



AGENDA
CORRIDOR IMPROVEMENT AUTHORITY
February 27, 2019 6:00 pm
Central Fire Station

1. CALL TO ORDER
2. MISSION: The Corridor Improvement Authority of the Charter Township of Meridian is dedicated to establishing the Grand River Avenue corridor in Meridian Township as a prime business and recreation destination in the Tri-County region. The Authority is focused on creating programs and projects that invigorate the streetscape and build partnerships among corridor property owners, business owners, and residents.
3. APPROVAL OF AGENDA
4. APPROVAL OF MINUTES
 - a. January 23, 2019
5. PUBLIC COMMENTS
6. DEVELOPMENT PROJECT REVIEW
 - a. Corridor project staff summary
 - b. Medical Marihuana Overlay Districts (Areas 3 & 4)
 - c. Township-wide Development Projects
7. CORRIDOR DESIGN & RESEARCH
 - a. Corridor Survey Update
8. MALL DEVELOPMENT PROGRESS
 - a. Staff will provide an update
9. REPORTS
 - a. Township Board
 - b. Chair
 - c. Staff
10. OPEN DISCUSSION/BOARD COMMENTS
11. PUBLIC COMMENT
12. NEXT MEETING DATE:
 - a. Next Meeting Date: March 27, 2019 - 6:00 p.m. Central Fire Station
13. ADJOURNMENT



CHARTER TOWNSHIP OF MERIDIAN
CORRIDOR IMPROVEMENT AUTHORITY-CENTRAL FIRE STATION
5000 OKEMOS ROAD, OKEMOS, MI 48864
WEDNESDAY, January 23, 2019 6:00 pm – Minutes (Draft)

MEMBERS

PRESENT: Supervisor Ron Styka, Bruce Peffers, Barry Goetz, Chris Nugent, Eric Foster, and Vice-Chair Jeff Ross

MEMBERS

ABSENT: Brian Jones, Chris Rigterink, Chair Kellie Johnson

STAFF

PRESENT: Economic Development Director Chris Buck

OTHERS

PRESENT: None

1. CALL MEETING TO ORDER

Vice-Chair Ross called the meeting to order at 6:08 pm.

2. MISSION: The Corridor Improvement Authority of the Charter Township of Meridian is dedicated to establishing the Grand River Avenue corridor in Meridian Township as a prime business and recreation destination in the Tri-County region. The Authority is focused on creating programs and projects that invigorate the streetscape and build partnerships among corridor property owners, business owners, and residents.

3. APPROVAL OF THE AGENDA

MOTION BY SUPERVISOR STYKA TO APPROVE AGENDA. SUPPORTED BY MEMBER GOETZ. MOTION APPROVED 6-0.

4. CONSENT AGENDA

MOTION BY MEMBER NUGENT TO APPROVE CONSENT AGENDA. SUPPORTED BY MEMBER PEFFERS. MOTION APPROVED 6-0.

5. PUBLIC COMMENT

None

6. OLD BUSINESS

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A. Corridor Survey

Director Buck shared that the survey recently went live to over 60 corridor business owners. He will continue to gather contact information and send the survey to more owners continuously.

B. DDA Tax Increment Financing Wrap Up

Director Buck referenced the letter from the CIA to CADL in the board packet. He also shared that all taxing jurisdictions except CADL joined the cause resulting in nearly 95% of the available being committed that were sought, which is being viewed as a success.

7. NEW BUSINESS

A. Corridor Project Maps

Director Buck zoomed in on four sections of the Corridor district and illustrated the development projects that are coming and key vacant parcels to illustrate to the CIA board that there is a lot we can react to or be involved in.

B. Corridor Project Review

Director Buck highlighted the progress on three projects along the Corridor: the Red Cedar Manor mixed-use project, the Fox Nissan dealership and the LaFontaine FCA dealership.

Member Foster began a discussion recommending we streamline the meeting into more a more concise format where staff delivers information, spells out the options the board can take and call for action based on the 8 tenants the CIA drafted in previous meetings. The discussion resulted in the agreement that the CIA should focus on three target areas of interest: development projects that come before the Planning Commission, preparation for the MDOT work on the corridor, and the revitalization of the Meridian Mall.

MOTION BY MEMBER FOSTER TO REVISE FUTURE AGENDAS TO ADD THESE THREE TOPICS AS STANDING AGENDA ITEMS. SUPPORTED BY VICE-CHAIR ROSS. MOTION APPROVED 6-0.

8. TOWNSHIP BOARD REPORT

Supervisor Styka reviewed the Township Boards 2019 Goals, the status of the Medical Marihuana ordinance and action being taken to come up with a funding plan to fix and maintain our roads.

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10. CHAIR REPORT

None

11. STAFF REPORT

Director Buck handed out the 2019 roster and contact form.

12. OPEN DISCUSSION/BOARD COMMENTS

- Vice-Chair Ross mentioned he's been appointed to the Michigan Pheasant Hunting Invitational to take place in the region. His intent is to maximize the economic impact to the Township by working with local business to encourage attendees to shop and spend at local businesses.
- Member Goetz recommended that Director Buck reach out to Mall Management and encourage them to attend or join the CIA.

13. PUBLIC COMMENT

None

14. NEXT MEETING DATE

Wednesday, February 27, 2019 at 6:00pm at the Central Fire Station

15. ADJOURNMENT

MEETING ADJOURNED BY VICE-CHAIR ROSS AT 7:44PM.



To: CIA Board Members
From: Chris Buck, Economic Development Director
Date: 2.27.2019
Re: Corridor Projects Staff Overview

Below is a summary of the development projects occurring within the CIA boundaries and any recommended action the CIA board may choose to take. This update is subject to change as progress and various approval decisions may occur between the time this memo is written and the CIA meeting. This is a general guideline only. Additional information can be obtained via the Planning Division.

- Rezoning of acreage north of Whole Foods: The Planning Commission has this matter on its agenda for action at their meeting on 2.25.19. If they recommend approval, the Township Board will review it next. There is no proposed project packet submitted but the Township anticipates a multi-family housing structure. Once a project is submitted the CIA may choose to weigh in.
- Red Cedar Manor: Work in the Flood Plain is concerning and the developer is considering other design options.
- Firestone: Their plans are approved and we are awaiting construction
- O'Reilly Auto Parts/Paul Revere site: O'Reilly is considering their site plans based on information staff has provided re: ingress/egress points, setbacks etc. Waiting for plans to be submitted.
- Salvation Army Closing: Staff has been recently made aware of a new commercial use that is expected to fill this newly vacant space. It appears to be a use-by-right, but is not public yet.
- Soldans: construction in progress, no eta on opening date.
- J-Dubs Signature Subs: replacing Subway west of Okemos Road in Grand River Ave. Facebook says they plan to open in three weeks.
- Leo's Lodge: A commercial development project has engaged with the planning staff for a project, but no public plans have been made at this time. We expect to see plans soon, along with a traffic study.
- Panera: BD Grill is demolished, the expectation is that construction will begin shortly.
- Big Lots: Construction is underway inside. No eta on opening date.
- Fox Nissan: They had approvals, but have rescinded their site plan and plan to stay where they are.
- LaFontaine: they have an approved special use permit. They are working on wetland studies, then will submit formal design plans for staff approval before commencing work.
- Launch Trampoline Park: Open for business
- X-Golf: Open for business

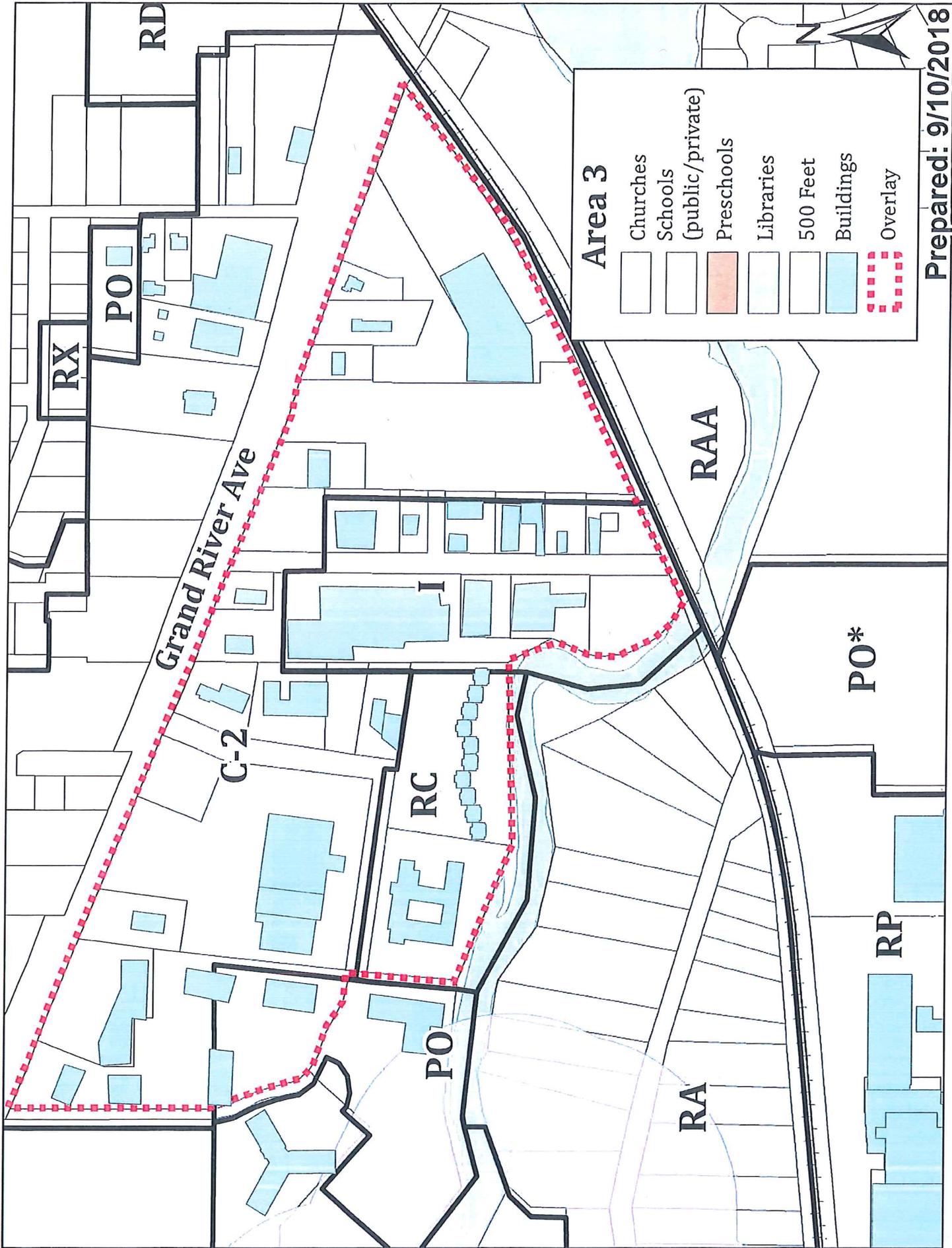
Memo to CIA Board
February 27, 2019
Re: Corridor Projects Staff Overview
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- Medical Marihuana: Two overlay districts within the CIA borders are under consideration. The Planning Commission held their public hearing and are in discussion regarding the districts. The Township Board is discussing the non-zoning ordinance components like applications, process for approvals and the number of licenses to be approved.

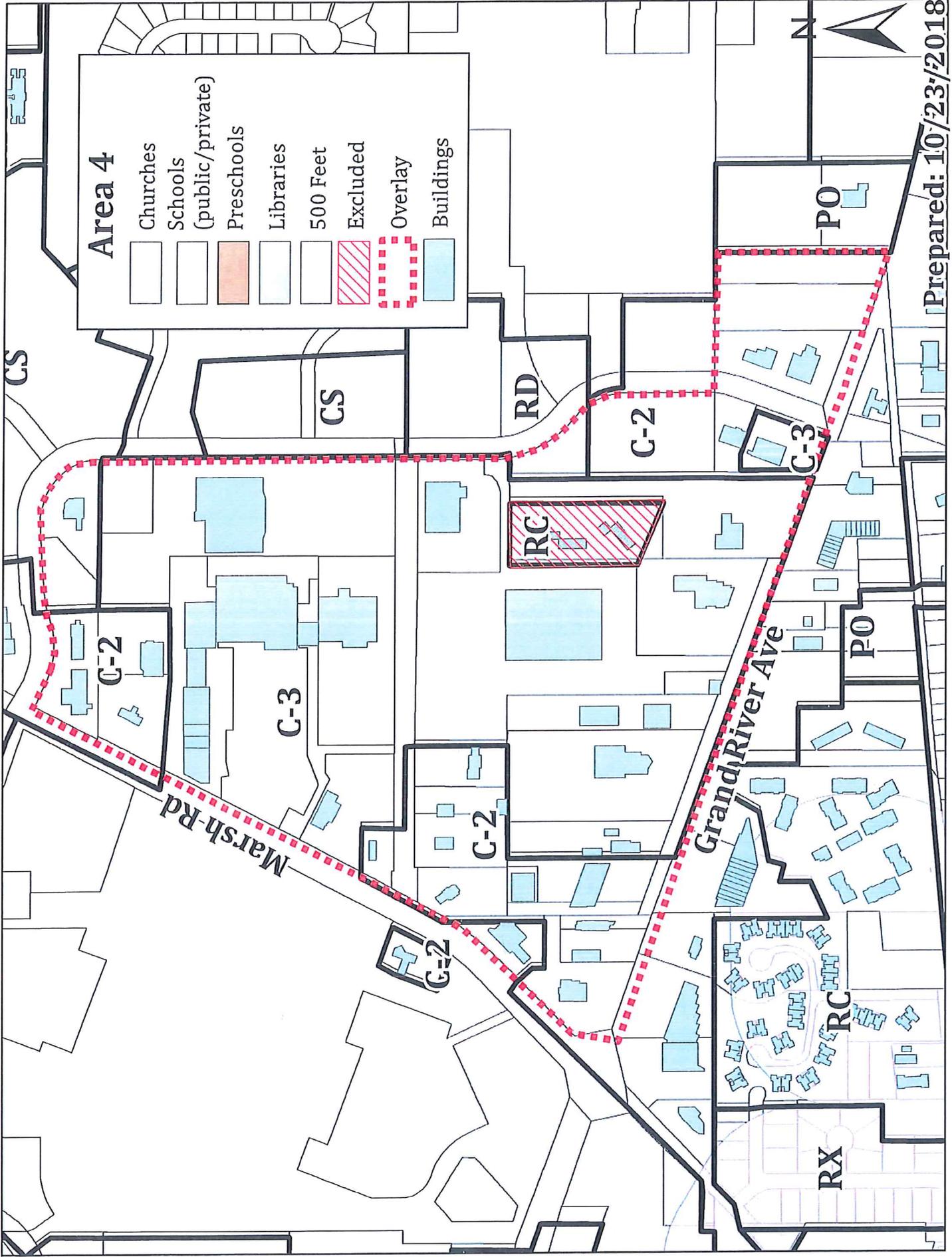
Action to be considered: The CIA board could choose to voice an opinion of the Medical Marihuana zoning and non-zoning ordinances.

Attachments:

- A. Proposed Overlay Districts for Medical Marihuana within the CIA boundaries. (Areas 3 and 4)



Prepared: 9/10/2018



Prepared: 10/23/2018



CHARTER TOWNSHIP OF MERIDIAN Development Projects Update

March 2019

Businesses Opened:

- **Launch Trampoline Park**, Meridian Mall Gordman's Space. February 2019
- **X-Golf**, 4950 Marsh Road, Okemos. Indoor golf driving range in Target Shopping Center
- **Pizza Hut**, 3320 E. Lake Lansing Road

Commercial use under construction

- **VIP Nail Bar**, 3552 Meridian Crossings, Okemos
- **Soldans Pet Supply**, 2283 W. Grand River Ave. Relocation expected in Mid 2019
- **Portnoy and Tu**, 2476 Jolly Road, Okemos. Relocation for dentist office.
- **Paradise Indian Restaurant**, 4760 Marsh Road, Okemos (former McAllisters)
- **Diamond Nails**, 4749 Central Park Drive, Okemos (former Hampton Jewelers)
- **J-Dubb's Signature Subs**, 2160 W. Grand River Ave, Okemos (former Subway)
- **Big Lots**, 2020 W. Grand River Ave, Okemos (Best Buy Plaza)
- **Panera Bread**, 2080 W. Grand River Ave, Okemos. Demo and rebuild BD Mongolian Grill.
- **Firestone Complete Auto Care**, 2700 E. Grand River Ave, East Lansing. Repurposing Auto Repair facility
- **Orthopedic Rehab Specialists**, 5100 Marsh Road, Suite G, Okemos

Residential or Long Term Construction/Phasing

- **Chamberlin Townhouses**, Chamberlin Way, Haslett. Off Marsh Road north of Lake Lansing Road
- **Ingham County Medical Care Facility**, 3860 Dobie Road, Okemos. 64,000 square foot (48 room) addition
- **Marriot Courtyard**, Meridian Crossing Drive. 105 rooms
- **Elevation**, 2362 Jolly Oak Road, Okemos. 350+ residential units
- **New Hope Church**, 2170 E. Saginaw Road, East Lansing

Approved/not yet commenced

- **Silverstone Estates**, 25 single family residential homes at Powell Road north of Grand River

Under consideration

- **Copper Creek Condominiums**, 45 acres NE corner of Haslett & Van Atta. 102 residential lots.
- **O'Reilly Auto Parts**, 2703 Grand River Ave East Lansing. Former Paul Revere Tavern Site.
- **LaFontaine FCA Dealership**, NE Corner Powell Road and Grand River Ave, Chrysler, Jeep, Ram
- **Fedewa Homes**, 1730 Chief Okemos Circle – two apartment buildings totaling 15 units
- **Hannah Farms East**, mixed use/student housing proposed at Eyde Pkwy ***dormant for now***

Closings/Relocations

- **Salvation Army**, 2655 E. Grand River Ave, East Lansing
- **Hallmark**, 1657 Haslett Road, Haslett. Haslett Village Square
- **Vitamin Shop**, 2090 W. Grand River Ave, Okemos
- **Fox Nissan Dealership**, New project aborted, staying where they are
- **Payless Shoe**, 2090 W. Grand River, Okemos – press says closing nationally



To: CIA Board Members
From: Chris Buck, Economic Development Director
Date: 2.27.2019
Re: Corridor Survey Update

Below is a summary of the survey we launched a month ago. We have received 16 responses so far – many from larger, more established companies so despite lack of volume, I’m encouraged by the feedback. Staff does, however, need to gather more samples to get the best “voice” from our community.

Summary from the survey so far:

- Most responses have come from retail storefronts and professional services, far less from food service and medical.
- Owners have been the majority of the respondents which is a good thing – that should drive more accuracy in the response
- Half responded they expect to remain the same. 25% said they may move within the township to a larger or smaller space. Only one said they’d be leaving. I know who that is and can provide an explanation.
- The proposed enhancement responses are all very even at this point, with a slight edge to better crosswalks and connected parking lots.
- Half of the respondents would like to attend a community forum, half would NOT which surprises me.

Action to be considered: Staff recommends we work to get more responses and determine next steps in our March meeting.

Attachments:

- A. Survey results and summary

#1

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Wednesday, January 23, 2019 3:58:40 PM
Last Modified: Wednesday, January 23, 2019 4:01:53 PM
Time Spent: 00:03:12
Email: [REDACTED]
IP Address: 209.170.230.54

Page 1: Corridor Improvement Authority Survey

Q1 Is your business a **Retail Business (Storefront)**

Q2 Is the person completing the survey the **Employee**

Q3 In the next 5 years is your business most likely to... **Remain the same**
(check all that apply)

Q4 How many full-time employees do you have?

2

Q5 How many part-time employees do you have?

0

Q6 When it comes to Grand River Avenue, what revisions or changes would you like to see to make this a safer, more business friendly roadway? (rank in order, with 1 being the change you would most prefer)

Wider Sidewalks	9
Grass Boulevard Down the Center, ability for pedestrians to cross half way, street trees, Michigan lefts	12
Enclosed Bus Stops/Shelters	1
More Bicycle Racks	3
Benches and Seating Areas	4
Connected parking lots between businesses/shopping centers-ability for cars and bicycle to move from business to business without getting back on Grand River Avenue	5
Foliage, hanging baskets, planter boxes, additional street trees	10
Public Wi-Fi	2
Enhanced Crosswalks-pedestrian signal activation, flashing lighting (mid-block, where there is no traffic light), striping or other ground feature to delineate cross walk area	6
Additional lighting	7
Bicycle lanes	8
Adjust the speed limit	11

Q7 Are there any physical or infrastructure challenges that make it difficult for consumers to visit your specific establishment?

no

Q8 Please add additional comments or ideas to your response to questions 6 or 7. Respondent skipped this question

Q9 If we were to host a meeting to discuss the results of this survey and continue conversation, would you be likely to attend? No

Q10 If you would attend, rank your preferred times (rank in preference with 1 being the most preferred) Respondent skipped this question

Q11 Do you want the Township to reach out to you? If so, please fill in your email. Respondent skipped this question

#2

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Wednesday, January 23, 2019 4:12:33 PM
Last Modified: Wednesday, January 23, 2019 4:23:29 PM
Time Spent: 00:10:56
Email: [REDACTED]
IP Address: 73.145.134.129

Page 1: Corridor Improvement Authority Survey

Q1 Is your business a **Professional Services (CPA, Insurance, Law)**

Q2 Is the person completing the survey the **Owner**

Q3 In the next 5 years is your business most likely to... **Remain the same**
(check all that apply)

Q4 How many full-time employees do you have?

5

Q5 How many part-time employees do you have?

0

Q6 When it comes to Grand River Avenue, what revisions or changes would you like to see to make this a safer, more business friendly roadway? (rank in order, with 1 being the change you would most prefer)

Wider Sidewalks	6
Grass Boulevard Down the Center, ability for pedestrians to cross half way, street trees, Michigan lefts	10
Enclosed Bus Stops/Shelters	9
More Bicycle Racks	5
Benches and Seating Areas	8
Connected parking lots between businesses/shopping centers-ability for cars and bicycle to move from business to business without getting back on Grand River Avenue	12
Foliage, hanging baskets, planter boxes, additional street trees	3
Public Wi-Fi	11
Enhanced Crosswalks-pedestrian signal activation, flashing lighting (mid-block, where there is no traffic light), striping or other ground feature to delineate cross walk area	1
Additional lighting	2
Bicycle lanes	4
Adjust the speed limit	7

Q7 Are there any physical or infrastructure challenges that make it difficult for consumers to visit your specific establishment?

Making a left turn

Q8 Please add additional comments or ideas to your response to questions 6 or 7.

making left turns very difficult between 4:30 pm and 6:00 pm, the turn lanes are narrow

Q9 If we were to host a meeting to discuss the results of this survey and continue conversation, would you be likely to attend? **Yes**

Q10 If you would attend, rank your preferred times (rank in preference with 1 being the most preferred)

Weekday breakfast meeting	3
Weekday lunch meeting	1
Weekday after work/happy hour meeting	2
Weekend morning	4
Weekend mid-day	5

#3

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Wednesday, January 23, 2019 4:36:49 PM
Last Modified: Wednesday, January 23, 2019 4:39:14 PM
Time Spent: 00:02:24
Email: [REDACTED]
IP Address: 68.43.56.108

Page 1: Corridor Improvement Authority Survey

Q1 Is your business a **Retail Business (Storefront)**

Q2 Is the person completing the survey the **Owner**

Q3 In the next 5 years is your business most likely to...
(check all that apply) **Leave Meridian Township**

Q4 How many full-time employees do you have?

50

Q5 How many part-time employees do you have?

2

Q6 When it comes to Grand River Avenue, what revisions or changes would you like to see to make this a safer, more business friendly roadway? (rank in order, with 1 being the change you would most prefer)

Wider Sidewalks	1
Grass Boulevard Down the Center, ability for pedestrians to cross half way, street trees, Michigan lefts	2
Enclosed Bus Stops/Shelters	3
More Bicycle Racks	6
Benches and Seating Areas	4
Connected parking lots between businesses/shopping centers-ability for cars and bicycle to move from business to business without getting back on Grand River Avenue	5
Foliage, hanging baskets, planter boxes, additional street trees	12
Public Wi-Fi	9
Enhanced Crosswalks-pedestrian signal activation, flashing lighting (mid-block, where there is no traffic light), striping or other ground feature to delineate cross walk area	8
Additional lighting	10
Bicycle lanes	11
Adjust the speed limit	7

Q7 Are there any physical or infrastructure challenges that make it difficult for consumers to visit your specific establishment?

No

Q8 Please add additional comments or ideas to your response to questions 6 or 7.

Meridian township is a joke for businesses. Why do you think most businesses fail, look at the mall?

Q9 If we were to host a meeting to discuss the results of this survey and continue conversation, would you be likely to attend? **No**

Q10 If you would attend, rank your preferred times (rank in preference with 1 being the most preferred)

Weekday breakfast meeting	1
Weekday lunch meeting	2
Weekday after work/happy hour meeting	4
Weekend morning	3
Weekend mid-day	5

#4

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Wednesday, January 23, 2019 5:10:25 PM
Last Modified: Wednesday, January 23, 2019 5:14:15 PM
Time Spent: 00:03:49
Email: [REDACTED]
IP Address: 73.145.134.107

Page 1: Corridor Improvement Authority Survey

Q1 Is your business a **Professional Services (CPA, Insurance, Law)**

Q2 Is the person completing the survey the **Owner**

Q3 In the next 5 years is your business most likely to... **Remain the same**
(check all that apply)

Q4 How many full-time employees do you have?

3

Q5 How many part-time employees do you have?

0

Q6 When it comes to Grand River Avenue, what revisions or changes would you like to see to make this a safer, more business friendly roadway? (rank in order, with 1 being the change you would most prefer)

Wider Sidewalks	5
Grass Boulevard Down the Center, ability for pedestrians to cross half way, street trees, Michigan lefts	12
Enclosed Bus Stops/Shelters	11
More Bicycle Racks	7
Benches and Seating Areas	4
Connected parking lots between businesses/shopping centers-ability for cars and bicycle to move from business to business without getting back on Grand River Avenue	6
Foliage, hanging baskets, planter boxes, additional street trees	2
Public Wi-Fi	10
Enhanced Crosswalks-pedestrian signal activation, flashing lighting (mid-block, where there is no traffic light), striping or other ground feature to delineate cross walk area	8
Additional lighting	3
Bicycle lanes	9
Adjust the speed limit	1

Q7 Are there any physical or infrastructure challenges that make it difficult for consumers to visit your specific establishment?

No.

Q8 Please add additional comments or ideas to your response to questions 6 or 7.

Respondent skipped this question

Q9 If we were to host a meeting to discuss the results of this survey and continue conversation, would you be likely to attend? **Yes**

Q10 If you would attend, rank your preferred times (rank in preference with 1 being the most preferred)

Weekday breakfast meeting	3
Weekday lunch meeting	2
Weekday after work/happy hour meeting	1
Weekend morning	4
Weekend mid-day	5

#5

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Wednesday, January 23, 2019 7:49:05 PM
Last Modified: Wednesday, January 23, 2019 8:01:17 PM
Time Spent: 00:12:12
Email: [REDACTED]
IP Address: 96.80.245.41

Page 1: Corridor Improvement Authority Survey

Q1 Is your business a **Professional Services (CPA, Insurance, Law)**

Q2 Is the person completing the survey the **Owner**

Q3 In the next 5 years is your business most likely to...
(check all that apply) **Relocate to a smaller space in Meridian Township**

Q4 How many full-time employees do you have?

6

Q5 How many part-time employees do you have?

6

Q6 When it comes to Grand River Avenue, what revisions or changes would you like to see to make this a safer, more business friendly roadway? (rank in order, with 1 being the change you would most prefer)

Wider Sidewalks	6
Grass Boulevard Down the Center, ability for pedestrians to cross half way, street trees, Michigan lefts	12
Enclosed Bus Stops/Shelters	7
More Bicycle Racks	11
Benches and Seating Areas	10
Connected parking lots between businesses/shopping centers-ability for cars and bicycle to move from business to business without getting back on Grand River Avenue	4
Foliage, hanging baskets, planter boxes, additional street trees	9
Public Wi-Fi	5
Enhanced Crosswalks-pedestrian signal activation, flashing lighting (mid-block, where there is no traffic light), striping or other ground feature to delineate cross walk area	1
Additional lighting	8
Bicycle lanes	2
Adjust the speed limit	3

Q7 Are there any physical or infrastructure challenges that make it difficult for consumers to visit your specific establishment?

This area is built for car travel - focus should be accessibility - getting locals easy access to commerce

Q8 Please add additional comments or ideas to your response to questions 6 or 7.

There will need to be more spatially located options/ reasons for people to change they way they now live, work and play in the area. As a business owner the township has been traditionally difficult to work with. I choose to sell my business and lease as a result. I understand things are improving yet if you want more/ varied business to come perhaps going/ studying other townships, communities and etc for new thinking and ways to attract. Key question - who/what do you want to be like/ similar to?

Q9 If we were to host a meeting to discuss the results of this survey and continue conversation, would you be likely to attend?

Yes,

No

Q10 If you would attend, rank your preferred times (rank in preference with 1 being the most preferred)

Weekday breakfast meeting	4
Weekday lunch meeting	2
Weekday after work/happy hour meeting	1
Weekend morning	3
Weekend mid-day	5

Q11 Do you want the Township to reach out to you? If so, please fill in your email.

No thank you,

Keep working on this. Faster and harder as we are running out of time and interested investors as other parts of the State and other states are ramping similar efforts.

Thank you for asking and your efforts.

#6

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, January 24, 2019 11:53:51 AM
Last Modified: Thursday, January 24, 2019 11:57:52 AM
Time Spent: 00:04:00
Email: [REDACTED]
IP Address: 68.83.204.125

Page 1: Corridor Improvement Authority Survey

Q1 Is your business a **Retail Business (Storefront)**

Q2 Is the person completing the survey the **Owner**

Q3 In the next 5 years is your business most likely to... **Relocate to a smaller space in Meridian Township**
(check all that apply)

Q4 How many full-time employees do you have?

4

Q5 How many part-time employees do you have?

2

Q6 When it comes to Grand River Avenue, what revisions or changes would you like to see to make this a safer, more business friendly roadway? (rank in order, with 1 being the change you would most prefer) **Respondent skipped this question**

Q7 Are there any physical or infrastructure challenges that make it difficult for consumers to visit your specific establishment?

no

Q8 Please add additional comments or ideas to your response to questions 6 or 7.

I think Grand River is fine the way it is. I see no reason to change it.

Q9 If we were to host a meeting to discuss the results of this survey and continue conversation, would you be likely to attend? **No**

Q10 If you would attend, rank your preferred times (rank in preference with 1 being the most preferred)

Respondent skipped this question

Q11 Do you want the Township to reach out to you? If so, please fill in your email.

Respondent skipped this question

#7

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, January 24, 2019 3:29:27 PM
Last Modified: Thursday, January 24, 2019 3:38:08 PM
Time Spent: 00:08:41
Email: [REDACTED]
IP Address: 73.145.149.16

Page 1: Corridor Improvement Authority Survey

Q1 Is your business a **Retail Business (Storefront)**

Q2 Is the person completing the survey the **Owner**

Q3 In the next 5 years is your business most likely to... **Open additional locations**
(check all that apply)

Q4 How many full-time employees do you have?

4

Q5 How many part-time employees do you have?

6

Q6 When it comes to Grand River Avenue, what revisions or changes would you like to see to make this a safer, more business friendly roadway? (rank in order, with 1 being the change you would most prefer)

Wider Sidewalks	5
Grass Boulevard Down the Center, ability for pedestrians to cross half way, street trees, Michigan lefts	12
Enclosed Bus Stops/Shelters	8
More Bicycle Racks	2
Benches and Seating Areas	6
Connected parking lots between businesses/shopping centers-ability for cars and bicycle to move from business to business without getting back on Grand River Avenue	11
Foliage, hanging baskets, planter boxes, additional street trees	9
Public Wi-Fi	10
Enhanced Crosswalks-pedestrian signal activation, flashing lighting (mid-block, where there is no traffic light), striping or other ground feature to delineate cross walk area	3
Additional lighting	4
Bicycle lanes	1
Adjust the speed limit	7

Q7 Are there any physical or infrastructure challenges that make it difficult for consumers to visit your specific establishment?

no

Q8 Please add additional comments or ideas to your response to questions 6 or 7. Respondent skipped this question

Q9 If we were to host a meeting to discuss the results of this survey and continue conversation, would you be likely to attend? No

Q10 If you would attend, rank your preferred times (rank in preference with 1 being the most preferred) Respondent skipped this question

Q11 Do you want the Township to reach out to you? If so, please fill in your email. Respondent skipped this question

#8

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Tuesday, January 29, 2019 1:27:52 PM
Last Modified: Tuesday, January 29, 2019 1:31:39 PM
Time Spent: 00:03:46
Email: [REDACTED]
IP Address: 205.157.120.4

Page 1: Corridor Improvement Authority Survey

Q1 Is your business a **Retail Business (Storefront)**

Q2 Is the person completing the survey the **Manager**

Q3 In the next 5 years is your business most likely to... **Remain the same**
(check all that apply)

Q4 How many full-time employees do you have?

7

Q5 How many part-time employees do you have?

8

Q6 When it comes to Grand River Avenue, what revisions or changes would you like to see to make this a safer, more business friendly roadway? (rank in order, with 1 being the change you would most prefer)

Wider Sidewalks	8
Grass Boulevard Down the Center, ability for pedestrians to cross half way, street trees, Michigan lefts	1
Enclosed Bus Stops/Shelters	9
More Bicycle Racks	7
Benches and Seating Areas	10
Connected parking lots between businesses/shopping centers-ability for cars and bicycle to move from business to business without getting back on Grand River Avenue	3
Foliage, hanging baskets, planter boxes, additional street trees	5
Public Wi-Fi	6
Enhanced Crosswalks-pedestrian signal activation, flashing lighting (mid-block, where there is no traffic light), striping or other ground feature to delineate cross walk area	2
Additional lighting	4
Bicycle lanes	11
Adjust the speed limit	12

Q7 Are there any physical or infrastructure challenges that make it difficult for consumers to visit your specific establishment? Respondent skipped this question

Q8 Please add additional comments or ideas to your response to questions 6 or 7. Respondent skipped this question

Q9 If we were to host a meeting to discuss the results of this survey and continue conversation, would you be likely to attend? No

Q10 If you would attend, rank your preferred times (rank in preference with 1 being the most preferred)

Weekday breakfast meeting	2
Weekday lunch meeting	1
Weekday after work/happy hour meeting	3
Weekend morning	4
Weekend mid-day	5

#9

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Wednesday, January 30, 2019 3:24:55 PM
Last Modified: Wednesday, January 30, 2019 3:31:04 PM
Time Spent: 00:06:09
Email: [REDACTED]
IP Address: 23.28.221.202

Page 1: Corridor Improvement Authority Survey

Q1 Is your business a **Professional Services (CPA, Insurance, Law)**
Other (please specify):
Dog daycare

Q2 Is the person completing the survey the **Owner**

Q3 In the next 5 years is your business most likely to... **Remain the same**
(check all that apply)

Q4 How many full-time employees do you have?

6-7

Q5 How many part-time employees do you have?

10-12

Q6 When it comes to Grand River Avenue, what revisions or changes would you like to see to make this a safer, more business friendly roadway? (rank in order, with 1 being the change you would most prefer)

Wider Sidewalks	9
Grass Boulevard Down the Center, ability for pedestrians to cross half way, street trees, Michigan lefts	4
Enclosed Bus Stops/Shelters	8
More Bicycle Racks	11
Benches and Seating Areas	10
Connected parking lots between businesses/shopping centers-ability for cars and bicycle to move from business to business without getting back on Grand River Avenue	1
Foliage, hanging baskets, planter boxes, additional street trees	2
Public Wi-Fi	12
Enhanced Crosswalks-pedestrian signal activation, flashing lighting (mid-block, where there is no traffic light), striping or other ground feature to delineate cross walk area	3
Additional lighting	5
Bicycle lanes	7
Adjust the speed limit	6

Q7 Are there any physical or infrastructure challenges that make it difficult for consumers to visit your specific establishment?

No

Q8 Please add additional comments or ideas to your response to questions 6 or 7.

Respondent skipped this question

Q9 If we were to host a meeting to discuss the results of this survey and continue conversation, would you be likely to attend? **No**

Q10 If you would attend, rank your preferred times (rank in preference with 1 being the most preferred)

Weekday lunch meeting	1
-----------------------	----------

Q11 Do you want the Township to reach out to you? If so, please fill in your email.

No thank you

#10

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Wednesday, January 30, 2019 3:43:19 PM
Last Modified: Wednesday, January 30, 2019 3:48:37 PM
Time Spent: 00:05:17
Email: [REDACTED]
IP Address: 74.199.49.108

Page 1: Corridor Improvement Authority Survey

- Q1** Is your business a **Retail Business (Storefront)**
- Q2** Is the person completing the survey the **Manager**
- Q3** In the next 5 years is your business most likely to...
(check all that apply) **Relocate to a larger space in Meridian Township**
- Q4** How many full-time employees do you have?
6 at location
- Q5** How many part-time employees do you have?
0

Q6 When it comes to Grand River Avenue, what revisions or changes would you like to see to make this a safer, more business friendly roadway? (rank in order, with 1 being the change you would most prefer)

Wider Sidewalks	11
Grass Boulevard Down the Center, ability for pedestrians to cross half way, street trees, Michigan lefts	5
Enclosed Bus Stops/Shelters	4
More Bicycle Racks	12
Benches and Seating Areas	10
Connected parking lots between businesses/shopping centers-ability for cars and bicycle to move from business to business without getting back on Grand River Avenue	2
Foliage, hanging baskets, planter boxes, additional street trees	9
Public Wi-Fi	8
Enhanced Crosswalks-pedestrian signal activation, flashing lighting (mid-block, where there is no traffic light), striping or other ground feature to delineate cross walk area	1
Additional lighting	6
Bicycle lanes	3
Adjust the speed limit	7

Q7 Are there any physical or infrastructure challenges that make it difficult for consumers to visit your specific establishment?

Respondent skipped this question

Q8 Please add additional comments or ideas to your response to questions 6 or 7.

Employees state that bus stop near store is critical for business, they get a lot of business from people using the CATA.

Q9 If we were to host a meeting to discuss the results of this survey and continue conversation, would you be likely to attend? **Yes**

Q10 If you would attend, rank your preferred times (rank in preference with 1 being the most preferred)

Weekday lunch meeting	1
Weekday after work/happy hour meeting	2

Q11 Do you want the Township to reach out to you? If so, please fill in your email.

No thanks.

#11

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Wednesday, January 30, 2019 4:15:47 PM
Last Modified: Wednesday, January 30, 2019 4:19:40 PM
Time Spent: 00:03:53
Email: [REDACTED]
IP Address: 207.250.87.150

Page 1: Corridor Improvement Authority Survey

Q1 Is your business a **Medical/Healthcare (Doctor, Dentist, Physical Therapy)**

Q2 Is the person completing the survey the **Manager**

Q3 In the next 5 years is your business most likely to... **Remain the same**
(check all that apply)

Q4 How many full-time employees do you have?

71

Q5 How many part-time employees do you have?

30

Q6 When it comes to Grand River Avenue, what revisions or changes would you like to see to make this a safer, more business friendly roadway? (rank in order, with 1 being the change you would most prefer)

Connected parking lots between businesses/shopping centers- **1**
ability for cars and bicycle to move from business to business
without getting back on Grand River Avenue

Enhanced Crosswalks-pedestrian signal activation, flashing **2**
lighting (mid-block, where there is no traffic light), striping or
other ground feature to delineate cross walk area

Q7 Are there any physical or infrastructure challenges that make it difficult for consumers to visit your specific establishment?

No

Q8 Please add additional comments or ideas to your **Respondent skipped this question**
response to questions 6 or 7.

Q9 If we were to host a meeting to discuss the results of this survey and continue conversation, would you be likely to attend? **Yes**

Q10 If you would attend, rank your preferred times (rank in preference with 1 being the most preferred)

Weekday after work/happy hour meeting **1**

Q11 Do you want the Township to reach out to you? If so, please fill in your email.

 [Redacted email address]

#12

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Wednesday, January 30, 2019 4:35:57 PM
Last Modified: Wednesday, January 30, 2019 4:39:36 PM
Time Spent: 00:03:39
Email: [REDACTED]
IP Address: 107.130.136.17

Page 1: Corridor Improvement Authority Survey

Q1 Is your business a **Retail Business (Storefront)**

Q2 Is the person completing the survey the **Manager**

Q3 In the next 5 years is your business most likely to...
(check all that apply) **Relocate to a larger space in Meridian Township**

Q4 How many full-time employees do you have?

6

Q5 How many part-time employees do you have?

6

Q6 When it comes to Grand River Avenue, what revisions or changes would you like to see to make this a safer, more business friendly roadway? (rank in order, with 1 being the change you would most prefer)

Wider Sidewalks	9
Grass Boulevard Down the Center, ability for pedestrians to cross half way, street trees, Michigan lefts	12
Enclosed Bus Stops/Shelters	7
More Bicycle Racks	5
Benches and Seating Areas	6
Connected parking lots between businesses/shopping centers-ability for cars and bicycle to move from business to business without getting back on Grand River Avenue	2
Foliage, hanging baskets, planter boxes, additional street trees	3
Public Wi-Fi	4
Enhanced Crosswalks-pedestrian signal activation, flashing lighting (mid-block, where there is no traffic light), striping or other ground feature to delineate cross walk area	8
Additional lighting	11
Bicycle lanes	1
Adjust the speed limit	10

Q7 Are there any physical or infrastructure challenges that make it difficult for consumers to visit your specific establishment?

No.

Q8 Please add additional comments or ideas to your response to questions 6 or 7.

Respondent skipped this question

Q9 If we were to host a meeting to discuss the results of this survey and continue conversation, would you be likely to attend? **Yes**

Q10 If you would attend, rank your preferred times (rank in preference with 1 being the most preferred)

Weekday breakfast meeting	1
Weekday lunch meeting	3
Weekday after work/happy hour meeting	2
Weekend morning	4
Weekend mid-day	5

#13

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Wednesday, January 30, 2019 7:23:15 PM
Last Modified: Wednesday, January 30, 2019 7:33:33 PM
Time Spent: 00:10:18
Email: [REDACTED]
IP Address: 73.18.185.150

Page 1: Corridor Improvement Authority Survey

Q1 Is your business a **Retail Business (Storefront)**

Q2 Is the person completing the survey the **Owner**

Q3 In the next 5 years is your business most likely to...
(check all that apply) **Expand or remodel where you are**

Q4 How many full-time employees do you have?

3

Q5 How many part-time employees do you have?

21

Q6 When it comes to Grand River Avenue, what revisions or changes would you like to see to make this a safer, more business friendly roadway? (rank in order, with 1 being the change you would most prefer)

Wider Sidewalks	10
Grass Boulevard Down the Center, ability for pedestrians to cross half way, street trees, Michigan lefts	11
Enclosed Bus Stops/Shelters	9
More Bicycle Racks	8
Benches and Seating Areas	3
Connected parking lots between businesses/shopping centers--ability for cars and bicycle to move from business to business without getting back on Grand River Avenue	2
Foliage, hanging baskets, planter boxes, additional street trees	7
Public Wi-Fi	4
Enhanced Crosswalks-pedestrian signal activation, flashing lighting (mid-block, where there is no traffic light), striping or other ground feature to delineate cross walk area	1
Additional lighting	6
Bicycle lanes	5
Adjust the speed limit	12

Q7 Are there any physical or infrastructure challenges that make it difficult for consumers to visit your specific establishment?

More bus stops

Q8 Please add additional comments or ideas to your response to questions 6 or 7. Respondent skipped this question

Q9 If we were to host a meeting to discuss the results of this survey and continue conversation, would you be likely to attend? Respondent skipped this question

Q10 If you would attend, rank your preferred times (rank in preference with 1 being the most preferred)

Weekday breakfast meeting	1
Weekday lunch meeting	2
Weekday after work/happy hour meeting	3
Weekend morning	4
Weekend mid-day	5

#14

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Wednesday, January 30, 2019 11:24:34 PM
Last Modified: Wednesday, January 30, 2019 11:32:15 PM
Time Spent: 00:07:41
Email: [REDACTED]
IP Address: 73.145.134.127

Page 1: Corridor Improvement Authority Survey

Q1 Is your business a **Medical/Healthcare (Doctor, Dentist, Physical Therapy)**

Q2 Is the person completing the survey the **Owner**

Q3 In the next 5 years is your business most likely to...
(check all that apply) **Remain the same**

Q4 How many full-time employees do you have?

4 independent business owners

Q5 How many part-time employees do you have? **Respondent skipped this question**

Q6 When it comes to Grand River Avenue, what revisions or changes would you like to see to make this a safer, more business friendly roadway? (rank in order, with 1 being the change you would most prefer)

- More Bicycle Racks **5**
- Benches and Seating Areas **4**
- Foliage, hanging baskets, planter boxes, additional street trees **1**
- Public Wi-Fi **2**
- Bicycle lanes **3**

Q7 Are there any physical or infrastructure challenges that make it difficult for consumers to visit your specific establishment? **Respondent skipped this question**

Q8 Please add additional comments or ideas to your response to questions 6 or 7. **Respondent skipped this question**

Q9 If we were to host a meeting to discuss the results of this survey and continue conversation, would you be likely to attend? **No**

Q10 If you would attend, rank your preferred times (rank in preference with 1 being the most preferred) Respondent skipped this question

Q11 Do you want the Township to reach out to you? If so, please fill in your email. Respondent skipped this question

#15

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, January 31, 2019 7:15:02 AM
Last Modified: Thursday, January 31, 2019 7:22:31 AM
Time Spent: 00:07:29
Email: [REDACTED]
IP Address: 174.230.137.132

Page 1: Corridor Improvement Authority Survey

Q1 Is your business a **Food Service (Restaurant/Bar)**

Q2 Is the person completing the survey the **Owner**

Q3 In the next 5 years is your business most likely to... (check all that apply) **Respondent skipped this question**

Q4 How many full-time employees do you have?

8

Q5 How many part-time employees do you have?

0

Q6 When it comes to Grand River Avenue, what revisions or changes would you like to see to make this a safer, more business friendly roadway? (rank in order, with 1 being the change you would most prefer)

Wider Sidewalks	7
Grass Boulevard Down the Center, ability for pedestrians to cross half way, street trees, Michigan lefts	4
Enclosed Bus Stops/Shelters	5
More Bicycle Racks	1
Benches and Seating Areas	3
Connected parking lots between businesses/shopping centers-ability for cars and bicycle to move from business to business without getting back on Grand River Avenue	6
Foliage, hanging baskets, planter boxes, additional street trees	2
Public Wi-Fi	8
Enhanced Crosswalks-pedestrian signal activation, flashing lighting (mid-block, where there is no traffic light), striping or other ground feature to delineate cross walk area	9
Additional lighting	10
Bicycle lanes	11
Adjust the speed limit	12

Q7 Are there any physical or infrastructure challenges that make it difficult for consumers to visit your specific establishment?

Yes

Q8 Please add additional comments or ideas to your response to questions 6 or 7.

Turn lane, township signage improvements

Q9 If we were to host a meeting to discuss the results of this survey and continue conversation, would you be likely to attend? **Yes**

Q10 If you would attend, rank your preferred times (rank in preference with 1 being the most preferred)

Weekday after work/happy hour meeting	1
---------------------------------------	---

Q11 Do you want the Township to reach out to you? If so, please fill in your email. Respondent skipped this question

#16

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, January 31, 2019 11:48:16 AM
Last Modified: Thursday, January 31, 2019 11:51:31 AM
Time Spent: 00:03:14
Email: [REDACTED]
IP Address: 172.113.164.105

Page 1: Corridor Improvement Authority Survey

Q1 Is your business a **Retail Business (Storefront)**

Q2 Is the person completing the survey the **Owner**

Q3 In the next 5 years is your business most likely to... **Remain the same**
(check all that apply)

Q4 How many full-time employees do you have?

4

Q5 How many part-time employees do you have?

0

Q6 When it comes to Grand River Avenue, what revisions or changes would you like to see to make this a safer, more business friendly roadway? (rank in order, with 1 being the change you would most prefer)

- Wider Sidewalks 1
- Grass Boulevard Down the Center, ability for pedestrians to cross half way, street trees, Michigan lefts 2
- Enclosed Bus Stops/Shelters 4
- More Bicycle Racks 3
- Benches and Seating Areas 5
- Connected parking lots between businesses/shopping centers-ability for cars and bicycle to move from business to business without getting back on Grand River Avenue 6
- Foliage, hanging baskets, planter boxes, additional street trees 8
- Public Wi-Fi 7
- Enhanced Crosswalks-pedestrian signal activation, flashing lighting (mid-block, where there is no traffic light), striping or other ground feature to delineate cross walk area 9
- Additional lighting 10
- Bicycle lanes 11
- Adjust the speed limit 12

Q7 Are there any physical or infrastructure challenges that make it difficult for consumers to visit your specific establishment? Respondent skipped this question

Q8 Please add additional comments or ideas to your response to questions 6 or 7. Respondent skipped this question

Q9 If we were to host a meeting to discuss the results of this survey and continue conversation, would you be likely to attend? Yes

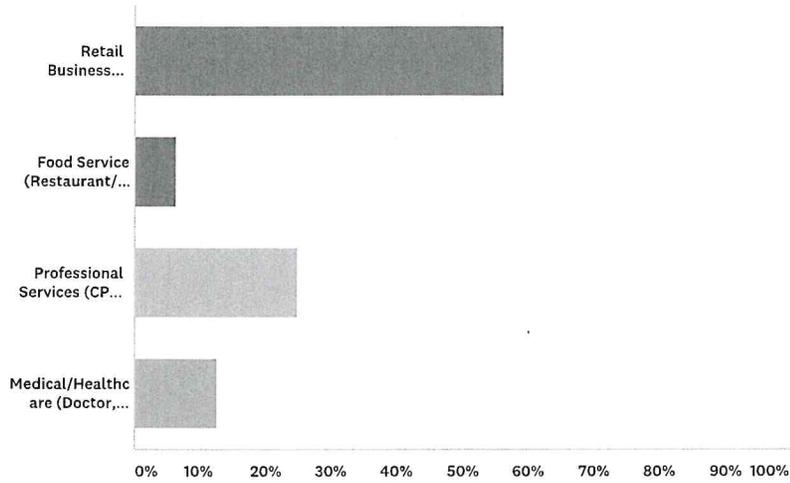
Q10 If you would attend, rank your preferred times (rank in preference with 1 being the most preferred) Respondent skipped this question

Q11 Do you want the Township to reach out to you? If so, please fill in your email.



Q1 Is your business a

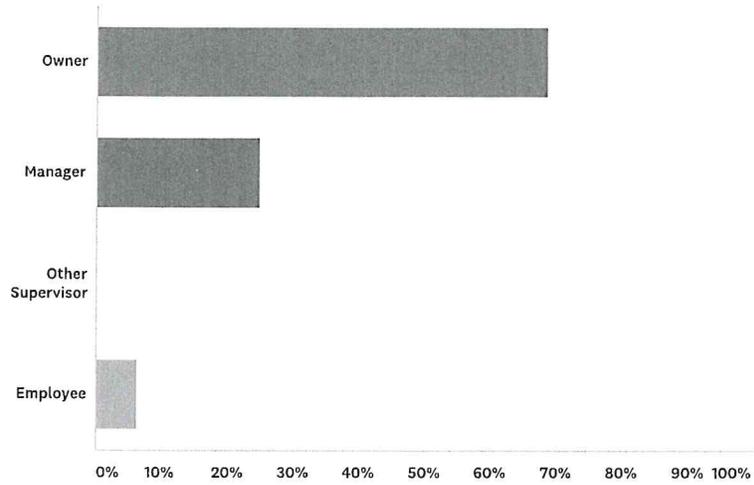
Answered: 16 Skipped: 0



ANSWER CHOICES	RESPONSES	
Retail Business (Storefront)	56.25%	9
Food Service (Restaurant/Bar)	6.25%	1
Professional Services (CPA, Insurance, Law)	25.00%	4
Medical/Healthcare (Doctor, Dentist, Physical Therapy)	12.50%	2
TOTAL		16

Q2 Is the person completing the survey the

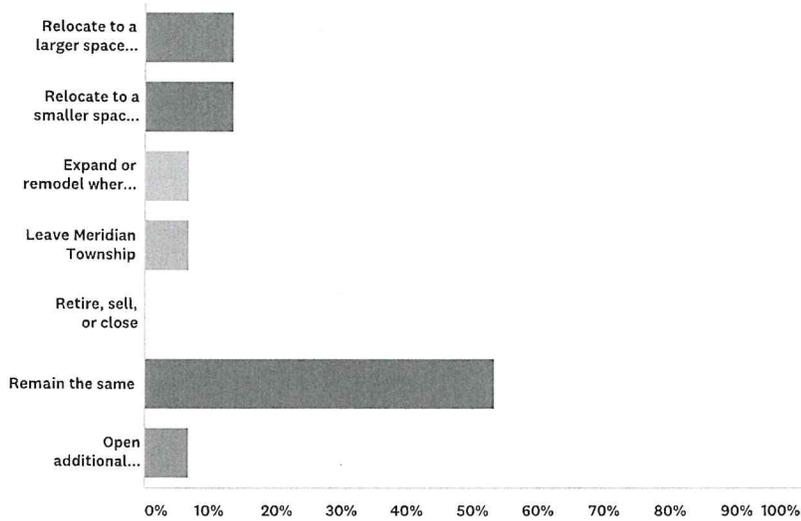
Answered: 16 Skipped: 0



ANSWER CHOICES	RESPONSES	
Owner	68.75%	11
Manager	25.00%	4
Other Supervisor	0.00%	0
Employee	6.25%	1
TOTAL		16

Q3 In the next 5 years is your business most likely to...(check all that apply)

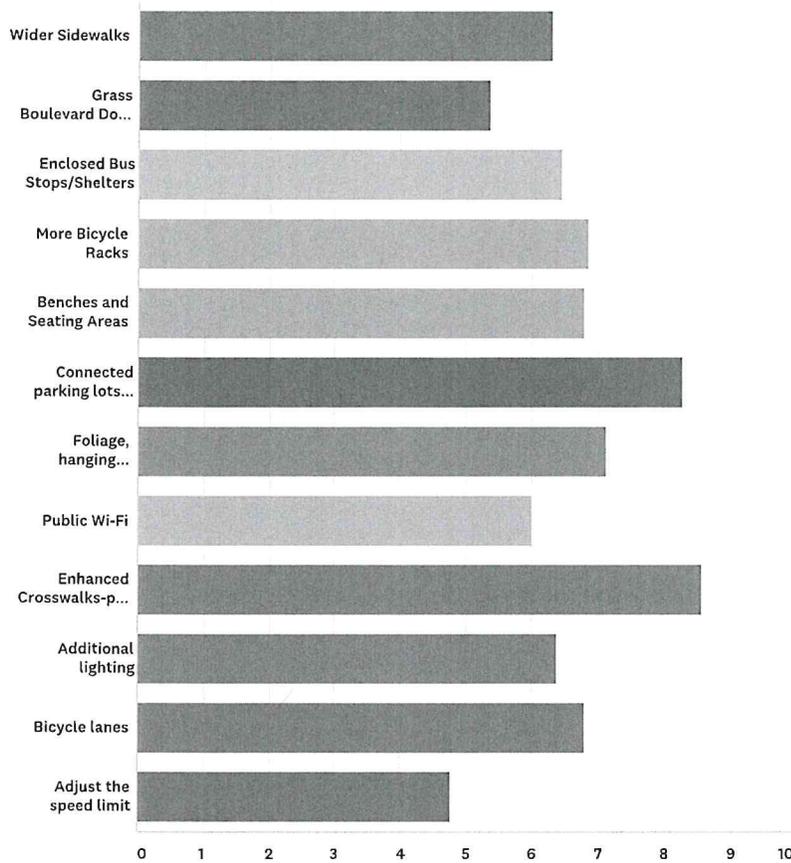
Answered: 15 Skipped: 1



ANSWER CHOICES	RESPONSES	
Relocate to a larger space in Meridian Township	13.33%	2
Relocate to a smaller space in Meridian Township	13.33%	2
Expand or remodel where you are	6.67%	1
Leave Meridian Township	6.67%	1
Retire, sell, or close	0.00%	0
Remain the same	53.33%	8
Open additional locations	6.67%	1
Total Respondents: 15		

Q6 When it comes to Grand River Avenue, what revisions or changes would you like to see to make this a safer, more business friendly roadway? (rank in order, with 1 being the change you would most prefer)

Answered: 15 Skipped: 1

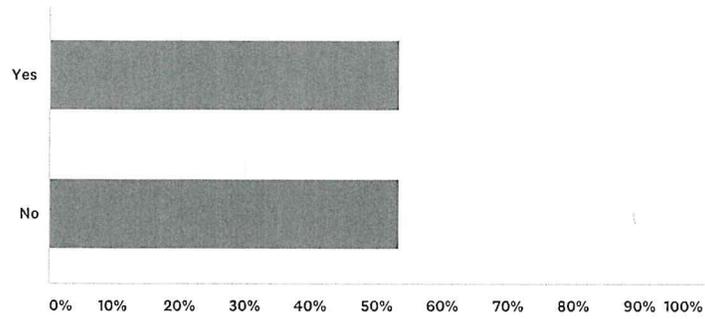


	1	2	3	4	5	6	7	8	9	10	11	12	TC
Wider Sidewalks	15.38% 2	0.00% 0	0.00% 0	0.00% 0	15.38% 2	15.38% 2	7.69% 1	7.69% 1	23.08% 3	7.69% 1	7.69% 1	0.00% 0	0
Grass Boulevard Down the Center, ability for pedestrians to cross half way, street trees, Michigan lefts	7.69% 1	15.38% 2	0.00% 0	15.38% 2	7.69% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	7.69% 1	7.69% 1	38.46% 5	5
Enclosed Bus Stops/Shelters	7.69% 1	0.00% 0	7.69% 1	15.38% 2	7.69% 1	0.00% 0	15.38% 2	15.38% 2	23.08% 3	0.00% 0	7.69% 1	0.00% 0	0
More Bicycle Racks	7.14% 1	7.14% 1	14.29% 2	0.00% 0	21.43% 3	7.14% 1	14.29% 2	7.14% 1	0.00% 0	0.00% 0	14.29% 2	7.14% 1	1
Benches and Seating Areas	0.00% 0	0.00% 0	14.29% 2	28.57% 4	7.14% 1	14.29% 2	0.00% 0	7.14% 1	0.00% 0	28.57% 4	0.00% 0	0.00% 0	0
Connected parking lots between businesses/shopping centers-ability for cars and bicycle to move from business to business without getting back on Grand River Avenue	14.29% 2	21.43% 3	7.14% 1	7.14% 1	14.29% 2	21.43% 3	0.00% 0	0.00% 0	0.00% 0	0.00% 0	7.14% 1	7.14% 1	1

Foliage, hanging baskets, planter boxes, additional street trees	7.14% 1	21.43% 3	14.29% 2	0.00% 0	7.14% 1	0.00% 0	7.14% 1	7.14% 1	21.43% 3	7.14% 1	0.00% 0	7.14% 1
Public Wi-Fi	0.00% 0	14.29% 2	0.00% 0	14.29% 2	7.14% 1	7.14% 1	7.14% 1	14.29% 2	7.14% 1	14.29% 2	7.14% 1	7.14% 1
Enhanced Crosswalks- pedestrian signal activation, flashing lighting (mid-block, where there is no traffic light), striping or other ground feature to delineate cross walk area	28.57% 4	14.29% 2	14.29% 2	0.00% 0	0.00% 0	7.14% 1	0.00% 0	21.43% 3	14.29% 2	0.00% 0	0.00% 0	0.00% 0
Additional lighting	0.00% 0	7.69% 1	7.69% 1	15.38% 2	7.69% 1	15.38% 2	7.69% 1	7.69% 1	0.00% 0	23.08% 3	7.69% 1	0.00% 0
Bicycle lanes	14.29% 2	7.14% 1	14.29% 2	7.14% 1	7.14% 1	0.00% 0	7.14% 1	7.14% 1	7.14% 1	0.00% 0	28.57% 4	0.00% 0
Adjust the speed limit	7.69% 1	0.00% 0	7.69% 1	0.00% 0	0.00% 0	7.69% 1	30.77% 4	0.00% 0	0.00% 0	7.69% 1	7.69% 1	30.77% 4

Q9 If we were to host a meeting to discuss the results of this survey and continue conversation, would you be likely to attend?

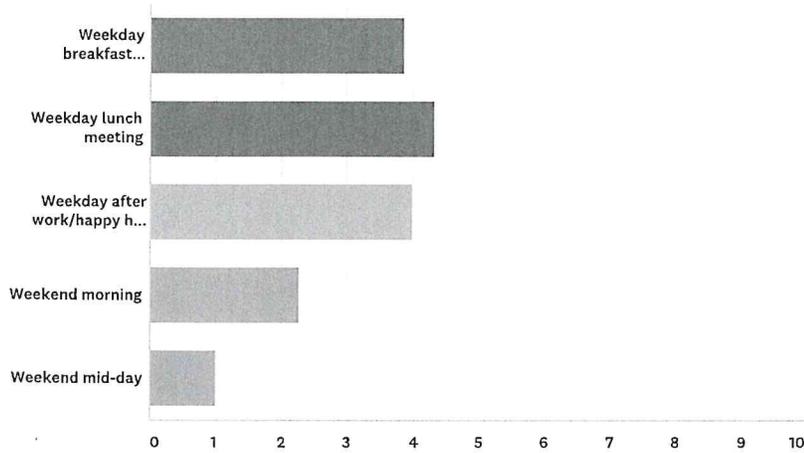
Answered: 15 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	53.33%	8
No	53.33%	8
Total Respondents: 15		

Q10 If you would attend, rank your preferred times (rank in preference with 1 being the most preferred)

Answered: 11 Skipped: 5



	1	2	3	4	5	TOTAL	SCORE
Weekday breakfast meeting	42.86% 3	14.29% 1	28.57% 2	14.29% 1	0.00% 0	7	3.86
Weekday lunch meeting	44.44% 4	44.44% 4	11.11% 1	0.00% 0	0.00% 0	9	4.33
Weekday after work/happy hour meeting	40.00% 4	30.00% 3	20.00% 2	10.00% 1	0.00% 0	10	4.00
Weekend morning	0.00% 0	0.00% 0	28.57% 2	71.43% 5	0.00% 0	7	2.29
Weekend mid-day	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 7	7	1.00

MERIDIAN TOWNSHIP
CORRIDOR IMPROVEMENT AUTHORITY
WORK PLAN

GOAL 1: Promote a consistent and pleasing aesthetic style for buildings, grounds, and public right-of-way.

- **Objective:** Identify and coordinate streetscape improvements needed throughout the corridor to achieve the desired traditional look for Township. This will include items such as brick pavers, street trees, lights, benches, waste receptacles, etc.

GOAL 2: Provide a common vision for corridor businesses.

- **Objective:** This will be accomplished through SWOT analysis and roundtable discussions in the community. Data will be collected and compiled to gather community vision for the corridor. By gaining better insight of how the collective, “common vision” is defined in the community, the CIA can provide a better framework of design for corridor businesses.

GOAL 3: Strive to increase safety and accessibility for pedestrians & cyclists.

- **Objective:** This will be accomplished through creation of a path and sidewalk system that provides safe refuge for non-motorists while traveling along the corridor and between buildings.
- **Objective:** Review the Township pathway plan that identifies the most appropriate treatment for each section of the corridor. This pathway plan will include more precise cost estimates so the Township can seek grants and alternate ways to assist property owners.

GOAL 4: Promote smart growth on the corridor and include infill development while discouraging sprawl.

- **Objective:** Create a long-range development strategy that focuses on solid growth, expanded employment and stable tax revenues.
- **Objective:** Institute an early warning system for business closings, relocations and layoffs. Objective: Identify corridor companies ripe for expansion. Remove barriers to their growth.

GOAL 5: Improve recognition of corridor entry ways and signage.

- **Objective:** Designate attractive corridor entryways with landscaping, signage, lighting and architectural features like brick knee walls. A sample design is under review by the Meridian Township Sign Branding Committee.

GOAL 6: Encourage business recruitment and expansion.

- **Objective:** Coordinate with the Meridian Township EDC to supplement and review business retention methods and results. Contribute comments and observations to relevant staff and committees.

GOAL 7: Improve the Township's reputation within the business and residential community and promote communication.

- **Objective:** Develop a joint marketing strategy with involvement of the business community that brings together resources for advertising, special events and public relations.
- **Objective:** To effectively market the corridor, a branding effort must be undertaken that creates a clear, positive image to potential shoppers, visitors, investors, etc. This image must then be promoted over multiple media platforms in a comprehensive, consistent manner to educate and inform the public.
- **Objective:** Prepare marketing materials that can be presented to developers, retailers and real estate firms promoting the Corridor. This may include brochures, exhibits, trade area data, web site materials, social media activities, etc.

GOAL 8: Strive to increase business relationships with regional partners.

- **Objective:** Encourage corridor business owners to join regional partners, such as the Lansing Chamber of Commerce and the Meridian Area Business Association.
- **Objective:** Attend regional partner networking events, such as monthly MABA meetings.