



# ORION TOWNSHIP INNOVATION ZONE

---

LIVE.SHOP.INNOVATE.GROW.



---

## **The Orion Township Innovation Zone:**

*Centrally located in Southeast Michigan, the Orion Township Innovation Zone offers a mixed-use destination blending high-tech office, neighborhood style retail and high-density residential development options.*

---

# THE OPPORTUNITY



## Regional Location

Centrally located in Southeast Michigan, the Orion Township Innovation Zone is easily accessible to major cities, in addition to the corporate headquarters and universities that call the area home.



### Industry

- Over 100 Tier 1 and Tier 2 Automotive Suppliers
- General Motors Co.
- FCA North America
- Delphi Automotive
- Magna International
- Fanuc Robotics



### Healthcare

- Beaumont Health System
- Trinity Health
- Detroit Medical Center
- McLaren Health Care Corp.



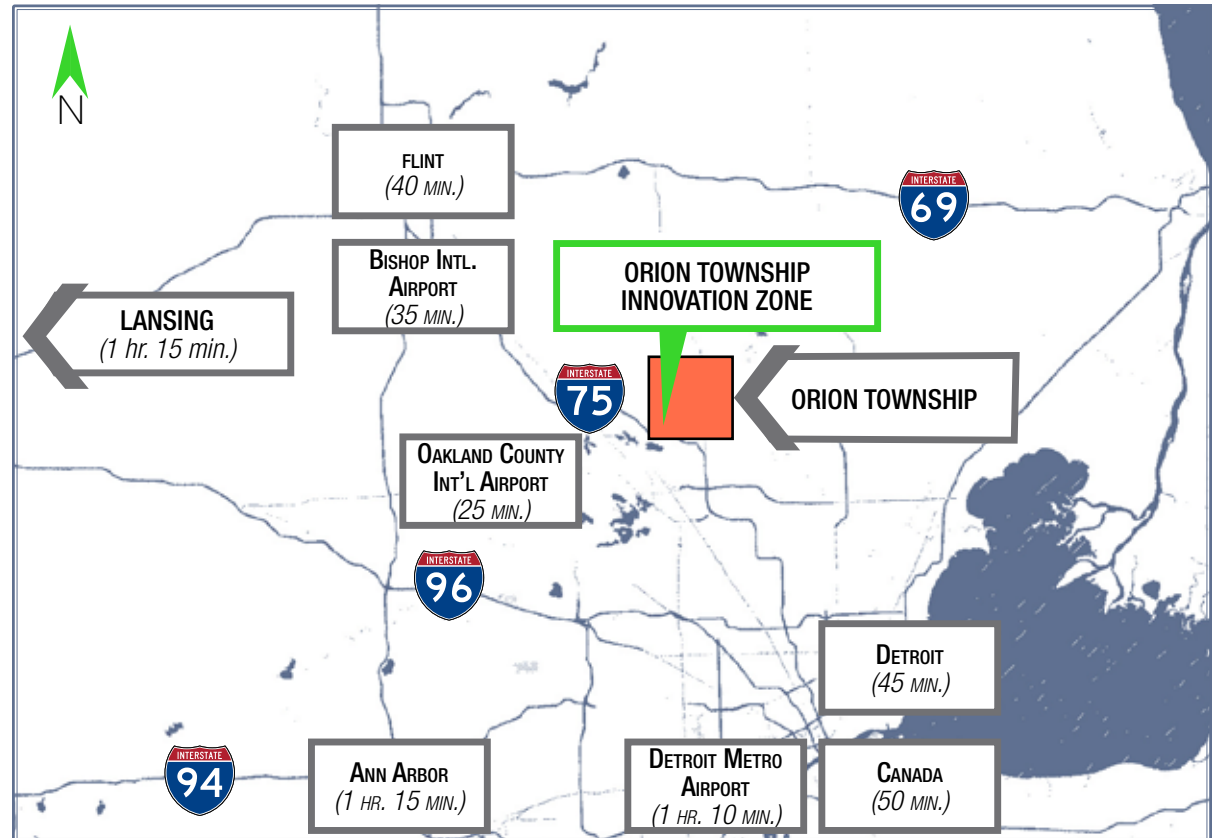
### Universities

- University of Michigan
- Michigan State University
- Wayne State University
- Oakland University



### Entertainment

- Indianwood Country Club
- Paint Creek Country Club
- Sea Life Aquarium
- Topgolf
- DTE Music Theatre
- Legoland



Within **3**  
miles of the Innovation Zone

**38,192**

People

**\$55,684**

Median Household  
Income

Within **10**  
miles of the Innovation Zone

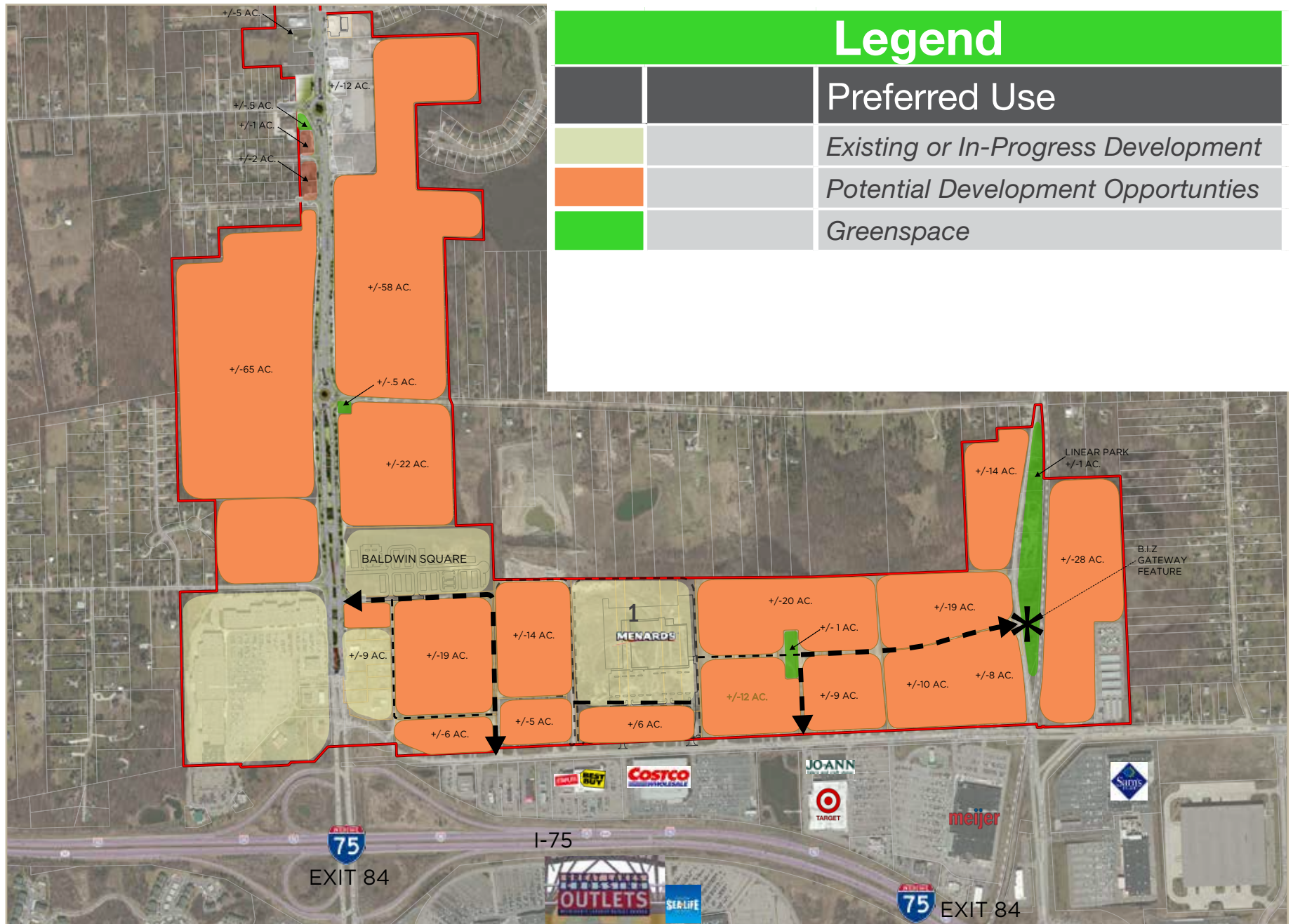
**407,061**

People

**\$69,832**

Median Household  
Income

# THE PLAN





## Commercial

Commercial development within the Orion Township Innovation Zone will serve residents, visitors and the local workforce. This area will include restaurants, bistros, specialty retail, fitness facilities and daily services. Commercial areas will be interconnected within the Innovation Zone through comfortable pedestrian walkways.



## Residential

A variety of housing options will be available throughout the Innovation Zone to provide the critical mass of residents to support area businesses. Housing will include attached, detached and flat-style units to attract a diverse and multi-generational population.



## Office

This area will include medium to large-scale buildings with integrated greenspace and easy access from I-75. The buildings will have distinctive character while incorporating uniform materials to provide a cohesive appearance throughout the Innovation Zone.



## Public Space

The Orion Township Innovation Zone includes a variety of public areas. Pocket parks, plazas, walkways and streets create a fabric of interconnected public green spaces. These unifying features provide an important social and financial benefit to the community.

# DEVELOPMENT PRINCIPLES



## A Diverse Mix of Uses

A variety of office, retail, and residential spaces will create a district that will be active throughout the day. Office space focused toward technology companies, coupled with a range of housing options, will sustain a thriving retail environment, making the Orion Township Innovation Zone an atmosphere that brings excitement to the entire area.



## Exceptional Design

Attractive architecture is an essential ingredient to creating a successful development. Buildings will have articulation on all sides visible from public spaces. Building massing must break up the facade and provide diverse visual interest. Windows at the street level should be large and transparent. Each site should incorporate sustainable design elements.



## Integrated Public Space

Integrated public space throughout the Innovation Zone will provide opportunities for residents, visitors, and employees to meet, relax and enjoy socializing. Consistent streetscape elements such as benches, receptacles, landscape materials and light fixtures will be integrated to provide a cohesive appearance throughout the Innovation District.



## Well-Screened Parking

Buildings will be oriented to face roadways with pedestrian scale setbacks. Parking will be internal to each site, and screened appropriately, both from the public realm and pedestrian walkways. This will create an inviting and attractive environment and will reinforce the quality of the design throughout the Orion Township Innovation Zone.

## Come grow with us.

We are committed to the success of the Innovation Zone and growing the vision for the community. We are setting the stage for the future investment and have plans for enhancing the Baldwin Road streetscape, branding and gateway features, and new public greenspaces.

Currently the following projects are planned or underway; Baldwin Road streetscape, community branding / gateways, and iconic greenspaces

## Baldwin Road Streetscape

Baldwin Road is being reconstructed through a bold vision of community connectivity. A series of pocket parks are linked by a new thoroughfare which includes separated travel lanes, a multi-use path, unique way-finding graphics, consistent streetscape elements and attractive landscape materials. New roundabout intersections enhance traffic flow and provide important connections to the community.





## Gateway and Branding

Entering the Orion Township Innovation Zone, you know you have arrived. A uniform palette of colors, shapes and materials sets the stage for what is happening within the entire zone. The implementation of a consistent brand throughout the district provides a competitive edge to your business. Locating your business in the Orion Township Innovation Zone is a sign of the commitment and quality of your business.



# FUTURE ENHANCEMENTS



## Iconic Greenspaces

Orion Township takes pride in its green spaces and access to variety of natural and built landscapes. From pocket parks to green gateways, the Innovation Zone area offers a multitude of outdoor experiences for residents, visitors and workforce personnel. These open spaces are part of what makes Orion Township the perfect location to live, work, shop and play.



## FOR MORE INFORMATION CONTACT:

### CHRIS BARNETT, SUPERVISOR

Charter Township of Orion  
2525 Joslyn Road  
Lake Orion, MI 48360  
P: (248) 391-0304, Ext. 1001  
cbarnett@oriontownship.org

### TAMMY GIRLING, PLANNING & ZONING DIRECTOR

Charter Township of Orion  
2525 Joslyn Road  
Lake Orion, MI 48360  
P: (248) 391-0304, Ext 5000  
tgirling@oriontownship.org

### GARY D. ROBERTS AIA

Strategic Communication Solutions  
43422 West Oaks Drive #338  
Novi, MI 48377  
734.604.4628 (c)  
groberts.us@gmail.com

*Plan  
Created For:*



*Plan  
Created By:*

