

# Zoning Plan

# Zoning Plan

## RELATIONSHIP BETWEEN MASTER PLAN AND ZONING ORDINANCE

### Master Plan

#### Long range vision that guides community policy

Community Master Plans illustrate the vision for the future and contain guiding principles that help a community create land development policies and make Land Use decisions. In Michigan, the value of the Master Plan as an important community document is recognized, which is why the state of Michigan requires the Master Plan be reviewed every five years. The Township should check in on their progress regularly and ensure the vision and guiding principles are still relevant.

### Zoning Ordinance

#### Legal framework that regulates development

A Zoning Ordinance regulates the use of land. Adopting regulations that support the goals of the Master Plan helps ensure that future development will be in line with the community's goals and vision. It is also helpful to develop an itemized implementation guide for a Master Plan. The Zoning Ordinance is one of the primary tools for implementing a Master Plan; there should be a clear connection between Master Plan goals and the Zoning Ordinance. Many of the Land Use recommendations, goals and objectives found in the Master Plan can be aided by amendments to the Township's Zoning Ordinance.

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TABLE 4.1. ZONING PLAN

2023 Future Land Use Category	Zoning District	Notes
<b>Housing</b>		
Agricultural/Country Estate	Agricultural District (AG) Country Estate District (CE)	
Rural Residential	Rural Residential (RR)	
Low Density Residential	Low Density Residential (LDR) Lakeshore Resort Residential (LRR)	
Small Lot Single Family Residential	Suburban Residential (SR)	
Medium Density Residential	Urban Residential (UR) Medium Density Residential (MDR) Manufactured Housing Park (MHP)	
High Density Residential	High Density Residential (HDR)	
<b>Commercial</b>		
Neighborhood Commercial	Neighborhood Services District (NSD) General Commercial District (GCD)	
Interchange Commercial	Interchange Commercial (ICPUD) District	
Interchange Campus	Interchange Campus (CAPUD) District	
<b>Mixed Use</b>		
East Grand River District	Town Center Overlay District (TCOD)	New Category
West Grand River District	New Categories	New Category
<b>Industrial</b>		
Industrial	Industrial District (IND)	
Research and Development	Office Service District (OSD)	

## Action Strategies

# Action Strategies

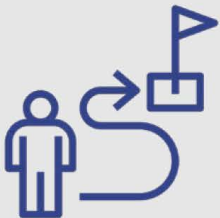
The thoughtful preparation and adoption of any plan would be of diminished value without a program of implementation strategies. The implementation strategies of this chapter will assist the Township in putting the key recommendations of the Master Plan to work. The implementation program is based on the goals and objectives discussed earlier. A specific Zoning Plan outlines steps that can be taken toward implementation through amendments to the Zoning Ordinance.

The best plans are those that are implemented in a consistent, incremental, and logical manner. The implementation matrix that follows is designed to show how the goals of the Master Plan are fulfilled by action strategies. All boards, commissions, and authorities are encouraged to read through all of the strategies to understand how they all work together to create a better community to live, work, and play.



## Goals

Goals are general guidelines that explain what the community wants to achieve. Goals are usually long-term and represent global visions such as “encourage economic development” Goals define the “what,” “why,” and “where,” but not the “how.” Identifying obstacles to overcome is also useful in defining goals.



## Objectives

Objectives identify the milestones that mark progress in achieving goals and provide more of the “how” goals will be implemented. For example, with a goal of “encourage economic development,” an objective to “Develop strategies to maintain and enhance the Township’s industrial and commercial use.” is something that may be measured and tracked over time.



## Action Items

Action items are more specific and define the steps to accomplish objectives and attain the identified goals. The most effective action strategies will include who will tackle that task and when it should be accomplished. For the above example objective of developing strategies to enhance industrial and commercial uses, one action strategy might be “Coordinate land use decisions with community facility and utility planning.” This may be assigned as a staff item to be completed within one to three years.

## Implementation Matrices

In order to illustrate the connection between goals, objectives and action strategies, each of the implementation matrices that follow align with the goals, which are noted at the top of each matrix. Within each matrix, the action items are broken into subcategories intended to assist with identification and prioritization. Not all goals contain action items within each subcategory and some goals are repeated as they can advance more than one goal. The matrix subcategories include:

TABLE 4.2. IMPLEMENTATION ACTION ITEMS	
Action Strategy	Description
Zoning	These are items requiring zoning amendments and will generally be led by staff and the Planning Commission.
Advocacy	These will be items involving education of the community, including residents, business owners, property owners, developers and design professionals. They will be led by a combination of staff, boards and commissions. This may also involve Township staff and officials working with county and state officials to coordinate plans and funding, as appropriate.
Capital Improvement	These involve large capital investments, such as equipment, projects or studies, that require inclusion into the Township’s Capital improvement plans in order to determine the most efficient time and method of completion and may involve multiple municipal departments.
Other	Other items may involve research, study and further evaluation by staff and/or other boards and commissions.

The tables that follow assign actions to the goals and objectives, leaving room to establish priority levels for short-term, mid-term, and long-term items as the next step following adoption of this plan. This chapter should be reviewed periodically and at least annually to assess progress and adequately budget for specific strategies. Each action should have a “lead,” a board, commission, group, or individual who is responsible for project initiation and coordination.

TABLE 4.3. IMPLEMENTATION MATRIX CATEGORIES	
Matrix Categories	Definitions
Action Strategy	The actions necessary to carry out goals and objectives
Lead Body	Identifies the primary party responsible for accomplishing the action strategy
Time Frame	Identifies and prioritizes the time frame for the action strategy to be implemented.
Supporting Partners	Identifies other parties involved in the accomplishment of the action strategy
Abbreviations	PD - Planning Department PC - Planning Commission TB - Township Board NA - Not Applicable LCRC - Livingston County Road Commission MDOT - Michigan Department of Transportation

After adoption, the Planning Commission will assign time frames or priorities to the action items. These time frames are intended as guides and may be adjusted as resources allow or as other issues arise. Generally, short time frames are intended as three years or less; medium-to-long time frames are more than three years.

## Goal 1 | HOUSING & NEIGHBORHOODS

### Objectives

- Allow the pattern of homes on large rural lots to continue where it exists, particularly south of I-96.
- Focus new housing on concentrated areas near already-developed areas .
- Ensure new development is of high quality and design.
- Ensure that housing is available near transportation corridors, goods and services.
- Encourage student housing associated with Cleary College.
- Encourage housing for older residents near medical facilities as well as goods and services.
- Encourage the ongoing maintenance and upkeep of housing.
- Support older residents who wish to stay in their homes as long as possible.
- Allow existing lakefront homes to be improved and expanded without compromising the established character of the lake neighborhoods or water quality.
- Limit impact of short-term housing rentals.



Goal 1 | HOUSING & NEIGHBORHOODS

Type of Action Strategy	Lead Body	Time Frame	Supporting Partners
<b>Zoning Action Strategies</b>			
1.1	Review zoning map to ensure it is consistent with existing and planned utility extensions; prioritize any areas that should be updated.	PC	PD, TB
1.2	Review the Zoning Map to ensure that a variety of housing types are allowed within walking distance of shopping, dining, entertainment, recreation, and employment that encourage younger as well as older residents to remain.	PC	PD, TB
1.3	Consider how the Zoning Ordinance may need to change to permit smaller single-family homes and expand opportunities for attached single-family homes	PC	PD, TB
1.4	Explore ordinance changes to permit small attached accessory dwelling units with single-family homes.	PC	PD, TB
1.5	Consider adopting flexible alternative zoning standards that allow development projects to meet specific Master Plan goals, such as reducing parking standards for multi-family housing near transit stops or multi-modal transportation facilities (including shared use pathways).	PC	PD, TB
1.6	Update the Zoning Ordinance to encourage housing near Cleary College and medical facilities that promote and support a healthy walkable environment.	PC	PD, TB
1.7	Enable residents to age in place by creating zoning standards that encourage the development of active adult housing in a variety of styles, including single-family homes and mixed-use development.	PC	PD, TB
1.8	Update lakefront zoning regulations as needed to ensure new homes and additions to existing homes fit the context (mass and height) of lakefront neighborhoods and water and sewer systems can accommodate additional development.	PC	PD, TB
1.9	Develop appearance standards for residential dwellings to maintain high-quality architecture throughout the Township.	PC	PD, TB
1.10	Review list of permitted and special land uses in the Zoning Ordinance and consider whether there are uses that no longer are appropriate or uses that should be added. Consider if any uses could have specific conditions that may make review/approval clearer and more consistent.	PC	
<b>Advocacy Action Strategies</b>			
1.10	Complement active-adult developments with nearby entertainment and community recreation opportunities.	TB	PD
1.11	Support older residents who wish to age in place by identifying home repair program resources for residents and consider sourcing volunteer labor to assist homeowners who are unable to perform work themselves.	TB	PD
1.12	Work with local elected officials and state representatives to promote the Townships position “regarding short term rental regulation” at the state level and explore options for local regulation.	TB	PD
1.13	Work with local elected officials and state representatives to promote the Townships position at the state level and explore options for local regulation.	PD	PC, PD
1.14	Promote policies and programs to make housing more accessible to the elderly and mobility challenged individuals.	TB	
1.15	Pursue strategies to make Genoa Township an “Age-Friendly Community,” including supporting public transportation, attracting goods and services that support a variety of ages in the community, promoting community health strategies, encouraging social and civic engagement for people of all ages.	TB	PD
<b>Capital Improvement Action Strategies</b>			
1.16	Evaluate infrastructure, including broadband, water, sewer, roads and multi-use pathways, to ensure housing is connected and supported as appropriate.	TB	PD



## Goal 2 | ECONOMIC DEVELOPMENT

### Objectives

- Allow flexibility of uses in the Grand River corridor.
- Ensure uses that rely on the interstate highway for logistics/transportation have adequate access.
- Work with property owners to identify and locate compatible/complementary users in concentrated areas to promote a thriving economic ecosystem.
- Strengthen the reputation of Genoa Township in the region for business development and job creation.
- Ensure adequate housing for the local workforce to support economic development.
- Support local broadband and technology services that will allow residents to work from their homes.

Type of Action Strategy	Lead Body	Time Frame	Supporting Partners
<b>Zoning Action Strategies</b>			
2.1	Assess the Zoning Ordinance and amend as needed to provide for small neighborhood uses, including retail, food establishments, and office spaces, adjacent to residential areas to encourage walkability and minimize traffic congestion	PC	PD, TB
2.2	Create mixed use overlay zoning district(s) in designated areas along Grand River to promote a mix of uses and ensure building and site design support the desired walkable, vibrant district hubs.	PC	PD, TB
2.3	Assess the Zoning Ordinance and amend as needed to reinforce appearance standards for new development	PC	PD, TB
<b>Advocacy Action Strategies</b>			
2.4	Develop a property inventory by working with property owners to provide information on available properties on the Township's website	PD	
2.5	Establish regular meeting dates with the Livingston County Road Commission to monitor and discuss the local road network and identify areas for desired improvement	PD	LCRC
2.6	Develop a business retention and recruitment program to support the ongoing health and sustainability of the local businesses district.	TB	PD
2.7	Develop annual survey to better understand the needs of the business community and ways in which the Township can provide support.	PD	
2.8	Prioritize development in the Grand River corridor over other areas of the Township.	TB	PD
2.9	Prioritize development at the S Latson interchange area before extending south into transition area.	TB	PD
<b>Capital Improvement Action Strategies</b>			
2.8	Evaluate infrastructure, including broadband, water, sewer, roads and multi-use pathways, to ensure housing is connected and supported as appropriate.		

### Goal 3 | NATURAL FEATURES

#### Objectives

- Protect natural areas by limiting development to areas with existing infrastructure and strictly enforcing the natural features setback
- Create strategies to conserve water and energy and reduce waste
- Protect the Township’s groundwater resources by increasing wellhead protection and undertaking measures to prevent groundwater pollution.
- Concentrate development so there is minimal conflict between the man-made and natural environment.
- Establish Land Uses that are compatible with designated open space
- Identify ongoing environmental stresses, such as invasive species, in the community and the potential for sudden events, such as flooding, and prepare plans to mitigate their impacts.
- Increase tree cover and reduce impervious surfaces in developed areas to better manage stormwater and mitigate impacts of climate change.
- Monitor septic capacity to ensure lake front properties are properly maintained and direct new development to areas that have sufficient facilities.

Type of Action Strategy		Lead Body	Time Frame	Supporting Partners
<b>Zoning Action Strategies</b>				
3.1	Create a Zoning overlay district to encourage and allow for flexible site design to further reduce impervious surface within and adjacent to lakes, floodplains and wetlands	PC		PD, TB
3.2	Review the existing residential Cluster Option standards in conjunction with constructed projects to gauge how they have achieved the intended open space preservation; evaluate if any refinements to standards are needed.	PC		PD, TB
3.3	Assess the Zoning Ordinance standards for stormwater management to ensure alignment with best practices.	PC		PD, TB
<b>Advocacy Action Strategies</b>				
3.4	Promote cluster developments where development pressure exists to preserve open space, natural features and viewsheds.	TB		PD
<b>Capital Improvement Action Strategies</b>				
3.5	Identify parcels adjacent to the environmentally sensitive areas and budget for grant and funding opportunities for acquisition and enhancement as appropriate.	TB		PD

Goal 4 | TRANSPORTATION

Objectives

- Maintain the pathway along Grand River Avenue through the Township.
- Allow and encourage the mix of commercial and residential uses along the Grand River corridor.
- Partner with county and state road agencies to support non-motorized travel, improve safety and mitigate traffic congestion.
- Maintain local roads under Township jurisdiction.
- Partner with local and regional agencies to develop transit options.
- Create a Complete Street network in the Township to allow residents opportunities to safely access community destinations through a variety of modes, including additional pathways and crossings.
- Prioritize the Dorr Road highway crossing for pedestrian accommodations when improvements are made

Type of Action Strategy	Lead Body	Time Frame	Supporting Partners
<b>Zoning Action Strategies</b>			
4.1	Update the zoning standards for non-motorized pathways and sidewalks to increase the width of shared use paths (called “bike paths” in the ordinance to 10 feet wide.	PC	PD
4.2	Update parking standards to promote adaptive reuse of unused parking areas, promote the installation of EV infrastructure, and accommodate the recent trends of drive up and curbside pickup uses while mitigating the impacts to pedestrian circulation.	PC	PD
<b>Advocacy Action Strategies</b>			
4.3	Adopt a complete streets policy and ordinance as recommended in this plan.	TB	PD
4.4	Work with the Livingston County Road Commission to ensure the safe sharing of the road for motorized and non-motorized activity.	TB	PD. LCRC
4.5	Partner with county and state road agencies and the surrounding communities (Marion Township, Oceola Township, Brighton Township and Hamburg Township) to monitor the transportation network and coordinate potential road improvements in and around the Township to mitigate traffic congestion from changes in development.	TB	PD
<b>Capital Improvement Action Strategies</b>			
4.6	Coordinate non-motorized improvements with other capital improvements to create cost efficiencies.	TB	PD
4.7	Address pedestrian connectivity through the Latson interchange areas.	PC	PD
4.8	Coordinate with MDOT and the Livingston County Road Commission to ensure the reconstruction of any bridge within the Township, particularly Dorr Road and others traversing I-96, should be designed and built to accommodate non-motorized infrastructure	TB	TB, LCRC & MDOT

## Goal 5 | PUBLIC FACILITIES AND SERVICES

### Objectives

- Plan for infrastructure improvements and ongoing proactive management of local utilities, facilities, and roads.
- Partner with local agencies to ensure long-term management of local infrastructure.
- Maintain and enhance recreational amenities at the Township Park to accommodate the needs of current and future residents of all ages and abilities.
- Partner with adjacent communities, local agencies, and the county to provide recreational facilities and programs for residents.
- Identify alternative funding sources for infrastructure and recreation improvements.
- Encourage installation of alternative energy facilities, including solar, where appropriate.

Type of Action Strategy	Lead Body	Time Frame	Supporting Partners
<b>Zoning Action Strategies</b>			
5.1 Identify areas that are suitable for alternative energy facilities and create/update the Zoning Ordinance standards to accommodate solar, wind and electric vehicle charging facilities, where appropriate.	PC		PD
<b>Advocacy Action Strategies</b>			
5.2 Review and update the Township recreation plan every five years, consistent with the Michigan Department of Natural Resources standards	TB		PD
5.3 Ensure that parks and recreation facilities are accessible for residents of all ages and abilities by conducting an accessibility audit and incorporating needed upgrades into future recreation plans	TB		PD
5.4 Develop a marketing plan, and work with state utility providers, such as DTE and Consumers Energy, to attract solar energy facilities to identified areas in the Township.	TB		PD
<b>Capital Improvement Action Strategies</b>			
5.5 Coordinate capital improvement plans (CIP) with Parks and Recreation projects to maximize efficiency	TB		PD
5.6 Establish a capital improvement policy and update it annually to align with Township budget approval	TB		PD
5.7 Identify grant opportunities and include matching funds in CIP budgeting	TB		PD
5.8 Explore the development of combined or adjoining school, park, and recreational facilities to ensure maximum and efficient use and to reduce land costs	TB		PD