

memorandum

DATE: July 22, 2024
TO: Grosse Pointe Woods City Council
FROM: Jill Bahm, Stephanie Osborn, Rose Kim, Giffels Webster
SUBJECT: Master Plan Draft – Distribution for Review

On June 25, 2024, the Grosse Pointe Woods Planning Commission made a recommendation to City Council to authorize the distribution of the Master Plan draft to neighboring communities for review. City Council is now tasked with reviewing and deciding on that recommendation. The Planning Commission identified some minor changes which have been incorporated into the attached draft (which can also be found at [this link](#)).

Key dates in the progress of the plan process to date are noted as follows:

- December 13, 2022 – Kickoff of Phase 1 with PC
- April 25, 2023 – Existing conditions draft PC discussion
- June 19, 2023 – Visioning workshop with PC and City Council
- July 31, 2023 – Goals and objectives PC discussion
- October 23, 2023 – Resident Open House
- November 28, 2023 – Open House results and Phase 1 wrap-up with PC
- January 23, 2024 – Future Land Use Plan & Map PC discussion
- February 20, 2024 – Future Land Use Plan & Map and Mack Avenue Corridor Plan PC discussion
- April 23, 2024 – Mack Avenue Corridor Plan and Action Items PC discussion
- May 28, 2024 – Master Plan draft PC study session
- June 25, 2024 – PC recommendation to City Council authorizing distribution of draft

Based on the findings from Phase 1, which included data collection and community input, the following goals were set forth for the Master Plan update:

- Goal 1: Housing. Provide a range of housing choices for all ages, abilities, and incomes.
- Goal 2: Economic Development. Elevate Mack Avenue as a thriving, vibrant commercial corridor that meets the daily needs of residents and is a destination for visitors.
- Goal 3: Transportation. Enhance the entire transportation network to provide safe, convenient, and accessible transportation choices.
- Goal 4: Community Character. Strengthen sense of place, identity, and character throughout the City and its neighborhoods.
- Goal 5: Resiliency. Promote resiliency to create a more equitable and inclusive community.

The Mack Avenue Corridor Plan was developed to expound upon the opportunities in the 2017 Mack Avenue Vision Plan, outlining strategies to strengthen the corridor with respect to improving the public realm, pedestrian safety, branding, and beautification.

The plan process resulted in key changes to the Future Land Use Plan, including consolidation and renaming of categories. It also resulted in a new Corridor Expansion Area designation which has been added to provide guidance for areas adjacent to properties along Mack Avenue, roughly two lots west of the Mack Avenue commercial frontage, and allow for redevelopment as determined by community need and fit.

The Implementation chapter considers strategies which may be used to carry out the vision of the overall plan and the Mack Avenue Corridor Plan and the goals and objectives.

Next Steps

City Council can direct staff to distribute the updated plan draft for the required 63-day period. [August 12, 2024]

After the 63-day review period, we will summarize the findings from neighboring communities' comments for the Planning Commission. The Planning Commission will consider the feedback received, hold the required public hearing and consider adoption of the Master Plan. [expected October 2024]

Following Planning Commission adoption of the Master Plan, City Council may also adopt the plan. [expected November 2024]

After adoption, the Planning Commission will assign time frames or priorities to the action items in the Master Plan. These time frames and priorities are intended as guides and may be adjusted as resources allow or as other issues arise. City Council may wish to participate in this conversation with the Planning Commission in a joint meeting. [early 2025]