Introduction

Thank you for taking time to participate in local governance.

The master plan is an important tool Genoa Township will use to guide decision-making, shape policy, and direct investments related to land use, transportation, our local economy, and future sustainability.

The most important part of the Master Plan process is you! Receiving significant resident input is key to insuring the resulting Master Plan update represents the vision shared by the people of Genoa Township.

Significant time, planning and resources went into crafting this survey, and your thoughtful responses are appreciated. Any feedback you provide is anonymous. This survey will be the major guide for the Genoa Township Planning Commission as they evaluate community preferences and priorities in determining how to preserve and enhance community character, insure preparedness for the future and take actions to strengthen the local economy for all current and future residents.

The survey will take approximately 25 to 40 minutes to complete. We understand this is a big ask of your valuable time, but these are significant questions, and we need to understand your views in order to craft a representative plan for our future. Please review the information provided and read the instructions carefully before answering each question.

On questions seeking open comment, while the comment boxes may appear relatively small for page formatting reasons, feel free to provide as much or as little comment as you feel is needed to convey your opinions. We will receive everything that you type.

You may complete the survey in one sitting or return to it as many times as needed until all portions of the survey are completed. Before pausing the survey, please be sure you click the "Next" (or "Done") button at the end of each survey page to ensure your responses on that page are recorded – responses do not automatically save after each individual question.

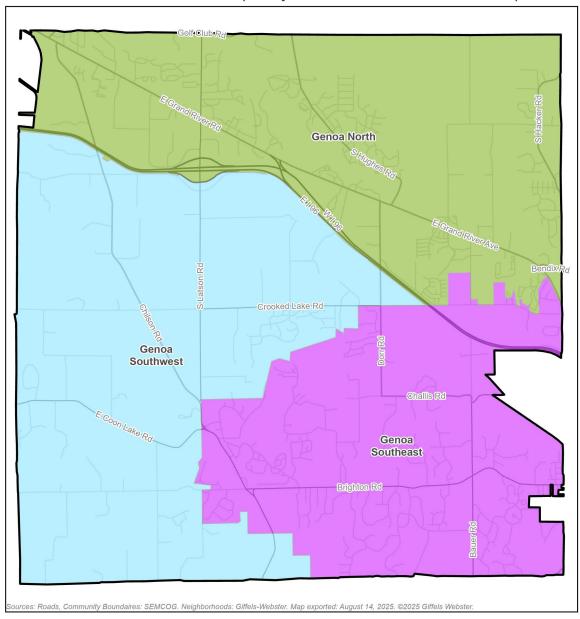
If you have any questions, concerns, or technical difficulties with the survey, e-mail supervisor@genoa.org or call 810-227-5225 and ask for assistance.

Thanks again for your time and thoughtful responses to this survey!

Demographics

To better help us understand who is responding to this survey, please share a few things about yourself.

1. Which area of Genoa Township do you reside in based on the map below?



Genoa North (Green)	
○ Genoa Southwest (Blue)	
○ Genoa Southeast (Purple)	
O I do not reside in Genoa Township (Please specify the	community you live in)

2. Please check all that apply to you:
☐ I am a home / property owner in Genoa Township.
☐ I rent the living space where I live in Genoa Township.
☐ I am a business owner in Genoa Township.
☐ I rent/lease a commercial property or space in Genoa Township.
☐ I have children attending local schools.
None of the above.
3. How long have you lived or owned property in Genoa Township?
○ Less than 3 years
○ 4 to 9 years
○ 10 to 20 years
Over 20 years
○ I do not live or own property in Genoa Township.
4. What is the size of property where you reside in Genoa Township?
○ I live in multi-family housing
○ Less than 1 acre
○ 1 to 4 acres
○ 5 to 9 acres
○ 10+ acres
O Does not apply to me

5. What age group do you fall into?
○ 30 and under
○ 65 and older
Housing & Neighborhoods Genoa Township's Master Plan will outline a vision for the future. The Housing & Neighborhoods goal aims to offer a variety of housing options, maintain neighborhood character, and ensure quality infrastructure. Please share your thoughts on the following questions.
6. Neighborhood Character and Development. The current Master Plan supports maintaining existing rural neighborhoods and focusing new housing near high-traffic and already-developed areas. Do you agree with this approach?
Strongly Agree
○ Agree
○ Neutral
○ Disagree
○ Strongly Disagree

7. **Variety of Housing Options.** What type of housing do you think is most needed in Genoa Township? Rank the options below in order of most needed to least needed, with #1 being the most needed and #6 being the least needed.

Please ensure each number is only used once, and all options receive a rank — no ties or duplicate numbers.

See https://www.britannica.com/topic/affordable-housing for the definition of "Accessory Dwelling Units."

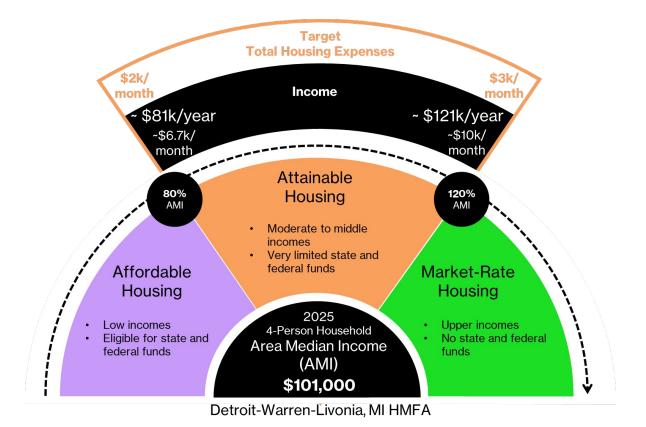
■	Single-Family Homes
■	Townhomes/Condos
■	Apartments
■	Senior Housing/Assisted Living Facilities
■	Affordable Housing
≡ •	Accessory Dwelling Units (ADUs)

Housing Affordability

The Michigan Planning Enabling Act requires communities to plan for housing needs. We often hear the diverging viewpoints that Genoa Township needs more "affordable housing," but it also needs to maintain its "rural character" by not allowing higher density developments.

By definition, "affordable housing" means housing and utilities should cost no more than 30% of a person's monthly gross income. If a person earns \$30 an hour, their living expenses will need to be less than \$1,440 per month to be considered "affordable." Current housing expenses in Genoa Township are going to make that very difficult to achieve.

"Attainable housing" is considered housing that is priced for middle-income households with incomes between 80% and 120% of the Area Median Income (AMI). Below 80% of AMI is considered affordable housing, while above 120% is considered market-rate housing. Currently in Genoa Township, total monthly housing costs ranging from \$2,000 to \$3,000/month would qualify as "attainable."



Since residents at all income levels need housing, affordable and attainable housing options are important for the community's future.

8. Please rank the following options in your order of preference, with #1 being the most preferred and #5 being the least preferred, to attempt to address the affordability hurdle, keeping in mind that if demand outweighs supply, it is not guaranteed that any of these options will ensure the availability of "affordable" housing in Genoa Township.







Allow for the creation of "Tiny Home" developments up to 25 units per acre







Allow new Duplex or Townhome style developments up to 15 units per acre







Have more area zoned HDR - High Density Residential = 12 units per acre







Have more area zoned MDR - Medium Density Residential = 8 units per acre







Reduce the minimum lot size for single-family homes to $\frac{1}{4}$ acre = 4 units per acre







Maintain larger single family home lots of 1 acre+, which will not address affordability or attainability.



Economic Development

Genoa Township's current Master Plan aims to support a thriving local economy with good jobs, diverse businesses, and vibrant activity centers. Your input will help the Township understand what kinds of businesses, services, and job opportunities matter most to you. Please answer the following questions to help shape economic growth in the community.

9. Business Growth encourages new businesridor, to create job businesses or industr Township?	nesses, esp s and diver	ecially alongsify the loca	g the Gran	nd River Av y. What typ	venue oes of new
	Very undesirable	Undesirable	Neutral	Desirable	Very desirable

	Very undesirable	Undesirable	Neutral	Desirable	Very desirable	
Retail and shopping	\bigcirc			\bigcirc		
Restaurants/cafés	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	
Technology/innovation	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	
Light industrial	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	
Manufacturing	\bigcirc		\bigcirc	\bigcirc	\bigcirc	
Medical/health services	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	
Professional offices	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	
Other (please specify)						
you? Very Important Somewhat Importar Not at All Important						
11. Genoa Township has historically been considered a bedroom community where people live in the Township and commute elsewhere to work. Moving forward, should the Township work to provide better employment opportunities locally or do you prefer that we maintain the commuter arrangement?						
 I value living and working in the same area and think we should encourage more employment opportunities locally. 						
O I value the rural cha	racter of th	is area and p	refer to con	nmute for e	mployment.	
○ I have no preference	e.					

Natural Features

Protecting Genoa Township's lakes, woodlands, and open spaces has been a top priority in the current Master Plan and the Township wants to ensure the natural environment remains healthy and beautiful for current and future generations. Please share what matters most to you about the community's natural features and resources.

12. **Protecting Natural Areas.** Keeping in mind potential effects on

private property rights, in order to protect the natural features of the Township, do you support additional land use restrictions, such as larger wetland buffers (a minimum distance to remain undisturbed from wetlands) and added tree removal restrictions?
 Strongly Support
○ Support
○ Oppose
○ Strongly Oppose
13. What, if any, environmental challenges do you think Genoa Township should focus on?

Transportation

Genoa Township's transportation network includes roads, sidewalks, trails, and transit options to help everyone get where they need to go safely and efficiently. As the Township plans for the future, understanding your priorities for travel, safety, and connections in the community is key.

 14. Genoa Township regularly budgets \$500,000 annually (approximately 7% of the annual budget) to road / infrastructure improvements. The County Road Commission leverages these funds to maximize road miles improved. In my opinion, this expenditure is: Far Too Little Too Little The Right Amount Too Much Far Too Much 15. Multi-Modal Transportation. How important are each of these 							
transportation (_						
	1 - Not Important	2	3 - No Strong Feeling	4	5 - Very Important		
Motorized Vehicles	\circ	\bigcirc	\circ	\bigcirc	\bigcirc		
Walking	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc		
Biking		\bigcirc	\bigcirc	\bigcirc			
Public Transportation - Buses	\circ	\bigcirc	\bigcirc	\bigcirc	\circ		
Ride-Sharing Options - Carpool Lots	\circ	\bigcirc	\circ	\circ	0		
Private Transportation - Taxi, Uber, Lyft							
Comments:							

16. Sidewalks and Grand River Corridor. The Township maintains a pathway along Grand River Avenue and encourages a mix of uses along this corridor. What improvements would you like to see along the Grand River Avenue corridor? (Select all that apply.)							
☐ More sidewalks or multi-use paths							
Safer pedestrian crossings							
☐ More places	to walk or bike be	etween shops, ho	mes, and service	es			
Public transi	t stations						
Other - Pleas	se specify						
☐ None of the	above - No impro	vements are nee	ded				
17. Traffic and Road Safety. The Township works with county and state agencies to improve safety and reduce congestion, especially where regional and local traffic meet. What are your top concerns about traffic and road safety in Genoa Township? (Rate each by level of concern.)							
	1 - Not concerned	2 - Slightly concerned	3 - Concerned	4 - Very concerned			
Traffic congestion	\bigcirc	\bigcirc		\bigcirc			
Speeding	\bigcirc	\bigcirc	\bigcirc	\bigcirc			
Unsafe intersections	\circ	\bigcirc	\bigcirc	\bigcirc			
Lack of sidewalks or bike lanes	\bigcirc	\bigcirc	\bigcirc	\circ			
Condition of roads	\circ	\circ	\circ	\bigcirc			
Do you have any	other concerns a	bout road safety	?				

18. Improvements . What transportation improvements (if any) do you fee are needed in Genoa Township? Please share specific locations. (For example: New traffic light @ X & Y; Roundabout at the intersection of X & Y Pave X dirt road; Improve pedestrian crossing at X & Y.)	
19. Transit. Would you or someone in your household use public transit if were conveniently available?	it
○ Yes - Regularly	
○ Yes - Occasionally	
Rarely	
○ No	
○ Not Sure	

Public Facilities & Services

Quality public facilities, parks, utilities, and services are essential to life in Genoa Township. The current Master Plan seeks to ensure these resources meet the needs of all residents now and in the future. The Township invites your feedback on how to improve parks, infrastructure, and community services.

20. **Infrastructure and Utilities.** The Township will make utility improvements only in areas best suited for development to support managed growth and reliable service. How satisfied are you with each of the following infrastructure and utility services (water, sewer, roads, broadband) in your area?

	very satisfied	Satisfied	Not satisfied	very unsatisfied			
Broadband Internet	\circ	\bigcirc	\circ	\circ			
Cellular Service	\bigcirc	\bigcirc	\bigcirc	\bigcirc			
Drinking Water Quality	\bigcirc	\bigcirc	\circ	\bigcirc			
Public Sanitary Sewer	\bigcirc	\bigcirc	\bigcirc	\bigcirc			
Curbside Trash Collection	\bigcirc	\bigcirc	\circ	\bigcirc			
Other (please sp	ecify)						
				a.			
21. For any services to which you answered "Not satisfied" in the previous question, please provide specific examples:							
			h				

22. In the course of town hall meetings, social media discussions, etc., some of the following items have been brought up as services or amenities community members are interested in.

Potential cost estimates are provided for each amenity/service. Please note that some or all of these items may require an increase in taxes to implement.

Select your interest in the following amenities/services. (Check all that apply.)

	Strongly oppose	Oppose	Neutral	Support	Strongly support
Extend existing sidewalks to connect to the Township Hall / Park Approximately \$250k - \$300k per mile	0	\bigcirc	0	0	0
Contract for a dedicated LETS bus for Genoa Twp. Currently \$25,000 - \$30,000 per year	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Build and operate an outdoor community pool at the Township Hall An 80x40 concrete commercial pool would cost over \$600k to build w/ minimal support facilities (changing area, picnic tables); with annual maintenance costs of \$30k; and annual staffing costs expected to exceed \$100k.					

	Strongly oppose	Oppose	Neutral	Support	Strongly support
Renovate the 1874 Herbst Farm House on Crooked Lake Road for use by the community for small (less than 40 people) events and as a community gathering space. Up to \$650,000 initial cost + regular annual maintenance, and some staffing expenses. *Additional office space could be created upstairs to generate rental income to help offset costs over time.					
Build additional walking trails among the 90 acres at the Township Hall Park. \$105k per ½ mile in asphalt (plus winter maintenance costs)			0		0
Build a pedestrian overpass over I-96 at Dorr Rd. \$3 million to fund a pedestrian bridge Other - The amenity/service	Ce I would li	○ ke to see Ge	○ enoa Townsh	ip invest in	is:
					la la

23. There have been questions about a need for increased public safety, and a desire for shortened response times from law enforcement. Rate your level of interest in contracting with the Livingston County Sherriff's Department for a dedicated officer(s) within Genoa Township.

	Strongly Oppose	Oppose	Neutral	Support	Strongly Support
Contract for 8 hours per day, Monday thru Friday (40 Hours) Contract price \$140,000 annually	0	0	0		0
Contract for 12 hours per day, 7 days per week (84 Hours) Contract price \$290,000 annually		0		0	0
Contract for (2) Deputies, 8 hours per day, staggered shifts 7 days per week (112 Hours) Contract price \$385,000 annually					
Contract for 24 hours per day, 7 days per week (168 Hours) Contract price \$575,000 annually	0		0		0

24. By far and away the most common amenity we are requested to add is pickleball courts. While there are myriad possibilities for this type of project, we will focus on the 2 main options for pickleball court construction:

Basic Courts: Asphalt playing surface, no barrier between courts, no added shade areas, no drinking water source. The typical cost for this style of court averages \$20,000 to \$25,000 per court.

Upgraded Courts: Post-tension concrete, physical barriers to separate courts, central causeway with places to sit and socialize in a shaded area. The typical cost for this style of court averages \$45,000 to \$50,000 per court.

	Strongly oppose	Oppose	Neutral	Support	Strongly support
Build 4 <u>basic</u> pickleball courts: \$80k - \$100k total	\circ	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Build 6 <u>basic</u> pickleball courts: \$120k - \$150k total	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Build 8 <u>basic</u> pickleball courts: \$160k - \$200k total	0	\circ	\circ	\circ	\bigcirc
Build 4 <u>upgraded</u> pickleball courts: \$180k - \$200k total	\bigcirc	0	\circ	0	\circ
Build 6 <u>upgraded</u> pickleball courts: \$270k - \$300k total	0	\circ	\circ	\circ	\bigcirc
Build 8 <u>upgraded</u> pickleball courts: \$360k - \$400 total	0	\circ	\circ	\circ	\bigcirc

25. In thinking about your answers to the previous questions, how likely are you to support a tax increase to fund the options that you support?

Very unlikely
Ounlikely
Clikely
O Very likely

General Development

A commonly expressed theme is "We need to keep Genoa Township rural."

The Township is often involved in legal disputes over the development wishes of property owners that were denied. The Michigan Zoning Enabling Act prohibits zoning ordinances that totally exclude certain land uses throughout a township if there is a demonstrated need for it.

Please consider below a few non-zoning options to help curb development. These options may help reduce the risk of a legal challenge that our zoning is too restrictive.

26. The Township can purchase land outright to prevent development. The upfront cost is significant in an outright purchase. For instance, in 2024, Genoa Township purchased a 77-acre parcel from the DNR for \$355,000, using money from the general fund for "Park Development/Expansion."

Rate your level of support for the Township actively purchasing land outright to curb development?

○ Strongly Support
○ Support
○ Oppose
○ Strongly Oppose
27. Rate your level of support for the above expenditure if a millage was requested to fund those purchases.
○ Strongly Support
○ Support
○ Oppose
Strongly Oppose

28. The Township can purchase "development rights" to large parcels of land. This allows the landowner to retain their ownership and continue using it, but prevents them, or any future owner from developing it for a different use.

Webster Township has been active in purchasing "development rights" from landowners, including recent 29-acre and 71-acre deals. These purchases were funded using a dedicated 5-year, ½-mil tax levy, which was initially passed by voters, and has been renewed by those voters twice.

Rate your level of support for the Township purchasing development rights to curb development.

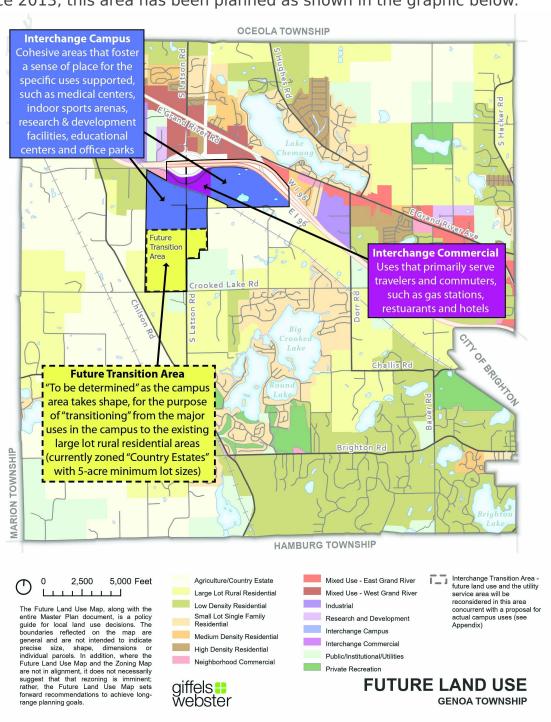
○ Strongly Support
○ Support
○ Oppose
○ Strongly Oppose
29. Rate your level of support for the above expenditure if a dedicated millage was requested to fund those purchases.
○ Strongly Support
○ Support
○ Oppose
○ Strongly Oppose

Development in the Latson Interchange Area: Introduction

With regard to the South Latson sub area, some of this property has already been rezoned and has land use permissions that can not be changed. As you answer the remaining questions, please keep in mind the practical limits of how much the Township can restrict the rights of private property owners to use or develop their land.

We are seeking your input on desired land uses for other properties in this area so that future changes may reflect the community's priorities as much as possible.

Since 2013, this area has been planned as shown in the graphic below:



30. What should be the Township's top priority be when considering updates to the S. Latson Area Plan, ordinances and potential impacts of new development (recognizing the majority of the area is privately owned)?

Rank the following based on importance to you, with #1 being the most important and #5 being the least important. (If the item is of no importance to you, you may not rank the item and check the "N/A" box instead.)

≡	\$	Preserving community character and quality of life	□ N/A,	not a	priority
≡	\$	Managing transportation (e.g., traffic)	□ N/A,	not a	priority
≣	\$	Managing infrastructure (e.g., utilities and public services)	□ N/A,	not a	priority
≡	\$	Expanding housing options	□ N/A,	not a	priority
	\$	Protecting open space and the environment	□ N/A,	not a	priority
≡	\$	Encouraging economic growth, new businesses & job creation	□ N/A,	not a	priority
area	which a	e other concerns that you have about new de are not addressed in the previous question? P its importance to you.			

Development in the Latson Interchange Area: Commercial Interchange Area

Interchange Commercial Area



The yellow area on the graphic above shows the current planned limits of the Interchange Commercial areas.

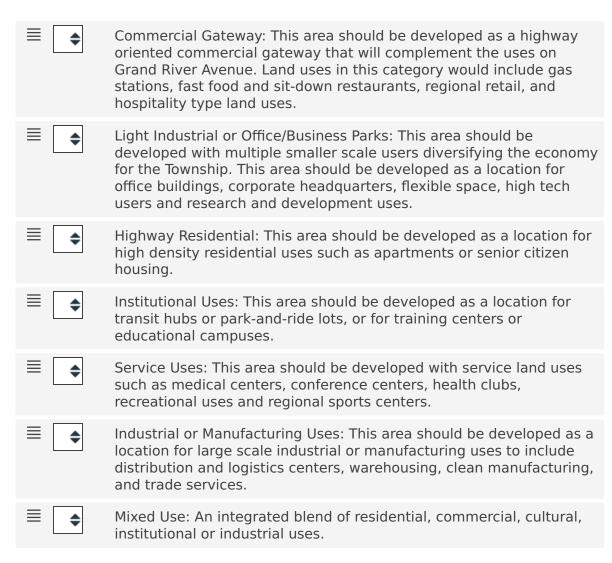
32.	Regarding t	he size of	the area	planned	"Interchange	Commercial"	in	the
ma	p above, I fe	el it shoule	d be:					

Much Smaller
○ Smaller
○ Left As Is
○ Larger

Much Larger

33. The areas currently planned for "Interchange Commercial" are located in a very visible and accessible location along S. Latson Road between the railroad tracks and the I-96 highway ramps. These privately owned areas are served or planned to be served by public water and sewer. The combination of location and utility service makes development in this area very likely.

In consideration of these factors, which of the following potential land use options would you like to see the Township consider for this area? Rank in order of most desirable to least desirable, with #1 being the most desirable and #7 being the least desirable.



Development in the Latson Interchange Area: Interchange Campus Area

Interchange Campus Area

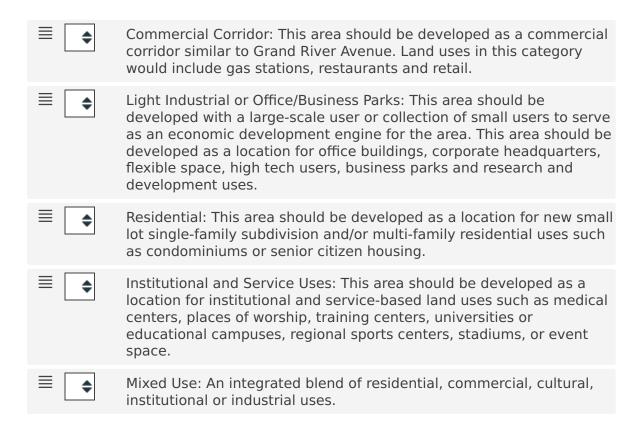


The graphic above shows the currently planned limits of the "Interchange Campus" designated areas. The hatched areas have already been rezoned to Interchange Campus and cannot be changed. The non-hatched areas are Master Planned for Interchange Campus but are still zoned Country Estates.

- 34. Regarding the size of the area planned "Interchange Campus" in the map above, I feel it should be:
 - Much Smaller
 - Smaller
 - Left As Is
 - Bigger
 - Much Bigger

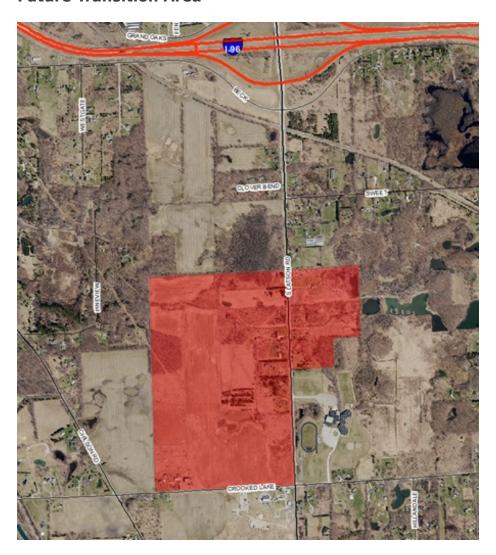
35. The existing areas planned for "Interchange Campus" are located in high traffic areas along S. Latson Road and along Beck Road east of Latson Road adjacent to the I-96 highway. These areas are currently served or planned to be served by public water and sewer. The areas consist of privately owned large tracts of land located in a very visible and accessible location with high traffic volumes. For the areas that have already been rezoned to interchange campus, the combination of zoning, location and utility service, makes development in this area very likely.

In consideration of these factors, what land uses would you like to see the Township consider for this area? Rank in order of most desirable to least desirable, with #1 being the most desirable and #5 being the least desirable.



Development in the Latson Interchange Area: Future Transition Area

Future Transition Area



The red area on the graphic above shows the current planned limits of the "Future Transition Area."

36. Regarding the currently Master Planned "Future Transition Area" above, I feel it should be:

 $\bigcirc \ \mathsf{Larger}$

Much Larger

37. The existing areas planned for "Future Transition Area" are located north of Crooked Lake Road and are planned to remain at large lot residential density with potential for southward expansion of the campus under a set of limited criteria. This area is planned for municipal water and sewer, but is not yet served.

In consideration of these factors, what land uses would you like to see the Township consider for this area? Rank in order of most desirable to least desirable, with #1 being the most desirable and #5 being the least desirable.

■ •	Limited Neighborhood Commercial: This area should be developed as neighborhood service district to accommodate retail businesses and services to serve the needs of nearby residents. Land uses in this category would include small retail establishments, child care facilities, personal and business service establishments, and sit-down restaurants.
■ •	Light Industrial or Office/Business Parks: This area should be developed as an extension of the campus land use with a large-scale user or collection of small users to serve as an economic development engine for the area. This area should be developed as a location for office buildings, corporate headquarters, flexible space, high tech users, business parks and research and development uses.
■	Limited Campus Development: A more restricted campus development than is currently allowed (no distribution, but office buildings, research & development centers, medical facilities are okay.)
■	High Density Residential: This area should be developed for higher density condominiums, apartments and other multiple family dwellings not exceeding 8 units per acre, especially for uses considered to be "aging in place," which allows for residents to stay "on site" as the need for increased levels of care occur.
≡ ♦	Mixed Residential: This area should be developed for a variety of mixed density residential uses, allowing single-family, duplex, townhouses and smaller apartment buildings, with a density range between 5 and 12 dwellings per acre to address the "affordable housing" status of Genoa Township.
■ ◆	Rural Residential: This area should be developed as a location for rural single-family subdivision on lots no less than 1 acre. This area should not be planned for sanitary sewer or public water.
■ •	Institutional and Service Uses: This area should be developed as a location for institutional and service-based land uses such as medical centers, places of worship, training centers, universities or educational campuses, regional sports centers, stadiums, or event space.
≡ •	Mixed Use: An integrated blend of residential, commercial, cultural, institutional or service uses.

Final Comments

38. If you have additional comments or feedback about the survey, please use the comment box below. Alternatively, you are welcome to email any comments, questions or feedback to the Township Supervisor, Kevin Spicher at supervisor@genoa.org .
Toluntary Information The respect your privacy and do not require you to provide any identifying information.
you would like to receive updates during the survey process or would be filling to discuss your answers further if needed, please submit your name and valid email address below.
39. Please enter your name below.
First name
Last name
40. Please enter your email address below.
Email address

Thank You

Thank you for taking the time to complete the Genoa Charter Township Master Plan survey! Please make sure you click the "Done" button below to submit your responses.

Your input is an important part of shaping the community's future. The feedback we receive from residents and business owners will help guide decisions about land use, transportation, parks, housing, and overall community character for years to come.

You can stay informed and follow the progress of the Master Plan update at: Genoa Township Master Plan Update Project Website

We truly appreciate your participation and continued interest in helping plan Genoa Township's future.