



DOWNTOWN DEVELOPMENT AUTHORITY  
**COMPREHENSIVE  
MASTER PLAN  
UPDATE**

Charter Township of Canton



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April 24, 2017

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May 17, 2017

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# ACKNOWLEDGEMENTS

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# INTRODUCTION

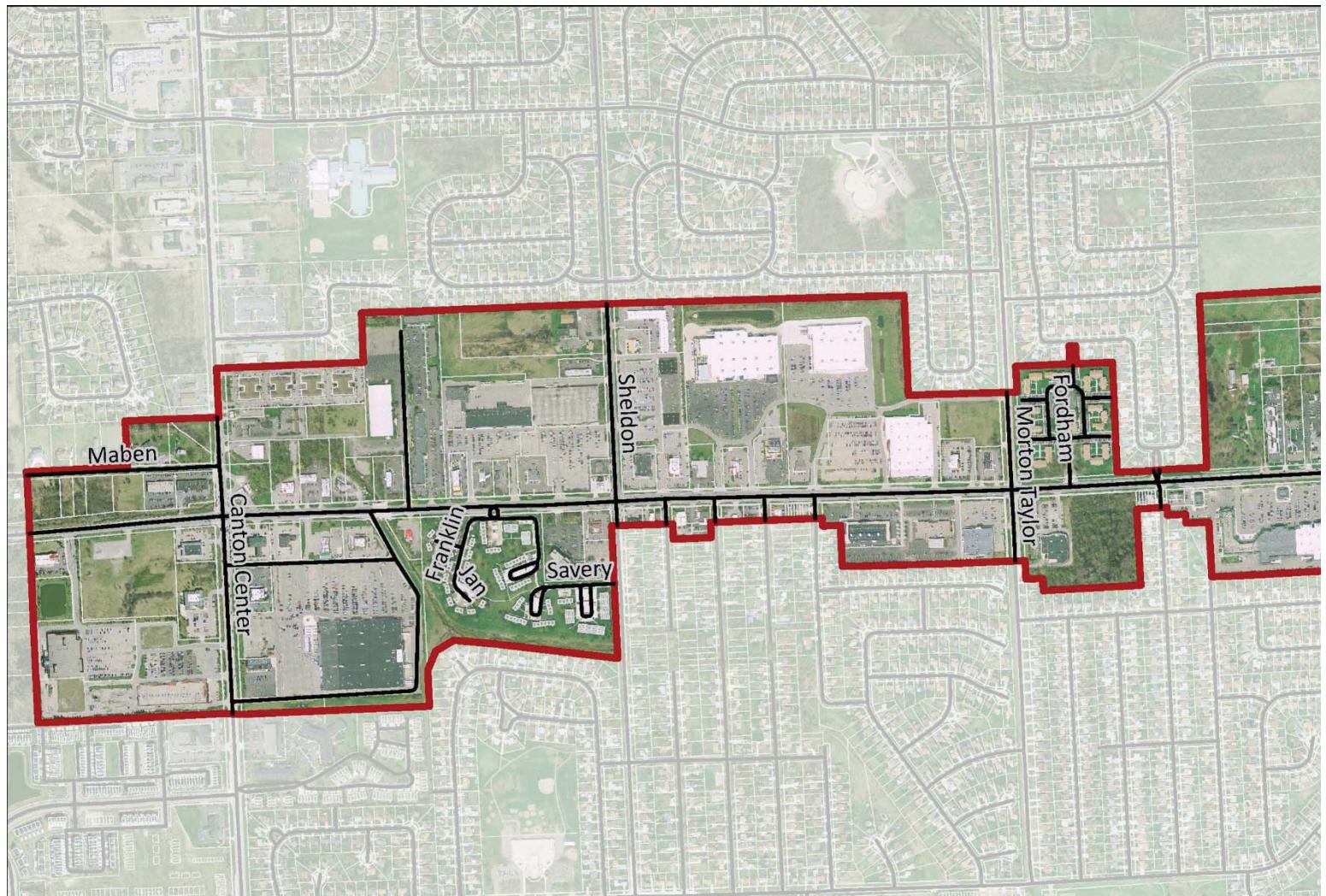
Canton Township is located on the western edge of Wayne County and is approximately 36 square miles in size. Canton was established in 1834 (one of Michigan's first charter townships) and has grown from 5,300 residents in 1960 to nearly 95,000 residents today. Canton is one of the fastest growing communities in the state.

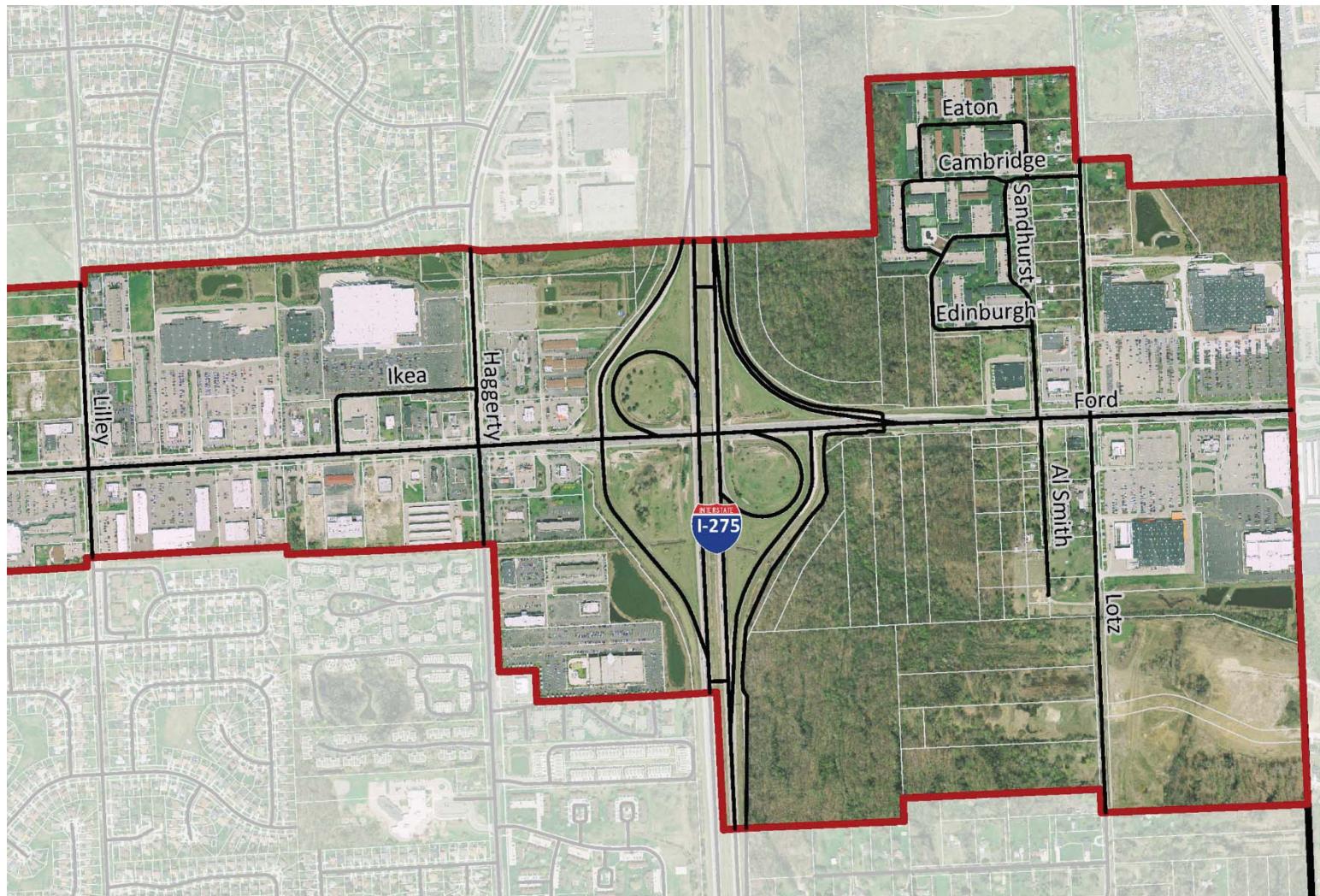
The Downtown Development Authority (DDA), is an economic development tool, made possible through the Michigan Public Act 197 of 1975, which allows a municipality to establish a DDA District with specific boundaries for the purpose of stopping property value deterioration and increasing property tax valuation where possible, and encouraging economic development. Canton's DDA Board of Directors is made up of 11 voluntary members that are appointed by the Township Supervisor and approved by the Township Board. A majority of the Board members have an interest in the properties within the District, either as a property owner, or business owner or manager.

The DDA has the authority to capture a portion of the property taxes paid by the property and business owners, with the responsibility to invest those tax dollars in projects that will enhance the economic vitality of the district. Canton has a "non-traditional" downtown DDA District which extends for three miles along Ford Road from just west of Canton Center to the Westland boundary (see Map on following pages).

An important part of economic development is the attraction of new businesses and retaining those already established. Canton's DDA boasts a low vacancy rate with a thriving commercial corridor. Compared to Canton's inception as a farming community, there are now over 400 commercial enterprises in the Canton DDA District including a wide range of retail establishments, department stores, health and other professional services, financial institutions, auto supplies and services, a variety of restaurants, sports and entertainment venues, motels, and apartment and condominium complexes. Churches and senior citizen housing also occupy the district. The DDA District is strategically located to serve the entire Canton Community and a wider regional market as the population in the area continues to grow.



**Figure 1. DDA District Boundary Map**



**Downtown Development Authority District Boundary**

## ACCOMPLISHMENTS OF 2003 PLAN

The DDA Board developed and adopted the first DDA Comprehensive Master Plan in 2003. Since that time, many of the action items identified in that plan have been accomplished. Specifically:

### ACCOMPLISHMENTS

A number of goals outlined in the previous DDA Comprehensive Master Plan (2003) have been accomplished, including:

- New zoning tools (overlay districts) to guide development, enhancing the existing character of the DDA District.
- Redevelopment of key properties in the DDA District.
- Economic Development efforts to draw new businesses to the District.
- Streetscape enhancements along the Ford Road corridor.
- Branding and marketing the District through shopping guides, concert series, TV and radio promotions, and social media.
- MDOT traffic study promoting use of Ford Road boulevard.
- Roadway improvements to Lotz Road, I-275 ramps, and adding smart signals at IKEA development.

- New overlay zoning districts have been adopted, including Central Business District Overlay (between I-275 and western DDA boundary), and the DDA Overlay District, which covers the entire DDA district.

These zoning districts contain specific design requirements based on the character of the area. Regulations call for reduced building front setbacks, outlot development, shared parking, shared vehicle drives and circulation, limiting excess parking, and increased flexibility in mixed-use developments.

- The Central Business District Overlay is currently being expanded in place of the Corporate Park Overlay in the area along Ford Road east of I-275 (I-275 east to the Township border).
- Specific parcels identified in the plan have been redeveloped.

Relationships with strategic partners have been expanded. New development opportunities within the District have been identified through Canton's Economic Development Manager. The Township Supervisor and Economic Development Manager have traveled to the annual national RECon real estate convention hosted by the International Council of Shopping Centers (ICSC) in Las Vegas to introduce Canton to various retail businesses and developers, using a professionally-developed packet of information on Canton demographics and consumer power.

- Streetscape improvements have been completed throughout the DDA District, including burial of overhead lines along Ford Road, landscaping the I-275 interchange, and installing garden walls, landscaping and irrigation. Street lights have also been installed throughout the entire District.
- Marketing efforts have been expanded, working with marketing firms who developed the ShopCanton brand, distribution of bi-annual guides, jazz concert series throughout the summer, TV ads (back-to-school and Christmas), radio promotions, and partnering with the Canton Chamber of Commerce to coordinate marketing efforts. A wayfinding system of color-coded "leaf" banners was also instituted that doubles as an identity for Canton's DDA District.

- Completion of an MDOT study that recommends use of a boulevard along Ford Road to improve safety and traffic circulation.
- Roadway improvements, including paving of Lotz Road, which will reduce pressure on Haggerty and Ford traffic to I-275, additional ramp space at I-275 interchange, pedestrian access, and smart signals at the IKEA development along Ford Road.

## PLAN UPDATE

This document builds on the first plan, providing current information on the physical condition of the corridor's public spaces, and reporting on a market study conducted in 2014. A description of the public input process is also provided. The timeframe for this plan's vision spans over five, ten and fifteen years or more, and includes projects and actions that will help Canton capitalize on opportunities that fit within the framework of the community's vision.



# EXISTING CONDITIONS

This chapter summarizes current planning documents and the goals and policies of these plans that will influence development of the DDA District. It also describes physical conditions of the DDA District and various aspects that could be addressed through this plan.

## SUMMARY OF COMMUNITY PLANS

### [DDA Comprehensive Master Plan \(2003\)](#)

The 2003 DDA Comprehensive Master Plan is the basis for this document. It sets a framework for the District, based on public input, other planning initiatives expressed by the community, and a market study done at the time. The framework outlines four main themes: sense of place, a balanced corridor, quest for consistency, and creating a central business district that reflects the vitality and energy of Canton Township. These same themes are maintained in this plan, updated by the accomplishments made from the time the 2003 plan was adopted, and based on changes in economic conditions and social preferences.

### [M-153/Ford Road Access Management and Traffic Operations Study \(2004\)](#)

Given the popularity and burgeoning population of Canton Township, as well as Ford Road's link to the region's highway system, Ford Road has developed into a major commercial corridor. The relatively long time-frame of this development has caused access difficulties into business centers. The Michigan Department of Transportation (MDOT), Wayne County, and Canton Township partnered on a project to identify improvements to vehicular access points along Ford Road that were intended to alleviate congestion by providing better access into businesses along the corridor.

The project looked at access/traffic-related difficulties that affect Ford Road between Lotz and Napier Roads, which includes the entire DDA District west of Lotz. The study report outlines necessary roadway improvements, includes recommendations for cross-access easements between specific parcels/developments, and proposed driveway consolidations and closures.

Since this study was finalized, many existing access driveways have been eliminated/consolidated as the parcels were redeveloped or roadway improvements were constructed. The Central Business Overlay District (adopted into the Zoning Ordinance in 2012) requires combined driveways between two land uses or parcels wherever feasible, and coordinated circulation/parking between adjacent parcels. It also allows the Planning Commission to require a traffic impact analysis to

## FUTURE LAND USE CATEGORIES

- **Medium-High Density Residential**

(8 Dwelling Units/ Acre)  
Primarily intended for single-family attached development. Multiple-family and single-family detached uses could be considered based on land use compatibility.

- **High-Density Residential**

(12 Dwelling Units/Acre)  
Primarily intended for multiple-family residential development. Single-family detached or attached uses could be considered based on land use compatibility and character of the area.

- **Local Shopping**

Provides space for local office and neighborhood commercial, intended to provide convenient goods and services that usually serve residents in the immediate vicinity.

- **Community Shopping**

Provides space for community retail uses and personal/professional services which serve a larger segment of the residential community.

- **General Commercial**

Provides space for regional commercial uses, which generally serve the retail and service needs for the entire township and adjacent areas, and include larger, multi-tenant shopping centers with large “anchor” tenants located on primary arterial roadways which carry high volumes of traffic.

(Continued on next page)

determine the effect of the proposed development upon existing street traffic. The DDA and the Planning Department utilize the Access Management Study in approving new development or re-developments to close and/or combine driveways where the private property owner will allow and where MDOT will approve.

The most significant recommendation of this study was to implement a three-lane boulevard between I-275 and a point west of Sheldon Road, as well as small boulevard sections on Haggerty Road, just north and south of Ford Road. This solution to higher traffic volumes would require acquisition of additional right-of-way. A boulevard system was not addressed in this study, but earmarked for a future study.

## Canton Township Comprehensive Plan (2012)

The Comprehensive Plan is the general, long-range “blue print” for development in the Township, promoting high-quality and orderly growth for the future. This plan includes specific direction for development and re-development of property within the DDA District. Future land uses within the DDA District include:

- **Main Future Land Uses:** Large areas within the DDA District are designated as Community Shopping, General Commercial, Mixed Use, and High-Density Residential.
- **Secondary Future Land Uses:** Small areas within the DDA District are designated as Local Shopping, Medium-High Density Residential, and Light Industrial.

The Comprehensive Plan also includes policy statements and Development Strategies about the various types of land uses described in the Plan that could apply to the DDA District:

- **Residential Land Use Policy:** The use of the Planned Development District (PDD) option in the Medium-High and High Density Residential areas is encouraged to implement a variety of housing types, provide maintenance of open space, and provide creative design solutions for new and infill development.
- **Commercial and Industrial Land Use Policy:** The Township discourages future “strip” commercial development and physical isolation of adjacent uses from each other. Where reasonable, the Township requires using marginal access connections, joint access agreements and common driveways to enhance inter-project traffic patterns. These design solutions will increase pedestrian and vehicular safety and reduce congestion on the community’s primary roads.

- **Commercial Development Strategies:**

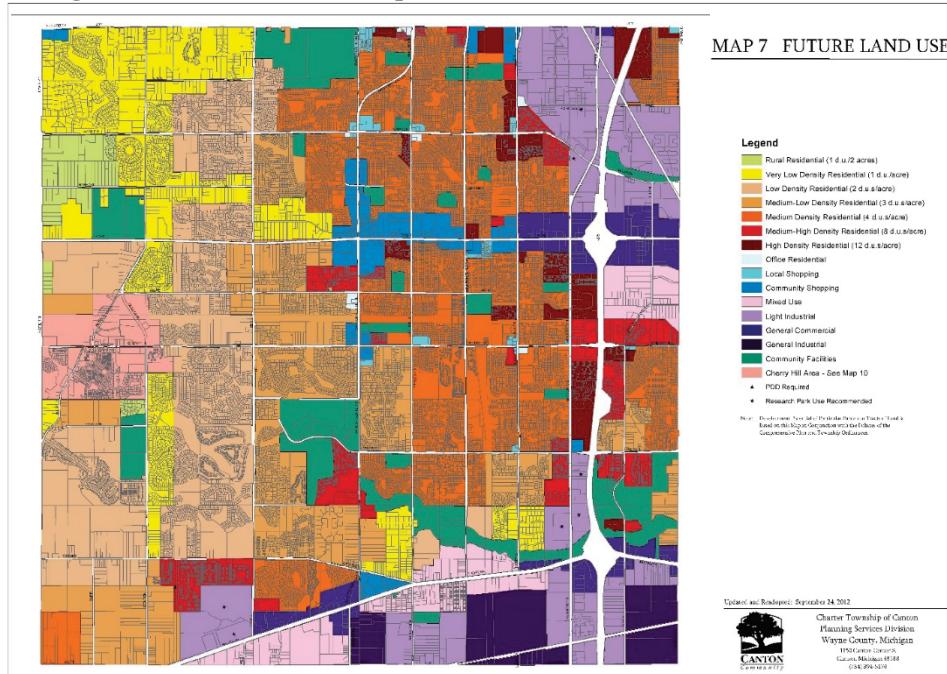
Canton should reevaluate the Planned Development District (PDD) option to provide incentives, standards and procedures for planned commercial and office developments.

- **Mixed Use Policy:** Along the Lotz Road Corridor, the mixed-use designation should allow for Light Industrial Research (LI-R), Office (O-1), Regional Commercial (C-3), and Mid-Rise Development (MRD) zoning.

**Lotz Road Corridor Development Plan:** The Comprehensive Plan also includes a sub-area development plan for the Lotz Road Corridor, which offers a more detailed vision for this small portion of the Township. This sub-area contains the properties along Lotz Road from Warren Road to Cherry Hill Road, and has been identified as a key focal point for future economic development and community identity within the Township. The northern portion of this sub-area is contained within the DDA District.

Planned land use for this area includes regional commercial sites along Ford Road, and a mixed-use district containing professional and corporate offices, hotels/conference centers, entertainment venues, and fine dining/specialty restaurants. Other proposed uses include convenience commercial (retail that serves residents in the immediate vicinity), some residential uses, natural feature conservation, recreation, and potential regional detention and watershed improvements along existing natural features.

**Figure 2. Future Land Use Map**



### FUTURE LAND USE CATEGORIES (CONT.)

- **Mixed Use**

Permits flexibility and allows a mix of land uses to respond to the changes in market demands within the community.

- **Light Industrial Research**

Provides space for light industrial and research development uses. The Master Plan strongly encourages research uses to locate in areas with visible access or directly adjacent to the freeway or primary arterial streets and in areas where the light industrial designation abuts a residential or conservation area.

## ZONING CATEGORIES

- **(C-2) Community Commercial**

Provides for businesses which cater to the convenience and comparison shopping needs of neighboring residents.

- **(C-3) Regional Commercial**

Provides for businesses which cater primarily to the comparison shopping needs of residents of the whole township and surrounding communities.

- **(C-4) Interchange Service**

Provides for regional business districts adjacent to the freeway interchanges.

- **(MRD) Mid-Rise Development**

Provides for planned, intensive mixed use development consisting of office, commercial, and residential uses.

- **(OSP) Off-Street Parking**

Accommodates the parking needs of businesses which may have developed without adequate parking.

- **(O-1) Office**

Accommodates various types of administrative, professional offices, as well as personal service businesses.

- **(MR) Multiple Family Residential**

Addresses varied housing needs through higher-density, multiple-family housing.

- **(L-I) Light Industrial**

Provides for planned industrial development; permits activities or operations produce no external impacts to surrounding land uses.

## Canton Township Zoning Ordinance (2012)

The Township's Zoning Ordinance is the foremost tool used to direct development of parcels throughout the Township. Properties within the DDA District are regulated by an "underlying" zoning category (listed to the left), which determines the allowable uses on the property. DDA sites are also regulated through various "overlay" zones which apply additional regulations to each parcel that guide the site design and character of new developments.

The overlay zones that influence development of the DDA District include the following:

- **DDA Overlay District:** This overlay zone sets forth development standards that apply to all sites in the DDA District. The Township uses these guidelines to review site plans located within the DDA. This overlay zone includes standards for streetscape elements (along street frontages) such as garden walls, community signs, landscaping, paving and street lighting.
- **Central Business Overlay District:** This overlay zone was established to implement the DDA's Comprehensive Master Plan's vision for sites within the DDA District between I-275 and the DDA boundary west of Canton Center Road. Currently, this overlay zone is being expanded from I-275 east to the Township's boundary to replace the Corporate Park Overlay District.

The overlay zone regulates site design features such as lot size and open space, setbacks, building height and architecture, vehicular access and circulation, parking, pedestrian amenities, signage, site landscaping, and lighting.

This overlay district incorporates a number of best practices to manage access into business centers, limit excess parking, provide for open space and landscaping, and incorporate unique architecture where possible. The front yard building setback along the road was reduced from 85 to 50 feet, with additional flexibility should the development create an urban scale streetscape that enhances the "sense of place." Other best practices incorporated into this district include:

- Require 25% open space, which connects to adjacent open space areas
- Require shared/combined driveways that adhere to MDOT's access management guidelines and the Access Management Plan for Ford Road
- Require coordinated parking systems and circulation between adjacent parcels
- Prohibit front yard parking, wherever possible

- Limit excess parking for multi-tenant shopping centers by requiring fewer spaces for gross floor area above 100,000 square feet
- Apply standards for building architecture, including size, form, materials, rooflines, color and texture

### Gray to Green: A Ford Road Multimodal Renovation (2015)

An inter-jurisdictional team consisting of Canton Township, City of Westland, Wayne County, Michigan Department of Transportation and the Federal Highway Administration have worked together to design a project that will address regional vehicular and pedestrian access problems along Ford Road, east and west of the I-275 interchange. Two elements of this project (interchange improvements and Lotz Road paving) completed construction in 2016.

The third element, a boulevard for approximately two-miles along Ford Road, and one-half mile along Haggerty Road, was the subject of a federal TIGER (Transportation Investment Generating Economic Recovery) grant application in 2015. The Township has applied for a TIGER grant to address the conditions on Ford Road eight times over the past eight years. While the grant was not awarded in 2016, efforts to implement this project will continue into the future. The boulevard will eliminate the left-turn movements along this stretch of road which consistently ranks among the top ten most accident prone corridors in the State. The narrow boulevard improvements include a space-saving, green design which will limit the right-of-way needs for the project.

To prepare the corridor for a boulevard in the future, the Canton DDA will implement the Access Management Study in cooperation with MDOT and private property owners. Projects will target select driveways for closure/combination, and build more internal access drives between existing properties. The Township will also limit left turns by changing drives to “right-in / right-out” drives where permitted.

**Figure 3. Ford Road Boulevard Concept**



Ford Road – Before Boulevard Improvement



Ford Road – Illustration of Boulevard Improvement

## LAND USE ANALYSIS

### Density

The “density” of a commercial parcel is defined as the percentage of the lot covered by buildings versus parking lots and vehicle circulation space. Canton has historically defined commercial land uses within certain identified boundaries. The main concentration of commercial use is Ford Road and the DDA District. In comparison, minor commercial areas also exist in the Township on Michigan Avenue and in Cherry Hill Village. Because the boundaries of commercial districts have been static for the past 40 years, this will force redevelopment of a parcel or using outlots (parking areas) for buildings, increasing the density on the parcel.

Changes to the zoning requirements over the past decade have been supportive of this trend by reducing parking requirements, requiring shared parking, and allowing outlot development. This is a positive change. As parcels are developed and re-developed, the new zoning standards will create higher density and less land devoted to parking and vehicle circulation facilities.

## PHYSICAL CONDITIONS ALONG THE CORRIDOR

Looking at the corridor from a physical viewpoint, the following observations are noted:

### Parking Requirements

As mentioned above, the Central Business Overlay zone includes modern-day standards for site development in the DDA District. Parking requirements in the District are designed to offer enough parking spaces for the related use, but not so lenient as to permit large expanses of parking that will never be used.

The requirements in the Overlay zone differ by land use type. Shopping centers and office space require 4 spaces per 1,000 square feet of gross floor area. The Overlay zone reduces this further for shopping centers of over 100,000 square feet to 2.8 spaces per 1,000 square feet of gross floor area.

Independent retail stores require about 7 spaces per 1,000 square feet of gross floor area. However, the number of required spaces for restaurants range from 15-20 spaces per 1,000 square feet of gross floor area, plus one per employee. These requirements may need to be adjusted as shared parking becomes more prominent throughout the DDA District.

In addition to reducing the number of parking spaces required, the Overlay zone language encourages building on “outlots” to increase density on the site and coordination between various commercial uses.

### Ingress and Egress

Due to the linear nature of the corridor, ingress and egress to properties varies considerably. Many locations have individual access points to their property which can cause traffic backups and create conflict points. Because Ford Road is regulated by MDOT and not the Township, all access points are permitted by MDOT only. The Township does not have the ability to require fewer access points or have jurisdiction over driveway locations.

The Township has adopted the Central Business Overlay District, a zoning ordinance which requires application of access management techniques to developing or redeveloping properties. These techniques include eliminating multiple driveways, combining driveways, and creating shared maneuvering lanes and parking lots. The shared drive between the Bob Evans Restaurant and Tim Hortons is a good example of an access management technique. In addition, curb cuts were reduced when the property at the southeast corner of Ford and Lilley was redeveloped, as identified in the MDOT Access Management Study. Many driveways and sites have been successfully interconnected.

The Township has identified four existing public road approaches on the south side of Ford Road that are needing removal and replacement, including Brookline Street, Elmhurst Street, Marlowe Street and Oakview Drive. The anticipated scope of work at each intersection will include: removing the existing concrete/asphalt approach and existing subgrade; installing edge drain, new 21AA limestone aggregate, and new 8" thick concrete surface; and providing Americans with Disabilities Act (ADA) ramps on both sides of each street, traffic control during construction, and turf and irrigation restoration.

### Traffic Signalization and Overhead Utilities

Traffic signals along Ford Road consist of mast arm assemblies with traffic signals and traffic signals on span wires.

All east-west overhead utilities have been buried along Ford Road.

### Building Character

Historically, many of the buildings along Ford Road were one-story, spanning thirty plus years of commercial architecture. Most have been updated, or the sites re-developed to modern standards. Renovations include construction with high quality materials, such as brick, and reflect the quality of Canton's residential neighborhoods. Building placement is primarily to the rear of the lot with parking in the front: a

trend most often associated with suburban corridor commercial developments of the 1970s and 1980s.

Today, the Central Business Overlay District includes architectural design guidelines, and prohibits placing parking in front of a new building if other options are available. As the corridor continues to develop, new outlots will be constructed, and parking lots will be relegated to the side and rear of a building, offering a more urban “downtown” character.

### Sidewalk Gaps

In 2015, the Township developed the *Canton Township Sidewalk Repair, Gap and Trail Map*. This document identifies any existing gaps in the sidewalk system within the DDA boundaries. There was only one vacant parcel within the DDA missing sidewalk along its Ford Road frontage. It is located on the south side of Ford Road, west of Canton Center Road. The gap is approximately 700' long and crosses one driveway, and was identified as a target for the 2015 plan. When this parcel is developed, a sidewalk will be installed.

The condition of the sidewalks will either encourage or discourage pedestrians to visit the DDA District on foot, and therefore are an important feature of the District.

New sidewalks could also be considered as part of the agreements between property owners and the Township/DDA to close/combine driveways, add “right-turn in/out” lanes, comply with the Americans with Disabilities Act (ADA), and in cross access easement agreements between properties. The DDA could contribute 50% of the sidewalk costs and any changes agreed to by the property owner.

## 2015 Sidewalk Repair Map Legend

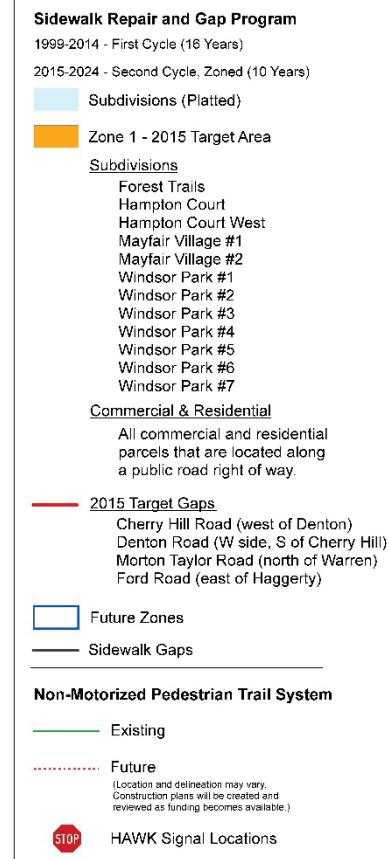
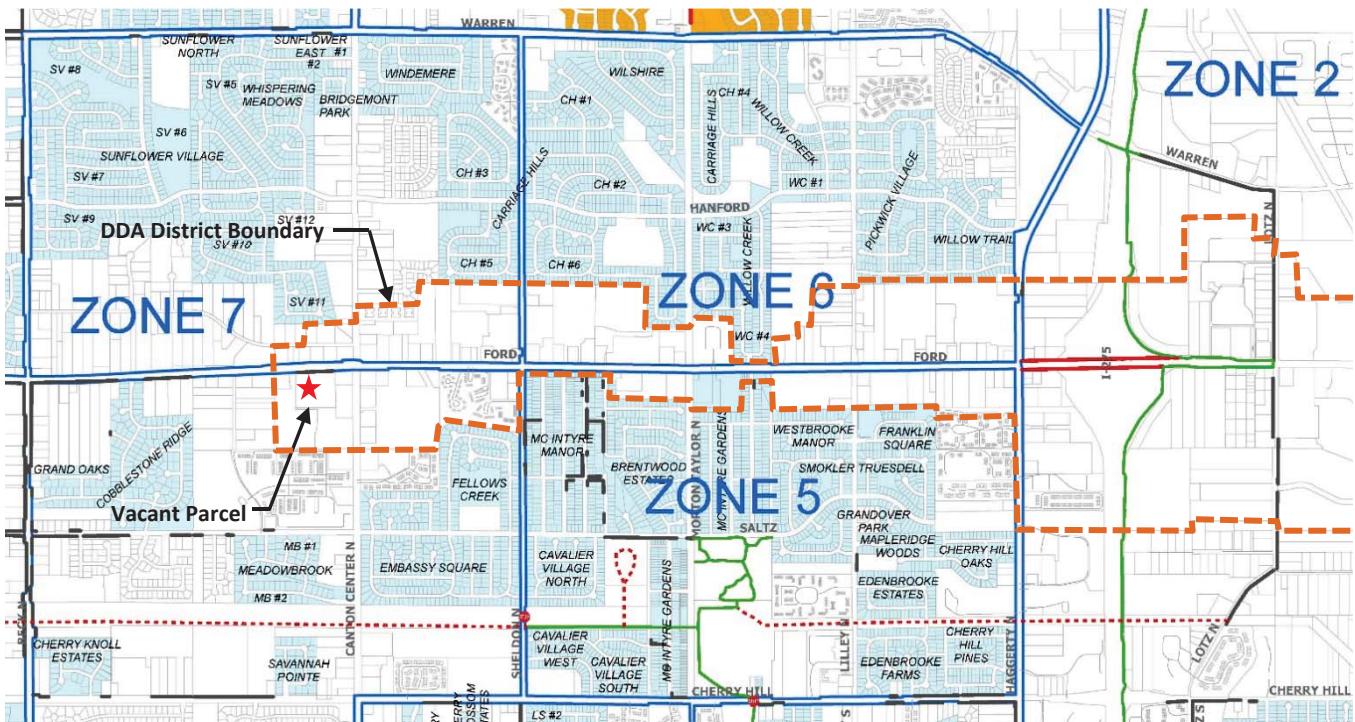


Figure 4. 2015 Sidewalk Repair Map



## Miscellaneous Concrete Curb Repairs along Ford Road

A driving evaluation was conducted to determine the condition of the existing concrete curb within the DDA boundaries. While a vast majority of the curb is in good shape, there were some selected areas that could use rehabilitation and repair. An estimated percentage of curb and gutter that is in need of rehabilitation and repair, based on the field investigations, is summarized in the table below.

**Table 1. Concrete Curb Repair Locations**

	Estimated % of Repair Length	Estimated Length of Repair (feet)
<b>West DDA Boundary to Canton Center</b>		
North side	15%	195
South side	0%	0
<b>Canton Center to Sheldon</b>		
North side	25%	650
South side	35%	910
<b>Sheldon to Morton Taylor</b>		
North side	0%	0
South side	25%	650
<b>Morton Taylor to Lilley</b>		
North side	0%	0
South side	15%	390
<b>Lilley to Haggerty</b>		
North side	0%	0
South side	0%	0
<b>Haggerty to I-275</b>		
North side	0%	0
South side	10%	150
<b>I-275 to Lotz</b>		
North side	0%	0
South side	0%	0
<b>Lotz to East DDA Boundary</b>		
North side	0%	0
South side	0%	0

## Decorative Street Light Retrofit

In October 2015, the Township received a quote from Great Lakes Power & Lighting Inc. to retrofit the 488 existing 175-watt, metal halide high-intensity discharge (HID) fixtures with 60-watt light-emitting diode (LED) fixtures. The annual energy usage for the new LED fixtures was estimated to be approximately one-third of the current usage.

## I-275 Interchange

The I-275 interchange at Ford Road is the primary gateway into the business district and Canton Community. The jurisdiction of the interchange is under the auspices of the Michigan Department of Transportation, and any improvements or changes to the intersection must be approved by MDOT. Wayne County Road Commission also has jurisdictional control of Ford Road.

The Township and DDA have spent significant funds on landscaping the interchange. However, because of the harsh conditions, ongoing disruptions by construction, and physical challenges in maintaining the plantings, the benefits of these efforts were short-lived. Another visual problem with the interchange is the underdeck side walls and the slope along the interstate. Both elements are in need of improvement.



# PUBLIC INVOLVEMENT

To create a modern vision for the DDA District, the DDA Board of Directors conducted two separate public events. The purpose of the events was to gather opinions about land use, image, and the overall function of the area within the District. A joint visioning session was held in May, 2016 with members of the DDA Board, Township Board and Planning Commission. One month later, a survey was posted on the Township's website to gather the opinions of residents, business owners, and property owners. This section of the plan describes these events and provides a summary of the information gathered. (Full results from the joint visioning session and the on-line survey are provided in the Appendix.)

## JOINT VISIONING SESSION

The Township Board, Planning Commission and DDA Board members met to discuss their ideas for the future of the Township's DDA District. The meeting involved a "brainwriting" exercise to illicit and collect ideas. Brainwriting uses a technique that is similar to brainstorming. However, instead of voicing ideas out loud, participants write their ideas on sticky notes®, and then post them to a large sheet of paper positioned on a wall or easel. The group then reviews and discusses the posted ideas with the assistance of a facilitator.

Meeting participants were asked to respond to five questions. The questions asked were:

1. *Is the land use and business mix within the DDA District a reflection of the community's vision for this area? If not, how should land use and/or the business mix be changed?*
2. *What physical changes should be made within the DDA District to make it more desirable or function better?*
3. *What marketing or educational programs or events should be initiated to better promote the District?*
4. *Could specific organizations be engaged to assist the DDA in meeting its goals? If yes, which organizations?*
5. *List any other ideas you have for the DDA District.*

## ONLINE SURVEY

The survey was available on the DDA's website for one month, and was designed to gather residents' ideas about how to make the DDA District a more desirable place to visit, and expand its offerings to the community and region.

Three-hundred eighty-seven (387) responses were gathered. Ninety-one percent (91%) of respondents were Canton Township residents, the majority of whom range in age from 36-64 years, and have children.

## INPUT RESULTS

A summary of the responses during both the joint visioning session and on-line survey are listed below, and organized under Land Use, Physical Changes, Promoting the District, Working with Other Organizations, and Corridor Image.

NOTE: This summary includes ideas the DDA Board embraces, but for which the DDA or Township Boards do not have the ability to implement. These ideas are listed under "Other Suggestions."

### Land Use

- Encourage continuing redevelopment of business sites.
- Refine the District's boundaries to include more parcels on the south side of Ford Road (between Sheldon and Morton Taylor), and narrow the district to the depth of the Home Depot development.
- Other suggestions (But not within the DDA's ability to influence):
  - a. Add more upscale businesses.
  - b. Add more unique businesses.
  - c. Add more unique uses.
  - d. Add more family-friendly restaurants.

### Physical Changes

- Provide secondary access drives from Lilley to Haggerty on the south side of Ford Road. Improve signage to identify secondary access drives.
- Improve maintenance of existing secondary access drives.
- Add electric vehicle charging stations.
- Replace traffic signal span wires with mast arms.
- Improve pedestrian safety by planting trees between the road and sidewalk, and creating dedicated pedestrian connections to storefronts through parking lots.
- Add bicycle amenities such as bike racks, secure areas to store bicycles, and offer bike rentals that people could ride between shopping areas.

- Other suggestion (But not within the DDA's ability to influence):
  - a. Construct the boulevard in Ford Road.
  - b. Implement better traffic control through timing light signals.
  - c. Add small pedestrian refuge islands to assist pedestrians crossing the street.
  - d. Improve pedestrian "walk" signal timing to allow people enough time to cross the street.
  - e. Add pedestrian plazas in shopping centers. These amenities should be "walkable" from nearby shopping areas and the main roadway sidewalks, and include benches, landscaping and other features that soften the feel of the area.
  - f. Construct a pedestrian/bicycle bridge across Ford Road.

### Promoting the District

- Add a technological tool to locate businesses in the District, such as a phone app, or through social media or other web sites.
- Expand uses and events, such a summer street event (similar to NYC), family-oriented events (petting zoo, small carnival, car show) art/craft fairs, and parade, among others.
- Create a unique place so that the District will become a popular destination.

### Working with Other Organizations

- Foster new partnerships with non-profit organizations, such as the Rotary Club, Lions Club, Scout Troops, colleges/universities and other socially-based groups.

### Corridor Image

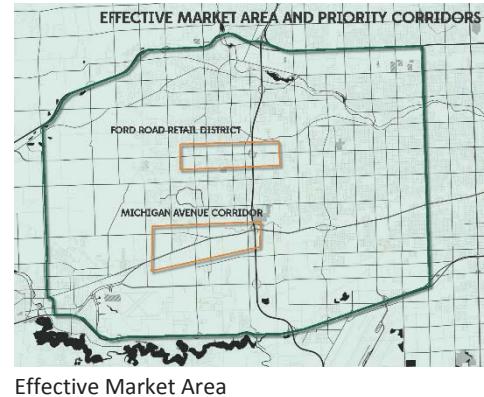
- Improve landscape maintenance in select locations.



# MARKET ASSESSMENT

In 2014, a market study was conducted to determine the current market conditions along Ford Road, and to identify specific target markets that could be attracted to existing developable sites within the Township. The study was based on an analysis of existing retail businesses and available retail space within the DDA District area.

The study also included an analysis of demographics and the economy within the “effective market area,” (EMA) which is the smallest area expected to contain the greatest concentration (60-70%) of support for most development. The EMA for Canton Township is approximately 157 square miles, and includes Canton, Plymouth, Livonia, Westland, Garden City, Wayne, Inkster, Romulus, Van Buren Township, Ypsilanti Township and Superior Township.



## MARKET OVERVIEW

### Regional Location

Canton is located in the heart of Southeastern Michigan, situated conveniently between Detroit and Ann Arbor. Downtown Detroit is a 30-minute drive, and Ann Arbor a 20-minute drive from the Township's borders. Canton is also located just minutes from Detroit Metro Airport.

### Demographics

The study used demographic information from the 2010 census, and other estimates. The table below shows the demographic information for both Canton Township as well as the market area used in the study.

Table 2. Demographic Information used in Market Study

	Canton Township	EMA
<b>2010 Population</b>	90,173	344,032
<b>No. of Households</b>	32,771	131,616
<b>Median Age</b>	33 years	38 years
<b>Median Household Income</b>	\$82,669 (2007)	51,898 (2012)
<b>Average Household Income</b>	\$95,267 (2007)	\$65,505 (2012)
<b>Per Capita Income</b>	\$28,609 (2007)	\$26,088 (2012)
<b>Owner Occupied Housing</b>	72%	70.3%
<b>Average Home Value</b>	\$224,000	\$106,601
<b>Average Household Net Worth</b>	Not Provided	\$464,377

### Desirable Traffic Counts

The Ford Road corridor benefits from convenient regional access and significant exposure from I-275. It is a major east-west thoroughfare through Canton, Westland and Dearborn and also offers access to I-275.

MDOT reported that in 2010, the average daily traffic count on Ford Road immediately east of I-275 (east boundary of DDA District) was 47,177 vehicles. This traffic count was similar to the 47,558 average daily cars west of I-275 (0.1 miles east of Lilley Road). The average daily traffic along I-275 north of Ford Road is 118,000 vehicles and 98,100 vehicles south of Ford Road. This is significant exposure to the Ford Road commercial district.

## MARKET ASSESSMENT

### Retail Mix

The Ford Road corridor is anchored by IKEA, and is 3.4 miles long. It is home to 319 retail stores, totaling 3.5 million square feet of retail space. In 2013, estimated retail sales within the DDA District were \$316.5 million among 195 retail stores. Estimated sales in the Canton EMA were nearly \$3.5 billion among 2,492 stores.

There are 251 existing businesses within 80 different categories. The corridor has an 8.4% vacancy rate that could be used for retail. There are also 45 non-retail businesses along Ford Road. These included businesses such as banks, medical offices, real estate offices and two animal hospitals.

**Table 3. Ford Road (DDA District) Retail Mix Overview**

	Number	Square Feet
<b>Total Stores</b>	319	3,459,305
<b>Non-Retail Stores</b>	45	191,749
<b>Vacant Stores</b>	23	165,223
<b>Total Retail Space</b>	274	3,267,556
<b>Occupied Retail Stores</b>	251	3,102,333
<b>Retail Vacancy Rate</b>	8.4%	5.1%

### Disposable Income & Consumer Expenditures

There are three distinct market areas within Canton Township:

1. The entire effective market area (EMA)
2. A transient traffic market area, defined by pass-through traffic
3. An occasional traffic market area, defined by those visiting the area on a less frequent basis

The retail expenditures within the entire EMA is \$3.5 billion. The total retail expenditures in the transient traffic market area are \$18.3 billion and the occasional traffic market area has total retail expenditures of \$86.2 billion.

**Table 4. Disposable Income and Retail Expenditures**

	EMA	Transient Traffic	Occasional Traffic
<b>Households</b>	135,333	274,544	1,368,470
<b>Median Income</b>	\$52,471	\$52,224	\$48,859
<b>Average Disposable Income</b>	\$52,099	\$54,296	\$52,520
<b>Total Disposable Income</b>	\$7.05 billion	\$14.9 billion	\$71.9 billion
<b>Retail Expenditures</b>	\$3.5 billion	\$18.3 billion	\$86.2 billion

## Market Potential

Within the EMA in 2010, the estimated total retail expenditures of \$3.5 billion were greater than total sales, representing a net drain of \$476 million. The \$476 million gap between total expenditures and sales indicates that consumers within the EMA spend more money at retail stores outside the EMA than within the EMA. This is also an indication that the area could attract additional retailers to capture the retail drain. A significant amount of demand is not being met within the EMA at:

- Gasoline stations (\$168 million gap)
- Food and beverage stores (\$87.8 million gap)
- Clothing and clothing accessories stores (\$71.5 million gap)
- Motor vehicle and parts dealers (\$66.7 million gap)
- Food services and drinking establishments (\$40.5 million gap)

**Table 5. Retail Drain/Attraction Analysis**

	Total Expenditures	Total Sales	(Drain)/Supply
<b>Motor Vehicle &amp; Parts Dealers</b>	711,007,077	644,344,061	(66,663,016)
<b>Furniture &amp; Furnishings</b>	84,283,219	90,156,583	5,873,365
<b>Electronics &amp; Appliances</b>	110,089,602	114,932,203	4,842,601
<b>Building &amp; Garden Materials</b>	119,379,455	130,825,051	11,445,595
<b>Food &amp; Beverage Stores</b>	471,924,944	384,117,748	(87,807,196)

## Ford Road Competes on a National Retail Stage

The Ford Road corridor is a shopping district with a mix of businesses that compete on a national stage. A good basis of comparison is the Easton Town Center in Columbus, Ohio, which is an established town center-style shopping mall that contains a mixture of retail stores that attract shoppers from a region-wide area. The Easton development is exceptionally successful and is widely known and highly regarded among retail professionals. The Ford Road corridor outpaces and outperforms the Easton development in nearly every category. See Table 6 for the comparisons made in the study.

**Table 6. Shopping Center Comparisons**

	Ford Road	Easton
<b>Total Stores</b>	319	247
<b>Total Square Feet</b>	3,459,305	2,300,000
<b>Total Retail Square Feet</b>	3,267,556	2,177,000
<b>Total Non-Retail Square Feet</b>	191,749	123,000
<b>Clothing Stores</b>		
<b>Number</b>	7	54
<b>Square Feet</b>	142,804	502,000
<b>Discount Stores</b>		
<b>Number</b>	3	2
<b>Square Feet</b>	525,827	341,000
<b>Department Stores</b>		
<b>Number</b>	2	2
<b>Square Feet</b>	517,415	392,000

# DDA MASTER PLAN GOALS

Based upon information gathered about the District's existing conditions and input from Township officials, staff, and residents, the following goals and strategies were developed to guide the DDA Board in future decision making. Implementation of these goals and strategies will require commitment and perseverance from the DDA Board, Township Trustees, community leaders, business owners, property owners, and residents.

The following goals are categorized as "Can Do" and "Want to Do." The "Can Do" goals are within the jurisdiction of the DDA Board, or when working with the Township Board and/or Planning Commission. The "Want to Do" goals are outside of the DDA's jurisdiction. However, including them in this plan communicates these ideas to others possibly better situated for implementation, such as the Michigan Department of Transportation, developers, business owners, and property owners.

## LAND USE

### 1. Goal (Can Do): Refine District Boundaries

1a. Strategy: Narrow the DDA District boundaries on Lotz Road to the depth of the Home Depot development.

1b. Strategy: Study the impact of changing the Future Land Use designation of residential parcels on the south side of Ford Road (between Morton Taylor and Sheldon) to the "Community Shopping" designation in the Township's Master Plan. This could provide land area deep enough to accommodate modern redevelopment standards.

### 2. Goal (Can Do): Encourage Further Redevelopment

2a. Strategy: Work with Township staff and boards to address stormwater problems east of I-275/north and south of Ford Road. Study creation of a regional stormwater utility that would decrease the need to mitigate wetland impacts of new development/redevelopment.

## PHYSICAL CHANGES

3. Goal (Can Do): Initiate a bond to finance larger capital projects.
4. Goal (Can Do): Add/Improve Secondary Access Roads.
  - 4a. Strategy: Develop a plan that addresses and finances closing/consolidating driveways in conjunction with the Access Management Study of 2004. This could be accomplished by building cross access ways between existing businesses, adding “right-turn in/out only” lanes/signage at select driveways, and limiting left-hand turns at select main access points.
  - 4b. Strategy: Address vehicular cross access needs between Lilley and Haggerty roads.
  - 4c. Strategy: Develop easement agreements with private property owners on existing cross access drives to permit the DDA to maintain the pavement, sweep the road, and provide needed signage. Example access drives include: Target/JC Penny/Lowes; and drive past Canton City Car Wash/Fifties Lube & Oil Change off of Canton Center Road.
  - 4d. Strategy: Develop a signage program that directs motorists to cross access drives.
5. Goal (Can Do): Improve Pedestrian and Bicycle Amenities.
  - 5a. Strategy: Work with MDOT to better time pedestrian walk lights, providing enough/more time for pedestrians to cross the road.
  - 5b. Strategy: In conjunction with analysis of the proposed Ford Road boulevard, install street trees between the road and sidewalk, where feasible, to enhance pedestrian/bicycle safety.
  - 5c. Strategy: Work with the Planning Commission and Township Staff to incorporate bike access/signage to the extent possible throughout existing internal drives.
  - 5d. Strategy: Strategically place bike racks in the District where allowed by private property owners.

## 6. Goal (Can Do): Make Curb and Road Approach Repairs

6a. Strategy: Work with the Township Engineer and the Wayne County Road Commission to repair curbs where needed.

6b. Strategy: Work with the Township Engineer and the Wayne County Road Commission to rebuild the roadway approaches at Brookline Street, Elmhurst Street, Marlowe Street, and Oakview Drive.

## 7. Goal (Can Do): Improve Vehicular Safety

7a. Strategy: Work with MDOT to install a mast arm traffic signal at the IKEA/Art Van intersection.

## 8. Goal (Want to Do): Construct Pedestrian/Bicycle Bridge

8a. Strategy: In conjunction with future MDOT road improvements, study the feasibility of installing a pedestrian/bicycle bridge across Ford Road.

## 9. Goal (Want to Do): Study Gathering/Event Space in District

9a. Strategy: Study the possibility of creating a permanent gathering space or event space in the DDA district. This space could accommodate DDA-sponsored concerts and events, as well as provide an attractive pedestrian plaza for shoppers.

## PROMOTING THE DISTRICT

### 10. Goal (Can Do): Expand Wayfinding System with Technology.

10a. Strategy: Develop a technological marketing approach, such as a phone app, or through social media or other on-line sites, for the DDA District.

### 11. Goal (Can Do): Expand Entry Sign Locations.

11a. Strategy: Acquire land on the south side of Ford Road (west of Belle Tire) and install a new entry sign.

### 12. Goal (Can Do): Update the District's Brand.

12a. Strategy: Work with a marketing company to update the District's brand with new ideas based on the seasons.

## CORRIDOR IMAGE

13. Goal (Can Do): Retrofit Streetlights with LED Fixtures

14. Goal (Can Do): Address Underside of I-275 Overpass

14a. Strategy: Work with MDOT to address the appearance of the undersides of the I-275 overpass by installing murals, artwork, and/or lighting to improve this entryway into the DDA District.

15. Goal (Want to Do): Investigate Burying Overhead Lines on Side Streets

15a. Strategy: Investigate burying the overhead utility lines on the side streets in the district located north and south of Ford Road.

16. Goal (Can Do): Expand DDA Public Art Collection

16a. Strategy: Expand the collection of permanent art pieces to display within the District. Secure an easement or purchase land to locate artwork.

17. Goal (Can Do): Simplify Roadway Landscaping and Improve Maintenance.

17a. Strategy: Simplify landscape plan within the right-of-way.

17b. Strategy: Obtain agreements with property owners west of Sheldon Road for landscape maintenance between the garden walls and curb.

17c. Strategy: Develop a maintenance program for the existing garden walls.

17d. Strategy: Update corridor irrigation system.

## GOAL/STRATEGY SUMMARY

The following table outlines the goals and strategies included in the plan and displays an approach for implementation. The entity primarily responsible for each strategy, along with a proposed timeframe and funding source, is indicated. This information is also organized by “funding source” in the Appendix.

**Table 7. DDA Goal/Strategy Implementation**

Goal/Strategy	Responsible Party	Priority/Timeframe	Funding Source
<b>LAND USE</b>			
<b>1. Goal (Can Do): Refine District Boundaries</b>			
1a. Narrow DDA District Boundaries on Lotz Road	DDA/ Twp. Bd.	2017 (Completed)	Staff Time & DDA Budget
1b. Study impact of changes to Master Plan for residential parcels	Planning Commission/ Twp. Bd./DDA	2017	Staff Time
<b>2. Goal (Can Do): Encourage Further Redevelopment</b>			
2a. Address stormwater problems at I-275/ north and south of Ford Rd.	Twp. Bd./ Planning Commission	2018	DDA District Bond
<b>PHYSICAL CHANGES</b>			
<b>3. Goal (Can Do): Initiate Bond</b>			
3a. Initiate a bond to finance larger capital projects	Twp. Bd./DDA	2018	Staff Time
<b>4. Goal (Can Do): Add/Improve Secondary Access Roads</b>			
4a. Develop and implement plan to address and finance closing/ consolidating driveways	DDA/ Planning Commission/ Twp. Bd.	2017 & Ongoing	Staff Time & DDA District Bond
4b. Address cross access needs between Lilley and Haggerty Roads	Planning Commission/ Twp. Bd./DDA	Ongoing	DDA District Bond
4c. Develop easement agreements on existing cross access drives	Twp. Bd.	Ongoing	Staff Time & DDA Budget
4d. Develop signage program directing motorists to cross access drives	DDA	Ongoing	Staff Time

**Table 7. DDA Goal/Strategy Implementation (Continued)**

Goal/Strategy	Responsible Party	Priority/Timeframe	Funding Source
<b>5. Goal (Can Do): Improve Pedestrian and Bicycle Amenities</b>			
5a. Adjust pedestrian “walk” light timing	MDOT/DDA	2017	Staff Time & DDA Budget
5b. Install street trees between road and sidewalk	DDA	2018 & Ongoing	DDA Budget
5c. Incorporate bike access/ signage on internal drives	DDA/Planning Commission	2018 & Ongoing	DDA Budget
5d. Strategically place bike racks through district, as allowed by property owners	DDA	Ongoing	Staff Time & DDA Budget
<b>6. Goal (Can Do): Make Curb and Road Approach Repairs</b>			
6a. Repair curbs where needed	Wayne Co. Road Commission/ Engineer/ DDA	2018	DDA District Bond
6b. Rebuild roadway approaches at 4 streets	Wayne Co. Road Commission/ Engineer/ DDA	2018 - 2020	DDA District Bond
<b>7. Goal (Can Do): Improve Vehicular Safety</b>			
7a. Install mast arm traffic signal at IKEA/Art Van intersection	MDOT/DDA	2018	DDA Budget
<b>8. Goal (Want to Do): Construct Pedestrian/Bicycle Bridge</b>			
8a. Study feasibility of pedestrian bridge	Twp. Bd./DDA	Long-Term	TBD
<b>9. Goal (Want to Do): Study Gathering/Event Space in District</b>			
9a. Study possibility of creating a permanent gathering/event space in the DDA District	DDA/Planning Commission	Long-Term	TBD
<b>PROMOTING THE DISTRICT</b>			
<b>10. Goal (Can Do): Expand Wayfinding System with Technology</b>			
10a. Develop technological marketing approach to District	DDA	Ongoing	TBD
<b>11. Goal (Can Do): Expand Entry Sign Locations</b>			
11a. Acquire land on south side of Ford for new entry sign	DDA	Long-Term	TBD
<b>12. Goal (Can Do): Update the District’s Brand</b>			
12a. Update District’s brand with new ideas based on seasons	DDA	Ongoing	DDA Budget

**Table 7. DDA Goal/Strategy Implementation (Continued)**

Goal/Strategy	Responsible Party	Priority/Timeframe	Funding Source
<b>CORRIDOR IMAGE</b>			
<b>13. Goal (Can Do): Retrofit Streetlights with LED Fixtures</b>			
13a. Implement streetlight fixture retrofit	DDA	2018	DDA District Bond
<b>14. Goal (Can Do): Address Underside of I-275 Overpass</b>			
14a. Improve appearance with murals, artwork, lighting	MDOT/DDA	2020 - 2022	DDA District Bond
<b>15. Goal (Want to Do): Investigate Burying Overhead Utilities on Side Streets North and South of Ford Road</b>			
15a. Investigate burying the overhead utility lines on the side streets in the district located north and south of Ford Road	Twp. Bd./DDA/ Twp. Staff	Ongoing	TBD
<b>16. Goal (Can Do): Expand Public Art Collection</b>			
16a. Purchase additional permanent art pieces and secure easement/ land to locate the art in the District	DDA	Ongoing	DDA Budget
<b>17. Goal (Can Do): Simplify Roadway Landscaping and Improve Maintenance</b>			
17a. Simplify right-of-way landscape plan	DDA/ Twp. Staff	2017	DDA Budget
17b. Obtain landscape maintenance agreements with land owners west of Sheldon Rd.	Twp. Bd./DDA	2017	DDA Budget
17c. Develop a maintenance program for existing garden walls	DDA	2017 - 2018	DDA Budget
17d. Update corridor irrigation system	DDA	2018	DDA District Bond

# APPENDIX



# INPUT RESULTS

## JOINT VISIONING SESSION

The Township Board, Planning Commission and DDA Board members met to discuss their ideas for the future of the Township's DDA District. The meeting involved a "brainwriting" exercise to illicit and collect ideas. Brainwriting uses a technique that is similar to brainstorming. However, instead of voicing ideas out loud, participants write their ideas on sticky notes®, and then post them to a large sheet of paper positioned on a wall or easel. The group then reviews and discusses the posted ideas with the assistance of a facilitator.

Meeting participants were asked to respond to five questions. The questions asked were:

1. *Is the land use and business mix within the DDA District a reflection of the community's vision for this area? If not, how should land uses and/or the business mix be changed?*
2. *What physical changes should be made within the DDA District to make it more desirable or function better?*
3. *What marketing or educational programs or events should be initiated to better promote the District?*
4. *Could specific organizations be engaged to assist the DDA in meeting its goals? If yes, which organizations?*
5. *List any other ideas you have for the DDA District.*

### Joint Visioning Session Results

The responses to these questions were categorized under Land Use, Physical Changes, Promoting the District, and Working with Other Organizations, as listed below:

#### Land Use

**Add More Upscale Businesses:** One common theme that arose during the discussion is adding more upscale restaurants and stores to the business mix along Ford Road. The group thought that the number of stores offering moderately-priced merchandise could be better balanced with stores that cater to customers looking for higher-end products. The same idea was extended to restaurants. To accomplish this, the group suggested that the Township consider providing incentives or investing in new amenities, such as small pocket parks, plazas or other gathering areas, that will increase the appeal of the corridor and thus attract more upscale businesses. Another suggestion was to increase enforcement of zoning violations and fight blight where it exists.

**Add More Unique Businesses:** A second land use theme that emerged was to reduce the number of chain businesses and add unique, locally-owned businesses. The intent is to give Ford Road a more local flavor that isn't available anywhere else. One method may be to develop outlots, or small-scale, stand-alone stores that are built along the road frontage in front of larger buildings. This development pattern offers a more intimate shopping experience at these smaller stores, allowing the visitor to park and comfortably walk from store to store.

**Add More Unique Uses:** Other ideas offered were to increase the number of clothing stores, add recreation facilities, such as an arena or stadium to the District, or possibly add an outlet type mall.

**Refine District Boundaries:** The amount of land in the DDA District was also discussed. Several respondents suggested that the DDA District boundary be narrowed on Lotz Road to the depth of the Home Depot development. (Note: This change has been implemented and shown on the boundary map in this document.) Also they suggested that commercial zoning on the south side of Ford Road between Sheldon and Morton Taylor be deepened to allow for re-development to modern standards.

**Encourage Further Re-Development:** Regarding re-development, the following ideas were suggested:

- Re-development of the existing shopping center to the northeast of the Ford and Sheldon Road intersection, and a possible location for a "Lifestyle Center."
- More outlot development at Home Depot, Sam's Club and Harvard Square.
- Address stormwater problems east of I-275/north of Ford Road. Creating a regional stormwater system would decrease the need to mitigate wetland impacts of a new development and make redevelopment easier. The stormwater system could be managed as a utility.

## Physical Changes

Comments related to vehicular, pedestrian, and bicycle access along the Ford Road corridor, and their relationship to better to better harmonize these different modes of transportation are presented below.

**Improve Vehicle Safety and Circulation:** The amount of traffic and speed of traffic on Ford Road were common concerns. Participants suggested various ways of addressing these concerns. Many supported installing a boulevard to better manage turning vehicles. (Note: This solution was the recommendation of MDOT's Traffic Study conducted in 2015. More about this study is provided on page 11.) The group also suggested other ideas to address vehicular traffic, such as:

- Provide secondary access points from:
  - Lilley to Haggerty, on the south side of Ford Road

- Between all north/south roads, on the south side of Ford Road
- Short of the boulevard, limit left-hand turns on Ford Road via signage, or just during rush-hour

**Implement Facility Improvements for Vehicles:** Physical improvement recommendations that are associated with vehicles (but not necessarily safety) included adding electric vehicle charging stations and replacing traffic signal span wires with mast arms.

**Improve Pedestrian Safety:** Comments about pedestrian amenities also focused on safety and perceived safety for people walking along the roads in the District. The traffic speed and number of vehicles creates a threatening environment for pedestrians trying to cross streets and driveways, and walking from the public sidewalk to the interior of shopping malls. Suggestions to improve pedestrian safety includes planting trees between the road and sidewalk, offering small pedestrian refuge islands, and creating dedicated pedestrian connections to storefronts through parking lots.

**Add Pedestrian Plazas and Other Amenities:** Another theme for pedestrians centered around constructing small plazas and outdoor gathering places where people could enjoy coffee or a lunchtime concert. These amenities should be “walkable” from nearby shopping areas and the main roadway sidewalks, and include benches, landscaping and other features that soften the feel of the area.

**Construct a Pedestrian Bridge:** A pedestrian bridge to safely and comfortably cross Ford Road was suggested. This structure could also create a gateway into the District, and coordinate with future Michigan Department of Transportation road improvement projects. The bridge would accommodate both pedestrians and bicyclists.

**Add Bicycle Amenities:** Accessing the DDA District via bicycle was suggested as a desirable change to draw more people to Ford Road. Participants thought that bicycle lanes and more vehicular awareness of bicycles was necessary to improve bicycle safety. Other amenities include bike racks, secure areas to store bicycles, and possibly offering bike rentals that people could use between shopping areas.

## Promoting the District

The DDA District and the Ford Road shopping area have been promoted heavily in the past through the ShopCanton brand, TV and radio ads, and partnerships with the Canton Chamber of Commerce and Canton Leisure Services Department. However, additional ideas were proposed to expand these efforts.

**Expand Uses and Events:** Expanding land use types to draw more people to the District could include a college/university satellite campus

or a minor league baseball team stadium. Events to consider include an international restaurant week, parade, or an “Art Prize” type contest using the existing sculptures as a basis. More/better use of technology was also mentioned to promote the District through social media and other on-line sites. Lastly, acquisition of land on the south side of Ford Road (west of Belle Tire) was recommended for installation of an entry sign.

**Create a Unique Destination:** A consensus confirmed that increasing the number of unique shops, restaurants, and attractions in the DDA District, the more the District will become a popular destination.

### [Working with Other Organizations](#)

The DDA and the Canton Chamber of Commerce have been working together to develop, promote, and improve the DDA District for many years. The meeting participants acknowledged this successful relationship, and named several other organizations that could glean positive results for the District.

**Foster New Partnerships:** First mentioned was the Michigan Department of Transportation, to implement the Ford Road improvements and address traffic problems within the District. In addition, non-profit organizations, such as the Rotary Club, Lions Club, Scout Troops, colleges/universities and other socially-based groups could be engaged to assist with events or programs offered in the DDA District.

### [Online Survey Results](#)

The survey was available on the DDA’s website for one month, and was designed to gather residents’ ideas about how to make the DDA District a more desirable place to visit, and expand its offerings to the community, and region.

Three-hundred eighty-seven (387) responses were gathered. Ninety-one percent (91%) of respondents were Canton Township residents, the majority of whom ranged in age from 36-64 years, and have children. The responses are organized to match the joint visioning session questions: Land use, Physical Changes, and Promoting the District. Corridor Image was an added category of the on-line survey.

#### [Land Use](#)

Most Ford Road visitors shopped at large retailers (89%) or went out to eat (85%). Reasons why respondents did not visit Ford Road include traffic congestion and concerns with traffic safety. Also noted was the lack of variety in shopping opportunities. Common themes that emerged include:

**Add More Upscale and Family-Friendly Restaurants:** Survey respondents asked for more upscale and family-friendly restaurants.

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When asked for more specifics, most mentioned casual chain restaurants (such as Red Robbin, Noodles & Co., Tom & Chee, Red Lobster, etc.), but upscale chain restaurants were also mentioned often (J. Alexanders, Bone Fish Grill, PF Chang, Cheesecake Factory, etc.). In the comments, a number of people thought that there were too many chain restaurants. So, the results are mixed as far as the specifics, but more upscale/family-friendly restaurants are desired.

**Add More Unique Businesses.** The results to this question were clear: more unique retailers and restaurants are desirable in the District. The appeal of locally-owned businesses was often brought into contrast with the undesirability of the big-box stores and chain businesses currently in the district.

**Add More Unique Uses.** Respondents wanted the variety of stores increased. Named most often include grocery stores, green grocers, clothing stores, electronics, coffee/bakery, and book stores. While chain stores were provided as examples, most comments appeared to be using them as illustrations only. Other respondents commented that the corridor cannot accommodate new uses, as the traffic problems are a result of overbuilding on parcels adjoining Ford Road.

### Physical Changes

**Improve Vehicle Safety.** This was the most mentioned comment of the survey. Many suggested adding a boulevard to limit turning movements. Widening the road and creating more secondary access roads were also mentioned. Some thought better traffic control such as timing the signals or longer duration signals could have a positive effect on traffic safety.

**Add Secondary Access Roads.** Eighty-four percent (84%) of respondents thought that secondary access roads behind shopping centers should be added. The single location most mentioned was on the south side of Ford Road between Haggerty and Lilly. Seventy percent (70%) of respondents stated that they would be in favor of such a connection being built at this location.

A majority of respondents state that they use secondary access roads when available. Additionally, they suggested improvements such as better signage to make them more visible from the main roads, widening vehicle lanes or adding turning lanes, and improving overall road maintenance.

**Improve Pedestrian Amenities.** Pedestrian safety was a major concern, but feelings against encouraging pedestrian use were not as strong as for bicycle use (see below). Responses about pedestrian amenities called for pedestrian crossing lights (i.e. HAWK crossing lights) at each intersection, timed adequately for pedestrians to cross; a pedestrian bridge; small plazas and parks that allow pedestrians to visit shops and then enjoy coffee nearby; benches, drinking fountains and trash

receptacles. Sidewalks, leading from the main roads through the parking lots to storefronts, were also identified as a needed amenity for people walking through the District.

**Add/Don't Add Bicycle Amenities.** Respondents had mixed opinions regarding how bicycles should be accommodated within the District. Some opposed bicycle access, stating that the corridor is simply too congested and dangerous to add bicycles to the mix. Others supported bicycle access, listing amenities that could provide a safe space for bicycles such as bike paths, bike lanes with markings, proper signage, additional and/or wider sidewalks, all of which would improve driver awareness of bicycles.

### [Promoting the District](#)

The DDA District's wayfinding system (colored leaf banners) is also the brand that was developed for the corridor. Survey respondents were asked if they use the wayfinding system, and how the system might be improved.

**Improve/Retire the Wayfinding System.** While most respondents are familiar with the banners along Ford Road, most (96%) stated that they don't use them to locate a business. They could find businesses without the system. To improve the system, respondents suggested moving toward a technological approach, such as a phone app.

**Add More District Events.** About one-third of respondents have attended events offered in the DDA District (i.e. jazz concerts, Grub Crawl). Suggestions for new events were offered, including a Summer Street event (similar to NYC), family-oriented events (petting zoo, small carnival, car show) art/craft fairs, beer & wine festival, sidewalk sale, food-truck Fridays/rally, parade, and a Ford Road cruise with vintage cars, among others. A number of respondents suggested building a plaza to hold the events, as holding them in a parking lot is un-inviting.

### [Corridor Image](#)

Lighting, landscaping, street trees and other features along the corridor help to create a unique image for Canton's main shopping district. While most thought the lighting was adequate, suggestions were made to increase the light intensity on the roadway, use fixtures that direct the light down on the pavement, and to increase the height of the light poles. Most also thought the landscaping was adequate, but the amount of landscaping could be increased, and the maintenance of landscaping in front of some businesses could be improved. The reaction to the public art along the corridor was positive. Lastly, a majority of respondents thought that more street trees should be planted along the corridor, between the curb and sidewalk.

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# DDA MASTER PLAN

## STRATEGIES BY FUNDING SOURCE

Table 8. DDA Master Plan Strategies by Funding Source

Goal/Strategy	Responsible Party	Priority/Timeframe	Funding Source
<b>DDA DISTRICT BOND</b>			
2a. Address stormwater problems at I-275/north and south of Ford Rd.	Twp. Bd./Planning Commission	2018	DDA District Bond
4a. Develop and implement plan to address and finance closing/ consolidating driveways	DDA/Planning Commission/Twp. Bd.	2017 & Ongoing	Staff Time & DDA District Bond
4b. Address cross access needs between Lilley and Haggerty Roads	Planning Commission/Twp. Bd./DDA	Ongoing	DDA District Bond
6a. Repair curbs where needed	Wayne Co. Road Commission/Engineer/ DDA	2018	DDA District Bond
6b. Rebuild roadway approaches at 4 streets	Wayne Co. Road Commission/Engineer/ DDA	2018 - 2020	DDA District Bond
13a. Implement streetlight fixture retrofit	DDA	2018	DDA District Bond
14a. Improve appearance with murals, artwork, lighting	MDOT/DDA	2020 - 2022	DDA District Bond
17d. Update corridor irrigation system	DDA	2018	DDA District Bond

Table 8. DDA Master Plan Strategies by Funding Source (Continued)

Goal/Strategy	Responsible Party	Priority/Timeframe	Funding Source
<b>DDA BUDGET</b>			
1a. Narrow DDA District Boundaries on Lotz Road	DDA/ Twp. Bd.	2017 (Completed)	Staff Time & DDA Budget
4c. Develop easement agreements on existing cross access drives	Twp. Bd.	Ongoing	Staff Time & DDA Budget
5a. Adjust pedestrian "walk" light timing	MDOT/DDA	2017	Staff Time & DDA Budget
5b. Install street trees between road and sidewalk	DDA	2018 & Ongoing	DDA Budget
5c. Incorporate bike access/ signage on internal drives	DDA/Planning Commission	2018 & Ongoing	DDA Budget
5d. Strategically place bike racks through district, as allowed by property owners	DDA	Ongoing	Staff Time & DDA Budget
7a. Install mast arm traffic signal at IKEA/Art Van intersection	MDOT/DDA	2018	DDA Budget
12a. Update District's brand with new ideas based on seasons	DDA	Ongoing	DDA Budget
16a. Purchase additional permanent art pieces and secure easement/land to locate the art in the District	DDA	Ongoing	DDA Budget
17a. Simplify right-of-way landscape plan	DDA/ Twp. Staff	2017	DDA Budget
17b. Obtain landscape maintenance agreements with land owners west of Sheldon Rd.	Twp. Bd./DDA	2017	DDA Budget
17c. Develop a maintenance program for existing garden walls	DDA	2017 - 2018	DDA Budget

**Table 8. DDA Master Plan Strategies by Funding Source (Continued)**

Goal/Strategy	Responsible Party	Priority/Timeframe	Funding Source
<b>STAFF TIME</b>			
1b. Study impact of changes to Master Plan for residential parcels	Planning Commission/ Twp. Bd./DDA	2017	Staff Time
3a. Initiate a bond to finance larger capital projects	Twp. Bd./DDA	2018	Staff Time
4d. Develop signage program directing motorists to cross access drives	DDA	Ongoing	Staff Time
<b>FUNDING TO BE DETERMINED</b>			
8a. Study feasibility of pedestrian bridge	Twp. Bd./DDA	Long-Term	TBD
9a. Study possibility of creating a permanent gathering/event space in the DDA District	DDA/Planning Commission	Long-Term	TBD
10a. Develop technological marketing approach to District	DDA	Ongoing	TBD
11a. Acquire land on south side of Ford for new entry sign	DDA	Long-Term	TBD
15a. Investigate burying the overhead utility lines on the side streets in the district located north and south of Ford Road	Twp. Bd./DDA/ Twp. Staff	Ongoing	TBD