

**Woodward Avenue Action Association (WA3)**  
**RESOLUTION SUPPORTING INVESTMENTS IN QUALITY RAPID TRANSIT IN METRO DETROIT**  
(Adopted by WA3 Board of Directors February 17, 2011)

The Woodward Avenue Action Association's Board of Directors hereby finds and declares as follows:

**Whereas:** Since 2004, the Woodward Avenue Action Association's mission is to enhance the visual, economic, functional and historic significance of the 27-mile Woodward Avenue All-American Road, through public, private, local and regional partnerships. As the only *All-American Road*® in the State of Michigan, a *National Scenic Byway*® and a designated Michigan State Heritage Route, WA3 focuses on projects that recognize Woodward's historic significance, improve corridor appearance, enhance the pedestrian experience and promote development opportunities for communities and businesses.

**Whereas:** WA3 works in partnership with the Federal Highway Administration, Michigan Department of Transportation, State of Michigan, Wayne and Oakland Counties and the 11 adjoining communities, from the Detroit River to Pontiac (Detroit, Highland Park, Ferndale, Pleasant Ridge, Huntington Woods, Berkley, Royal Oak, Birmingham, Bloomfield Hills, Bloomfield Hills Township, Pontiac) to better connect cities and the region through collaborative economic development efforts that result in new business attraction, job creation and increased cultural heritage tourism.

**Whereas:** WA3 works to implement a vision for a unified linear city along Woodward Avenue that includes strategies to integrate Complete Streets practices and non-motorized infrastructure; Transit Oriented Development approaches to land use planning, zoning and development codes; parking and traffic flow considerations; and future expansion of high capacity, rapid transit investments, such as Light Rail or Arterial Rapid Transit, as recommended in the Comprehensive Regional Transit Service Plan prepared by the Regional Transit Coordinating Council representing Macomb, Oakland and Wayne Counties and the City of Detroit.

**Whereas:** WA3 envisions a Byway that is easily traversed and connected by rapid transit that improves access and mobility, builds strong neighborhoods, accelerates business growth and development investment and increases tax revenue along the corridor.

**Whereas:** A unified vision for Woodward Avenue will spark economic vitality, strengthen existing communities, support healthy neighborhoods and link downtown districts with intensified corridor development and infrastructure. A unified plan will catalyze new investments and transform existing auto-centric infrastructure with single-use development patterns to higher density, mixed-use and multimodal transportation networks.

**NOW THEREFORE BE IT RESOLVED** that the WA3 Board of Directors, guided by the WA3 Transit-Oriented Development Task Force, will work proactively to be a resource for the advancement of quality rapid transit that provides mobility choices for residents, businesses and visitors, thereby increasing vitality along the Woodward Avenue Byway.

**BE IT FURTHER RESOLVED** that the WA3 Board of Directors believes long term investment in rapid transit in Metro Detroit, is a powerful tool to alter current development patterns, build vitality and strengthen the local and regional economy.

**BE IT FURTHER RESOLVED** The WA3 Board of Directors recognizes that funding plans need to be developed to support plan implementation; along with an authority or governance structure to manage and operate the system.

**BE IT FURTHER RESOLVED** that this adopted Resolution will be sent to relevant state and county transit organizations, community leaders in the 11 Woodward Avenue communities and government officials and be made available to the public on the WA3 website.

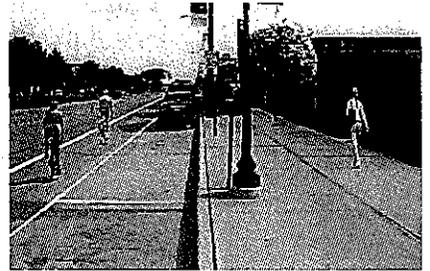


**Woodward Avenue Action Association  
Transit-Oriented Development Task Force**

**So, exactly what is TOD:**

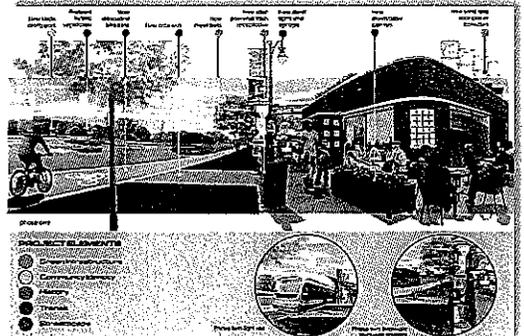
Transit-oriented development (TOD) is a planning and development concept that encourages the integration of public transportation systems in the site design and planning process, and encourages pedestrian-friendly development that is focused on mixed-use landforms and accessibility for pedestrians, bicyclists and transit users. A truly effective TOD attempts to provide compact, walkable communities that offer a sense of place for residents.

TOD also maximizes and enhances the economic development and planning associated with the implementation or expansion of high-capacity rapid transit in a defined region or corridor, such as Woodward Avenue.



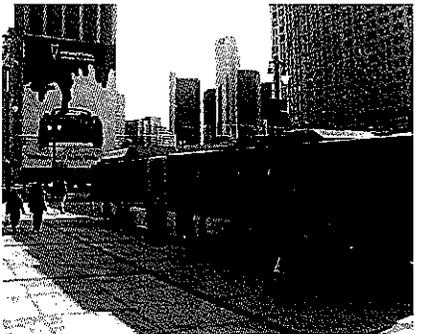
**TOD – The key to creating a vibrant Woodward Avenue:**

- **WA3 believes** that providing high-capacity rapid transit along the Oakland County portion of the corridor is critical to the economic vitality of the region.
- **Benefits for All.** Residents, businesses, and visitors to the area will enjoy enhanced economic development and reinvestment in the region, a greater “sense of place” and higher property values, improved public transit service and greater mobility options.
- **Our Planning Begins Now.** While the transit component is a multi-year endeavor, the WA3 has initiated a call to action and convened a TOD Task Force that is effectively conducting land use and economic development planning, accessing Federal and other funding sources, and leveraging opportunities.



**TOD Task Force:**

In 2010, the WA3 convened a task force to create a vision and consensus for advancing transit-oriented development (TOD) along Woodward Avenue in South Oakland County. Key TOD task force members represent elected officials from the cities of **Berkley, Birmingham, Ferndale, Huntington Woods, and Royal Oak**, as well as institutional and business partners, including: **SMART, SEMCOG, Michigan Suburbs Alliance, the Detroit Zoo and Beaumont Health System.**



**TOD Task Force mission and objectives:**

- Create a walkable, “complete street” shared by transit, bicycles, pedestrians and autos.
- Explore the opportunities and benefits of expanding safe, efficient and cost-effective rapid transit into the Oakland County section the Woodward corridor.
- Inspire great architecture, quality “streetscaping” and beautiful, clean, welcoming public spaces.
- Provide a unified voice that advances the transit dialogue and the plan for a transit model that benefits the entire region.
- Research land use strategies, conduct policy education, and support promotional activities to roll out the vision and implementation plans.
- Stimulate robust retail and tourism opportunities.

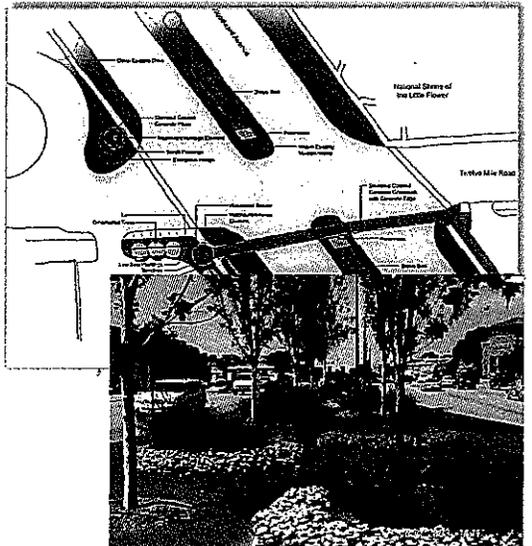
**Progress to date:**

- Convened in October 2010 to develop transit vision for South Oakland County along Woodward.
- Awarded \$32,700 MDOT planning grant to fund pre-planning work.
- Awarded \$15,000 Urban Land Institute Community Action Grant.
- Partnering with Lawrence Technological University on TOD vision and design concepts.
- Supported efforts that helped secure a \$2 million 2011 Federal Transportation Authority (FTA) Liveability Grant for the alternatives analysis of rapid transit in South Oakland County in partnership with SEMCOG and Michigan Suburbs Alliance (MSA)
- Developed Zoning Overlay ordinance for adoption by South Oakland communities by March 2012.

**The Members of the WA3 TOD Task Force:**

For a complete list of the WA3 TOD Task Force members, log onto: [www.transformwoodward.org](http://www.transformwoodward.org).

**For more information: Jason Fowler**, WA3 Program Manager, 248-288-2004. Email: [jason@woodwardavenue.org](mailto:jason@woodwardavenue.org)



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