

- Public parks and plazas are fundamental features of livable, higher-density, traditional communities.
- Parks and plaza should reinforce retail areas by providing places suitable for informal gatherings and public events. These areas should not simply be created out of residual land as an afterthought.
- The width, design speed, and number of travel lanes on Grand River Avenue should be minimized without compromising safety, on-street parking, or bicycle access. Streets should be designed to slow traffic, reduce accidents, and provide a more intimate scale.
- The size of any single surface parking lot should be limited to three acres. All parking lots should be planted with sufficient trees so that within ten years 70 percent of the surface area is shaded.

Goals and Policies

Several general Master Plan goals and policies affect the nature of development in New Hudson. With respect to commercial design, the Planning Commission agreed that commercial uses should reflect thorough and careful analysis of the site and a sincere effort to improve aesthetics. The policies call for pedestrian access, and placement of loading, parking and storage areas behind buildings. The Planning Commission noted the need for close monitoring and stringent enforcement of building and maintenance codes in commercial areas, and called for transition uses or screening to buffer commercial uses from adjoining residential uses.

The Planning Commission also agreed that revitalization of aging residential areas should be a Master Plan goal. In this respect, the Township should work toward improving roads, streetlights, and other residential amenities as an incentive to undertake revitalization.

Focusing more directly on New Hudson, there are five key goals:

1. Promote a pedestrian-friendly town center area.
2. Reorganize the traffic hierarchy to promote safety, accommodate the completion of the ring road, and incorporate pedestrian and bicycle facilities.
3. Enrich commercial and office uses to support local needs.
4. Incorporate the history of New Hudson into the design to enhance its unique character.
5. Incorporate natural resources to support the uses and character of the hamlet.

In addition to the five goals, the Lyon Center Vision Plan sets forth seven guiding principles, which are summarized below:¹

1. **The Hamlet Concept.** The hamlet model will allow Lyon Township to build upon the existing freestanding architecture of historic New Hudson, create infill and expansion opportunity, and revive a historic development model that characterized early development.
2. **Balanced Development.** Provide a place for all types of businesses: big box, mid box, convenience commercial, outlots, small office and downtown businesses.
3. **Image and Identity.** The Township needs to brand itself within Oakland County, Southeast Michigan, and globally. Equally important, the physical image of the Township needs to be clarified. The appearance of New Hudson is important to both the livability and the community's physical and economic development.
4. **Quality Architecture.** New Hudson stakeholders place emphasis on quality architecture and good design. Good design is sustainable, accessible, functional, well made, emotionally resonant, enduring, socially beneficial, and beautiful.
5. **Public Spaces and Places.** Stakeholders agree that one aspect of developing a lively downtown is development of public spaces and places, such as multipurpose streets; parks, plazas and squares; and, libraries, civic centers and other public buildings.
6. **Walkability.** One of the top objectives of the Lyon Center Vision Plan is to create a compact, walkable community. People love walkable neighborhoods because of their human energy – they create the opportunity for fun, lively, memorable activity.
7. **Sustainability.** Spurring the sustainability ethic are demographic shifts, a strong environmental ethic, increased fiscal concerns, and more nuanced views of growth. The result is a new demand and a new opportunity for smart growth.

Retail Analysis

A plan should be visionary, but it should be realistic in terms of what is feasible. Retail feasibility can be determined by identifying the trade area, identifying the competing facilities within the trade area, and computing the retail market potential. A retail trade analysis was completed in the Lyon Center Vision Plan, finding that there will likely be little demand for additional large-scale retail floor space within a 15-minute drive time area. The well-established Brighton and Novi clusters enjoy regional prominence and will be difficult to compete against, and the existing WalMart store in Lyon Towne Center will meet the area's demand for big box goods and services now and in the foreseeable future.²

¹ See page 21 of the Lyon Vision Plan for further explanation of these principles.

² See page 7 of the Lyon Center Vision Plan for additional detail.