SHAPING THE AVENUE
UNIQUE PLACES AND COMMUNITY SPACES
What is Shaping the Avenue?

Putting the guidelines in place that will lead the Michigan/Grand River Avenue corridor toward its full potential to support residents, businesses, cars, bikes, pedestrians and transit users.

FTA Pilot TOD Project Grant

About 2/3rd of corridor is an MI DOT route
Three Counties
• Ingham
• Eaton
• Clinton

Five Members
• City of Lansing
• City of East Lansing
• Meridian Township
• Delhi Township
• Lansing Township

4 Facilities
CATA Transportation Center (CTC) Downtown Lansing
Michigan State University, CATA CTC, East Lansing
Multimodal Gateway Facility, East Lansing
CATA Administrative Office, Lansing

• More than 10 million rides
• 23 Fixed Routes
• Paratransit
• Rural/Connector Service
• Clean Commute/Ride Sharing
• Quarterly Listening Sessions and Annual Community Report

“...provide a variety of quality transportation services that are safe, timely and cost efficient, responding creatively to the diverse mobility needs of the region and delivered by dedicated employees in a professional manner.”
Team Included A Communications/PR Firm… What Did They Do?

- Arranged events at unique venues (farmers market, 10k run, brewery)
- Developed participation giveaway incentives
- Stayed on top of social and regular media contacts
- Prepared a variety of communications
Advantages and Tips to Using A PR Firm

- Selected firm was enthused about the project
- Niche firm, project success was important to them
- Well-connected to the community
- Translated jargon into understandable terms
Kickoff Bus Tour with Key Stakeholders
Public Feedback Sessions

SHAPING THE AVENUE: Young Pros Edition
How do we accommodate bikes? Do we need five traffic lanes down Michigan Avenue? Where would you like more outdoor dining?
YOU TELL US!
Sept. 12, 2017 • 6-8 p.m. • American Fifth Spirits Tasting Room
shapingtheavenue.com

THE AVENUE: Young Pros Edition
How do we accommodate bikes? Do we need five traffic lanes down Michigan Avenue? Where would you like more outdoor dining?
YOU TELL US!
Sept. 12, 2017 • 6-8 p.m. • American Fifth Spirits Tasting Room
shapingtheavenue.com

SHAPING THE AVENUE:
IT’S YOUR AVENUE. SHAPE IT!
You tested street design options, reacted to building mock-ups and told us how you wanted Michigan Avenue shaped. Now see it in action!
Join us for a first look at the draft code planners, traffic engineers and transit officials put together using the Lansing community’s ideas.

SEPTEMBER 13, 2017
11:30 a.m.-1 p.m.
Lunch N’ Plan: Part 2
Lansing City Hall Lobby
Refreshments will be provided. Get there with CATA Route 1.

4-7 p.m.
Design the Avenue
Allen Farmers Market
Refreshments will be provided. Get there with CATA Route 1.

Requests for interpretation, accommodations for persons with disabilities and assistance with additional needs must be made 48 hours in advance of the meeting date. Please call 517-483-4441.
Creative Placemaking Summit
Imagine the Avenue events
What are form-based codes?

A method of regulating development to achieve a specific urban form. Form-Based Codes create a predictable public realm by controlling physical form primarily, and land uses secondarily, through zoning regulations.

FBC’s regular the private realm, not the ROW

- Form
- Use/Density
- Management
Fairview Ave. and Michigan Ave. Existing Conditions, City of Lansing
Fairview Ave. and Michigan Ave. 3 lanes with parking-protected bike lanes, City of Lansing
Existing Conditions along Grand River Avenue, Meridian Township
Potential change over time along Grand River Avenue, Meridian Township
Potential change over time along Grand River Avenue, Meridian Township
Potential change over time along Grand River Avenue, Meridian Township
Potential change over time along Grand River Avenue, Meridian Township
Potential change over time along Grand River Avenue, Meridian Township
Building the Streetscape

- Public hands-on corridor design workshop
- Using a “Kit-of-Parts” (a kit of streetscape design options and amenities)
- Participants work with a set of preassembled alternatives or build their own
- Best practices information shared
Community Design Workshops
POTENTIAL STREET DESIGN 1

- 2 TRAVEL LANES W/ CENTER TURN LANE
- ‘FLOATING’ PARALLEL PARKING (AWAY FROM CURB)
- SEPARATED BIKE LANES
- ENHANCED BUS STOPS
- BUMP OUTS AT CROSSWALKS

*Note: Street design options are preliminary concepts developed for the purpose of visual communication. Final street design will be contingent on existing right-of-way conditions, traffic, utilities, transit operations, funding, and other factors.*
POTENTIAL STREET DESIGN 2

- 4 TRAVEL LANES W/MEDIAN & TURN LANE
- SHARED BUS/BIKE OUTER LANE (SHARROW)
- WIDE SIDEWALK/AMENITY ZONE
- ENHANCED BUS STOPS

*Note: Street design options are preliminary concepts developed for the purpose of visual communication. Final street design will be contingent on existing right-of-way conditions, traffic, utilities, transit operations, funding, and other factors.
POTENTIAL STREET DESIGN 3

- 4 TRAVEL LANES W/MEDIAN & TURN LANE
- SHARED BUS/CAR/BIKE OUTER LANE (SHARROW)
- PARALLEL PARKING AT CURB
- ENHANCED BUS STOP AT BUMPOUTS

*Note: Street design options are preliminary concepts developed for the purpose of visual communication. Final street design will be contingent on existing right-of-way conditions, traffic, utilities, transit operations, funding, and other factors.*
POTENTIAL STREET DESIGN 4

- 4 TRAVEL LANES W/MEDIAN & TURN LANE
- SEPARATED BIKE LANES
- FLOATING PARALLEL PARKING ON ONE SIDE
- ENHANCED BUS STOPS

*Note: Street design options are preliminary concepts developed for the purpose of visual communication. Final street design will be contingent on existing right-of-way conditions, traffic, utilities, transit operations, funding, and other factors.*
Imagine the Avenue

AUGUST 6-11. 2000 BLOCK MICHIGAN AVENUE. LANSING

For one week, along one block of Michigan Avenue, we invite you to imagine how a “new” Michigan Avenue could look and function. Walkable, bikeable, shopable ... fantastic. Special activities are planned during the week. Come experience Imagine the Avenue, then take our brief online survey and let us know what you think!

FRIDAY, AUGUST 10
6 pm
LANSING BIKE PARTY
Meet at the Painted Barrel in East Lansing, then enjoy a leisurely ride along the Avenue — ending at Arts Night Out.

SATURDAY, AUGUST 11
11 am - 2 pm
FAMILY FUN FEST
City of Lansing lot behind the Green Door. Food trucks and family fun combine for a great Saturday.

FRIDAY, AUGUST 10
5 - 8 pm
ARTS NIGHT OUT
2000 block of Michigan Ave. Music, artists, and walkable fun throughout the neighborhood.

PLUS:
LANSONG ART SPACE
POP-UP ART MARKET
SATURDAY, AUGUST 11
10 am - 4 pm
Corner of E. Michigan and S. Fairview
Organized by the Eastside Neighborhood Association

Sponsored by:
THE CITY OF LANSING
SHAPING THE AVENUE
CATA

FULL DETAILS AT: WWW.LANSINGMI.GOV/IMAGINETHEAVENUE
Street Design Manual

Describes ROW design standards including:

- Bus Stop and Amenity Guidelines
- Curb-to-curb design of lanes
- Bike facilities
- Sidewalks and amenity zones
- Special consideration for sight impaired
- Landscaping and signs
• Need to have agencies committed to implementation, such as sharing in the cost

• Power of graphics

• Explaining how TOD can fit the context, downtown, urban corridor, suburban transformation

• Tailor TOD discussions to the group (local staff, agencies, municipal officials, developers, business community, public)

• Innovative engagement builds interest and is fun

• Benefits of a Communications firm that is enthused about the project