Bruce Township Master Plan Update

Open House

11/11/2026

1. Master Planning in Michigan

What Is a Master Plan?

- Authorized by Planning Enabling Act, PA 33 of 2008
- Considers growth and how to direct it
- Sets policy, goals & objectives for land use
- Creates the basis for zoning
- Considers the whole community

A master plan update is typically focused on a specific area or topic.

Recent Planning History

- Last Master Plan adopted in 2016
- Plan updated in 2018 to match water & sewer district boundaries
- Re-affirmed after review in 2021
- 2024: PC and Board decided to update, focused on industrial and commercial land and uses
  - Prompted by a rise in rezoning requests and site plans

Master Plan Process

- Notice of intent to plan
- Plan creation
- Comment period
- Public hearing
- Adoption
- Implementation

Data

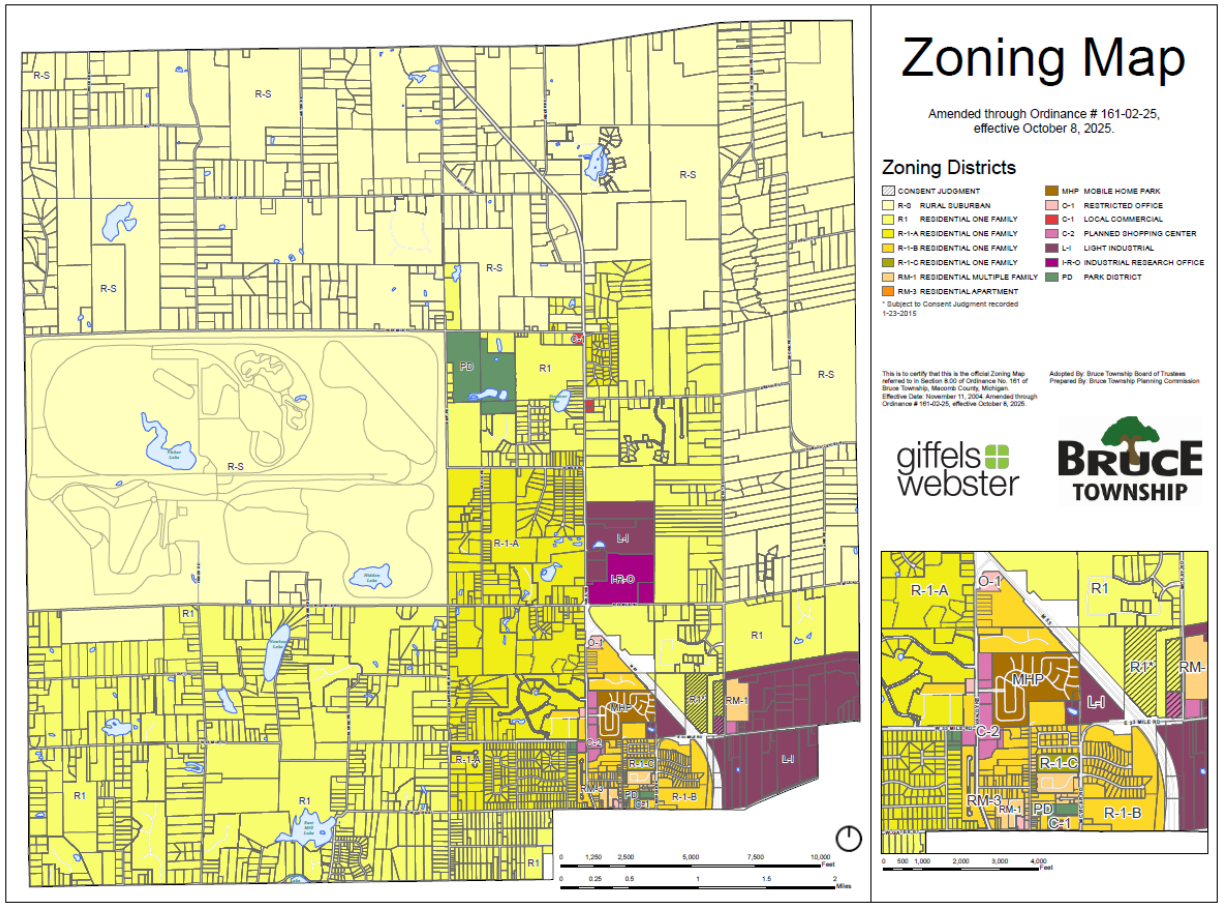
- Primary data sources are US Census, American Community Survey, and SEMCOG
  - ACS uses 5-year estimates.
- Michigan Bureau of Labor Statistics, private market analysts also provide key info
- Map layers from Macomb County
- Generally tries to exclude Romeo, which does its own land use planning

Zoning vs. Future Land Use

- Zoning Map is law.
- Shows which zoning district each property is in now.
- Can't be changed without a public hearing

- Zoning districts primarily control:
  - What land uses are permitted
  - Setbacks and building heights.

Township can't prohibit otherwise legal land uses.
Owners can apply for rezoning.



Future Land Use Map

- Most important part of the master plan
- Identifies which parts of the Township are planned for which uses
- Does not change zoning, but informs decisions on rezoning

2. Purpose of This Master Plan Update

Key Questions

1. Does the Township have an appropriate amount of land zoned for industrial and commercial development?
2. Is the location of the land that is zoned for industrial or commercial use appropriate?

Supporting Questions

1. How much land is currently zoned for commercial and industrial uses?
2. How much of this land is vacant, or near-vacant/occupied by obsolete uses or structures?
3. Where are our commercial uses that do not have commercial zoning?
4. How much commercial and industrial development is occurring in the Township?
5. What do the residents of Bruce Township think?

3. Bruce Township Data

Population

Table 2-1 Population Change in Bruce Township and Surrounding Communities				
Jurisdiction	**Pop 2010**	**Pop 2023**	**% Change**	**Difference**
Bruce Township	6,947	7,901	13.73%	954
Romeo	3,596	3,767	4.76%	171
Washington Township	23,296	26,535	13.90%	3,239
Addison Township	5,948	5,782	-2.79%	-166
Almont Township	6,613	6,956	5.19%	343
Armada Township	3,649	3,639	-0.27%	-10
Macomb County	840,978	874,928	4.04%	33,950
SEMCOG Region*	4,704,809	4,804,188	2.11%	99,379
Michigan	9,952,687	10,057,921	1.06%	105,234
United States	303,965,272	331,097,593	8.93%	27,132,321

*Macomb, St. Clair, Oakland, Wayne, Washtenaw, Livingston, and Monroe Counties

Population

- Bruce Township is growing faster than Macomb County, the greater SEMCOG region, Michigan, and the United States as a whole.
- SEMCOG projects more growth through 2050: about 1000 people and 200-300 housing units

Population: Age Distribution

Population Characteristic	2010	2020	Change 2010-2020
Total Population	6,947	7,461	7.4%
Under 5	306	300	-2%
5 to 17	1,449	1,322	-9.9%
65 and over	895	1,467	63.9%
65 to 84	833	1,331	59.8%
85 and over	62	136	119.4%
Housing Units	2,477	2,742	10.4%
Household Sizes	2.95	2.83	-0.12%

Source: U.S. Census Bureau, 2018-2022 American Community Survey 5-Year Estimates, and SEMCOG 2050 Regional Development Forecast

Housing & Households

Table 2-4 Household Composition 2010-2022				
Household Types	**Census 2010**	**ACS 2022**	**Change 2010-2020**	**Pct Change 2010-2022**
With Seniors 65+	605	1,022	417	68.90%
Without Seniors	1,741	1,784	43	2.50%
Live Alone, 65+	127	397	270	212.60%
Live Alone, <65	171	107	-64	-37.40%
2+ Persons, With Children	864	780	-84	-9.70%
2+ Persons, Without Children	1,184	1,522	338	28.50%
Total Households	2,346	2,806	460	19.60%
Source: U.S. Census Bureau, 2006-2010 and 2018-2022 American Community Survey 5-Year Estimates				

Housing & Households

578 housing units permitted 2010 through early 2024, 473 single family units

Table 2-5 Housing Characteristics 2010-2022			
Housing Characteristics	**2010**	**2022**	**Change 2010-2022**
Housing Types			
Single unit	1,972	2,500	528
Multi-unit	123	117	-6
Mobile homes	337	251	-86
Occupancy Status			
Owner-occupied	2,207	2,650	443
Renter-occupied	139	156	17
Vacant	131	62	-69
Housing Value and Rent			
Median housing value	$364,014	$379,300	$15,286
Median gross rent	$1,097	$1,350	$253
Source: U.S. Census Bureau, 2006-2010 and 2018-2022 American Community Survey 5-Year Estimates			

Economics

- 500+ households (19%) make over $200,000 annually
- 600+ households (22%) make under $50,000 annually

Table 2-6 Economic Characteristics of Bruce Township, 2010-2022				
Income Characteristics	**2010**	**2022**	**Change 2010- 2022**	
Median household income	$97,178	$115,965	$18,787	19.3%
Per capita income	$39,892	$52,263	$12,371	31%
Persons in poverty	615	240	-375	-5.6%
Households in poverty	161	76	-85	-4.20%
Source: U.S. Census Bureau, 2006-2010 and 2018-2022 American Community Survey 5-Year Estimates				

Economics

Table 2-7 Median Household Income of Bruce Township and Surrounding Communities, 2022	
Bruce Township	$115,965
Romeo	$59,693
Washington Township	$102,829
Addison Township	$107,051
Almont Township	$86,858
Armada Township	$106,069
Macomb County	$73,876
SEMCOG Region*	$73,354
Michigan	$68,990
United States	$74,580
Source: U.S. Census Bureau, 2018-2022 American Community Survey 5-Year Estimates	

Economics: Educational Attainment

Table 2-8 Educational Attainment, Population Over 25			
Highest Level of Education*	**ACS 2010**	**ACS 2022**	**Percentage Change 2010-2022**
Did Not Graduate High School	11.7%	4.7%	-6.9%
High School Graduate	21.4%	23.5%	2%
Some College, No Degree	28.5%	25.8%	-2.7%
Associated Degree	12.5%	10.5%	-2%
Bachelor's Degree	16.5%	20.8%	4.3%
Graduate/Professional Degree	9.4%	14.8%	5.3%
*Population Age 25 and over			

Employment

- Bruce Township has about 3,460 resident workers over age 16.
- In 2020 (pre-COVID), top employment sectors were:
  - Manufacturing
  - Professional & Technical Services/Corporate HQ
  - Natural Resources, Mining & Construction
  - Information & Financial Activities
  - Healthcare Services
  - Retail Trade
  - Administrative, Support & Waste Services
  - Transportation, Warehousing, & Utilities

Employment

- More people leave Bruce for work than enter it. 11% of resident workers live in the Township.
- Top employment destinations for residents:
  - Sterling Heights (12.4%)
  - Washington Township (11.3%)
  - Warren (5.6%)
  - Romeo (5.6%)
  - Shelby Township (5.4%)
  - Auburn Hills (5%)
  - Clinton Township (4.3%)

Employment

- Top sources of workers in Bruce Township:
  - Outside the SEMCOG region (15.3%)
  - Sterling Heights (7.1%)
  - Washington Township (6.2%)
  - Romeo (5.9%)
  - Detroit (4.8%)

Commuting

- Bruce Township workers who work outside the home commuted 27.7 minutes in 2022, down from 27.9 minutes in 2010.
- Five minutes longer than the average commute in the SEMCOG region.

Table 2-9 Transportation to Work, 2010 and 2022

Transportation to Work	ACS 2010	% of Total (2010)	ACS 2022	% of Total (2022)	% Point Chg 2010-2022
Drove alone	2,446	81.50%	2,849	82.30%	0.80%
Carpooled or vanpooled	316	10.50%	266	7.70%	-2.80%
Public transportation	0	0%	0	0%	0%
Walked	139	4.60%	30	0.90%	-3.70%
Biked	0	0%	4	0.10%	0.10%
Other Means	0	0%	17	0.50%	0.50%
Worked at home	99	3.30%	294	8.50%	5.20%
Resident workers age 16+	3,000	100.00%	3,460	100.00%	0.00%

Source: U.S. Census Bureau, 2006-2010 and 2018-2022 American Community Survey 5-Year Estimates

4. Public Input

Survey

- 378 responses (355 online, 23 paper)
- 88.3% Township residents living outside Romeo
- 10.9% Township residents living in Romeo
- 4.79% owned businesses in the Township

Survey: Major Themes

- Residents value rural character, open space, agriculture, natural areas.
- Change that does occur should not significantly change that character.
- When asked to select the biggest challenges facing the Township, about three quarters chose “maintaining rural character.”

5. Commercial & Industrial Land in Bruce

Land Planned for Commercial & Industrial Use

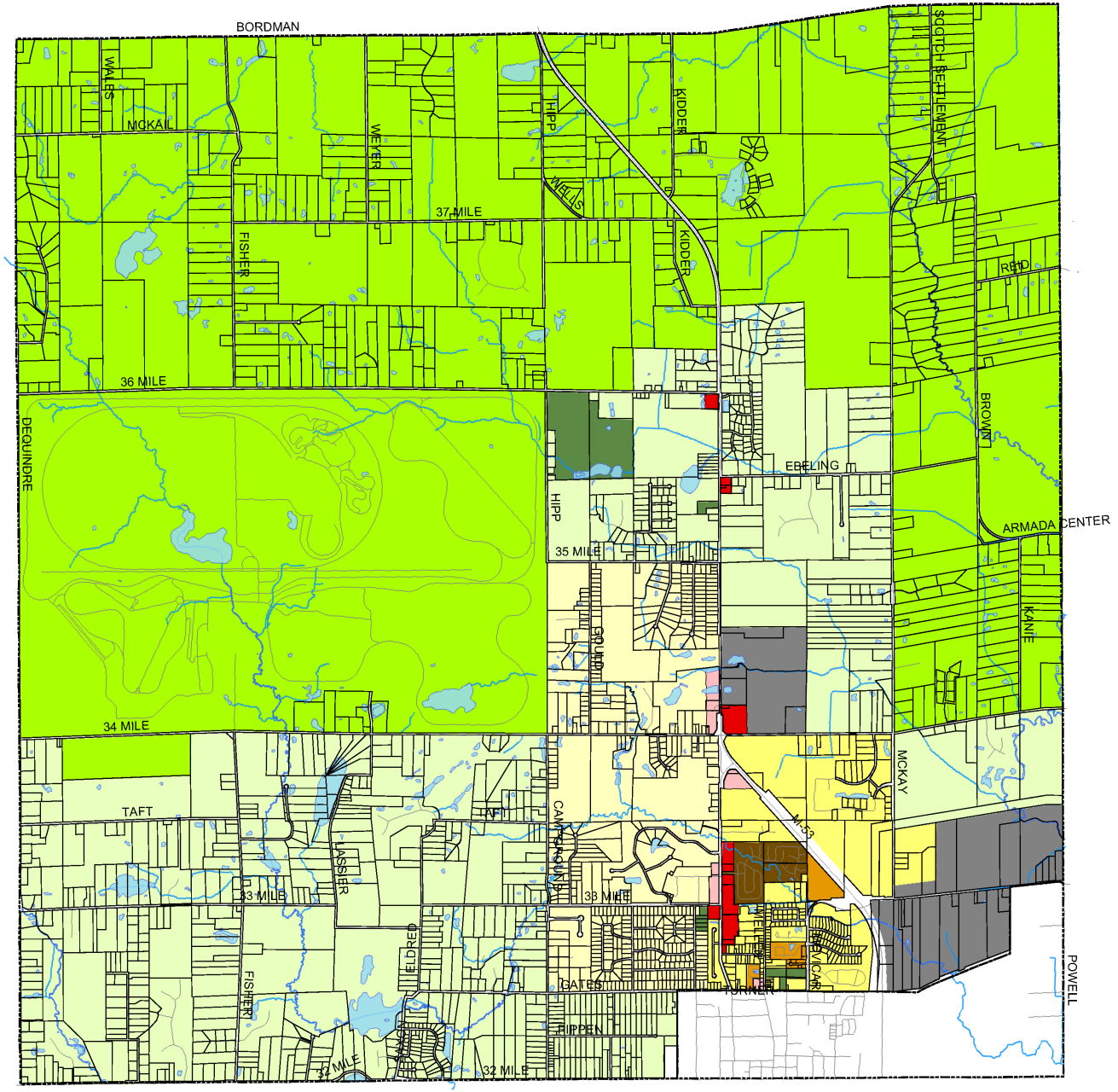
Land planned for commercial & industrial uses (2016 Future Land Use Map)		
Use	**Total Acreage**	**Vacant**
Industrial	674.14	136.15 (fully vacant parcels)
Commercial	56.89	31.99
Office	35.89	27.44
Commercial Uses in Planned Rural Agricultural Areas	41.44	--

Land Zoned for Commercial & Industrial Use

Land zoned for commercial & industrial uses (as of November, 2024)		
District	**Total Acreage**	**Vacant** (fully vacant parcels)
O-1	9.1	4.15
C-1	10.45	4.15
C-2	60.87	35.63
LI-1	631.17	177.72
IRO	98.36	12.18

6. Future Land Use

2016 Future Land Use Map



LEGEND

- RURAL - AGRICULTURAL
- RURAL - ESTATE
- LOW DENSITY SINGLE FAMILY RESIDENTIAL
- LOW-MODERATE DENSITY SINGLE FAMILY RESIDENTIAL
- MODERATE DENSITY RESIDENTIAL
- MANUFACTURED HOUSING COMMUNITY
- OFFICE
- COMMERCIAL
- INDUSTRIAL
- PUBLIC - PARK

MASTER LAND USE PLAN

Bruce Township
Macomb County, Michigan

Community Planning & Management, P.C.
Professional Planning Consultants

0 0.25 0.5 1 1.5 2 Miles

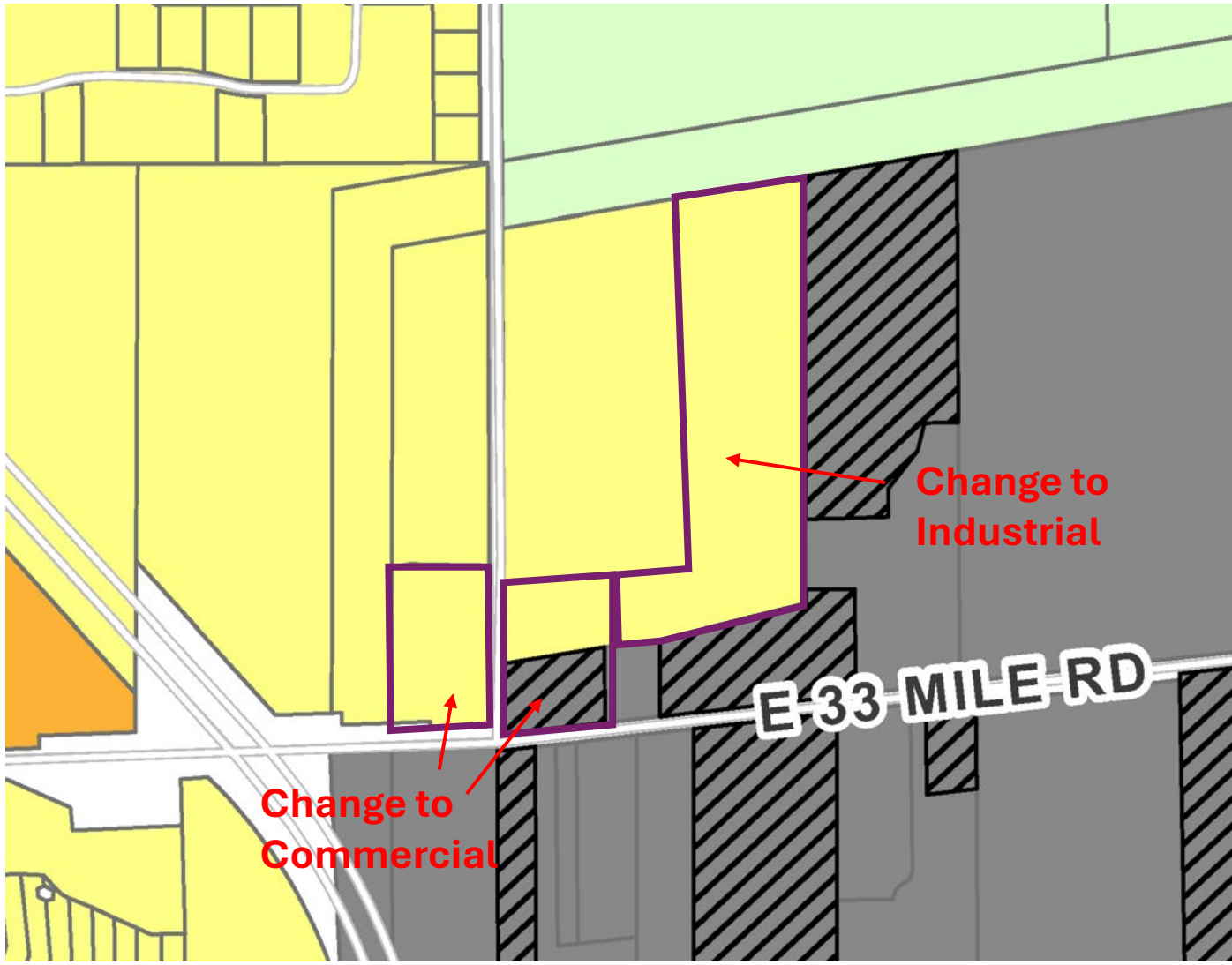
Parcel File Provided by Macomb County, MI

What Changes Are Recommended?

- The Planning Commission's draft future land use map suggests a handful of changes to the future land use map.
- These changes are concentrated along M-53 and in the southeast.
- In some cases, changes match existing zoning.
- Some properties' future land use designations are changing from non-residential to residential.
- There are still a few open questions.

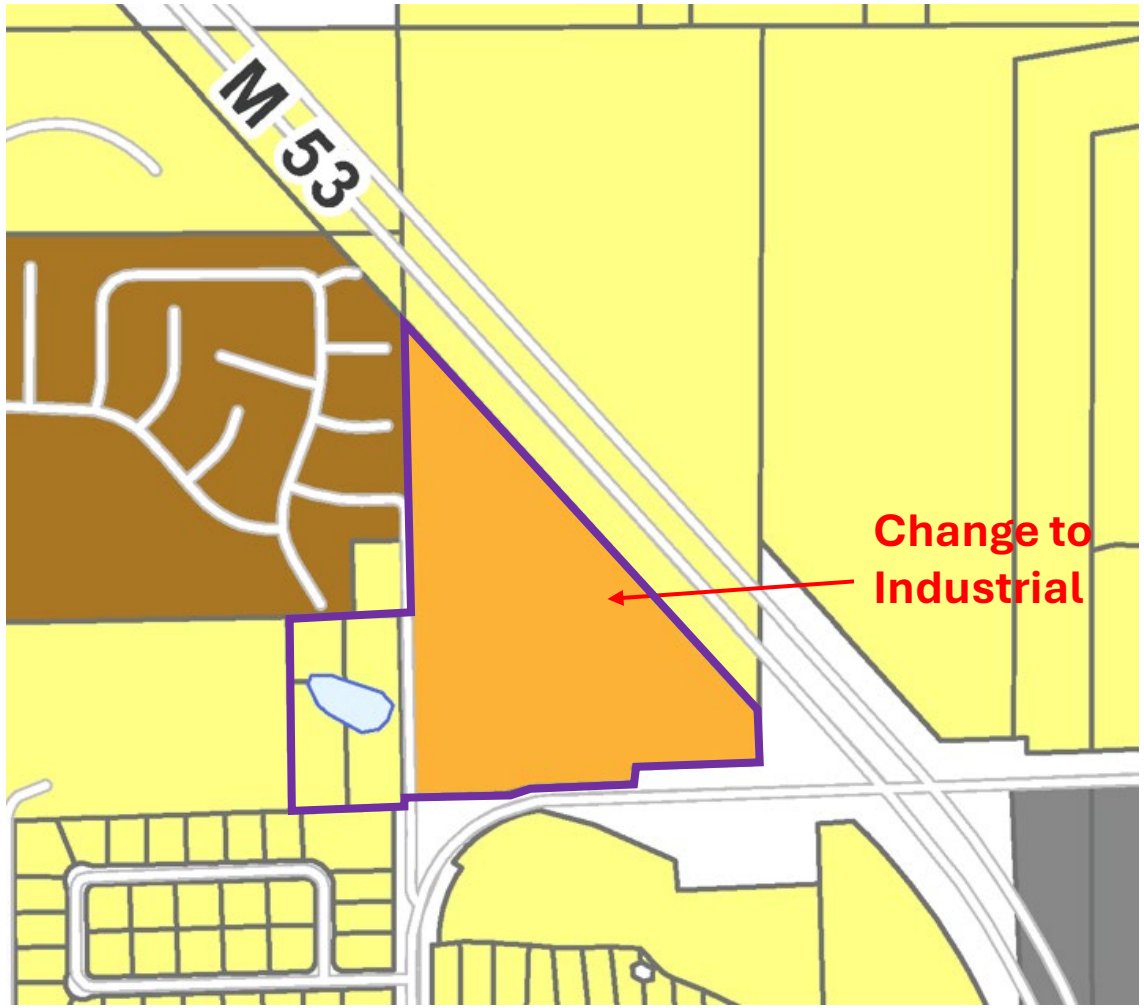
McKay & 33 Mile Rd

- This area has changed a fair amount in ten years.
- East of McKay, an old conditional rezoning was re-done, and this map matches that.
- NW corner is zoned commercial by court order.



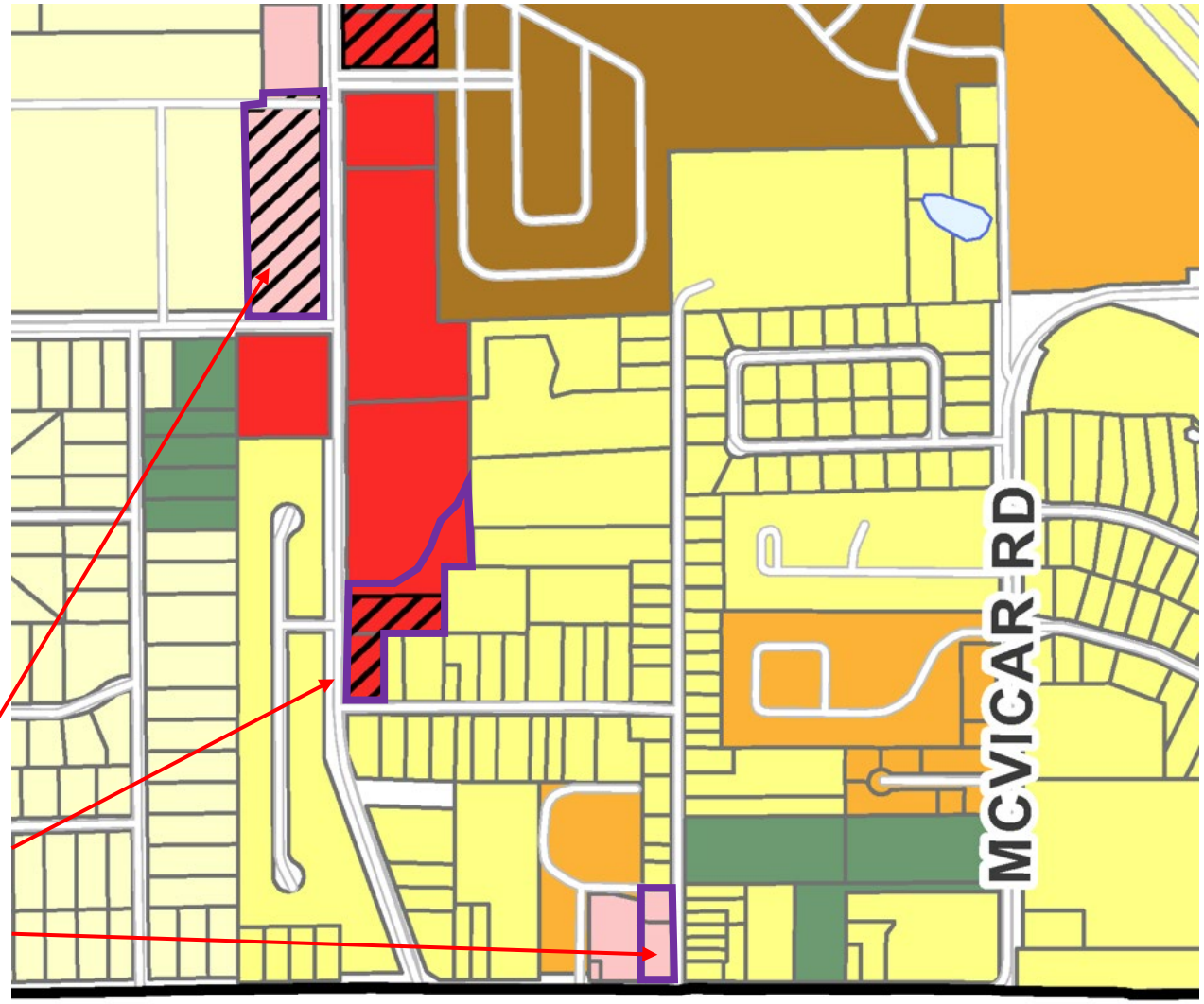
M-53/33 Mile Rd/McVicar Triangle

- This area is already zoned industrial.
- Western properties are industrial.



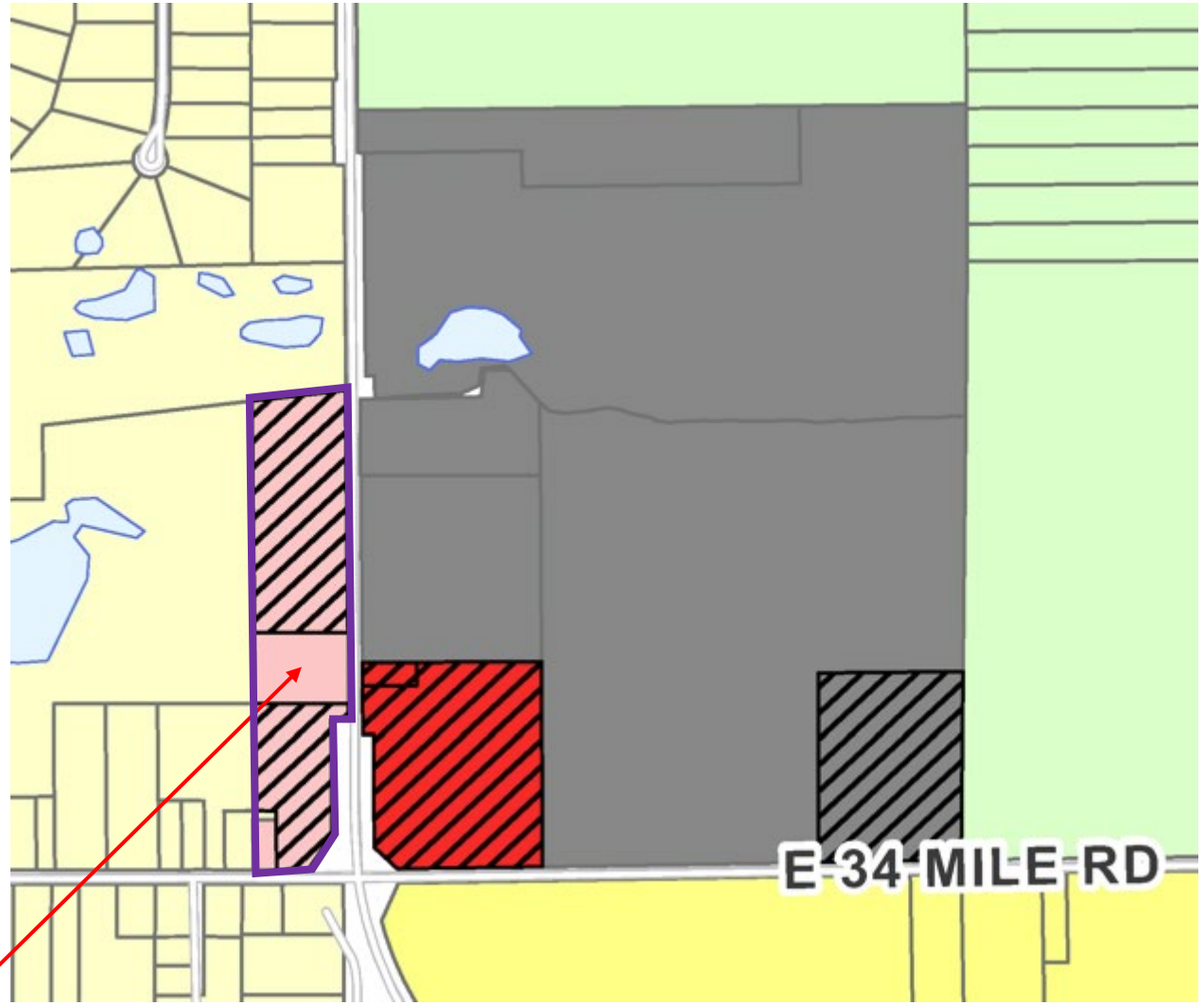
Gates & Old Van Dyke

- These commercial and office properties either have residential development or are approved for it.
- New designation is residential.



34 Mile & M-53

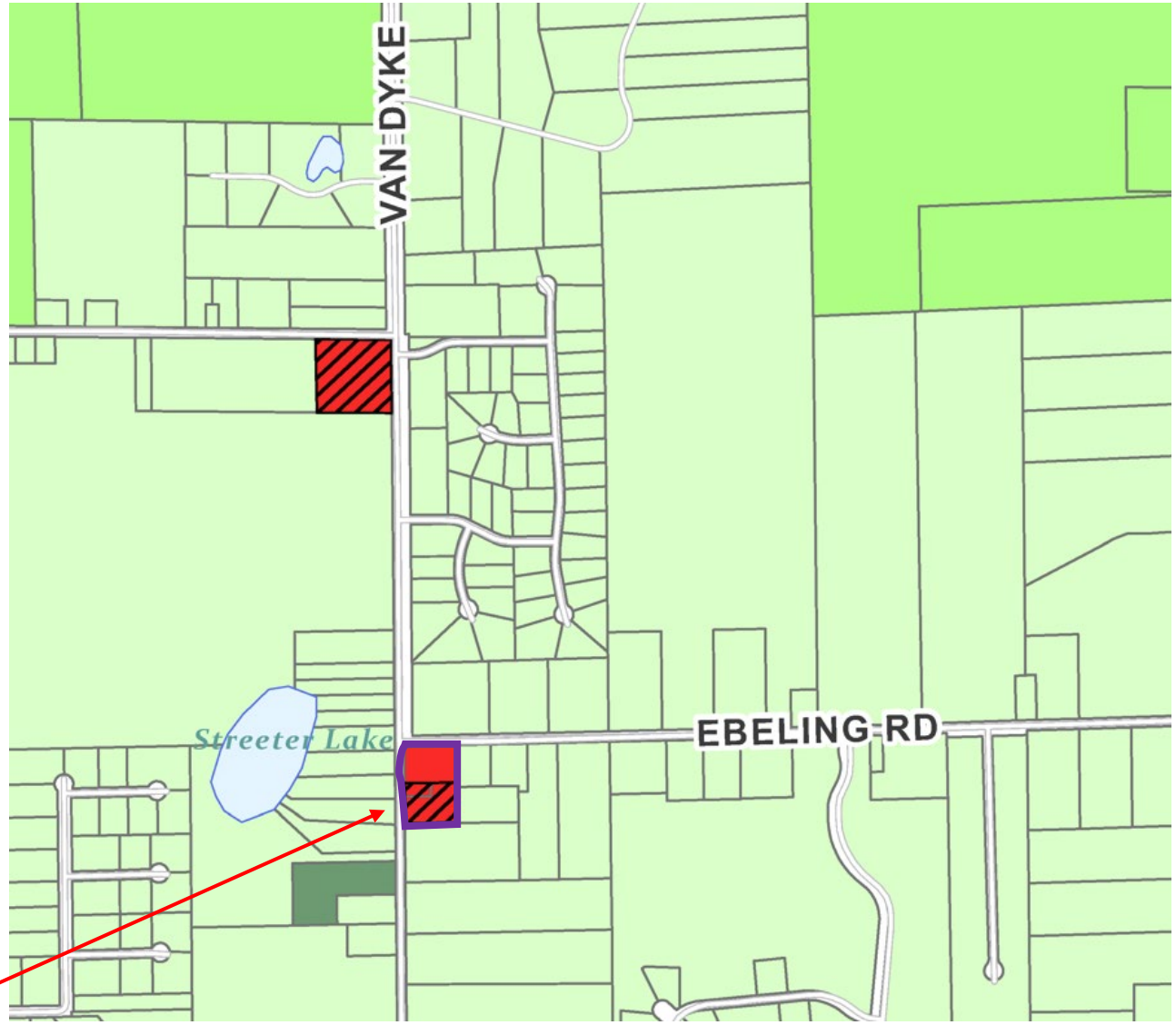
- Properties designated office have been changed to residential.
- Office demand is low.



Change to Low Density Residential

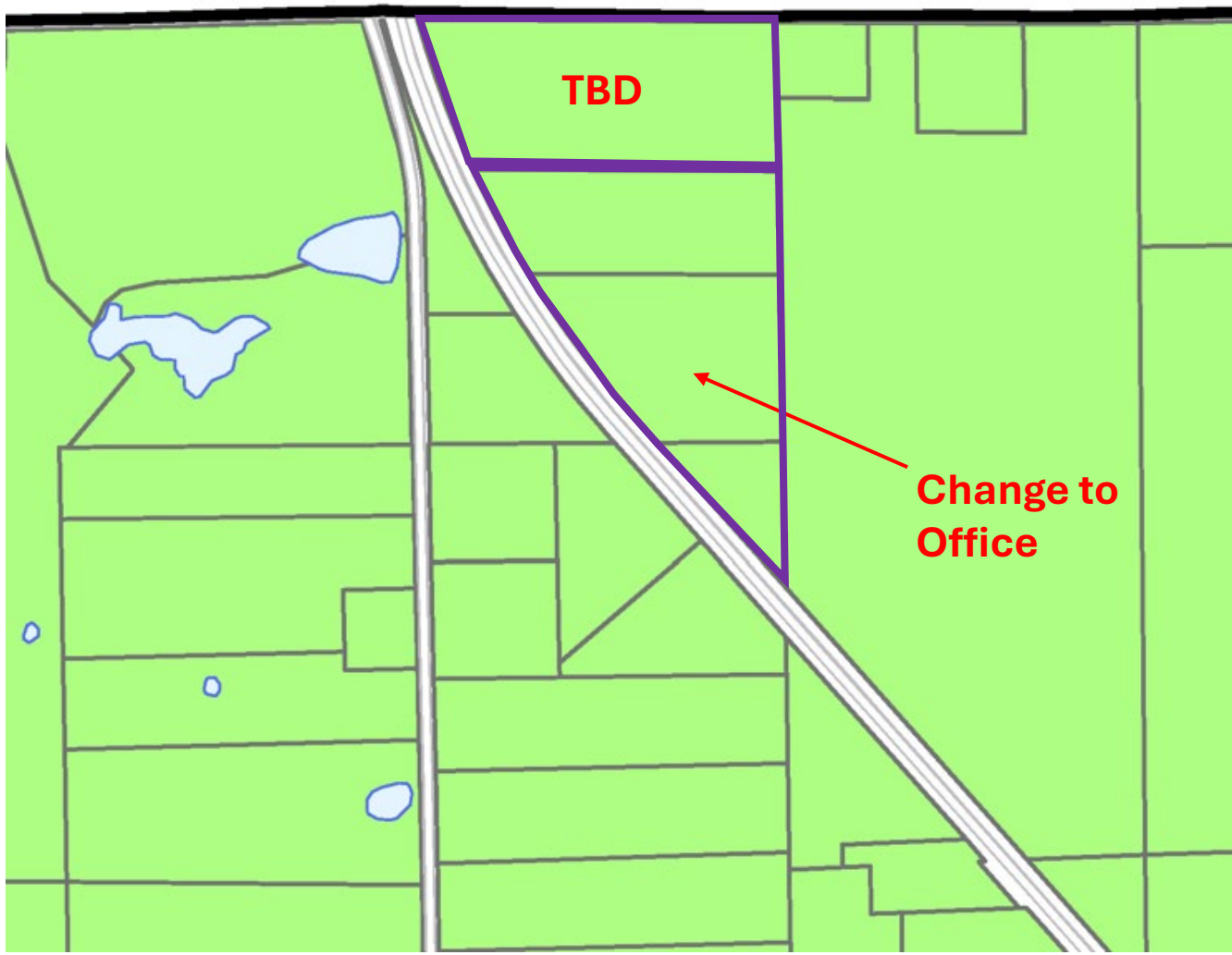
Ebeling & M-53

- Long-time commercial designation here reflected a use that is gone and has been for some time.



Bordman & M-53

- Henry Ford property is not in use; needs opportunity to be re-used.
- Corner property is agribusiness.



What Are the "Potential Industrial Expansion Areas?"

- Industrial land is being developed at a rapid pace.
- Looking to a far time horizon of 20 years, we may be running out around then.
- Where would new industrial land make the most sense if it is needed then?
- Not part of future land use map; if included, will be as a separate guideline for future planning efforts.

