

V. FUTURE LAND USE



2013 Master Plan Update

A. Determining Factors

There are a number of factors attracting residents and developers to Livingston County in general, and Genoa Township in particular:

- Accessibility to rapid growth areas in Ann Arbor and western Oakland County, provided by the I-96 interchanges. Vacant, available property with lower land and development costs than in "competing" areas.
- Visibility to high and increasing traffic volumes along Grand River Avenue, especially between Howell and the I-96 exit 141 interchange.
- Availability of sanitary sewer service in select areas.
- An increasing population base to serve and/or employ.
- Relative affluence of residents.
- High quality of life offered in the area due to the natural features such as rolling hills, lakes, woodlots.

In addition to those general development attractors, there are some specific factors that influenced the proposed future land use pattern in Genoa Township. These factors include:

- **Existing land use** - Wholesale changes to the existing land use pattern would be difficult. The locations of most existing commercial and industrial developments are appropriate, and the community land use patterns have evolved around these existing land uses.
- **Relationship of incompatible uses** - The future land use plan strives to diminish incompatible land use relationships by providing a transition of land uses, such multiple-family between light industrial and single family residential areas.
- **Natural features** - The natural rolling topography, woodlots and scattered lakes provide highly marketable property for residential development. The types of development and allowable density shown on the future land use map were determined by the location and extent of natural features. For example, lower overall development densities are proposed for properties containing significant wetland areas to encourage clustering in buildable areas.
- **Existing Township Master Plan** - The original Township Master Plan, adopted by Genoa Township in 1976, and the Grand River Area Corridor Plan, adopted in 1995, were the principal basis for this current version of the Township Master Plan, first adopted in 2006. The future land use plan contained in the plan has been re-evaluated based on current trends and conditions for this update.
- **Infrastructure** - The density of residential uses and the location of land uses such as industrial and commercial are dependent on the availability and the capacity of the infrastructure system. Portions of the Township are currently

Future land use determining factors:

- *Consistency with existing land use patterns.*
- *Diminishing incompatible land use relationships.*
- *Preservation of natural features and consideration of the carrying capacity of the environment.*
- *Positive incorporation of natural amenities.*
- *Existing land use planning and zoning policies such as the previous Master Plan and the Grand River Avenue Corridor Plan.*
- *Availability of infrastructure including utilities, transportation and community facilities.*
- *Market conditions for various land uses.*
- *The goals and objectives of the plan that express the community character desired by residents.*

served, or are planned to be served, by public water and sewer. The capacity of the road network defines the intensity of uses that may be served without adversely impacting traffic operations. The availability of community facilities such as schools, recreational facilities, police and fire protection places bounds on service to land use, particularly the residential density. For this reason, this plan includes a growth boundary.

- **Desires of the Township** - The land use pattern desired by Township officials and property owners has been expressed with the objective of a diversified tax base, employment opportunities, provision of services for residents and desire for a mixture of uses.

The future land use map is a guide to the orderly development in the area and is intended to assist in decision-making. The future land use map is based on the current transportation system with the addition of the new full I-96 interchange at Latson Road and the existing partial interchange at Lake Chemung (See Map13).



B. Future Land Use Categories

Agricultural/Country Estate: These areas shall remain in agricultural use, or develop as single family residential on estate lots. 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 that this area shall develop 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. This classification is recommended for single family residences on lots no smaller than 2 acres or clustered development with a net density of 2 units per acre.

Low Density Residential: These areas are designated for single family residential use, located on the fringe between the rural residential and the more urbanized areas of the Township. While these areas are not planned for sewer service, they have fewer environmental constraints found in the Rural Residential. 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 moderate density single family residential uses. The older, existing, single homes around Lake Chemung and the Tri-lakes Area are situated on smaller lots. It is intended that this area shall remain single family residential. Secondly are newer, small lot, single family subdivisions located within the more urbanized area of the Township. 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. Development will be at a density consistent with the infrastructure and land capabilities, but will not exceed a density of 5 units per acre. Developments in these areas will be served by public water and sewer.

High Density Residential: This designation refers to higher density condominiums, apartments and other multiple family dwellings. This

Future Land Uses:

- *Agriculture/Country Estate
5 acres per dwelling unit*
- *Rural Residential
2 acres per dwelling unit*
- *Low Density Residential
1 acre per dwelling unit*
- *Small Lot Single Family Residential of 2 to 3 dwelling units per acre*
- *Medium Density Residential
5 dwelling units per acre*
- *High Density Residential
8 dwelling units per acre*
- *Neighborhood Commercial*
- *General Commercial*
- *Regional Commercial*
- *Mixed Use Town Center*
- *Office*
- *Industrial*
- *Planned Industrial*
- *Public/Quasi-Public*
- *Private Recreational*
- *Planned Unit Development*

designation is found within areas served, or planned to be served, by public water and sanitary sewer. Development should respond to infrastructure and land capabilities, and should not exceed 8 units per acre. High density residential developments will be served by public water and sewer.

Manufactured Housing: These areas are designated for manufactured housing/mobile home parks. Manufactured housing areas will be served, or planned to be served by public water or a community well and sanitary sewer. Development in these areas will be limited by infrastructure and land capabilities.

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.

General Commercial: Businesses which serve the requirements of the community at large including Genoa Township, Howell, Brighton, and pass-by traffic along Grand River Avenue are designated by this category. The large size and variety of permitted commercial uses generate significant volumes of vehicular and pedestrian traffic. There may be some outdoor sales or display areas. These districts are intended to be clustered, rather than allowed to create an undesirable commercial strip pattern of development, and buffered from nearby residential area. Appropriate uses include larger grocery stores, restaurants and retail shopping centers.

Regional Commercial: Land uses within this category include higher intensity commercial uses that serve the comparison shopping needs of the entire community and the regional market. Uses include big-box retail, large shopping centers, restaurants (including fast-food) and automobile service centers. Such land uses rely on higher traffic volumes and easy access via a major arterial or highway. Development within such areas should occur within a planned, integrated commercial setting. Site design for these uses should include high quality architectural and landscape design with parking areas and access points that promote safe and efficient circulation throughout the site. The location of this land use designation shall be focused along the Grand River Avenue corridor between Latson Road and Grand Oaks Drive to create a focused regional commercial center so that the Township, County and State agencies can more efficiently focus the infrastructure and services needed to support this regional center.

Mixed-Use Town Center: This category includes a mixture of uses integrated into a traditional-style development of high density single

family homes, attached and detached, along with various commercial uses including retail and office. The intent is to create a destination in the Township as an alternative to the consistent strip development that currently exists along Grand River Avenue from Howell to Brighton.

A more detailed description of this area can be found later in this chapter.

Office: This use includes various forms of office development including professional offices, medical offices and banks.

Industrial: The intent is to develop industrial uses such as research, wholesale and warehouse activities and light industrial operations which manufacture, compounding, 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.

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, campgrounds and private parks.

Redevelopment of Public/Quasi-Public Sites: Development pressures may lead to a demand for some public sites or private recreational property to be developed 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.

- The relatively large size of sites allows coordinated development and transitional land uses within the site to ensure compatibility with the surrounding area.



- Clustering residential units can be used to preserve common open space and natural features such as trees, topography and key views.
- Any development with another, more intense quasi-public land use, such as a medical center or hospital, should be designed as a PUD to properly integrate the development within the community. Such facilities should be designed to provide a campus type design, with coordinated access and circulation, consistent building design and preserved open space and natural features.

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 new 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.

For more information on the Latson Interchange Subarea, please see below.

Interchange Campus: With the creation of a new interchange at Latson/Nixon in 2013, development pressures may exist for large-scale users seeking large parcels of land with convenient access to I-96. The intent is to create a district that will accommodate large-scale institutional campuses close to the interchange without leap-frog development further south.

- 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.

- A well-landscaped entry corridor that includes a median, sidewalks, street trees, and ample places for pedestrians to cross S. Latson Road. This may require provision of 40' of right-of-way from the center of the road.

For more information on the Latson Interchange Subarea, please see below.

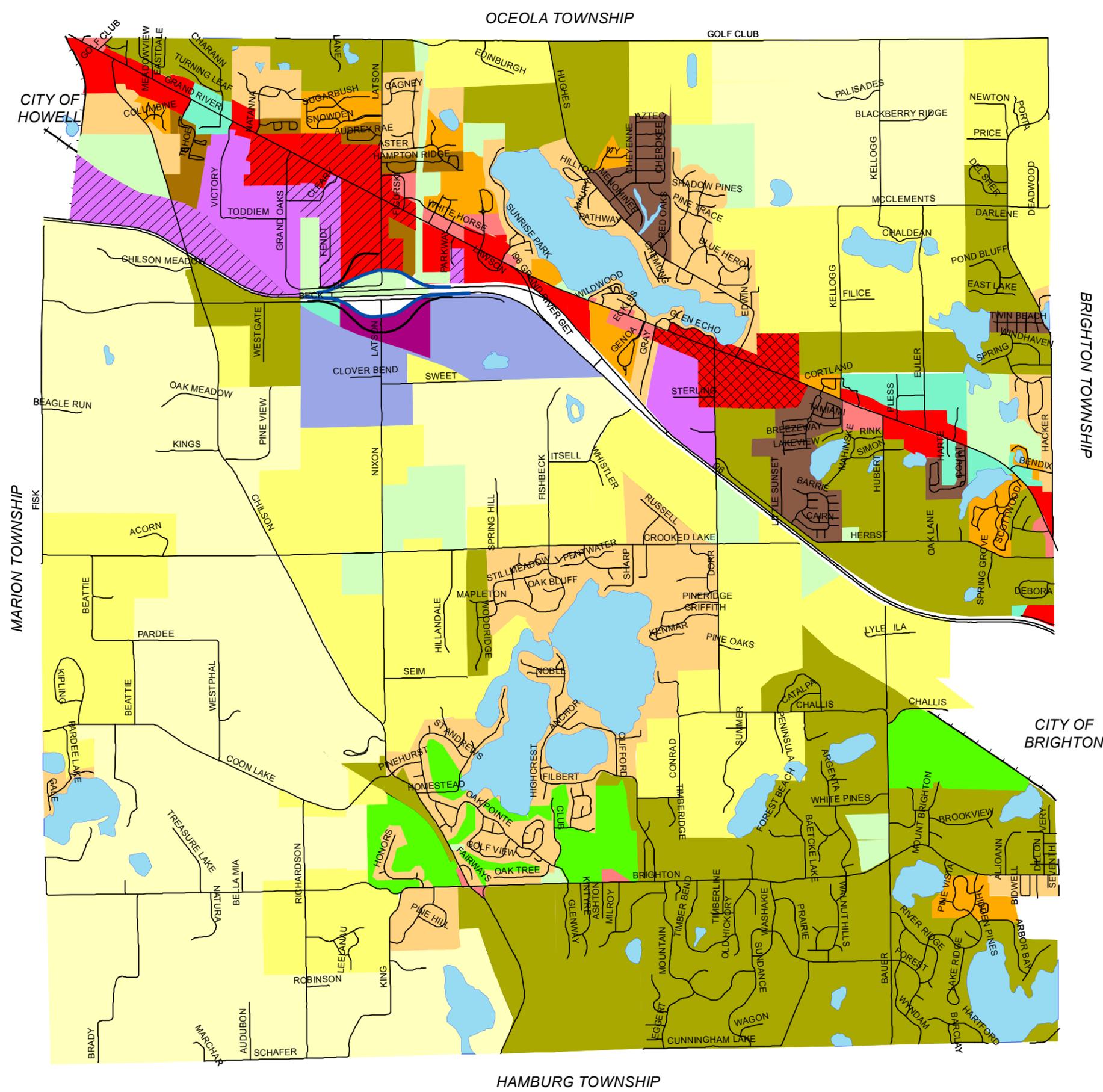
Table 12
Future Land Uses

Future Land Use	Acres	Percentage
Ag/Country Estates	6,159	28.6%
Large Lot Rural Residential	4,151	19.3%
Low Density Residential	4,370	20.3%
Small Lot Single Family Residential	2,364	11.0%
Medium Density Residential	443	2.1%
High Density Residential	119	0.6%
Manufactured Housing	399	1.9%
Neighborhood Commercial	116	0.5%
General Commercial	348	1.6%
Regional Commercial	270	1.3%
Mixed Use Town Center	186	0.9%
Office	238	1.1%
Industrial	340	1.6%
Research and Development	241	1.1%
Public/Quasi-Public	724	3.4%
Private Recreation	502	2.3%
Interchange Commercial	70	0.3%
Interchange Campus	520	2.4%
FLU Total	21,560	

MAP 7

Future Land Use

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- AGRICULTURE/COUNTRY ESTATE - 5 acres per unit
- LARGE LOT RURAL RESIDENTIAL - 2 acres per unit
- LOW DENSITY RESIDENTIAL - 1 acre per unit
- SMALL LOT SINGLE FAMILY RESIDENTIAL - 2 to 3 units per acre
- MEDIUM DENSITY RESIDENTIAL - 5 units per acre
- HIGH DENSITY RESIDENTIAL - 8 units per acre
- MANUFACTURED HOUSING
- NEIGHBORHOOD COMMERCIAL
- GENERAL COMMERCIAL
- REGIONAL COMMERCIAL
- MIXED-USE TOWN CENTER
- OFFICE
- INDUSTRIAL
- RESEARCH AND DEVELOPMENT
- PUBLIC/INSTITUTIONAL/UTILITIES
- PRIVATE RECREATION
- INTERCHANGE CAMPUS
- INTERCHANGE COMMERCIAL

December 2015



Sources: MCGI, Livingston County, Genoa Twp



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C. GROWTH MANAGEMENT BOUNDARY

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.

In addition, the Township has planned for a mixed-use town center at Grand River and Dorr Road. This center is inside the growth boundary and currently has the public utility and transportation infrastructure to support development. This higher density center will form a compact area for housing, shopping, employment, cultural and recreational activities in a pedestrian-friendly, vital and attractive neighborhood.

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.

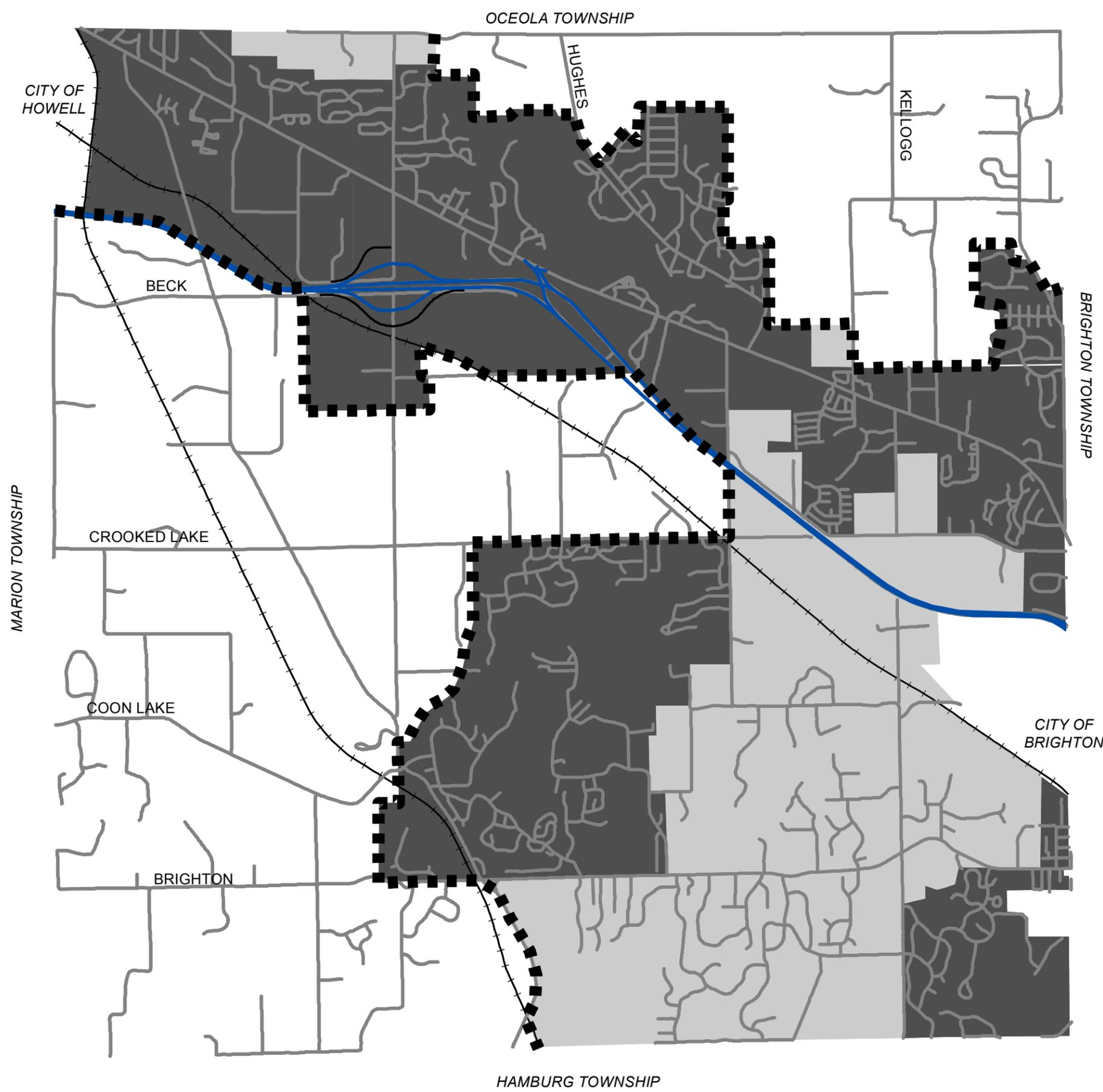
The growth boundary is not intended to be static, but should be evaluated on a regular basis along with other updates to the Master Plan. The Township Planning Act requires that the Master Plan be evaluated and updated at least every 5 years. With each update, the following criteria should be taken into consideration for amending the 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 8

Growth Boundary

Master Plan Update
Genoa Township
Livingston County, MI



-  Growth Boundary
-  Primary Growth Areas
-  Secondary Growth Areas
-  Rural Reserve Areas

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Sources: MCGI, Livingston County, Genoa Twp



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D. GENOA TOWN CENTER

An area has been designated for the Genoa Town Center around the intersections of Grand River Avenue with Dorr and Hughes Roads. This area is planned to become a mixed-use town center with local businesses, neighborhood service establishments and traditional residential neighborhoods. Residential uses will provide a variety of housing types including apartments on upper floors above commercial uses, traditional townhouses and single family homes on smaller lots. The intent is that this area will be integrated into a pedestrian-friendly, walkable area with sidewalks connecting all uses and community parks and plazas integrated into the fabric of this town center area. The Town Center area has the potential to become an activity center for the Genoa Township community that will provide a defined sense of place for the Township.

This area is planned for higher density development and a mixture of uses; however for this type of development to be successful, it must be properly designed and developed. For that reason, this area is planned to be developed with a Town Center Overlay Zone, with specific design standards for traditional architecture, buildings, neighborhood form and streetscape elements, commonly referred to as traditional neighborhood design. Below are some general guidelines on how this area should develop.

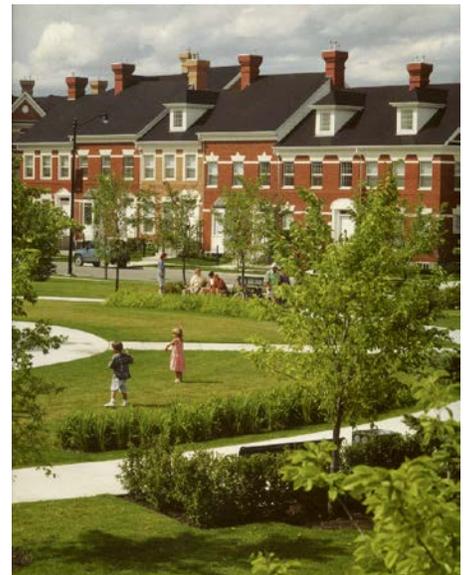
Design Guidelines

Local Retail and Neighborhood Service

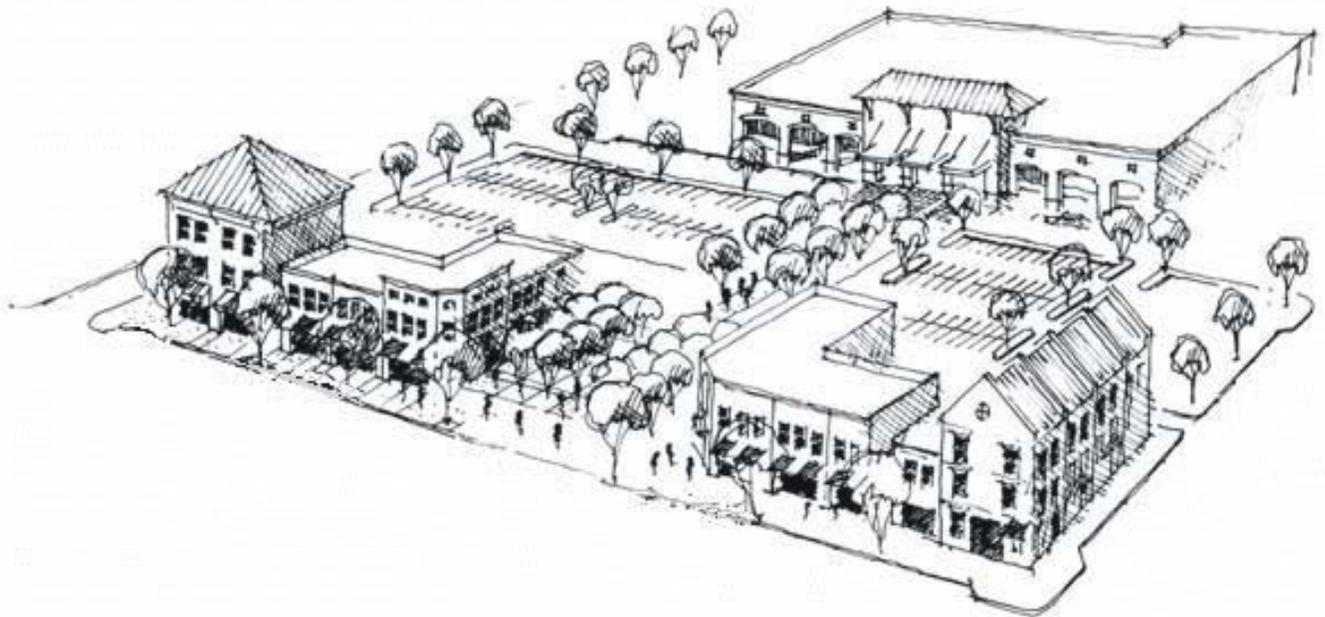
Local businesses and neighborhood service uses along Grand River Avenue will be a focal point of the proposed town center. The intent is that these areas will develop in a manner consistent with the desired small town center environment and defined by closely-knit neighborhoods surrounding a node of neighborhood commercial. Development should be similar to the traditional urban forms found in downtown Brighton and Howell.

Commercial architecture should contribute to the desired town center character. The architectural styles for buildings should resemble that of traditional architecture. Town centers commonly possess an integrated pedestrian circulation system that conveniently links residents of surrounding neighborhoods to public gathering places, neighborhood commercial areas within the town center and civic and recreational facilities. It is therefore important to ensure adequate connections are provided through the creation of a system of sidewalks and pathways that emphasizes human scale and makes a neighborhood walkable. The commercial areas of the town center need to include the following elements:

- Traditional architecture similar to that found in downtown Brighton and Howell should be used.



- Buildings should front towards and relate to the street at a pedestrian scale and orientation.
- Building envelopes should create a continuous street edge with buildings built-to the front lot line and with zero side yards between adjacent buildings.
- Parking lots should be located behind the building to minimize the dominance of automobiles and make the site more pedestrian friendly.
- Sidewalks and pathways should interconnect all uses within the town center with convenient links to residential areas and parks.
- Street trees should be provided along all frontages and brick walls or hedge rows used to screen any visible parking lots.
- The area should be developed with an interconnected grid street pattern with on-street parking.
- Signage on businesses should be designed to fit the traditional architecture and be pedestrian in scale.
- A vertical mixture of uses should be encouraged with residential or office above retail businesses and services.



Residential Uses

The residential areas of the town center should develop in a manner that is consistent with the traditional neighborhood character of a small-town. Residential will be a mixture of apartments above businesses, traditional townhouses, and single family homes on smaller lots. Other uses may include churches, civic spaces, parks and recreational uses.

With the potential of higher density of development, it is important that residential areas be designed to include all of the elements essential to a high quality traditional neighborhood. Neighborhoods need to consist of physical components such as streets, lots, blocks, homes and community facilities, such as parks, schools and churches. Residential development should include all of the following elements:

- Traditional architecture should be utilized.
- Multiple family should be developed as traditional townhouses with courtyards and parking to the rear. Single family homes should be designed with the living areas on front and garages recessed to the side or rear of the home.
- Porches or stoop entrances should be provided on all front facades.
- An interconnected grid street pattern should be developed with 600-800 foot maximum block lengths. Where locations prevent through streets, then looped drives with large center green spaces should be used instead of cul-de sacs.
- Neighborhoods need to be developed at a walkable scale with sidewalks and pathways system.
- Vistas should be maintained to natural areas and focal points.
- Neighborhood parks need to be provided in visible and accessible locations to serve as neighborhood focal points/gathering places and provide for recreation.



Public Streetscape and Open Space

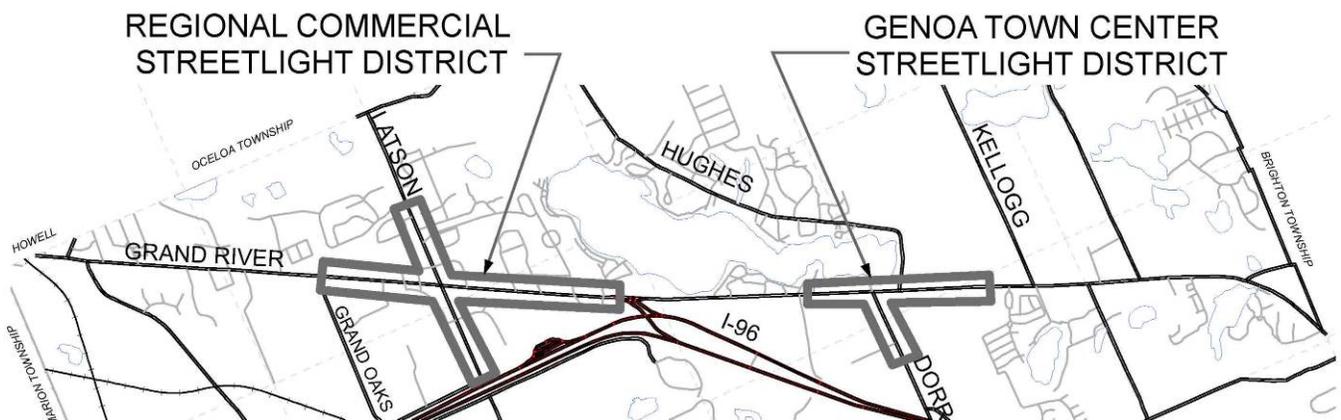
Streetscape improvements, such as street lights, landscaping, pathways and street furniture, should be integrated into the design of development in the Genoa Town Center as well as other areas along Grand River Avenue. This will create a strong sense of place and identity for the community. In order to break the corridor up, separate design themes should be considered for distinct areas such as the Genoa Town Center and the regional shopping area centered around Grand River Avenue and Latson Road.

Ornamental street lighting should be included along the frontage of development to provide unity along certain sections of the corridor. The regional commercial section of Grand River Avenue at Latson Road currently has a uniform type of street light that creates a unique identity of this area. A uniform style of street light should also be used in the Genoa Town Center area. This should be a different style of ornamental lighting to distinguish from the regional commercial area.

Gateway signs should be installed at major entryways to the Township, such as along Grand River Avenue. Enhancement elements of the entrance sign should include lighting, landscaping and masonry material.

Mixed-use developments should include plazas and public art. Public art should be designed as an enhancement to a site and provide a strong focal point. This public art should be:

- Appropriate to the scale and nature of the site.
- Integrated into the design of the building.
- Preserve and integrate natural features of the site.
- Use materials, textures, colors and design that are within the context of the surrounding area's character.
- Designed to be accessible, durable, secure, easily maintained and not pose a hazard to public safety.



Genoa Town Center

Genoa Township
Livingston County, MI



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E. I-96/Latson Road Subarea Plan

At the time this Master Plan update was prepared, a new full service I-96 interchange was under construction at Latson Road. The new interchange includes an overpass connecting Latson and Nixon Roads and a widening to five lanes between Grand River Avenue and the C.S.X. Railroad tracks. Nixon Road, renamed to S. Latson Road, would be improved to a paved, two lane roadway from the railroad south to Chilson Road. Grand Oaks Drive and Beck Road have been realigned to accommodate the interchange ramps.

With the development of the new interchange, Latson Road will be an important gateway to both north and south Genoa Township. Access to the area south of I-96 will dramatically change, necessitating a specific subarea plan to guide development decisions. The subarea plan is intended to address the following:

- Manage traffic around the new I-96 interchange and the intersection of Latson and Grand River Avenue to maintain a level of service that will meet the needs of travelers, protect the significant investment of the interchange, and allow some well-managed intensification of land use near the interchange.
- Encourage high-quality design for the land uses surrounding the interchange to create a gateway that presents a positive image to the community for residents, businesses and visitors.
- Protect the established rural and suburban residential areas south of I-96 through preservation of natural features, limiting density and preventing the intrusion of nonresidential uses outside of identified boundaries where land use change has been planned.
- Identify a secondary area along S. Latson Road where some additional land use change may be considered once a principal use has been established and approved.

The Latson Road Subarea Plan includes the following recommendations for when the interchange is completed, as illustrated on the subarea map (See Map 10):

- The land on the east and west side of Latson Road between I-96 and Grand River Avenue is planned for Regional Commercial and will be rezoned for a mixed-use PUD (NR-PUD). This PUD should include the following:
 - A diversified mixture of uses that may include commercial and office/research and development.
 - A mixture of uses that will diversify traffic generated from the site by spreading out the peak hour over times that minimize impact to the interchange's peak hour traffic.

Planning for the Latson/Nixon Road Corridor when the I-96 interchange is completed:

- *Manage traffic and access around interchange.*
- *Create community gateway with distinctive character.*
- *Diversified mixture of land uses.*
- *High quality architecture.*
- *Streetscape and landscaping improvements along Latson and Grand River.*
- *Protect character of rural residential neighborhoods south of I-96.*
- *Reevaluate the plan yearly to respond to development and market factors.*

- Access management that will minimize the number of driveways and protect the efficiency of traffic flow along Latson Road between the interchange and Grand River Avenue.
 - Distinct and prominent architectural features of enhanced character, which reflect the importance of the site's location and create a positive visual landmark for this gateway to the community.
 - Extensive landscaping along Latson Road and Grand River Avenue to enhance the appearance of these corridors and the gateway to the community.
 - Uniformity in design through coordination of architectural styles, landscaping, ornamental lighting, pedestrian circulation and vehicular access.
- The areas immediately south of the interchange along S. Latson Road are planned for Interchange Commercial, as described in Section B above. This area is intended to accommodate the needs of interstate traffic and should complement, not duplicate the commercial areas north a long Latson and Grand River.
 - The areas adjacent to the Interchange Commercial area as depicted on the map are planned for Interchange Campus uses. This area can be served by utility extensions and is intended to be a well-planned, campus setting.
 - Residential development along S. Latson Road south of the Interchange Campus area will remain at large lot residential densities. The intent is to protect the residential character and natural features through lower density development (Future Transition Area on Map X).
 - As the areas designated for Interchange Commercial and Campus are approved for significant development, areas south currently planned residential should be reevaluated for potential supporting uses, conditional upon the utility and roadway capacities, as shown as Future Transition Area on Map 10. This plan is intended to be flexible, balancing the impacts of new development on the infrastructure system, accommodating new uses dependent on surrounding uses, and limiting the negative impacts on existing nearby uses.

Interchange Commercial Examples



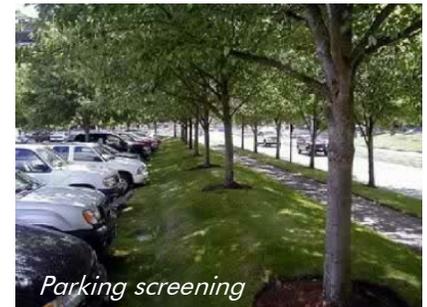
South Latson Interchange Design Guidelines

Streetscape

Streetscape improvements, such as street lights, landscaping, wayfinding signage, and pathways, should be integrated into the interchange commercial and campus developments. This will contribute to the unified, high-quality development the Township would like to project at the new interchange.

- As part of the development of the South Latson campus, a landscaped median should be installed south of the railroad. This will not only help beautify the corridor but improve safety by restricting left-turns.

- Ornamental street lighting should be included along South Latson and within the new development itself to contribute toward the site’s unified design.
- South Latson should be well landscaped, not only in the median, but along the frontage, with street trees and knee walls or hedgerows screening parking.
- Gateway and wayfinding signs should be installed at the interchange welcoming visitors to the Township and directing them to major landmarks. This signage should be consistent with that proposed along Grand River and for the Town Center. Elements of a gateway entrance sign should include lighting, landscaping, and masonry material.
- Pathways should be installed on both sides of South Latson and connect to the interior of the site. Buildings and parking should all have pedestrian connections to the pathway network.



Parking screening

Access and Circulation

In order to efficiently accommodate new traffic that is likely to result from new development, having a coordinated circulation and access plan is essential.

- A signalized intersection should be located approximately ¼ mile south of the railroad at Sweet Road. This should be the primary entrance to campus Area A as identified on the Subarea Map.
- An additional entrance to Area A should be located halfway between the signalized intersection and the railroad tracks and be right-in/right-out.
- Area A’s ring road should be sensitive of the wetland/wooded area in its southeast corner and provide stub roads for future connections to the south.
- Area B should be accessed via the newly realigned Beck Road which can be extended and configured into a loop road.
- Area B’s loop road should be sensitive to the wetland/natural areas at the south of the site.
- Auxiliary campus uses on the east side of South Latson across from Area A should be primarily accessed via the signalized intersection. Additional access points north and south of the signalized intersection should be right-in/right-out. A frontage road will help provide convenient access for these businesses and should continue south for future connections.
- No access points other than Beck Road should be allowed on South Latson at the interchange north of the railroad tracks. Businesses fronting South Latson at this location should share access off Beck Road.



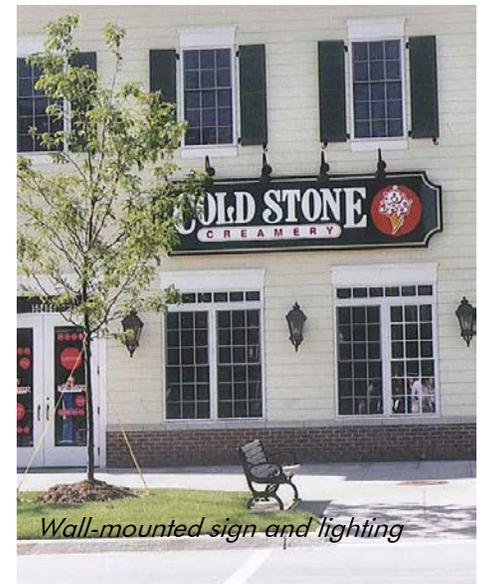
Senior living campus

- Access to the Future Transition Area should be integrated into the overall circulation plan for Areas A and B.
- Further access management standards are included in the Township's zoning ordinance and MDOT's Access Management Manual

Building and Site Design

In order to establish a cohesive, high-quality campus at the South Latson interchange, it will be important to have consistent building and site design features.

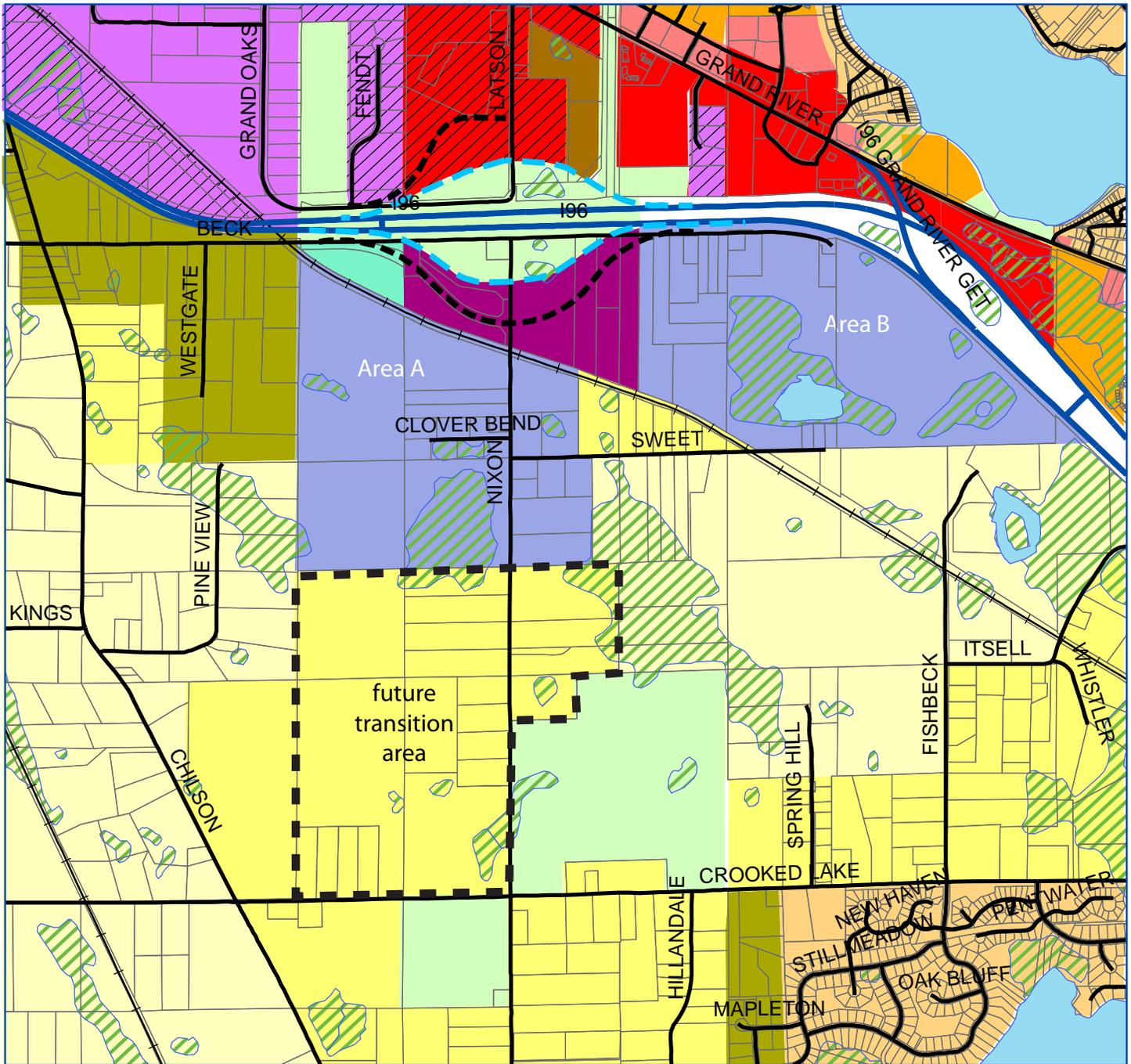
- Entrances should be well defined and easily accessible by pedestrians.
- Buildings should orient toward South Latson where possible with parking given a less dominant presence along the corridor.
- Parking should be buffered with landscaping or decorative fencing.
- Understanding that a user like a hospital may need several stories for its patient wings, this plan seeks not to require a maximum building height. More importantly, any new building built along South Latson fronting the corridor should be built at a pedestrian scale at its Latson frontage.
- Stormwater should be consolidated and treated through low-impact design and retention ponds that contribute to the existing natural character of the site.
- Building orientation should be sensitive to wetlands and existing natural features and be situated to maximize the sight lines and pedestrian access to enjoy them.
- Materials should be of high quality brick, stone, glass, or similar, reflective of a well-designed modern research park or medical campus.
- Loading zones and waste receptacles should be well delineated and appropriately screened (see zoning ordinance).
- Lighting should be directed downward and fully shielded to eliminate an outward or upward glare, providing for adequate public safety without overly illuminating a site or building.
- Site lighting should consist of decorative fixtures, such as goose neck fixtures, and be architecturally integrated with the building style, materials and color. Pole fixtures should be located within landscaped islands or behind the curb or sidewalk.
- Monument signs should be well landscaped and have masonry bases.



- Signs should be comprised of an interesting design that adds interest to the business and the streetscape. Signs that have the appearance of a box sign are discouraged.
- Signs should be architecturally integrated with their surroundings in terms of size, shape, color, texture and lighting and not promote visual competition with other signs in the area.



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|---|--------------------------------|--------------------------------|--|
| AGRICULTURE/COUNTRY ESTATE - 5 acres per unit | NEIGHBORHOOD COMMERCIAL | INTERCHANGE CAMPUS | interchange transition area - future land use and the utility service area will be reconsidered in this area concurrent with a proposal for actual campus uses |
| LARGE LOT RURAL RESIDENTIAL - 2 acres per unit | GENERAL COMMERCIAL | INTERCHANGE COMMERCIAL | |
| LOW DENSITY RESIDENTIAL - 1 acre per unit | REGIONAL COMMERCIAL | | |
| SMALL LOT SINGLE FAMILY RESIDENTIAL - 2 to 3 units per acre | MIXED-USE TOWN CENTER | Beck and Grand Oaks Relocation | |
| MEDIUM DENSITY RESIDENTIAL - 5 units per acre | OFFICE | New Ramps | |
| HIGH DENSITY RESIDENTIAL - 8 units per acre | INDUSTRIAL | I-96 | |
| MANUFACTURED HOUSING | RESEARCH AND DEVELOPMENT | | |
| | PUBLIC/INSTITUTIONAL/UTILITIES | Wetlands | |
| | PRIVATE RECREATION | | |

**Map 10:
I-96 Interchange
Latson/Nixon Road Subarea Plan**



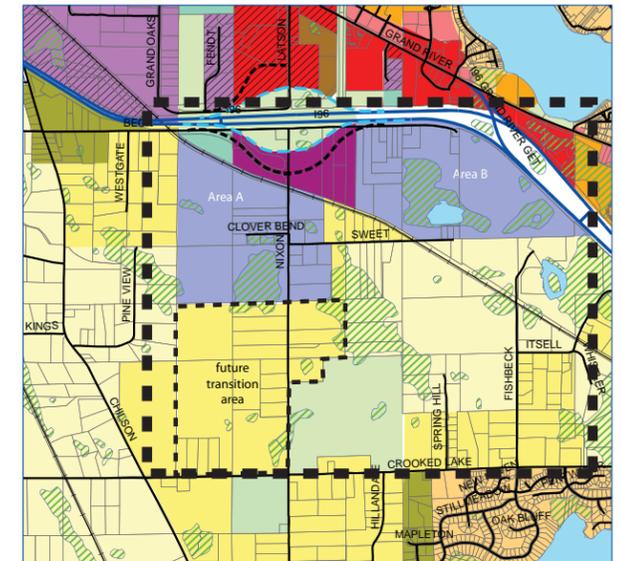
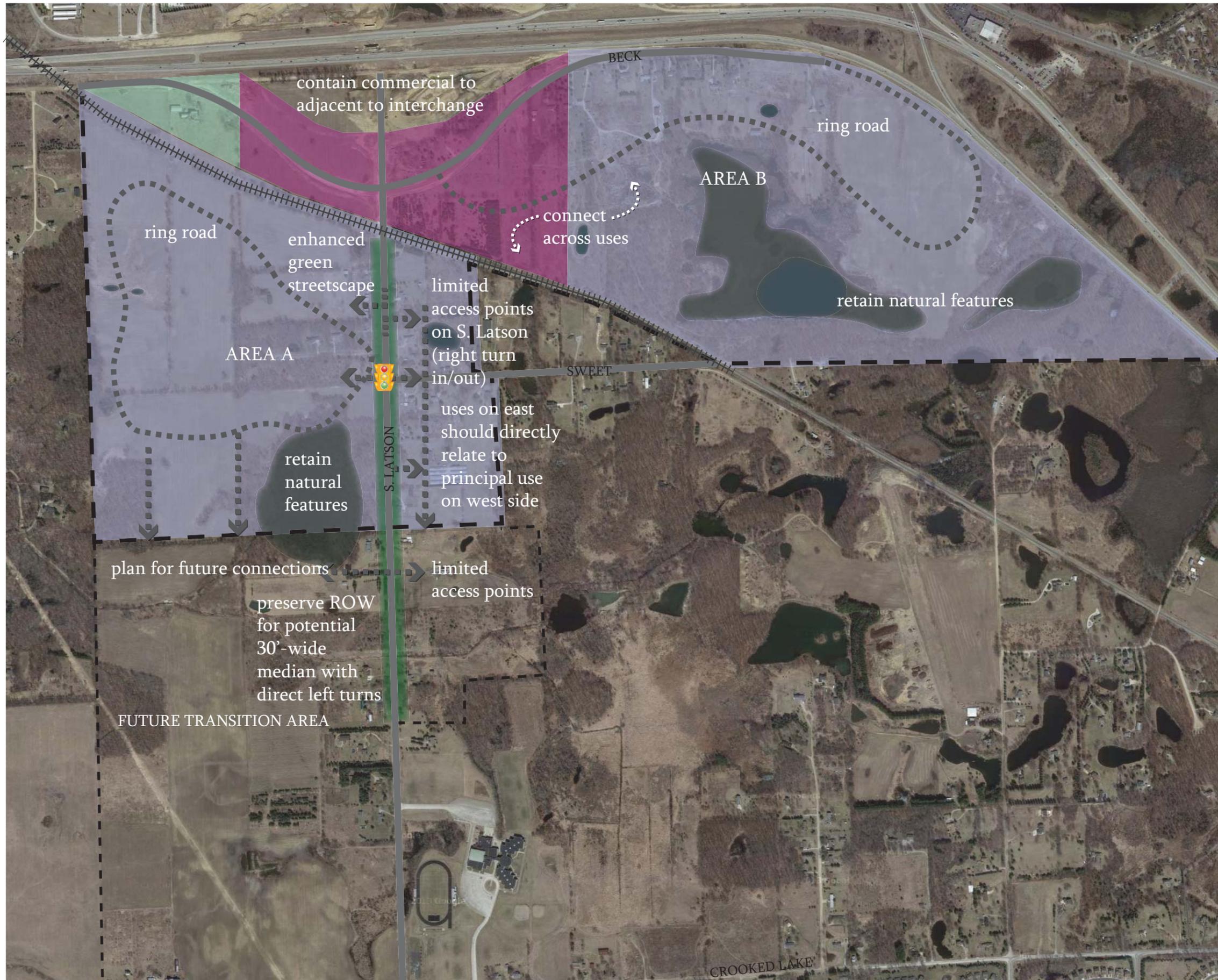
October 2013

Data Sources:
Base Map: Genoa Township



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I-96/Latson Subarea Schematic Plan



Future Transition Area - future land use and the utility service area will be reconsidered in this area as the campus area is developed with primary uses

- Office
- Interchange Campus
- Interchange Commercial

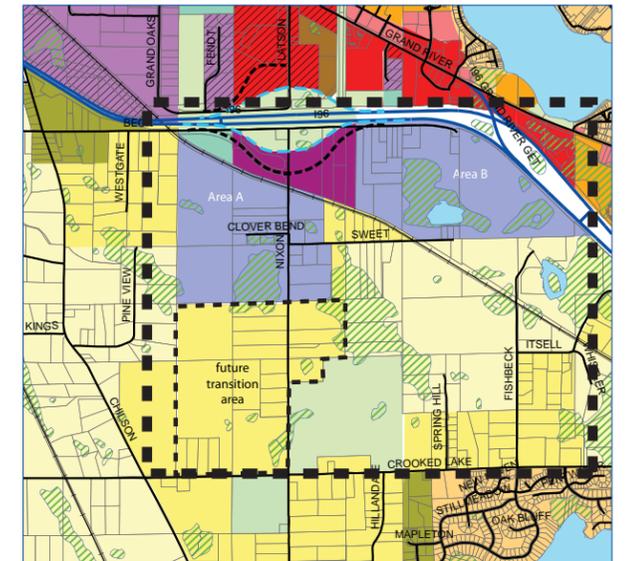


Draft: 10-17-13

Image Source: Google

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I-96/Latson Subarea Concept Plan Map 12



Future Transition Area - future land use and the utility service area will be reconsidered in this area as the campus area is developed with primary uses

This Concept Plan is meant to illustrate the principles of the Future Land Use categories of Interchange Campus and Commercial. This is not intended to be a detailed plan that will be built as indicated, but as a reference for the general circulation, building, greenspace, and connectivity/access concepts for the redevelopment of this area.



10-22-13



Image Source: Google

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E. PLANNED UNIT DEVELOPMENT

Some areas may be appropriate for development under the Planned Unit Development (PUD) option contained in the Zoning Ordinance. Areas of the Township that contain significant natural features are appropriate to develop under the PUD option. The purpose of this alternate development procedure is to facilitate the following:

- Provide flexible design to respond to the unique characteristics of the site, instead of the conventional zoning standards.
- Coordinate development on larger sites.
- Preserve significant natural features.
- Provide alternatives for land that exhibits difficult development constraints, where an improved design can provide a community benefit.
- Allow clustering of residential units to preserve common open space and natural features.
- Ensure public infrastructure and road improvements are made concurrent with the development, with developer participation.
- Provide the opportunity to mix compatible land uses or residential types.
- Coordinate infill and redevelopment along the Grand River Avenue Corridor.



New residential development should include the following elements:

- ***Density and character of development consistent with plan and surroundings.***
- ***Clustered development where beneficial and appropriate***
- ***Preserved natural features.***
- ***Open space and neighborhood recreational areas.***
- ***Pedestrian facilities for higher densities.***
- ***Landscaping.***

F. RESIDENTIAL DESIGN STANDARDS

Residential Densities/Rezoning: Residential densities will be based primarily on the Master Plan's Future Land Use Map. With a rezoning, the Master Plan must be considered in conjunction with site specific conditions & timing. Other factors that need to be considered are soil suitability, utilities, road conditions, natural features and surrounding land uses.

Large lot vs. cluster: Where public utilities such as sewer and water are available, this creates the opportunity to have clustered development. In areas where sewer and water are not available, there may still be the opportunity to provide a degree of clustered housing in locations where soils are well suited for individual onsite septic systems.

In general, areas not served, or planned to be served by sanitary sewer are planned for a low density and large lot size to accommodate on-site sanitary drainfields without compromising environmental quality. Areas planned for the lower densities are also not able to support higher densities due to limitations of roads and other public services. Areas with sensitive natural features are also planned for lower densities. While the overall net density of a

site can remain consistent with the Master Plan, the PUD or cluster development option can be used to cluster the dwelling units in areas with soils suitable for sanitary drainfields and away from sensitive natural features.

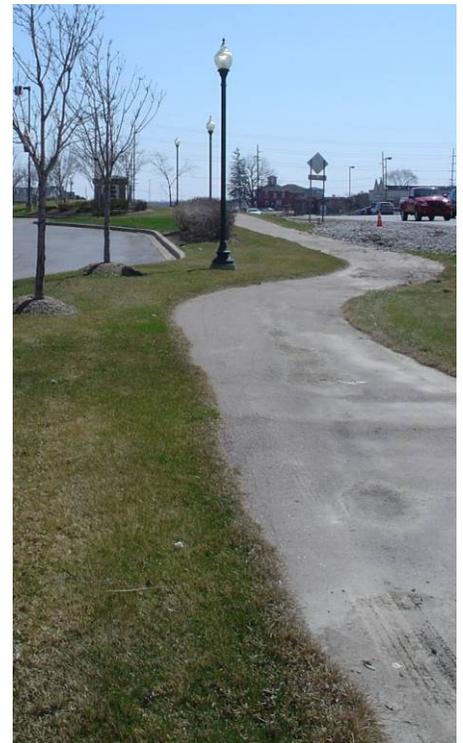
Natural features preserved: Natural features that can be preserved by clustering include woodlands, wetlands, steep slopes, waterfront and poor development soils. Clustering should also be utilized to preserve greenway corridors, buffers and natural open space. A uniformly wooded site or an open site may not benefit from clustering, unless innovative design is utilized. In all instances, the benefit of clustering should be determined by a comparison of larger lot conventional subdivision and clustered development.

Open space standards: Standards need to specify that the location of open space will preserve natural features, open space corridors along waterfronts creeks and major roads. Standards in the Zoning Ordinance PUD regulations should specify the desired size of open space areas and identify priorities of items to preserve. Quality open space needs to be maintained as opposed to leftover, unusable remnant land.

Recreational facilities: Requirements should be made for all major residential developments to have active and passive recreational amenities. The Township Subdivision Regulations should be amended to require a minimum amount of usable neighborhood recreational area within all subdivisions and condominium projects, whether a development is a clustered PUD or a conventional subdivision.

Pedestrian circulation: As the community grows and traffic volumes increase, the need for pedestrian facilities becomes more apparent. Neighborhood streets should be constructed with some form of pedestrian circulation, particularly for higher density developments or along collector roads. Sidewalks should be provided in consideration of factors such as the density of development, age characteristics of the expected residents, expected traffic volumes along the street, proximity to other sidewalk systems and proximity to schools, parks and public institutions.

- Sidewalks should be required along new streets within residential developments that have half acre or smaller lots or an overall density of 2 units per acre or greater.
- Bikepaths should be required where a development fronts on a major road that is designated for a pathway in the Greenways and Pathways section of this Master Plan.
- Paved pathways should be required within open space areas of PUD's. Stone or wood chip paths or wooden boardwalks should be provided in areas with sensitive environmental features instead of paved sidewalks.



Landscaping: To preserve the rural character of the Township and to enhance the natural quality of residential neighborhoods, the following landscaping should be required in all residential developments:

- Street trees or canopy trees within the front yard of each lot.
- Perimeter buffering along major roads that border the development.
- Detention pond landscaping.

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