

SUBAREA PLAN

FORMER LA-Z-BOY HQ SITE

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ACKNOWLEDGMENTS

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01

INTRODUCTION

This plan was created to determine **an appropriate redevelopment of the site** with uses that respond to market opportunities and designs that respect the adjacent residential areas. These market-based recommendations and concepts will both promote interest from developers and alert them to possibilities and community expectations. Properly implemented, the plan will help guide the revitalization of this underutilized property in a manner that will stimulate other investments along the Telegraph Road corridor.

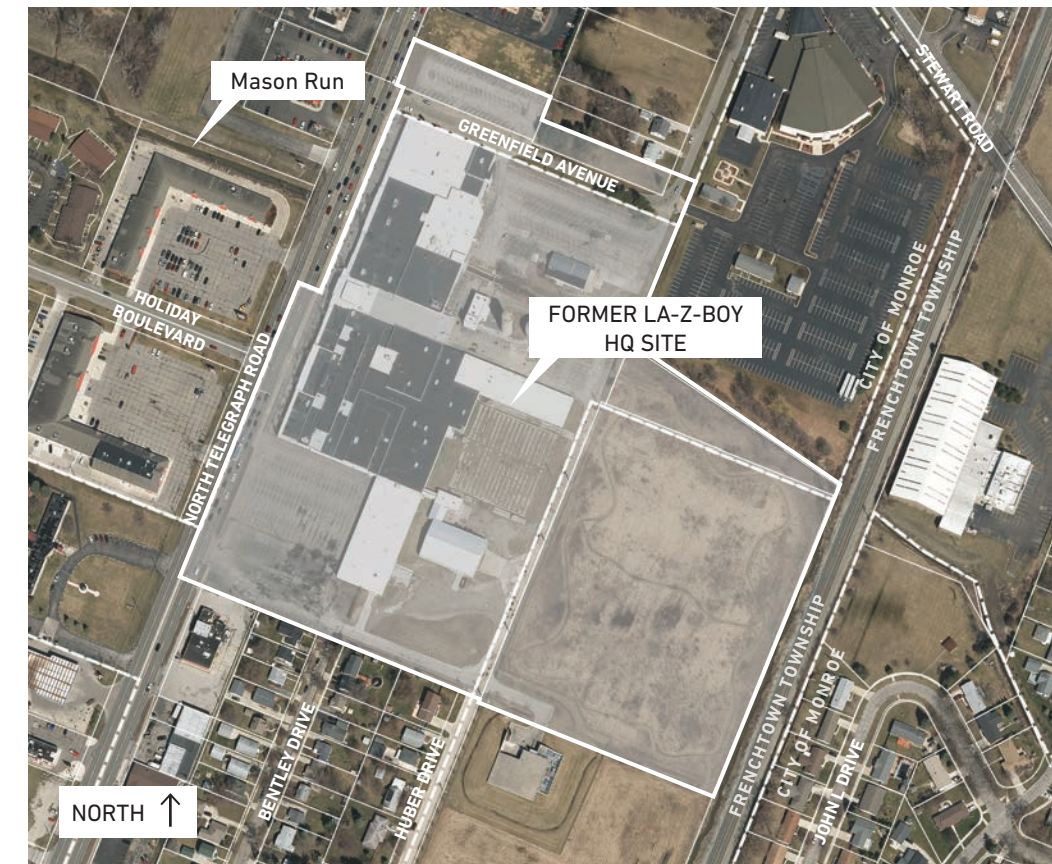


PLAN PURPOSE

Launched in October of 2018, this Subarea Plan is a blueprint that will guide the redevelopment of the former La-Z-Boy site.

After serving as the La-Z-Boy headquarters for 88 years, the 25-acre site on Telegraph Road is now a prime redevelopment opportunity on Monroe's north side. Following La-Z-Boy's move in 2015, various studies and charrettes have studied the site's potential, and envisioned future development. Lessons learned and take-aways from these studies, including the Resilient Monroe Master Plan, are summarized in the following pages.

This Subarea Plan analyzes existing conditions, market trends and traffic patterns, to develop potential land use alternatives for the future redevelopment of the site. This planning process, a collaboration between the City of Monroe and a consultant team, included conversations with area stakeholders, representatives from Frenchtown Charter Township, and presentations to the Monroe City Council.



The history of this site runs parallel to the history of the La-Z-Boy Company. Starting in 1927 after outgrowing a family garage, two cousins built a factory on a site north of the city surrounded by cornfields. The factory preceded Telegraph Road, which was built in 1930 as a state highway and provided access to the city and beyond. The company's rapid growth in the 20th century resulted in the site's current configuration. Historic structures were added-on to serve as the company's factory and furniture store.

By the late 2000's, La-Z-Boy's needs for office space did not match the buildings' footprints and layout.

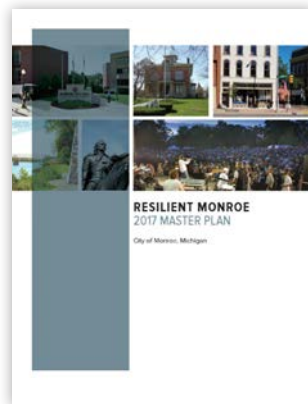
In 2015, the company moved to a new headquarters less than a mile away, continuing to invest in the City of Monroe. Following this move, the site is now ready for a transformational change.

The current site, which features over 200,000 square feet of building space, is ideally positioned near the intersection of Telegraph Road and Stewart Road. Located in both City of Monroe and Frenchtown Charter Township, the site is surrounded by residential, retail, and institutional uses, and has the potential to be transformed into a mixed use destination for the surrounding region.

PREVIOUS PLANNING EFFORTS

Resilient Monroe Master Plan

The 2017 plan identified opportunities for the former La-Z-Boy site to support mixed-use development and/or a lifestyle center. The site is perceived as a catalyst for improvements to the Telegraph Road corridor.



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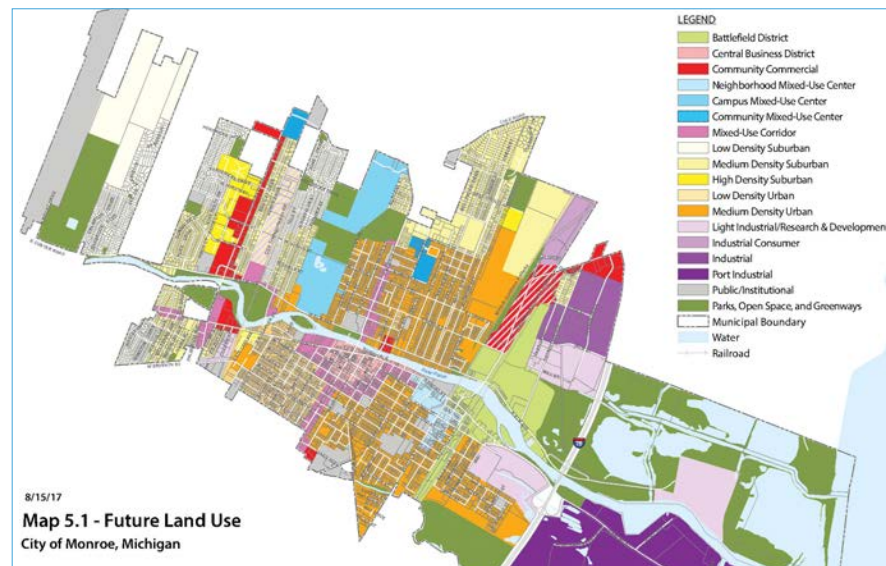
La-Z-Boy Site

Location: On Telegraph Road just south of Stewart Road.
Existing and Surrounding Land Uses: The site was formerly the World Headquarters of La-Z-Boy, Inc. The site is surrounded by commercial and light industrial.
Zoning: C-2
Ownership: La-Z-Boy, Inc.
Site Factors: The La-Z-Boy site sits on about 29 acres, and has direct frontage on Telegraph Road. The Telegraph Corridor Planning Charrette determined that the site might be an ideal location for a "lifestyle center", a mixed-use development project centered on entertainment and small retail/restaurant establishments.

DEVELOPMENT OPPORTUNITIES GOAL: REDEVELOP THE LA-Z-BOY SITE TO SUPPORT MIXED-USE DEVELOPMENT AND/OR A LIFESTYLE CENTER TO SERVE AS A CATALYST FOR IMPROVEMENTS TO THE TELEGRAPH CORRIDOR.

Recommended Future Land Use: Community Mixed-Use Character, which includes the following characteristics:

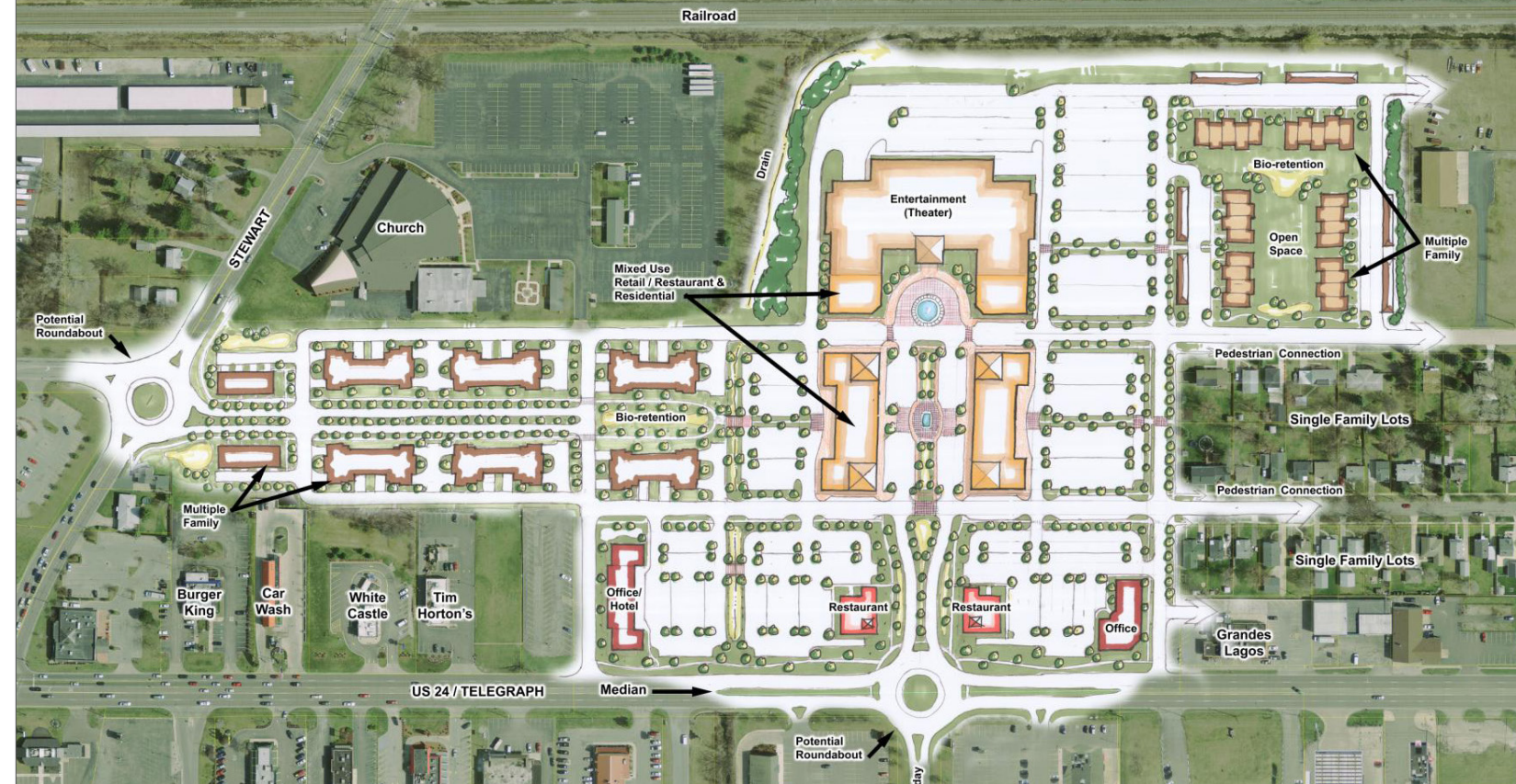
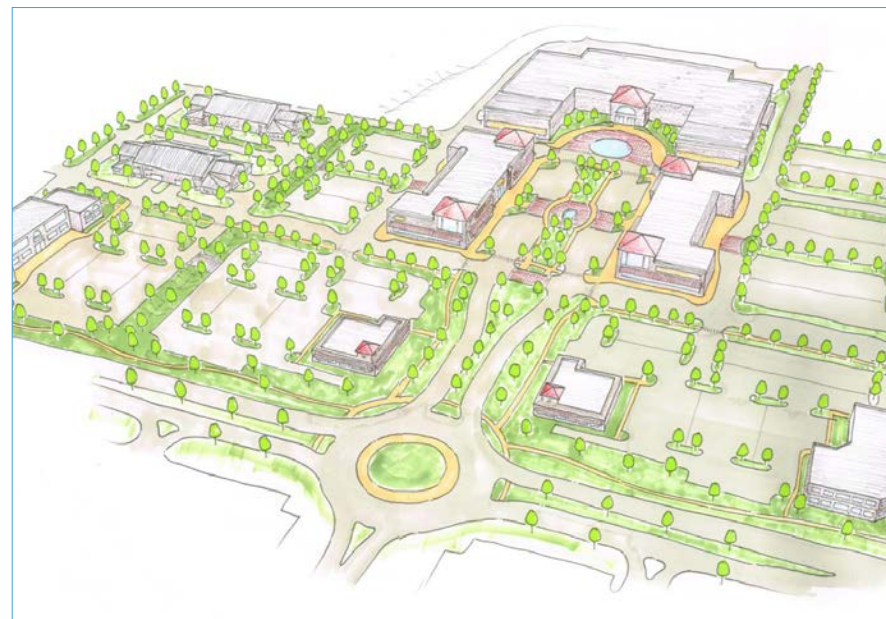
- Pedestrian-oriented mixed-use district within large commercial areas.
- A mix of uses including retail, residential, and will often include entertainment venues, restaurants and hotels.
- Small to medium size blocks. The buildings should be similar in size and placement to a traditional downtown center.



Telegraph Corridor Charrette

The Telegraph Road Charrette was conducted over three consecutive days in September of 2013, and focused on placemaking, redevelopment opportunities, gateways, and open space.

- The site might be an ideal location for a "lifestyle center", a mixed-use development project centered on entertainment and small retail/restaurant establishments.
- Ensure a mix of uses with an emphasis on first-floor retail.
- Develop model Telegraph Road streetscape design standards that extend beyond the La-Z-Boy site.



Telegraph Corridor Charrette: Concept site plan

Frenchtown Township Master Plan

The vision for the Telegraph Corridor is to make it a high-image suburban shopping strip, with well-maintained landscaping, attractive signage, quality architecture and building materials, and well-designed access management.

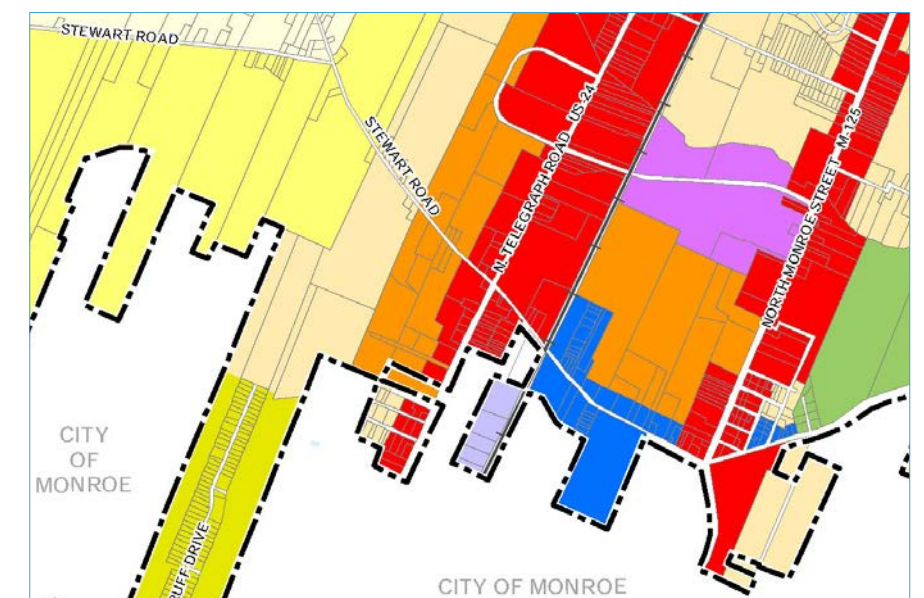
- Incompatible uses should be phased out to create a continuous commercial environment of offices and retail.
- Although an auto-oriented corridor, considerations should be made for other modes of transportation.
- Construct sidewalks along Telegraph Road between LaSalle Road and the City of Monroe boundary.



FUTURE LAND USE

Agricultural, Open & Woodlands	Marina
Rural Residential (≤1 DU/AC)	Commercial
Low Density Residential (≤2 DU/AC)	Office
Low Medium Density Residential (3 DU/AC)	Mixed Use
Medium Density Residential (4-6 DU/AC)	Industrial
Waterfront Residential (Existing Densities)	Utilities
Multiple Family Residential (High Density)	Recreation/Public
Mobile Home	

Hatching/Multiple Categories:
See Master Plan Text



02

EXISTING CONDITIONS



SITE OVERVIEW



The former La-Z-Boy headquarters site is a large redevelopment opportunity in the Telegraph Road commercial corridor.

Located at 1284 North Telegraph Road, the former La-Z-Boy site sits about one mile north of Downtown Monroe. With over 1,000 feet of frontage along Telegraph Road, it has high visibility with 34,000 motorists that travel this major north-south connector every day. East-west travel is likewise convenient—the site is less than 1,000 feet from the intersection with Stewart Road.

The Telegraph Road corridor spans beyond Monroe, becoming Highway 24 and connecting the city with Toledo and Detroit. Within the city and township limits, Telegraph Road is a suburban commercial corridor characterized by strip malls, retail outlots, and big box commercial. Development along the corridor trends along a northward path, with newer development generally located north of Stewart Road.

This plan looks at the site bound by Telegraph Road, Greenfield Avenue/Mason Run on the northern boundary, railroad tracks to the east, and residential properties on the south. Most of the 25-acre site is within the City of Monroe corporate boundary, though an eastern undeveloped 8.5-acre portion of the site falls within Frenchtown Charter Township.

The developed portion of the site, between Telegraph Road and Huber Drive, includes 240,000 square feet of warehouse, factory, and office space. Built in piecemeal fashion through the 88 years it served as a company headquarters and factory, the site's buildings include historic structures, furniture showrooms, silos, and a channelized stream that runs under the main building. The latter is a portion of Mason

Run, which drains runoff from surrounding agricultural uses east of the city toward the River Raisin.

North of Greenfield Avenue, two narrow parcels currently hold surface parking lots. West of Huber Drive, the undeveloped portion of the site is divided to eastern neighborhoods by railroad tracks and Mason Run. This portion of the site is relatively flat and currently fenced-in, containing mostly grassland.

SIDEWALK GAP ANALYSIS



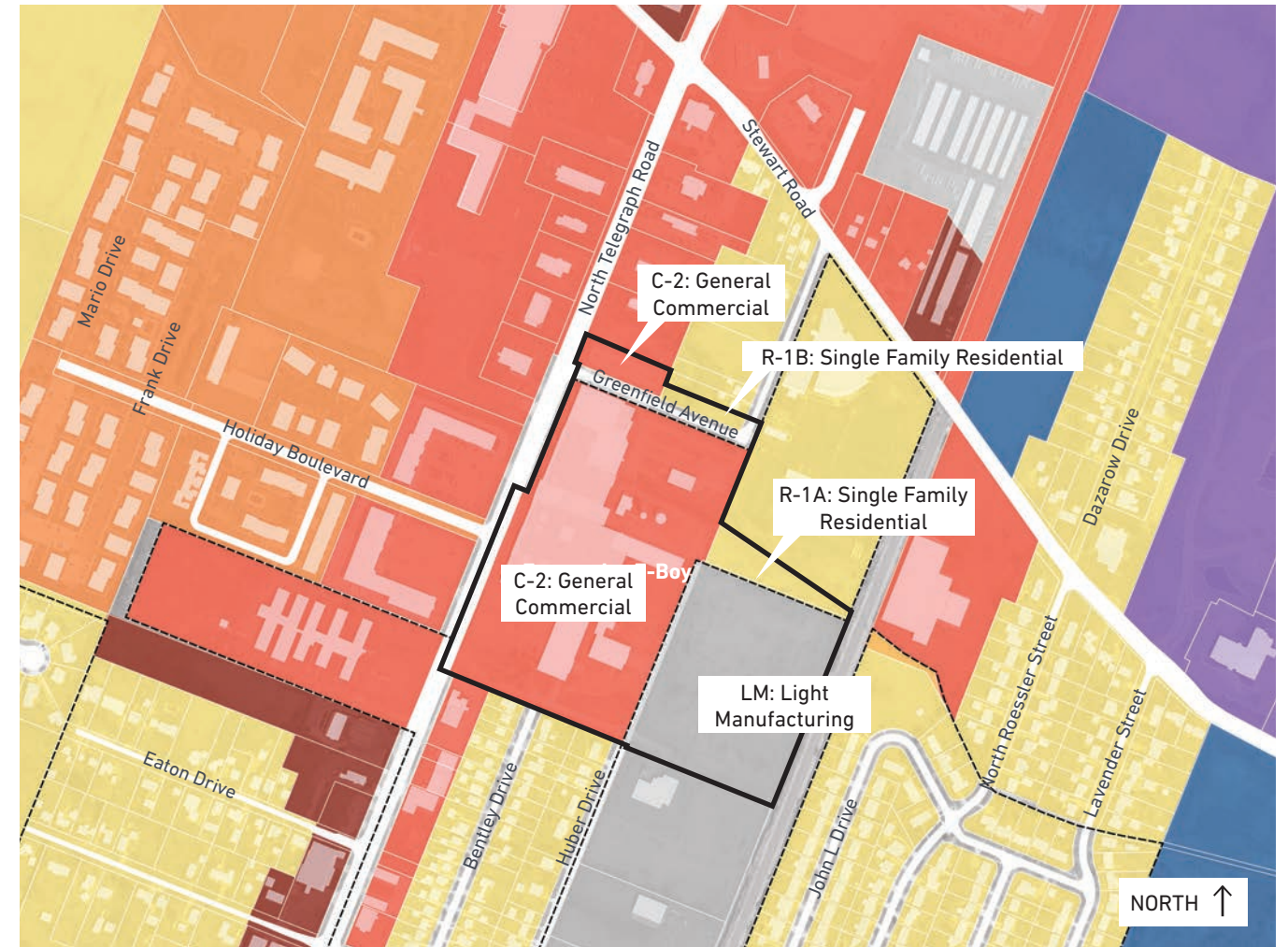
As a suburban corridor with auto-oriented development, Telegraph Road provides limited pedestrian facilities. Though having over 90 feet of right-of-way, the corridor lacks sidewalks north of the site and past Stewart Road. On the site itself, a 750-foot stretch of sidewalk is part of a fragmented network of sidewalks on the east side of Telegraph Road, with gaps of more than 200 feet in between segments. These sidewalks are interrupted by curb cuts and access drives.

Residential neighborhoods south and east of the site generally have sidewalks in internal streets. For instance, Bentley Drive and John L Drive have sidewalks on both sides of the street. Sidewalk connectivity from these neighborhoods to commercial corridors, such as Telegraph Road and Stewart Road, is poor. Residential streets west and north of the site generally lack any sidewalks. Huber Drive, which jogs into the site except for a vacated portion, does not have sidewalks north and south of the site.

Legend

- Existing Sidewalks
- - - Missing Sidewalks
- Site Boundary

CURRENT ZONING



The bulk of the site within the City of Monroe boundary, between Telegraph Road and Huber Drive, is Zoned General Commercial (C-2). Allowed uses include retail, professional office, public/quasi-public facilities, restaurants, and hotels. Larger facilities that generate higher traffic volumes, such as retail establishments over 65,000 square feet, are treated as special land uses. Though stand-alone residential is not a permitted use, this district allows for upper-story dwellings as a special use.

A portion of the site, as shown in the graphic above, is zoned Single-Family Residential (R-1B). This district is intended for single-family residential and associated educational and institutional uses.

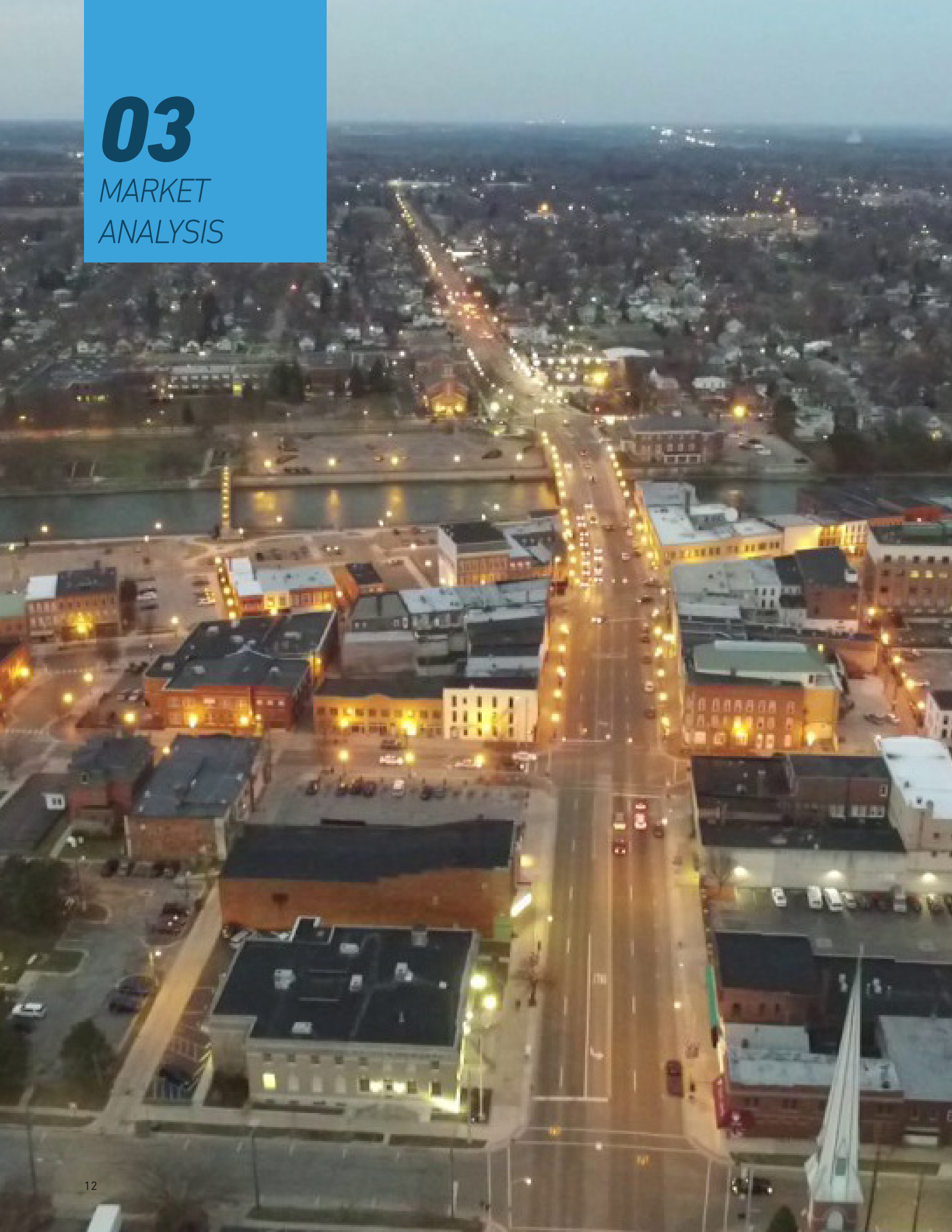
The western portion of the site within Frenchtown Charter Township, between Huber Drive and the railroad tracks, is zoned Light Manufacturing (LM). Permitted uses in this district include warehouses, research-based office, wholesale, and manufacturing/processing of previously prepared materials.

Legend

- City of Monroe**
- C-2: General Commercial
- R-1B: Single Family Residential
- Frenchtown Charter Township**
- C-2 General Commercial
- C-3: Highway Commercial
- LM: Light Manufacturing
- R-1A: Single Family Residential
- R-3: Multiple Family Residential
- OS: Office Service
- PUD: Planned Unit Development

03

MARKET ANALYSIS



RETAIL TRANSITION & OPPORTUNITY

The balance of retail in the market is shifting and opening windows of opportunity for lifestyle stores in urban formats.

The optimal redevelopment plan for the La-Z-Boy site reflects an update to the original Retail Target Market Analysis conducted in 2017. That study had been focused on identifying the market potential for new merchants in Downtown Monroe, rather than specific sites located along Telegraph Road. The 2019 update takes into consideration several significant market shifts that have occurred over recent years, with direct implications for prospective national brands, chain stores, and anchors.

Most significantly, the Mall of Monroe has gradually declined and all of its traditional department stores have closed, leaving a significant gap in the market. A few local favorites have remained,

including Planet Fitness, Pat Catan's Crafts, and Phoenix Theatre. However, the closures of J.C. Penney, Old Navy, Steve & Barry's Office Max, Sears, Target, Carson's, and a nearby Kmart have opened new opportunities for other brands.

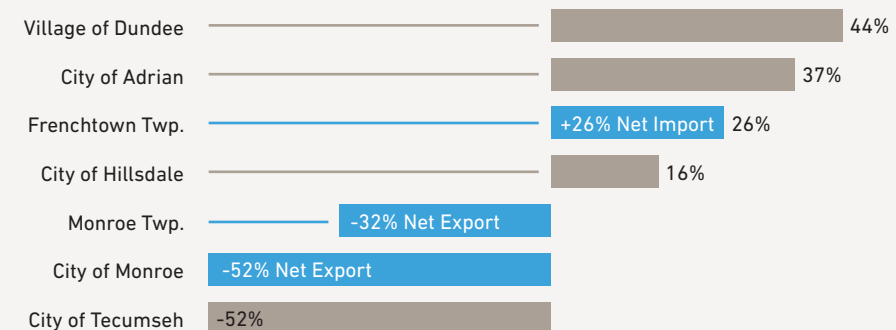
New retail brands will likely seek land and development sites along Telegraph Road (rather than in the Mall of Monroe). This will be driven by its exceptionally high traffic volumes and visibility to shoppers already visiting established big-box stores like Meijer, Walmart, and Lowe's. New stores will also be most inclined to cluster along North Telegraph Road, rather than south of the river. In this landscape, the La-Z-Boy site presents an ideal opportunity for new stores and brands to anchor a new project.

Although the size of the La-Z-Boy site could accommodate a big-box retail format, the market study recommends that it be reserved for a higher and better use, and specifically as a mixed-use, pedestrian scale development. Big-box retail does not represent the highest or best use, and such uses would undermine the marketability of urban formats or uses on adjacent sites. It would represent a significant and irrecoverable loss for the community and region. With this in mind, the following list provides examples of the types of retail anchors and lifestyle stores that should be considered for the new development.

Lifestyle Anchors Like:

- Westborn Market
- Kirkland's
- Guitar Center
- Party City
- Sephora Studio
- Men's Wearhouse
- Gap, Old Navy outlets
- Eddie Bauer

Annual Net Import and Export
Total Retail Trade | NAICS 44-45



Retail Market Analysis

The retail analysis involved a supply-demand and gap model, and considered the market's regional setting and trade area, retail import-export, established shopper destinations, traffic volumes, and expenditure potential based on population and income forecasts. Net import of +26% for Frenchtown Township helps offset high net export for the City of Monroe and Monroe Township.

HOUSING TRANSITION & OPPORTUNITY

New households migrating into the market are seeking attached for-lease choices like townhouses and lofts in urban settings.

The 2017 analysis forecast the market potential for residential units throughout Monroe County and for the La-Z-Boy site. The analysis is supported by the original Target Market Analysis (conducted for the City of Monroe in 2017); with updated profiles for lifestyle clusters currently living in the market.

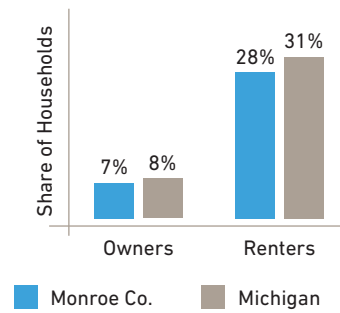
The analysis has considered local movership rates (the share of households that move each year), tenure, and income profiles. It also reflects national trends across various lifestyle clusters. Lifestyle clusters with moderate incomes will also seek detached houses and attached townhouses to rent. Examples include the "Infants

and Debit Cards" and "Digitally Dependent" households.

A significant number of migrating households will seek for-lease lofts and apartments sharing urban courtyards. For Monroe County and the La-Z-Boy site, these target markets include the "Full Steam Ahead" and "Striving Single" households.

This information has been used to forecast the annual market potential for the La-Z-Boy site, as summarized on the following page. Each year, prospective developers and builders can add up to 12 townhouse units, 20 loft units, and 20 detached houses within the project.

Movership Rates by Tenure
Monroe County v. Michigan



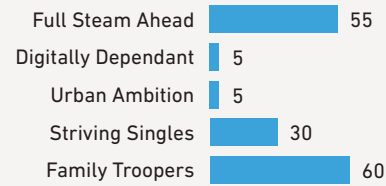
Housing Market Analysis

The residential analysis included a study of household migration into and within the market, and noted that young, single renters have much higher movership rates than families already settled into detached homes. Renters generate most of the market potential for missing housing formats like lofts and townhouses (see the figure above).

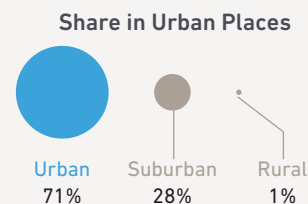
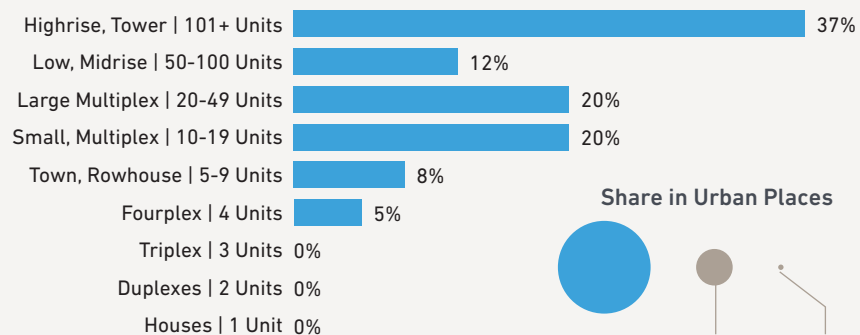
Annual Market Potential, Lofts & Courtyard Apartments
New Households Only (Conservative scenario)



The "Full Steam Ahead" and "Striving Singles" lifestyle clusters are market-rate renters with high movership rates.



Striving Singles Lifestyle Cluster
Inclination for Units by Building Size and Urbanicity



Annual Market Potential

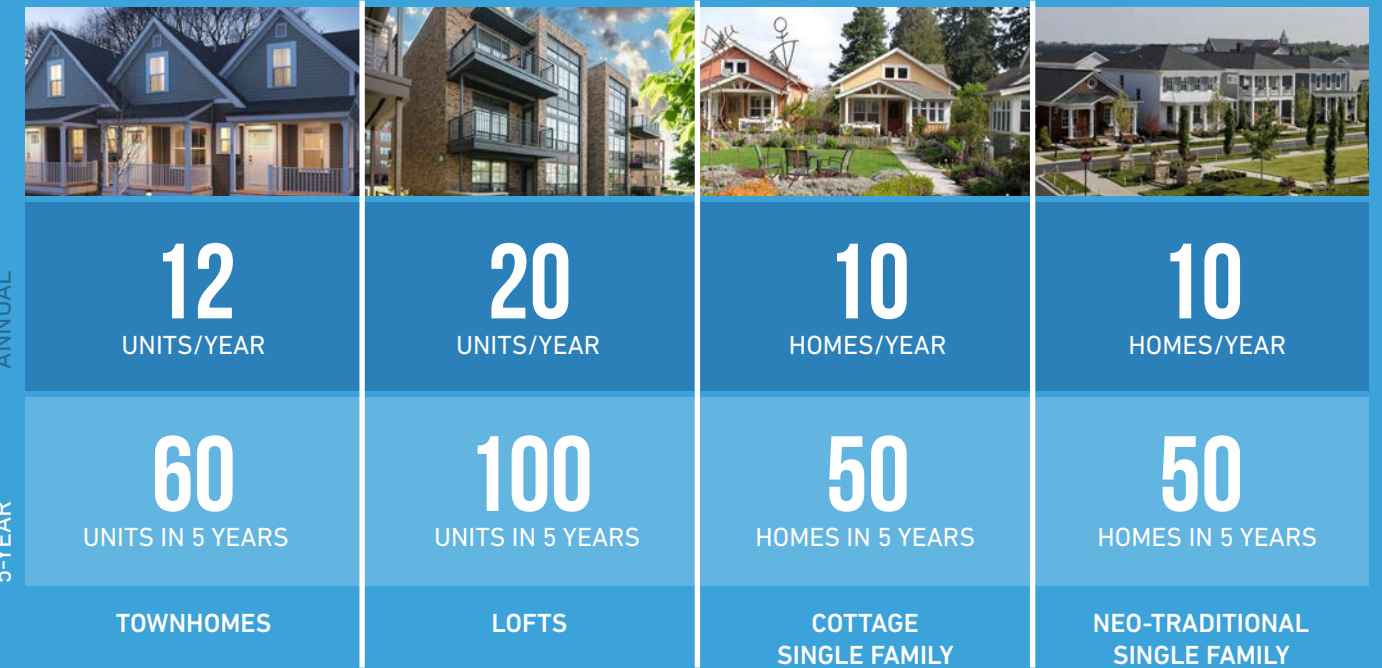
The Target Market Analysis identifies the lifestyle clusters most inclined to choose missing housing formats like lofts and townhouses. The figure to the left demonstrates the annual market potential for new lofts throughout Monroe County, and for some of the most transient, upwardly mobile households like "Full Steam Ahead" and "Striving Singles".

About the Striving Singles

Developers of new townhouses and lofts in urban places are competing for young talent that is migrating into the state. The exhibit to the left shows one of the most transient, upwardly mobile lifestyle clusters, known as the "Striving Singles". 75% of these households prefer to live in urban places, and they also tend to seek new choices in engaging, mixed-use, and walkable places that help them feel socially connected. They also tend to demand a good choice of restaurants, entertainment venues, and recreational resources; and they can either afford or tolerate market rate rents.

MARKET POTENTIAL

52 UNITS PER YEAR | 260 UNITS IN 5 YEARS



60,000 SF OF RETAIL | OFFICE BUILD-TO-SUIT



NEIGHBORHOOD SCALE RETAIL

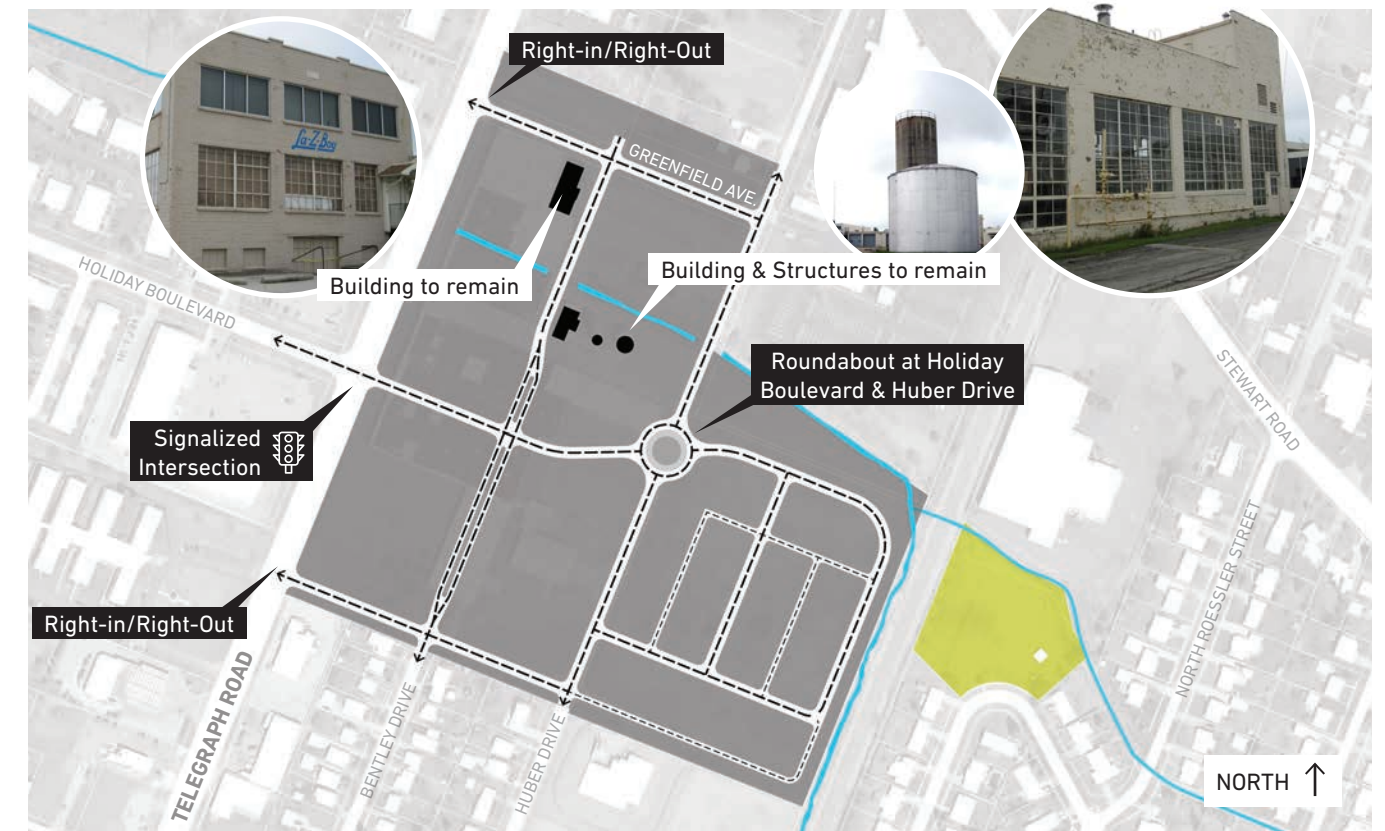
OFFICE BUILD-TO-SUIT CAMPUS

04

SITE CONCEPTS



BLOCK PATTERN



A transformation of the former La-Z-Boy site will require breaking up the current superblock into a walkable grid suitable for a mixed-use center.

This plan re-imagines the site as a vibrant mixed-use destination that builds on Telegraph Road's commercial offerings, while creating a livable neighborhood. The following pages detail two potential redevelopment options for the site, both of which include retail, open space, and residential uses. Additional concepts studies by the planning team are included as an appendix.

These concepts divide the site's 25 acres into smaller developable blocks by extending and reconnecting Huber Drive with Greenfield Avenue, and extending Holiday Boulevard and Bentley Drive into the site. Connectivity into the site is provided at various access points from both Telegraph Road and the surrounding street network. The intersection of Holiday Boulevard and Telegraph Road is treated as a major gateway into the site, and it is used to frame development.

As shown in the graphic above, a potential redevelopment will require the demolition of a large portion of the buildings in the site. This is due to the large footprints of existing buildings, which were specifically designed to serve as a factory, office and showroom, but are inadequate for current development trends. These buildings also contain asbestos, mold, and water damage. An adaptive re-use of these buildings will therefore require a costly remediation effort.

Both concepts show an adaptive re-use of two historic structures on the site—the office building on Greenfield Avenue, and the stand-alone building by Mason Run—in order to preserve some of the site's history and heritage. Additionally, the powerhouse building and silo structure are preserved and used as unique placemaking features.

CONCEPT 1 *Mixed Use: Retail, open space, townhomes, lofts, and cottages*



The first redevelopment concept envisions a retail spine along Telegraph Road punctuated with a major node and gateway at the intersection with Holiday Boulevard. A 10-foot shared use path on Telegraph Road is buffered behind a 10-foot setback that allows for street trees, gathering spaces, and pedestrian amenities. Shared parking is provided behind buildings, and is screened by trees and the backs of residential buildings. Between retail buildings, patio spaces create opportunities for outdoor dining facing a revamped Telegraph Road streetscape.

The concept's most prominent feature is a new park built around Mason Run, portions of which are

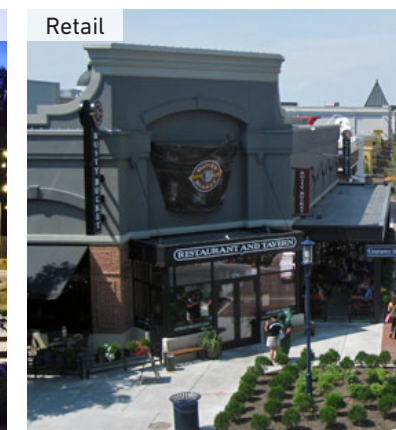
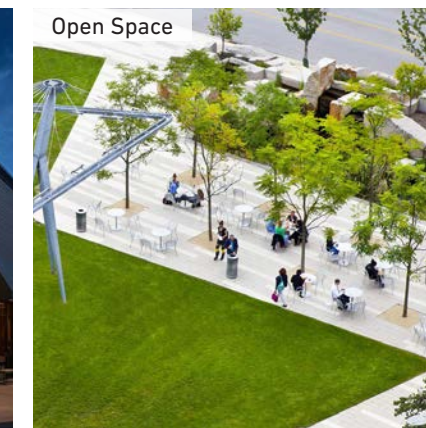
daylit and naturalized. The new open space moves through the entire development, with winding paths connecting new residential with Telegraph Road.

Within the site, historic La-Z-Boy buildings are re-used as either restaurants or a brewery, and showcased to highlight their architectural value. The silos are maintained and used as canvases for murals or supergraphics that frame a new plaza with outdoor seating and dining.

Residential of various densities is included throughout the remainder of the site. Along Bentley and Huber Drives, single or two-story attached townhomes line a high quality residential street. Lofts and

apartments are located near the new central open space, maximizing the potential marketability of this open space as a resident amenity.

At the intersection of Huber Drive and Holiday Boulevard, a roundabout marks the entry to a new residential community of cottages and neo-traditional single-family homes. The homes are located along tree-lined residential streets and have alley-facing garages with private back yards. Where homes front the railroad tracks on the easternmost side, a 100-foot setback allows for paths, lawns, and two rows of trees along Mason Run to allow for proper screening and buffer..



CONCEPT 2 *Mixed Use: Retail, open space, townhomes, lofts, and office build-to-suit campus*



Similar to the first redevelopment concept, the second concept envisions a walkable retail spine along Telegraph Road and a central park space that connects the entire site. Unlike the first concept, the second concept accommodates a large office user through a build-to-suit office campus.

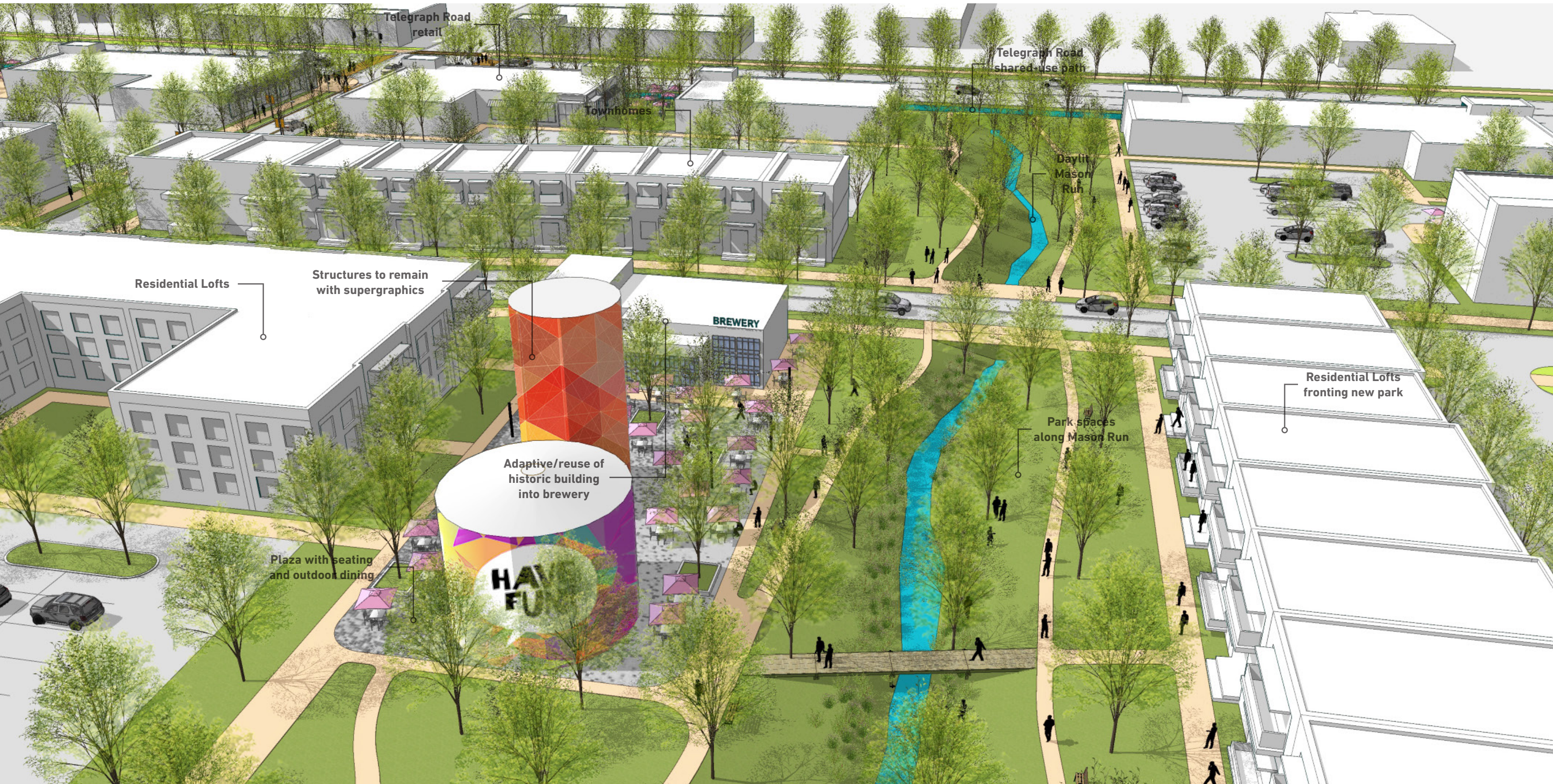
The site plan above illustrates a potential layout for office, placed on the currently undeveloped eastern portion of the site. Utilizing the block network established in the first concept, office buildings front landscaped park spaces with trees, paths, and gathering spaces. A prominent gateway for the office campus is established at the potential Huber Drive and

Holiday Boulevard roundabout. Office buildings are oriented to front the roundabout with plaza spaces, offering opportunities for seating, lunchtime gatherings, and signage. Adequate parking is provided for office users behind buildings in a centrally-located surface lot that is screened with trees, sidewalks, and the backs of nearby townhomes. Vehicular access to the office campus includes multiple alternatives, such as Huber Drive from Stewart Road or Holiday Boulevard from Telegraph Road.

Residential lofts and townhomes are located in a similar layout to the first concept, with residential spines on Bentley Drive and Huber Drive. On Telegraph Road, retail frontage on the site is mirrored across the street as a potential long-term build-out of the Hampton Plaza parking lot as retail buildings. This long term development will reinforce the Telegraph Road and Holiday Boulevard intersection as a significant retail and activity node.



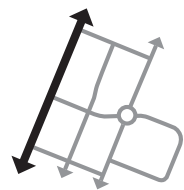
VIEW FROM OPEN SPACE



TELEGRAPH ROAD & HOLIDAY BOULEVARD



TELEGRAPH ROAD IMPROVEMENTS

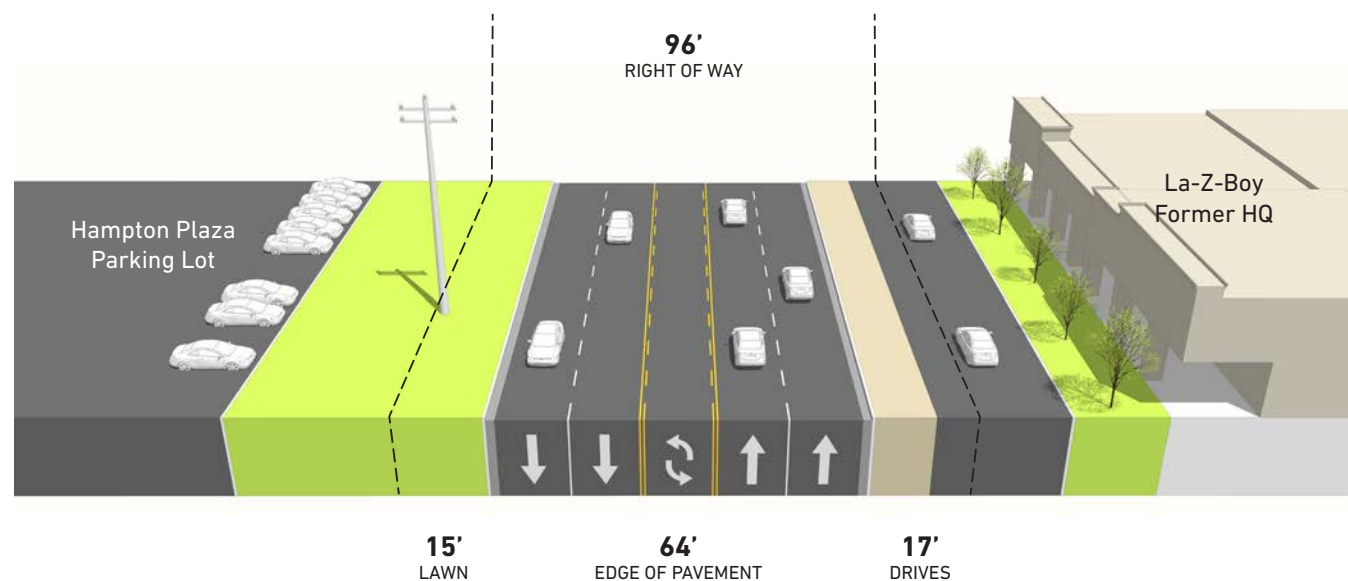


To support mixed use development along Telegraph Road, improvements must be made to enable walkability and support multiple nodes of transportation. These improvements will improve the landscape aesthetic and appeal of the corridor, and can occur

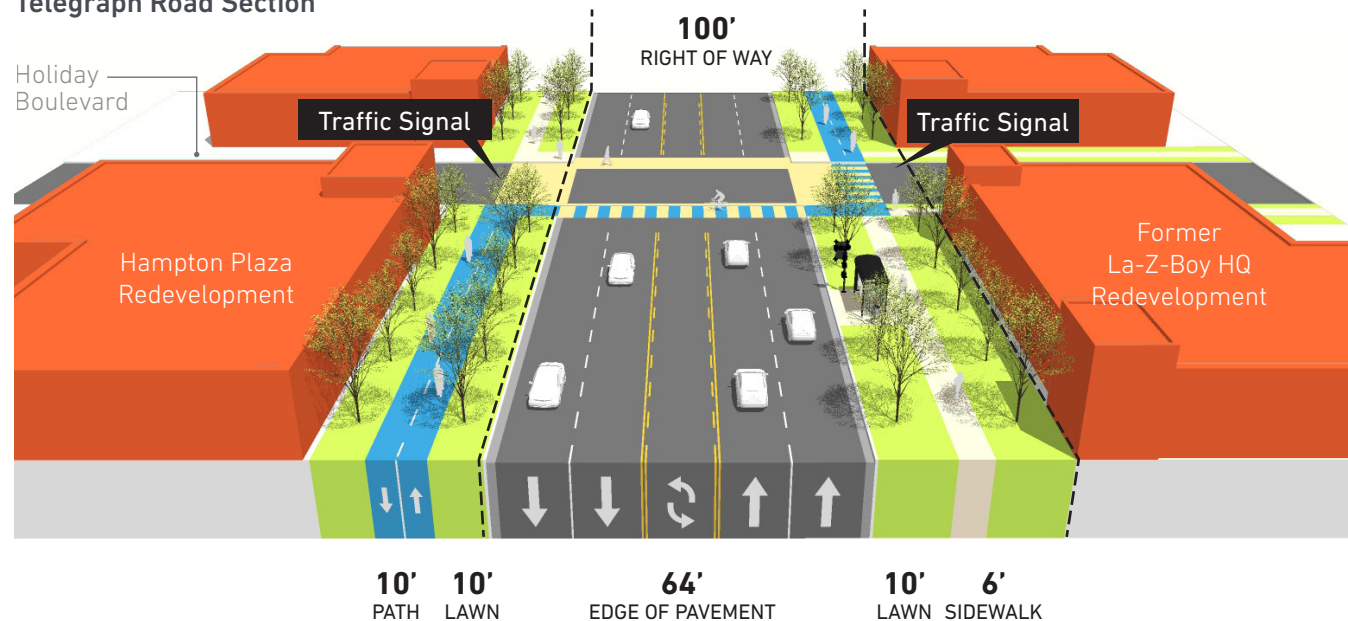
without any modifications to the roadway within the curb edge. The 96-foot right-of-way, which outside the curb edge is currently used for lawns and drives, can accommodate various pedestrian elements. On the west side of Telegraph Road, a 10-foot shared-use path can be built to

support both pedestrian and bicycle movement. Adding street trees, lighting, and other streetscape elements will create a vibrant and walkable environment to support the development scale of a mixed-use center.

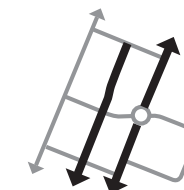
Existing Telegraph Road



Telegraph Road Section



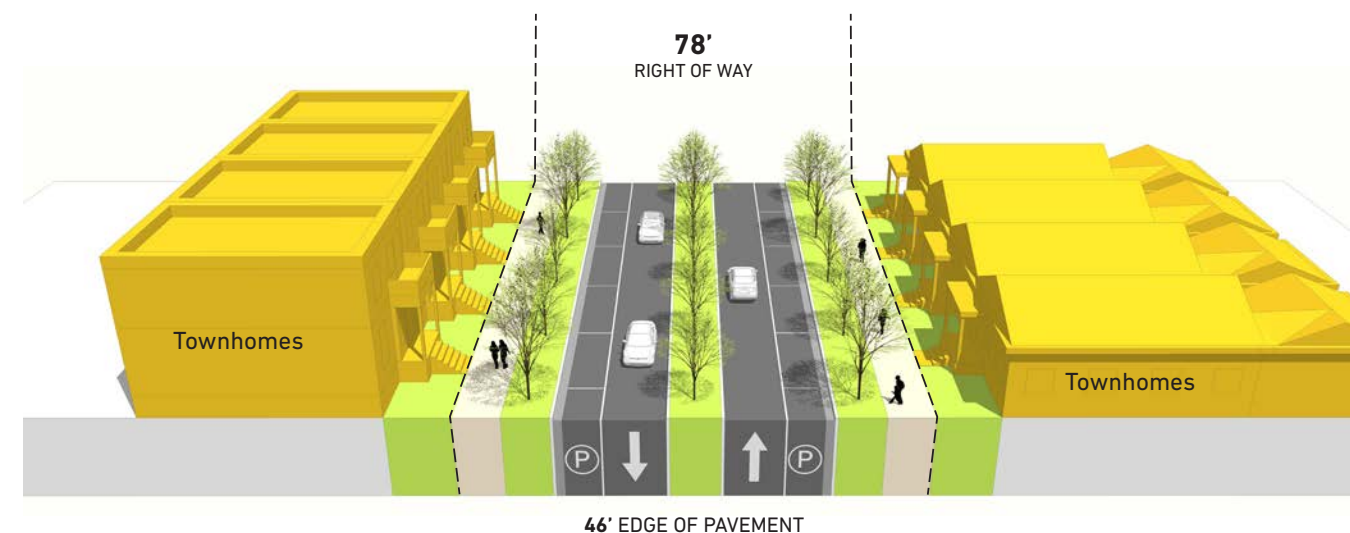
INTERIOR ROADS



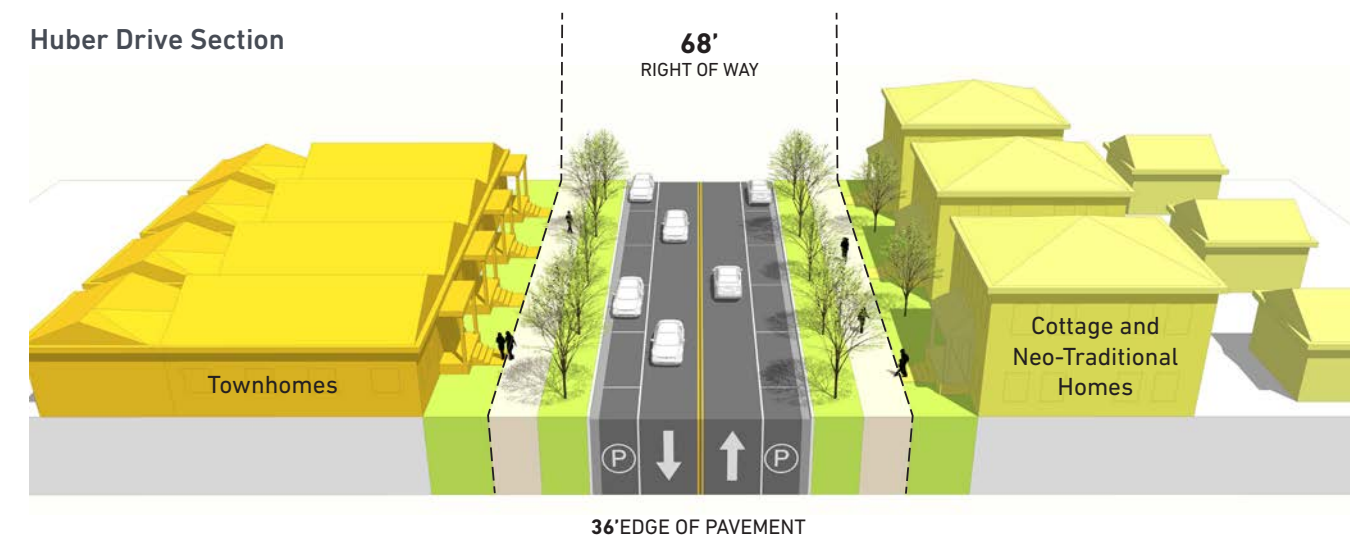
The extensions of Huber and Bentley Drives into the site create an opportunity for vehicular and pedestrian connectivity that supports high-quality residential environments. These two internal roads are recommended to carry two travel lanes, with on-street

parking, tree lawns, and sidewalks on each side. As a central spine within the site's new block network, Bentley Drive has an opportunity to feature a tree-lined median, which will add greenery and traffic-calming.

Bentley Drive Section



Huber Drive Section

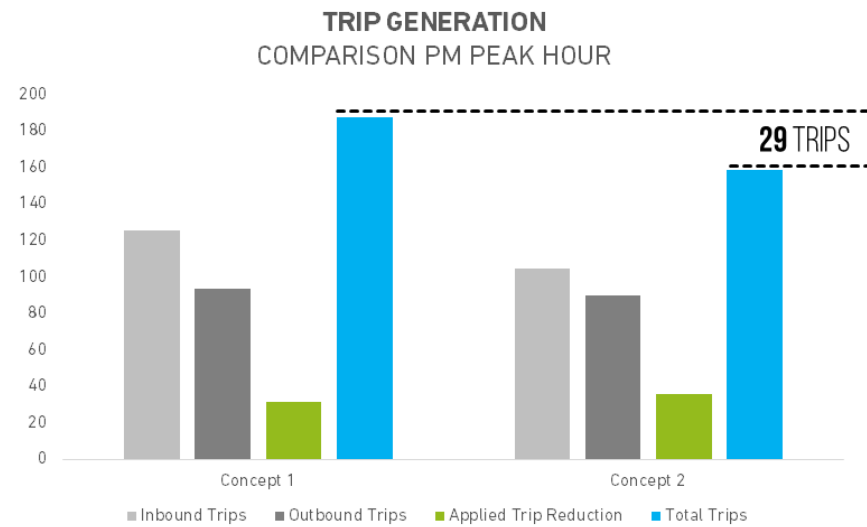


TRAFFIC GENERATION IMPACT

To estimate the potential traffic impacts of a redevelopment of the former La-Z-Boy site, the planning team applied the trip generation methodology outlined below to the two redevelopment concepts introduced in this plan. The planning team also performed a Level of Service (LOS) analysis for Telegraph Road at Stewart Road. Level of Service (LOS) is a qualitative measure to analyze traffic flow and operations of intersections and roadways. The Michigan Department of Transportation (MDOT) considers LOS "D" or better acceptable.

- TRIP GENERATION METHODOLOGY**
1. Define Study Site and Establish Proposed Land Uses;
 2. Estimate Baseline Vehicle Trips per Developments Land Uses;
 3. Estimate Internal Person Trips;
 4. Estimate Pass-By/Diverted Link Trips;
 5. Reduce Baseline Vehicle Trips by Internal Person Trips and Pass-by/Diverted Link Trips.

Institute of Transportation Engineers Trip Generation Manual, 10th Edition



Traffic Volumes – Trends between 2015 and 2018

Traffic volumes after the La-Z-Boy move increased by 273 vehicles (8.5%) between 2015 and 2018. This could be attributed to either the natural traffic growth in the area and or the re-distribution of La-Z-Boy traffic through the Greater Monroe area. Operations of the Telegraph Road and Stewart Road intersection improved after the La-Z-Boy move between 2015 and 2018, from LOS "E" to LOS "D".

Subarea Plan Impact

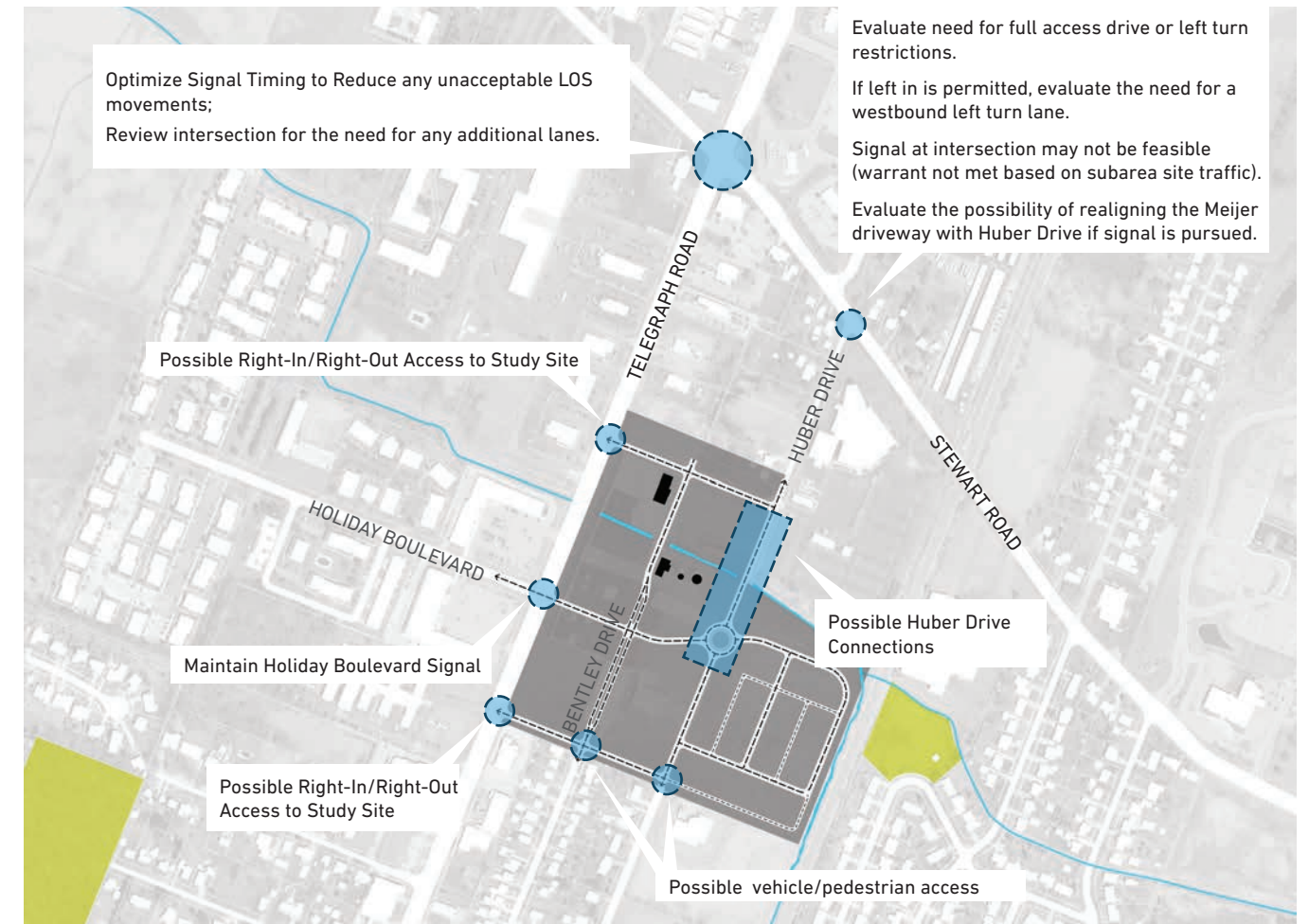
The results of the trip generation analysis show that the two concepts are likely to have minimal traffic impacts on Telegraph Road and its nearby intersections.

Traffic is expected to increase by 260 vehicles (7%) as a result of an estimated background traffic growth of 0.5% per year and trips generated by the Subarea Plan.

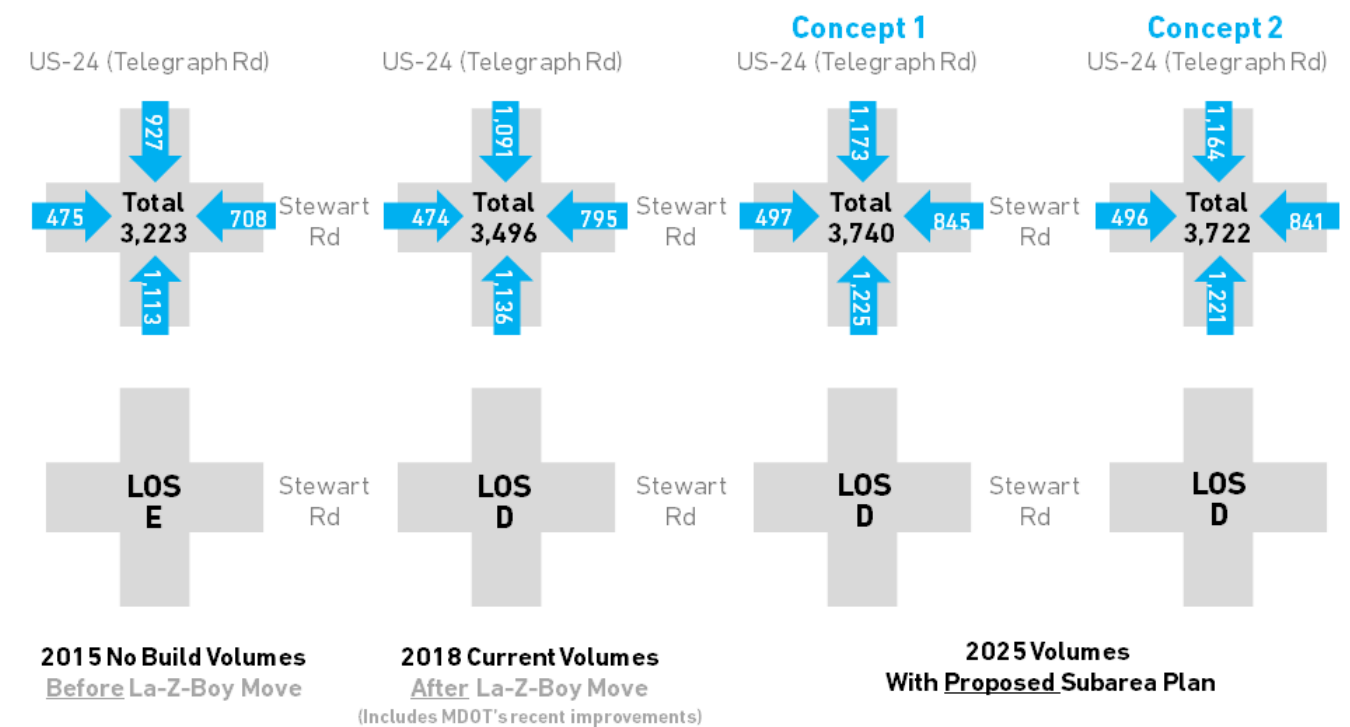
Preliminary analysis shows that the Subarea Plan is expected to have minimal impacts to the Telegraph Road and Stewart Rd intersection in 2025. Level of service is expected to remain at LOS "D" level.

Shown in the following page are potential access improvements, to be implemented in tandem with a redevelopment of the site. The improvements extend beyond the site to include access enhancements on Telegraph Road and Stewart Road.

POTENTIAL ACCESS IMPROVEMENTS



TRAFFIC OPERATIONS – PM PEAK HOUR



05

IMPLEMENTATION STRATEGY



INTRODUCTION

The following strategies provide a multifaceted approach for the successful redevelopment of the former La-Z-Boy site. The seven strategies include the transformation of Telegraph Road into a more walkable and multimodal corridor, establishing high quality urban design and placemaking, identifying potential funding opportunities, and developing a marketing strategy.

These strategies will require a collaborative partnership between the development community, the City of Monroe, and Frenchtown Charter Township. The lessons learned from this planning process can also be used to inform and guide future redevelopment on Telegraph Road, ensuring that this vital corridor remains a hub of economic activity for the area.

PLAN FOR A GREAT CORRIDOR



PLAN FOR A GREAT PLACE



ESTABLISH INCENTIVE TOOLBOX



TAKE ADVANTAGE OF PROGRAMS, GRANTS & TECHNICAL ASSISTANCE



DEVELOP PUBLIC/PRIVATE PARTNERSHIPS



CREATE COLLABORATIVE MARKETING STRATEGIES



RETAIL RECRUITMENT



STRATEGIES

01 | Plan for a Great Corridor

- Implement traffic calming.
- Improve streetscape.
- Accommodate multiple modes of transportation.
- Require shared parking between uses.
- Create pedestrian-oriented shopping environment.



02 | Plan for a Great Place

- Locate anchors at the signalized intersection and build them first.
- Provide visibility for anchors from Telegraph Road, within the site create a system of interior streets with sidewalks, landscaping and building faces.
- Locate parking at the rear.
- Provide a mix of housing.
- Provide spaces for outdoor dining and gathering and front them with retail and housing.



03 | Establish an Incentive Toolbox

- Opportunity Zone
- Tax Increment Financing (TIF)
- Tax credits
- Property tax abatements
- Loans and revolving loan funds or bonds
- Reduced or waived fees
- Site infrastructure improvements
- Land acquisition



04 | Take Advantage of Programs, Grants & Technical Assistance

- Consider formation of a Corridor Improvement Authority with Tax Increment Financing Authority to help fund public improvements that support redevelopment.
- Community Revitalization Program
- Commercial Redevelopment Act
- Commercial Rehabilitation Act
- Obsolete Property Rehabilitation Act
- Michigan Brownfield Redevelopment Program
- Brownfield Redevelopment Financing Act
- Brownfield Grant Funding
- Transportation Alternatives Program



05 | Develop Public/Private Partnerships

- Collaborate with existing property owners and local investors and institutions.
- Engage with developers, real estate brokers and prospective tenants.
- Partner with ProMedica to provide some health care services on the site.
- Work with Monroe County Community College to include satellite conference and meeting space on the site.
- Work with the Michigan DOT toward improvements along Telegraph Road and for non-motorized system upgrades.



06 | Create Collaborative Marketing Strategies

- Create a website for the Subarea Plan.
- Highlight available incentives.
- Promote the plan to news outlets and site selection websites.
- Attend site selection and development related conference and trade shows to promote the plan.
- Work with the County Economic Development, the Brownfield Authority, MEDC, ULI and other organizations to promote site redevelopment and outreach to potential developers.



07 | Retail Recruitment

- Create a marketing brochure and website.
- Contact target companies.
- Offer site and corridor tours.
- Focus on both new, unique retailers and those that may need to be retained locally or might relocate regionally.



ALTERNATIVE CONCEPTS

While the two concepts presented represent the preferred development pattern, the following three alternative redevelopment scenarios were studied to allow for flexibility as conversations take place between the city and potential developers. Variations of the two concepts discussed in the Subarea Plan, these three alternatives provide site layouts that accommodate additional types of retail formats.

Alternative A: Additional 50,000 square feet of retail located at the southwestern edge of the site as one single-tenant building, with parking and reconfigured townhomes.

Alternative B: Additional 58,000 square feet of retail located at the southwestern edge of the site as three additional buildings, with parking and reconfigured townhomes.

Alternative C: Additional 150,000 square feet of big box retail located at the southeastern edge of the site as a single-tenant building, with required parking, reconfigured internal road network, and redesigned flats.



