



# West Ashley Master Plan

West Ashley Revitalization Commission | 02.08.17

# DOVER, KOHL & PARTNERS

t o w n   p l a n n i n g



# west ashley master plan: goals

(Starter list included in City RFP, to be refined)

- Encourage **infill development over peripheral expansion** to conserve environmental resources, spur economic investment, repair social fabric, reduce costs, and reclaim abandoned areas
- Incentivize development projects of exemplary location and design throughout West Ashley via **catalytic small area plans**
- Include strategies to focus on **retrofitting suburbia**
- Provide **market driven recommendations** for opportunity sites
- Be connected through meaningful transportation options and land-use patterns that support **mobility, walkability**, livability, and sustainability
- Provide **community services and facilities** that meet the physical, educational, and recreational needs of all

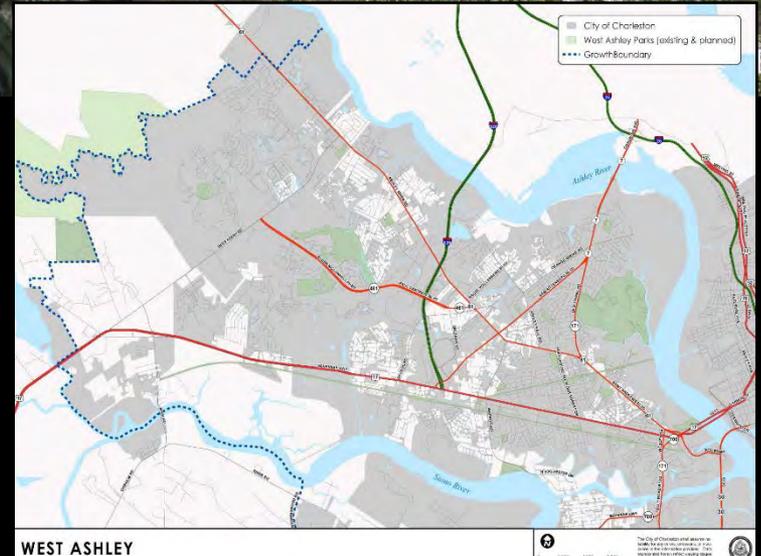
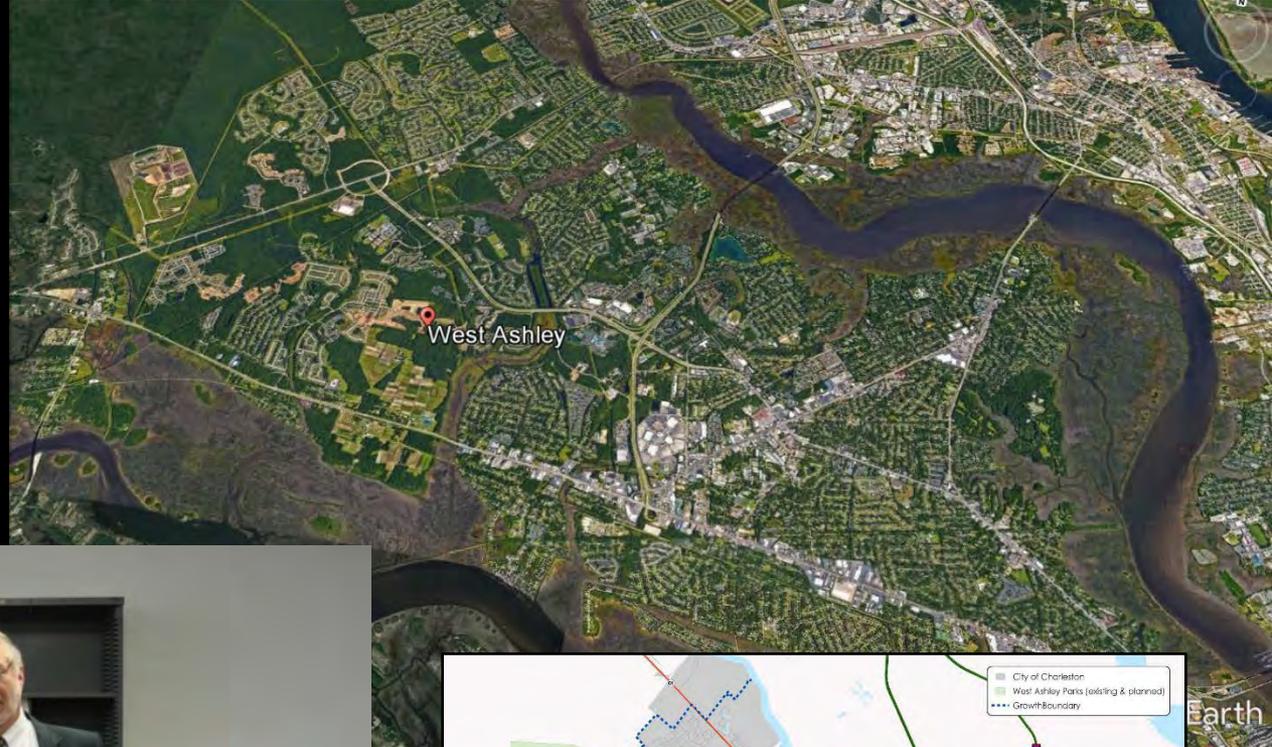
# west ashley master plan: goals

(Starter list included in City RFP, to be refined)

- Provide complete, connected neighborhoods containing **quality, affordable, and accessible housing choices** to serve all income levels and age groups
- Build a foundation for **economic prosperity** that nurtures innovation, attracts national and international talent, offers high-quality infrastructure, improves education and workforce development, and increases tourism
- Improve the overall **physical and mental health** of citizens by increasing the quality of life in the region
- Secure the **viability of environmental resources** for West Ashley's people, flora, and fauna so that future generations may experience a constantly improving, resilient environment
- Provide innovative and **sustainable strategies for stormwater drainage systems**

how will the plan  
be created?

# phase 1: detailed analysis



review previous plans, **conduct stakeholder interviews**, on-site analysis

# phase 1: create public awareness

## Stakeholder Group Meetings April 14 - 17, 2014



bus rapid transit



Join the conversation about your area(s) of interest. Visit [www.cata-brt.org](http://www.cata-brt.org) for meeting dates and locations.

- Areas:**
- 1: Downtown Lansing
  - 2: Stadium District
  - 3: Sparrow Hospital area
  - 4: 2000 block & environs
  - 5: Red Cedar/ Frandor area
  - 6: Chesterfield Hills to Delta
  - 7: Hagadorn to Park Lake Road
  - 8: Park Lake to Okemos Road
  - 9: Meridian Mall & Meijer

for more information: [www.cata-brt.org](http://www.cata-brt.org) | [facebook.com/rideCATA](https://www.facebook.com/rideCATA) | [twitter.com/rideCATA](https://twitter.com/rideCATA)



Left: Megan McLaughlin of town planners Dover, Kohl & Partners, based in Coral Gables, Fla., gathers maps and aerial photos of the Spring Hill area at the headquarters of the Village of Spring Hill's restoration effort Thursday in Mobile. The non-profit group of volunteers brought in the urban planning firm to help residents design a master plan to revitalize the community. The group wants to bring back the charm of the historic area, as well as more businesses.

Below: James Dougherty, left, and Andrew Georgiadis of Dover, Kohl & Partners demonstrate how they map right-of-way features on Old Shell Road to create maps for the revitalization project.

SHAPING THE AVENUE  
UNIQUE PLACES AND COMMUNITY SPACES

PROJECT PARTNERS RESOURCES SPONSORS

## SHAPING THE AVENUE

UNIQUE PLACES AND COMMUNITY SPACES



# phase 2: charrette workshops

## Step 1: Kick-off / Hands-on Design Sessions

(4 community input sessions for focused geographic areas)



## Step 2: Open Studio / Work-in-Progress

(5 days: on-site design studio, stakeholder meetings, open house, community work-in-progress presentation)



# phase 3: documentation, strategy

The Capitol Corridor | Mi-Grand Charrettes

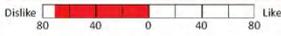
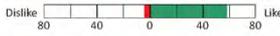
## Community Image Survey Results

Participants at the Hands-on Design Session were asked to place red and green dots next to a series of images; green dots meant participants liked the image, red dots meant they did not like the image. The intent of the exercise was to start a dialogue about physical design elements participants would prefer to see and that were appropriate for the corridor. Results have been paired to highlight contrasting opinions on varying building typologies.

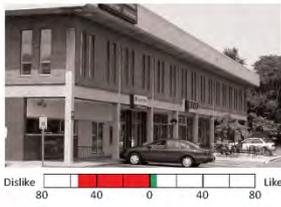
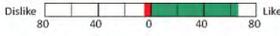


© 2013 Matt Radick

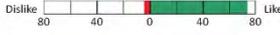
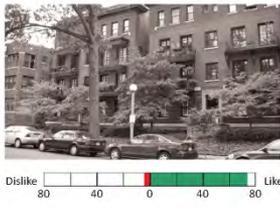
RETAIL / MIXED USE BUILDINGS



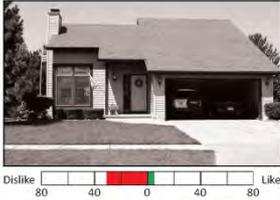
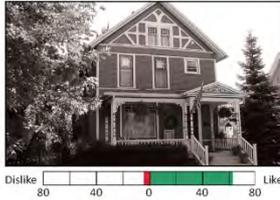
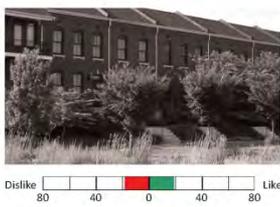
RETAIL / MIXED USE BUILDINGS



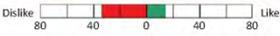
APARTMENT BUILDINGS



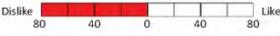
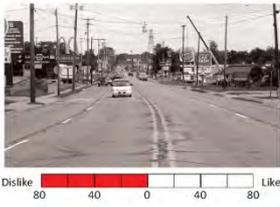
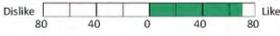
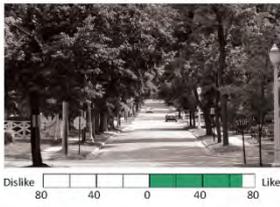
TOWNHOUSE



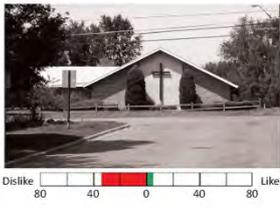
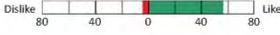
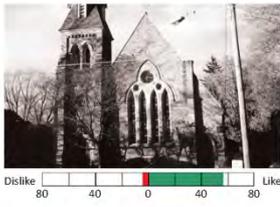
SMALL SINGLE FAMILY HOUSE



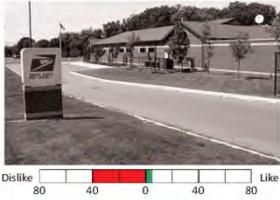
LARGE SINGLE FAMILY HOUSE



STREETSCAPE



CIVIC BUILDINGS



CIVIC BUILDINGS

# phase 3: documentation, strategy

## Sparrow Hospital and Environs

Sparrow Hospital is a major presence along the Michigan Avenue corridor. The hospital is a major regional employer as well as provider of important healthcare services. As the existing environment surrounding the hospital was examined during the charrette, opportunities for improvements to the urban form became apparent.

Today, there are many empty sites and parking lots, and even when there are buildings in the right place they often have feeling of vacancy, with no visible doors and windows. As future infill happens it should be designed and positioned in such a way to address these problems and help the corridor grow out of its problems. Vacant sites can be utilized as opportunities for the hospital to grow while also helping the neighborhood get better by adding active building facades along the street.

In the streetscape, the replanting of missing street trees accompanies transit enhancements, leading to a rebalance of driving, walking, biking and transit use.



above: Infill envisioned in and around Sparrow Hospital to create a more continuous street frontage.

right: Existing Conditions, Michigan Avenue near Sparrow Hospital, 2013.



# phase 3: documentation, strategy

The Capitol Corridor | Design Details

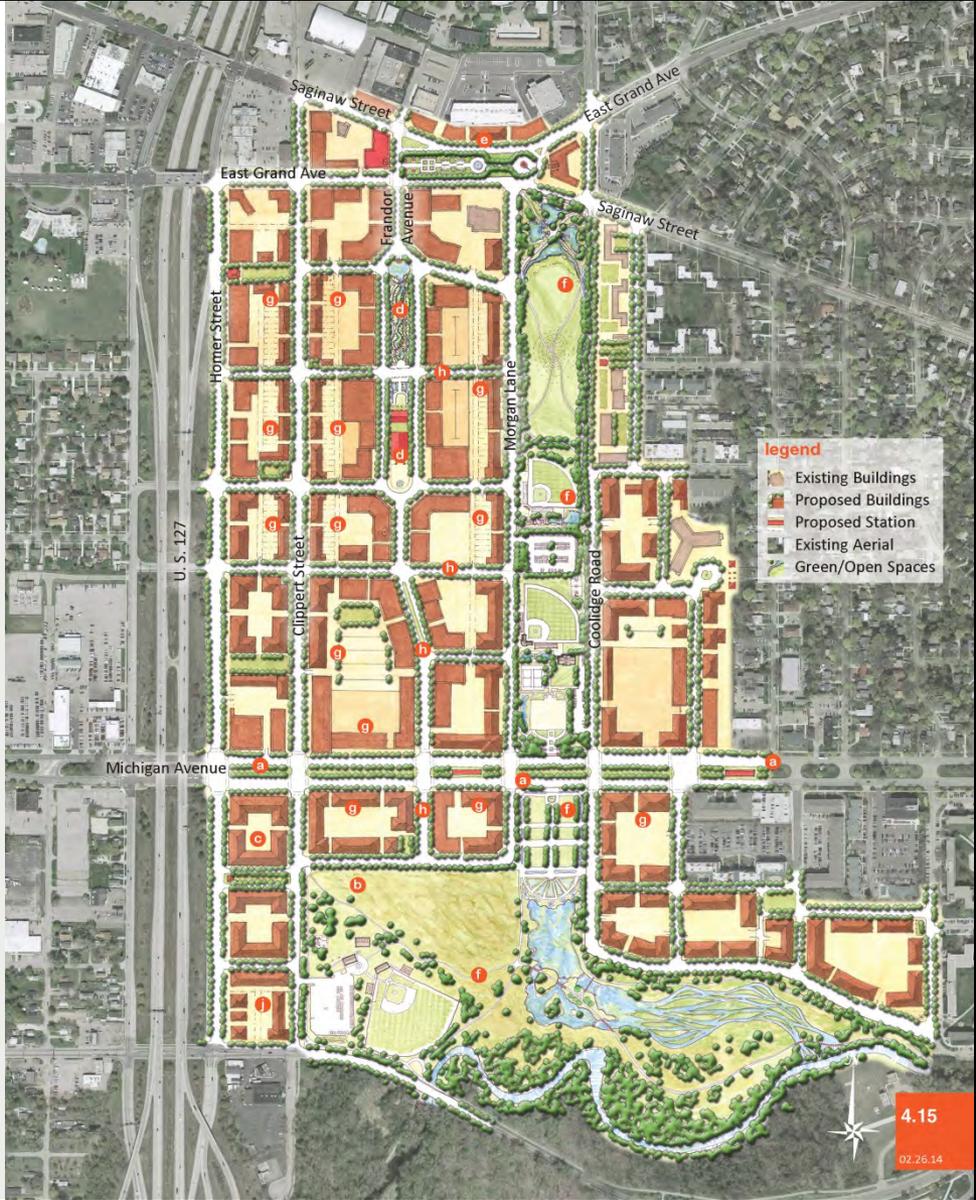
## applying the vision: Red Cedar / Frandor District

The Red Cedar/ Frandor District is located at the western edge of Michigan State University, at the site of the existing Frandor Shopping Center and former Red Cedar golf course. This area is envisioned to transform over time to a more sustainable settlement form, which provides a greater mix of uses (including housing), improved stormwater handling, and greater benefit to the surrounding community.

A continuous network of green / park spaces is introduced through the site, culminating at Red Cedar Park. Stormwater is managed with innovative techniques, including swales and water features that also provide civic art in green spaces. A portion of the former Red Cedar golf course is allocated for new development, the remainder is utilized for stormwater retention as well as active and passive recreation. New streets are added to the existing street network, subdividing large parcels and providing more ways to transverse the district. Streets are fronted by buildings; the tallest, most dense are envisioned for the Michigan Avenue frontage, decreasing in scale away from the corridor.

*below:* The existing Frandor Shopping Center consists of single story buildings surrounding a large parking lot with little trees or shelter. The view below (area "d" in the plan at right) shows the desired new form of development, enhancing the experience for users by placing parking behind liner buildings and creating high quality public park and plaza spaces at the core of the mixed-use district. Street trees and on-street parking along the open spaces and shopfronts provide shade and shelter for pedestrians.

- ### key recommendations
- a** Design Michigan Avenue to incorporate dedicated BRT lanes and center stations, wide medians, crosswalks, street trees and on-street parking
  - b** Activate public park space along the Red Cedar river with recreational fields and mixed-use development adjacent to Michigan Avenue
  - c** New development between Homer and Clippert street includes apartments, townhouses, mixed-use and office buildings
  - d** Create defined center with civic, plaza and green spaces, and redefine Frandor Avenue as the central axis
  - e** Rethink intersection of Saginaw Street and East Grand Avenue (see page 4.22)
  - f** North to south connection of green spaces and parks, including new pedestrian/bicyclists paths
  - g** New buildings on corridor front the street with parking placed at the rear of lot
  - h** A new network of streets is introduced to subdivide large parcels and provide connectivity



# phase 3: documentation, strategy

## Michigan Avenue: Street Details

The redesign of Michigan Avenue itself will play an important role in creating a new transit-served, pedestrian-oriented identity for the Eastside District. The existing right-of-way is 99 feet wide in this area including sidewalks, parking lanes, two vehicle travel lanes in each direction, and a two-way left-turn lane. There is no exclusive bicycle facility; bicycles and motor vehicles share the rightmost lane.

The proposed cross-section for this area (shown below) shows a street designed for multiple modes, including the proposed Bus Rapid Transit (BRT) system. Sidewalk widths may be reduced slightly from their existing 20-foot width. However, other changes to the roadway design are anticipated to result in reductions in vehicle travel speeds, which would render the proposed 15-foot sidewalk space more pedestrian-friendly than the existing conditions.

A single 11-foot travel lane in each direction is proposed, which is a reduction from the current two lanes in each direction. An exclusive bicycle facility is not included, but it is expected that this travel lane would be shared between motor vehicles and bicycles. With

a reduced width of the roadway for drivers, speeds are expected to decrease. This should make sharing the single travel lane more comfortable for cyclists.

A 7-foot parking lane is also retained on both sides of the roadway. Current usage of on-street parking is low in some areas; however, with the envisioned change to additional active, pedestrian-oriented uses along the street, demand in this area will increase. On-street parking offers a number of benefits to the urban environment, including providing a buffer between the sidewalk and the travel lane to separate the pedestrian and motor vehicle space. On-street parking is also desired by local businesses. Retaining on-street parking also improves the likelihood that off-street lots would be redeveloped into more vibrant land uses.

The center of the roadway is allocated to the exclusive use of the BRT vehicle, BRT stations, and left-turn storage lanes at signalized intersections. Left turns from Michigan Avenue would only be allowed across the BRT busway at signalized intersections. These turns would be made using a protected left-turn only phase at the signal.

### Expected Traffic Operations

During the charrette, a preliminary operational evaluation of the intersection of Michigan Avenue and Pennsylvania Avenue was performed to test the functionality of the proposed street design. This evaluation included the reduction in travel lanes on Michigan Avenue from two in each direction to one in each direction and the addition of protected left turn phases for eastbound and westbound Michigan Avenue traffic. The following assumptions were applied:

- The City of Lansing's PM Peak Hour model of the corridor and existing traffic volumes were used.
- No vehicle traffic growth rate was applied, and no mode-shift to the BRT was assumed.

Under these conditions, the intersection operated at an acceptable level of service (LOS D) during the PM peak hour, with some movements operating at LOS E which is considered acceptable for an urban area. (For an explanation of LOS and how it is used for transportation analysis, refer to page 4.22).



# phase 3: documentation, strategy

## IMPLEMENTATION MATRIX

\$ Under \$900,000  
 \$\$ \$900,000-\$999,999  
 \$\$\$ \$1,000,000-\$4,999,999  
 \$\$\$\$ \$5,000,000-\$9,999,999  
 \$\$\$\$\$ \$10,000,000 and over

Acronyms: TIGER=Transportation Investment Generating Economic Recovery grant program; LRTP=Long Range Transportation Plan; TAP=Transportation Alternatives Program; CIP=Capital Improvement Program

### GOVERNANCE, POLICY, PROCESS AND MARKETING

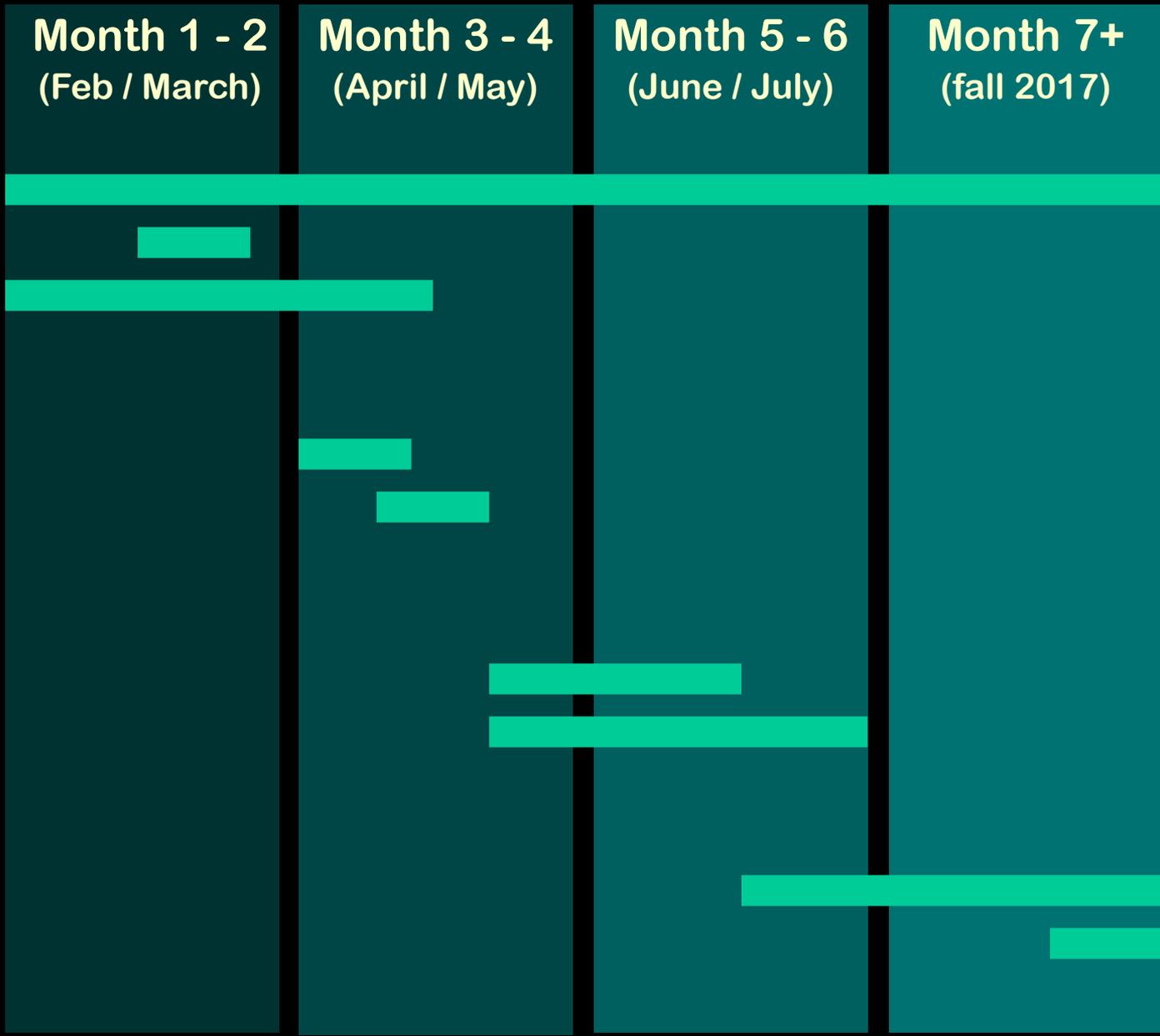
Project Name/Description	Timeframe	Responsible Party	Cost Range	Potential Funding Source
1 Adopt the Rethink Folly Road Plan	Immediate	City of Charleston, Town of James Island, City of Folly Beach, Charleston County	—	N/A
2 Enter into a Memorandum of Understanding and create a Steering Committee of elected officials	Immediate	City of Charleston, Town of James Island, City of Folly Beach, Charleston County; BCDCOG	—	N/A
3 Adopt zoning amendments	Immediate	City of Charleston, Town of James Island, City of Folly Beach, Charleston County	\$	N/A
4 Fund and hire a day-to-day project manager	Immediate	Steering Committee	\$	City of Charleston, Town of James Island, City of Folly Beach, Charleston County
5 Establish communication mechanism among jurisdictions	Immediate	Steering Committee	—	N/A
6 Agree on and implement a design review process	Immediate	City of Charleston, Town of James Island, City of Folly Beach, Charleston County	—	N/A
7 Prioritize first projects	Immediate	Steering Committee	—	N/A
8 Develop a joint contracting mechanism for future studies and construction by Charleston County	Immediate	Steering Committee	\$	City of Charleston, Town of James Island, City of Folly Beach, Charleston County
9 Establish a timeline with milestones	Immediate	Project Staff, Steering Committee	—	N/A
10 Negotiate a joint maintenance agreement for paths, green infrastructure, etc.	Immediate	Steering Committee	\$	City of Charleston, Town of James Island, City of Folly Beach, Charleston County; James Island Public Service District, municipal service district
11 List projects on Long Range Transportation Plan and Transportation Alternatives Program	Immediate	Steering Committee; SCDOT	—	N/A
12 Adopt incentives for property owner participation	Immediate	City of Charleston, Town of James Island, City of Folly Beach, Charleston County	\$\$\$	City of Charleston, Town of James Island, City of Folly Beach, Charleston County
13 Conduct corridor transportation study that includes access management plans for Neighborhood Preservation, South Village, Commercial Core, and North Village/Maybank areas	Immediate	City of Charleston, Town of James Island, City of Folly Beach, Charleston County	\$\$	City of Charleston, Town of James Island, City of Folly Beach, Charleston County
14 Conduct engineering analysis for link to W. Ashley Trail from Folly Road	Immediate	BCDCOG	\$\$	Sales tax, TAP
15 Prepare Small Area Plan for Neighborhood Preservation Area	Immediate	Charleston County	\$ - \$\$	Charleston County
16 Prepare feasibility study for TIGER grant projects (environmental review)	Immediate	City of Charleston, Town of James Island, City of Folly Beach, Charleston County	\$\$	City of Charleston, Town of James Island, City of Folly Beach, Charleston County
17 Negotiate access easement agreements with SCE&G to permit multi-use pathways, sidewalks, etc within existing SCE&G overhead power line utility easements along the Folly Road Corridor	Immediate	Project Staff	\$	City of Charleston, Town of James Island, City of Folly Beach, Charleston County
18 Create a Folly Road brand, marketing and social media campaign	Immediate	Project Staff, Friends of Folly Road	\$	Friends of Folly Road
19 Institute regular public meetings and events	Immediate	Project Staff, Friends of Folly Road	\$	Friends of Folly Road
20 Build public support	Immediate	Project Staff, Friends of Folly Road	\$	Friends of Folly Road, Charleston Moves
21 Create a community funding mechanism	Immediate	Steering Committee, Project Staff, Friends of Folly Road	\$	Friends of Folly Road
22 Conduct a mass bike ride to the beach	Immediate	Project Staff, Charleston Moves	\$	Charleston Moves, Friends of Folly Road
23 Organize a food truck rodeo	Immediate	Project Staff, Friends of Folly Road	\$	Friends of Folly Road
24 Link local property and business owners to technical assistance providers	Immediate	Project Staff	—	N/A
25 Work to amend state laws regarding Heirs Property using the Center for Heirs Property Preservation as a resource	Near-term	Private owners and developers	\$\$	Private funding, The Center for Heirs Property Preservation
26 Monitor and update the Plan	Near-term/ Longer-term	Project Staff, Steering Committee	\$\$	City of Charleston, Town of James Island, City of Folly Beach, Charleston County
27 Monitor and coordinate current and long-range growth management plans of all jurisdictions every five years	Longer-term	Project Staff, Steering Committee	\$\$	City of Charleston, Town of James Island, City of Folly Beach, Charleston County

RETHINK FOLLY ROAD: A COMPLETE STREETS STUDY >> IMPLEMENTATION

# phase 4: review & presentation



# preliminary schedule



## Phase 1: Analysis

- Community Outreach
- Stakeholder Interviews
- Preliminary Analysis

## Phase 2: Charrette

- Hands-on Sessions
- 5-day On-Site Studio

## Phase 3: Plan

- Draft Report
- Review Meetings

## Phase 4: Review

- Report Revisions
- Final Presentations

# opportunities to shape the plan

## PHASE 1: analysis

**Site Visit Interviews:**  
identify opportunities &  
issues to address

**refine project  
goals and  
objectives**

## PHASE 2: charrette

**4 Hands-on Design  
Sessions:** group  
brainstorming

**5-Day Studio:**  
1-on-1 conversations;  
review draft concepts;  
hold community Open  
House, present Work-  
in-Progress

**short  
feedback  
loops =  
evolution of  
concepts**

## PHASE 3: master plan

Refine plans, report  
with City & Steering  
Committee input

**refine  
charrette  
concepts**

## PHASE 4: review & presentation

Public Draft + 2  
**rounds of revision**

Final meetings &  
presentations

**revise, finalize**



**MY SUGGESTION** for how to strengthen & improve the physical form of the Michigan Ave. / Grand River Ave. corridor is:

*walkable community from Meridian to Frander*

(what kinds of streets, buildings, public spaces?)

**THE #1 PRIORITY** to improve & strengthen the Michigan Ave. / Grand River Ave. corridor should be:

*More diverse commercial*

*Mixed-use developments.*

(in my opinion)

**ONE IDEA** for how to improve & strengthen the Michigan Avenue / Grand River Avenue corridor:

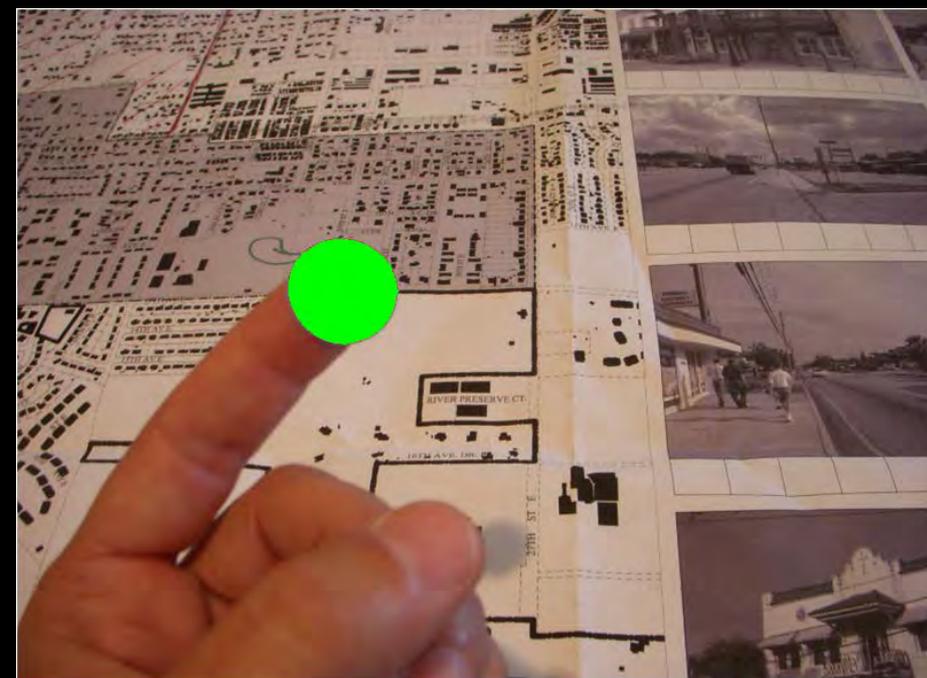
*Need some nodes - public gathering spaces/plazas every so often along corridor*

What **PLACES** that you visited have an image, character, or sense of place that could be a model for any future development in the Michigan Ave. / Grand River Ave. corridor?

*Charlottesville VA, Ann Arbor, Grand Rapids (River utilization!)*

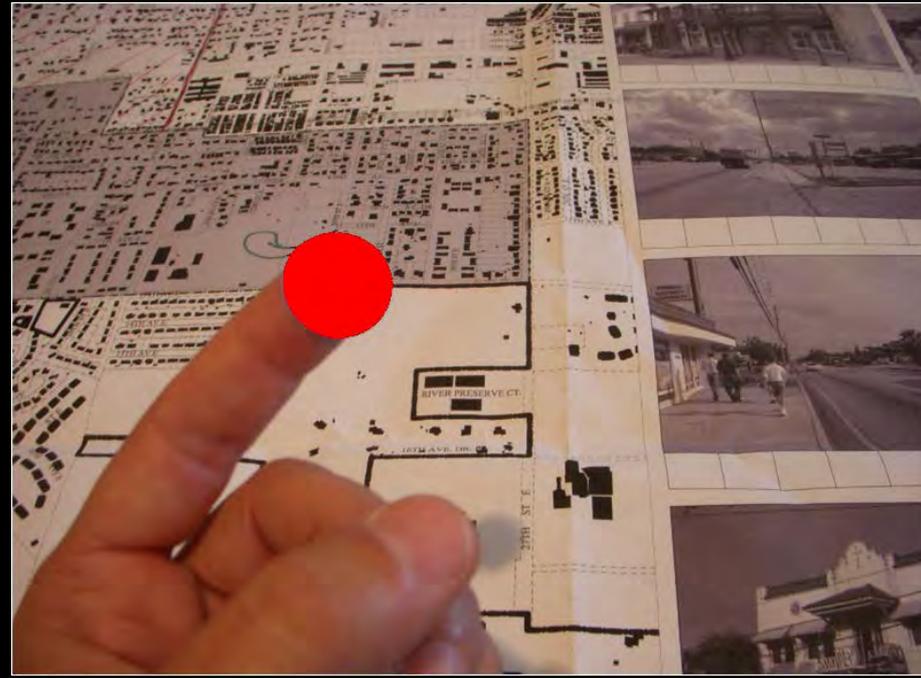
# hands-on activities

## exercise 1A: great places



Desirable character which  
should be replicated

## exercise 1B: places to improve



Less than desirable character and  
lessons on what to avoid



Charrette Input - Hands-on Design Session

Table 6

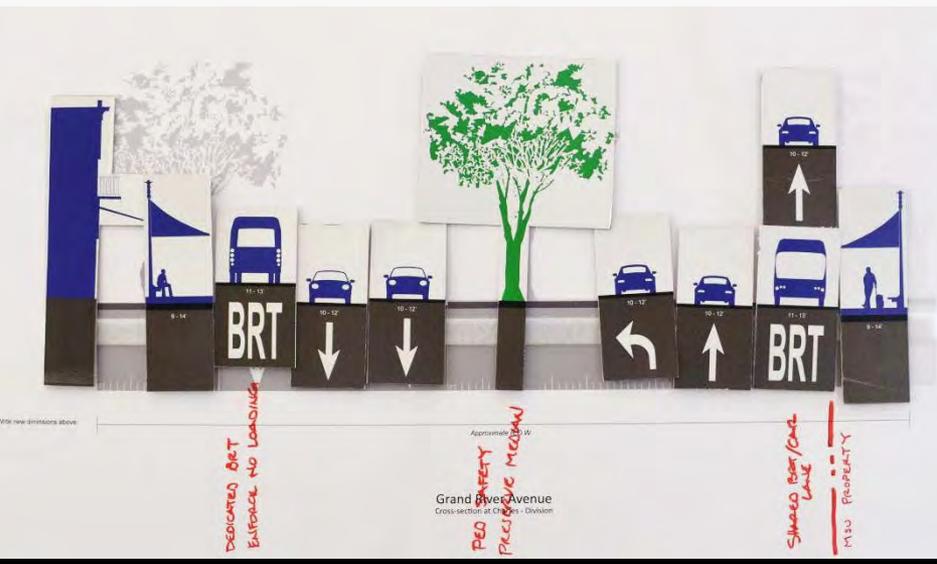


Table 1



Table 13

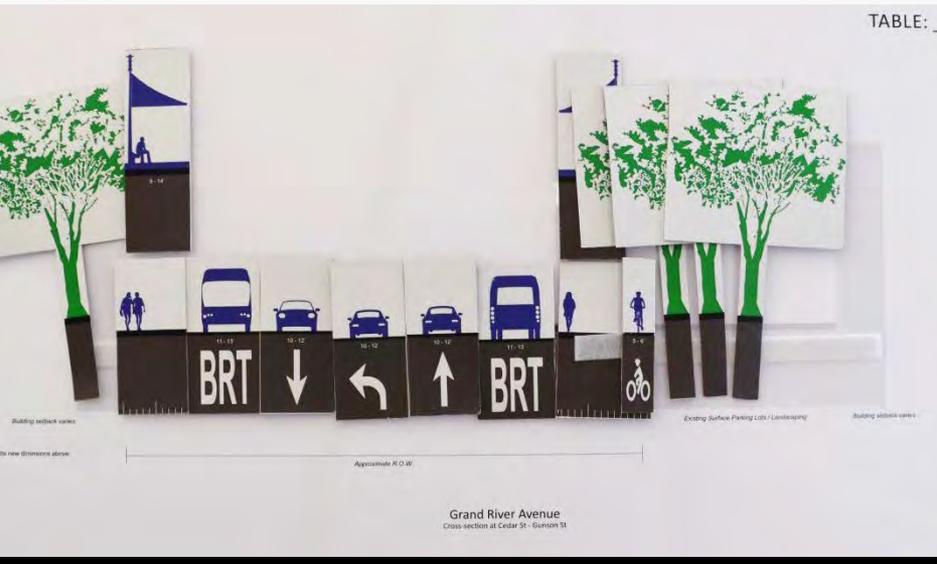


Table 3



# Charrette Input - "Build the Street, Your Way" Exercise

# open design studio



# sample 5-day charrette schedule

	Day 1	Day 2	Day 3	Day 4	Day 5
9:00 AM	Synthesis Map	Team Briefing	Team Briefing	Team Briefing	Presentation Prep
10:00 AM		Technical / Stakeholder Meeting	Technical / Stakeholder Meeting	Technical / Stakeholder Meeting	
11:00 AM		Open Studio	Open Studio	Open Studio	
12:00 PM	Open Studio	Technical / Stakeholder Meeting	Technical / Stakeholder Meeting	Technical / Stakeholder Meeting	
1:00 PM		Open Studio	Open Studio	Open Studio	
2:00 PM		Technical / Stakeholder Meeting	Technical / Stakeholder Meeting	Technical / Stakeholder Meeting	
3:00 PM	Open Studio	Open Studio	Open Studio / set-up for Open House	Open Studio	
4:00 PM	Technical / Stakeholder Meeting	Technical / Stakeholder Meeting		Technical / Stakeholder Meeting	
5:00 PM	Open Studio	Open Studio		Open Studio	
6:00 PM	Internal Pin-up Review	Internal Pin-up Review	<b>Open House at Design Studio 5pm - 7pm</b>	Internal Pin-up Review	
7:00 PM					<b>6pm-8pm</b>
8:00 PM					



# open house



# work-in-progress presentation

## tonight's event

- introductions
- update: the process so far
- draft: plan principles & illustrations
- economics: findings & strategy
- mobility strategy for great streets
- regulatory strategy: initial thoughts
- what happens next

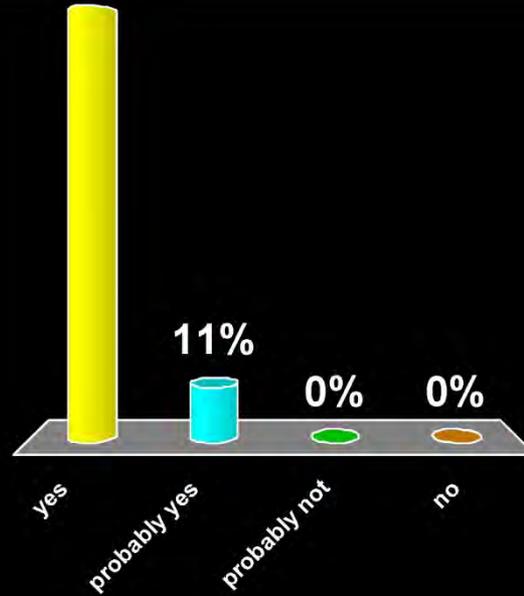


# gathering feedback: polling, surveys

Do you think the Downtown & Connectivity Plan is generally on the right track?

89%

1. yes
2. probably yes
3. probably not
4. no



## Siloam Springs Downtown & Connectivity Plan Charrette

Work-in-Progress Presentation, April 4, 2014

Did you attend the Plan Kick-off Presentation (February 11, 2014)?

Yes No

Did you attend the Hands-on Design Session (Monday, March 31<sup>st</sup>)?

Yes No

Did you visit the Design Studio (Tuesday, April 1<sup>st</sup> – Thursday April 3<sup>rd</sup>)?

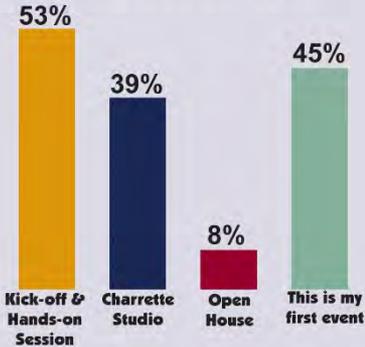
Yes No

Of the many ideas you heard tonight, which idea should be made a top priority?

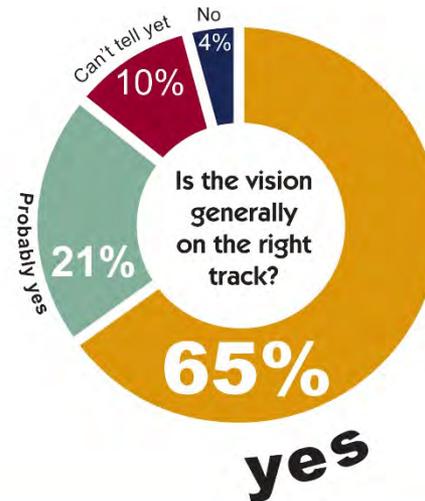
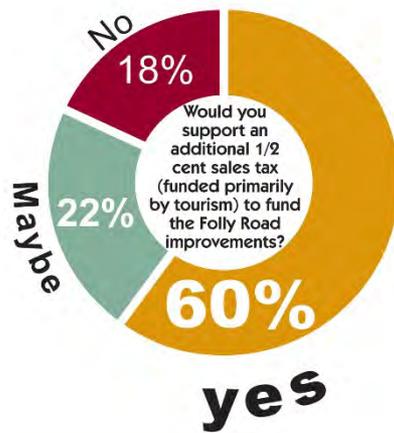
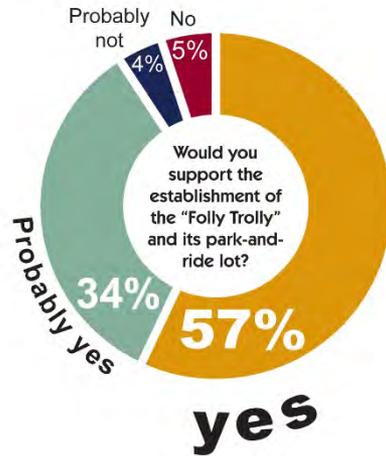
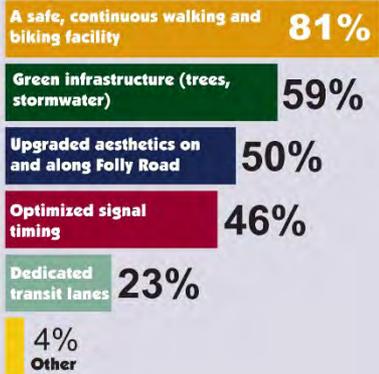
Are there any elements of your vision for Downtown we might have missed?

WORK-IN-PROGRESS PRESENTATION: KEYPAD POLLING RESULTS

Did you attend any of the charrette events earlier this week?



Which of these features of the draft vision are you most interested in? (pick up to 3)



# Of the many ideas you heard, which ones seem most exciting to you?

(responses from participants at hands-on design workshop on May 1, 2013)

## Architectural Character

- Attention to architecture: wide sidewalks and gathering places, less road
- Brownstones, black iron fencing, keep street parking

## Attractive Parking

- Attractive multifamily parking

## Changing Density

- Rolling development throughout Lansing to Webberville; increase density locations, housing, businesses
- Increased density, mixed-use
- Changing density patterns – adding balance, diversity
- Higher Density Development
- Connecting Lansing (old town) and East Lansing with greater density of residential and commercial

## Changing Regulations

- Form-based code for entire LEAP region
- Smaller signage (removing billboards)

## Code Enforcement

- More code enforcement
- Code enforcement on businesses
- East Lansing town/gown issues: density, code enforcement, etc.

## Comprehensive Plan

- A comprehensive plan for the region. Nice to hear emphasis on natural, resources and outdoor spaces.

## Complete Streets

- Complete streets
- Bury utilities, more greenspace and connected walkable spaces for kids, adults, families, elders... Complete streets!

## Connected Trails

- Extend and connect bike trails/lanes puts pedestrians and cyclists on a level footing with drivers instead of relegating the major trails to a floodplain that is often impassable
- Complete the trails system
- Trail system across region/corridor
- Area-wide connectivity thru trails
- Increase trail connectivity in the region and use the rivers

## Connectivity

- Connect neighborhoods/service (doing so with more pathways and non-motorized opportunities)
- Transportation loop
- Connecting feeders from north to south
- Connection between areas
- Connectivity

## Culture

- Cultural emphasis (arts/music/entertainment)
- Promote all walks of life

## Economic Development

- More focus on arts and culture as economic development tool

## Gateways

- Really announce entries into new cities or townships

## Greener, Tree-lined Streets

- Tree-lined
- Tree-lined streets, road diet boulevards, utilizing Red Cedar for trails bike/walk
- Denification with tree-lined corridor
- Treescaping, capitalizing on our natural resources, landscaping seem most "doable" in the present. Many great ideas for future implementation but at present monetary challenges
- More trees
- Make it beautiful!
- More trees
- Greener
- "Greening of the corridor"
- More landscape considerations throughout the corridor
- Like the idea of greening the corridor, tree canopy
- Creating easy / people friendly walkable places, creating nice sidewalks by shopping plazas and adding street lamps and greenery (trees, flowers)
- I liked the ideas of prettifying up the corridor and making it more inviting
- Tree canopy along entire corridor and plantings and greenspace
- Greening the corridor – street trees, green/living buildings with green roofs and walls, parks, food gardens

## High-Quality Public Spaces

- Focus around the Red Cedar River in the corridor that enhances public spaces
- Common spaces for families, youth, elderly
- Public gathering spaces in the corridor
- Enhance natural features
- More farmers markets, public-gathering spaces, widen sidewalks for use by cafes
- Large fountains around downtown
- Green space, pocket parks, connect trails
- Red Cedar area as a natural highlight / feature
- Red Cedar development for recreation

## Jobs & Business

- Concentrate commerce
- Diversification of businesses and designation of density hubs
- I am having trouble entertaining most of these ideas because there's no business plan attached to the ideas. It takes money to beautify, where does it come from? Job growth / attracting higher wage office users to increase tax base.

## Keep Rural Character

- Keep the rural character between Meridan and Williamston

## Keep the Mall

- I didn't like the ideas about getting rid of the mall - it's a popular spot for adolescents my age.

## Meridian Mall Town Center

- Make Meridian Mall multi-use – two storied – downtown like, canopy of trees!
- Creative redevelopment at Meridian Mall
- Changes in Meridian Township – eliminating vacant big box stores, greening parking lots, repurpose Meridian Mall

## Michigan Ave Main Street

- Improving Michigan Ave from Sparrow to Frandor – housing, retail, restaurants
- Between downtown/127: closer storefronts, more cohesive, light posts
- Creating a vibrant life / corridor along Michigan Ave – neighborhoods, quality housing, strong code enforcement, owner occupancy

## Mixed-use, Mixed Housing

- Concentrated mixed-use, mixed housing types along the corridor
- Multi-use, multi-ages
- Mixed-use development
- More mixed-use developments along the corridor
- Mixed-use

## Optimize the Rivers

- Make Red Cedar River a focal point
- Optimization of the river
- Accentuate the rivers (Grand & Red Cedar)
- Optimize the River
- Rivers as connectors
- Enhancing the river front along the border of East Lansing
- Use of Red Cedar River / riverfront as a water feature to attract development
- Red Cedar River focus for development

## Protect Farmland

- Protecting farmland

## Rethink Frandor / 127

- Make Frandor multiuse, making Frandor a welcome to city
- Rework Frandor area
- 127 as a gateway
- Frandor walkable under 127
- Aesthetics along 127: greener, more attractive intro to the city
- Frandor transform to more of a town center
- Frandor as a gateway
- Gateway area at 127
- Gateway at 127
- Gateway at 127/Frandor
- Redevelop Frandor as urban mixed-use center
- Redeveloping Frandor to be sustainable
- Improving Frandor area
- US 127 overpass – redesign it
- Developing a "gateway to Lansing / East Lansing" area off 127
- Start with Frandor: this should be a welcoming area, right now it is divisive
- Make Frandor into more of an urban development
- Re-designing Frandor area
- No one likes Frandor
- Address "deserts" and barrier areas like area around 127 and Frandor / Meridian Mall areas – making them destinations that emphasize their positive aspects

## Rethink Retail

- Better shopping
- Less fast food

## Sense of Place

- Mixed-use with a center for arts and culture creating a sense of place in Okemos on vacant property @ Okemos Road and Mt Hope
- Specific areas with a sense of place
- Design for sense of place
- Sense of place
- Create a greater sense of place for Lansing Township area especially between Fairview and 127, and 127 to MSU Brody/Harrison

## Strategic Infill

- Fill in the missing teeth
- Less parking lots and more density

## String of Pearls

- "String of pearls" centers interspersed with lower density development
- "String of pearls" – improve Frandor and Meridian Mall, East Lansing CBD
- Defined neighborhoods (stadium district, midtown, etc)
- Neighborhood nodes
- Focus on nodes of development, more mixed-use and higher density interspersed with ag and green space
- String of pearls: each area to shine, unique
- Build up around nodes
- Develop a consistent "style" vision with a cohesive theme but emphasizing the "string of pearls" concept with distinct "downtown/town center" feels to distinct neighborhoods and cultural areas

## Sustainable Design / Energy

- Incentives for LEED-ND development, CSAs
- CSAs, better farmers markets, rain gardens
- Sustainable growth
- Re-use of asphalt parking
- Friendlier regulations to cottage industries and renewable energy production
- Building energy efficient / sustainable as close to zero carbon use as possible

## Transit

- Increase public transit options; faster, more frequent buses to points of interest; make buses easier to use with better schedules (ie gps tracking, smartphone app)
- Transit connectivity
- Transit center at Meridian Mall
- Multi-modal station near Frandor with bike, trails, bike lockers
- Reviving rail corridors
- Design, revive rail corridor at Hobby Lobby
- Connect, link transit hubs
- BRT to cut down Frandor and campus traffic and to connect East Lansing to Lansing
- Focus on multi-modal transit (slower traffic / road diets)
- Connect transit hubs (CTC, Frandor, MSU, Amtrack multi-modal center)

## Walkable & Bikable

- Better height to width ratio in downtown Okemos
- Better pedestrian access from neighborhoods
- Bridging the gaps, improving walkability, bike-ability
- Improve safety for cyclists and pedestrians
- Improve/create a non-motorized path across 127. Lake Lansing, Saginaw, and Michigan are not safe, much less inviting to non-motorized users
- Non-motorized accommodations
- Walkability
- Connectivity: walkability, bike paths, improving river use
- Increase/connect non-motorized network
- In City of Lansing building near street with parking behind / human scale streetscapes
- Walkability – bringing it to the corridor.
- Bikability
- Pedestrian connectivity – trails, sidewalk enhancements
- Walkable, bikable, completely re-do Michigan Ave
- Pedestrian and bike-friendly
- Maintain already existing infrastructure especially sidewalks and parks

of the many ideas you heard, which ones seem most exciting to you?



# steering committee participation

## PHASE 1: analysis

### initial actions:

- identify key issues & opportunities
- provide input on charrette schedule
- assist with stakeholder outreach
- review preliminary analysis

FEB-MARCH

## PHASE 2: charrette

### participate in charrette:

- review input from community
- **participate in technical / stakeholder meetings**
- review work-in-progress at daily review, open house, and WIP presentation

APRIL-MAY

## PHASE 3: master plan

### review draft work products:

- review draft concepts / provide input for first report draft

MAY-JUNE

## PHASE 4: review & presentation

### review & advise:

- provide comments on first and second draft
- discuss comments & feedback received
- attend public hearings

JULY+

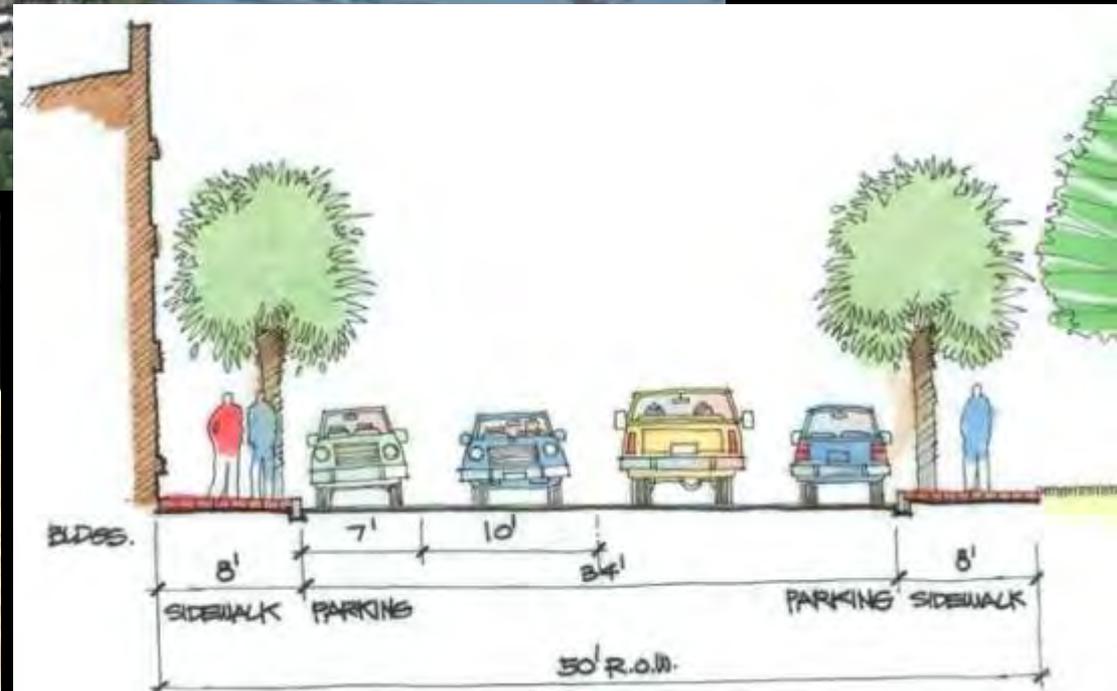
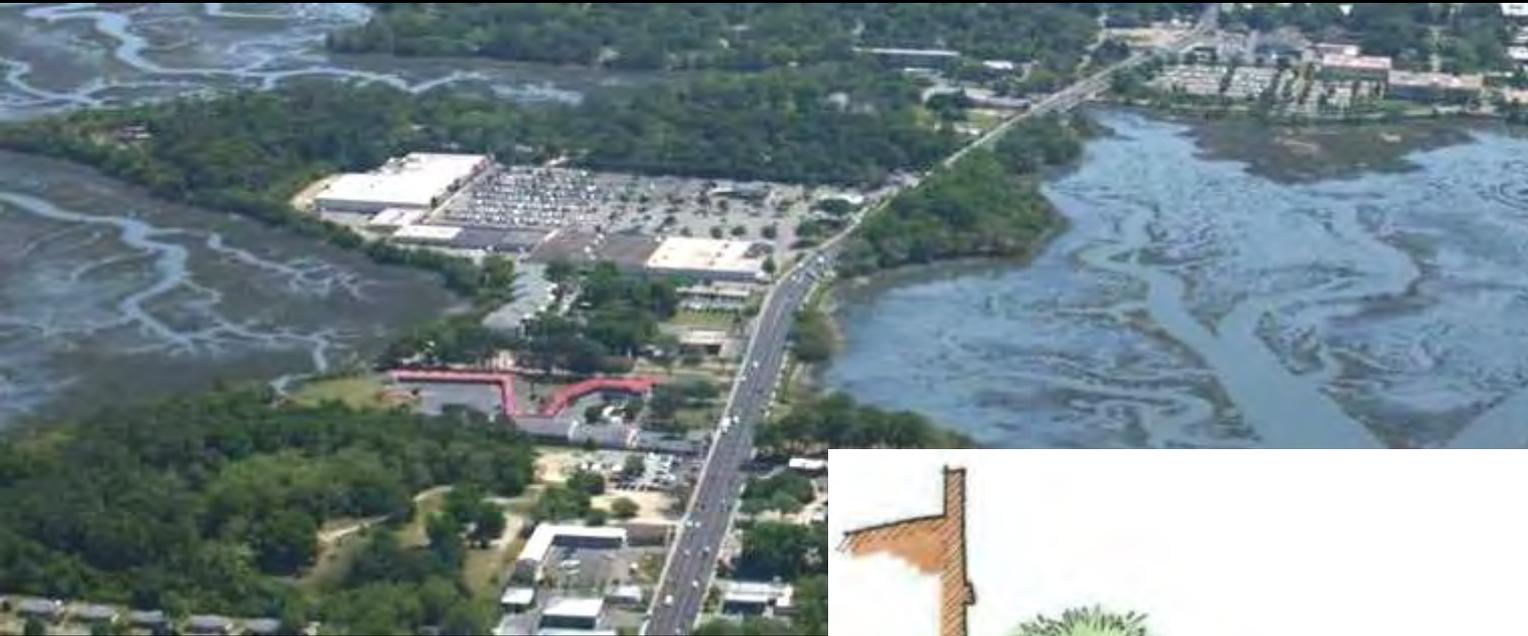
examples

# re-imagining corridors



Boundary Street Master Plan (2006)

# re-imagining corridors



Boundary Street Master Plan (2006)



Boundary Street, Beaufort SC



Boundary Street, Beaufort SC



Boundary Street, Beaufort SC



Boundary Street, Beaufort SC



Boundary Street, Beaufort SC



Boundary Street, Beaufort SC



Boundary Street, Beaufort SC



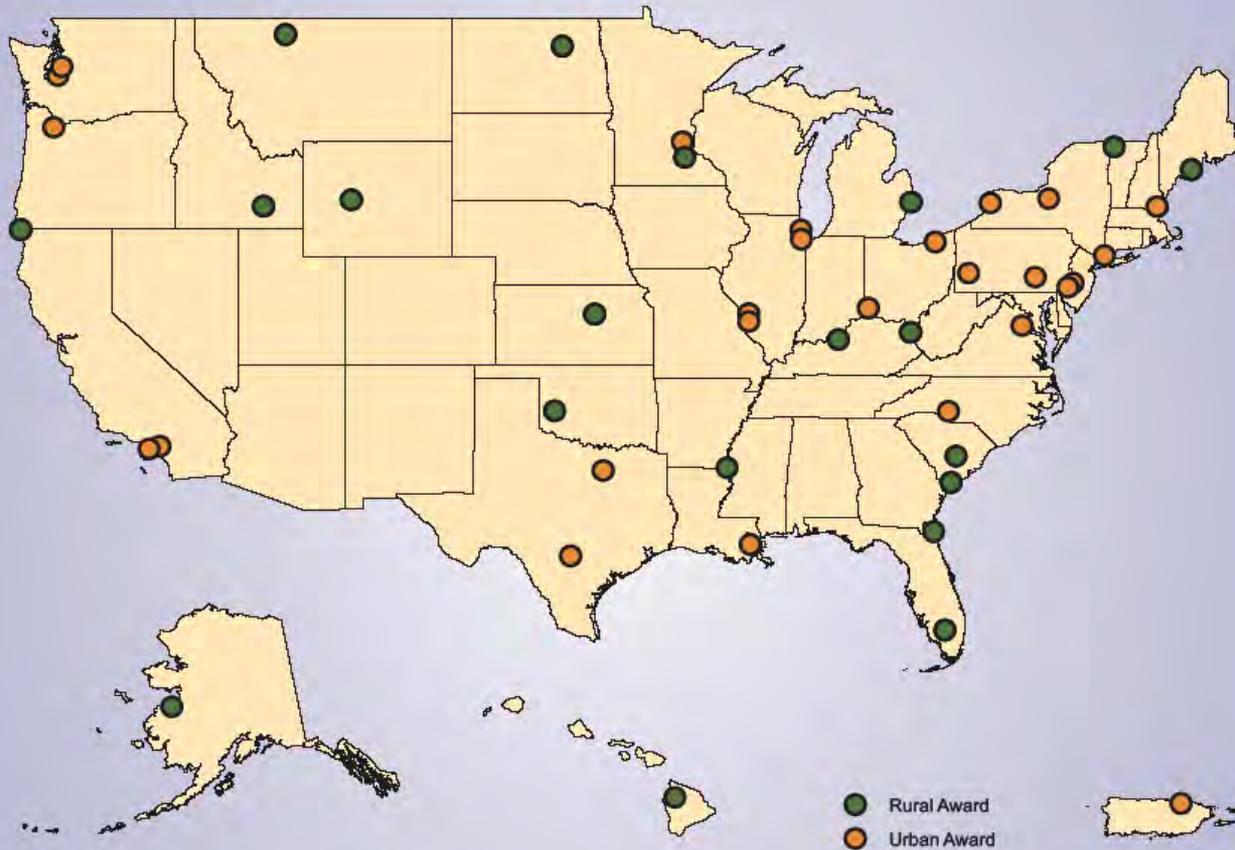
Boundary Street, Beaufort SC



Boundary Street, Beaufort SC

# TIGER

## 2011 AWARDS



Project Name	State(s)	TIGER Grant
Chicago Blue Line Renewal & City Bike Share	IL	\$20,000,000
I-95 HOT Lanes	VA	\$20,000,000
St. Louis City ArchRiver Revitalization	MO	\$20,000,000
State Route 91 Corridor Improvements	CA	\$20,000,000
South Jersey Port Rail Improvements	NJ	\$18,500,000
LYNX Blue Line Capacity Expansion	NC	\$18,000,000
Sellwood Bridge Replacement	OR	\$17,700,000
Port of Long Beach Rail Realignment	CA	\$17,000,000
Port of New Orleans Rail Yard Improvements	LA	\$16,738,246
Buffalo Main Street Revitalization	NY	\$15,000,000
I-5 Lewis-McChord Area Congestion Management	WA	\$15,000,000
Rutherford Intermodal Facility Expansion	PA	\$15,000,000
Westside Multimodal Transit Center	TX	\$15,000,000
Alton Regional Multimodal Station	IL	\$13,850,000
Saddle Road Improvements	HI	\$13,500,000
Boundary Street Redevelopment	SC	\$12,635,000
Mayfield Transit Station	OH	\$12,503,200
I-95/US-301 Interchange Improvement	SC	\$12,100,000
Prichard Intermodal Facility	WV	\$12,000,000
Muldraugh Bridges Replacement	KY	\$11,558,220
Cincinnati Streetcar Riverfront Loop	OH	\$10,920,000
Kennebec Bridge Replacement	ME	\$10,810,000
Stamford Intermodal Access	CT	\$10,500,000
IL 83 (147th Street) Reconstruction	IL	\$10,438,000
Caparra Interchange	PR	\$10,000,000
Capitol Expressway Extension	PA	\$10,000,000

c. 2012

*Si Belle*  
FRENCH BOUTIQUE

BLUSH

SUNSET DRIVE



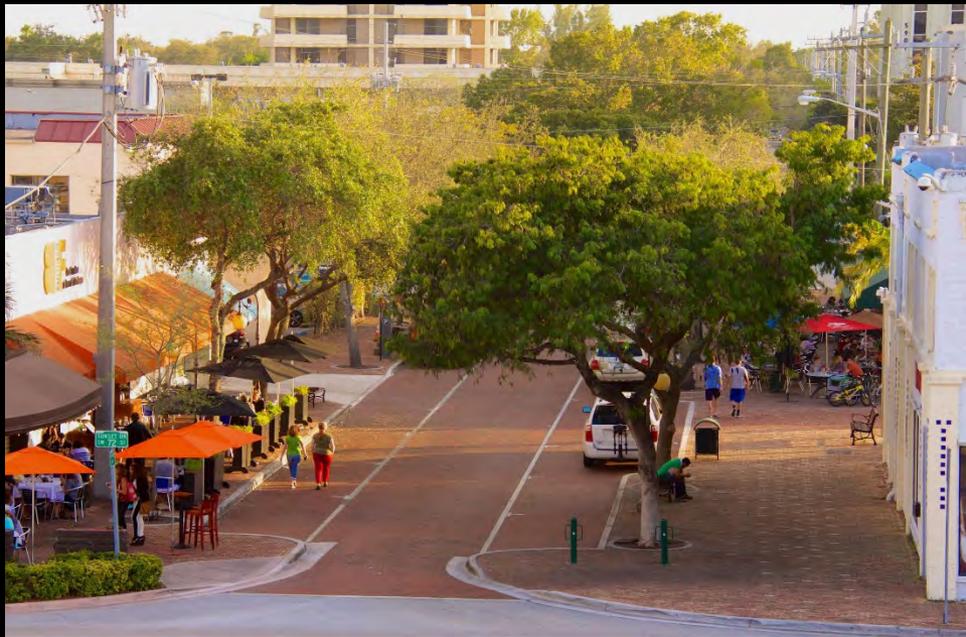
c. 1992



c. 1992



TODAY



DORN AVENUE



## 5879 Sunset Drive

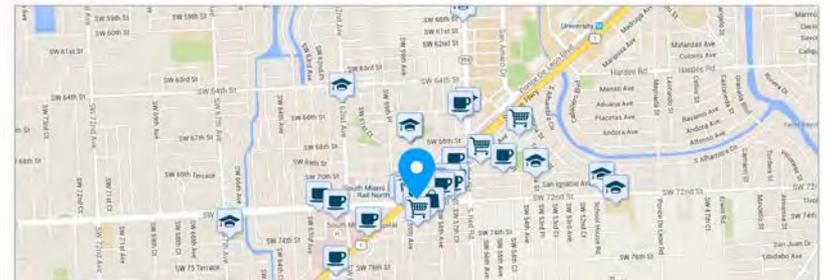
A location in South Miami

🚗 9 min 🚲 15 min 🚶 51 min View Routes

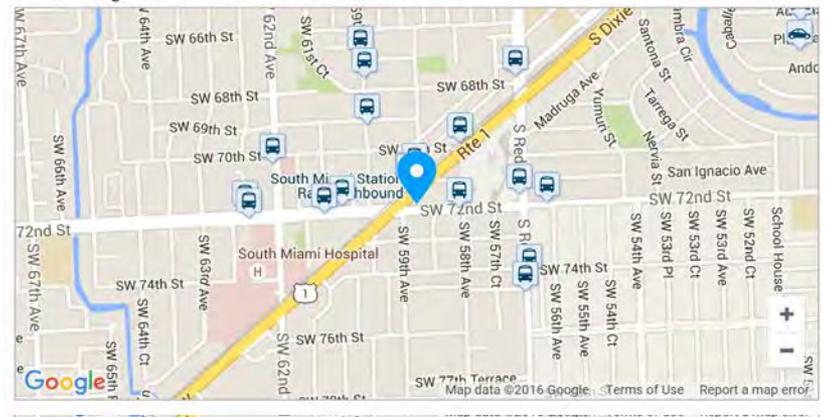
- Favorite
- Map
- Nearby Apartments

**Walk Score**  
**95**  
**Walker's Paradise**  
Daily errands do not require a car.

### About your score

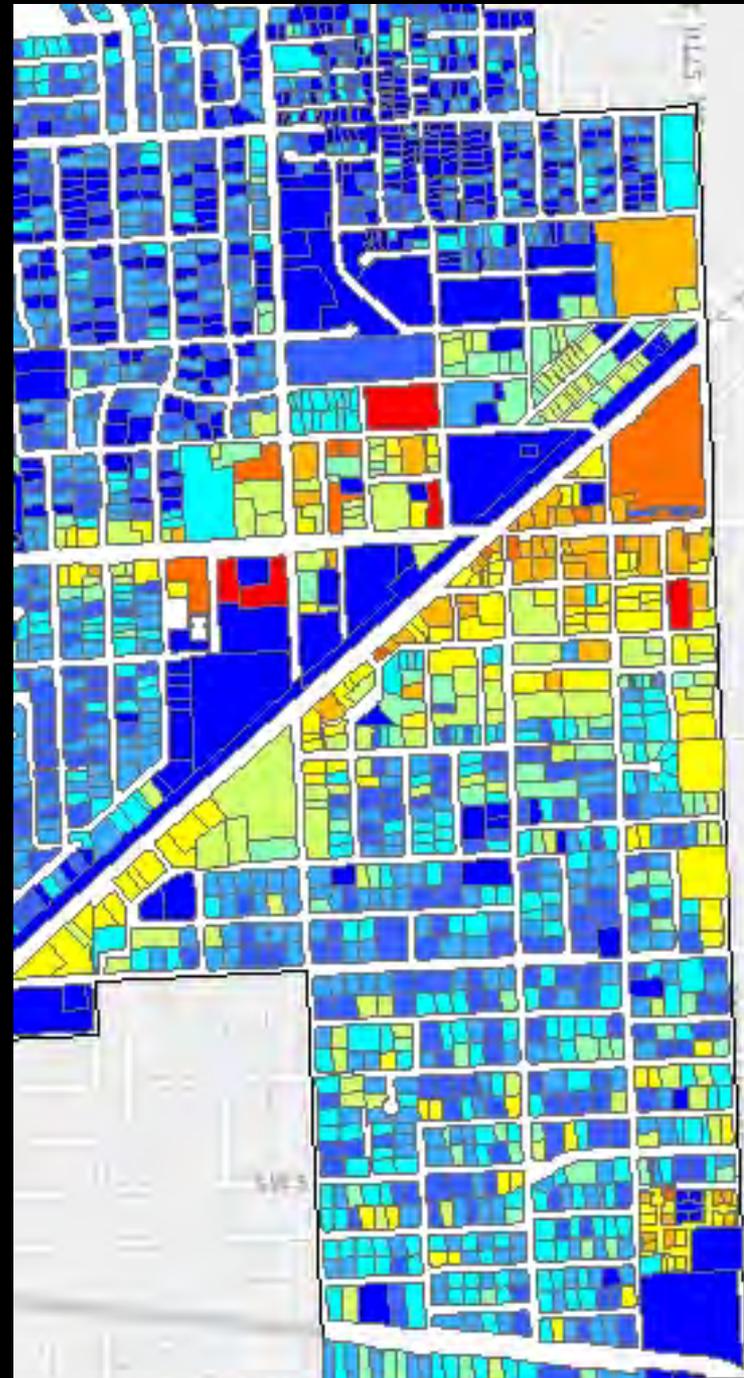
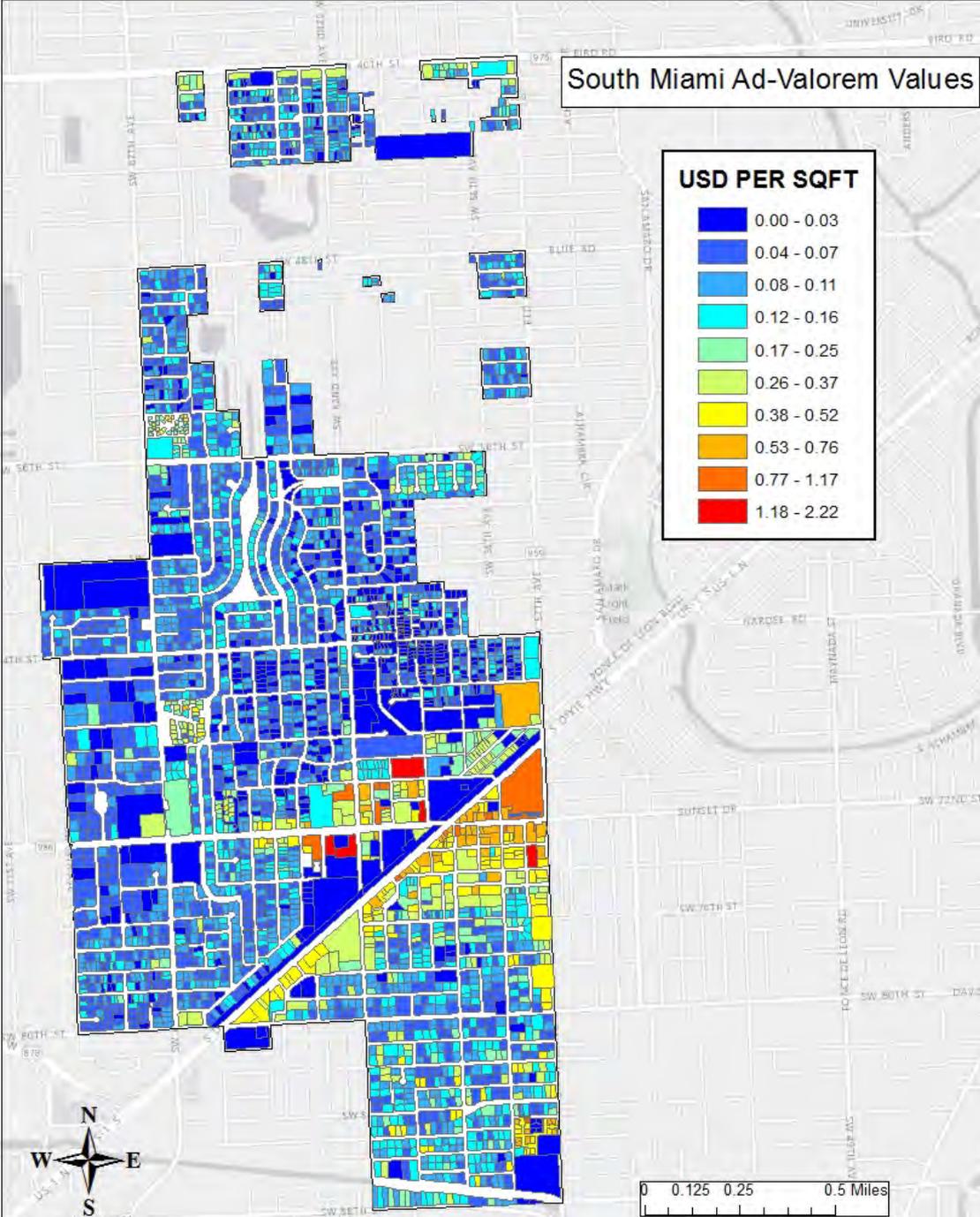
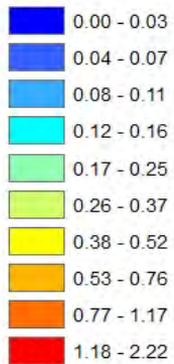


### Nearby Public Transit



# South Miami Ad-Valorem Values

## USD PER SQFT





Columbia Pike, Arlington County, VA

# re-imagining corridors



Existing, 2002



Vision



Existing, 2010



Columbia Pike, Arlington County, VA

# re-imagining corridors



Existing, 2002



Vision



Existing, 2010

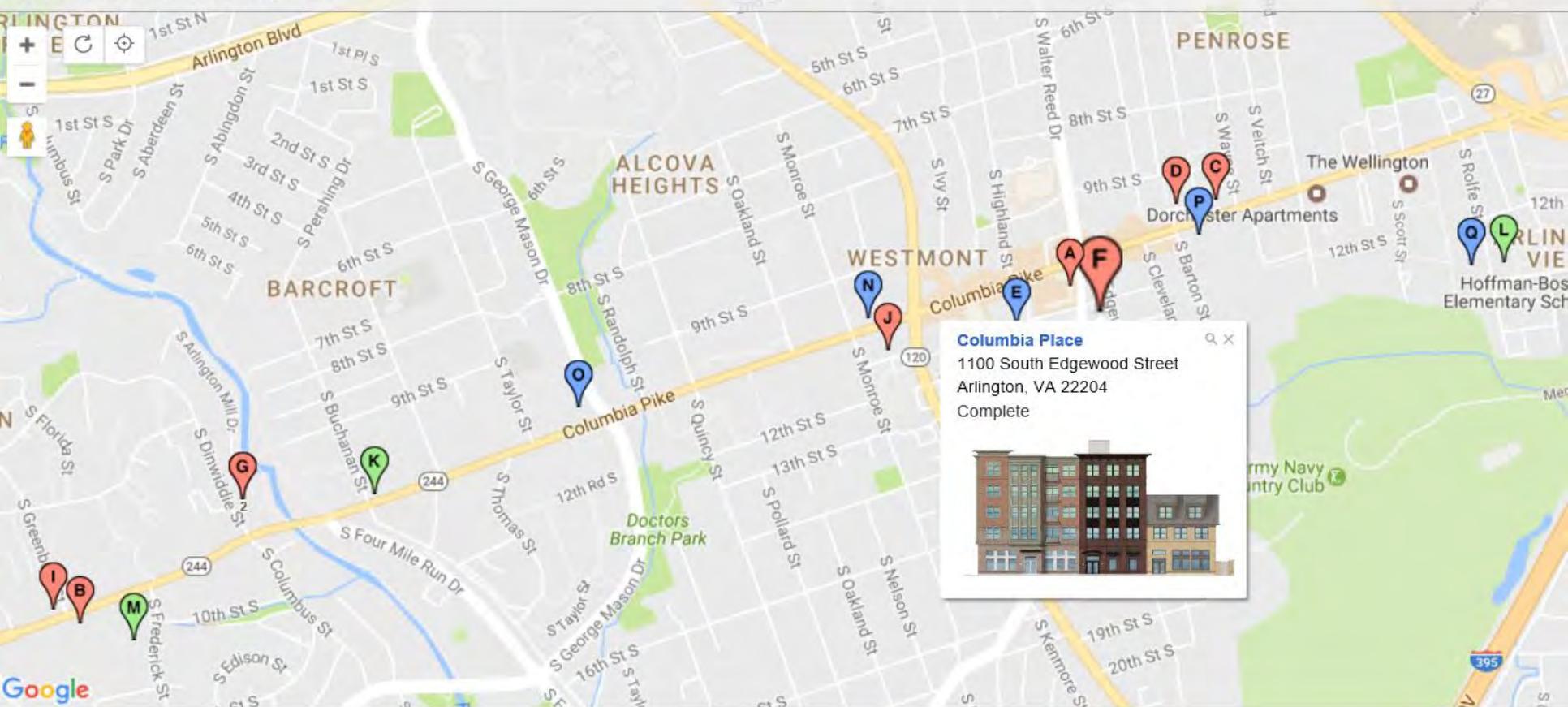


Columbia Pike, Arlington County, VA



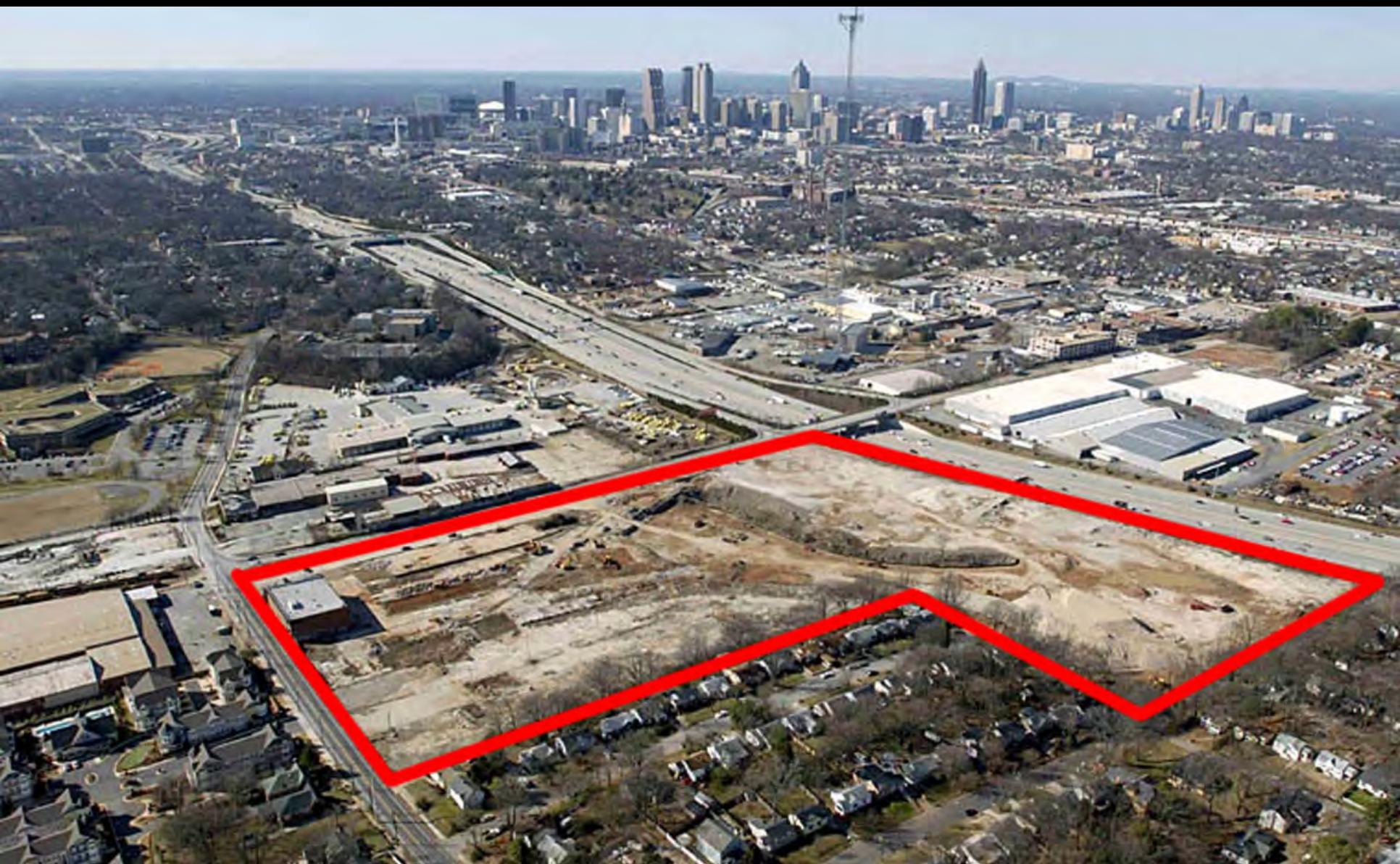
Columbia Pike, Arlington County, VA:  
Form-Based Code Projects Complete, Approved, or Under Construction

# Form Based Code Development



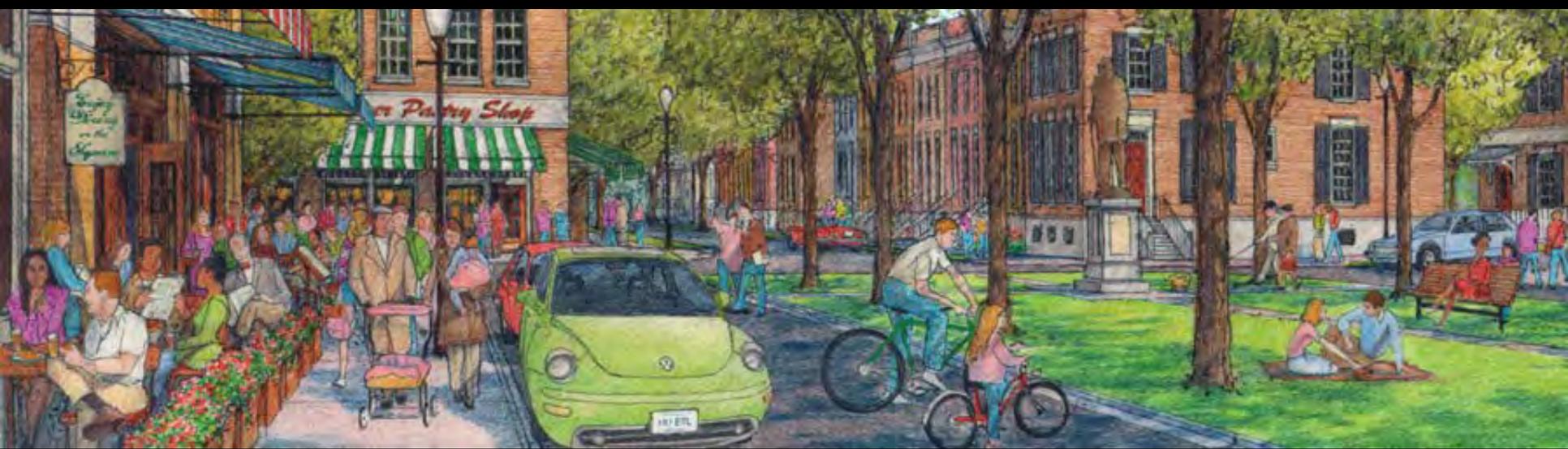
Columbia Pike, Arlington County, VA:  
Form-Based Code Projects Complete, Approved, or Under Construction

# making towns more complete: mixed-use infill



Glenwood Park – Atlanta, GA

# making towns more complete: mixed-use infill



GLENWOOD PARK

ATLANTA, GEORGIA

Glenwood Park – Atlanta, GA

# making towns more complete: mixed-use infill



Glenwood Park – Atlanta, GA



# RETHINK FOLLY ROAD

A COMPLETE STREETS STUDY

3 TOP IDEAS  
TABLE # 7

1. Continuous sidewalk along corridor for bike and pedestrian - shared - trees.

# RETHINK FOLLY ROAD

A COMPLETE STREETS STUDY

3 TOP IDEAS  
TABLE # 19

1. TREES + BUFFERS TO CALM TRAFFIC

# RETHINK FOLLY ROAD

A COMPLETE STREETS STUDY

3 TOP IDEAS  
TABLE # 8

2. Bus

1. Dedicated transit/carpool lane

2. BOARDWALK ALONG MARSH / PLACES TO WALK AND BIKE



**Folly Road Charrette** On-site Design Studio: Friday, May 8 – Tuesday, May 12





**WHAT IF** you could safely bike, down a world-class protected bikeway, all the way to the beach?



**WHAT IF** you could safely bike, down a world-class protected bikeway, all the way to the beach?



**WHAT IF** shade trees lining Folly Road were once again the rule, rather than the exception?



**WHAT IF** shade trees lining Folly Road were once again the rule, rather than the exception?



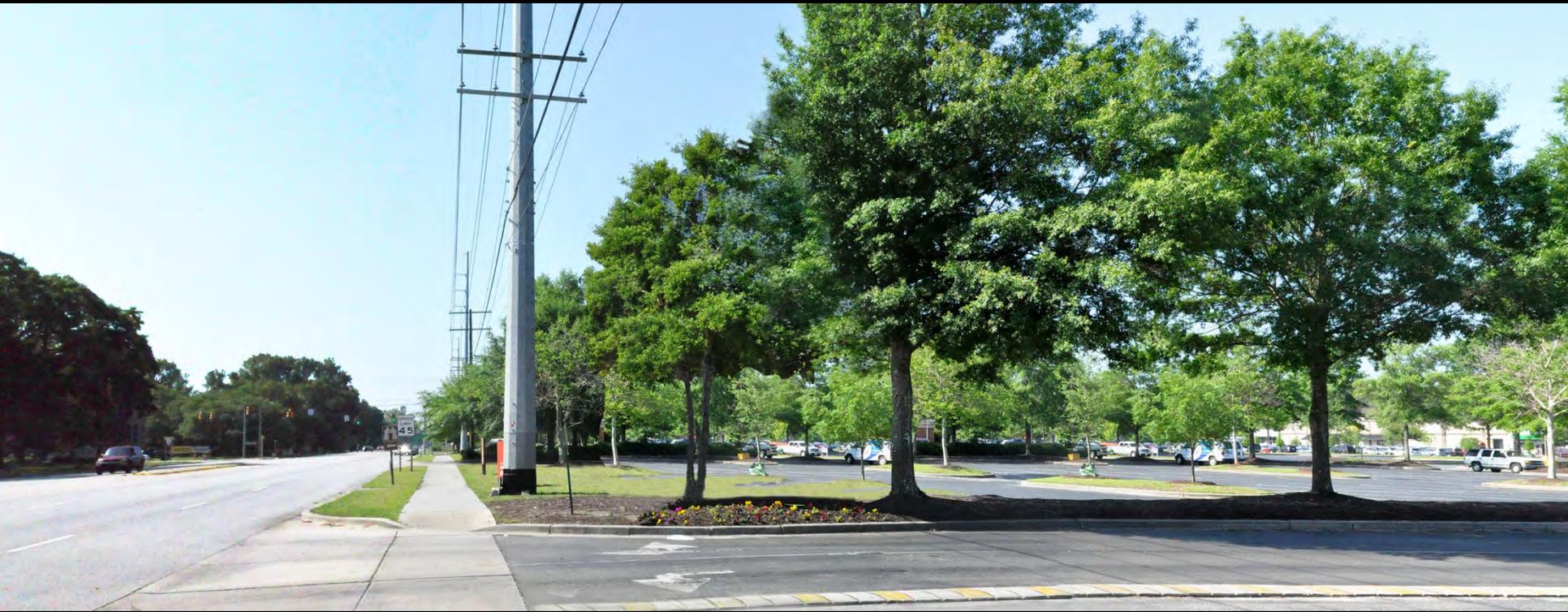
**WHAT IF** you could walk safely down a pleasant sidewalk, between any two points along the corridor?



**WHAT IF** there could be frequent, first quality transit service, with bus stops so good it is fun to be there?



**WHAT IF** there could be frequent, first quality transit service, with bus stops so good it is fun to be there?



**WHAT IF** the architecture was gradually upgraded, becoming a jewel of the Lowcountry?



**WHAT IF** the architecture was gradually upgraded, becoming a jewel of the Lowcountry?

# mobility

EXISTING	GOOD	BETTER	BEST
<p> <b>WALKING</b> missing / discontinuous sidewalks, infrequent crosswalks, high vehicle speeds (40-50 mph)</p>	<p> <b>WALKING</b> complete sidewalks/ crosswalks at intersections; begin to consolidate curb cuts and add street trees; slower speeds (30-40 mph)</p>	<p> <b>WALKING</b> "good" plus shared-use path on west side of corridor; additional mid-block crosswalks; slower speeds (majority 30-35 mph)</p>	<p> <b>WALKING</b> "better" plus consolidated curb cuts and street trees complete; slower speeds (all 30-35 mph)</p>
<p> <b>BIKING</b> 4' bike lane, missing facilities in key segments of corridor and connection across Wappoo Cut</p>	<p> <b>BIKING</b> mark paved shoulders as bike lanes in missing gaps, add sharrow marking in select locations</p>	<p> <b>BIKING</b> "good" plus shared-use path on west side of corridor; better connections off-Folly; upgrade Wappoo Cut Bridge</p>	<p> <b>BIKING</b> "better" plus cycle track on northern corridor; complete network off-Folly; multi-use boardwalk in conservation area, replace Wappoo Cut Bridge</p>
<p> <b>DRIVING</b> congestion (peak hour); signal timing problematic</p>	<p> <b>DRIVING</b> walk/ bike/ transit initiatives begin to help reduce volumes; optimized signal timing</p>	<p> <b>DRIVING</b> "good" plus walk/ bike/ transit initiatives continue to reduce volumes; adaptive controls for signal timing; new streets add more options</p>	<p> <b>DRIVING</b> "better" plus full implementation of access management/ new streets improve flow; walk/ bike/ transit initiatives reduce volumes</p>
<p> <b>TRANSIT</b> 90 minute wait for bus; no shelters; inhospitable walk and bike environment at stops</p>	<p> <b>TRANSIT</b> 60 minute wait for bus; bus stop improvements; "Folly Trolley"</p>	<p> <b>TRANSIT</b> "good" plus 30 minute wait for bus; new routes added</p>	<p> <b>TRANSIT</b> "better" plus bus-only or shared bus-bike lanes</p>
<p>OVERALL VALUE: <b>D-</b></p>	<p>OVERALL VALUE: <b>C+</b></p>	<p>OVERALL VALUE: <b>B+</b></p>	<p>OVERALL VALUE: <b>A++</b></p>

# implementation steps

## 1. Plan Initiation

- Adopt & Take Ownership of the Plan, MOU

## 2. Codify the Plan

- Zoning & Development Standards

## 3. Manage & Maintain the Plan

- Project Management

## 4. Prioritize & Monitor the Plan

- Implementation Matrix

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Funding Sources: federal, state, local

# IMPLEMENTATION MATRIX

\$ Under \$800,000  
 \$\$ \$800,000-\$999,999  
 \$\$\$ \$1,000,000-\$4,999,999  
 \$\$\$\$ \$5,000,000-\$9,999,999  
 \$\$\$\$\$ \$10,000,000 and over

Acronyms: TIGER=Transportation Investment Generating Economic Recovery grant program; LRTP=Long Range Transportation Plan; TAP=Transportation Alternatives Program; CIP=Capital Improvement Program

## GOVERNANCE, POLICY, PROCESS AND MARKETING

Project Name/Description	Timeframe	Responsible Party	Cost Range	Potential Funding Source
1 Adopt the Rethink Folly Road Plan	Immediate	City of Charleston; Town of James Island; City of Folly Beach; Charleston County	—	N/A
2 Enter into a Memorandum of Understanding and create a Steering Committee of elected officials	Immediate	City of Charleston; Town of James Island; City of Folly Beach; Charleston County; BCDCOG	—	N/A
3 Adopt zoning amendments	Immediate	City of Charleston; Town of James Island; City of Folly Beach; Charleston County	\$	N/A
4 Fund and hire a day-to-day project manager	Immediate	Steering Committee	\$	City of Charleston; Town of James Island; City of Folly Beach; Charleston County
5 Establish communication mechanism among jurisdictions	Immediate	Steering Committee	—	N/A
6 Agree on and implement a design review process	Immediate	City of Charleston; Town of James Island; City of Folly Beach; Charleston County	—	N/A
7 Prioritize first projects	Immediate	Steering Committee	—	N/A
8 Develop a joint contracting mechanism for future studies and construction by Charleston County	Immediate	Steering Committee	\$	City of Charleston; Town of James Island; City of Folly Beach; Charleston County
9 Establish a timeline with milestones	Immediate	Project Staff; Steering Committee	—	N/A
10 Negotiate a joint maintenance agreement for paths, green infrastructure, etc.	Immediate	Steering Committee	\$	City of Charleston; Town of James Island; City of Folly Beach; Charleston County; James Island Public Service District; municipal service district
11 List projects on Long Range Transportation Plan and Transportation Alternatives Program	Immediate	Steering Committee; SCDOT	—	N/A
12 Adopt incentives for property owner participation	Immediate	City of Charleston; Town of James Island; City of Folly Beach; Charleston County	\$\$\$	City of Charleston; Town of James Island; City of Folly Beach; Charleston County
13 Conduct corridor transportation study that includes access management plans for Neighborhood Preservation, South Village, Commercial Core, and North Village/Maybank areas	Immediate	City of Charleston; Town of James Island; City of Folly Beach; Charleston County	\$\$	City of Charleston; Town of James Island; City of Folly Beach; Charleston County
14 Conduct engineering analysis for link to W. Ashley Trail from Folly Road	Immediate	BCDCOG	\$\$	Sales tax; TAP
15 Prepare Small Area Plan for Neighborhood Preservation Area	Immediate	Charleston County	\$ - \$\$	Charleston County
16 Prepare feasibility study for TIGER grant projects (environmental review)	Immediate	City of Charleston; Town of James Island; City of Folly Beach; Charleston County	\$\$	City of Charleston; Town of James Island; City of Folly Beach; Charleston County
17 Negotiate access easement agreements with SCE&G to permit multi-use pathways, sidewalks, etc within existing SCE&G overhead power line utility easements along the Folly Road Corridor	Immediate	Project Staff	\$	City of Charleston; Town of James Island; City of Folly Beach; Charleston County
18 Create a Folly Road brand, marketing and social media campaign	Immediate	Project Staff; Friends of Folly Road	\$	Friends of Folly Road
19 Institute regular public meetings and events	Immediate	Project Staff; Friends of Folly Road	\$	Friends of Folly Road
20 Build public support	Immediate	Project Staff; Friends of Folly Road	\$	Friends of Folly Road; Charleston Moves
21 Create a community funding mechanism	Immediate	Steering Committee; Project Staff; Friends of Folly Road	\$	Friends of Folly Road
22 Conduct a mass bike ride to the beach	Immediate	Project Staff; Charleston Moves	\$	Charleston Moves; Friends of Folly Road
23 Organize a food truck rodeo	Immediate	Project Staff; Friends of Folly Road	\$	Friends of Folly Road
24 Link local property and business owners to technical assistance providers	Immediate	Project Staff	—	N/A
25 Work to amend state laws regarding Heirs Property using the Center for Heirs Property Preservation as a resource	Near-term	Private owners and developers	\$\$	Private funding; The Center for Heirs Property Preservation
26 Monitor and update the Plan	Near-term / Longer-term	Project Staff; Steering Committee	\$\$	City of Charleston; Town of James Island; City of Folly Beach; Charleston County
27 Monitor and coordinate current and long-range growth management plans of all jurisdictions every five years	Longer-term	Project Staff; Steering Committee	\$\$	City of Charleston; Town of James Island; City of Folly Beach; Charleston County

## CORRIDOR-WIDE: PHYSICAL IMPROVEMENTS

Acronyms: TIGER=Transportation Investment Generating Economic Recovery grant program; LRTP=Long Range Transportation Plan; TAP=Transportation Alternatives Program; CIP=Capital Improvement Program

\$ Under \$800,000  
 \$\$ \$800,000-\$999,999  
 \$\$\$ \$1,000,000-\$4,999,999  
 \$\$\$\$ \$5,000,000-\$9,999,999  
 \$\$\$\$\$ \$10,000,000 and over

Project Name/Description	Timeframe	Good / Better / Be	Responsible Party	Cost Range	Potential Funding Source
28 Optimize traffic signal timing, update on annual or biannual intervals	Immediate	Good	City of Charleston	\$\$	SCDOT
29 Clean drains and gutter/bike lanes, and institute regular street sweeping	Immediate	Good	Steering Committee; SCDOT	\$	SCDOT
30 Reduce speed limits and provide traffic calming	Immediate	Good	SCDOT	\$\$	SCDOT
31 Install crosswalks at signalized intersections	Immediate	Good	SCDOT, City of Charleston, Town of James Island, Charleston County	\$	SCDOT
32 Complete continuous sidewalk (minimum one side)	Immediate	Good	Charleston County for the Steering Committee	\$\$\$	TIGER Grant; sales tax; TAP
33 Continue sidewalk construction on side streets	Immediate	Good	Town of James Island	\$\$	Town CIP
34 Connect bike lane gaps by paving shoulders and marking as bike lanes, provide shared lane markings and connect mixed-use paths on alternative routes	Immediate	Good	City of Charleston, Town of James Island, City of Folly Beach, Charleston County	\$\$-\$	TIGER; sales tax; TAP
35 Construct a demonstration bus stop with green roof	Immediate	Good	City of Charleston; CARTA	\$	City of Charleston, CARTA
36 Install bus stop improvements: signage, shelters	Immediate	Good	City of Charleston, Town of James Island, City of Folly Beach, Charleston County	\$\$	City of Charleston, Town of James Island, City of Folly Beach, Charleston County; CARTA
37 Connect pedestrians to bus stops along the entire corridor: connect sidewalks and add crosswalks	Immediate	Good	City of Charleston, Town of James Island, City of Folly Beach, Charleston County	\$\$	TIGER; sales tax; TAP
38 Identify possible park n ride lot location	Immediate	Good	Steering Committee; CARTA; Major Employers	\$	CARTA
39 Organize a tree planting/green infrastructure demonstration project	Immediate	Good / Better	Project Staff; Friends of Folly Road	\$	Foundation grant
40 Close selected curb cuts and install landscaped medians	Near-term	Good / Better	Charleston County for the Steering Committee	\$\$\$	TIGER; sales tax
41 Reduce speed limits and provide traffic calming	Near-term	Better / Best	SCDOT	\$\$\$	SCDOT
42 Install additional, mid-block crosswalks at key locations	Near-term	Good / Better	SCDOT	\$\$	SCDOT, Sales Tax, TAP
43 Implement "road diet" south of Riverland Drive (reduce number of vehicle lanes, add green infrastructure), evaluate additional opportunities for road diets	Near-term	Good	City of Charleston, Town of James Island, City of Folly Beach, Charleston County	\$\$	TIGER Grant; sales tax; TAP
44 Continuous bike-ped connection(s) on shared use path from West Ashley Greenway to Folly Beach (west side of Folly Road)	Near-term	Better	City of Charleston, Town of James Island, City of Folly Beach, Charleston County	\$\$\$	TIGER; sales tax; TAP
45 Construct additional side street sidewalks	Near-term	Better	Town of James Island, Charleston County, City of Charleston	\$\$	County, Town and City CIPs
46 Install bike racks and facilities	Near-term	Better	City of Charleston, Town of James Island, City of Folly Beach, Charleston County	\$	TIGER; sales tax; TAP
47 Improve the bike network (including Camp Rd, George L Griffith Blvd, Yorkshire Dr, JI Expressway, Fort Lamar Rd, West Ashley Ave)	Near-term	Better	City of Charleston, Town of James Island, City of Folly Beach, Charleston County	\$\$	TIGER Grant; sales tax; TAP
48 Reduce bus headways to 60 minutes	Near-term	Better	CARTA	\$\$\$	CARTA
49 Explore express bus service to Folly Beach from the Peninsula, possibly private	Near-term	Better	City of Folly Beach, CARTA, private bus/tour operators, major hotels	\$\$	Sales tax, municipal service district, hospitality tax, private funding
50 Install green infrastructure along shared-use path	Near-term	Better	Charleston County for the Steering Committee	\$\$	TIGER; sales tax; Clean Water Act 380
51 Plant trees	Near-term	Better	10,000 Trees for Charleston	\$\$	TIGER; TAP; 10,000 Trees for Charleston; Town and County tree funds; ACTrees; foundations
52 Commission and install public art	Longer-term	Better	City of Charleston, Town of James Island, City of Folly Beach, Charleston County	\$	Sales tax; foundation; private donations
53 Close additional selected curb cuts and install landscaped medians	Longer-term	Better / Best	City of Charleston, Town of James Island, City of Folly Beach, Charleston County; SCDOT	\$\$	Sales tax
54 Install adaptive controls for real-time adjustments to traffic signal timing	Longer-term	Better	City of Charleston	\$\$\$	Sales tax
55 Enable signal prioritization for emergency vehicles and buses	Longer-term	Better	City of Charleston	\$\$	Sales tax
56 Underground utilities in portions of the corridor	Longer-term	Best	SCE&G	\$\$\$\$\$	Sales tax
57 Install a two-way cycle track on east side of Folly Road, from Grimbald Rd to Harbor View Rd	Longer-term	Best	Charleston County for the Steering Committee	\$\$\$\$	TIGER; sales tax; TAP
58 Improve the bike network (including Savannah Hwy, Parish Rd, Magnolia Rd, West Oak Forest Drive, Flemming Rd, Stefan St, Dills Bluff Road)	Longer-term	Best	City of Charleston, Town of James Island, City of Folly Beach, Charleston County	\$\$	TIGER Grant; sales tax; TAP
59 Reduce bus headways to 30 minutes	Longer-term	Best	CARTA	\$\$\$	CARTA
60 Evaluate potential for dedicated transit and carpool lanes, or bus and bike only lanes	Longer-term	Best	Steering Committee; BCDCOG; SCDOT; CARTA	\$\$	TIGER Grant; sales tax; TAP
61 Plant additional trees	Longer-term	Best	10,000 Trees for Charleston	\$\$	TAP; sales tax; 10,000 Trees for Charleston; Town and County tree funds; ACTrees; foundations

let's discuss

thank you!

