckett & Raeder, Inc. coordinated the installation of a Detroit Edison Lighting program, including accommodations for holiday lighting, and the banner system.

Beckett & Raeder, Inc. managed the implementation of the first phase of streetscape funded in part through the Tea-21 program, and DDA bonds. Beckett & Raeder is currently working with the DDA to develop a second phase of downtown improvements, seeking Tea-21 funding.



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Wayne Streetscape

Wayne, Michigan

Beckett & Raeder, Inc. designed and implemented a streetscape project for the City of Wayne. The streetscape design was based on a downtown plan prepared by Beckett & Raeder for the area as well as the preparation of several successful Tea-21 grant applications for various portions of the project.

Components of the streetscape include; Detroit Edison street lighting with custom banners; irrigated street plantings, including street trees and seasonal shrub and perennial plantings; brick paving and screen walls; brick entry signs; pedestrian furnishings; development of two new parking lots and redevelopment of an existing parking lot; barrier free crosswalks at intersections; new water main and services; and traffic signal mast arms.

Large existing street trees were retained, providing a mature feeling to the streetscape. Pavement at the base of the trees was carefully removed to provide a healthier environment for the trees. Irrigation was installed minimizing disruption to the mature trees and perennial groundcover added to shade the roots of the existing trees.

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Pleasant Ridge
Maywood Townhomes

Pleasant Ridge, Michigan

The City of Pleasant Ridge acquired in the 1970's a former Marathon gas station on Woodward Avenue a location for a municipal fire station. However, the City entered into a mutual aid agreement with the City of Ferndale and the property was no longer needed for the fire station. Since its acquisition the property was renovated and used for a variety of retail businesses. In 2002, following recommendations in the Community Master Plan the City marketed the property for redevelopment.

Talon Development Company acquired the Woodward Avenue for redevelopment. The development agreement negotiated with the developer outlined redevelopment responsibilities for both parties. Because the site was environmentally distressed and considered a brownfield the City and Beckett & Raeder, Inc. worked with SME, Inc. to prepare the necessary documents and due care provisions to implement the project. Further, the City moved to rezone the property from commercial to multiple-family, worked with the Pleasant Ridge Downtown Development Authority to assist with the demolition of the former gas station building and remediate the site, and coordinated activities with the Oakland County Brownfield Redevelopment Authority to use the State of Michigan Single Business Tax (SBT) credit program. The last component of the development agreement involved the Pleasant Ridge Planning Commission who worked with the developer on site plan and architectural elevation requirements.

Once all of the pre-development conditions were addressed the property was transferred to the developer for construction of the townhome project. The project was constructed in 2004-2005 and includes eighteen (18) multi-story townshomes along Woodward Avenue.

Before

After

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Placemaking-Marquette Waterfront

Marquette, Michigan

One of the visionary projects to be recommended in the 1996 Community Master Plan was the redevelopment of industrial lakeshore properties along Lake Superior. The plan process determined that industrial development along the lakeshore was unrealistic due to a long-term decline in regional mining operations. The plan recommended pursuing state and federal grants for environmental clean-up and a program focused on land acqusition. This initiative became project #8 in the Action Program portion of the master plan.

In 2002 this vision came to fruition as ownership of the lakeshore railroad properties transferred to the City. Shortly thereafter the Lower Harbor Redevelopment Plan was commissioned by the City and Planning Commission. This plan, which involved a significant community involvement component, resolved several critical issues regarding circulation and land use programming, maintenance of the working waterfront, and the introduction of residential and mixed-uses. A framework plan was prepared to reflect local decision-making, identify changes needed in the zoning ordinance, and establish an outline for public and private partnerships.

In 2004 the 1996 Community Master Plan was updated and the updated plan included a specific chapter on waterfront development and opportunities to expand the waterfront program into the downtown and adjacent residential neighborhoods. Since 2004, a variety of public and private projects have taken place based on the groundwork formulated in the 1996 and 2004 master plans, and the 2002 Lower Harbor Plan. Today, the Marquette waterfront is an exciting urban mixed-use waterfront on Lake Superior with commercial, residential, entertainment, and recreation venues.

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Monument Park Building

Former Buddy's (Sunoco) Gas Station
Dexter, Michigan

The Village of Dexter and the Dexter Downtown Development Authority jointly acquired a gas station located in the middle of the downtown. The gas station disrupted pedestrian circulation and the building was out of context with the surrounding historic properties. Once the acquisition was completed the Village transferred their interest in the property to the DDA who handled overall project implementation. Beckett & Raeder, Inc. served as development consultant to the Dexter DDA and coordinated the redevelopment process.

The DDA's role was to coordinate remediation of the property, preparation of a redevelopment plan and request for proposal, coordination with the Washtenaw County Brownfield Redevelopment Authority, and solicitation of a developer.
AR Brouwer Company LLC was selected as the developer and the DDA worked with the developer and the Village on the procurement of a MEDC/ MSHDA Community Development Block Grant to assist with the construction of parking and associated infrastructure for the new building. The new parking lot would be located within a block from the new building and would also include an open-air structure for a farmers market. The project budget included $219,000 from the CDBG program, $285,000 of DDA funds, and approximately $2,100,000 in private investment to build a three-story 25,000 square foot mixed-use building. The project was eligible for brownfield incentives through the State of Michigan and after project completion the developer was awarded $210,000 in SBT tax credits. The new building was designed using the Village of Dexter Heritage Overlay District based on the Secretary of the Interior guidelines for new construction in historic districts.

The building was substantially completed in 2006 with full lease-up in 2007. Monument Park Building tenants include North Point Seafood & Steak Restaurant on the first floor, and upper-story offices for medical and professional offices. In total, over 50 jobs have been created by the project. In addition, the parking lot financed through the CDBG program was completed and the DDA invested an additional $130,000 to build the open-air structure for the Dexter Farmers Market.

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Fuller Road Station

Ann Arbor, Michigan

Beckett & Raeder was retained by the City/UM to design and engineer the Fuller Road Station Phase 1 project which will provide intermodal connectivity to the existing railway, the Fuller road arterial connection with AATA and UM bus routes, the non-motorized border-to-border trail, and the University and VA Hospitals. Phase 1 includes: a 5-level Intermodal Facility with covered and secure bicycle storage, motorcycle parking, 5 bus loading/unloading zones at first floor, and 991 vehicle parking spaces, a small surface parking lot, and a bike plaza. Future Phases considered in the Phase 1 development include: a new train station and passenger drop off area, rail boarding platform, additional bus platforms, expanded bicycle facilities, platforms for taxis and other private carriers, future second rail with platform connected by an overhead passenger walkway, continuation of the overhead walkway to East Medical Center Drive with direct overhead connection to the UMHS, and with potential connections to a future Signature Transit Service Line. The site will serve as a welcoming center to Ann Arbor for those arriving by bus, rail, bicycle and automobile. The overall site design with its bioswales, indigenous plant materials, and field stone walls, provides a flowing visual connection between the Huron River Valley and the building and inspires a warm and welcoming feeling. A plaza area with perimeter seat walls and flag poles promote activity and vibrancy conducive to a gathering area and trail head for bicyclists/trail users.

ADA: Through its primary function to support various forms of mass transit services and its connection to a prominent non-motorized pathway for bicycles and pedestrians, this facility makes a strong statement for universal design.

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Ford Road Corridor Plan

Wayne County, Michigan

Key Elements

Multi-Jurisdictional

MDOT Endorsement

Zoning Overlay

Access Retrofit

Pedestrian Amenities

Low Impact Design Standards

Public and Property Owner Workshops

Contact

Jennifer Evans, SEMCOG
535 Griswold, Suite 300
Detroit, MI 48226
313.961.4266
evans@semcog.org

Ford Road is a mature commercial corridor linking the city of Detroit with several inner ring suburbs. LSL coordinated the efforts of four suburban cities, Wayne County, MDOT, and the MPO (SEMCOG) to prepare a corridor management plan. One of the key challenges was redevelopment of many small parcels with limited room to expand.

Short and longer term recommendations included land assembly and shared parking access to provide more developable area. A comprehensive set of access, non-motorized, transit, and stormwater management recommendations will guide gradual improvement to safety and the character of the corridor. Innovations in impervious coverage and low impact design techniques woven into the plan provide additional opportunities to "green" the corridor and attain funding to implement access management and other recommendations.

Saginaw-Oakland Corridor Plan
Lansing, MI

Key Elements

Alternatives Analysis

Multi-Modal Transportation

Road Diets

Access Management

Green Infrastructure

Public Involvement

Contact

Andy Kilpatrick, Transportation Planner, City of Lansing
517-483-4247

Lansing determined that a key component to be addressed in its master plan should be its major east-west arteries, which stretch out from the capital across a diverse cross-section of the city. Oakland/Saginaw, a one-way pair or state trunklines with stable volumes, was perceived to have high speeds and overdesigned capacity that did not fit with the context of land use or neighborhoods.

Various alternatives were evaluated, including keeping the one-way pairs, converting to two-way, and reducing lanes with a road diet. Through a series of public workshops and technical analysis, there was agreement on performance criteria which led to the eventual recommendation to reduce the number of lanes as part of a transformation into "Complete Streets," that better fit the context of the area. Please see the attached Lansing Master Plan transportation chapter as an example.

Washtenaw County Access Management Plan
Ann Arbor, MI

Key Elements

Land Use

Zoning

"Active" Transportation

Access Recommendations Public Involvement

Contact

Paul Lott, MDOT

517-750-0405

LSL led an access management and corridor improvement plan for a 17 mile corridor connecting the universities and downtowns in Ann Arbor and Ypsilanti. This corridor is characterized by a proliferation of driveways, periodic congestion, crash problems, limited right-of-way for improvements, robust pedestrian and bicycle use, and the highest transit ridership in the county. The busiest portion of the corridor is also planned for enhanced transit service and lies along the Ann Arbor-Detroit commuter rail corridor.

Though a series of technical and public workshops and corridor tours, a menu of recommendations evolved including site-specific recommendations to improve the number, location, spacing, and design of driveways and intersections along the corridor. Plan implementation will be achieved gradually through new access management overlay zoning regulations adopted by the four participating communities. Emphasis was placed on tailoring recommendations to balance access needs for all modes of transportation and stimulate private transit-friendly infill development.

Gratiot Avenue Corridor Plan
Metropolitan Detroit, MI

Key Elements

Transportation Planning

Corridor Planning

Access Management

Transit

Public Involvement

Overlay Zoning

Contact

Jennifer Evans, SEMCOG
313-961-4266

Stretching 26 miles across Macomb County in metro Detroit, the Gratiot Avenue corridor (M-3/M-19) traverses nine communities. LSL prepared a corridor access management plan under the direction of a multi-agency committee to interface road agency guidelines with compatible community regulations. A challenge was the dichotomy of land use patterns along the corridor, which ranges from urban to rural.

LSL prepared recommendations for sites along the corridor and facilitated the plans and overlay zoning ordinance through the adoption processes. In addition to typical access management recommendations, a series of operational solutions were included along with recommendations to improve non-motorized travel and transit setting the stage for potential future transit investments in the region.

Woodward Avenue TOD Pre-Planning

Oakland County, MI

Key Elements

Transit-Oriented Land Use

Complete Streets

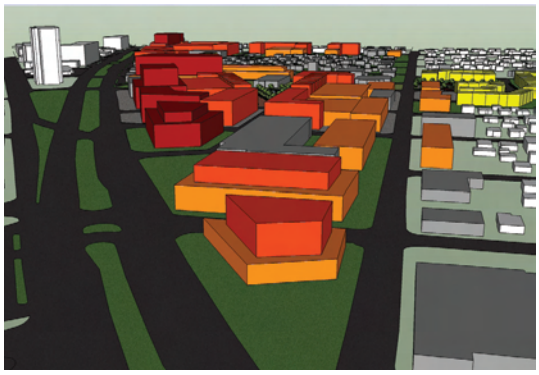
Transit Planning

TOD Overlay Ordinance Model

Contact

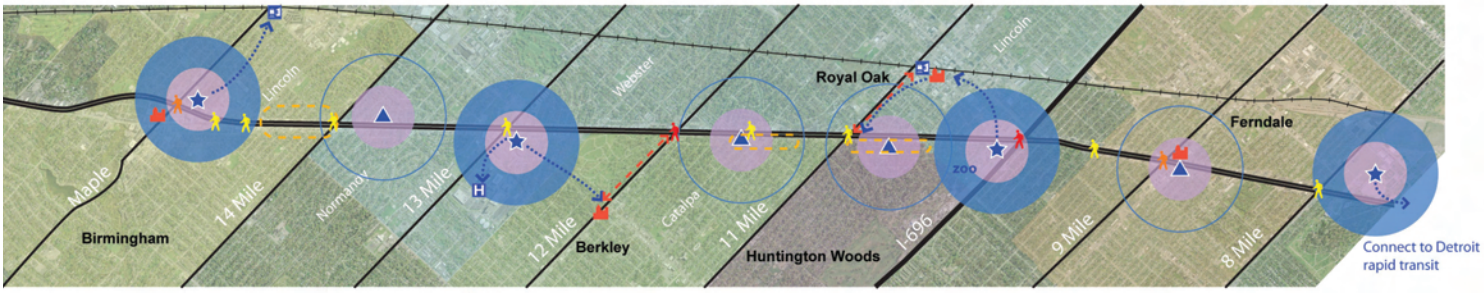
Heather Carmona,
Executive Director
Woodward Avenue Action Association
heather@woodwardavenue.org
248.288.2004

Completed 2012



In anticipation of enhanced bus rapid transit service that is planned along Woodward Avenue in Detroit, LSL assisted a joint effort by five cities to plan a land use redevelopment pattern to complement "premier" transit service into Southern Oakland County. This "pre-planning" document included an audit of comprehensive plans and zoning ordinances to identify changes toward a unified transit vision for the corridor.

Using LSL's experience on both land use and transit planning, we identified transit nodes around potential transit stations. Then we prepared a concept plan to illustrate areas where density should be concentrated, with transition areas to protect the single-family neighborhoods. A model TOD overlay code was prepared with instructions on how each community can adapt it. Finally, LSL lent its Complete Streets experience to outline ways to transform the right-of-way to be more supportive of transit, walking, and biking.



Michigan Street Corridor Enhancement Plan
Grand Rapids, MI

Key Elements

HUD Sustainability Project

Scenarios

Non-motorized

Transit

Land Use

Best Practice Toolkit

Public Involvement

Contact

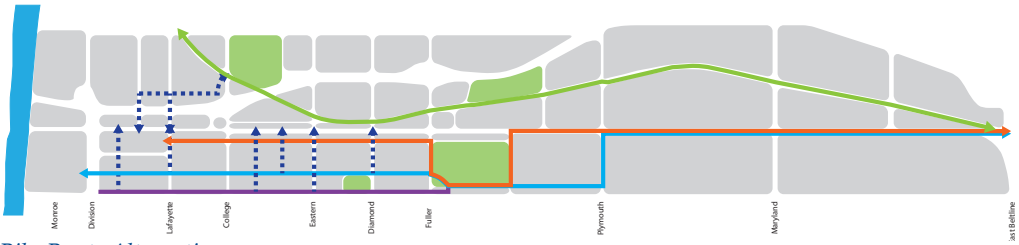
Suzanne Schulz
Planning Director
City of Grand Rapids
1120 Monroe Avenue
Grand Rapids, MI 49503
616.456.4598

Fee: $425,000
Prime: LSL Planning

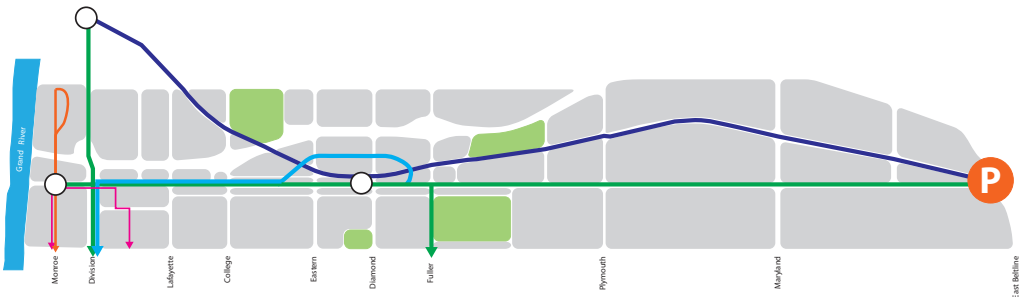
LSL is leading a team that is creating a land use and multi-modal transportation plan for the Grand Rapids "Medical Mile" around the Michigan Street corridor on the edge of downtown. This area includes a wide range of uses, including a regional hospital, Michigan State and Grand Valley State University campuses, small business districts and a variety of unique neighborhoods. Through an elaborate community engagement process including focus groups, web-based publicity, walk/bike tours, public forums and a "Quality of Life" board game, different land use and transportation alternatives were identified and vetted.

Using Guiding Principles and HUD performance measures, a preferred land use scenario was identified. Then a variety of transportation improvement packages were modeled at the subarea and intersection level. As the Plan evolves, it will provide a series of recommendations for bike facilities, numerous pedestrian improvements, travel demand management strategies, long and short range transit options, TOD and POD urban design standards, a green infrastructure plan and a range of street network improvements.

Quality of Life board game public involvement exercise



Bike Route Alternatives



Transit Alternatives

The Road Commission of Macomb County Long Range Master Plan 2005 - 2030

Macomb County, MI

Client

Road Commission of Macomb County

Parsons Brinckerhoff Role

Parsons Brinckerhoff Michigan Inc. (PBM) was retained as the prime consultant to develop a Long Range Master Plan for the Road Commission of Macomb County (RCMC).

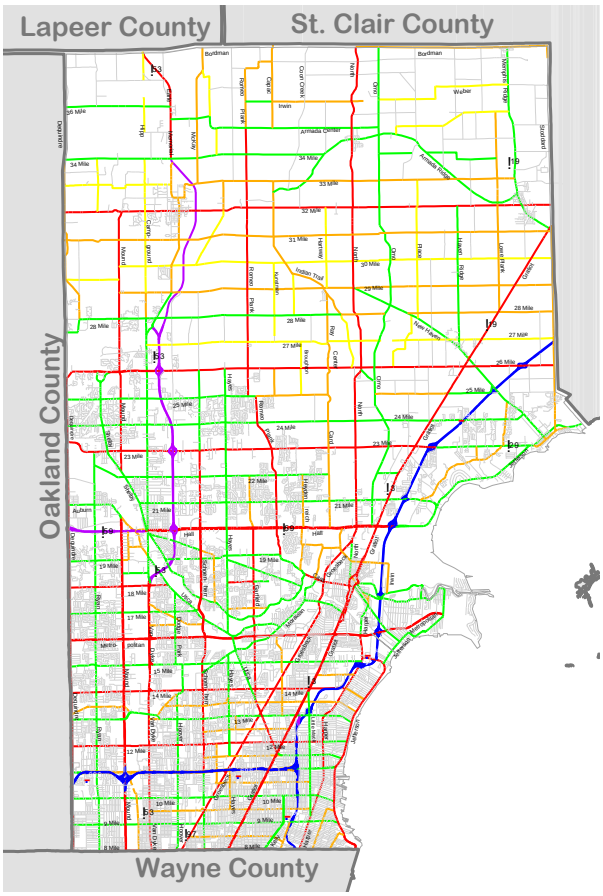
Project Description

PBM was retained to develop a Long Range Master Plan for the Road Commission of Macomb County. Macomb County is experiencing tremendous growth in areas that have long been rural in nature. The County must now expand their infrastructure into those areas. In addition to the expansion needs, the infrastructure in well-established areas is in need of repair or replacement. The last County Master Thoroughfare Plan indicating right-of-way requirements was performed in 1982. That plan provided the proposed Inter-County Highway Plan right-of-way requirements for major roads. The map for the plan identified rights-of-way between 120-feet to 300-feet. This Project Plan updates and expands the scope of the 1982 plan to create a Long Range Master Plan for 2005 – 2030. This Long Range Master Plan includes planned rights-of-way and also assists in identifying projects to be planned, improved, and/or expanded in the transportation system.

This project met the following goals of the RCMC:

1. Defined and addressed the RCMC Vision
2. Documented existing transportation system conditions
3. Worked with the RCMC and the community to identify goals and objectives
4. Provided future forecasts to identify needs
5. Developed transportation strategies
6. Developed a master right-of-way plan map for the County roads
7. Provided short-term, mid-term, and long-term recommendations to meet the needs of Macomb County

The PB Team facilitated meetings with the RCMC Senior Staff and the Commissioners in order to establish the goals, objectives, expectations, and vision for the updated Long Range Master Plan. A number of items were collected as part of the data collection process for both the existing and future conditions analyses. These items assisted in



providing a baseline condition, as well as aided in providing information for the future 2025 TRANPLAN travel demand forecasts. Information was collected from the RCMC, local municipalities in Macomb County, SEMCOG, and the Michigan Department of Transportation (MDOT).

As part of the existing conditions analysis, crash data was assessed at two levels: 1) system-wide level and 2) individual high crash locations. At the system-wide level the SEMCOG County profiles were utilized, as well as the "Traffic Safety Facts" published by the Michigan State Police through OHSP. The SEMCOG intersection crash data was summarized and ranked based on crash type and severity. Based on the intersection crash data, a crash frequency and crash rate analyses was conducted in order to identify critical crash locations. If an intersection has a crash frequency or rate exceeding the critical frequency or critical rate, then it is considered a critical crash location. UD-10 reports were requested for intersections identified as critical crash locations. Based on the additional

information, recommendations were made to improve the safety of those intersections.

The existing conditions analysis included: summary of crash information and high crash locations; a plan to alleviate the crash problems; a summary of the bridge information; a summary of capacity issues; a list of elements/issues to be addressed; GIS mapping of information; land use data; and any roadway and environmental elements identified.

Public information meetings were held after the existing conditions analysis was complete. A second meeting was held after recommendations for the Long Range Master Plan was completed. The meetings provided an opportunity to present the data to the public and for the PB Team to obtain input on the community's issues and concerns.

SEMCOG's 2025 TRANPLAN model was reviewed based on the future land use data and roadway improvement data collected to ensure the most current data was utilized in the forecast model. The latest development information and socio-economic projections (year 2030) were incorporated into the year 2025 model base network. The base 2025/2030 TRANPLAN analysis results were utilized to identify future link level deficiencies. Future transportation improvements were tested based on identified needs and deficiencies. From the improvements tested, combinations were identified and tested to assess the compatibility of the improvements. Based on each of the alternatives analyzed, a brief environmental overview was provided to identify any critical areas.

Short-term, mid-term, and long-term recommendations were created from all of the data collected, the public information meetings, the RCMC Commissioners' and Staff input, and the analysis results.

Short-Term and mid-term recommendations were formulated for consideration for right-of-way improvements, bridges, capacity, safety, land use, and environmental issues. The vision for short-term improvements were to implement the improvement identified within the next five years, mid-term improvements were for the next five to fifteen years. Short-term improvements are subject to more detailed evaluation of impacts and availability of funding.

Long-term recommendations were determined based on the 2025 TRANPLAN results and the transportation improvements tested. A planned right-of-way map was prepared, as well as documentation for the development, analysis, and data that support the recommendation. Areas to be addressed in the plan included land use planning, right-of-way preservation alternatives, smart growth principles (or tools), access management, and potential source of funding.

Preliminary cost estimates were performed, as well as prioritizing the identified improvements for the short-, mid- and long-term. Funding opportunities were addressed where applicable.

All of the project elements were incorporated into the Long Range Master Plan. The screening process, analyses, and conclusions were documented as part of the project.

Schedule:
August 2003 – June 2005

Key Staff:
Adiele Nwankwo, Project Manager
Barbara Arens, Deputy Project Manager
Sarah Binkowski, Project Engineer
Linda Powell, Project Engineer
James Green, Right-of-Way
Joseph Koram, Geometric Design

Cost Budget:
$100,000

Reference:
Joe Pacella, Project Manager
Road Commission of Macomb County
117 S. Groesbeck Highway
Mount Clemens, Michigan 48043
Phone: (586) 463-8671
Email: jpacella@rcmcweb.org

Teaming
Parsons Brinckerhoff Michigan, Inc. served as Prime Consultant. Langworthy Strader LeBlanc & Associates, Inc. served as subconsultant.

Project Number: 35465D

Pontiac Livability Study: Downtown Pontiac Transportation Assessment

Pontiac, Michigan

Owner of project
Oakland County

Client
Oakland County

Background
Pontiac, Michigan, the town for which General Motors named its famous line of cars and trucks, is an economically distressed city of approximately 66,095 people, down from a peak of 85,000 in 1970. The unemployment rate in Pontiac was 31.3% as of April, 2010 (www.milmi.org). This is among the highest in the nation, and is more than double Michigan's unemployment.

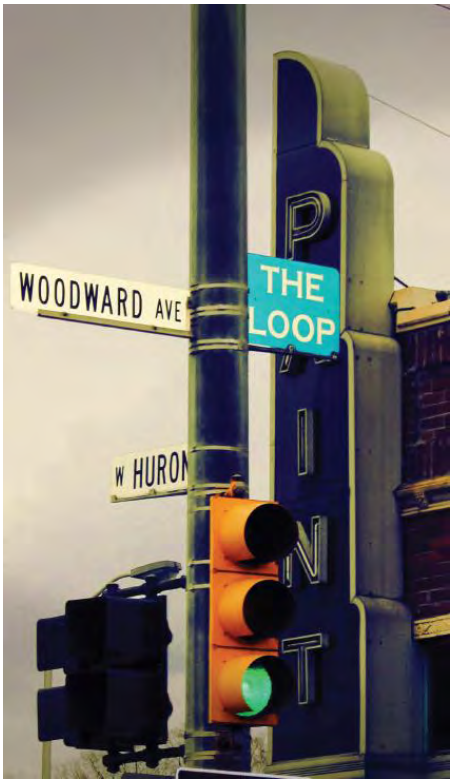
Oakland County Planning & Economic Development Services, in partnership with the City of Pontiac, was awarded a Sustainable Communities Challenge Grant in October, 2010. The Sustainable Communities Challenge Program is a partnership between USDOT, HUD, and Environmental Protection Agency, and encourages communities to develop plans addressing the Six Livability Principles:

- Provide more transportation choices
- Promote equitable, affordable housing.
- Enhance economic competitiveness.
- Support existing communities.
- Coordinate policies and leverage investment.
- Value communities and neighborhoods.

Parsons Brinckerhoff Role
Parsons Brinckerhoff was selected to perform planning, traffic engineering, PlaceMaking, and public involvement. Parsons Brinckerhoff was to specifically address the Woodward Loop and other barriers to connectivity and economic growth in, and surrounding, downtown.

Pontiac Project Description
The purpose of the Downtown Pontiac Transportation Assessment is to create a plan that will detail the best ways to use the city's physical and natural assets as the foundation for making better connections between downtown Pontiac, the neighborhoods immediately surrounding it, employment centers, and other nearby communities. These assets include, but are not restricted to, the newly refurbished Pontiac Multi-Modal Transportation Center, the regional bike trail system, the "Loop", Clinton River and other assets located within the project study area. The public engagement process for the project included a Project Advisory Team, a Citizens Advisory Group, three sets of public meetings (one being a three day charrette), and a multi-media approach to inform and receive public input. The completed plan will describe the steps for implementation and develop specific design guidelines for redevelopment parcels, transportation connections, wayfinding, improving livability, and safety in Downtown Pontiac.

Next steps meetings with the Michigan Department of Transportation and Oakland County Planning will be facilitated to ensure that the potential for implementation is carried forward as the study reaches completion.



Parsons Brinckerhoff Team
Parsons Brinckerhoff is the prime consultant for this project and managed several subconsultants, including:

- LSL Planning – Complete streets, land use and housing analysis.
- Land Design Studio – Landscape architecture and concepts plans
- Elnora Austell Associates, Public Involvement

Staffing
Ed Tatem—Principle-in-Charge
Barbara Arens—Project Manager
Thomas Coleman—Deputy Project Manager
Sarah Binkowski—Transportation Task Lead
Hannah Remtema—Traffic Engineer
Chelsea Shelling--Planner

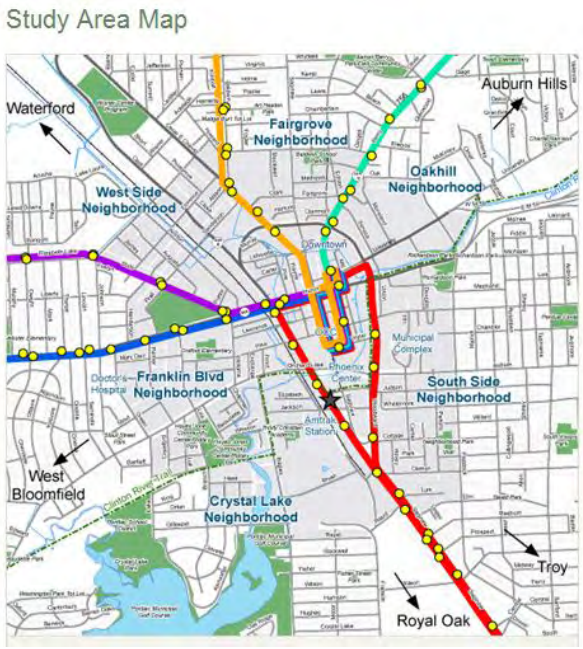
Contract Values
Total Contract Value: $300,000
Parsons Brinckerhoff's Fee: $173,000

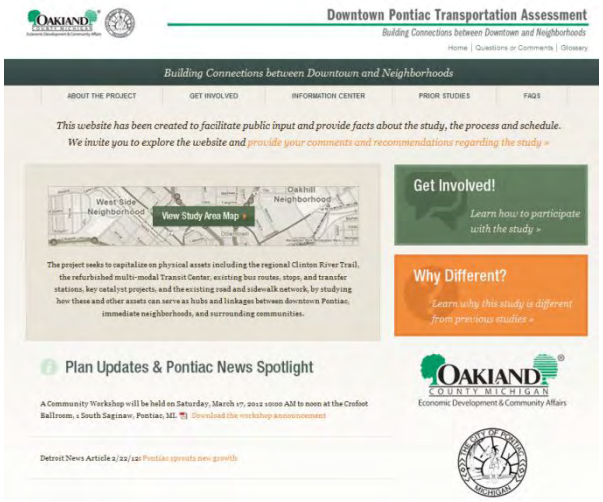
Schedule
Our services began in 9/2011 and are scheduled for completion in 2/2013

Creation Date: 10/1/2012

Project Number: 21636A

Web Site: www.pontiaclivability.org





Alternative 1: Convert the "loop" to two-way

Alternative 2: Retain one-way, reduce number of lanes (road diet)

Alternative 3: Reconnect Saginaw as through two-way, convert loop to two-way

Gratiot Avenue Access Management Plan

Macomb County, Michigan

Client
Southeast Michigan Council of Governments

Parsons Brinckerhoff Role
Parsons Brinckerhoff Michigan was a subconsultant to LSL Planning to assist in traffic engineering services for the Gratiot Avenue Access Management Plan.

Project Description
The Gratiot corridor traverses 9 communities as it stretches over 26 miles across Macomb County. The corridor was divided into a north segment and a south segment (M-59 Hall Road as the dividing line), each with a separate steering committee representing the local communities in each segment. Both segments uses the same plan, with each community having a different Chapter 5 (which explains each community's specific conditions and recommendations). The community/corridor segment breakdown is as follows:

North Segment of Gratiot Access Management Plan: Chesterfield Township, Macomb Township, Village of New Haven, Lenox Township, City of Richmond.

South Segment of Gratiot Access Management Plan: City of Eastpointe, City of Roseville, Clinton Township, City of Mt Clemens.

Task 1: Project Initiation and Coordination
PB attended the project initiation and coordination meeting to discuss the fundamentals of Access Managements and its' benefits for the communities.

Task 2: Data Collection
Turning movement counts, 24-hour approach counts, Synchro models, bus stop locations, and three years worth of crash data in GIS format were collected along corridor.

Task 3: Intersection Evaluation
PB conducted intersection evaluations for ten (10) intersections along the corridor using Synchro/SimTraffic. The analysis was conducted at locations that were identified as problematic to corridor operations, where proposed access changes may increase traffic flow through the intersection, or where a traffic signal may be proposed to be added. Recommendations were made in the plan to address improved operations.

Task 4: Crash Analysis
PB completed a segment-level crash analysis for the entire roadway corridor (M-102 (8 Mile Road) to east County Line) based on the 3-year crash history data and ADT information provided by SEMCOG in GIS format. Segments were defined and crashes were grouped by segment in GIS, resulting in segment-level crash rates along the corridor. PB conducted a more in-depth crash pattern analysis for segments with crash rates higher than the regional average in order to identify potential causes. Crash data was exported from GIS into Google Earth to evaluate driveway locations with respect to clusters of crashes. This crash analysis was used to help develop access management concepts.

Task 5: Meetings and Documentation
PB provided information for the Access Management Plan and attended Steering Committee Meetings, as needed.

Schedule: Jan 2009 – Dec 2009

Key Staff: Sarah Binkowski, Project Manager
Hannah Remtema, Project Engineer

Cost: $59,744

Reference:
Jennifer Evans, SEMCOG
evans@semcog.org
(313) 324-3306

Sharon M. Woods, CRE
Principal, LandUse|USA

Economic Growth Strategy
Escanaba, Michigan

For the City of Escanaba and its Downtown Development Authority (DDA), Sharon M. Woods developed a Downtown Market Strategy to spur retail growth in the community. Downtown Escanaba encompasses the retail core of the community and includes a historic downtown area as well as waterfront area along Little Bay de Noc.

To determine the specific wants, needs, and concerns regarding the downtown, Sharon interviewed and surveyed of over 300 area merchants, residents, and visitors. The work included a retail supply - demand analysis to highlight market gaps and the opportunity for new businesses and retail merchants.

To fully recognize Escanaba's potential for retail growth and development, the study results led to development of a three-point strategy to invigorate the area. Through the steps 'Find your Focus', 'Find your Identity', and 'Find your Niche', the report organized multiple elements and recommendations to serve as a guide for redevelopment. Recommendations included economically feasible actions such as focusing on a seven block retail core, creating a recognizable identity for the downtown, and diversifying the retail mix.

Client: James V. O'Toole, City Manager
Strategist: Sharon Vokes-Woods, Anderson (AEG)

Economic Growth Strategy
Manistique, Michigan

Geographically, Schoolcraft County is one of the largest counties in the State of Michigan. It is bordered on the south by Lake Michigan and extends sixty miles north, nearly to Lake Superior. Although the county has an abundance of land, much of the property is protected from development by Seney National Refuge, which covers 95,000 acres.

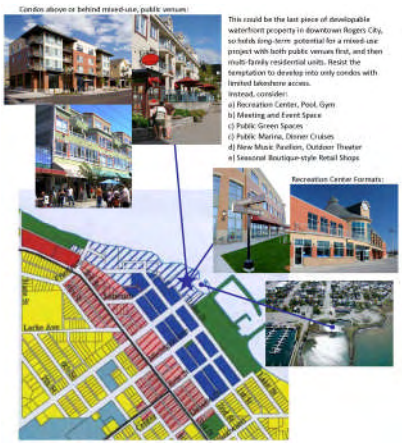
On this project for the Schoolcraft County Economic Development Council (EDC), Sharon M. Woods conducted a county-wide economic enhancement and feasibility study along with an implementation plan. She analyzed the development potential for industrial tenants, retail merchants, tourist attractions, office space, and housing. The study combined advanced quantitative analysis and economic expertise with community participation to provide the EDC with a clear understanding of their local market's economic development potential.

The work included development of strategies for enhancing the local economy, and an implementation plan with specific steps that could be taken, as well as cost estimates for each step. The Schoolcraft County EDC plans to utilize Sharon's recommendations and implementation as a foundation on which to build a long-term plan and vision.

Client: Ilene Kotajarvi, Schoolcraft County EDC Director
Strategist: Sharon Vokes-Woods, Anderson (AEG)

Sharon M. Woods, CRE
Principal, LandUse|USA

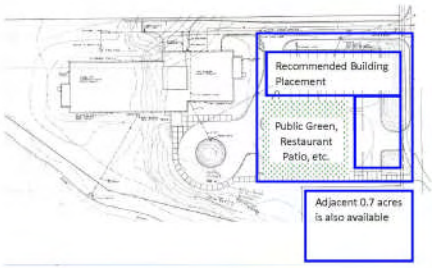
Economic Growth Strategy
Rogers City, Michigan



In 2010, LandUse|USA developed a Downtown and Economic Growth Strategy for Rogers City that focused on job creation, merchant recruitment, intercepting sales leakage, and leveraging lakefront amenities. Strategic advice was also provided regarding the optimal location for the City's Farmers' Market, specifically regarding public policy on the use of City-owned parking fields.

Primary Client: Mark Slown; City Administrator
Planning Advisors: Carmine Avantini, LSL Planning

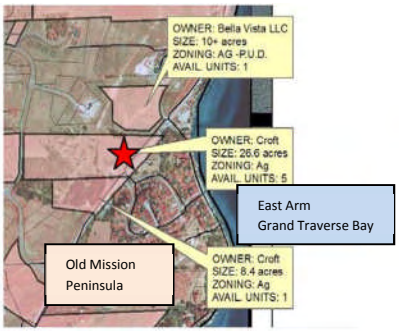
Riverview Apartments – Market Strategy
Traverse City, Michigan



In 2010, LandUse|USA was retained to conduct a residential feasibility study for redevelopment of the existing Riverview Apartments, which anchors the west end of Downtown Traverse City. The project vision involves a high-rise apartment building that could be up to 10 stories above grade; topping a two-level under-ground parking structure. Based on the analytic results, it presents an opportunity to embrace diversity by appealing to a mix of income groups and demographic profiles. The ideal project would also include a mix of street-level commercial space.

Primary Client: Traverse City Housing Commission
Prospective Developer: Timothy Hovey, Gryphon Group
Strategist: Sharon M. Woods, LandUse|USA

Mixed-Use Market Strategy
Old Mission Peninsula, Michigan



In 2006, Sharon M. Woods developed an optimal development strategy for three unique parcels in the region's Middle Peninsula, also known as Old Mission Peninsula. She explained how a reasonable amount of new retail and professional space on Old Mission Peninsula can translate into benefits it is clustered together rather than scattered in a fragmented fashion. She also recommended that Rock Management and Peninsula Township work together to strive for retail and business synergies and critical mass at one location; while reserving waterfront properties for residential units.

Primary Client: Rick Wilson, Rock Management Group
Strategist: Sharon Vokes-Woods, Anderson (AEG)

Timber Shores – Residential Market Strategy
Leelanau Peninsula, Michigan

In 2005, Sharon updated a market strategy for a 400 acre parcel on Leelanau Peninsula. The PUD called for detached single family homes and attached condominiums. The optimal strategy calls for a unique product mix with a specific number of sustainable housing units, target absorption rates, unit and community amenities, and related strategic considerations. The study results were used to obtain approval from the Township, and ground breaking commenced shortly after the report was released.

Developer: Fred Gordon, Gordon Properties Mngmt.
Strategist: Sharon Vokes-Woods, Anderson (AEG)

Sharon M. Woods, CRE
Principal, LandUse|USA

Residential Market Strategy
City of Midland, MI

In 2007, Sharon Woods developed a residential market strategy for the City of Midland that is designed to leverage the Dow Diamond baseball stadium and Tittabawassee River. Sharon recommended that a key waterfront project focus on multi-family units with a format that is clearly unique to the market, plus a small amount of seasonal retail.

The project will revitalize a neighborhood adjacent to the stadium with infill single-family homes that meet the character and style of adjacent units while offering modern choices in amenities, utilities, room sizes and garages. The opportunity is sustainable even during the tough economic recession given the project's location adjacent the popular stadium and a public square.

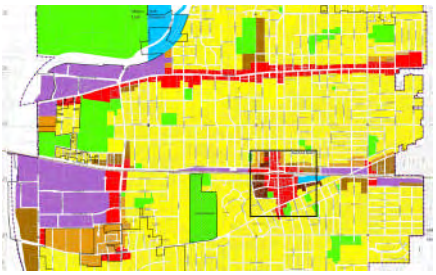
Primary Client: DDA, City of Midland, Michigan
Planners: John Jackson, Hamilton-Anderson
Strategist: Sharon Vokes-Woods, Anderson (AEG)

Residential Market Strategy
Lake Fenton, MI

In 2005 Sharon M. Woods tested the market for a new housing development at the northeast edge of Lake Fenton. She recommended quality formats and modern amenities that would meet the expectations of savvy home buyers and support high quality standards established by the existing market. The developer had hoped that the study would reveal opportunity to test his model of moderate products. Based on our recommendations, he agreed to test his model somewhere else and later confided that we saved him from making a mistake.

Primary Client: BVM Development; The Building Co.
Planning Advisor: Carmine Avantini, LSL Panning
Strategist: Sharon Vokes-Woods, Anderson (AEG)

Market-Wide Housing Strategy
Village of Downers Grove (Chicago), Illinois



In 2008, Sharon developed a market-wide strategy for affluent Downers Grove Village (Chicago) that focused on transitioning neighborhoods where small homes are being demolished and parcels combined for larger estates. The Village was concerned that the market would become unattainable for working families that fill many service-related jobs. Sharon developed a strategy for preserving neighborhood character while diversifying the housing mix with overlay zones; and rezoning key parcels for moderate housing.

Client: Tom Dabareiner, Comm. Dev., Downers Grove
Strategist: Sharon Vokes-Woods, Anderson (AEG)

Transit-Oriented Town Center Strategy
Village of Prairie Grove (Chicago), Illinois

In 2010, Sharon developed of a mixed-use strategy and plan for a transit-oriented development (TOD) that will pivot around a new transit station. We conducted a detailed market analysis to test for the long-term opportunity in retail, entertainment venues, office space and housing units. Analytic results were favorable and used to formulate a strategy for a mixed-use project that also reflects the Village's unique identity and character.

Primary Client: Jeannine Smith, Village Administrator
Professional Planners: Kon Savoy, Teska Associates
Strategist: Sharon M. Woods, LandUse|USA

Sharon M. Woods, CRE
Principal, LandUse|USA

Highway Corridor Strategy
City of Merrill (Wausau), Wisconsin

In 2010, Sharon Woods developed an economic growth strategy for Merrill's Hwy. 51 corridor, and results included a building yield plan with strategies for a) collaboration with neighboring townships; b) recruiting new retailers and developers; c) retaining downtown businesses; d) improving connections between Hwy. 51 and the downtown; and f) improving infrastructure.

Sharon also served as a liaison between the city and neighboring Town of Pine River, and brought the two jurisdictions together to effectively resolve conflicts over a proposed boundary agreement.

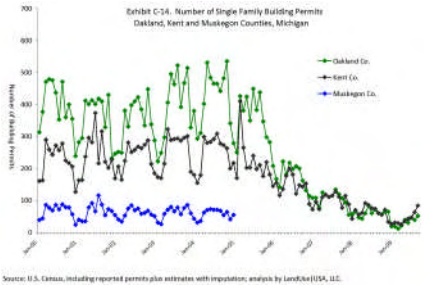
Primary Client: Tony Chladek, City Administrator
Engineering Advisors: One Source Consulting, Inc.
Strategist: Sharon M. Woods, LandUse|USA

Economic Growth Strategy
City of Coldwater, MI

In 2010 LandUse|USA worked with the City of Coldwater on a strategy for 155 acres of land along I-69. We proved the concept of a business campus to be viable if it offers amenities to compensate for the market's lack of an international airport and college. We also identified a number of niche industries to pursue, including agricultural product innovations; advanced engineering research for agricultural biotechnology; and biotechnology research and innovation with an emphasis on agriculture. The results of our analysis have guided the planning process and are part of a recent submittal for EDA grant funds in 2011.

Primary Client: Paul Beckhusen, BPU Director
Planners: Randy Mielnik, Poggemeyer Design Group
Strategist: Sharon M. Woods, LandUse|USA

Downtown Market Strategy
Village of Ravenna, Michigan



In 2009 and during the toughest part of the recent recession, LandUse|USA conducted a detailed retail supply-demand study for the Village of Ravenna and developed a strategy to help fill its downtown vacancies and prioritize redevelopment projects. The strategy emphasized a realignment of existing restaurants, plus recruitment of independent boutique businesses to leverage traffic to existing shops – particularly to the Fantabulous Fudge Company.

Primary Client: Phil Anis, DDA Vice-Chairman
Planning Advisors: Carmine Avantini, LSL Planning

Corridor Market Strategy
City of Wyoming (Grand Rapids), MI

In 2010, Sharon developed a mixed-use market strategy for the City of Wyoming's Turn on 28th SubArea Plan. The strategy calls for major redevelopment of obsolete strip centers in an urban location within half a mile of the market's busiest highway. Sharon has worked closely with the team to guide the placement of anchor footprints in the conceptual plan.

Primary Clients: Tim Cochran, Wyoming Planning Dept.
Professional Planners: Mark Miller, Nederveld Assoc.
Strategist: Sharon M. Woods, LandUse|USA

Sharon M. Woods, CRE
Principal, LandUse|USA

Downtown Waterfront Market Strategy
City of St. Clair, Michigan

In 2006, the City of St. Clair and its DDA commissioned a Retail Market Strategy to determine the market potential and identify economic catalysts that would help generate support for its downtown, and particularly Riverview Plaza. Sharon M. Woods determined that the market already has a favorable opportunity for retail development beyond its current status, but emphasized that private-public collaboration would be crucial to the project's long-term success.

The strategy identified specific recommendations for each tenant space in the existing plaza (see diagram below) and a need to: a) reposition business in a dated retail plaza; b) recruit an additional anchor store for the same plaza; c) add several quality restaurants to enhance its regional draw; d) focus small tenants on discovery types of retail that appeal to both residents and visitors; and e) improve amenities along the riverfront to draw more visitors.

Recommended: Quality Restaurants; Niche Retail

In creating a unique shopping environment with a green grocer and riverside bistro, the plaza will become a more viable location for other types of discovery retail, like books, games, sporting goods, hobby and craft, and other basics that can meet the needs of both resident shoppers and visitors.

In 2011, LandUse|USA and Sharon M. Woods have been retained by the City as advisors to LSL Planning and Rowe PCS, and are involved in the team development of the project master plan.

Primary Client: Dan Lockwood; City of St. Clair, DDA
Current Planners: LSL Planning and Rowe PCS
Strategist: Sharon Woods, LandUse|USA

Retail and Mixed-Use Market Strategy
City of Oklahoma City, Oklahoma

In spring 2011, LandUse|USA finalized an in-depth land use strategy for the Will Rogers World Airport in Oklahoma City. We collaborated with professional aviation planners on development of a Master Plan for the project, with a mix of direct aviation, distribution, office and retail uses. After completion of the strategy, we were also retained by the airport to develop a Marketing Strategy, which is currently underway and will be completed in July 2011.

Client: Oklahoma City; Will Rogers Airport Board
Aviation Planners: Tracy Thompson, Leigh|Fisher
Strategist: Sharon M. Woods, LandUse|USA

Mixed-Use Market Strategy
Cincinnati-Northern Kentucky Int'l Airport

In February 2011, Sharon finalized a draft study for the Cinti-Northern Kentucky Int'l. Airport and presented the results to the airport board in March 2011. The analysis of over 600 unique NAICS codes revealed opportunity for a small business campus at the airport entrance with direct highway exposure; plus enough retail to support a 650,000 square foot open-air town center, although highly dependent on shopper import.

Primary Client: Kenton County, Kentucky Airport Board
Aviation Planners: Tracy Thompson, Leigh|Fisher
Strategist: Sharon M. Woods, LandUse|USA

Sharon M. Woods, CRE
Principal, LandUse|USA

Downtown Waterfront Strategy
City of Gibraltar, Michigan

Gibraltar is one of Greater Detroit's unique "Downriver" communities and benefits from nearly 5 miles of waterfront property with private homes and industry focused around a dated but important marina.

Based on result of her market analysis conducted in 2008, Sharon recommended that Gibraltar focus on four development catalysts, including development of a boutique hotel with entertainment and retail on the ground floor; a mixed-use development with general merchandise and sporting goods; a cornerstone retail project that included a mixture of uses; and new townhouses.

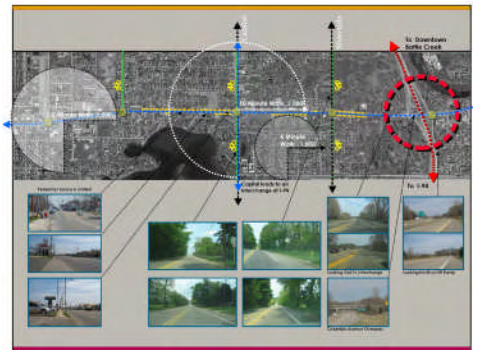
Primary Client: Mark Kibby, City Admin., DDA Director
Professional Planners: Patrick Doher, JJR/SmithGroup
Strategist: Sharon Vokes-Woods, Anderson (AEG)

Mixed-Use Strategy; Corridor Redevelopment
Village of Ashwaubenon (Green Bay), Wisconsin

In 2005, Sharon developed a strategy for redevelopment of a large commercial district between Lambeau Field, the Resch Center and Bay Park Square Mall in Ashwaubenon. The project was complicated by the fact that Lambeau Field is actually in neighboring jurisdiction of Green Bay, and by the large number of property owners vested in the project. Sharon's recommendations guided plans for a mixed-use development targeting visitors while also serving the wants and needs of local residents.

Primary Client: Steve Kubacki, Village of Ashwaubenon
Planners: Brian Vandewalle, Vandewalle & Assoc.
Strategist: Sharon Vokes-Woods, Anderson (AEG)

Corridor Redevelopment Strategy
City of Battle Creek, Michigan



In 2008, Sharon developed a mixed-use redevelopment strategy for the Columbia Avenue corridor in Battle Creek and addressed its declining image, lack of identity, high vacancy rate and obsolescence, fragmentation and commercial sprawl. Based on the results of a detailed analysis, she recommended redevelopment of a lake front marina; addition of lake-breeze condominiums; repositioning of key anchors at the Columbia and Capital Avenue intersection; and redevelopment of Battle Creek Plaza.

Client: George Bratcher, Kalamazoo Unlimited
Planners: Randy Mielnik, Poggemeyer Design Group
Strategist: Sharon Vokes-Woods, Anderson (AEG)

Retail Corridor Market Strategy
Ponce De Leon Avenue; Santurce; Puerto Rico

LandUse|USA works throughout the United States and from Alaska to Puerto Rico. To demonstrate our wide geographic expertise, this work sample summarizes a mixed-use development strategy for the complex, two-mile long corridor of Ponce De Leone Avenue in Santurce, Puerto Rico. Strategy recommendations developed by Sharon are visually summarized in the exhibit above.

Client: Antonio Sosa Pascual; Executive Director Commerce Development Administration
Building Architects: Héctor Arce Arquitectos
Strategist: Sharon Vokes-Woods, Gibbs Plng. Group