

PLANNING DEPARTMENT
CITY OF ROYAL OAK
211 WILLIAMS STREET
P.O. BOX 64
ROYAL OAK, MI 48065-0064

A VISION
TO THE
FUTURE
ROYAL OAK

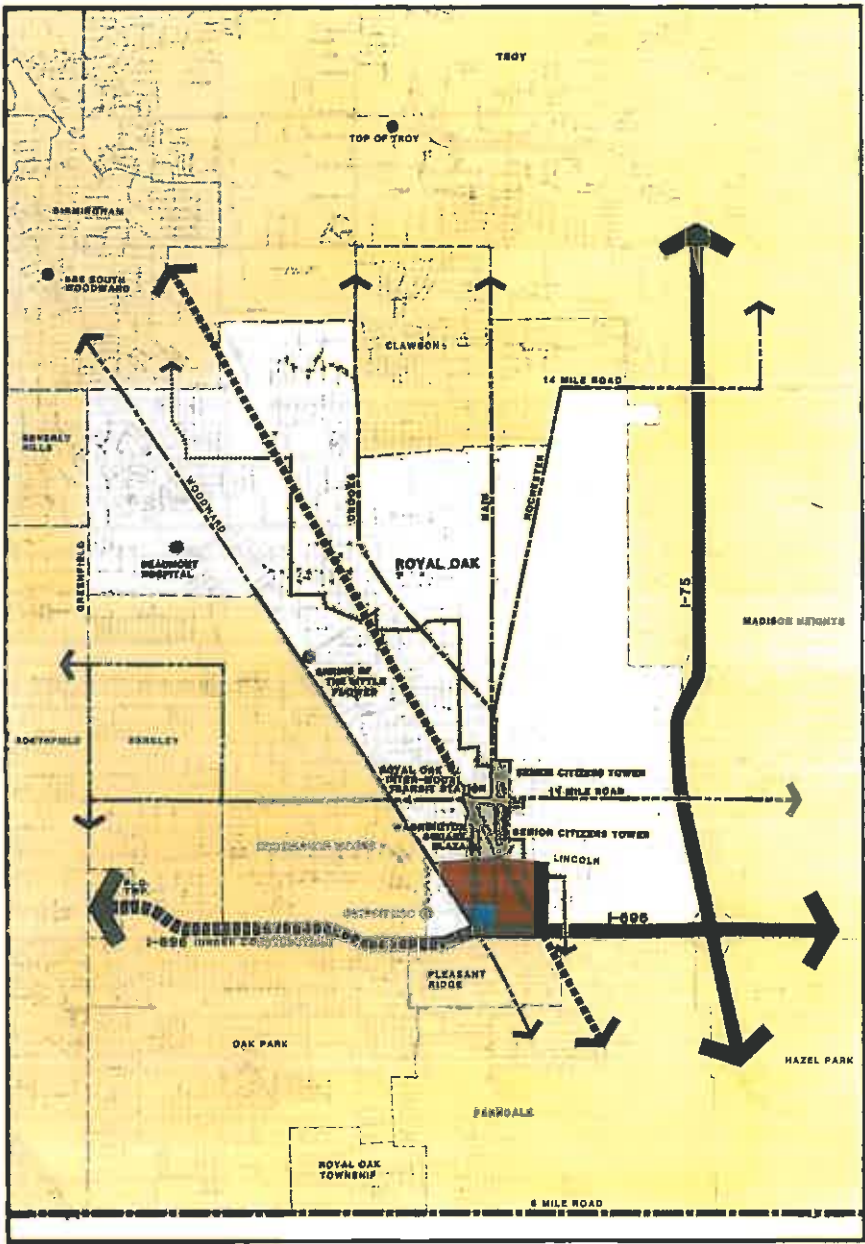
UP FRONT I N F O

OPPORTUNITY! That's what the new I-696/ Woodward Avenue interchange means to Royal Oak—an opportunity to create a future bright with the promise of renewed growth and continued improvement. This brochure presents a vision of that future. We hope you will come to share this vision and our enthusiasm for the possibilities that are ahead.

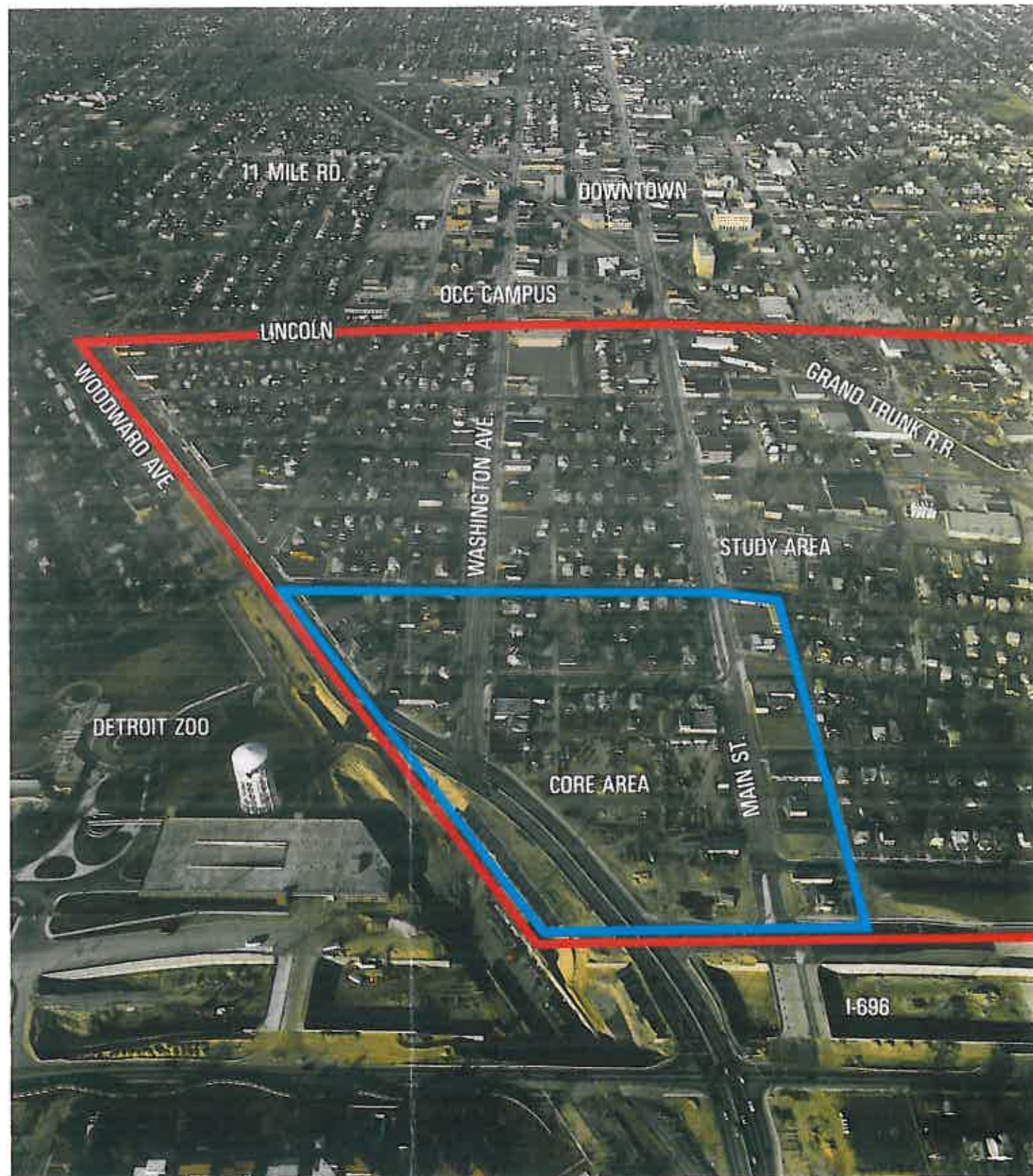
The brochure begins with a list of "Goals." Please read them since they are the foundation upon which our vision is built. Following the list of "Goals" is a plan for the study area. This is an area bounded by Woodward Ave., Lincoln Ave., Irving St. and I-696. After the "Study Area Plan" is a list of "Design Elements." These are the ideas used to develop concept plans for the "Core Area," which is bounded by Woodward Ave., Kenilworth Ave., Main St. and I-696. These concepts, called Habitat Village and Royal Plaza, reflect what the future could hold for our city.

Pursuing this vision will not be without problems. However, with your understanding and support, Royal Oak can achieve its vision, and realize a potential that is limited only by our imagination.

ROYAL OAK PLAN COMMISSION



AERIAL VIEW



PROJECT GOALS

GENERAL:

ENHANCE STUDY AREA

Initial development should be of the type and quality, and have sufficient impact, to generate adjacent development investment as well as quality re-investment throughout the study area.

COMPREHENSIVE PLANNING

The area should be studied and developed in a comprehensive manner to avoid piecemeal, spotty development.

COMPLEMENT THE DOWNTOWN

Development should be compatible with existing uses, character and qualities of the Downtown rather than be competitive.

REALISTIC

Development should be economically realistic and marketable.

LINK TO ZOO

Development should consider being physically linked to the Detroit Zoo.

RESIDENTIAL:

PRESERVE NEIGHBORHOODS

Viable residential neighborhoods should be preserved and protected to encourage upgrading through private re-investment.

ADD HIGHER DENSITY

Higher density residential development should be encouraged, particularly as transitional uses adjacent to existing residential neighborhoods.

COMMERCIAL:

LINK TO THE DOWNTOWN

Commercial development along I-696 & Woodward service drives should be linked to the Downtown by future development along Washington & Main Streets for maximum accessibility.

LINK WITH O.C.C.

Development should encourage the sharing of facilities & programs with Oakland Community College.

REGULATE LAND USE

Limit the expansion of strip commercial & disallow spot commercial in isolated, unplanned locations.

LIMIT IMPACT ON NEIGHBORHOODS

Development along I-696 & Woodward should not negatively impact adjacent residential neighborhoods.

INDUSTRIAL:

UPGRADE INDUSTRIAL

Attract the type & quality of light industrial development capable of sustaining a sound economic base.

IMPROVE IMAGE

Encourage a diverse light industrial base that presents a positive, attractive image of the community.

OPEN SPACE:

LINK TO THE DOWNTOWN

Link new development to the Downtown by creating a system of public walks and open space.

HIGHLIGHT ENTRY POINTS

Create strong visual features at major entry points into the city.

IMPROVE RIGHTS-OF-WAY

Improve & maintain the quality of public rights-of-way.

IMPROVE PARKS

Improve & maintain the quality of public parks.

ADD OPEN SPACE

Acquire additional lands for public open space.

PUBLIC LANDSCAPING

Preserve the existing residential character of the city by the preservation & promotion of tree plantings within all public rights-of-way.

CIRCULATION:

PROVIDE PEDESTRIAN ORIENTATION

Develop a pedestrian circulation system apart from vehicular traffic which allows for safe, convenient & attractive means of movement between adjacent uses/attractions.

CONTROL VEHICULAR MOVEMENT

Develop a vehicular circulation system which provides safety and convenience, yet discourages through-traffic in low density residential neighborhoods.

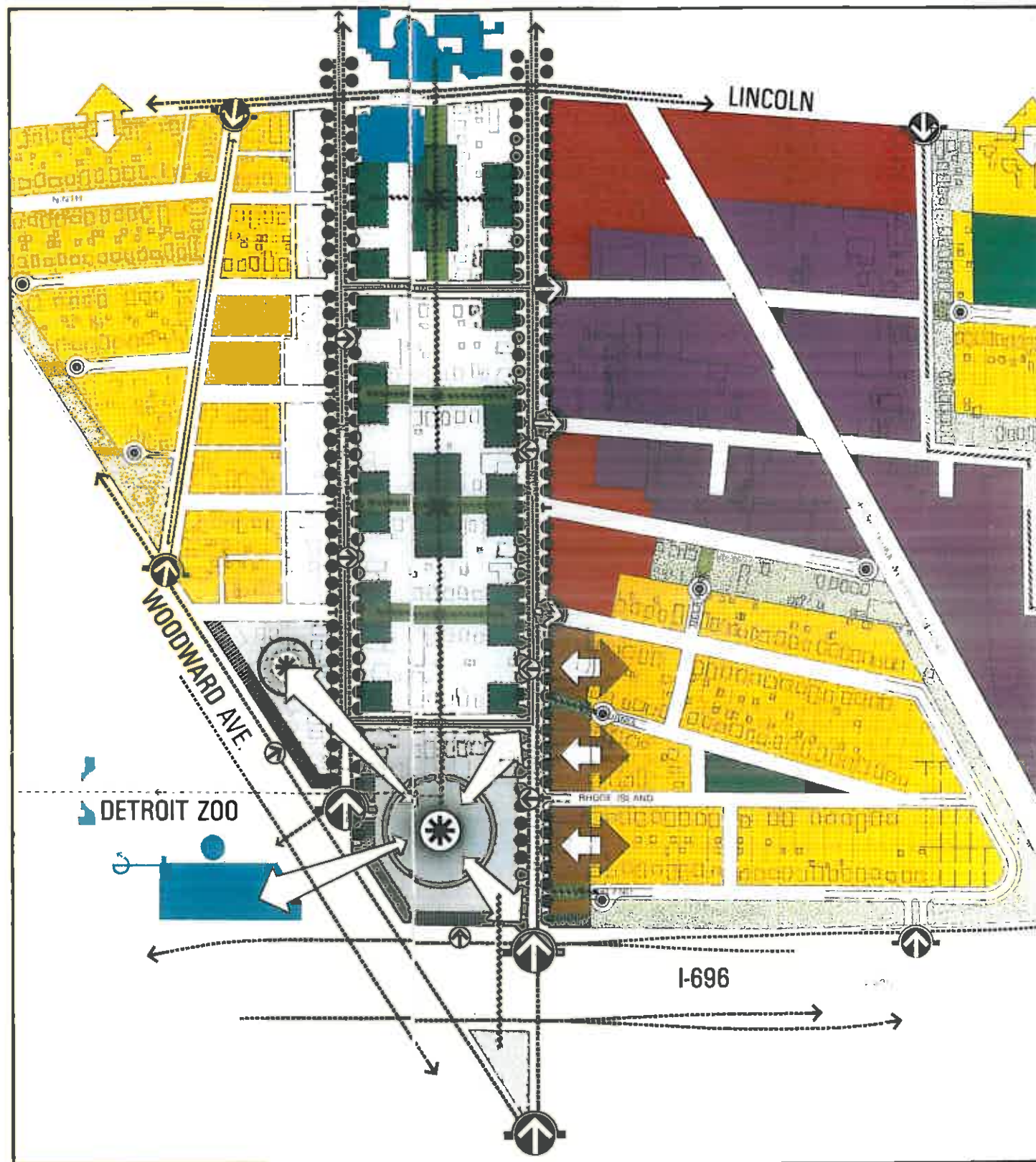
PLANNED PARKING

Develop a public parking system which provides for easy access but shields the automobile from view.

LEGEND

	UPGRADE INDUSTRIAL
	KEEP COMMERCIAL
	NEW MEDIUM DENSITY RESIDENTIAL
	PRESERVE EXISTING NEIGHBORHOOD
	AREA FOR POSSIBLE FUTURE REDEVELOPMENT
	CONTINUATION OF, OR CHANGE IN LAND USE
	OPEN SPACE AREA
	PASSIVE PARK
	PEDESTRIAN PLAZA
	PEDESTRIAN ROUTES
	CONTINUATION OF EXISTING DOWNTOWN LANDSCAPING
	ACCESS TO PARKING
	PRIMARY ROAD
	SECONDARY ROAD
	PUBLIC TRANSIT TO/ FROM DOWNTOWN
	TRUCK ROUTE
	STREET T-JUNCTION
	STREET CUL-DE-SAC
	VACATED STREET
	SIGNIFICANT PUBLIC BUILDINGS
	AREAS NEEDING SPECIAL NOISE CONTROL
	KEY ENTRY POINT
	IMPORTANT VISUAL & PHYSICAL RELATIONSHIP
	SPECIAL FEATURE

STUDY AREA PLAN



DESIGN ELEMENTS

REGIONAL EMPHASIS:

Provide somewhere special to go and something special to see and do.
Uses should complement & expand the market draw of the Zoo and the CBD.

LINK TO ZOO:

Provide a highly visible, unique pedestrian bridge over Woodward Avenue connecting the core area with the Detroit Zoo.

ACCESSIBILITY TO DOWNTOWN:

Provide varied opportunities for convenient, safe & attractive means of circulating to & from the downtown.
Transportation links should include pedestrian walkways, a public shuttle service and parking facilities.

EAST-WEST CONNECTOR:

Provide adequate means of accommodating vehicular circulation between Washington & Main streets.

LAND USE:

Encourage pedestrian activity during the day and night by providing appropriately mixed land uses, activities & attractions. Suggested uses are:

- Hotel
- Conference Center
- Office
- Entertainment Center
- Low/Medium/High Density Residential
- Support Commercial
- Restaurant
- Parking
- Open Green Space

PROGRAMS:

Encourage pedestrian activity during the day and night by providing special facilities for programmed activities and special events.
Programs would be coordinated and/or sponsored by the Detroit Zoo, Parks & Recreation Department, Oakland Community College, Chamber of Commerce, etc.

CONTINUITY TO THE DOWNTOWN:

Maintain visual continuity to the Downtown. Use compatible colors and building materials (predominantly brick & stone). Limit building height to four stories (limited exceptions not to exceed fifteen stories).
Continue Downtown landscaping.

GREEN SPACE:

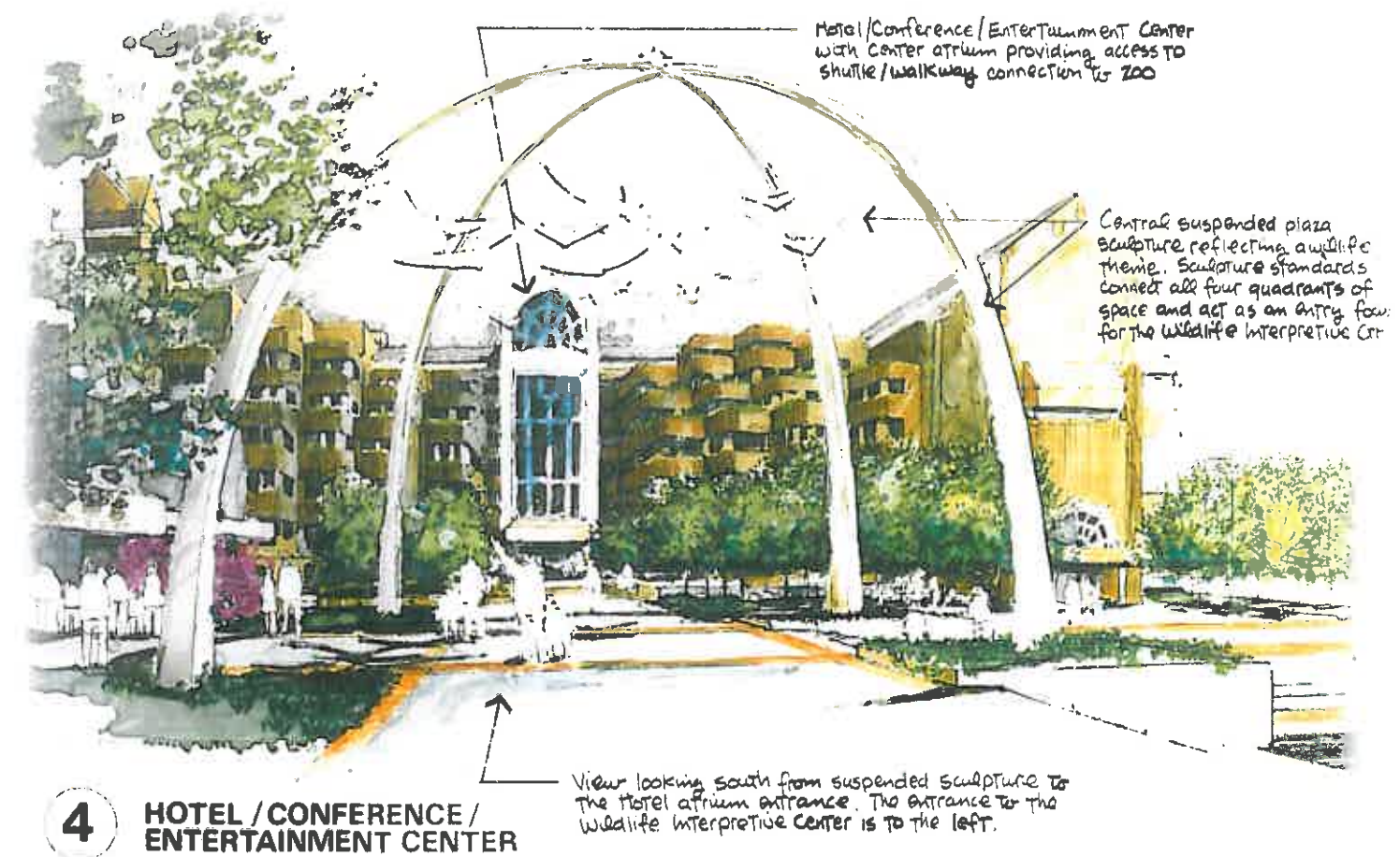
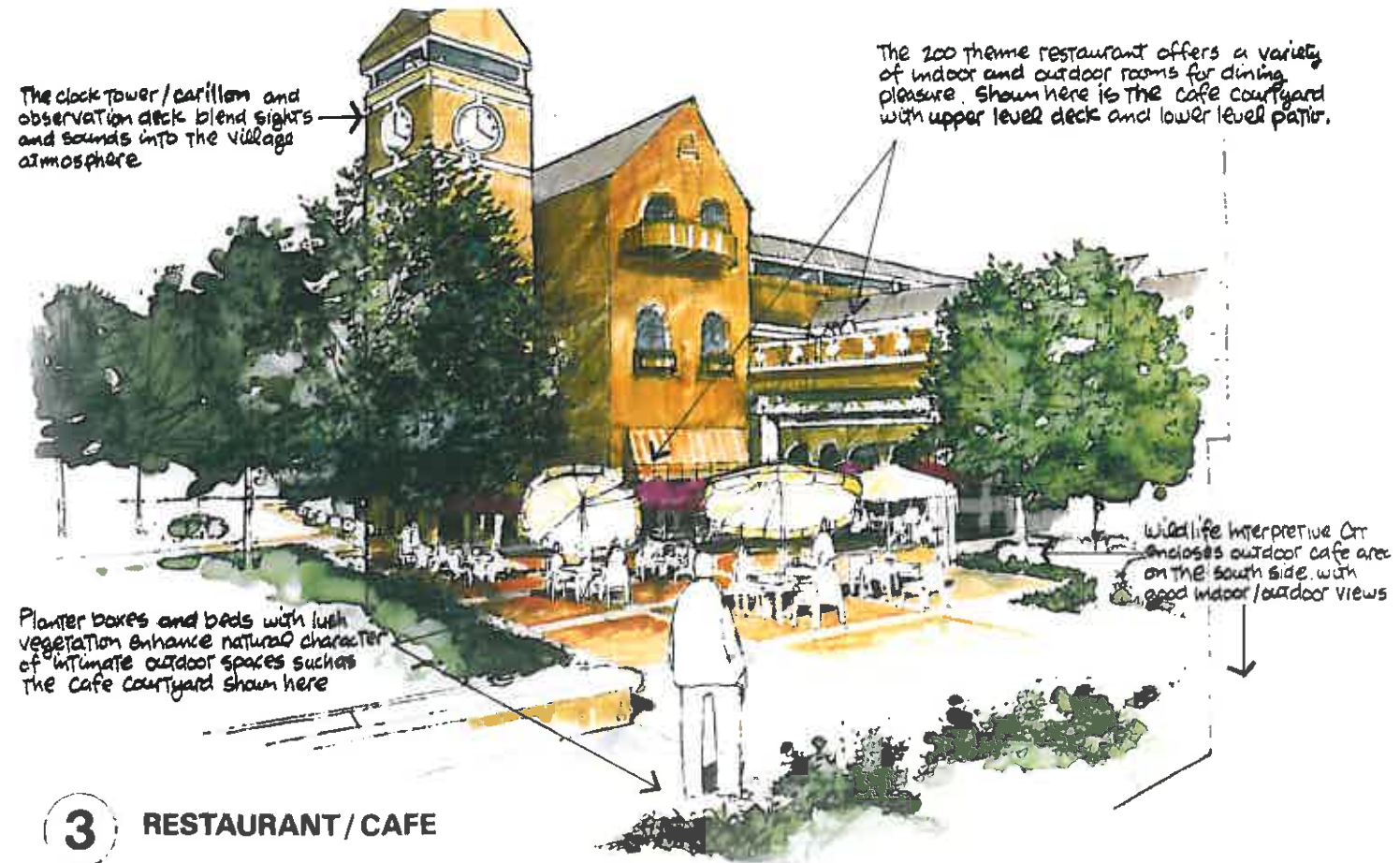
Development should incorporate sufficient open green space and landscaping so as to convey an overall feeling consistent with the rest of the community.

PEDESTRIAN PLAZA:

Provide open space as a focus which is integral to the development.

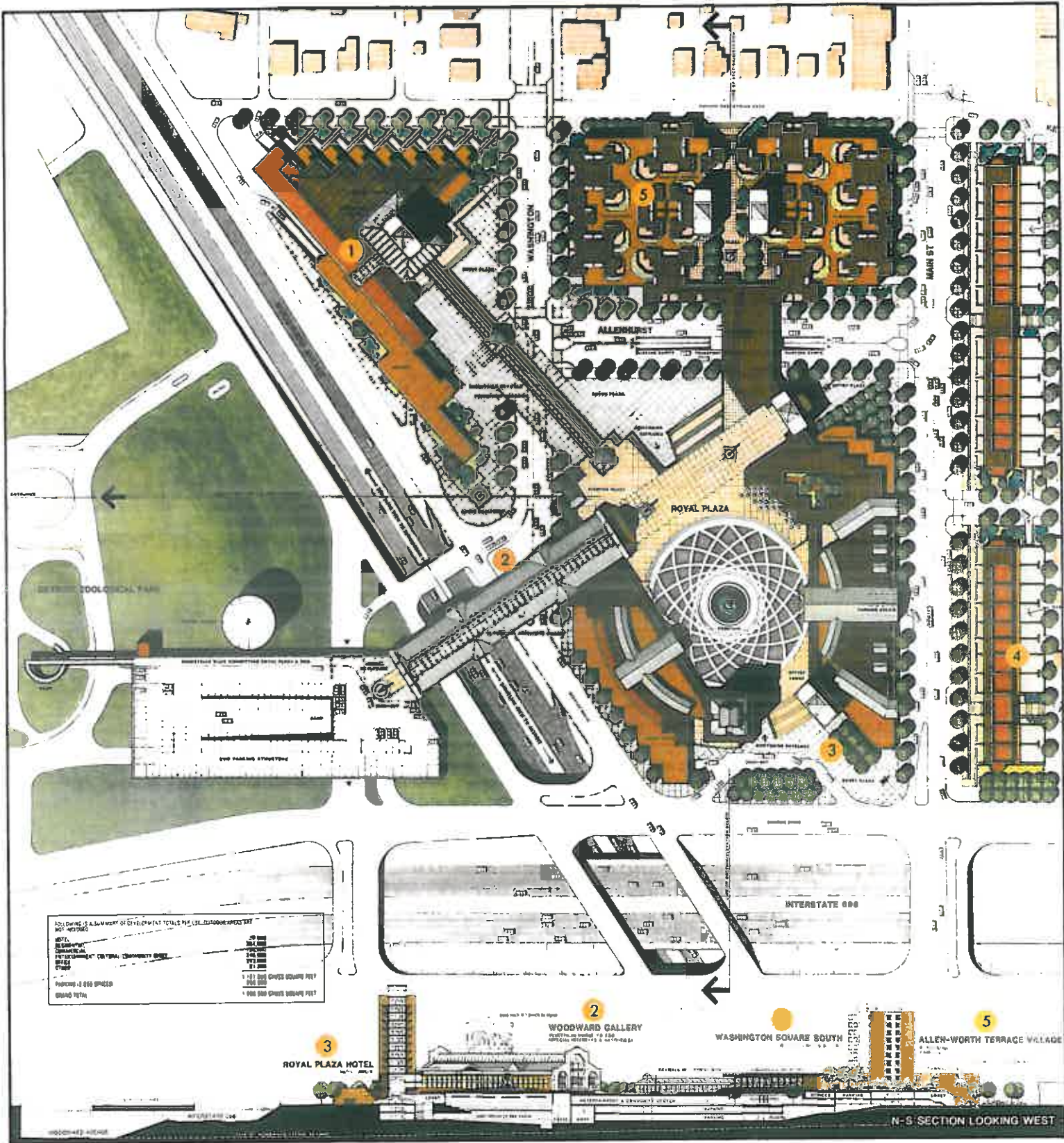
FLEXIBLE INDOOR/OUTDOOR ENVIRONMENTS:

Provide a variety of public facilities which can offer both indoor and outdoor exposure—depending on season and weather conditions.

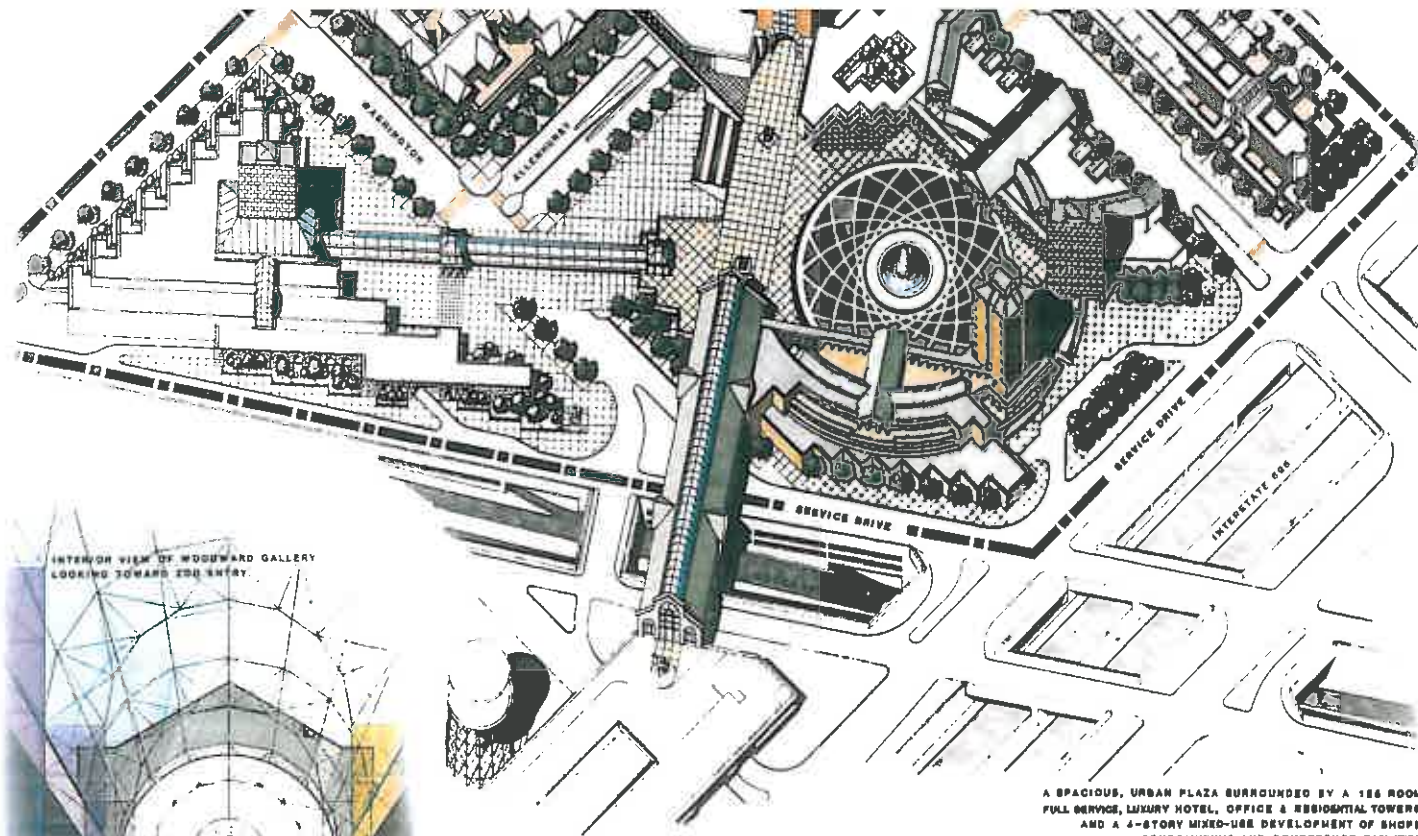


The design is a balance between current and historic values. By learning from the best of the past, responding to the realities of the present, and creatively visualizing the future, dynamic places and truly meaningful urban experiences can be achieved.

ROYAL PLAZA



ARD / 1-696 DEVELOP



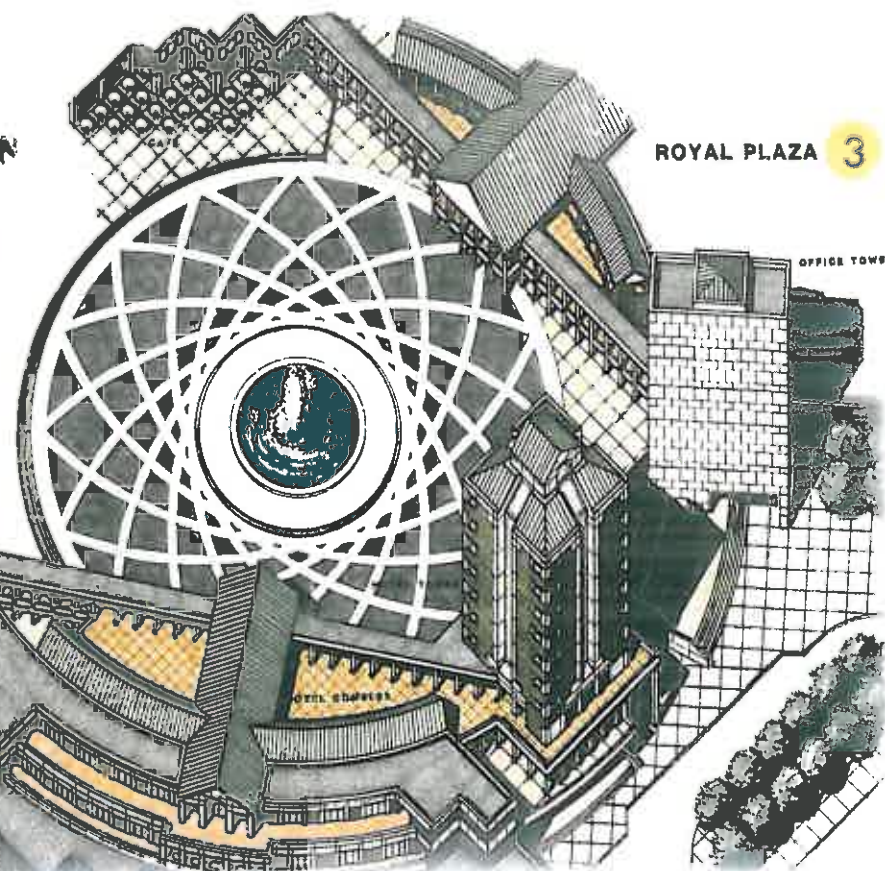
A SPACIOUS, URBAN PLAZA SURROUNDED BY A 166 ROOM, FULL SERVICE, LUXURY HOTEL, OFFICE & RESIDENTIAL TOWERS AND A 4-STORY MIXED-USE DEVELOPMENT OF SHOPS, CONDOMINIUMS AND CONFERENCE FACILITIES.

BELOW THE ELEVATED PLAZA IS A 2,000 SEAT AUDITORIUM WITH STREET LEVEL ENTRANCES AND UNDERGROUND PARKING.



2 WOODWARD GALLERY

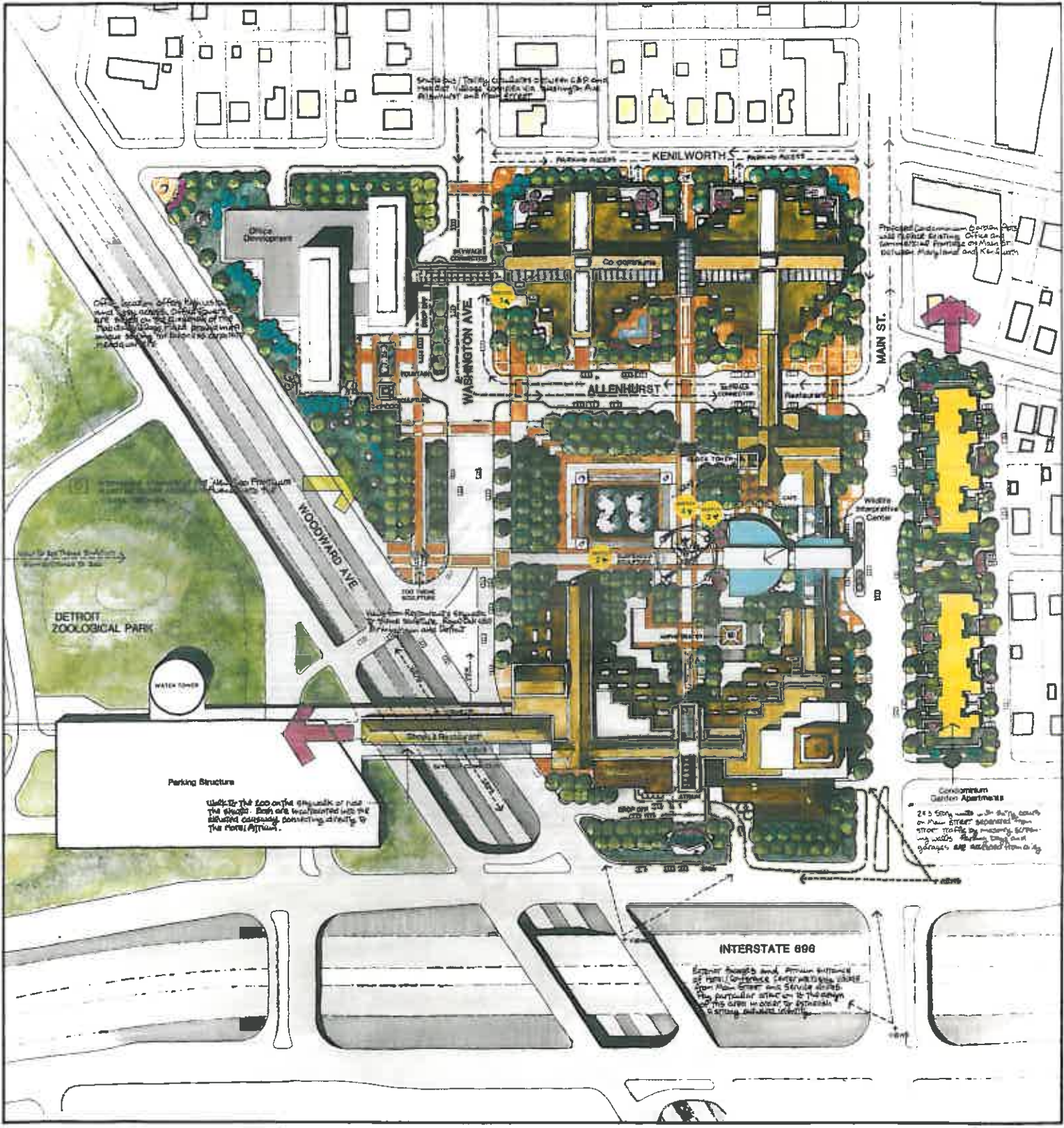
A 3-STORY COMMERCIAL BRIDGE OVER WOODWARD AVE. LINKING THE ROYAL PLAZA DEVELOPMENT WITH THE DETROIT ZOO.



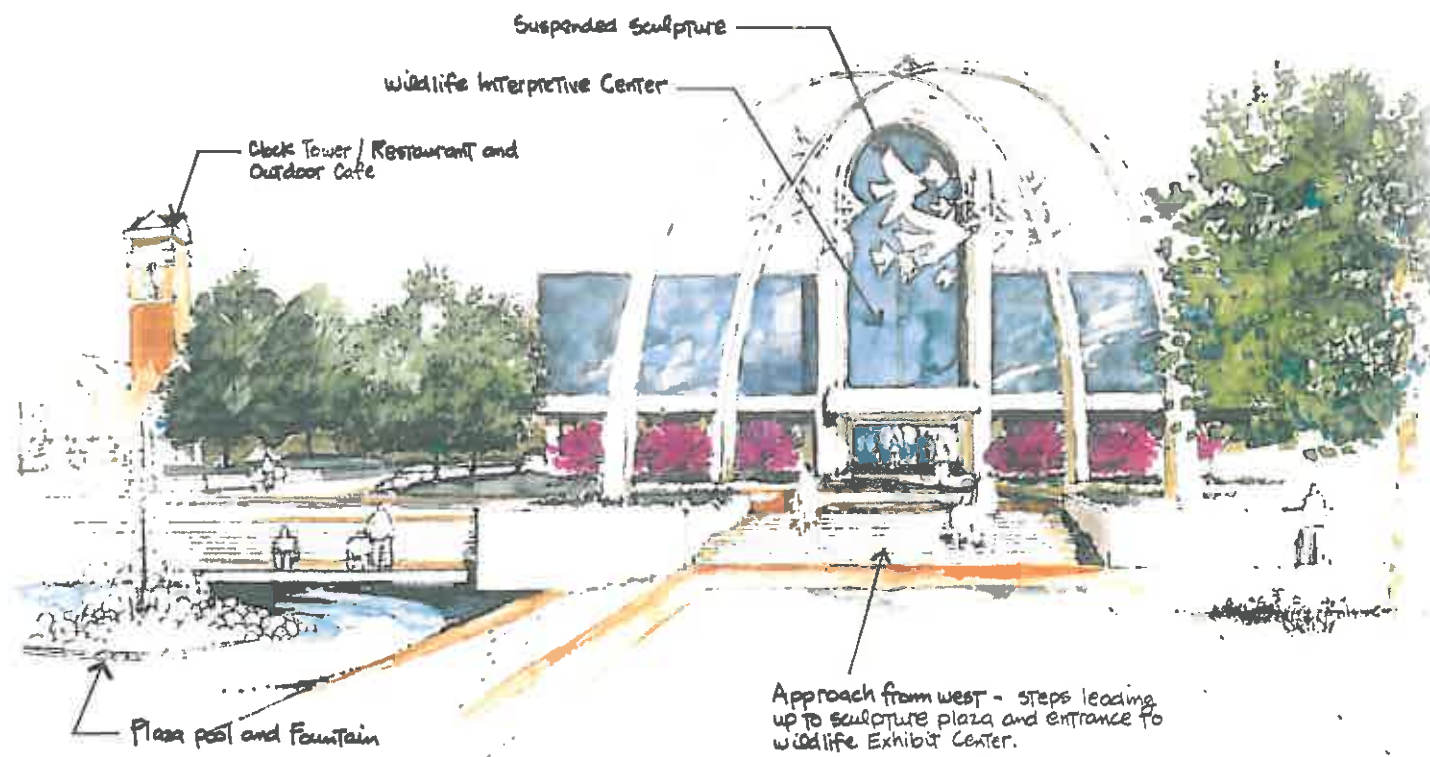
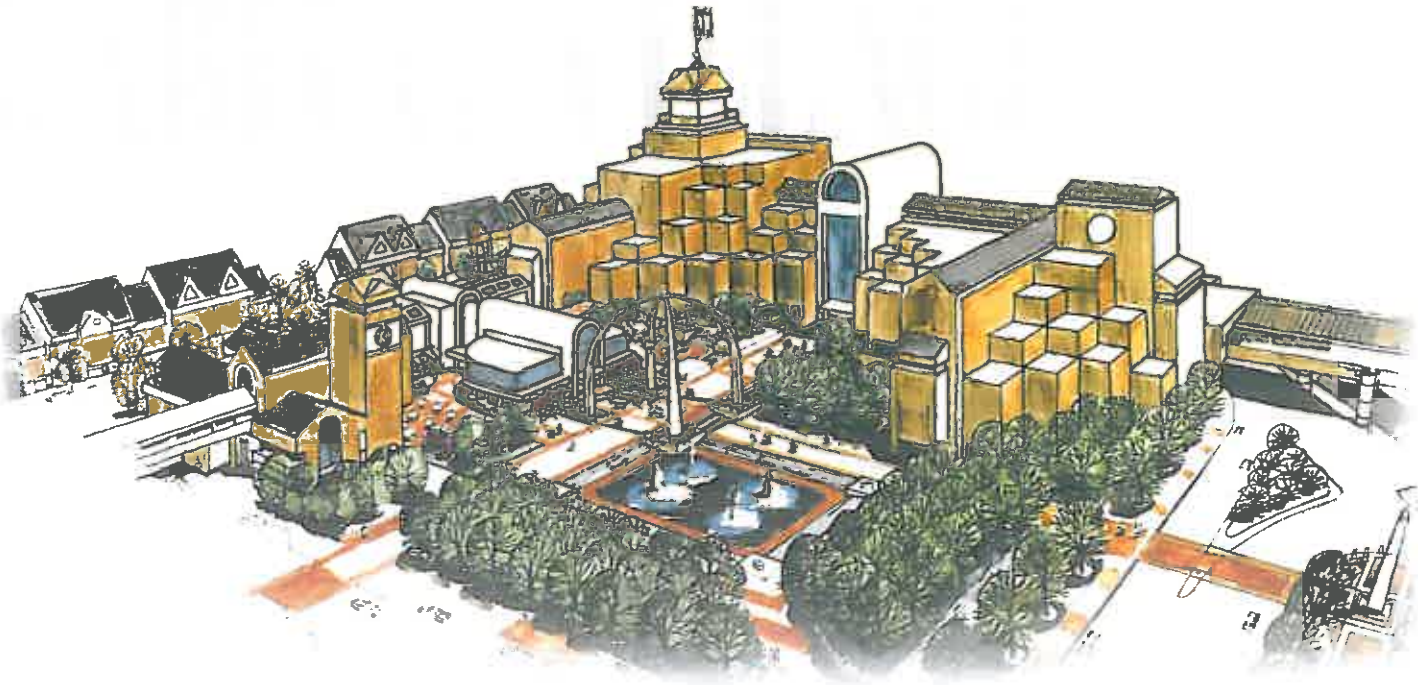
ENT OPPORTUNITIES

A living environment of lush vegetation, intimate outdoor plazas, pools and fountains, fine restaurants and shops, guest accommodations, entertainment, working environments and permanent living units. Special features include a wildlife interpretive center and direct access to the Detroit Zoological Park.

HABITAT VILLAGE



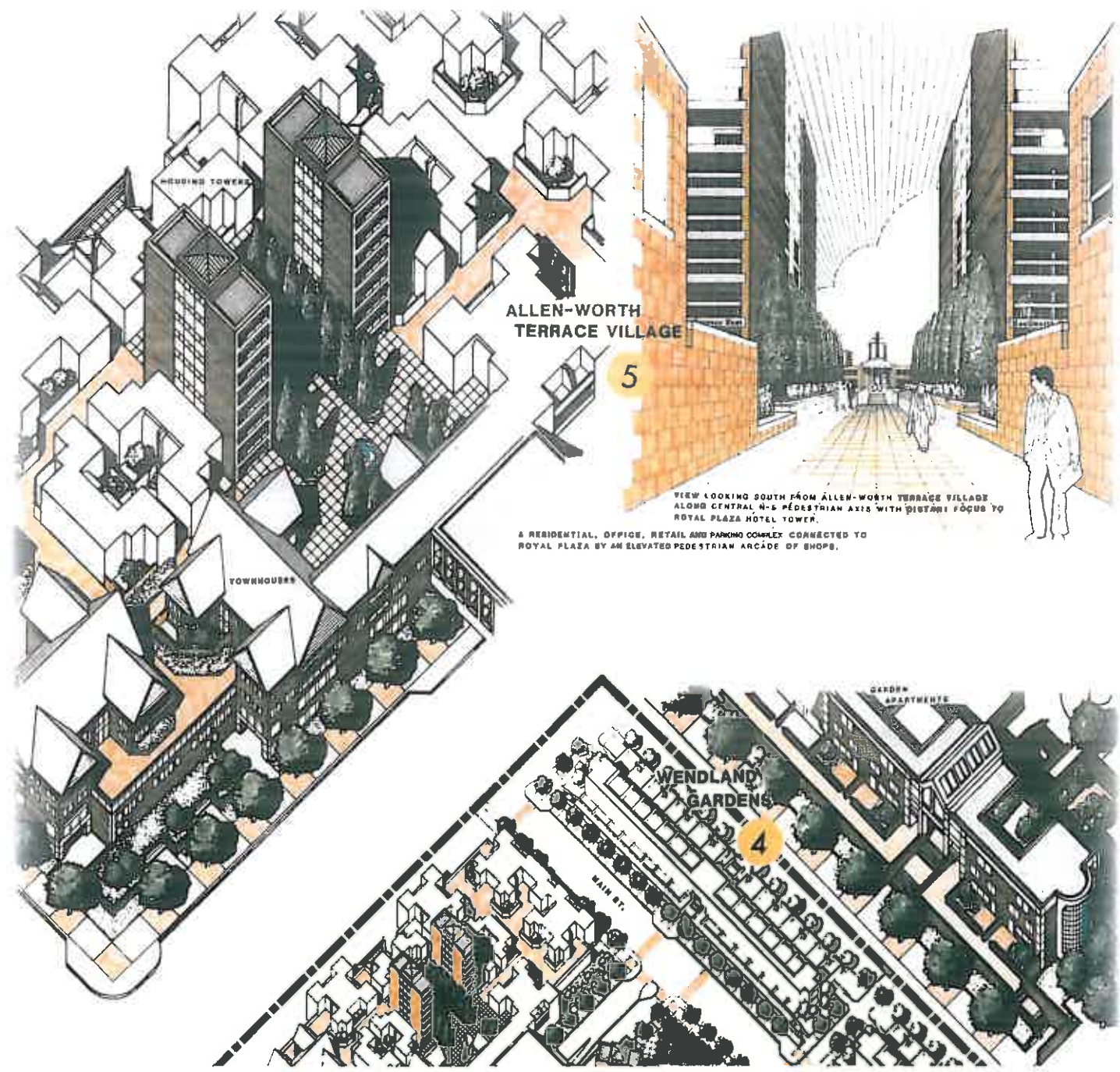
CONCEPT



2

WILDLIFE INTERPRETIVE CENTER

CONCEPT



COMMENTS

ROYAL OAK CITY COMMISSION

ROBERT F. STOCKER, Mayor
 FRED PIEPER, Mayor Pro-Tem
 DENNIS COWAN
 KENNETH E. CULLING
 PATRICIA PARUCH
 NANCY A. PIRSLIN
 DAVID L. RICHARDS

ROYAL OAK PLAN COMMISSION

J. ROBERT STERLING, Chairman
 PHILIP W. DONDERO
 JAMES C. JOHNSON, SR.
 MAX LaVALLEY
 ROBERT E. MESCHKE
 PATRICIA PARUCH, City Commissioner
 ROBERT F. STOCKER, Mayor
 DR. ROBERT L. VEDDER
 GARY V. WHITENER

WILLIAM J. BALORIDGE, City Manager
 LEWIS E. McDANIEL, Director,
 Department of Community Development

The City of Royal Oak acknowledges and is grateful to the County of Oakland for its cooperation and assistance in the I-696/Woodward Avenue Planning Process.

Please feel free to call the City's Planning Department with any questions, comments or concerns. The Department may be reached at 546-1000, extension 250 until on or about March 1, 1988; thereafter, the telephone number will be 544-6644.



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