

Future Land Use Categories

Housing

There are six residential Land Use designations intended to provide a variety of housing options in terms of style and price range for current and future residents of all ages and abilities in Genoa Township. Intended densities range from one dwelling per five acres to 8 dwellings per acre and are applied in a way that is consistent with the Township's goals. Areas intended to reinforce the rural character of the Township have limited utility access and will serve for large-lot residential homes; these areas are only intended for residential uses or small-scale neighborhood-serving non-residential uses. To advance the Township's walkability and economic development goals, different housing types, from small-lot single-family homes to multiplexes and mixed use residential, are envisioned in areas that can support such development, with available utilities, and offer destinations to which local residents can walk.

Agricultural/Country Estate: The intent of this designation is to protect lands for agricultural use or to permit limited development with single family homes. Many of the areas are prime farmland or have significant natural limitations such as wetlands or severe soil limitations. As these areas are not planned for sanitary sewer, they can only support low density residential development. This classification is recommended for single family residences on lots no smaller than 5 acres.

Rural Residential: This designation identifies areas to be developed as single family residential on large lots. Many of the areas have significant natural limitations such as wetlands or severe soil limitations and are not planned for sanitary sewer. These areas are only intended for residential uses or small-scale neighborhood-serving non-residential uses. This classification is recommended for single family residences on lots no smaller than 2 acres or clustered development with a net density of 1 unit per acre.

Low Density Residential: This designation is for single family residential development located between rural residential areas and the more developed areas of the Township. While these areas are not planned for sewer service, they have fewer environmental constraints found in the Rural Residential. These areas are only intended for residential uses or small-scale neighborhood-serving non-residential uses. Single family residential uses within these areas will be located on lots of at least 1 acre in size.

Small Lot Single Family Residential: This designation refers to two distinct groups of single family residential uses: the older homes around Lake Chemung and the Tri- Lakes area and newer, small lot, single family subdivisions located within the more urbanized area of the Township. Secondly are These areas will generally be, or are planned to be, served by public water and sanitary sewer. Single family residential uses located within these areas will typically be located on lots ranging from 14,520 square feet to 21,780 square feet in size or 2 to 3 units per acre.

Medium Density Residential: This designation refers to medium density duplexes, attached condominiums and other multiple-family dwelling units. This area may also be developed with single-family homes on smaller ¼ acre lots. This designation is found within areas served, or planned to be served, by public water and sanitary sewer. New residential development should be located close to goods, services and job centers and should accommodate residents of all ages and abilities. Development will be at a density consistent with the infrastructure and land capabilities but will not exceed a density of 5 units per acre.



High Density Residential: This designation refers to higher density condominiums, apartments and other multiple family dwellings. This designation is found within areas served, or planned to be served, by public water and sanitary sewer and should primarily be located along the Grand River Corridor. Development should respond to infrastructure and land capabilities and should not exceed 8 units per acre unless designed to minimize impacts on adjacent uses by limiting impervious surfaces, adding green space and including community gathering spaces. This designation includes existing manufactured housing/mobile home parks; no new mobile home park areas are anticipated.

Commercial

The Township is planning for commercial development that serves both residents and visitors. A small-scale, low-intensity type of commercial closer to existing residential neighborhoods that may include goods, services and limited office uses will serve local residents. The Grand River Corridor will serve both local residents and, closer to the cities of Howell and Brighton as well as near the freeway, visitors and regional residents. In the corridor, commercial uses will include goods, services, offices and, in “hub” or “district” areas, residential uses.

Neighborhood Commercial: Retail and service establishments whose primary market area includes residents and employees from within a two-mile radius are designated by this category. These retail businesses and services are intended to serve the needs of nearby residential neighborhoods. Typical uses would include smaller general merchandising/retail establishments such as convenience stores, banks, dry cleaners, and beauty/barber shops, and small retail strips. Low trip-generating professional office uses (not medical) will serve not only local users of such services, but also will allow local residents the opportunity to work closer to home.

Interchange Commercial: Rather than typical interchanges where gas stations and fast food establishments are built piecemeal with little consideration for aesthetics, the intent of this designation is to promote planned development of these interchange commercial uses with high quality architecture. The Latson interchange is envisioned to be the premier exit for travelers along I-96: a destination where they can get out of their vehicles to walk around, dine, and shop.

- Appropriate uses include fast food, sit-down restaurants, gas stations, retail, and entertainment
- This area may be subject to design guidelines promoting walkability, increased landscaping standards, pedestrian-scale building siting and massing, and outdoor dining/gathering.
- Very few access points: each development shall provide access connections to adjacent properties so that there may be a shared access connection to a future traffic signal.

Interchange Campus: The intent is to create a district in the I-96 corridor that will accommodate large-scale institutional campuses close to the interchange without leap-frog development further south. The Future Land Use Map includes a “future transition area” south of this designated area. The Township will evaluate when it is appropriate to allow more intensive development in this area, based on surrounding development, demand for growth, and the ability for the area to accommodate the additional demands on utilities, transportation network and public services.

- Possible principal uses alone or in combination: medical center/clinics, higher education satellite, corporate offices, high-tech research & development (with no external impacts), indoor sports center, conference center/hotel, health clubs, office centers, or senior living. Ancillary uses that have a direct connection to the principal use are allowed and should be part of the overall plan, such as limited restaurants and professional services when included as part of an overall development.
- Any large-scale development should be a well-planned, campus-like setting, planned in close coordination with the Township. Upon submittal of the first development proposal for this area, an overall development plan must be provided. This plan shall guide development in the interchange campus area including signs, access/circulation, building design, landscape, and streetscape.

See the Appendix for additional information about this area as developed in the 2013 Master Plan.



Industrial

Industrial: The intent is to develop industrial uses such as research, wholesale and warehouse activities and light industrial operations which manufacture, compound, process, package, assemble and/or treat finished or semi-finished products from previously prepared material. The processing of raw material for shipment in bulk form, to be used in an industrial operation at another location is found only in very defined and limited portions of this area.

Research and Development: This area should be developed as a light industrial/R&D/office park. High quality building architecture should be utilized to convey a high-quality image. Enhanced landscaping and screening should be provided along adjoining major thoroughfares. Flexibility in some zoning requirements may be considered in exchange for these aesthetic enhancements. There are two areas designated as R&D: one in the eastern end of Grand River near Euler Road that is partially developed and the second in the northwest, bounded by I-96 and the railroad, bisected by Chilson Road. These may be good areas to consider for alternative energy facilities, notably solar energy. Particularly along the Chilson Road corridor, as the eastern portion is land-locked with the highway and railroad. This area could serve as workforce housing, if it had non-motorized access over the railroad to Victory Drive or Grand Oaks Drive.

Other

Public/Quasi-Public: These are institutional land areas to be occupied by government, utility or civic uses such as churches, parks, state, county and municipal facilities and major utility lines.

Private Recreational: These are areas designated for private recreational facilities such as golf courses, ski hills, campgrounds and private parks. Because they are primarily located in residential areas, should these uses cease, any future redevelopment is anticipated to be consistent with low density residential and compatible with the surrounding area.

Redevelopment of Public/Quasi-Public and Private Recreational Sites:

Development pressures may lead to a demand for some public sites or private recreational property to be developed

What are “regional” uses?

Regional uses are typically located in geographic area, or “regional centers,” intended to serve as the focal points of regional commerce, identity, and activity. They cater to many neighborhoods and communities and serve a significantly larger population than the community in which they are located.

Regional centers contain a diversity of uses such as corporate and professional offices, retail commercial shopping centers and malls, government buildings (county or district-serving), major health facilities, major entertainment and cultural facilities and supporting services. Housing may be integrated with commercial uses to serve as workforce, support services, recreational uses, open spaces, and amenities.

Regional centers, typically, provide a significant number of jobs and many non-work destinations that generate and attract a high number of vehicular trips. They are typically high-density places whose physical form is substantially differentiated from the lower-density neighborhoods of the community. Such uses are ideally located with convenient access to major thoroughfares and freeways that can sustain high vehicle travel without generating traffic on local streets (i.e. contained to Grand River and 96).

with other types of uses. If there is any redevelopment of public sites or private recreational lands, proper Land Use relationships must be maintained to ensure design and uses are compatible with the planned character of the surrounding area. In addition, since most of those sites have significant open space or natural features, some element of those features should be preserved. The Planned Unit Development (PUD) option contained in the Zoning Ordinance would be a good approach for this type of redevelopment. PUD provides design options to permit flexibility in the regulation of land development and innovation in design.



Grand River Corridor Mixed Use

This designation generally covers most of Grand River Avenue as it runs east-west through the northern part of Genoa Township and intends to allow flexibility of Land Uses while ensuring quality development and redevelopment. In these areas, commercial and residential uses, provided in a horizontal or vertical mixed use development pattern, will complement each other, creating “hubs” or “districts” of mutually supportive uses. It is envisioned that people may live near their places of work as well as near goods, services and entertainment uses and visitors to the areas who arrive by car can park once and walk to a variety of destinations. Site layout, landscaping, building design and connectivity will be important. Throughout these areas, walkability is encouraged, and identifiable “places” will be created to reflect a unique identity to Genoa Township.

A mix of uses may occur as vertical mixed-use, horizontal mixed-use or a mix of the two in one development. Vertical mixed-use is intended to allow for a combination of different uses in the same building where non-residential uses occupy the bottom portion of the building and residential on upper floors. Horizontal mixed-use allows commercial and residential uses on adjacent parcels that together may create a “hub” or district. Buildings will range from one to three stories and be set back from single family neighborhoods when they’re adjacent to the corridor. Screening to buffer single family neighborhoods from noise, light and traffic will also be important; however, pedestrian access should be maintained. Placemaking elements, such as street lights, trees and furnishings, along with public art and signage, will help reinforce the identity of this important corridor.

A variety of housing is envisioned in these areas as an alternative to some of the larger lot residential areas elsewhere in the Township. Housing in the mixed use areas will be smaller homes on smaller lots and multi-family dwellings. This housing will generally be more affordable than larger homes on larger lots, easier to maintain and serve a broad range of age groups, from college students to young professionals and older residents.

Regional commercial uses, such as auto-oriented uses (including fast-food) are only intended at interchange uses and where otherwise currently existing along Grand River Avenue. See page 3.34 for more details.

East Grand River District

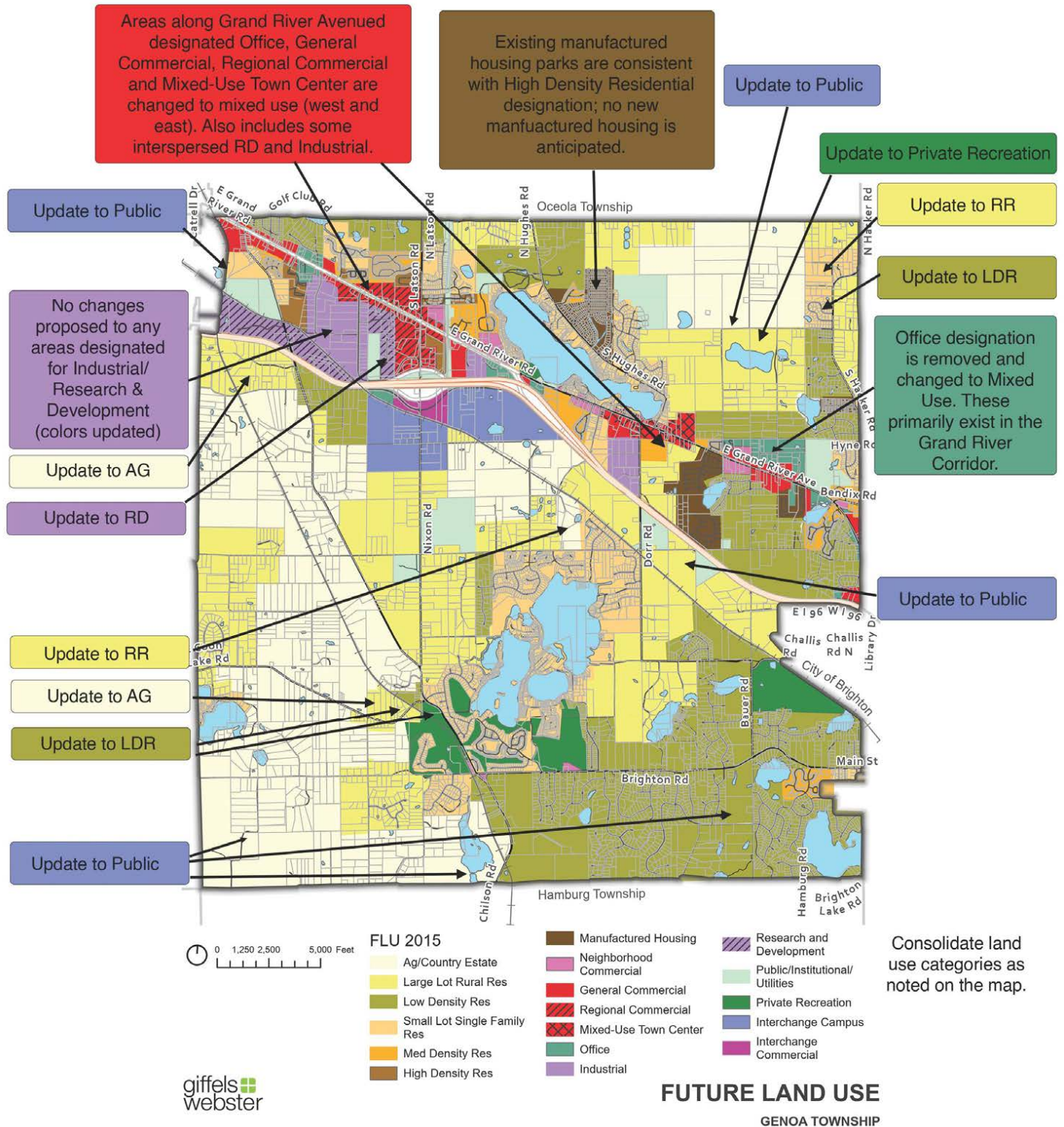
This district covers the area from the Township’s eastern border (north of Herbst) west to the I-96 interchange. It includes the “lake district,” where public access to Lake Chemung is provided on Grand River Avenue and also the “health hub,” which is a potential development area centered around St. Joseph Mercy Health Center. Both of these recognizable amenities offer opportunities to locate jobs, retailers, restaurants, recreation/entertainment, office and residential uses in a way that focuses on and supports community health. Buildings are intended to be one- to two-stories and sites developed in a way that minimizes the importance of the automobile and prioritizes the pedestrian. Housing in this area could focus on housing for older residents, providing them easy access to nearby medical facilities as well as other goods and services.

West Grand River District

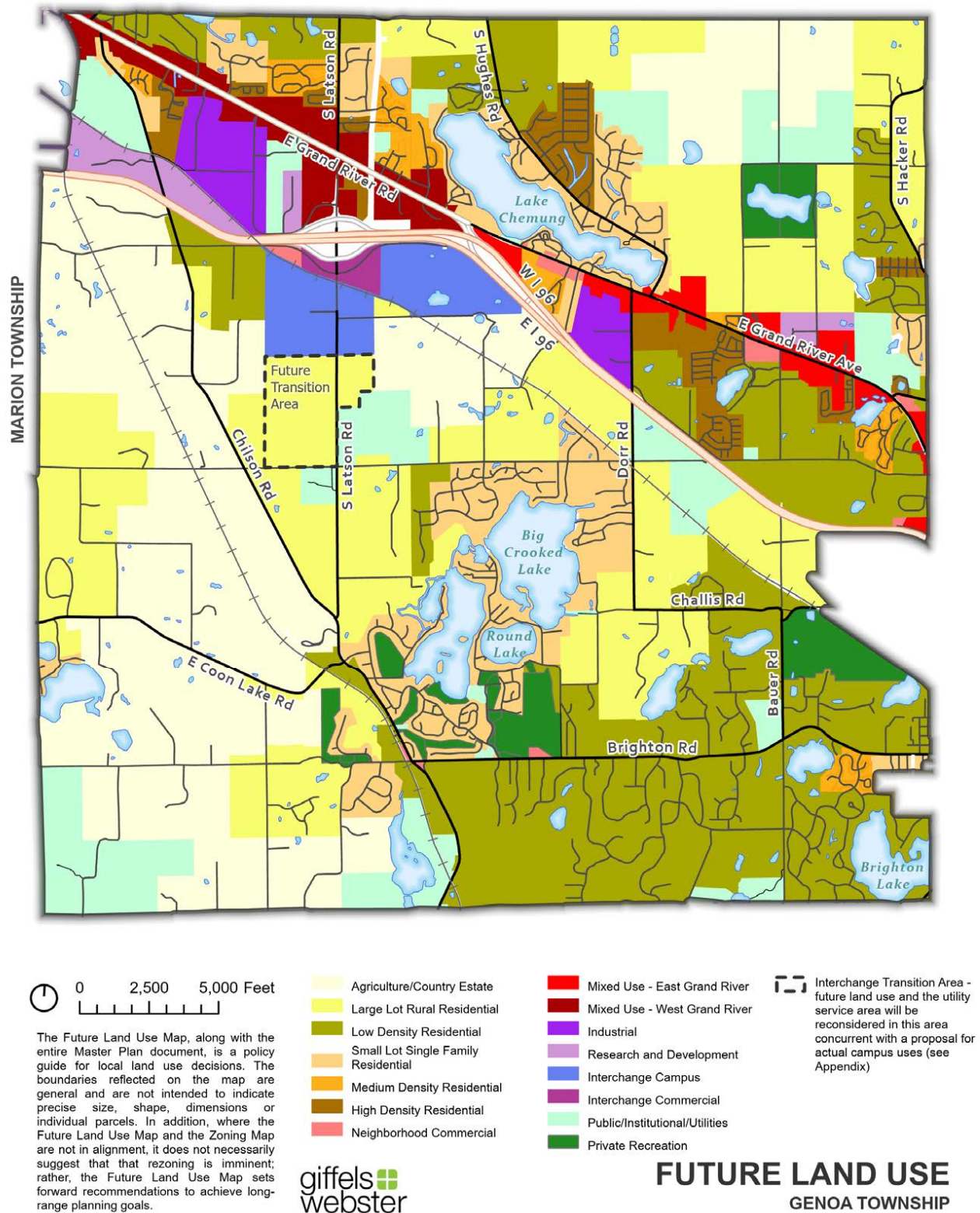
This district will reach from the I-96 interchange at the east end to the western boundary of the Township, west of Golf Club Drive. This area is envisioned for a higher intensity of commercial and residential uses than the East Grand River District. Currently developed with general commercial and office along Grand River, this area is intended to continue to promote these uses that are supported by area and regional residents as well as pass-by traffic along Grand River Avenue, including interchange traffic from I-96. Buildings of one- to three-stories are envisioned, with higher and larger buildings set back from single family residential. Residential uses could range from attached units to stacked flats and will contribute to the workforce and customer base for the district.



MAP 3.1. CHANGES TO FUTURE LAND USE MAP



MAP 3.2. FUTURE LAND USE PLAN



Growth Area Boundary

The 2013 Master Plan establishes a growth boundary. Areas within the growth boundary include the Grand River Avenue/I-96 corridor between Brighton and Howell and areas surrounding the City of Brighton. This section includes the relevant text from the previous plan. The growth boundary is not intended to be static, but should be evaluated on a regular basis. In the future, the Township should consider updating the growth boundary based on the criteria listed in the following page.

At this time, there is considerable development pressure along Latson, south of the primary growth area to Crooked Lake Road, but the Township is not ready to extend the primary growth area nor infrastructure at this time. This is an area to be reviewed in the next 5-year review of the Master Plan.

The residents of Genoa Township have consistently said that preserving the natural beauty of the Township and controlling urban sprawl are important priorities for planning the community. The Township also desires to be able to provide efficient infrastructure services to support development. One of the most effective ways to meet both of these goals is with a “growth boundary.”

The growth boundary concept in the plan is designed to encourage the following:

- Efficient Land Use,
- Protection of farmland and natural areas,
- Efficient provision of utilities, services and infrastructure,
- An efficient transportation system,
- Locations for economic growth, and
- Diverse housing options.

The growth boundary marks the separation between rural and urban areas and defines land that can efficiently support urban services such as sewer, water and roads. Secondary growth areas are also provided adjacent to the City of Brighton for low density residential.

Development outside the boundary is not prohibited; however, because public utilities are not available in these areas, development needs to be maintained at a relatively low intensity and the character of development needs to not adversely impact natural features and agricultural uses.

Areas within the growth boundary include the Grand River Avenue/I-96 corridor between Brighton and Howell and areas surrounding the City of Brighton. Land within the growth boundary are separated into two distinct areas:

Primary growth areas are currently served or available to be served by public sewer and water. These areas include single family and multiple family residential at higher densities with public water and sewer, commercial centers, industrial parks and mixed-use centers.

Secondary growth areas do not have sewer and water, but due to their proximity to the cities of Brighton or Howell, are appropriate for infill with low density residential. Typical lot sizes will be around one acre or clustered developments at an overall density of two acres per dwelling.

Rural Reserve areas outside of the growth boundary should be maintained at a relatively low intensity rural character of development that will not adversely impact natural features and agricultural uses.

There is presently vacant or under-utilized land within the growth boundary that can be served by public water and sewer. By focusing new development in these areas, the Township and the County can more efficiently provide the necessary infrastructure to support new growth.

Planned development. This Master Plan Update plans for a mix of uses along Grand River, all of which is located inside the growth boundary and currently has the public utility and transportation infrastructure to support development. This higher density corridor will form compact, walkable areas for housing, shopping, employment, cultural and recreational activities.

An extension of utilities south of I-96 to the Latson subarea was a determining factor in the planned Land Uses for that area. After the interchange is completed, the area should be monitored annually for potential development and proposed expansion of the growth boundary south. This intent is supported by the associated zoning standards. These standards include evaluation factors to allow for expansion as the Township feels is appropriate.



Criteria for updating growth boundary

- Amount and capacity of undeveloped or under-developed land currently within the growth boundary, which should be used to satisfy the demand for development prior to expanding the boundary.
- Projected population growth within the Township and demand for other land areas for commercial or industrial development.
- The ability to extend public water and sewer to serve new land areas outside of the growth boundary.
- The capacity and condition of the road system to support the new growth areas.
- The ability of the Township, County and other public agencies to provide necessary services to the new growth areas and the additional resulting population.
- The impact of higher density development from expanding the growth boundary will have on natural features, agricultural uses and rural character.
- Consistency with the goals and objectives of the Master Plan.

MAP 3.3. 2015 GROWTH BOUNDARY

