Orion Township Corridor Improvement Authority Board Meeting

Meeting Agenda
November 9, 2022
5:00 PM
Township Hall
2323 Joslyn Road

1. Call to Order/Roll Call
2. Public Comment
3. Approval of Agenda
4. ACTION - Approval of minutes from August 10, 2022 meeting
5. REPORT - Development Update
6. REPORT - Baldwin Road Update
7. REPORT – Pocket Park Update
8. REPORT – Brown/Joslyn Roads Beautification Project
9. REPORT – Township Gateway Signage
10. REPORT – Township Marketing Strategy
11. ACTION – 2023 Meeting Schedule
12. Open Items & Next Steps
13. Adjourn

Next meeting March 8, 2023
Agenda Memo

To: Corridor Improvement Authority Board
From: Chris Barnett, Township Supervisor
Meeting Date: November 9, 2022
Memo Date: November 7, 2022
Subject: REPORT – Pocket Park Update

REPORT SUMMARY

A Pocket Park Sub-Committee was established to develop a design and plan for the future Pocket Park at Pasadena and Baldwin Roads.

REPORT

The members of the Pocket Park sub-committee are Supervisor Chris Barnett, CIA Representatives JoAnn Van Tassel and Dan Dewey, Trustee Julia Dalrymple, Chief of Staff Samantha Timko, Parks & Recreation Superintendent Patrick Ross, and Parks Maintenance Worker Conner Reiter. Economic Development Consultant Gary Roberts and Trustee Mike Flood will be consulted throughout the planning of the development of the pocket park.

The Pocket Park sub-committee met on Wednesday, October 12, 2022 to discuss design ideas for the pocket park. The committee agreed to the following components to have within the park:

- Winding trail
- Historical information signage: Gingellville families, buildings, etc.
- Sensory Pollinator Garden, with educational signage on plant species and local fauna
- Benches
- Historical mural
- Trees

The Township will be applying to grants to assist with funding this project, including America in Bloom and Michigan SPARK, among others.
Agenda Memo

To: Corridor Improvement Authority Board
From: Chris Barnett, Township Supervisor
Meeting Date: November 9, 2022
Memo Date: November 7, 2022
Subject: REPORT – Brown/Joslyn Roads Beautification Project

REPORT SUMMARY

At the end of 2021, CN, in partnership with America in Bloom, awarded the Township $25,000 in grant funding through their EcoConnexions From the Ground Up program to go towards the gateway beautification project at Brown and Joslyn Roads.

REPORT

Over the course of 2022, the Township, working with OHM Advisors, developed a landscape beautification plan for the Brown/Joslyn Roads gateway, and acquired the necessary easements to allow for the work to be completed. In September, 476 plants and 22 trees were planted at the project location. A ribbon cutting was held on October 6, 2022 with representatives from the Township Board, CIA Board, and America in Bloom in attendance. A gateway sign is planned to be installed early 2023.

ATTACHMENT

Ribbon Cutting Press Release and Photo
FOR IMMEDIATE RELEASE

ORION TOWNSHIP HOLDS RIBBON CUTTING FOR THE BROWN & JOSLYN ROAD GATEWAY BEAUTIFICATION

What: Orion Township holds ribbon cutting event in celebration of the completion of the gateway beautification project at the corner of Brown and Joslyn Roads.

Who: The public is invited and encouraged to attend this event.

When: Thursday, October 6, 2022
3:00 p.m.

Where: Brown and Joslyn Roads
Parking is available at Lake Orion Roofing (881 Brown Road) and Tommy’s Car Wash/Mattress Firm (861 Brown Road)

Why: Orion Township Supervisor Chris Barnett, Township Trustees, and the Corridor Improvement Authority Board are excited to extend this invitation to the community so we may celebrate together the beautification of the Brown and Joslyn Road gateway.

Earlier this year, the Township was awarded a $25,000 grant from CN, in partnership with America in Bloom, through their EcoConnexions From the Ground Up program. This program was established to provide matching grant funding to green communities where CN operates. The Township’s project was to transform the existing brush and overgrowth at the Brown and Joslyn Roads gateway to enhanced landscaping with native, low-maintenance evergreens and floral plants. Additionally, a gateway sign that is reflective of the community’s brand and image is being commissioned for installation later this year.

The beautification of the eastern border of the CIA has been a priority of the CIA Board and has been in development since the initial planning phases of the CIA Development & Tax Increment Financing Plan in 2015. Off to a positive start, the CIA has seen the completion of the Brown Road widening and improvement project, Baldwin Road streetscape project, and the development of a Menards, Checker’s restaurant, Tommy’s car wash, and residential townhome development. Currently under construction are a Mattress Firm, the Hyatt House Hotel, and the Grand Square of Orion which will feature three hotels, a Culver’s restaurant, and a Texas Roadhouse.

The beautification of the southeast gateway into Orion Township and the Corridor Improvement Authority will finish a major milestone for the community and ensure the existing environmental degradation of the site from litter and roadway debris is regularly cleaned. The intersection will be a showcase reflective of the community’s environmental stewardship and hometown pride.

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Agenda Memo

To: Corridor Improvement Authority Board
From: Chris Barnett, Township Supervisor
Meeting Date: November 9, 2022
Memo Date: November 7, 2022
Subject: REPORT – Township Gateway Signage

REPORT SUMMARY

At the October 17, 2022 Regular Board of Trustees meeting, the Township Board approved the plans for gateway signage and Baldwin Road streetscape plantings to be completed in 2023.

REPORT

The Township has been discussing developing a uniform, cohesive branding plan for the past ten years. At the June 20, 2022 Board of Trustees meeting, the Township Board awarded a bid to Signgraphix to develop gateway and wayfinding signage to establish a cohesive look for Township gateway signs and signage in the Township parks. The Township has budgeted for the installation of five gateway signs in 2023, including a new sign at Baldwin Road, and a sign to be installed in the newly landscaped Joslyn Road gateway.

Additionally, the Township has been working with Superiorscape to develop a new landscape plan for what were the wildflower beds along Baldwin Road, which did not take as expected. This landscaping, along with the new gateway signage, will further enhance the look and community image once complete.

ATTACHMENTS

Gateway Signs Design
Baldwin Road Streetscape Plantings
AN ARTIST REPRESENTATION - NOT TO SCALE: Image is for illustration purposes only. Objects in reality may be larger or smaller than depicted. Non contractual.
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Orion Township

DRAWING: A-2783
JOB: 25841

CLIENT SIGNATURE:

DATE:

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B1 PRIMARY GATEWAY - 60128

EXISTING

B2 SMALL GATEWAY A - 5472

JOSLYN/RD. OPTION 1

JOSLYN/BROWN RDS. OPTION 2

Orion Township

DRAWING: A-2783
JOB: 25841

10-11-22
10-13-22

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Agenda Memo

To: Corridor Improvement Authority Board
From: Chris Barnett, Township Supervisor
Meeting Date: November 9, 2022
Memo Date: November 7, 2022
Subject: REPORT – Marketing Strategy

REPORT SUMMARY

At the August 15, 2022 Regular Board of Trustees Meeting, the Township Board approved entering into an agreement with Place + Main for the development of a Township Marketing Strategy.

REPORT

A Marketing Strategy is required as part of the Michigan Economic Development Corporation (MEDC) Redevelopment Ready Communities (RRC) certification. The Township has been working towards MEDC RRC Certification since the summer of 2019. With the approval of the updated Master Plan, the last major piece the Township still needs to complete is a marketing strategy.

To assist communities with certification, MEDC offers Technical Assistance dollars for RRC engaged communities that have made continuous progress towards certification over the past six months. Orion Township has been approved for a 75/25 technical assistance match grant to complete the marketing strategy.

A kick-off meeting was held on Friday, October 14, 2022 to recommend participants for virtual focus group meetings with Place + Main. Focus Group meetings are taking place November 4 – 11. The Marketing Strategy is expected to be completed in January 2023.
Agenda Memo

To: Corridor Improvement Authority Board
From: Chris Barnett, Township Supervisor
Meeting Date: November 9, 2022
Memo Date: November 7, 2022
Subject: ACTION – 2023 Meeting Schedule

REQUEST

The request is to approve the proposed 2023 meeting schedule for the Corridor Improvement Authority.

REASON

The proposed meeting schedule follows the current schedule framework – quarterly, on the second Wednesday of the month at 5:00 p.m. All meeting will be held at Orion Township Hall, 2323 Joslyn Road, unless otherwise noticed. The 2023 meeting schedule will be added to the Township’s website, on the Corridor Improvement Authority Board page.

PROPOSED 2022 SCHEDULE

March 8, 2023
May 10, 2023
August 9, 2023
November 8, 2023

RECOMMENDED MOTION

Approve the 2023 meeting schedule for the Orion Township Corridor Improvement Authority Board as proposed.