

City of Grosse Pointe Woods - Planning & Development Program Alignment - Updated November 2021

Master Plan Goals and Objectives	2020 Vision Elements	Planning Commission and Other Actions
	Mack Avenue Enhancements	
	B1: Streetscape Elements (pp. 5-6)	COMPLETED - see Master Plan Objective 4-3
	B2: Street Light Banners / Enhancements (p. 6)	IN PROCESS - see Master Plan Objectives 3-2 and 4-3
	B3: Pocket Parks (p. 7)	Crosswalks / Pocket Parks subcommittee
	B4: 30 MPH Speed Limit (p. 8)	
	B5: Outdoor Café Enhanced Support (p. 8)	COMPLETED - see Master Plan Objectives 6-2 and 10-5
	B6: Enhanced Cross Walks / Traffic Calming (p. 9)	Crosswalks / Pocket Parks subcommittee
	B7: Commercial Beautification / Façade Improvement (p. 10)	
	B8: Mack Avenue Marketing / Branding (p. 11)	IN PROCESS - see Master Plan Objective 3-2
	Community Programs	
	C1: Community Message Board Signage (p. 12)	IN PROCESS - see Master Plan Objective 1-11
	C2: Community Events (p. 13)	Events occur throughout the seasons, primarily at City Hall and Lake Front Park sites
	C3: Community Transportation (p. 14)	
	Future/Major Community Development	
	D1: Alternative Street Lighting - Mack Avenue (pp. 15-16)	
	D2: Vernier/Mack Intersection Enhancements (pp. 17-18)	
	D3: Bike / Jogging Trail Concepts (p. 19)	
	D4: Mack Avenue Traffic / Parking Enhancements (pp. 19-22)	
	D5: Alley Enhancement Program (pp. 22-23)	
	D6: Vernier Corridor Gateway Identification (pp. 23-24)	
	D7: City Center Focus Enhancement (p. 24)	
NEIGHBORHOODS - Preserving Character and Quality		
Goal 1: The City of Grosse Pointe Woods must maintain high quality neighborhoods and attractive homes.		
Objective 1-1: Maintain and enhance the single-family character of existing neighborhoods with quality parks, commercial areas, public services, and schools.		
Objective 1-2: Encourage the development of new, high quality senior housing opportunities, such as attached condominiums, multi-family or assisted living complexes.		Completed Sunrise (Mack Avenue and Vernier Road sites) and The Rivers (Cook Road) senior housing.
See pp. 29 & 53: Senior housing		Discussed senior living in the R4 High Density Multiple Dwelling District during 2008 (for a potential development along Vernier Road).
Objective 1-3: Strengthen and protect the viability of residential neighborhoods by separating commercial areas along Mack Avenue from residential areas with well-designated buffers and transitions.	B7: Commercial Beautification / Façade Improvement D5: Alley Enhancement Program	
See pp. 46-49 & 54: Commercial / residential buffers		
Objective 1-4: Encourage the development of commercial businesses along Mack Avenue that primarily offer the types of goods and services used by local residents.		

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<p>Objective 1-5: Encourage the maintenance of and/or improvements to local streets and sidewalks to ensure safe access to the City's residential neighborhoods, while discouraging extraneous non-residential traffic, and to provide pedestrian linkages to the City's commercial districts.</p>	<p>B6: Enhanced Cross Walks / Traffic Calming</p>	
<p>Objective 1-6: Encourage through traffic to bypass residential neighborhoods. Examine the residential/commercial interfaces to eliminate existing conditions that encourage higher speeds and "cut through" in residential neighborhoods.</p>	<p>D4: Mack Avenue Traffic / Parking Enhancements</p>	
<p>Objective 1-7: Investigate programs which will encourage re-investment or redevelopment of aged housing.</p>		
<p>See p. 50: Residential infill and redevelopment</p>		
<p>- Redevelopment or remodeling of existing single family homes</p>		
<p>- Reinvestment and/or redevelopment of aged housing</p>		
<p>- Property maintenance and housing codes</p>		
<p>Objective 1-8: Continue aggressive enforcement action on property maintenance and building code regulations.</p>		
<p>Objective 1-9: Continue to strictly enforce property maintenance codes for rental housing and development additional regulations where required.</p>		
<p>See pp. 29 & 49: Neighborhood compatibility, property maintenance, rental housing</p>		
<p>Objective 1-10: Promote neighborhood identity through neighborhood schools, neighborhood parks, and neighborhood associations.</p>		
<p>Objective 1-11: Explore programs which will promote the City as an attractive community in which to live. These programs could include enhancement of the City's web-site, community calendar, promotional brochure, etc.</p>	<p>B8: Mack Avenue Marketing / Branding C1: Community Message Board Signage C2: Community Events</p>	<p>City Hall electronic message board design and budget reviewed by COW October 2021.</p>
<p>Objective 1-12: Continue quality City services and ensure efficient administration of City services.</p>		
<p>Objective 1-13: Maintain quality parks and continue improvements to recreational facilities.</p>		<p>GPW Foundation opened a miniature golf course in Lake Front Park in August 2019.</p>
<p>See p. 29: Parks, recreational facilities and community events</p>		<p>Recreation Commission "Park Improvement Proposal" included in Council packet February 2020. Chene Trombley master plan and budget reviewed by COW October 2021.</p>
<p>Goal 2: Preserve, protect and enhance the architectural style of the existing neighborhoods.</p>		
<p>Objective 2-1: Encourage redevelopment or remodeling of existing single-family homes in a manner consistent with the surrounding neighborhood.</p>		
<p>See p. 54: Neighborhood design guidelines</p>		
<p>See p. 50: Residential infill and redevelopment</p>		
<p>- Redevelopment or remodeling of existing single family homes</p>		
<p>- Reinvestment and/or redevelopment of aged housing</p>		

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- Property maintenance and housing codes		
Objective 2-2: Create development guidelines and zoning regulations that will encourage a mix of residential housing styles (ranch, colonial, etc.) while maintaining neighborhood integrity and design compatibility.		Approved conditional rezoning for Legacy Oaks housing development (former Liggett Middle School) in June 2014.
Objective 2-3: Continue and enhance programs for the planting of street trees, maintenance of street trees and replacement in a timely manner in residential areas.		
Objective 2-4: Encourage neighborhood/subdivision improvement associations as a means to promote resident involvement and improvements to neighborhood/subdivision living environments.		
Objective 2-5: Continuously monitor current zoning regulations and variance requests to assure that housing that is inconsistent with the surrounding neighborhood is not permitted.		Changes in process 2021 to Article XVII Solar Energy Systems, Chapter 8, Buildings and Building Regulations, Sec. 8-501.
See pp. 29 & 49: Neighborhood compatibility, property maintenance, rental housing		
Objective 2-6: Encourage maintenance and enhancement of tree stock on private property.		
BUSINESS ESTABLISHMENTS ON MACK AVENUE - Vitality and Mix		
Goal 3: Enhance the viability of Mack Avenue as a retail and service center.		
Objective 3-1: Consider implementing incentives for new businesses to locate, or existing businesses to improve or expand, in the City.		All Goal 3 objectives are appropriate strategic topics for the Mayor's Mack Avenue Study Committee.
Objective 3-2: Continue to promote commercial and service vitality by emphasizing portions of the Mack Avenue corridor as entertainment and cultural centers, i.e. restaurants, library, retail center, etc.	B8: Mack Avenue Marketing / Branding	"The Avenue in the Woods" district was added to the Towar Productions map of the Grosse Pointes in December 2018.
		DPW installed "The Avenue in the Woods" banners on Mack Avenue light poles in April 2019.
Objective 3-3: Encourage the location of new retail tenants, including "upscale" and/or nationally recognized retail chains.		New commercial redevelopment completed between Hollywood & Ridgemont, with partial upgrades completed between Hawthorne & Hollywood.
Objective 3-4: Encourage merchants to cooperate in setting uniform or complimentary store hours, undertaking promotional activities, and the use of creative and innovative techniques for retailing.		
Objective 3-5: Encourage the expansion and development of local business associations to benefit and support the City's commercial district.		"The Avenue in the Woods" Merchant Association was formed as a 501(c)(3) on November 29, 2018.
Objective 3-6: Consider the organization of governmental bodies, such as a Downtown Development Authority, with authorization to fund redevelopment or planning projects within the Mack Avenue corridor.		

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Goal 4: To maintain the aesthetic appearance of Mack Avenue.		
<p>Objective 4-1: Update and promote the City of Grosse Pointe Woods Storefront Design Guidelines and Master Plan that would include incentives for businesses to comply.</p>	<p>B1: Streetscape Elements B7: Commercial Beautification / Façade Improvement</p>	<p>Currently addressing code modifications, including requirements to implement streetscape elements.</p>
<p>See pp. 47 & 53-54: Mack Avenue architectural standards / design guidelines</p>		
<p>Objective 4-2: Promote the use of high quality materials and architectural detailing that complements the City's traditional style.</p>	<p>B7: Commercial Beautification / Façade Improvement</p>	<p>Currently addressing code modifications, including references to a "traditional style."</p>
<p>See p. 48: "High quality architecture"</p>		
<p>Objective 4-3: Continue public investments in streetscape improvements, such as new benches, refuse receptacles, brick pavers, bike racks and street furniture along the Mack Avenue Corridor.</p>	<p>B1: Streetscape Elements</p>	<p>Streetscape subcommittee and DPW completed the installation of benches, trash receptacles, bike racks, and flower planters on street light poles in 2021.</p>
<p>See pp. 48 & 53: Streetscape elements</p>		
<p>Objective 4-4: Where appropriate, install public plaza areas, art, sculpture, outdoor seating areas.</p>	<p>B3: Pocket Parks</p>	
<p>Objective 4-5: Enhance gateway entrances into the City with well landscaped plazas and entry signs.</p>	<p>C1: Community Message Board Signage</p>	<p>Architectural entry signs exist at the north and south ends of Mack, and on Vernier east of I-94.</p>
<p>Objective 4-6: Where appropriate, consider the introduction of well-designed vertical elements along Mack Avenue. This could include multiple story buildings, clock towers, architectural features and/or tree plantings to break up the single story continuum along Mack Avenue.</p>		
<p>See p. 49: Civic landmarks</p>		
<p>Objective 4-7: Common design elements on individual sites should be pursued to help develop and identity for the entire corridor. The design elements should include, but not be limited to, the following:</p>	<p>B1: Streetscape Elements B7: Commercial Beautification / Façade Improvement</p>	
<p>- Consistent buffering, greenbelts, and landscape planting within the corridor.</p>	<p>B7: Commercial Beautification / Façade Improvement</p>	
<p>- Consistent parking lot and directional signage and site lighting throughout the corridor.</p>	<p>D1: Alternative Street Lighting - Mack Avenue D4: Mack Avenue Traffic / Parking Enhancements</p>	
<p>- New buildings should be reviewed for architectural compatibility with the character of the area. New buildings should respect the existing, surrounding design characteristics.</p>	<p>B7: Commercial Beautification / Façade Improvement</p>	<p>Currently addressing code modifications, including opportunities to eliminate repetitive variances.</p>
<p>Objective 4-8: Establish programs for continued landscape maintenance along Mack Avenue including tree and shrub pruning to ensure that commercial establishments are not obscured by foliage and that clear sight lines are maintained at intersections.</p>	<p>B7: Commercial Beautification / Façade Improvement</p>	
<p>Objective 4-9: Evaluate the present "Colonial theme" design requirements.</p>	<p>B7: Commercial Beautification / Façade Improvement</p>	<p>Currently addressing code modifications, including references to a "Colonial theme."</p>
<p>See pp. 30 & 46: "Colonial theme"</p>		<p>Approved the Benjamin Moore "Historical Collection" color chart in October 2018.</p>

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Goal 5: Encourage a mix of uses within the Mack Avenue corridor.		
<p>Objective 5-1: Provide for a mixed-use designation to accommodate the mixture of existing land uses and to promote redevelopment where appropriate. Desirable mixed uses include the following:</p>		<p>Enacted a mixed use overlay district in August 2010 for the West side of Mack from North City Limit to Van Antwerp, and the East side of Mack from North City Limit to Vernier.</p>
<p>- Office Uses, including medical and dental.</p>		
<p>- Limited Retail.</p>		
<p>- Residential (single, multiple-family, senior housing).</p>		
<p>See pp. 29-30, 45-48, 53: Mack Avenue Corridor, including mixed use, buffers, etc.</p>		
<p>Objective 5-2: Consider developing mixed use zoning that would allow for retail ground level use with upper level office and/or residential uses.</p>		
<p>Objective 5-3: Provide design guidelines for treatment of buffers to create a smooth transition between residential areas and non-residential uses.</p>	<p>D5: Alley Enhancement Program</p>	
<p>See pp. 46-49 & 54: Commerical / residential buffers</p>		
Goal 6: Provide a pedestrian friendly environment.		
<p>Objective 6-1: Promote a safe pedestrian and attractive environment for walking and shopping. This can be accomplished through brick pavers and streetscape improvements.</p>	<p>B1: Streetscape Elements B2: Street Light Banners / Enhancements B3: Pocket Parks B4: 30 MPH Speed Limit B5: Outdoor Café Enhanced Support B6: Enhanced Cross Walks / Traffic Calming B7: Commercial Beautification / Façade Improvement B8: Mack Avenue Marketing / Branding</p>	
<p>See p. 48: Pedestrian friendly "Village" character</p>		
<p>Objective 6-2: Where appropriate, encourage business owners or restaurant owners to develop outdoor cafes and attractive plazas along Mack Avenue.</p>	<p>B5: Outdoor Café Enhanced Support</p>	<p>Amended Zoning Ordinance Section 50-538 Outdoor Café Permit in August 2008. The Building Department streamlined GPW and Wayne County requirements.</p>
<p>Objective 6-3: Provide additional crosswalks with emphasis on access to Parcels Middle School and the Library, as well as key intersections along the Mack Avenue corridor.</p>	<p>B6: Enhanced Cross Walks / Traffic Calming</p>	
<p>Objective 6-4: Provide adequate street furniture and greenbelt buffers to encourage safe pedestrian use.</p>	<p>B1: Streetscape Elements</p>	
<p>Objective 6-5: Encourage the development of pedestrian linkage between the commercial corridor and the residential neighborhoods.</p>	<p>D3: Bike / Jogging Trail Concepts D5: Alley Enhancement Program</p>	
Goal 7: Improve the appearance of the alleys running parallel to Mack Avenue.		
<p>Objective 7-1: Review placement and design of lighting within all alleys adjacent to Mack Avenue.</p>	<p>D5: Alley Enhancement Program</p>	
<p>Objective 7-2: Promote adequate and clearly designated parking spaces between the commercial uses and the alleys.</p>	<p>D5: Alley Enhancement Program</p>	

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Objective 7-3: Develop and promote design guidelines to improve the appearance of the rear building facades. Encourage use of rear entrances as second entrances where appropriate.	B7: Commercial Beautification / Façade Improvement D5: Alley Enhancement Program	
Objective 7-4: Promote a long term program to convert overhead utilities to underground.	D5: Alley Enhancement Program	
Objective 7-5: Develop and promote design standards for buffers (landscaping, walls, berms, fences, etc.) between the alleys and adjoining residential properties by encouraging the use of complimentary quality buffers within the same alley.	D5: Alley Enhancement Program	
See pp. 29-30, 45-48, 53: Mack Avenue Corridor, including mixed use, buffers, etc.		
Objective 7-6: Improve enforcement of property maintenance codes in rear of building and alley areas. Develop additional regulations where necessary to ensure improved alley function and appearance.	B7: Commercial Beautification / Façade Improvement D5: Alley Enhancement Program	The Dumpster Evaluation Subcommittee discussed alley dumpsters during 2008 (placed project on hold in April 2009 and then disbanded the subcommittee).
See pp. 46 & 54: Alleys		
TRAFFIC/PARKING - Improving Circulation and Parking Supply		
Goal 8: Enhance existing traffic circulation system to serve more efficiently residents and businesses located within the City.		
Objective 8-1: Consider alternative designs for Mack Avenue which enhance circulation of vehicular safety and maximize parking.	D4: Mack Avenue Traffic / Parking Enhancements	
Objective 8-2: Identify high traffic areas and explore possible solutions. Explore grant programs through Wayne County, SEMCOG or MDOT for the improvement of traffic flow and safety on Mack Avenue.	D4: Mack Avenue Traffic / Parking Enhancements	
See p. 30: Traffic flow		
Goal 9: Promote sufficient, accessible and attractive parking along or adjacent to Mack Avenue.		
Objective 9-1: Consider conduction a comprehensive parking study which inventories public and private spaces, assesses parking demand and recommends detailed solutions for parking improvements on an area by area basis.	D4: Mack Avenue Traffic / Parking Enhancements	
Objective 9-2: Strengthen and expand Mack Avenue shopping opportunities by providing convenient and adequate parking.	D4: Mack Avenue Traffic / Parking Enhancements	
Objective 9-3: Create a public/private partnership to develop additional parking lots along Mack Avenue for servicing businesses on Mack Avenue, including the potential development of a parking impact fee.	D4: Mack Avenue Traffic / Parking Enhancements	
Objective 9-4: Promote shared parking lots, especially along the Mack Avenue alleys in order to maximize parking efficiency.	D4: Mack Avenue Traffic / Parking Enhancements	
Objective 9-5: Promote parking in rear of businesses.	D5: Alley Enhancement Program	
Objective 9-6: Identify landscape options which would also provide more space for screening/buffering of the adjacent single-family homes.	D5: Alley Enhancement Program	

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See pp. 29-30, 45-48, 53: Mack Avenue Corridor, including mixed use, buffers, etc.		
See pp. 30, 46, 54: Parking		
ZONING/LAND USE - Ideas for Redevelopment		
Goal 10: Review and periodically update the Zoning Ordinance.		
Objective 10-1: Consider options which would allow mixed use zoning and redevelopment alternative for certain areas along Mack Avenue.		Amended Zoning Ordinance Section 50-371 Special Land Uses, to include paragraph (7) Three-Story Mixed Use Buildings in June 2010 (enacted August 2010).
		Enacted a mixed use overlay district in August 2010 for the West side of Mack from North City Limit to Van Antwerp, and the East side of Mack from North City Limit to Vernier.
Objective 10-2: Periodically evaluate the applicability and appropriateness of the existing zoning regulations for land use, setbacks and density.		Amended Zoning Ordinance Sections 50-1 Definitions; 50-370(2) Permitted Uses - Retail Businesses; and 50-419(1)(f) Permitted Uses - Retail Businesses - Restaurants ... to regulate Drive-Thru Facilities in May 2013 (enacted July 2013).
Objective 10-3: Periodically evaluate the adopted Sign Ordinance to ensure the effectiveness and reasonableness of current regulations.		Amended Zoning Ordinance Chapter 32-13 Signs - Wall Signs in March 2017.
		Amended Zoning Ordinance Chapter 32-14 Signs - Projecting or overhanging signs in 2019 to allow blade signs. Discussed the possibility for a comprehensive ordinance review and the development of graphic standards (i.e. like Birmingham).
		Council removed all "neon sign" prohibitions in March 2011.
Objective 10-4: Periodically evaluate and/or modify the list of permitted and special land uses within the Zoning Ordinance.		Amended Zoning Ordinance Section 50-1 Definitions, and Divison 6, Community Facilities District, Sections 50-338 Purpose and 50-339 Permitted Uses in September 2009.
		Amended Zoning Ordinance Divison 6, Community Facilities District, Sections 50-340 Special Land Uses in August 2010 (enacted by Council October 2010) in order to allow a Continuing Care Retirement Community as a Special Land Use (applied to The Rivers in April 2011).
Objective 10-5: Develop additional zoning tools to promote and allow for continued redevelopment interest.		Amended Zoning Ordinance Sections 50-37 Review by Planning Commission; 50-120 Authority of Council; Procedure; Protests; 50-148(c)(13) Powers - Board of Appeals; and 50-149 Variance Standards in April 2009.
		Amended Zoning Ordinance Section 50-539 Solar Energy Systems in November 2012.

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		Amended Zoning Ordinance Section 50-538 Outdoor Café Permit in August 2008.
		Reformatting of the Zoning Ordinance via Giffels Webster Clearzoning is nearing completion late 2021.
Goal 11: Ensure ongoing interest and implementation of the City's Master Plan.		
Objective 11-1: Continuously promote and utilize as a reference the various ongoing missions defined within the Master Plan.		Presented the 2020 Vision Plan to COW on June 12, 2017.
Objective 11-2: Establish and promote funding to implement various aspects of this Master Plan.	Financial Overview (p. 25)	
See p. 55: Capital Improvement Program		
See pp. 55-56: Funding sources	Funding sources (p. 26)	
- Transportation Enhancement Activity (TEA) Program		
- Shopping Area Redevelopment Act, Public Act 120 of 1961	- Federal or State Grants	
- Brownfield Redevelopment		
- Downtown Development Authority (DDA), Public Act 197 of 1975	- TIFF, DDA, or similar	
- General Fund	- Traditional Line Item assignment from Annual City Budget	
- General Obligation Bonds		
- Revenue Bonds	- Dedicated Tax or Assessment	
- Special Millage		
- Special Assessment		
	- Personal Donations	
	- Memorial Donations	
	- Dedicated Fund Raisers	
	- Grosse Pointe Woods Foundation	
Objective 11-3: Develop a schedule to review the Master Plan on a specific, periodic basis.		Approved/reapproved the Master Plan in 2006, 2011 and 2017. Current review interval is every 5 years.
Objective 11-4: Implement annual reporting regarding the status of the Master Plan objectives.		
Current Potential Master Plan Updates:		
Item 1: Chapter 2 data for Population, Housing, Labor Force and Employment, Income, etc. is primarily based on the 2000 Census and earlier studies.		Socio-economic data and 10-year interval data trends ending in 2000 can be updated for 2010 and 2020 census data.
		Update October 2005 map data where applicable.
Item 2: "Childrens Home of Detroit" & "Liggett Middle School" are shown in:		Need to delete references in Maps 1 through 5 and Table 4.
		Change Maps 4 and 5 from "Institutional" zoning to conditional residential zoning or special land use (Childrens Home revised August 2010 ; Liggett revised June 2014)
- Map 1 Homestead Exemptions		Update former Liggett Middle School property.
- Map 2 Community Facilities		
- Map 4 Existing Land Use		Need to add the Mixed-Use Overlay District to Map 4.
- Map 5 Future Land Use Plan		Need to add the Mixed-Use Overlay District to Map 5.
- Table 4 Future Land Use Allocation (p. 45)		

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