



## Michigan / Grand River Avenue Transportation Study

### Goals and Objectives

Overall Goal: Provide and maintain a safe, sustainable multi-modal transportation system along this corridor for the efficient and safe movement of people and goods that supports local and regional goals for land use, stimulates economic development and investment, ensures social equity, promotes environmental quality and enhances the overall quality of life.

<b>CATEGORY: Transportation and Mobility</b>
<b>Goal #1: Improve the corridor's safety, mobility and accessibility</b>
Provide enhanced transportation choices, particularly for those travelling east-west within the Study Area.
Improve safety for all modes of travel.
Optimize the overall capacity of the transportation system.
Enhance connectivity within and to the regional transportation system.
Meet Federal Transit Administration benchmarks.

<b>CATEGORY: Economic Development and Opportunity</b>
<b>Goal #2: Improve multi-modal transportation that supports, sustains and grows economic value in the Corridor.</b>
Improve transportation mobility between housing and major employment and education destinations.
Provide transportation services and intermodal connectivity that helps retain existing businesses, stimulate revitalization and attract new businesses along the corridor.
Support the transportation needs for growth of cultural economic development (entertainment, tourism and recreational attractions) along the corridor.
Minimize disruption to existing businesses.
Provide convenience and choices to help individual travelers reduce their transportation costs.



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### CATEGORY: Natural, Social and Physical Environment

**Goal #3: Contribute to improvements to the overall environment (natural, social and physical) in the region, and minimize any direct negative impacts along the corridor.**

Increase the number of people using transit, walking and biking along the corridor.

Improve transportation access to major destinations and activity centers such as recreational facilities, parks, public buildings, libraries and schools.

Provide accessibility to all persons regardless of economic, physical and social characteristics.

Enhance the vitality and character of existing neighborhoods.

Ensure transportation solutions complement the policies of the Tri-County Regional Planning Commission to reduce greenhouse gas emissions and the rate of growth of vehicle miles of travel.

Minimize disruptions to environmental resources such as historic structures, parks, schools, open space, wetlands, natural areas, and the median in downtown East Lansing.<sup>1</sup>

### CATEGORY: Land Use and Community Character

**Goal #4. Complement or enhance the character of the corridor.**

Facilitate sustainable and efficient land use patterns that promote compact mixed-use development patterns as embodied in adopted regional plans.

Promote local land use and zoning policy that encourages revitalization and infill with compact, walkable development form (density, building location and limited parking).

Foster attractive multi-modal, active streetscape environments that improve the character of the corridor.

<sup>1</sup> The Study Goals and Objectives were originally adopted by the Steering Committee on October 27, 2009. On September 2, 2010, the Steering Committee modified the sixth objective under Goal #3 to include a reference to the median in East Lansing.