The retail analysis draws four conclusions:

1. The best chance of success will be where there is an undersupply in both the local and regional trade areas.

2. It will be difficult for new businesses to compete against WalMart on convenience and price.

3. There may be a need for a gas station, although it would have to located at the outer edges of the ring road to be compatible with the vision for Lyon Center.

4. Most important, there are opportunities for niche businesses. To be successful, such businesses must differentiate themselves from big box stores in the market area. The differentiation can be on the basis of quality, service, uniqueness, or another characteristic that the big box stores cannot match. A local business will not be able to compete with a big box store on the basis of convenience or price alone.

Design Charrette

The principles outlined above were some of the considerations that planners and urban designers took into account at the charrette that was held on February 6 and 7, 2009, at the Lyon Township Municipal Center in the preparation of the Lyon Center Vision Plan. A charrette is an intense period of design activity, when planners, designers, and community stakeholders come together to relatively quickly generate a solution to a design problem. The two-day charrette in 2009 included visioning exercises, preference surveys, and live-time drawings by graphic artists and architects to capture the vision of participants of New Hudson's future. At the culmination of the charrette, a conceptual plan for New Hudson had been prepared, showing locations and amounts of various land uses, the desired transportation pattern, streetscape plans that include road cross-sections, and perspective sketches showing how New Hudson might look in the future.

The Design Plan

As briefly described in the introduction to this chapter, the Lyon Center Vision Plan calls for creation of a compact, walkable downtown, with a hamlet at its center, and high density residential adjacent to the hamlet on the south (see Lyon Center Development Vision). The hamlet, consisting of individual buildings on individual lots, mimics the way New Hudson historically developed. The hamlet is intended to be a mixed use district, with commercial, entertainment, and restaurants on the first floor, and residential and office on the upper floors.

Some redevelopment will be required to implement the hamlet plan. For example, in the southwest segment bounded by Pontiac Trail and Milford Road, the plan anticipates that in the long-term the New Hudson Corporation will relocate, providing the opportunity for more mixed use development at the intersection. Redevelopment of this site would provide the opportunity to develop a highly visible, landmark use.

Looking beyond the hamlet, to the southwest of downtown but within the ring road, the plan calls for high density single-family residential at 7 to 8 units per acre and moderate density multiple-family at 12-14 units per acre. The presence of high density housing in the downtown promotes pedestrian activity and provides a market for businesses in the hamlet.

High density single family may consist of detached housing, semidetached dwellings (i.e. duplexes), or attached townhouses. Moderate density multiple family is intended to be high quality 2-3 story units, preferably owner occupied.

On the east side of downtown a substantial amount of land is set aside for civic uses on the land use plan. This land is intended to accommodate the existing Dolsen Elementary School, an expanded Post Office, a new Township library, and perhaps a community center. The northeast segment of the ring road (Lyon Center Drive-East), as well as the Huron Valley Trail, would provide access to the civic uses on the north side of Grand River Avenue.

At the entrances to the downtown, the plan proposes Gateway corridor uses, which are intended to be low impact multiple-family residential, commercial and office uses, perhaps in redeveloped single family homes.

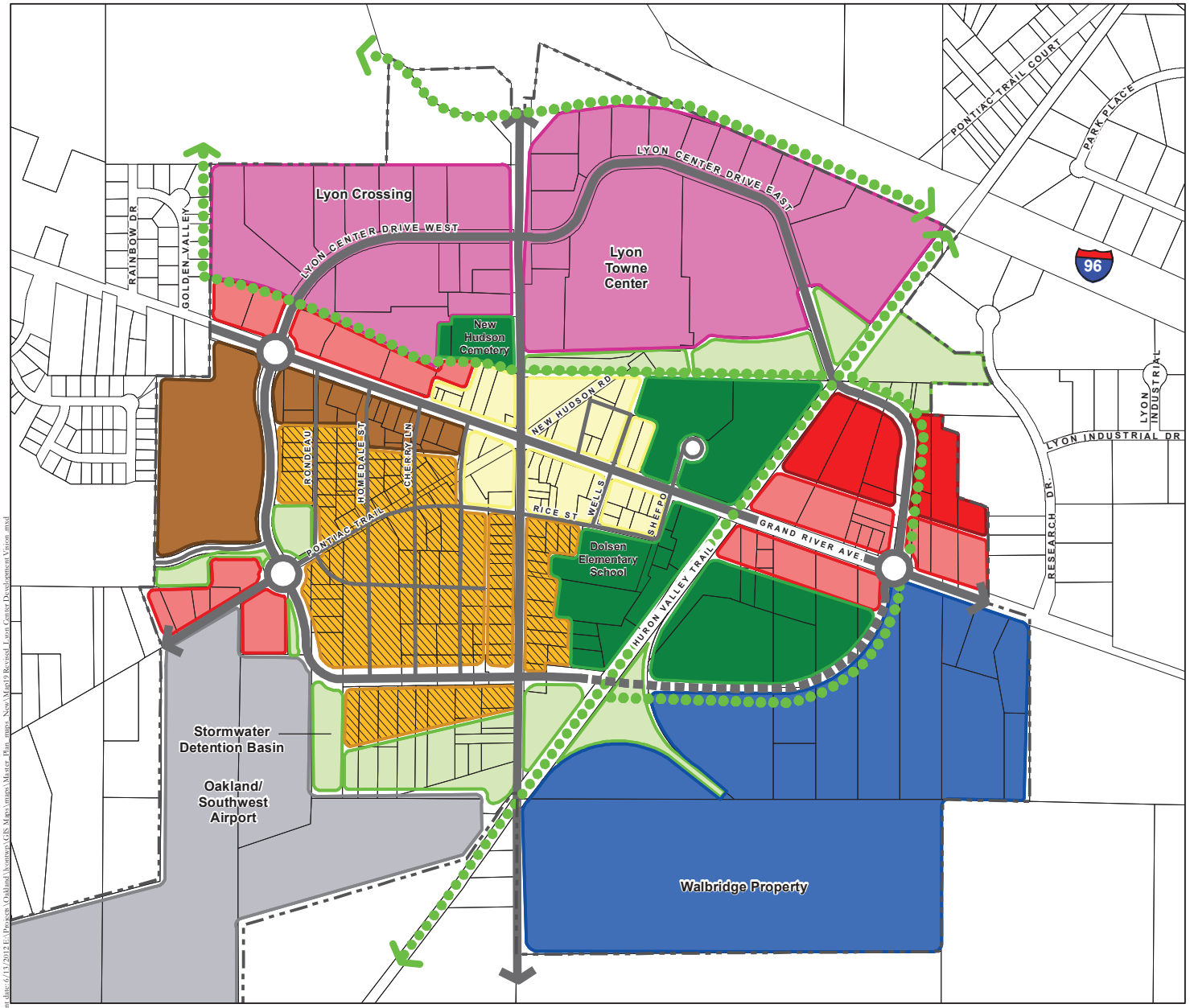
One of the unique features of the plan is the way in which highway commercial uses (i.e., Lyon Towne Center and Lyon Crossing Planned Developments) are juxtaposed adjacent to the hamlet. Visually, because of the location of the highway commercial uses, they do not overpower the smaller downtown uses. Consequently, residents realize the benefits of a small town atmosphere in the hamlet and large scale shopping opportunities to the north.

With the ring road as the thread, the hamlet plan ties nicely into the large research/office district in the southeast quadrant of the planning area. The category of land use encompasses a part of the Walbridge holdings and some adjacent parcels along Grand River Avenue.

A small office district is proposed outside of the ring road on the east side, north of Grand River Avenue. If the demand for a distinct office district does not materialize, then this district could be converted to commercial, to accommodate uses that are not appropriate in the hamlet.

Other uses identified on the plan include:

- The existing Oakland/Southwest Airport.
- Open space areas, which include natural features, open land that cannot be built upon, and storm water management facilities.
- Recreation uses, such a parkland and trailhead uses.
- The plan is intended to accommodate a new Township Library, but the location has yet to be determined.



Map 19
Lyon Center Development Vision

Charter Township of Lyon, Oakland County, Michigan

Legend

- Greenways
- Conceptual Ring Road Location
- Lyon Center Boundary
- The Hamlet
- Moderate Multiple Family (12-14 DU/A)
- High Density Single Family Residential (7-8 DU/A)
- Highway Commercial
- General Commercial
- Gateway Corridor
- Research/Office
- Airport
- Open Space
- Public and Quasi-Public Land

Note: Lyon Center is intended to accommodate a new Township Library but its location has not been determined

Source: Lyon Center Vision Plan
Parcel Data Source: Oakland County GIS, December 2006.

0 500 1,000 Feet

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McKenna ASSOCIATES

Print date: 6/13/2012 E:\Projects\Oakland\lyontwp\GIS Maps\maps\Master_Plan_maps_New\Map19 Revised_Lyon Center Development Vision.mxd

The following table summarizes features of the character areas and land uses described above:[3]

Land Use or Character Area	Building Location	Building Height	Building Design	Parking
The Hamlet (retail, restaurant, entertainment on first floor; office , residential above)	5-10 feet from front property line	Ideally 2-3 stories, but 1 is acceptable	Pitched or flat roof acceptable	In the rear or on the side. On-street is acceptable.
Moderate Density Multiple Family (attached multiple family)	10-15 feet from the front property line	2-3 stories	Pitched roof townhouse or garden apartment, preferably owner occupied.	In the rear or on the side. Garage doors should not face front.
High Density Single Family (detached, semidetached, or townhouse)	15-25 feet from the front property line	2 stories	Buildings should have single family character. Attached units should have at least one entrance facing the street.	In the rear or on the side. Garage doors should be set back 15 feet behind the front door of the building.
Highway Commercial (large scale automobile oriented commercial)	Setbacks are based on the Planned Development plans.	Typically one story, but height of big box stores may be as great as 30 feet.	Building design and materials are governed by the Planned Development plans.	Accommodated on-site.
Gateway Corridor (multi-family, commercial, office uses – low traffic generators)	15-25 feet from the front property line, with landscaping between property and the building	1-3 stories	Converted homes should retain residential character. New construction should respect the scale of adjacent buildings.	In the rear or on the side. On-street is acceptable.
Office (professional and service office uses with complementary retail)	15-25 feet from the front property line	1-2 stories	None recommended	Set back 50 feet from Grand River r.o.w. May be located in front yard on ring road. On-street is acceptable.
Research/Office	40 feet from the front property line	1-3 stories	Buildings along the ring road should include design detailing and high quality building materials.	In the rear or on the side.
Oakland/Southwest Airport	75 ft. – match current setback for the R-1.0 district	Can be 2 stories by ordinance	An upgrade in appearance is desired, but specific design criteria have not been established	On the interior of the airport or on the side of the administration building.
Civic Uses (may include a Post Office, library, community center, band shell, etc.)	Building locations, heights, design characteristics, parking, etc., will differ for each use. Civic buildings should be distinctively designed so that they are prominent, instilling a sense of pride in residents, and establish the desired image for the downtown.			
Open Space, recreation	Criteria do not apply to these uses.			

[3] See page 29 of the Lyon Vision Plan for a more detailed description of character areas and land uses.