



BUSINESSCONNECT

"Creating an Environment for Investment"

Troy Building Department (SAFEbuilt)

The Troy Building Department, a privately run operation, is a model of efficiency, effectiveness and quality - with building and development processes that are fast, fair and predictable.

The City's building services provider, SAFEbuilt, has earned a 98% satisfaction rating among Troy users seeking building permits, inspections and assistance. Builders, business owners, design professional, contractors, and homeowners alike have come to depend on a professional, positive experience when working with SAFEbuilt staff members. For information, visit troymi.gov/buildinginspection or call 248.524.3344.

Check Out the New City of Troy Website

The City of Troy's website has been redesigned to make navigation easier for residents, businesses and visitors. When you log onto the new City of Troy Website you will find a new look with tabs at the top - Live Here, Work Here, Play Here, Government and Resources, as well as Calendar and Contact Us sections.

On the newly designed website, check out the City of Troy Planning and Development Department's new online

Welcome!

Welcome to Troy Michigan Business Connect, a quarterly newsletter bringing you the latest planning and development news from Michigan's premiere address for business, retail, and commerce.

This newsletter highlights important business news, events, and the innovative tools the City of Troy provides to support local businesses. Each issue of Troy Michigan Business Connect will feature some of these initiatives. In addition, business spotlights will relate the experiences of local entrepreneurs, share success stories, and announce new investments in the City.

The launch of Troy Michigan Business Connect comes in conjunction with our new website, which we invite you to visit [here](#). Please also check out our new Economic Resource Guide [online](#) for a wealth of information about the City of Troy and its business community.

If you have any questions about the e-newsletter or if you want your company to be featured in a future issue, contact Glenn Lapin, email: g.lapin@troymi.gov, phone: 248.524.3314

Troy's Flexible Zoning Ordinance

Fast, Fair and Predictable

Troy's Zoning Ordinance, adopted in April of 2011, features many exciting changes that new and existing businesses may not be aware of.

The most notable change in the ordinance is the significant expansion of permitted uses in non-residential zones. This flexibility is a necessary response to existing market conditions and helps create new opportunities for development and growth. The Integrated Industrial and Business (IB) District in particular allows virtually all uses except single-family housing, greatly increasing reuse and redevelopment potential in industrial areas.

The Troy Zoning Ordinance also includes three form-based districts—Big Beaver, Maple Road, and Neighborhood Nodes—each with unique guidelines that are meant to enhance the character, function, and intensity of Troy's most visible economic corridors and intersections.

Future issues will discuss in greater depth the impacts of these and other

Portal application to allow residents and other interested parties to view and comment on development applications being considered in Troy. You can review pending development applications, submit public comment, and learn about projects under construction within the City of Troy.

This new Planning and Development Portal contains an interactive map of all projects under construction within the City. Our intention is to provide transparency and 24/7 access to the City of Troy for all residents and others interested in our community's planning and development process.

The new redesign will also make navigation easier for smartphone users. <http://www.troymi.gov>

PeerSpectives Roundtable

The City of Troy is a co-sponsor of the Michigan Small Business & Technology Development Center's PeerSpectives Roundtable. The PeerSpectives Roundtable is an innovative peer-to-peer learning tool using a proven format that focuses on sharing experiences among leaders of 2nd Stage businesses (10-99 employees) in a confidential, non-competitive environment.

The program allows participants to get the value of interacting with and learning from colleagues who often face similar leadership and business problems. Roundtables meet monthly at Troy City Hall. Each session is facilitated by an experienced and trained facilitator to ensure maximum interchange and effective use of valuable time. For further information, contact Greg Doyle, Oakland County Business Center, at 248.858.0783 or doyleg@oakgov.com

Troy Today - Spring '13

Check out the Spring 2013 Troy Today,

aspects of the Zoning Ordinance. For questions regarding the new Zoning Ordinance or how it affects your business, please refer to the Zoning Ordinance [online](#) or contact the Planning Department at 248.524.3364.

Business Spotlight

Troy Encourages Sustainable Development - O'Brien Construction



O'Brien Construction Celebrated its 50th Anniversary with a move to Troy. O'Brien transformed a 1970's building into a modern, highly efficient office space incorporating green technologies.

The Sustainable Development Project (SDP) option is an innovative tool used to encourage development and redevelopment in the City of Troy to incorporate features designed to minimize adverse impacts on the natural and built environment. The SDP option is established by Section 12.01 of the Zoning Ordinance. SDP status will empower applicants to seek a modification from certain elements of the Zoning Ordinance and receive benefits directly related to the sustainable features proposed for their project.

An excellent example for how a business can benefit from the SDP program is O'Brien Construction, located at 966 Livernois. O'Brien Construction's new headquarters utilized the SDP program to enhance sustainable design features at the facility.

The 10,000 square foot project includes green features such as extensive landscaping, a rain garden and swale at the front of the site, roof rain water captured in an underground storage tank, reuse of 70% of the existing building, recycling of 95% of all construction demolition, installation of an electric vehicle recharging station, LED lighting, solar lighting, installation of a "cool" roof, water recycling and water use reduction, and geothermal heating and cooling.

"Troy looks at their job as a business and they want to be the best business out there," said O'Brien Construction President Tim O'Brien. "Troy's processes were weeks instead of months, a huge help to our renovation which was a green building. Because of this, we were able to decrease parking and increase landscaping."

966 Livernois 248.334.2470 www.obrienc.com

The City of Troy encourages all businesses to implement sustainable and green elements. **Please contact Glenn Lapin, Troy's Economic Development Specialist, at 248.524.3314 for more information.**

Big Beaver Design Guidelines

The City of Troy has a vision for Big Beaver Road—one that elevates the

our quarterly newsletter for more Business Development News and Information at troymi.gov/Resources/TroyToday.aspx

"We chose to build our business in Troy because it is safe and conveniently located. The City has a strong sense of community and a track record of supporting the growth of budding companies."

Kevin Smith, Founder Feb. 2013

www.evolvebikethe.com

street and surrounding land uses to "World Class Boulevard" status. This vision is described in the [Big Beaver Corridor Study](#) and [City of Troy Master Plan](#).

The [City of Troy Zoning Ordinance](#) is the tool used to implement the vision. The Big Beaver Zoning District permits a wide range of land uses along the corridor, provided applications meet minimum design requirements. These include building form and placement requirements, walkability and placemaking. Granite City Food and Microbrewery is an example of a new project that meets the standards of the Big Beaver Zoning District.

[The Big Beaver Design Guidelines](#) assists developers with site and building design along Big Beaver. The document provides options, suggestions, and examples for building structure, street accessibility, and placemaking amenities. The Guidelines are meant to be flexible and therefore do not strictly mandate what types of materials, products, or architectural styles must be used. Rather, they are a resource for designers and developers to make the entitlement process fast, fair, and predictable. The document provides user-friendly explanations and simple graphics that demonstrate desired design elements for any given site. Design elements include: decreased setbacks, increased building heights, mixed-use development, high quality building design, pedestrian accessibility, landscaping, street furniture, and lighting.

It is anticipated that as more developments are built using these regulations and guidelines, the overall character of the Big Beaver Corridor will steadily improve, creating memorable places that residents are proud of and visitors remember.
