

Membership

Member Levels

\$50 Friend of Woodward -
For residents and individuals.

Business memberships

\$500 Byway Member
\$250 Heritage Member
\$100 Main Street Member

All WA3 members receive the following benefits:

- Awareness and involvement in Woodward projects and programs
- Recognition in newsletter, annual report, member directory and other publications
- Connection to national America's Byways™ program and 125 other byways in the U.S.
- Quarterly WoodWORD newsletter
- Free or discounted admission to WA3 events
- Listing and link on WA3 Web site
- Tax-deductible membership

Membership in the WA3 is an investment in your home or business on Woodward. The more support we can generate for the sustainability of Woodward, the more benefit we can bring back to Woodward communities.

Join the WA3

New member Annual renewal

Membership Levels

\$500 Byway Member
 \$250 Heritage Member
 \$100 Main Street Member
 \$50 Friend of Woodward

Name _____

Business _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Please return with check made payable to:
Woodward Avenue Action Association
30947 Woodward Avenue, Suite 200
Royal Oak, MI 48073

*Your membership is tax deductible.
Consult your tax advisor.*



The WoodWORD is a community publication for members, supporters, contributors and volunteers of the Woodward Avenue Action Association.

30947 Woodward Avenue, Suite 200
Royal Oak, MI 48073
248-288-2004 phone
248-288-2067 fax

email: admin@woodwardavenue.org
www.woodwardavenue.org

Heather Carmona
Executive Director

THE WOODWARD

NEWS & INFORMATION FROM THE WOODWARD AVENUE ACTION ASSOCIATION

Winter 2006

WA3 to celebrate 10 years with "Arts to Zoo" auction

The WA3 will celebrate 10 years of helping the Woodward business community thrive with an auction of Woodward products and services, highlighting Woodward Avenue from "Arts to Zoo!" An online portion of the auction will launch in March, prior to the WA3's Annual Meeting in April. The WA3 hopes to obtain 300 items from Woodward Avenue merchants and members.



Woodward's diverse business base of retail and professional service firms, world-recognized educational and cultural institutions make it a roadway unparalleled by other roadways. Thousands of businesses call Woodward home, along with 150 annual events and 55 world-renowned attractions.

Auction proceeds from the 10th Anniversary event will help the WA3 raise \$50,000 in matching funds needed to obtain a \$437,000 federal grant to advance Woodward improvements, promotions and beautification.

The WA3 Annual Meeting has become an anticipated event in southeast Michigan. Hundreds of business and community leaders attend to network and discuss the future of Woodward.

The WA3 hopes to create an event that will evoke excitement and emotion for what Woodward has to offer, and even surprise those who don't know all that exists along the 27 miles.

The designation in 2002 as one of America's Byways™ recognizes Woodward as one of America's treasures. One-of-a-kind retail shops, galleries, restaurants, entertainment venues and attractions line the Byway, creating an appealing business and recreational environment.

The auction is a great opportunity to display your finest products and services, gain exposure for your business,

and connect to an unlimited online and Woodward community. Please consider

donating the product or service you specialize in. We want to compile everything Woodward has to offer!

ADD YOUR PRODUCT OR SERVICE TO THE AUCTION TODAY! DONATIONS ARE TAX DEDUCTIBLE. VISIT WWW.WOODWARDAVENUE.ORG TO LIST YOUR ITEM OR CALL 248-288-2004 FOR MORE INFORMATION.

Benefits of donating an item include:

- ◆ On-line presence and exposure to an unlimited customer base;
- ◆ Drawing consumers to your business via web site and other promotional media;
- ◆ Linking to Woodward Avenue as a destination, and greater recognition for your business' location on the only urban Byway in Michigan;
- ◆ Generating consumer awareness of "Why Woodward" as a shopping and business location;
- ◆ Marketing opportunities and connection to regional event.



To learn more, visit www.woodwardavenue.org or call 248-288-2004. WA3

WA3 Mission:
To enhance and improve the visual, economic, functional and historic character of Woodward Avenue through a local and regional effort.

WHAT'S NEW?

WA3

2005 Board of Directors

Executive Committee

Chairperson - Will Hicks <i>Vice President, National City Bank</i>	Vice Chairperson - Dave Staudt
Secretary - Tamara Harmon <i>Office of Wayne County Executive Robert Ficano</i>	Treasurer - Joe Valentine <i>Management Specialist, City of Birmingham</i>
Ralph A. Castelli <i>Mayor, City of Pleasant Ridge</i>	Hayes Jones <i>Director, Oakland County Econ. Dev. & Community Affairs</i>
Ronald Gillham <i>Mayor, City of Huntington Woods</i>	Dave Payne <i>Supervisor, Bloomfield Township</i>
	Lucius A. Vassar <i>Director, City of Detroit Corporate & Civic Affairs</i>

Board of Directors

Patti Brock-Sklar <i>Owner, Excelsior! Couture</i>	Christopher Miller <i>President, Nationwide Insurance Agency</i>
Jean Chamberlain <i>Office of Oakland County Executive L. Brooks Patterson</i>	Scott Moore <i>Mayor, City of Birmingham</i>
Jim Ellison <i>Mayor, City of Royal Oak</i>	Robert Porter <i>Mayor, City of Ferndale</i>
Jacklyn Galesky <i>CEO, Northwood Credit Union</i>	Harriet Saperstein <i>President, HPDevco</i>
Malik Goodwin <i>Detroit Economic Growth Corp.</i>	Lee Ann Smart <i>Jenkins, Magnus, Volk & Carroll</i>
Rev. Jim Holley <i>Little Rock Baptist Church</i>	Gerald Sniderman <i>Attorney, Sniderman & Associates</i>
Titus McClary <i>Mayor, City of Highland Park</i>	Michael Solaka <i>President, New Center Council</i>
John Mihelich <i>President, Woodward Auto</i>	Marilyn Stephan <i>Mayor, City of Berkley</i>
	Dennis Zembala <i>Director, Detroit Historical Museum</i>

Advisory Members

Paul Ajegba <i>Michigan Department of Transportation (MDOT)</i>	Dan Dirks <i>Suburban Mobility Authority Regional Transportation (SMART)</i>
Brent Bair <i>Road Commission for Oakland County (RCOC)</i>	

Staff

Heather Carmona, *Executive Director*
Carolyn Fischer, *Project Coordinator*



Woodward Ave. Action Association
30947 Woodward Avenue, Ste 200
Royal Oak, MI 48073
248-288-2004 phone
248-288-2067 fax
admin@woodwardavenue.org

WA3 Design Team assists business owner with improvements

A façade improvement project can make a significant difference to your business - just ask Clara Duncan of **Noir Unlimited Design**, a contemporary furniture and accessories store in Royal Oak.

Duncan's business is in a block of storefronts that formerly had a bleak façade. She and her neighbors had out-of-date awnings and little curb appeal. Knowing an improved façade would likely increase interest and traffic to her business, but lacking the resources to make recommendations to her landlord, Duncan contacted the WA3 in the summer of 2004 to request a visit from the **Resource & Design Team**. WA3 members specializing in signage and façade design met with Duncan for a free one-hour consultation and gave her the tools to proceed with her vision for a better storefront.

A year and a half later, Duncan's vision has become a reality and the block of storefronts has received a facelift. It now sports a fashionable and appealing façade.

For more information on design assistance and resources, contact the WA3. [WA3](#)



The new facades include lighting, large windows, and materials unique to each storefront.

New Web site up and running!

The WA3 has launched its redesigned Web site, www.woodwardavenue.org! The site includes a comprehensive listing of business and member resources, economic development information, event updates and invitations, committee activities, opportunities for

involvement and more. It also includes a complete directory of WA3 members. The site was developed by WA3 member **Core3 Solutions**.

Check out the new site for updates and information on the WA3's programs and activities. Look for information on the upcoming auction, the Annual Meeting in April, and the Clean Up in May. Plus, in January, the WA3 will launch an updated visitor site www.woodwardavenue.us, which will serve as the travel and tourism site listing all of the events and visitor attractions along the Byway. [WA3](#)



Committee Corner - Join and get involved!

RSVP to any of the following events or meetings by calling 248-288-2004 or emailing heather@woodwardavenue.org.

UPCOMING MEETINGS & EVENTS

Organization Committee: January 17, February 21, March 21, 8:30 a.m. at the WA3 office

Design Committee: January 18, February 22, March 22, 8:30 a.m. at the WA3 office

Promotion & Marketing Committee: Jan. 24, Feb. 28, March 28, 9:30 a.m. at the WA3 office

Economic Revitalization Committee: Jan. 25, March 1, March 29, 8:30 a.m. at the WA3 office

Coming Soon:

10th Anniversary Annual Meeting & Auction - end of April

Woodward Avenue Pride Clean Up - May 6

MEMBER NEWS & RESOURCES

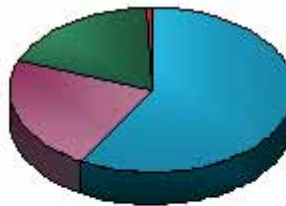
2004-2005 Financial Report

Figures based on independent auditor's report of June 30, 2005, Rehmann Robson, Certified Public Accountants.

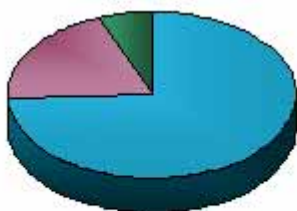
Revenue

Membership dues	\$84,135
Program fees	\$32,345
Donated facilities, equipment and services	\$26,772
Merchandise and interest	\$798

Total support and revenue	\$144,050



■ Membership dues	■ Program fees
■ Donated services	■ Merchandise & Interest



■ Program	■ Management	■ Fundraising
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Expenses

Program services	\$110,190
Management and general	\$29,630
Fundraising expenses	\$8,952

Total expenses	\$148,772

Beginning balance (net assets)	\$115,357
Change in net assets	(\$4,722)

Note: \$1.6 million in National Scenic Byway funding received to-date is not reflected in WA3 2004-05 financials. The Southeast Michigan Council of Governments (SEMCOG) is serving as fiduciary and administrator of this funding until 2006.

WA3 Members

Thank you to the following members who joined or renewed between August 13, 2005 and December 9, 2005.

NEW Members:

Contributors (\$500+)
Compuware, Detroit

Associates (\$50-\$99)

GVA Strategies Real Estate, Southfield

RENEWING Members:

Contributors (\$500+)

New Center Council, Detroit

Supporters (\$250-\$499)

Cultural Council of
Birmingham/Bloomfield, Birmingham
Fifth Third Bank, Royal Oak
Michigan Suburbs Alliance, Ferndale
Radisson Hotel Bloomfield Hills,
Bloomfield Hills
Schutt & Company, Bloomfield Hills
St. Joseph Mercy Oakland, Pontiac

Sustainers (\$100-\$249)

AAA Michigan, Birmingham
Alliance Marsh, Livonia
Automation Alley, Troy
Beaumont, Wm. Hospital, Royal Oak
Berman Company/HEFCO Properties,
West Bloomfield

Button's Rent It, Royal Oak
Chris Miller Agency, Berkley
Core3 Solutions, Birmingham
Criterium Jones Engineers, Birmingham
Dairy Deluxe, Birmingham
DTE Energy, Southfield
Excelsior! Couture, Ferndale
Hamilton Anderson, Detroit
Haynes, Jack P., PhD, Bloomfield
Township
Kellett Development, Royal Oak
Lawrence Technological University,
Southfield
Mooney, Mr. & Mrs. John Mark, Berkley
National Shrine of the Little Flower,
Royal Oak
Pomeroy Reinhardt Stration Development,
Bloomfield Hills
RecycleMax, Inc., Dearborn
Ross Mortgage Corporation, Royal Oak
Sir Speedy Printing, Royal Oak
Woodward Avenue Brewers, Ferndale
Ya Ya's Flame Broiled Chicken, Royal
Oak

Associates (\$25-\$99)

Birmingham Bloomfield Chamber of
Commerce, Birmingham

Credit Union One, Berkley
Oakland Athletic Club, Birmingham
Soil & Materials Engineers, Inc.,
Plymouth
Able Rubber Stamp & Engraving, Royal
Oak
Alban's Bottle & Basket, Birmingham
Audio Dimensions, Inc., Royal Oak
Christine C. Cantrell, Ph.D., Royal Oak
Cranbrook Educational Community,
Bloomfield Hills
Crane Roofing, Pontiac
Eddie's Alterations, Royal Oak
Hunt, Robert, Detroit
MADD, Oakland County Chapter,
Waterford
Management by Johnson, Southfield
Manresa Jesuit Retreat House,
Bloomfield Hills
Mattress & Futon Shoppe, Taylor
Nowak & Fraus Engineers, Pontiac
The Rehmann Group, Troy,
The Royal Oak Brewery, Royal Oak
Tungate, Erik, Royal Oak
Woodland Park Improvement Assoc.,
Ferndale

Program & Project Support:

Beaumont Services Corporation
Blossoms
Compuware
Dale Morgan
Duggan's Irish Pub
General Motors
Norm Silk
Pleasant Ridge Community Center
The Coffee Beanery, Ferndale

CRUISIN' THE ORIGINAL WOODWARD BYWAY NEWS

Woodward wayfinding turns to *Tributes*

Wayfinding consultants Calori & Vanden-Eynden from New York, NY, with assistance from local design firm **Hamilton Anderson**, expected the Woodward wayfinding project to be a little out of the ordinary, but they never expected it would lead to a very non-traditional wayfinding effort. Shortly after beginning the project, it became evident that "finding your way" is not difficult on a relatively straight street, and developing a wayfinding signage program would actually lead people to places "off" Woodward.



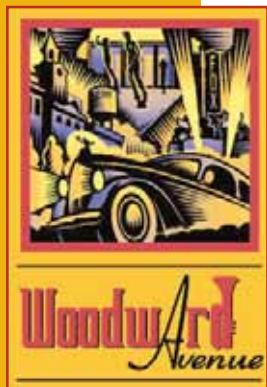
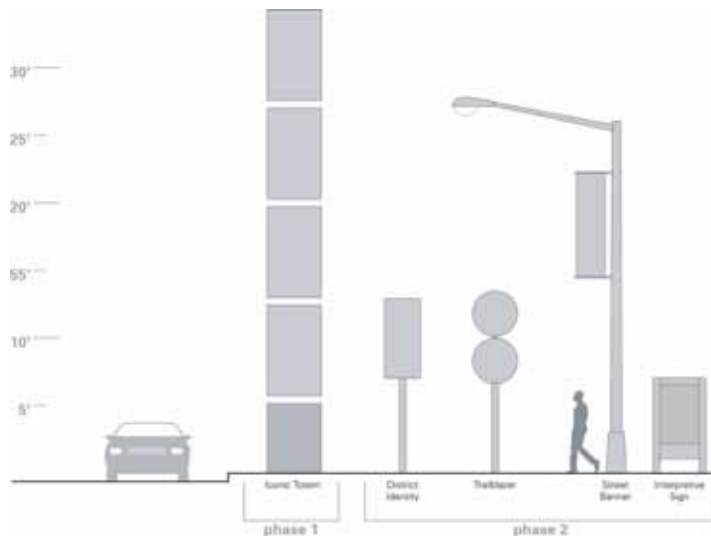
The challenge became how to make Woodward Avenue the destination - how to tell the story of this dynamic byway, while at the same time provide landmarks that can assist travelers in knowing where they are.

On Nov. 17, almost 200 Woodward stakeholders were invited and encouraged to provide input for "**Destination Woodward**" - the design concept for a **Woodward Tributes** project. Those invited included the council and planning commission members from all 11 municipalities along Woodward Avenue.

Previously, a two-day intensive design charrette session was held in August where the consultant

team introduced the "big idea" of iconic totems, or **Woodward Tributes**, to the technical Steering Committee and Woodward Heritage Team. The interpretive columns would physically display elements of the Woodward story and perhaps have low frequency radio broadcast capabilities that would elaborate on the significance of the symbols displayed by the **Tributes**. The **Tributes** would not only provide a physical reminder of the many world-changing events that happened along Woodward, but also an educational reminder of Woodward's present, and a glimpse into its future.

...CONTINUED ON THE NEXT PAGE



2005 Woodward Heritage Team Members

Harriet Saperstein -
Chairperson
HP Devco

Joe Valentine -
Vice Chair
City of Birmingham

Tamara Harmon -
At-large
Wayne County

Dave Staudt -
At-large
Allied Printing

Tom Barwin
City of Ferndale

Marcia Bruhn
City of Detroit

Rev. Jim Holley
Little Rock Baptist
Church

Tom Hoover
City of Royal Oak

Hayes Jones
Oakland County

Sue Mosey
University Cultural
Center Assoc.

Dave Payne
Bloomfield Township

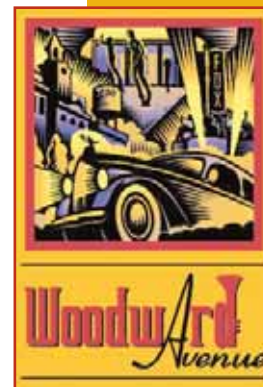
Lucius Vassar
City of Detroit

CRUISING THE ORIGINAL WOODWARD BYWAY NEWS

Since August, the consultant team has advanced the **Tribute** concept by developing ideas for a method of construction, investigating possible areas for installation, exploring materials, and expanding on the library of topics to portray on the **Tributes**. After three meetings with the technical Steering Committee and Heritage Team, the consultants are receiving the green-light to move forward.

"Each meeting is very exciting," said Harriet Saperstein, chair of the Heritage Team. "It is clear that they have listened and are addressing our comments, desires and issues."

The Woodward Heritage Team is currently identifying specifics on how many **Tributes** will be constructed, where they will be located, how to fund the installation and maintenance, etc. With such overwhelming support for the project, the goal is to start physical implementation of the **Tributes** in 2006, with phase two of the project involving more traditional signage elements for the Woodward byway. **WA3**



“Rock & Road” conference connects Woodward nationally

In October, representatives of the WA3 and Woodward Heritage Team joined people from 44 states and more than 100 "byways" holding the prestigious *America's Byways*™ designation in Cleveland at the bi-annual National Scenic Byway "Rock and Road" conference. Byways from Maine to Montana are using the designation to share the experiences and stories along their Byways to leverage economic investment and tourism.

During the three-day conference, experts and leaders conducted workshop sessions to facilitate collaboration among the Byways and answer questions concerning promotion, economic development and sustainability, among other topics. The conference brought to light the importance of regional cooperation and partnerships, and the value of telling the unique stories that emphasize a Byway's assets. Woodward may not have scenic vistas or overlooks, but its history and culture should help the region leverage its national significance as a Byway. Woodward Avenue will be the beneficiary of many lessons learned at the Byway conference, which the WA3 will implement in the coming months. **WA3**



Pete Hanses (MDOT), Harriet Saperstein (HP Devco and WHT), Carolyn Fischer, Debbie Schutt and Heather Carmona represented Woodward at the conference.

For more info on Woodward Byway, visit www.woodward-avenue.us or call: 866-M-1-BYWAY or 248-288-2004.

Debbie Schutt,
Woodward Byway
Coordinator

PROJECT UPDATE

New Developments

FERNDALE

23520 Woodward: new Wright & Filippis offices

22031 Woodward: new Metro Parent Publishing office

22007 Woodward: new Michigan Catholic Radio main offices

22730 Woodward: Vixen Intimates has taken over the former Cloud 9 location

22910 Woodward: Sakana, a new sushi bar, will open soon.

22700 Woodward: The Emory is also opening soon.

Woodward Ave.

Lofts: 160,000 sq. ft. development including 100 lofts and 5,000 sq. ft. of retail space, to begin construction at the former Jim Ashmore site

ROYAL OAK

CVS will build a 12,900 sq. ft. store at the sites of the former Jax Kar Wash, Mobil gas station and restaurant at 13 Mile.

The **former F&M site** north of 13 Mile will be converted into a medical office.

Business development and promotions underway for 2006

'SHOP WOODWARD' DISCOUNT CARD PROGRAM

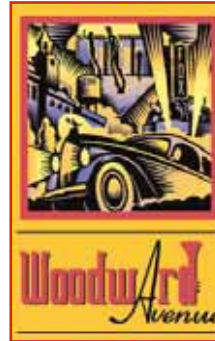


Planning is underway for a "Shop Woodward" program - a discount card that will give shoppers incentives to shop at Woodward businesses and explore the Byway. Participating businesses

(WA3 members participate for free!) can individually tailor the program by offering a discount, such as a free dessert, 15% off a consultation, buy-one-get-one-free, etc., to shoppers who show their "Shop Woodward" card. A listing of participating businesses will be available online and through the WA3, so shoppers will know which businesses are participating and what discounts they offer. The program is expected to launch this Spring.

To learn more about how your company can benefit from sponsorship opportunities available for the branding programs, contact the WA3 at 248-288-2004. WA3

HOW TO LEVERAGE THE BYWAY BRAND



The WA3 continues to build awareness of Woodward's designation as one of America's Byways™. A link to a national program, the Byway brand is a powerful promotional tool for Woodward businesses. As part of the "Shop Woodward...Buy on the Byway" program, the WA3 is gearing up to conduct a brand workshop in May for Woodward-area businesses that will demonstrate how to use the Byway brand to build



excitement and bring consumers to their businesses. The workshop will then guide businesses on how to participate in the Shop Woodward program. WA3

Friends of Woodward Avenue host Garden Party

This fall, more than 50 residents from Woodward neighborhood associations and community groups gathered for the first "Friends of Woodward" event. Hosted in Palmer Woods at the home of **Blossoms'** owners Norm Silk and Dale Morgan, the group gathered to learn about the WA3 and how to better engage residents in our efforts. The group will assist the WA3 with fundraising and other volunteer-oriented programs.

Friends of Woodward Avenue is open to individuals who do not have a corporate or business affiliation on Woodward but have a personal interest in maintaining its vitality and history. To join the Friends of Woodward Avenue, visit the Business & Member Resources links on www.woodwardavenue.org.

Friends Mission Statement:

- ◆ To serve as WA3 ambassadors to help communicate the Woodward vision to new audiences, thereby increasing public awareness and outreach;
- ◆ To assist in establishing relationships with residents and other individuals who will support and strengthen the WA3's programs;
- ◆ To foster a broader appreciation for Woodward's heritage and its importance in the future of the region. WA3



Theresa Hagood from the Detroit Golf Club Home Owner's Association and WA3 Board member Tamara Harmon from Wayne County enjoy hors d'oeuvres in the garden.

ECONOMIC DEVELOPMENT UPDATE

Transit projects focus on Woodward

In November, the WA3 participated in a tour of Woodward Avenue hosted by State Rep. Marie Donigan (D-Royal Oak). Tour participants rode a hybrid bus, manufactured by **General Motors**, as a demonstration of the transit system used in other urban cities, including Portland and Seattle. The tour highlighted opportunities for mass transit along Woodward, as it travelled through various districts and new developments. Community leaders and stakeholders participated in the tour, including WA3 Board members Malik Goodwin from the **Detroit Economic Growth Corporation** and Donna Sykes from **SMART**, Oakland County Commissioner David Woodward, Senator Martha Scott, and representatives from WA3 members **Beaumont Hospital**, **Compuware**, and **St. Joseph Mercy - Oakland**.

Additionally, **MDOT** is in the process of conducting a separate study on Woodward to explore a transit priority



The hybrid bus is a quieter, fuel-efficient transit alternative.

system through which buses will communicate with traffic signals to extend green lights and shorten bus trips. The federally-funded study will determine if a system like this would be beneficial to Woodward and how it would affect the general flow of traffic. According to the Detroit Free Press, the study should be complete in June. WA3

Governor approves Corridor Legislation

In December, communities with older business corridors gained a valuable tool for economic development. Governor Granholm approved legislation allowing the formation of Corridor Improvement

Authorities (CIA's). The bill was introduced last year by State Rep. Gilda Jacobs (D-Huntington Woods).

Under SB 34, local governments with business areas that are at

least 30 years old could form corridor authorities at the initiation of property owners on the corridor. The authorities would operate similarly to Downtown Development Authorities (DDA's), but would focus on improving areas that serve as outlying "gateways" to communities. Unlike

DDA's, the CIA's would not levy millages, but would be financed through tax increment financing. Proponents of the legislation have used it to spark successful revitalizations in other communities throughout the country

and point to Eight Mile road and Woodward Avenue as prime examples of aging corridors struggling to fund infrastructure and public space improvements.

**Tell us what you think:
As a business owner on Woodward,
would you support a special assessment
to help fund improvements and
maintenance in your district? Let us
know at www.woodwardavenue.org.**

The **Michigan Economic Development Corporation**, the **Michigan Municipal League** and **University Cultural Center Association** are in support of the legislation. To learn more visit www.legislature.mi.gov or contact State Rep. Jacobs' office at 888-937-4453. WA3

Wayne State students help map Woodward's future

As part of their urban planning studies, a group of 30 Wayne State University students recently completed a Retail "Gap" Analysis of targeted locations along Woodward in **Detroit, Ferndale, Royal Oak, Berkley** and **Bloomfield Township**.

The students spent their fall semester meeting with community planners, examining master plan information and various Woodward planning documents, and analyzing land use and zoning in order to identify development and preservation opportunities.

The information will be used to supplement the Woodward Geographic Information System (GIS) to assist the WA3 and communities in developing an inventory of target locations for redevelopment and/or preservation on Woodward. The students' recommendations will be presented to each community in January and will assist in the development of design renderings for various districts. The final product will include a marketing piece to promote redevelopment opportunities by district. WA3

New Developments

BERKLEY

Plans to rezone the parcel at Woodward and Wiltshire, across from The Coffee Beanery, and build a new **Flagstar Bank** branch are awaiting approval by the Planning Commission.

BIRMINGHAM

Bank of Birmingham is planning a \$1 million renovation of the former Cellnet location north of 14 Mile, to become its headquarters, and open in spring 2006.

A new **Flagstar Bank** is under construction at the former IHOP site.

DETROIT

The brand new 99,000-square-foot **Boll Family YMCA**, located at 1401 Broadway, opened on Dec. 5.

PONTIAC

Woodward Development LLC is planning a \$5 million redevelopment of the former Standard Vehicle Co. carriage factory at Woodward and Osmun St. into loft condominiums. WA3