



SELECTION

Within the 32 potential Tribute locations that have been identified along the Woodward Avenue (M1) National Scenic Byway, it is important to identify those sites that should be developed first. Accordingly, 5 sites – spread across the length of Woodward Avenue, from the Detroit River to Pontiac – have been selected for their merit in the following criteria:

- Overall visibility and prominence
- Historic and geographic significance
- Opportunity for civic engagement

These potential Tribute sites present significant opportunities for the Woodward Avenue Action Association and local municipalities to celebrate and leverage Woodward Avenue as one of America's great scenic byways.

29 a PONTIAC GATEWAY

This upper Woodward Avenue Tribute location will mark the entry to Pontiac as well as the northern terminus of the M1 National Scenic Byway. The Tribute will be visible from northbound and southbound traffic as it speaks to the Native American and automotive heritage that has defined the city and region. Pontiac's lesser-known carriage-making and early truck industry may also be significant local attributes to be identified within the Tribute.

Municipality: City of Pontiac

20 a OLD WOODWARD

At the important intersection of Old Woodward and M1, the Tribute location will function as a destination marker for those arriving in Birmingham and a legible waypoint for others along the M1 National Scenic Byway corridor. The important role that several Birmingham advertising and marketing companies played in the growth and promotion of the auto industry will provide important subject matter for the Tribute. As the home to internationally renowned sculptor, Marshall Fredericks, the Birmingham Tribute could also include his artistry in its overall composition.

Municipality: City of Birmingham

15 a DETROIT ZOO

The intersection of M1 and I-696 is considered by many to be the vehicular "hub" of metropolitan Detroit. This intersection of significant north-south and east-west arterials is also the location of the Detroit Zoo, a major regional destination. This Tribute may act as an homage the zoo and its innovative history, as well as the importance of the major intersection itself.

Municipality: City of Royal Oak

8 a FORD HIGHLAND PARK

The former Ford Motor Company administrative building and assembly facilities in Highland Park provide a great opportunity to pay tribute the important automotive heritage of the Detroit region. This Tribute will mark not only the modern birthplace of automotive production and the \$5 per day wage, but also the commercial center of Highland Park.

Municipality: City of Highland Park

2 a LOWER WOODWARD

This lower Woodward Avenue Tribute location marks the center of downtown Detroit and the terminus of the M1 National Scenic Byway at the Detroit River and Jefferson Avenue. Its location will be visible from both northbound and southbound traffic (vehicular and pedestrian) and will be positioned between Jefferson Avenue and Hart Plaza to the south and Campus Martius to the north. At the epicenter of many great events in downtown Detroit, the Tribute (and the byway) will be inextricably linked to the vitality and dynamism of this urban center.

Municipality: City of Detroit

MOVING FORWARD

As the initial Tribute locations are developed, additional sites will need to be identified from those documented in this package. To ensure that process moves forward with a clear and functional decision-making framework, the same criteria provided above should be utilized. However, it will also be important to also consider the following objectives:

- Effective geographic distribution of Tributes
- Strong municipal support
- Relationship to current and future mass transit (most notably the introduction of M1 Light Rail)

Lastly, it will be important that each Tribute cultivates its own identity along the corridor and works to properly celebrate not only the byway, but also the local histories and cultures.