

Public Input

Leadership Visioning Summary

The Master Plan update process was re-started in July 2021 with a joint meeting with members of the Planning Commission, Township board, ZBA and Staff. The purpose of the “Leadership meeting” was to understand how the current leadership of the Township felt, and what board and committee members would like the Master Plan to focus on. The group completed two exercises in order to identify and prioritize Township’s strengths and weaknesses.

Step 1. Identify



The first asked Individuals to write down what they felt were strengths and weaknesses within the community with a specific focus on residential and non-residential (primarily commercial) areas. Post-it notes were placed in two categories: strengths (“what’s working”) and weaknesses (“what needs work”).

Step 2. Prioritize

For the second exercise, participants were given dots and asked to vote on the top 5 strengths and weaknesses as counted in the previous exercise.



TABLE 2.1. GENOA TOWNSHIP STRENGTHS AND WEAKNESSES

 Strengths What is working?	 Weaknesses What needs work?
Residential	
Variety of housing	Lack of starter/age in place homes
Zoning code enforcement	Affordability
High quality subdivisions (PUD)	Road/connectivity to commercial
Large lots	Pedestrian connections (sidewalks/bikes)
Non-residential	
Variety of businesses/divers tax base	Vacancies/state of buildings
Good zoning standards	/Lack of groceries/ variety of retail
Good planning	Traffic

Source: Giffels Webster

TABLE 2.2. RESIDENTIAL STRENGTHS & WEAKNESSES

Strengths: What is working?		Weaknesses: What needs work?	
Topic	No. of votes	Topic	No. of votes
Variety of housing	9	Lack of starter/age in place homes	12
Zoning code enforcement	6	Affordability	6
High quality subdivisions (PUD)	5	Road/connectivity to commercial	6
Large lots	5	Pedestrian connections (sidewalks/bikes)	6
Waterfront homes	4	Small business growth / downtown	4
Location	4	Density/big city vibe	2
Tax base	3	Zoning restrictions	2
Natural feature preservation	2	Broadband	2
Variety of retail (near res)	1	Green development	1
Not many vacancies	1	Safety	1
Density	1	Lake access for non-residents	1
Schools	1		
Safe and Friendly	1		

TABLE 2.3. NON-RESIDENTIAL STRENGTHS & WEAKNESSES

Strengths: What is working?		Weaknesses: What needs work?	
Topic	No. of votes	Topic	No. of votes
Variety of businesses/divers tax base	9	Vacancies/state of buildings	11
Good zoning standards	9	Lack of groceries/ variety of retail	6
Brighton-Howell connector (location)	5	Traffic	6
Good planning	5	Commercial zoning enforcement	5
Twp government/staff	2	Sidewalks/connectivity	4
Access to grand river bus.	2	Industrial/commercial requirements	2
Medical/professional services	2	Lack of professional jobs	2
Large commercial opportunities	1	Broadband/technology	2
Occupancy	1	Lack of senior center	1
Interest in area/demographics	1	Commercial outside GR corridor	1
		Cross easement disconnects	1
		Inconsistent tax rates	1
		"Rural forever" attitude	

Source: Giffels Webster

Open House Summary

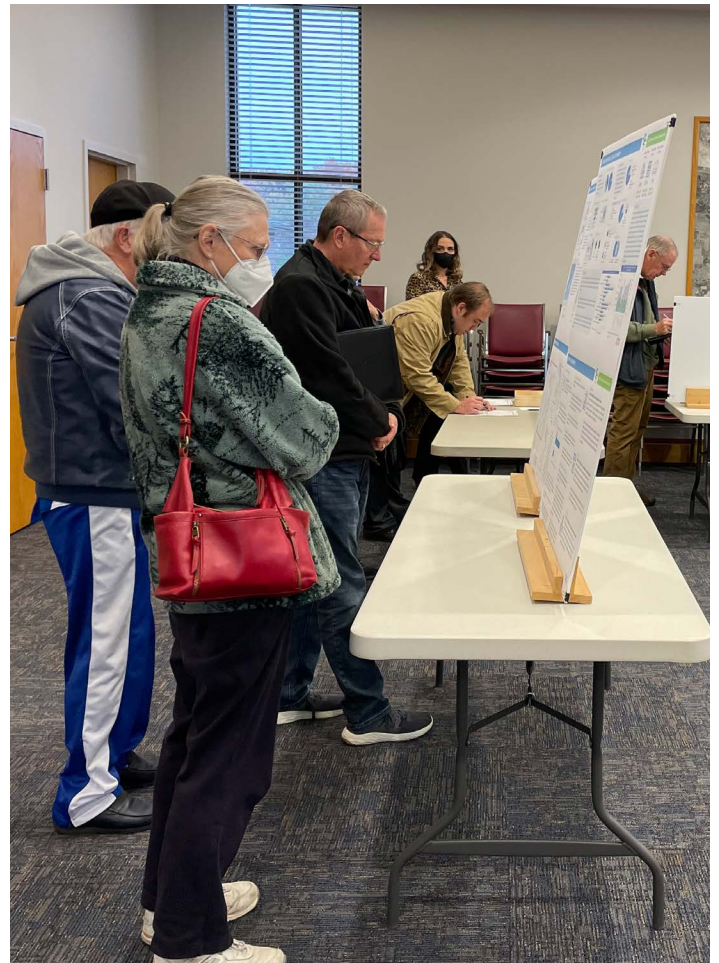
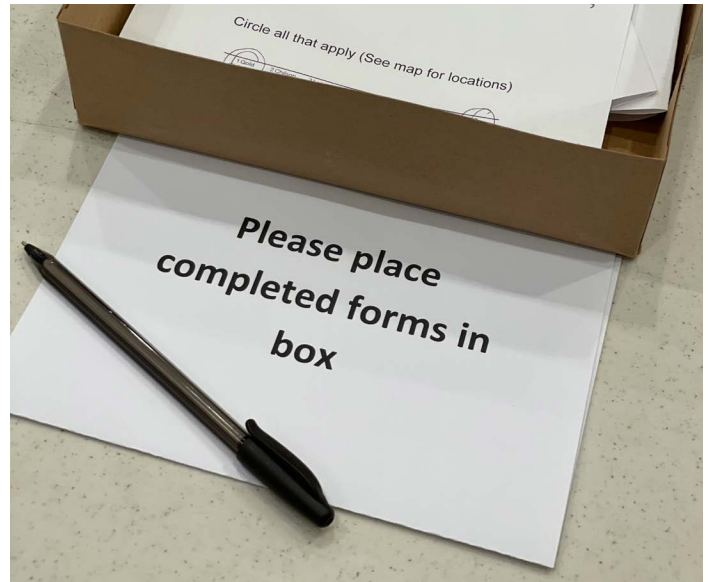
Genoa Township conducted an open house on November 10, 2021, at the Township Hall to collect input for the Master Plan update. A summary of existing conditions of the Township that includes current demographic data, local economy, natural features is provided for context. A summary of the market assessment summary that was initially conducted in 2020 and updated in 2021 is also included.

The information provided at the open house was hosted on a website that was made available for the residents for a week following the open house. The website included a survey with the same questions asked at the open house. This was intended to provide an extended opportunity for the residents to provide input at their convenience.

The information and the questions at the open house were framed based on Planning Commission's guidance and input from their October 25, 2021. At that meeting, the Planning Commission discussed the community's identity, vision, and goals for the next 10-15 years. They supported the idea of identifying and protecting the community character. Community character guides the way we regulate the development and redevelopment of land.

Open house participants (in-person and online) were asked about their perception of community, potential locations to identify gateways around the Township, preference about their housing styles, recommended non-motorized improvements, and their general thoughts of 2015 adopted future Land Use map and proposed goals. Majority of questions were rating-based.

Representatives from the Township's various boards and commissions attended the meeting. Approximately 40 people participated in-person; there were 285 views of the project website between November 7-December 7. Seventeen responses were gathered. A number of participants provided their responses in groups. Most participants are within the 55-74 age group, living in a household of two adults and no kids.



Source: Giffels Webster, 2021

Community Character.

Participants were asked to identify three things they identify/love about Genoa and things that would make people more connected with Genoa. A majority of residents identify the Township as a small town with access to nature, recreation and a quiet place to raise family with convenient access to urban communities. Participants supported maintaining the rural character, creating more annual community events and providing affordable housing. This was also the top priority goal.

Gateways.

Gateways reinforce community identity. The respondents were provided potential gateway locations and precedent images of elements that contribute to a gateway. A majority of the responses supported creating gateways at entry points to the Township along Grand River Avenue by using landscape elements.

FIG. 2.1. POTENTIAL GATEWAYS

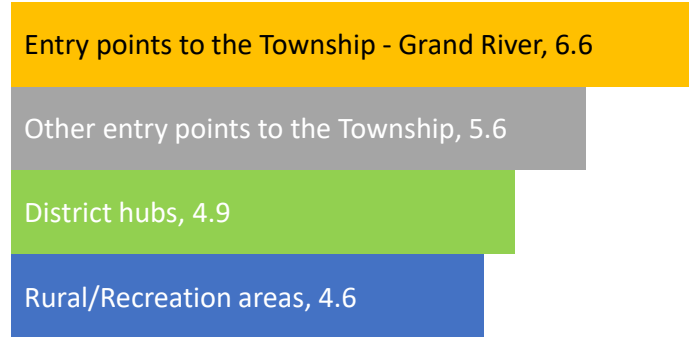


FIG. 2.2. PREFERRED GATEWAY ELEMENTS



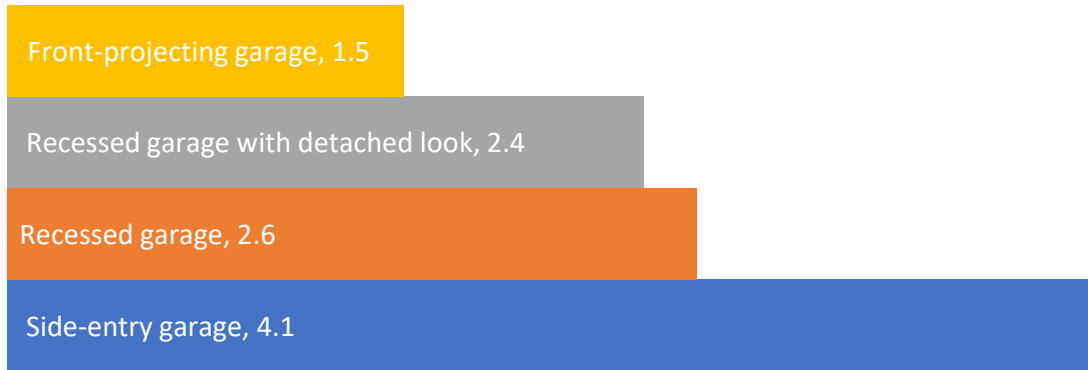
Transportation Connectivity.

A greenways plan was prepared a number of years ago for southeast Livingston County. This plan illustrates a prioritized non-motorized system of paths and conservation corridors containing significant natural features. The respondents were asked if they agree with recommended priority ratings. The response was neutral. The responses indicate a strong support for sidewalk connections along Challis, Chilson Road and safe non-motorized access to elementary schools.

Housing.

The residents were presented images of different single-family styles including the typical front projecting garage style. There was clear support for side-entry garage-style housing. The response was split when asked about their preference to allow accessory dwelling units within single-family districts.

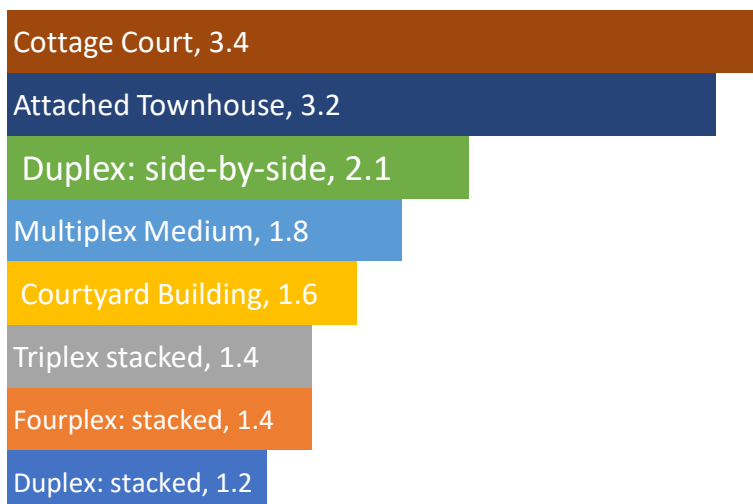
FIG. 2.3. PREFERRED SINGLE FAMILY HOUSING STYLES



Missing Middle Housing.

It is a range of multi-unit or clustered housing types compatible in scale with single-family homes that help meet the growing demand for walkable urban living. The participants were introduced to different style of missing middle housing using precedent images and asked their like on a scale of 1 to 10 (1 being 'I don't like it all). They support a need for diverse housing in general within the Township with cottage court style and attached townhomes as their preferred style.

FIG. 2.4. PREFERRED MISSING MIDDLE HOUSING STYLES



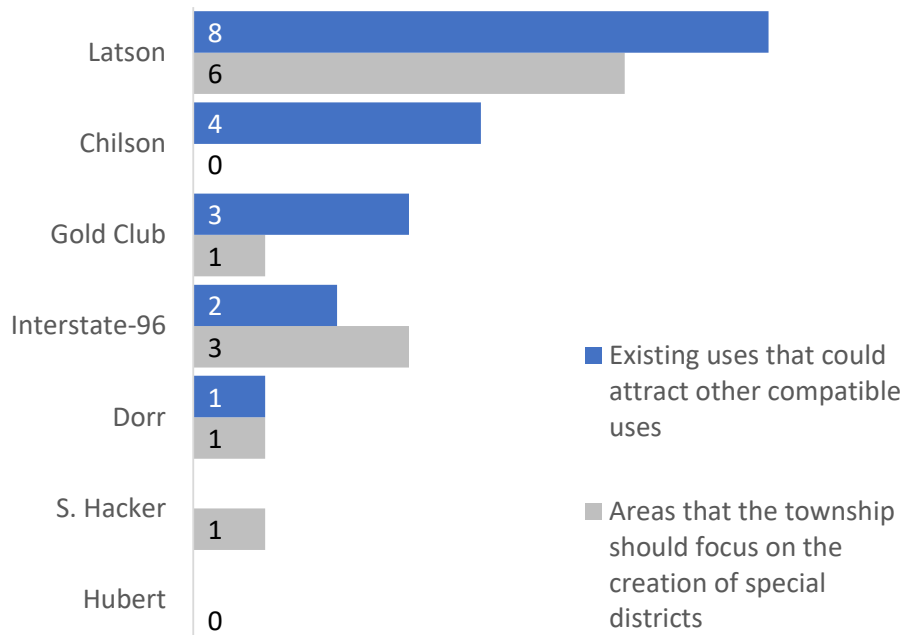


Source: Giffels Webster, 2021

Grand River Corridor.

This poster was intended to get high-level input about identifying areas along Grand River Avenue for creating a potential special district (mixed-use town center developments). Seven locations were provided for input. Examples of potential uses are provided. There is strong support for Latson/Grand River intersection followed by Chilson/Grand River intersection.

FIG. 2.5. PUBLIC INPUT-GRAND RIVER CORRIDOR

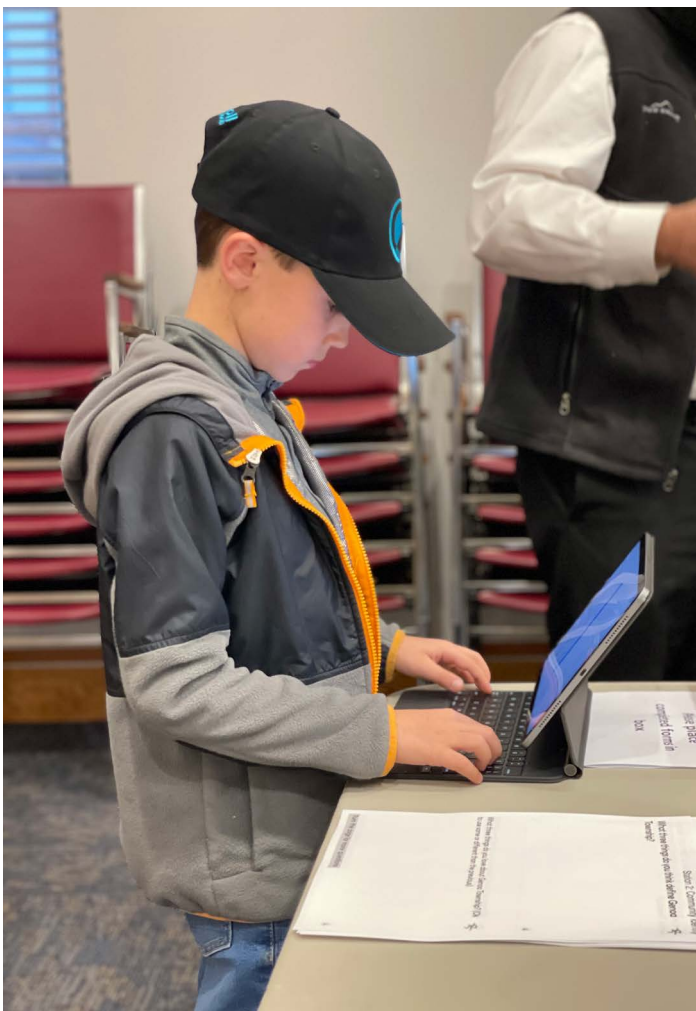


Future Land Use.

A copy of the 2015 Future Land Use Map was provided and the participants were asked to identify if there are any areas where they envision a different use in the Township than what is shown on the map currently. There were no areas recommended for change. However, a majority of respondents emphasized their support to keep the area near Brighton Lake Road and Chilson Road as low-density residential.

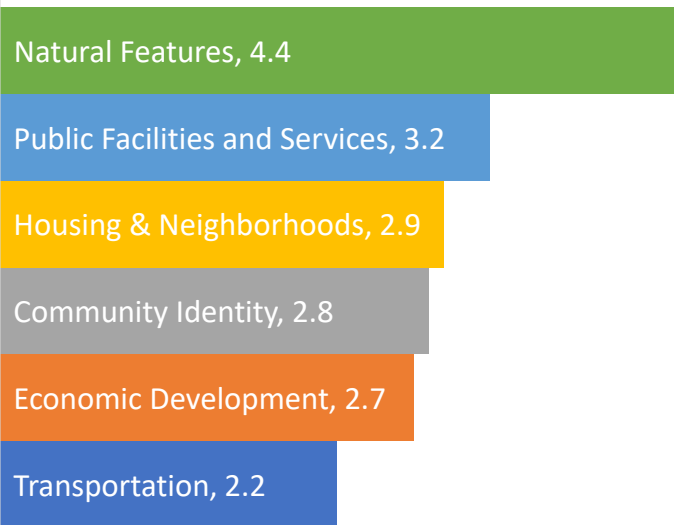
Goals and Objectives.

The participants were provided a list of six goals (Housing is proposed to be added with this update, the rest of the goals were updated from the previous Master Plan). They were asked to rate them by their importance. The goal related to Natural feature is rated as most important by participants.



Source: Giffels Webster, 2021

FIG. 2.6. PRIORITY GOALS





Source: Giffels Webster, 2021

Market Assessment Summary

Market Assessment Summary

The following is a summary of the economic assessment, which was conducted throughout 2020 and early 2021 to reflect post-pandemic spending behavior. The evaluation is based on historical data, a survey of area residents conducted during this effort, property trends, and other information provided by the Chesapeake Group. The focus is on both current and future market conditions for residential and non-residential activity.

Genoa Township is located in Livingston County, between the cities of Brighton and Howell, and has an estimated population of about 20,300 in roughly 8,200 households, or about 11% of the county's population.

Historical housing development

- Livingston County annually permitted a range of new housing units from a low of 174 units to 826 units between 2011 and 2020.
 - Genoa Township annually permitted a range from 6 units permitted in 2011 to 183 in 2017
- The County averaged 672 total units permitted and 78 multi-family structures from 2011 through 2020.
 - Genoa Township permitted an average of 28 single family units per year from 2010 to 2020
 - Genoa Township average 18 multi-family units per year, although all were constructed in 2017
- About 88 percent of the permitted units were single-family structures.
 - 77% of the units permitted in Genoa Township were single family

Residential property trends

Livingston County and Genoa Township

Home Sales

- For homes built before 2000, The average sale price is about \$456,000. The average unit is 2,527 square feet. The average sale price per square foot is \$181.
 - 78% of the housing stock in the Township was built prior to 2000
- For homes built from 2000 to 2020, the average price is about \$579,000. The average unit is 2,500 square feet. The average sale price per square foot is \$231.
 - 28% of the housing stock in the Township was built after 2000

Rentals

- The average one-bedroom unit is 795 square feet and rents for \$1,111 per month. The average rent per square foot is \$1.40 per month.
- The average two-bedroom unit is 1,075 square feet and rents for about \$1,325 per month. The average rent per square foot is \$1.25 per month.
- The average three-bedroom unit is 1,325 square feet and rents for about \$1,450 per month. The average rent per square foot is \$1.09 per month.
- The average rent in Genoa Township in 2020 was \$1,126 , indicating slightly lower prices in the Township than surrounding communities



Residential Survey Findings

(Based on 270 unique survey responses)

- The annual mean average household income is \$149,600.
- The majority of households have incomes between \$30,000 and \$80,000.
- There is a range of household income levels from \$20,000 to more than \$250,000 annually.
- The majority have lived in their current home for at least ten years.
- Over 25% have lived in their home for less than five years, with 46% of these having lived there for two years or less.

Commercial/Nonresidential market / Land Use

- Residents generally purchase goods in either Brighton or Howell.
- Meijer and Kroger dominate the grocery market. The combined market share for the two is 82 percent.
- 69% of respondents indicated their shopping habits will not change due to COVID-19
 - o 10% Now use pick-up service versus shopping in person and will likely continue after virus threat has diminished
- Pre Covid-19, more than one-half to two-thirds of all households purchased and ate dinner or lunch outside the home at least once a week.
 - o About one-third of lunch and dinner trips are to establishments in Genoa
 - o Most residents (91%) don't typically travel further than 15 minutes for dinner

Entertainment and Outdoor recreation

- Before Covid-19, about one-third of the Genoa area households sought some form of entertainment outside the home at least twice a month.
 - o About 16 percent went to movie theaters at least twice a month.
- Many participate in some form of outdoor recreation regularly. Other than walking, about four in ten do not generally participate in outdoor recreation.

Housing

- Key housing data for projections of future demand defined through the survey follows.
- The preponderance of homes in the area has three and four bedrooms.
- 99% of the responding households own their homes.
- 92% live there full-time, but 80 percent live there at least ten months in a year.
- The average respondent's home is about 2,500 square feet. However, about one in four live in homes less than 2,000 square feet.
- A significant minority - about 37 percent - defined a possible move to a different house in the next five years.
- Households likely to move are mainly, but not exclusively, those with primary income earners 55 years of age or older.
- The majority of those that may move are unlikely to move outside of Michigan.
 - o For those seeking larger units in the future, the current average unit is 1,650 square feet.
 - o For those seeking similar-sized units in the future, the current average unit is 2,300 square feet.
 - o For those seeking smaller units in the future, the current average unit is 2,650 square feet.
- Also, 17 percent of the households have one or more members that will probably move from their current home to create a separate household in the next three years. Those moving out create potential demand for new housing if the members can be captured in the Genoa area.

Employment and labor force

- About 44 percent of the households responding to the survey did not have any member employed full-time. About one-half of these households had one or more employed part-time or employed at more than one part-time job.
- Almost one in three households defined Covid-19 as impacting current employment among their members. Impacts include unemployment, diminished hours, diminished contract work, etc.

Demand Forecast

Understanding Economic Forecasting Models and Marketable Opportunities

The economic forecasting methods used here, which model a potential range of marketable opportunities in commercial, office, and residential space, rely on property trends, historical, local and regional data, and a survey of area residents conducted during summer, 2020. They assess the overall Genoa market and its potential growth and determine how much potential economic activity that could occur inside the Township and is occurring outside of the Township.

No community will capture all marketable activity and space. Furthermore, economic conditions continue to change; in most cases, generally speeding processes already impacting the economy before Covid-19. Purchasing online was growing rapidly prior to Covid-19, resulting in the exportation of dollars; the online purchasing rate sped up since the pandemic. Large proportions of office and workspace were being built in or simply moved to homes, and more people were working from remote locations before Covid-19; as with spending habits, the speed of change has accelerated.

This is important context for understanding all forecasting numbers in this plan. The demand forecasts are not a simple estimate of what is expected to be built in Genoa Township, but are rather an estimate of what could be built in the market based on forecast demand; The Township will capture some fraction of this.

Housing

Between 100 and 200 new non-single-family housing units could be added to the rooftops within the Township. The new housing units would be geared toward independent living for seniors and young households, with the latter containing workspace. Included could be semi-detached, townhome, duplex, and other related units. The units' locations should contribute to walkability and serve existing residents who would move to a previously defined scaled smaller unit from within the Genoa area. Such new units would most likely free up existing units to attract younger households.

Retail goods and services

The survey indicates an opportunity to diminish the exportation of dollars from Genoa Township residents, particularly in food, food services, and linked entertainment activity. Genoa Township residents are expected to support between an additional 300,000 and 326,000 square feet of retail goods and related services space by 2030. Most commercial opportunities are appropriate for land/parcels/structures associated with the core of Genoa Township or vacant space near residential concentrations.

Multi-tenant office space

New office space demand is sufficient to generate between 20,000 and 30,000 square feet of space, accommodated in vacant space, new development, and homes. The opportunity does not include those in the health care arena, such as outpatient infusion or surgery centers, or inclusion of higher educational institution space in Genoa Charter Township.

FIG 2.7. COMPOSITE CONSERVATIVELY ESTIMATED OPPORTUNITIES

The following figure summarizes the additional marketable activity for the Township by 2045.

The estimates are conservative, tending to understate demand to ensure Return-On-Investment for both the private and public sectors.



HOUSING 100-200

Additional non-single family units



RETAIL

150,000 - 170,000 sq. ft.
+ Recapture of select categories; Retail Goods & Services, with appropriate entertainment



OFFICE

20,000- to 30,000 sq. ft.
Including co-working space

Goals and Objectives

Goals and Objectives

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

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 “protect the Township’s natural resources,” an objective to “maintain the Township’s tree cover” is something that may be measured and tracked over time.

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. Using the above example objective of maintaining tree cover, one action strategy might be: “Using the Township’s GIS data, map the current tree cover in the Township.”

The overall goals of this Master Plan are to:

- Accommodate a variety of Land Uses in a logical pattern and complement community goals, the surrounding Land Uses, environment, capacity of roads and the sanitary sewer, and public water system capabilities.
- Provide land owners with reasonable use of their land in a manner that is compatible with adjacent Land Uses and the overall Land Use plan for the Township and the capacity of infrastructure.
- Promote harmonious and organized development consistent with adjacent Land Uses.
- Develop and maintain flexible codes and ordinances to meet the needs of current and future residents
- Manage development by maintaining a growth boundary to encourage efficient use of land, protect farmland and natural features, and allow the efficient provision of public services, utilities, and infrastructure.

1 Housing & Neighborhoods

Pattern of Development. Genoa Township is largely comprised of single-family homes, many of which are on large, rural lots. Housing is dispersed throughout the Township, with concentrations near the cities of Brighton and Howell.

Character. Housing and neighborhoods influence the character of the Township through the placement of homes on lots, the size of lots, the space between homes and the architectural designs, materials and colors of homes.

Variety. The housing types in Genoa Township are predominantly single-family, owner-occupied homes, but multi-unit housing options are available. To accommodate current and future residents, the Township will continue to offer a variety of home types in terms of size, style and location, ensuring that housing is available for a variety of ages, abilities and income levels.

Infrastructure. Neighborhoods will be strengthened by well-maintained infrastructure, including local roads, water, sewer and utilities that will be improved as needed to meet the needs of Township residents, while respecting the established natural features setbacks.

Connectivity. Neighborhoods near commercial nodes and connected neighborhoods will enable residents to minimize vehicular travel as well as maintain social networks with their neighbors.

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.

Measures of Success. How can the Township track progress towards the goals?

- The variety of housing types (single-family, two-family, etc.) increases
- There is a range of housing at various price points
- The number of housing units within ½ mile of Grand River Avenue increases
- The amount of open space south of I-96 remains constant
- Tree cover increases
- Water quality of local water bodies improves



2 Economic Development

Job Creation. Grand River Avenue is a well-developed commercial and transportation corridor in the Township that provides local jobs and employment. Quality industrial and technology-based development near Grand River and at I-96 Interchange areas in the Township will help diversify the tax base with room for future expansion, where not in conflict with surrounding Land Uses. Utilities, including broadband services, support local businesses and residents with home-based businesses.

Mix of Goods and Services. Genoa Township is centrally located in Livingston County, offering a wide variety of goods, services and jobs to residents and visitors. The Township will strive to attract new businesses that lead towards the creation of “hubs” of activity. Work with hospitals and service providers to coordinate programming and leverage synergies to recruit compatible users that will promote the Grand River Corridor east as a community health hub

Development. Development and redevelopment will be strategically located, primarily along the Grand River corridor to provide employment, shopping and recreational opportunities for current and future residents of the Township. High-quality site and building design will contribute to strong neighborhoods, vital shopping districts, and desirable employment centers. Support residents who work from home, either on a full-time or part-time basis.

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.

Measures of Success. How can the Township track progress towards the goals?

- Commercial building permits increase
- Sign permits increase
- The number of jobs in the Township increases
- The number of residents who work in the Township increases
- The number of housing units within ½ mile of Grand River Avenue increases

3 Natural Features

Environment. The character of Genoa Township is distinctly defined by significant, sensitive natural amenities such as water bodies, wetlands, slopes, mature trees and natural ecosystems. This local ecosystem supports flora and fauna as well as the residents who call the Township home. The Township will engage the community with efforts to protect its local environment and protect the quality of the community's lakes and water resources from overcrowding and overuse.

Sustainable Development. The Township recognizes the importance of long-range planning combined with strategic actions to meet the current needs of residents and business owners without compromising the ability of future generations to meet their needs too. Particularly with respect to its many lakes, wetland and woodlands, the Township strives to protect and preserve the natural environment, recognizing the way in which it supports community health, promotes a prosperous economy, and a creates a vibrant and equitable community for all.

Resiliency. The Township seeks to be resilient with respect to environmental hazards, recognizing ways in which ongoing, persistent stresses, that impact the community over time as well as sudden, single events that disrupt the day-to-day functioning of the community.

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.

Measures of Success. How can the Township track progress towards the goals?

- The amount of open space in the community remains constant
- Tree cover is maintained or increases
- Impervious surfaces decrease
- Water quality improves in local bodies of water

4 Transportation

Multi-modal. Genoa Township's transportation network is comprised of regional and local roads, highways, sidewalks and multi-use trails and pathways. Together, these modes of transportation offer residents and visitors the ability to work, shop, dine and recreate. Transit options will be accessible to support local residents and businesses.

Cooperative. A safe, equitable, efficient transportation system will be maintained, in conjunction with county and state road agencies, in a cost-efficient manner that enhances the character of the Township, supports multiple modes of travel and meets the mobility needs of residents of all ages and abilities. Regional traffic through Township will have minimal conflict on local streets, utilizing traffic calming techniques.

Local. Local roads will be maintained and improved to support safe travel within neighborhoods as well as to provide access to community facilities, goods and services. The development of new commercial and residential uses will be concentrated along the Grand River corridor to allow residents opportunities to walk rather than drive personal vehicles as well as accommodate walking between uses to reduce traffic congestion. Changes in development will be supported by related road improvements.

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.
- 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.

Measures of Success. How can the Township track progress towards the goals?

- Traffic crashes decrease
- Pathways increase
- The number of residents with access to non-motorized transportation facilities increases
- The number of residents with access to transit services increases
- The number of residents who work in the Township increases
- The number of housing units within ½ mile of Grand River Avenue increases
- The number of bus stops increases (LETS)
- The number of pedestrian crossing signals in the Township increases

5 Public Facilities and Services

Infrastructure. The Township will continue to provide utility improvements only in locations best suited for development to support managed growth and provide a growth boundary to ensure development is consistent with infrastructure planning. The Township will encourage resilient and sustainable infrastructure facilities, including alternative energy production, to ensure adequate services are available for current and future residents and businesses.

Community-building. The Genoa Township Park is a centrally located full-service park and open space are that will continue to meet the needs of current and future residents with a wide variety of active and passive recreational opportunities. This park serves as a hub for community activities and is an identifiable place that promotes the identity of Genoa Township.

Partnerships. Public services are provided by not only Genoa Township, but also with assistance from the adjacent Townships and the cities of Brighton and Howell to provide area residents with high quality community services and facilities.

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.

Measures of Success. How can the Township track progress towards the goals?

- The number of residents using the Township Park increases
- Revenues from utilities cover associated expenses of maintenance and improvements
- The amount of alternative funding increases
- The number of electric vehicle charging stations increases