



2017 Master Plan

Adopted October 17, 2017

**SHELBY CHARTER TOWNSHIP
MACOMB COUNTY, MICHIGAN
CHARTER TOWNSHIP OF SHELBY MASTER PLAN
RESOLUTION of ADOPTION
September 25, 2017**

WHEREAS the Michigan Planning Enabling Act (Act 33 of 2008) authorizes the establishment of a township planning commission with the authority and responsibility to make and adopt a Plan for the unincorporated portions of the Township, and

WHEREAS the Shelby Charter Township Board created the Shelby Township Planning Commission for the purpose of carrying out the intent of the Michigan Planning Enabling Act, including the preparation and adoption of master plans, and

WHEREAS the master plan provides a land use and development framework that:

- Is coordinated, adjusted, harmonious, efficient and economical,
- Considers the character of the planning jurisdiction and its suitability for particular uses, judged in terms of such factors as trends in land and population development,
- Will, in accordance with present and future needs, best promote public health, safety, morals, order, convenience, prosperity and general welfare,
- Includes adequate provisions for a system of transportation to lessen congestion on streets, a healthful and convenient distribution of population, good civic design, public utilities, recreation and the use of resources in accordance with their character and adaptability, and

WHEREAS the Shelby Township Planning Commission has provided multiple opportunities for public participation in the planning process and a public hearing conforming to the requirements of the Michigan Planning Enabling Act, and

WHEREAS the plan was distributed for review by surrounding communities and other public agencies as required by the Michigan Planning Enabling Act.

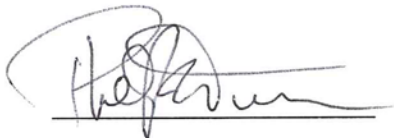
NOW THEREFORE BE IT RESOLVED that the Shelby Township Planning Commission hereby adopts the Shelby Township Master Plan, as presented at a public hearing held on July 19, 2017 following consideration of the comments received at the public hearing, on a motion by Moore and supported by Appone.

BE IT FURTHER RESOLVED that the adopted Plan shall be transmitted to the Shelby Charter Township Board of Trustees.

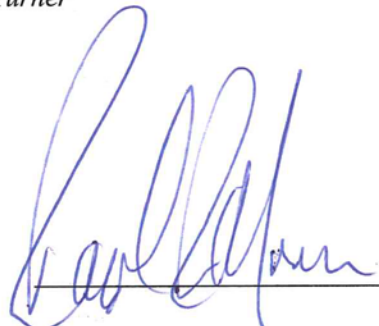
AYES: Moore, Apone, Dallo, DiCicco, Wozniak, and Turner

NAYS: None

ABSENT: Moffitt and Casali



Phil Turner, Vice-Chairperson
Shelby Township Planning Commission



Raquel Moore, Secretary
Shelby Township Planning Commission

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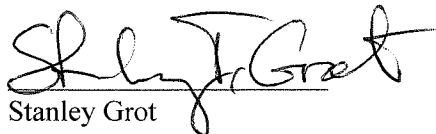
WHEREAS, the Township Board of Trustees has affirmed their right to approve or reject the 2017 Shelby Township Master Plan

NOW THEREFORE BE IT RESOLVED that the Shelby Township Board of Trustees hereby adopts the Shelby Township Master Plan, as presented at a public hearing held on July 19, 2017 following consideration of the comments received at the public hearing, on a motion by Viviano and supported by Wozniak.

AYES: Viviano, Wozniak, Flynn, Grot, Stathakis, Wilhelm and Vermeulen

NAYS: None

ABSENT: None


Stanley Grot
Shelby Township Clerk

ACKNOWLEDGEMENTS

This plan is the result of collaboration between township staff, officials, planning consultants, and the public.

Planning Commission

Jerome Moffitt, Chairman
Phillip Turner, Vice Chairman
Raquel Moore, Secretary
Doug Wozniak, Township Board Representative
Anthony Apone, Member
Lisa Casali, Member
Carl Dallo, Member
Lucia DiCicco, Member

Planning and Zoning Department

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Julie Misich, Administrative Secretary
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Roman Yanke, Planning Intern (former)

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Brad Strader, MKSK
Howard Kohn, The Chesapeake Group
Doug Smith, Acquest Realty

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Appendices

The following documents are published separately as appendices to this plan:

- *Community Snapshot Existing Conditions Report*
- *Market Analysis*
- *Public Participation Summary*

1. INTRODUCTION



A. What is the Purpose of a Master Plan?

The Master Plan is a policy document created by the Shelby Township Planning Commission to guide the future growth and development of the township. A sound master plan helps ensure that Shelby Township remains a highly desirable place to live, work, or visit. This can be accomplished by preserving and enhancing the qualities of the township that the residents, businesses, and property owners consider important. The plan also allows the township to respond to new trends and approaches.

The Master Plan identifies and analyzes the township's physical elements to create a set of goals, objectives, and recommendations to direct decisions regarding future land use, neighborhood and transportation improvements, and special strategies for key areas in the township. Because the plan offers a balance between the interests and rights of private property owners with those of the entire community, it effectively assists township leaders in making substantive, thoughtful decisions for the community while considering long-term implications.

The authority to adopt a new Master Plan or amend an existing Plan is permitted under Michigan law, PA 33 of 2008, as amended. This law authorizes the Planning Commission to prepare and adopt a Master Plan which best promotes health, safety, order, convenience, prosperity and general welfare. The Plan considers efficiency and economy in the process of development; including providing for the following:

- Adequate provisions for traffic
- Healthful and convenient distribution of population
- Good civic design and arrangement
- Wise and efficient expenditure of public funds
- Adequate provisions for public utilities and other public services

Public Act 33 also requires the Planning Commission to review the Plan every five years and determine whether to a) amend the plan, b) adopt a new plan, or c) leave the plan as is. This plan replaces the 2009 plan, updating the goals, strategies, and reorganizing the plan into a framework based on guiding principles.

The Differences between a Master Plan and a Zoning Ordinance

The Master Plan provides a general direction for future development. It does not change the zoning map or text applying to any property. One way the plan is implemented may be through zoning ordinance and/or map amendments. A Master Plan is flexible in order to respond to changing conditions and it is not a binding legal document. The Master Plan shows how land is to be used in the future; while the Zoning Ordinance regulates the use of land at a particular point in time. The Zoning Plan (required by state law and included in the Implementation chapter) ties the Master Plan to the zoning ordinance by outlining how future land use categories relate to zoning districts.

Some of the differences between the master plan and the zoning ordinance are listed below.

Master Plan	Zoning Ordinance
Provides general policies, a guide	Provides specific regulations, the law
Describes what should happen in the future – recommended land use for the next 20 years, not necessarily the recommended use for today	Describes what is and what is not allowed today, based on existing conditions
Includes recommendations that involve other agencies and groups	Deals only with development-related issues under Township control
Flexible to respond to changing conditions	Fairly rigid, requires formal amendment to change

New in 2017:

- *Reorganized document with concise, forward-thinking plan document and separate appendix of existing conditions*
- *Revised goals, objectives, and recommendations*
- *Key implementation examples in each chapter*
- *Updated Future Land Use map*
- *Market analysis*

Recent accomplishments since the last plan:

- *Prepared multiple zoning ordinance amendments to address ongoing development and/or administration issues and to make sure that the Zoning Ordinance reflects current development trends.*
- *Completed the Downtown Development Authority plan update and DDA district boundary expansion.*
- *Administered the annual Community Development Block Grant program. This included the preparation of a blight analysis for Auburn Road. This analysis was responsible for allowing the township to use CDBG funding to pave a portion of Auburn Road (between Dequindre Road and Ryan Road).*
- *Formed the Economic Development Advisory Committee (EDAC) to assist our department in having a greater role in economic development. We hosted two Shelby Business receptions and attended the local International Council of Shopping Centers conference in Michigan for the past three years.*
- *Launched the Prime Properties web site with Macomb County Department of Planning and Economic Development. The purpose of the web site is to showcase available retail and industrial development sites in the township.*
- *Prepared a comprehensive inventory of all retail development in the township.*
- *The successful new industrial development in the Cherry Creek industrial project was a major success over the past five years. The amount of new development is approaching 900,000 square feet.*
- *Worked with Financial Management on the successful completion of the annual Capital Improvement Plan.*
- *Assisted the supervisor's office on the annual visioning workshop.*

This plan is used by the Township to guide policy related to the following:

- Zoning Ordinance
- Zoning Map
- Reviewing development proposals
- Capital Improvements Plans

Guiding Principles

Why?



Goal

What?



Tool

How?



Implementation Strategy

Who? When?

Goal



Throughout the plan, goals are highlighted in blue.

Implementation strategies are highlighted in purple. For a complete list of implementation tools, and timeframes, see Chapter 6.



B. Overview of Process

Involvement of township officials and the public was obtained through a series of meetings with the Planning Commission and public input sessions. A public open house was held on October 28, 2015 where residents provided input on plan goals, opportunities, and priorities. An online engagement platform, MySidewalk, provided an opportunity for virtual discourse and conversation. As part of the Market Analysis, key stakeholder interviews were conducted with local business owners and developers and business and resident surveys provided needed data for analysis. An AP Government class shared their vision for the future of the township in February 2016. Agency Day, held March 17, 2016 gathered neighboring communities, Macomb County representatives, and township committees and staff to discuss land use, economic development, transportation, and infrastructure. Public input was documented, and all comments were considered before the Plan was adopted. A complete summary of public involvement is included in the separately published appendix.

C. How to use the Master Plan

The Master Plan is the guiding tool and provides the framework for land use decisions in Shelby Township. It should also serve as a basis for capital improvement decisions and programming, as funds are allocated for yearly work programs and tasks with outside sources of funds, such as grants, are sought for local enhancement and development activities. The following guidelines should be followed consistently for the best use of the Master Plan:

Refer to the Master Plan in all zoning decisions

Use of the Master Plan ensures that the desires of the community regarding future development are translated into action...one special land use permit, site plan approval, variance, or rezoning at a time. Those everyday decisions, collectively dictate the future of Shelby Township.

Encourage other decision-making bodies to use the Master Plan

Decision-making efforts of other agencies and adjacent communities can also be influenced through the Master Plan. Transportation policies and recommendations in this Plan can be used by the Michigan Department of Transportation (MDOT) during evaluation of potential changes along state highways. The Macomb County Department of Roads can use the findings to help project future traffic, needs and funding. Other agencies, such as the school district, the Michigan Department of Environmental Quality (MDEQ) and economic development groups can reference this Plan during their planning and funding decisions. These agencies, to varying degrees, all have a role in the implementation of the Master Plan.

Keep the Master Plan current

Master Plan recommendations and policies should be reviewed and evaluated annually by the Planning Commission to determine the level of program achievement. Appropriate amendments to the Master Plan should be made if circumstances in the community change.

Amend the Zoning Ordinance, Zoning Map and other township codes to implement the Plan

Recommendations from the Master Plan can be implemented through amendments to the Zoning Ordinance, Zoning Map and other township codes. Care must be taken, however, to fully review and consider all ramifications of such actions. In some cases, recommendations in this Plan are long range, with the idea that implementation will be gradual. In other cases, recommendations focus on issues today and change may be more immediate.

D. Plan Framework

The plan is organized around four key guiding principles that, together, build a 20-year vision for Shelby Township. First identified in the 2009 plan, these principles provide the framework for the recommendations and implementation strategies identified in this plan.

Guiding Principles

Sustain Natural and Community Resources

Diversify Housing

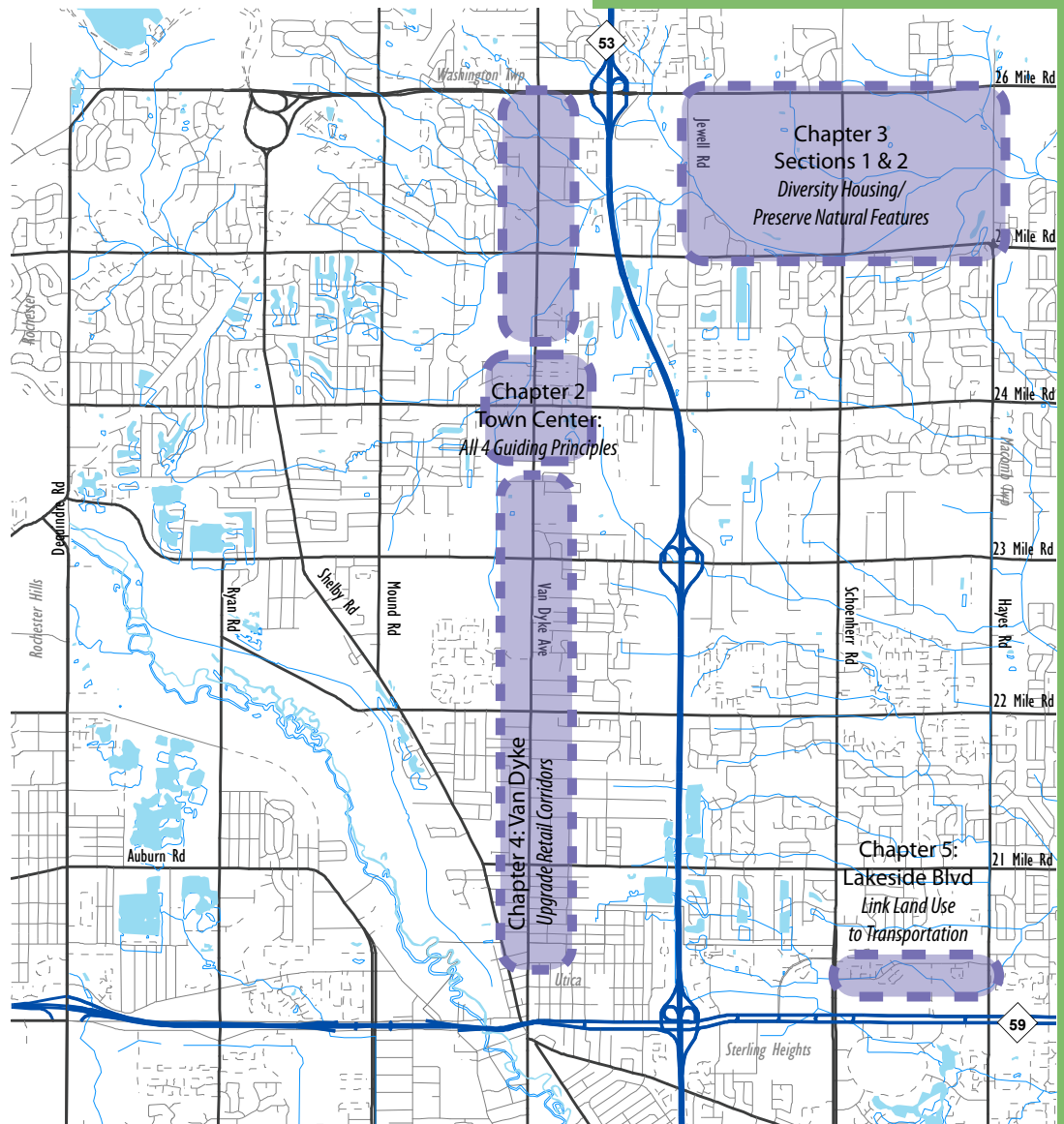
Strengthen and Transform Retail Corridors

Link Land Use and Transportation

Each chapter focused on a Guiding Principle contains an overview of existing conditions, goals, recommendations, and implementation strategies. The concluding implementation chapter ties the preceding Guiding Principles together with the Future Land Use plan and action plan. There implementation strategies are categorized by priority, timeframe, and responsibility. This action plan can serve as an annual checklist to ensure the plan's implementation.



Throughout the plan, examples of "Digging Deeper" are highlighted to show key strategies for short-term implementation. These pages provide location-specific recommendations based on the Guiding Principles.



2. SUSTAIN NATURAL AND COMMUNITY RESOURCES



A. Introduction

Many factors support Shelby Township's goal toward policies and practices that reinforce a healthy and desirable community. Some of those factors are influenced at the national or state level like the economy, while others are affected by the strength of the southeast Michigan region including quality education, stable or increasing property values, access to high quality healthcare, and employment opportunities. At the municipal level, there are additional factors such as quality police and fire protection, public infrastructure and township services, healthy and attractive neighborhoods, a variety of housing choices, recreation and cultural opportunities and non-motorized transportation networks that contribute to healthy lifestyles.

All of the above factors significantly influence quality of life and are covered in this chapter. These types of indicators are also important to the future and sustainability of Shelby Township. A high quality of life in Shelby Township will help retain and attract businesses and residents to sustain the vitality and diversity of its economy.

Other important planning initiatives related to Natural and Community Resources are undertaken by the township which are also detailed in the Community Snapshot Existing Conditions Report and other planning documents:

- *Parks and Recreation Plan*
- *Capital Improvement Plan*

Natural and Community Resources Goals

- *Protect the township's natural assets and minimize the impacts of new development so future generations can enjoy natural and community resources*
- *Promote a positive community image and high quality of life*
- *Effectively use township resources to continue to provide a high level of public services*
- *Enhance visual character to promote Shelby Township's unique identity*
- *Maximize the Township's presence in the Town Center by clustering public uses at the Township Complex and strengthen its exposure along Van Dyke*



B. Natural Resources

Natural Features

The natural environment is an important element that continues to shape the physical development and quality of life in the township. Natural elements such as streams, lakes, open spaces, woodlands and wetlands are a community resource that should be celebrated and preserved. In some cases, natural resources are protected by being on public lands or regulated by federal or state laws. Others can be conserved by directing development to areas on a site that can best sustain the physical changes to the landscape while minimizing impacts to the most sensitive natural resources. The Natural and Community Resources Map identifies lands within the township where there are unique or otherwise important resources, or where human activities could adversely impact resources on adjacent lands.

Recreational Facilities

Public parks, nature preserves, greenways and other open spaces provide access to the outdoors for passive or active recreation. These recreational amenities encourage healthy active lifestyles and help retain and attract residents. High quality and healthy natural systems also help protect public health with clean water, uncontaminated soils, and diverse wildlife and plant communities.

Parks and Recreation

Numerous and diverse recreational opportunities are provided throughout the community. As noted in the Community Snapshot Report and shown on the Community Facilities Map, there are several different types of recreational areas/facilities including neighborhood, community and regional parks, and nature preserves. Both active community parks and passive open space account for land dedicated to recreational uses in Shelby Township. The Township currently owns and maintains ten park facilities and more than 1,100 acres of parkland within township boundaries. The Township's parks and open space system is further addressed in the Shelby Township 2016-2021 Parks and Recreation Plan. Other resources within the Township include Stony Creek, a Huron Clinton Metropark and a private nature preserve off Schoenherr.

Greenways

Greenways provide opportunities to protect natural resources and wildlife habitat by offering interconnected green space throughout a community. Shelby Township provides a network of over 20 miles of non-motorized multi-use trails. Future connections are planned to connect River Bends Park to the greater regional trail system. Other key gaps in the non-motorized network resulting from the Mobilize Macomb county plan are identified on the Natural and Community Resources map. Connections to the greater trail network from neighborhoods are discussed more in the Linking Land Use and Transportation chapter.

Blueways

The Clinton River Watershed Council along with Macomb County support a regional system of blueways, or water trails, for paddle sports. The network extends from Shelby Township's River Bends Park to east to Lake St. Clair and west through Oakland County.



A complete documentation of existing conditions is included in the Community Snapshot Report.

Best “Green Development” Management Practices

- Reduces stormwater runoff volume and improves stormwater quality.
- Protects community character/aesthetics.
- Reduces salt usage and snow removal on paved surfaces.
- Improves urban wildlife and habitat opportunities.
- Provides additional stormwater capacity for nonconforming sites without modern detention facilities.

Current Drainage Plans in the Township:

- Southeast and Northeast Consolidated Drain Plans
- Section 30 drain plan
- Middle Branch of the Clinton River



Example of bioswales treating runoff

Green Development: Best Practices

As a way of protecting natural resources and promoting overall sustainability, green development practices can contribute towards sustainability by ensuring that site and building projects minimize environmental impacts, resource consumption, and energy use, while simultaneously providing healthier living and working environments for people. Healthier environments not only attract residents and businesses, but have been shown to increase worker productivity, encourage healthy lifestyles that reduce medical costs, and build community stewardship. Shelby Township can promote a green philosophy through education and promotion to encourage their use across the township:

- Native species used in landscaping
- Recycling/composting to reduce waste
- Water conservation and reuse
- Low-Impact Development (discussed below)
- Appropriately scaled and placed accessory wind or solar energy units (discussed below)
- Adaptive reuse of buildings
- LEED or other green building practices
- Encourage use of alternative fuel vehicles through parking priorities and charging stations
- Vehicle trip reduction programs such as encouraging use of carpools, transit, or telecommuting
- Providing non-motorized transportation opportunities
- Requiring bike racks on public and private development sites

In some cases, the Township could provide incentives for projects that provide a high level of green development. For example, providing bicycle parking could require fewer parking spaces; adaptively reusing a building could provide more flexibility in use; or using Low-Impact Development tools and native species could reduce the amount of landscaping required.

Low Impact Development/Stormwater Management

A more environmentally responsive strategy used to manage stormwater collection and disposal involving both private development sites and municipal projects is through the use of Low Impact Development (LID) methods. LID is an alternative approach to development aimed at conserving natural resources and protecting the environment by strategically managing rainfall close to its source,



Example of porous pavement and a rain garden

minimizing impervious coverage, using native plant species, and conserving and restoring natural areas during site development or redevelopment. Design techniques are focused on the use of applications that are modeled after nature, rather than building costly infrastructure and water quality restoration systems.

While low impact design is encouraged wherever it can be applied, it is specifically warranted in areas where vegetation may be installed in lieu of impervious surfaces (i.e. pavement). It can be applied to open spaces, rooftops, streetscapes, parking lots, sidewalks, and medians. In many cases, these beneficial design alternatives offer a significant long-term cost savings, even when factoring in some additional maintenance costs. Design options to consider include use of rain gardens, native plant species, street trees (i.e. planter boxes, tree pits), bioswales and pervious pavement.

Natural Resources Implementation Strategies



- Continue the best management practices associated with site design to protect streams, groundwater, including low-impact design techniques
- Encourage planned development and/or cluster development to preserve key natural features on sites and link open space with adjacent open space, via greenways when and where appropriate.
- Continue to pursue the long and short term goals identified in the Recreation Plan and update the Plan as needed to maintain eligibility for state funding.
- Consider the use of pervious pavement for appropriate uses and locations by raising awareness on long-term benefits, practical applications, and how to maintain it.
- Encourage innovative stormwater treatment options that are environmentally friendly and aesthetically pleasing.
- Consider low impact design and other green development practices for township-funded capital projects where appropriate.

C. Community Identity

There are many factors that can contribute to a community's sense of place as a distinct and unique community. The following touch upon recent best practices in regard to community identity.

Placemaking

The concept of "placemaking" is woven throughout this plan and supports a greater initiative statewide to promote healthy, sustainable, attractive communities where people can live, work, shop, and recreate. Placemaking in Shelby Township includes the township's desirable recreation and trailway systems, balanced economy and local employment options, variety of housing choices, attractive neighborhoods, and overall positive quality of life.

In this plan in particular, the Van Dyke corridor recommendations delve more deeply into creating stronger "places" to help contribute to Shelby Township's unique identity. The planned Town Center at 24 Mile and Van Dyke is already home to live/work units, townhouses, the municipal complex, and the beginnings of walkable businesses. The DDA and Township should continue to work together to encourage greater densities, a mixture of uses, and access to municipal services to support a walkable town center destination for Shelby residents and visitors alike.

Goal:

Protect the township's natural assets and minimize the impacts of new development so future generations can enjoy natural and community resources



Goal:

Promote a positive community image and high quality of life

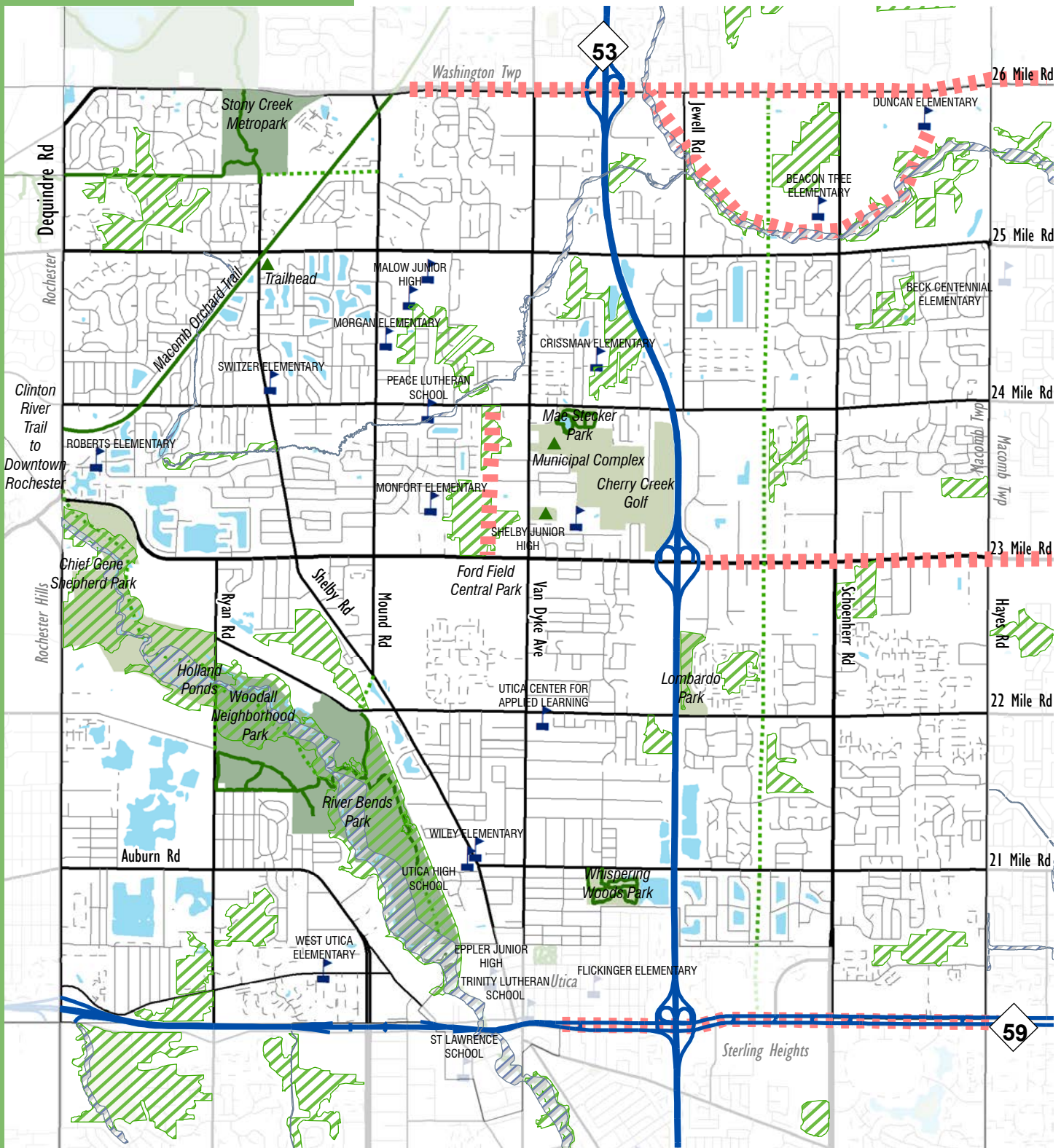


Goal:

Maximize the Township's presence in the Town Center by clustering public uses at the Township Complex and strengthen its exposure along Van Dyke











Read more about the Van Dyke Corridor and Town Center in Chapter 4 and the land use section of Chapter 7.



Natural and Community Resources



Sources: MCGI, Macomb County, LSL Planning

-  Schools
-  Trails
-  Planned Trails
-  Trail Gaps
-  Other Parks
-  Major Parks
-  Waterbodies
-  Floodway
-  Natural Features

In addition, a continued focus on preserving and enhancing Shelby Township neighborhoods is paramount to community identity. As discussed in more detail in the Diversify Housing chapter, providing a range of housing choices, including attached housing and options for seniors to “age in place” will be important to the long term sustainability of the community. In addition, ensuring that the township has a well maintained housing stock and attractive neighborhoods to live and play will require continued focus as the community matures.

Public Art and Entertainment

Many cities throughout the country have supported and/or encouraged public arts programs recognizing the need for public support and contribution to the arts. Public art programs promote life-long participation and learning in the arts and integrate art into public spaces. They provide opportunities for local and national, established and emerging artists in the area to celebrate the township’s diversity. Other cities nationwide have held design competitions for unique streetscape features, public works projects, and other “functional art,” including custom bike racks, tree grates, storm drains, benches, garbage bins, light posts, and newspaper stands. Such efforts may assist Shelby Township in developing a stronger sense of community.

Related to public art are entertainment resources like performance venues, restaurants, night-life, and other attractions help bring people together, contribute to vibrant and successful mixed-use districts, and attract outside visitors and investment. These uses should particularly be encouraged in the Town Center at Van Dyke and 24 Mile.

Goal:
Enhance visual character to promote Shelby Township’s unique identity



Community Identity Implementation Strategies

- Partner with the public schools and library to promote a high quality school system and lifelong learning.
- Continue to provide mobile book units to nursing homes.
- Utilize the Township’s website, social media, Cable Access, newsletter and emerging technologies to educate residents and keep them informed of community development-related issues.
- Adopt a master plan for the civic center to maximize the Township’s presence in the Town Center.
- Update and maintain community entrance gateway features.



For a complete listing of implementation strategies, tools, and timeframes, see Chapter 6: Implementation

D. Community Resources

Civic Center

The municipal office complex occupies 40+ acres of land near the southeast corner of Van Dyke and 24 Mile Road. The municipal complex contains multiple municipal functions:

- Municipal offices including the Police Department
- Parks, Recreation, and Maintenance
- Mae Stecker Park and Heritage Gardens
- Hope Chapel
- Andrews School House

The civic center can significantly contribute to the nearby Town Center in terms of providing walkable municipal gathering spaces and destinations that complement compact mixed-use development. Visitors can park once, visit the park, drop



Goal:
Effectively use township resources to continue to provide a high level of public services



off a bill, grab a prescription, and have lunch. As the Town Center continues to develop, the Township should consider relocating other Township services such as the senior center, library, or add a community center or additional recreation facilities to the municipal complex. The Township can set the bar high for other nearby Town Center development by maximizing the development potential for public and complimentary private uses (restaurants, entertainment, or housing uses) on Township property.

Community Center

At the time this plan was underway, a subcommittee was meeting to determine alternatives for relocating the library from the Community Center, which is pushed to its physical limits also accommodating the district court and senior center. Plans are underway to move the district court to the municipal campus.

Utilities

The availability of utilities or their absence will determine the intensity of development in a community. Decisions on the location and extension of utilities can also be used to control or direct growth to specific areas of the community. Installing and maintaining utilities can also have long-term financial implications that need to be taken into account during the capital improvement budgeting process.

Public Water

Most of the township is already served by public water. Some gaps in the public water distribution system exist along major roads. Extending water mains in selected areas along major roads will provide a looped system. This will in turn improve pressures and fire-fighting abilities of the township's Fire Department.

As of right now the Township does not have water service to most of Sections 1 and 2. The expectation is that water will be extended to these areas as development occurs.

Sanitary Sewers

Sanitary sewers are not nearly as widespread in the Township as public water lines. Large areas of the community both developed and undeveloped are not served by sanitary sewers. Favorable soil characteristics and the availability of public water suggest that some areas of the community can expect to be served by private septic systems for an extended period of time. Areas of the Township where sanitary sewers are needed to accommodate new development or expansion of existing businesses include sections 1 and 2 in the northeast corner of the community, and portions of Auburn Road in the southwest portion of the township.

Community Resources Implementation Strategies

- Continue sidewalk and public utility (water, sanitary sewers and drainage) improvements in neighborhoods throughout the community.
- Ensure that municipal infrastructure is adequate to accommodate the demands necessitated by a proposed development project. This may require participation by the developer to fund improvements to meet the demands associated with a proposed project.
- Promote underground utilities (electric, telecommunications, etc.).
- Maintain and improve essential public services including police protection, fire and emergency services





*Digging
Deeper*

TOWN CENTER

Prior to the completion of this Master Plan, the Shelby DDA updated the Town Center Design Plan. The Town Center, at 24 Mile Road and Van Dyke Avenue, has begun redevelopment into a mixed-use, walkable center. As redevelopment continues, the following goals and recommendations should be applied as the Township and DDA work together to realize the vision.

Town Center Goals

- Coordinate future development plans across all four quadrants
- Develop an overall district parking and traffic strategy
- Promote diverse residential uses and a mix of commercial uses
- Build on strength of the municipal center and existing mixed-use
- Locate community/civic uses in the Town Center
- Enhance Township's presence along Van Dyke
- Promote connectivity
- Encourage more residents within walking distance to attract the desired uses

Town Center Recommendations

- Shared stormwater system
- DDA and Township leadership identify DDA Roles and responsibilities for implementation
- Expansion of DDA activities to include programming of existing open space, the development of program activities, business recruitment, and outreach to stimulate façade improvements on Van Dyke south of the Town Center
- Utilize DDA financing incentives to stimulate new activity in the Town Center, especially high-priority projects.



Applicable Guiding Principles:

- *Sustain Natural and Community Resources*
- *Diversify Housing*
- *Strengthen and Transform Retail Corridors*
- *Link Land Use with Transportation*



Key Town Center "Ingredients"

- *Distinct Design*
- *Mixture of land uses*
- *Engaging, Vibrant, Walkable*
- *Attractive buildings, public space*
- *Simple to navigate and park*
- *Adaptable Space*
- *Financially Viable*
- *Entertainment opportunities*

Natural and

Community Resources 13

3. DIVERSIFY HOUSING



A. Introduction

Intrinsic to the success of Shelby Township neighborhoods are the creation, preservation and rehabilitation of the housing stock, the availability of home ownership, the proximity to community facilities and services, and housing options for all segments of the population.

People looking for a place to live, or deciding whether to stay within a geographic area, typically focus on several factors. These factors include the character of the neighborhood/immediate area, quality of the public school system, distance from the workplace, perceptions of home value appreciation, the diversity of housing available to meet changing needs and income levels, among other issues.

This section serves as a basis for future land use plan strategies regarding housing and public improvements to support residential land uses that are further detailed later in the chapter.

Market-Based Opportunities

The Township is mature, largely built out and prospective population growth will be at a very slow pace given the overall economy. The ramifications of an aging population in a bedroom community present socioeconomic challenges for schools and businesses. Fortunately, the Township is geographically well positioned and has the infrastructure in place to continue to differentiate itself within the region and retain and attract new residents and businesses.

Demographically, two segments of the national and local population are transitioning and present an opportunity for the Township; these include empty nesters and young adult households. A significant segment of the existing Shelby

Housing Goals

- *Retain existing residents and attract new residents across a variety of age groups*
- *Ensure the supply of housing meets the demand and changing family types*
- *Continue to support new housing developments with character and amenities that make quality neighborhoods*



population has aged in place for 15 to 20 years and will soon become or is empty nesters. They have raised their children in the community and have established personal and professional relationships which anchor them. However, they may be inclined to seek a different lifestyle including as its centerpiece, a new potentially smaller condominium home in a highly amenitized environment which might include a golf course, central clubhouse/activity center, trails or even an urban hub with retail and entertainment options.

Additionally as mentioned above, another recognizable segment of the broad population, young adult households, represent an opportunity for Shelby to bolster and build upon its reputation as one of Southeast Michigan’s highest quality bedroom communities. These potential residents will be naturally attracted to Shelby given its superior schools, proximity to nearby communities, and park systems. Connectivity/walkability is critical as will be affordability – many of these buyers will be first time homeowner’s seeking a quasi-urban experience and or easy access to these type of amenities.

B. Housing Best Practices

Shelby Township offers a range of housing opportunities including single-family residential, manufactured home communities, multi-family residential (low to high density apartment or condominium developments), and townhouses. This section identifies ways to continue to diversify new housing opportunities for various income and age groups.

Housing Options for Changing Demographics

In order for housing to be affordable for multiple income levels and family types, a balance of owner and renter-occupied units for a variety of incomes should continue to be provided. Smaller families and couples may desire alternatives to single-family detached, owner-occupied housing, such as townhomes, flats, and apartments above storefronts. Other households may choose to rent to maintain mobility. In cases where there may be a trend in renter-occupied single-family homes, the Township should monitor housing quality to ensure neighborhood stability.

Like many other communities, Shelby Township has a growing senior population and other demographic indicators are changing. The housing needs of seniors is an important part of the commitment to provide appropriate housing choices for all of its residents. Viable housing options should include remaining at home as long as possible and is especially important to residents who want to stay in the neighborhoods they are most familiar with and be near family and friends. Retrofitting existing homes to be accessible for seniors desiring to “age in place” could include ramps, wider doorways, and first floor bedrooms and

Goal:
Retain existing residents and attract new residents across a variety of age groups



Goal:
Ensure the supply of housing meets the demand and changing family types



More recent neighborhoods have quality large single-family homes with sidewalks



Goal:

Continue to support new housing developments with character and amenities that make quality neighborhoods



accessible bathrooms. Where “aging in place” is not feasible, special facilities, such as senior independent living, assisted living and congregate care is another important housing option to be provided within the community

Housing Preservation and Maintenance

Residents who take pride in their homes, whether rented or owned, can contribute positively to a neighborhood’s image and reinvestment opportunities. Therefore, home stewardship should be supported broadly, beyond owner-occupied residences to include rental home and apartment maintenance.

Expanding outside current Township programs may include efforts to support home stewardship by encouraging partnerships with non-profits, agencies, or local home improvement stores to provide community training in home repair skills, mortgage assistance, and providing needed resources, such as tools and materials for physical renovations.

Rehabilitation in Existing Neighborhoods

Shelby Township can provide greater choices and support opportunities for new or rehabilitated homes within the existing neighborhood fabric. As neighborhoods age, especially in the southern half of the township, continued investment in existing structures or quality replacement housing is key to maintaining a strong residential base. Replacement housing built to fit the character of its surroundings could have a positive impact on the neighborhood as a whole.

To support such opportunities, the Township may consider developing educational materials and/or guidelines for infill development and rehabilitation that define and are consistent with desired neighborhood character, and provide rehabilitation prototypes for retrofitting aging housing stock with modern amenities and features. Developing simple renovation concepts for typical homes in the community can provide property owners with renovation ideas that might allow them to renovate, reinvest and stay in their current home.

C. Housing and Neighborhood Character

The following neighborhood and housing character types are identified to target recommendations for new development and redevelopment that fits with the existing patterns and strengthens one of Shelby Township’s greatest assets, its neighborhoods.

Small Sized Lots

Older residential areas in the southern sections of the township predominantly exhibit a traditional grid street pattern with small- to moderate-sized lots. Smaller lots and smaller dwelling unit size tend to be more affordable than larger lot subdivision development while still offering the opportunity for home ownership. As these older neighborhoods continue to age, it will be increasingly important to encourage rehabilitation and identify opportunities for reconstruction of new, smaller housing types.

Opportunities for new small lot development exist in the remaining undeveloped sections of Shelby Township. As described earlier, this housing type is becoming more desirable as family sizes shrink and Baby Boomers age.

Moderate to Large Lots

Much of the subdivision growth over the last 50 years accounts for this type of development. These neighborhoods are generally stable, largely because the housing stock is newer than in the smaller lot neighborhoods. While the homes are generally well maintained, some neighborhoods could be made more walkable

with sidewalks, street trees, or traffic calming measures (see Transportation Chapter for more information).

Cluster Development.

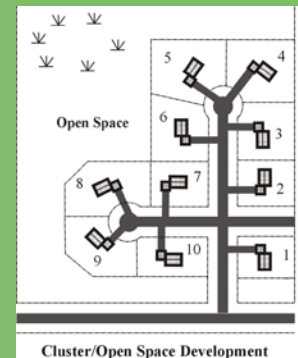
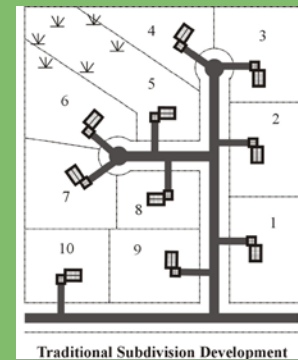
A “cluster housing” development typically establishes an average density for the project area and allows a reduction in lot size if open space is preserved while maintaining an appropriate density level. This approach can be used to attract high value housing and/or preserve key natural areas on the balance of the site. The Township could encourage this type of development where key natural features would be preserved and developer incentives are perceived, such as flexibility to develop difficult parcels or a density bonus is available.

Mixed Residential

Mixed residential is preferred near commercial and office centers, often near major corridors, serving as a transition between lower intensity single-family neighborhoods and higher intensity commercial or mixed-use areas. The goal is to provide a mix of housing types to accommodate a wider range of household types and people in different stages of life and to promote high quality, more dense housing types that respect the character of existing neighborhoods.

Several areas have been classified for mixed residential throughout the township and provide opportunities for new or (re)development. Attached residential housing types are often attractive to an older population (empty-nesters, retirees and those in need of care). Attached housing types extend beyond the typical multi-family apartment building. Shelby Township contains many single-family attached condominium units, especially on the east side, and townhouse development near the Town Center at Van Dyke and 24 Mile.

Cluster Housing Defined



Housing Implementation Strategies

- Continue to offer and strengthen programs to encourage home ownership and maintenance for low and moderate income groups.
- Encourage cluster housing on parcels with important natural features to preserve and encourage additional single-family homeownership on smaller lots
- Partner with local non-profits to provide assistance in retrofitting mature homes for seniors to have universal or barrier-free design to allow people to remain in their homes.
- Focus on maintaining and/or improving residential neighborhoods, especially older areas, by addressing vacant/foreclosed housing, property maintenance and building code compliance.
- Create aging in place opportunities to ensure Shelby Township residents can maintain an active lifestyle throughout their lifecycle and by providing a variety of housing types to accommodate a variety of age groups, with a special focus on seniors.
- Participate in Macomb County's housing rehabilitation program available to seniors and income qualifying households
- Create new zoning district for smaller-lot single-family developments.



For a complete listing of implementation strategies, tools, and timeframes, see Chapter 6 Implementation



Digging Deeper

SECTIONS 1 & 2

Applicable Guiding Principles:

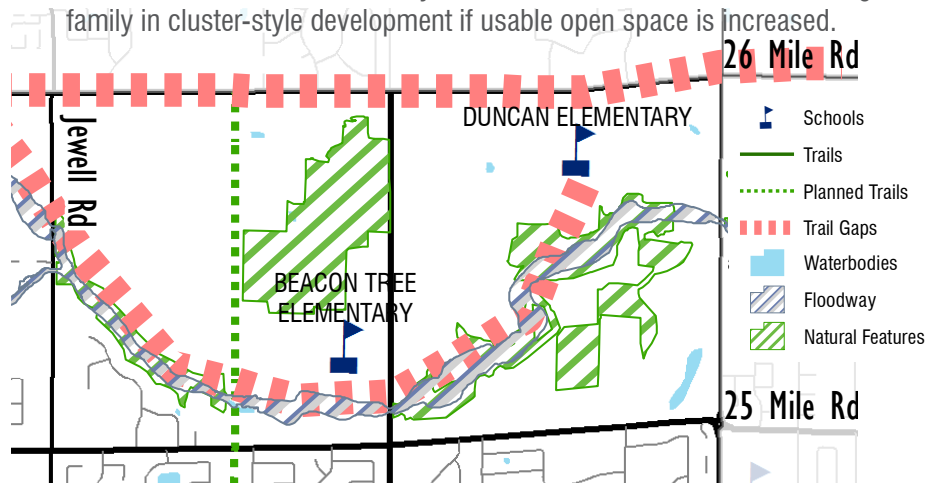
- Sustain Natural and Community Resources
- Diversify Housing

Public Input included strong support for trail connections, clustered residential, and a variety of housing options



The last major portion of the township to develop, Sections 1 and 2 require implementation strategies to ensure development is sensitive to the area's many natural features. Throughout the public involvement process of developing this master plan, the public supported creating an overall plan for this area that balanced open space with a variety of smaller-scale housing types. The following objectives should apply to development when water and sewer are extended to these sections:

- Ensure open space is usable, accessible, and centralized
- Provide a combination of natural and active open space
- Ensure new neighborhoods have safe connections to nearby schools using Safe Routes to Schools principles
- Include a trail connection along the waterway
- Demonstrate development across both sections is unified under a consistent overall plan, with thoughtful transitions to existing development
- Allow predominantly single-family homes consistent with development pattern and densities in the area
- Allow modest increase in density and some smaller lots or attached single-family in cluster-style development if usable open space is increased.



Housing Market Summary

An increasing share of the Township's residents and larger market want a different housing pattern in the future. It is estimated that 50% to 60% of the new units would be oriented toward capturing active adults.

- 55 years of age and older active adults - smaller units than typical of Shelby at the present time, many of which would be single-family units with small or zero lots; potentially 25% of the market would be non-single-family units.
- 45 to 54 years of age cluster, empty and approaching empty nesters - 50% of all units as described above with other units of similar scale to that found in Shelby at present.

A. Introduction

This chapter focuses discussion on both the Auburn Road and Van Dyke corridors. They are the areas most impacted by the changes that have taken place in the retail market, resulting from online competition and reduced spending by consumers after the recession. Each year more and more people are purchasing products online for extremely competitive prices and quick delivery. In addition, a large portion of the spending that occurred prior to the recession has curtailed due to lower wages and the inability to borrow against home equity. The response nationwide has been less retail spending.

Customers are also attracted to newer buildings, placing the older, inefficient buildings with small lots along Auburn Road and Van Dyke Road at a competitive disadvantage. The result is a number of buildings that are vacant or underutilized and often in need of improvement or redevelopment. They are also located on roads that provide less visibility than Hall Road (M-59) and the M-53 Interchange at 26 Mile Road. This leaves properties in need of redevelopment but without the rent structure to support retail uses and completion from similar space along Van Dyke Road. It is important to consider alternate uses that will either occupy existing vacant space or redevelop a site to meet the changing needs of the new economy businesses – all while remaining compatible with current and proposed surrounding uses.

Market Analysis Summary

The market assessment and analysis was prepared to provide a market-based perspective into this master plan. The assessment identifies existing conditions, provides analyses that describe marketable opportunities, defines the opportunities shown to be sustainable, and delivers guidance for the land use planning necessary to seize these opportunities. The market assessment is based on data and information gathered through the following:

- A review of secondary information, independent research, and proprietary computer modeling.
- Interviews with stakeholders.
- A survey of residents of the Shelby Township area.
- A survey of area businesses.

The assessment took into consideration national and local factors that impact the future of Shelby Township: property trends, demographics, current and future housing, and the economy. (See the analysis in its entirety in the Appendix). Changes in manufacturing and technology within the United States and Michigan will impact industrial, employment, and commercial opportunities. The following national factors must be considered regarding redevelopment of the Auburn Road and Van Dyke Corridors:

Retail Corridor Goals

- *Enhance commercial areas east of M-53*
- *Transform commercial areas west of M-53 along Van Dyke, Auburn Rd, and at key intersections into mixed-use nodes to minimize sprawl*
- *Support opportunities for new commercial niches in the township*
- *Improve the alignment between supply and demand*



- Manufacturing is changing significantly through advancements in technology and technological applications.
- Internet sales will continue to grow as new high speed internet options become available and prevalent.
- Additive manufacturing will diminish the need for on-site inventory storage at retail operations.
- On demand production will change the basic retail model and structure.

Factors specific to Shelby Township and the two corridors include:

- When responding to the survey, more than 80% of all businesses report that their Shelby Township location has met or exceeded their expectations.
- 80% of the businesses say revenues have been the same or increased over the last few years; 50% of the businesses identified revenues as having increased.
- About one-fifth of all operations indicated a need to expand in the next few years, and only one-third of those needing to expand believe they can achieve the expansion at their current location.
- One half of the businesses stated that their ability to do business in Shelby Township has improved or greatly improved in the last five to ten years.
- About half of all employees of Shelby Township businesses live in Shelby or in areas immediately surrounding Shelby.
- Seven out of ten operations have reduced their labor force in the past few years through technological change. About two in ten operations have reduced employee benefits.
- The primary types of investment that the business community would like to see from government are in the areas of transportation infrastructure, public transportation and communications infrastructure.

The potential demand for additional retail goods and related services space was also analyzed. The forecasting of retail goods and related services space concluded:

- Residents of Shelby Township and the immediate areas around the township associated with the three primary zip codes will generate about \$1.8 billion in retail goods and related services sales in 2015. These sales are sufficient to support roughly 5.5 million square feet of space. The sales and supportable space are related to many locations within and outside of the township, surrounding areas, county, region and beyond.
- Most of the dollars are spent outside of the township.
- An opportunity exists to recapture some of the exported dollars that are spent in other communities including Utica, Rochester, and Partridge Creek.
- Further, new demand for goods and services is created as the number of households increase. By 2020, the community can support about 206,000 additional square feet of retail goods space at any and all locations. Capturing the newly generated demand would provide the opportunity for a modest amount of infill or filling of vacancies.
- The opportunity for expansion is particularly strong for food service activity, which is often blended with entertainment. The average Shelby Township household spends roughly \$4,300 annually on entertainment. Total entertainment dollars spent by Shelby residents at any and all locations is

estimated at \$45.2 million in 2015. This spending is expected to grow by \$4.7 million by 2020. Presently, more than 90% of the entertainment dollars spent by residents is expended outside of Shelby Township. While it is unlikely that new businesses could capture a majority of the dollars exported, doubling or tripling the local spending is an achievable objective.

The above findings indicate the potential to introduce new uses into the Auburn Road and Van Dyke corridors that go beyond the traditional retail uses currently located there. It is important for the Township to identify the niches necessary to capture some of this potential demand while considering appropriate locations based upon the physical characteristics of the site, existing surrounding uses, access, etc.

B. Redevelopment Opportunities

As part of the master planning process for Shelby Township, several properties were identified with the objective of determining strategies for their redevelopment, while taking the above mentioned study results into consideration. This included identifying relevant potential uses for the properties and determining barriers as well as suggesting catalytic action that might facilitate future redevelopment. Each of the properties was physically examined and analyzed in the context of the neighborhood, both competitive and supportive surrounding uses, traffic patterns, and local area demographics as well as those for the township overall. One of the general observations from this effort is that a significant amount of retail space in the township is not performing well, particularly along the Van Dyke corridor and in other corner commercial locations that were developed more than 30 years ago. This space is not designed for contemporary users and is subject to vacancy and subsequent disinvestment.

The resulting oversupply of commercial property in the market can be slowly addressed by the following:

- Limit new commercial development, mandate a feasibility study for retail projects, and identify the impact on competitive existing uses.
- Advocate/facilitate additional residential development throughout the township. This will help stabilize commercial properties and feed the Utica school system which is critical in preserving and improving the value of existing neighborhoods, particularly those along the Van Dyke corridor.
- Incentivize diversity in the housing stock, including empty nester housing and starter housing, while promoting increased density on large vacant parcels as a means of dissuading the development of additional neighborhood commercial uses.
- Provide for flexible mixed-use zoning, including mixed residential housing types, and allow for density bonuses for the redevelopment of commercial property.
- Use the DDA to incentivize redevelopment within its boundaries and actively assist in the marketing of available property. Provide other incentives (technical assistance, gap funding, utility hookups, etc.) to encourage redevelopment as an alternative to greenfield development.

The Van Dyke Corridor

Several of the properties identified in this analysis are located along the Van Dyke corridor. In analyzing these properties, interviews were conducted to obtain an understanding of various owner's backgrounds and objectives, as well as the perspective of brokers who are actively marketing properties on

Redevelopment Objectives

- *Provide an efficient review process*
- *Ensure redevelopment is sensitive to its context*
- *Ensure the redevelopment process is transparent and proactively engage the public*
- *Identify catalytic sites/projects to help spur further reinvestment*
- *Encourage a mixture of uses*
- *Promote mixed residential buildings (mixture of unit and building sizes, owner/rental, non-residential on first floor, varied architectural styles)*
- *Maximize potential of vacant and underutilized sites*
- *Redevelop ample surface parking lots with infill development*
- *Improve the image of corridors for visitors (ensuring they are memorable and distinct)*

the corridor. Demand for new commercial development exists and is slowly growing, having been facilitated by improving market and financing conditions, as well as discounted pricing for property purchased during the Great Recession. Many of the properties are family-owned and as a result there is a lack of both management sophistication and a strong underlying economic incentive to improve value and/or reinvest. In combination with the above mentioned oversupply of retail/commercial property on the market, these conditions create an opportunity for the Township to encourage new development utilizing the following methods:

- Strengthen the DDA to provide economic gap filling incentives to facilitate redevelopment.
- In combination with the above, introduce requirements that promote some architectural control or enhancements along the corridor.
- Introduce the concept of a Business Improvement District to facilitate the above and perhaps provide an additional source of funds to induce improvements.
- Rezone properties of sufficient depth to provide for mixed-use development, including multi-family rental and empty nester housing.
- Provide for flexible zoning to allow for alternatives to retail, including office and medical.
- Improve connectivity between existing neighborhoods and the corridor.

Blight Initiative

As part of the Township Board's top ten priorities for 2016, a Blight Initiative was established to prevent, reduce, and eliminate blight in Shelby Township. A joint venture between the Building/Code Enforcement and Planning and Zoning departments, this initiative sets up procedures to identify buildings needing removal or repair based on code violations, estimated costs associated with enforcement including elimination or clean up, and policies for contacting owners. This will be especially important as former retail buildings become vacant or there is a failure to properly maintain them. Combined with Township efforts to encourage and support redevelopment, this should encourage new investment new investment in the community.

C. Redevelopment Guidelines

Commercial Retrofit

As mentioned above and in the Market Analysis for this Plan, there is an oversupply of commercial property in Shelby Township, particularly along Van Dyke Avenue. Many of the buildings are outdated and located on lots too narrow to redevelop for commercial purposes. In addition, retailing is experiencing a decline nationally due to on-line competition from retailers like Amazon. Available market demand is also being drawn away from the regional commercial centers along M-59. This does not mean that all commercial retail development will leave or not be attracted to Shelby Township; just that it must be more focused to serve surrounding residential neighborhoods and passing motorists.

Commercial uses should therefore be concentrated at specific nodes where they have the greatest ability to attract customers and the properties are large enough to accommodate required site amenities. They also need to be clustered by use-type for maximum customer attraction potential. For example, regional commercial uses should be located near major intersections and personal service uses on properties with limited depth, where less parking is required. Additional

redevelopment recommendations:

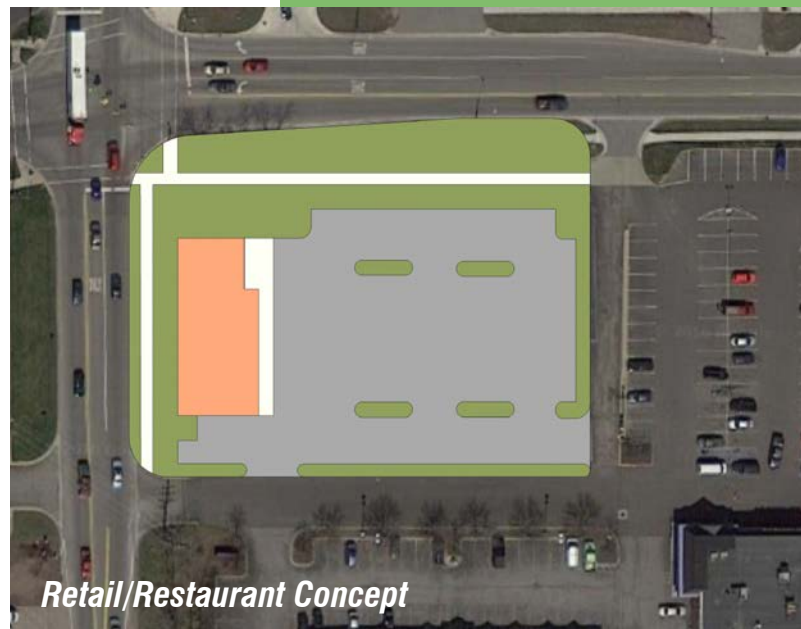
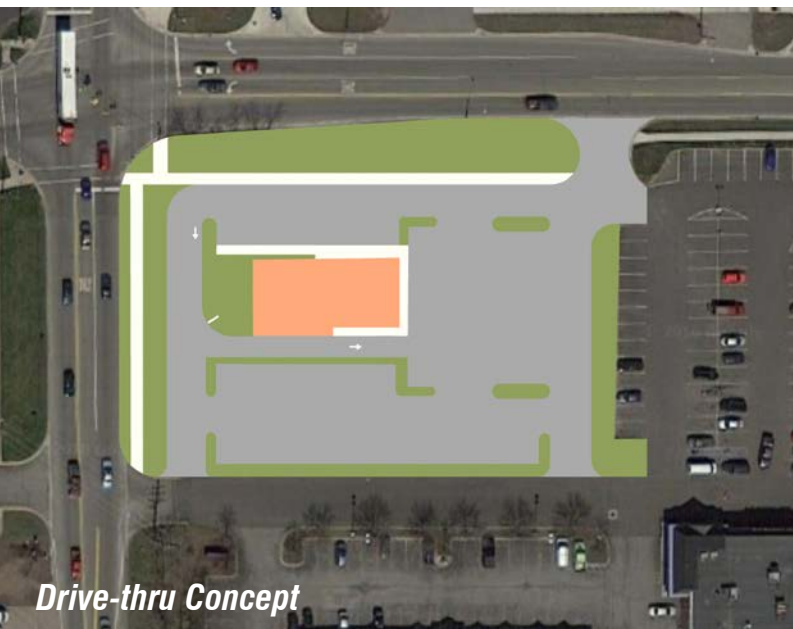
- Strategic focusing of specialized retail, office, and personal service uses along the Van Dyke Avenue corridor
- The identification of sites that are appropriate for alternate uses like research and development or light industrial uses
- Encourage the use of some older retail buildings as incubator space for start-up businesses
- Re-direct uses requiring outdoor storage to the Ryan and 22 Mile Road areas
- Consider vertical mixed-use developments with residential, office, retail, and even research and development uses

Redevelopment Examples

The sites on the following two pages were identified as examples to demonstrate how redevelopment can be implemented to meet the goals of this plan. These are intended to be illustrative only and prototypical for other redevelopment elsewhere in the Township.

Dequindre/Auburn Rd

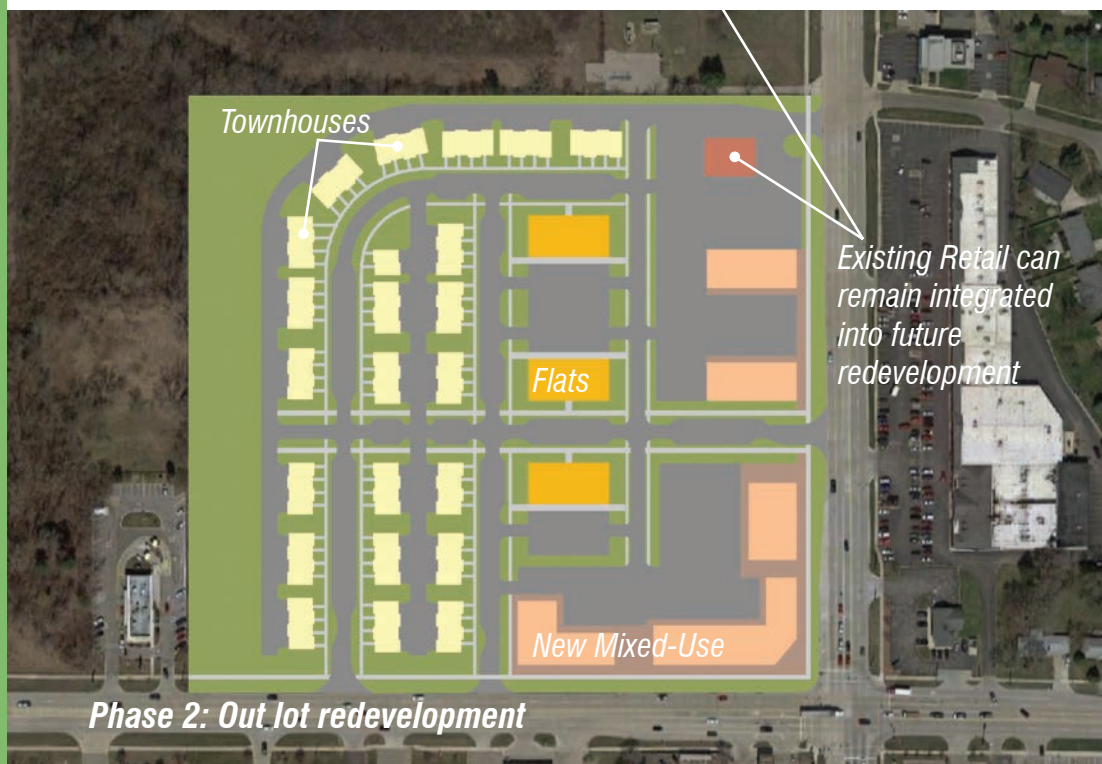
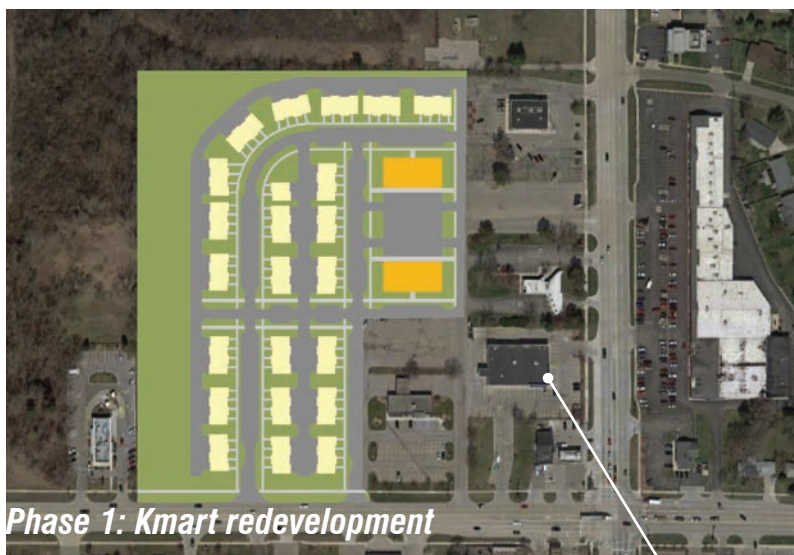
- Important gateway to Shelby Township from Rochester Hills and is located approximately one mile from Beaumont Hospital.
- This is one of the Township's targeted blight sites and demolition of this building is expected in early 2017.
- Move building location to the corner with prominent architectural features.
- Share parking with shopping center.
- Site may accommodate a drive-thru.
- Potential redevelopment site for a "fast casual" restaurant (i.e. Panera Bread) or similar use.





Kmart/Big Lots Site

- Given national retail trends, it is possible that Kmart may eventually close and the building would become vacant.
- Mixed-use development, including new retail, residential, office, and other appropriate or complimentary uses, would be appropriate for such a large and conveniently located site.
- Frontage parcels likely to take longer to redevelop, so could be phased into an integrated plan at a later date.
- Any reuse plan should include multi-story buildings that add a vertical character to the site.
- The design should have an “urban” feel to it.
- Gateway entrance to the Town Center development one mile to the north at 24 Mile Road.



C. Building and Site Design

Depending on the context, the form and character of buildings can have a significant impact on the function and activity within an area. Furthermore, the quality of buildings impact the local economy, as declining commercial districts with dilapidated buildings can have a compounding negative effect on the perceptions of safety and property value. By encouraging high-quality buildings that contribute to local character, each building that is built or improved can begin to reverse those trends and positively impact local markets.

Today, the building patterns along Van Dyke Avenue and Auburn Road are not cohesive and do not contribute to a distinct sense of “place.”

Implementing these Guidelines

The design standards below are a set of guiding principles for development that act as a suggested best practice for (re)development. While some of the guidelines can be incorporated into the zoning ordinance, the goal is to allow an eclectic business district and not overly regulate architecture and creativity, but create a cohesive, attractive district.

Façade Improvements

- Buildings should be welcoming to pedestrians, with clear entrances, outdoor furniture and landscaping.
- Long or expansive building walls should include variations in the building wall, varied roof lines, archways or other architectural features.
- Rear elevations visible from roadways (both public and internal drives) and/or residential areas should have a finished quality compatible with the front elevation of the building.
- Durable building materials which provide an attractive, quality appearance should be chosen. Earth-toned brick, masonry block or other building materials typical in the area are appropriate.
- Building colors should consider and blend with local surroundings.
- Walls near building entrances should include windows, canopies and awnings to attract customers and contribute to a sense of place.

Streetscape & Site Design

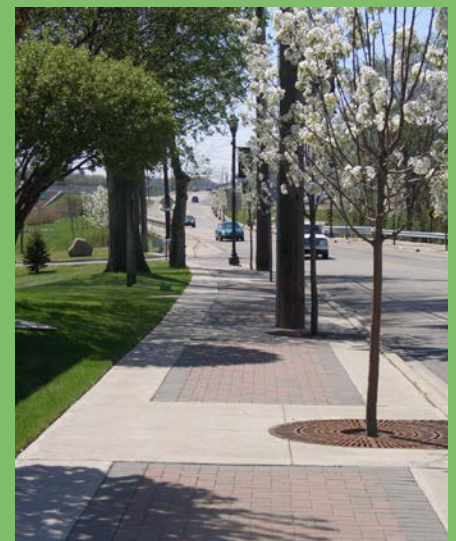
- Streetscape treatment should be used to signify an entrance and contribute to a sense of place.
- Community amenities such as patio/seating areas, water features, art work or sculpture, pedestrian plazas with park benches or other features located adjacent to the primary entrance to the building(s) are highly encouraged and as an incentive, such areas should be calculated as part of the landscaping requirement.
- Include amenities for bicyclists and pedestrians, including wider sidewalks, bike storage facilities, lighting and landscaping in the standards for site plan review.

Parking and Access

- Off-street parking should typically be located in the side and rear yards. This will contribute to the appearance of a walkable streetscape with a “front door” for pedestrians with an additional entrance oriented to the parking lot. There should be a maximum of one row of front-yard parking with an appropriate buffer from the sidewalk.

Site Design Approach

- *Improve attractiveness of buildings and sites.*
- *Make it more comfortable for people to walk along and between businesses.*
- *Strengthen corridor character and branding.*
- *Better delineate parking areas.*
- *Improve visibility of existing businesses.*
- *Promote uses that will be successful to fit the character of the area.*
- *Promote successful uncluttered signs.*



- Parking lots adjacent to the roadway should provide a setback and landscape greenbelt. A knee-wall or hedge may also be appropriate where there is not sufficient room for a significant greenbelt.
- Driveways should be designed and located according to the Access Management standards. Driveways closest to intersections or poorly offset from driveways across the street are the greatest problem. By reducing the number and width of driveways, traffic operations and safety will be improved, pedestrian crossings eased, and greenspace opportunities increased.
- Parking lot landscaping is especially important in minimizing negative views associated with large or often empty parking lots. Parking lot islands that incorporate pedestrian access to storefronts may be appropriate for larger lots or high traffic sites. Landscaping is especially important to help delineate the driveways and sidewalks from the parking areas and can be used to help treat stormwater runoff (see Low-impact design below).
- Internal pedestrian walkways should be included for persons who need access to the building(s) from internal parking areas. Walkways shall be designed to separate people from moving vehicles as much as possible, vehicle drive aisles or parking spaces should not be used for this purpose.
- Crosswalks should be distinguished from the parking and driving areas by use of any of the following materials: special pavers, bricks, raised elevation or scored concrete.
- The amount of available parking can be maximized through shared parking agreements. Different uses have different peak hours throughout the day, which require varying amounts of parking. Offices, retail, services, and restaurants are encouraged to examine their parking needs throughout the day and look for ways to share parking with other users.

Landscaping, Buffers & Screening

- Development abutting residential should be screened with a mixture of treatment such as landscaping, walls, and fences.
- Low-impact design: Bioretention (Rain Gardens) & Bioswales manages stormwater runoff locally, providing natural filtration to protect lake water quality. Low-impact design can be applied on private sites and in the right-of-way and should be considered in areas between the new or existing sidewalk where driveways are removed and in areas where the road median is installed. Plant species should be salt tolerant, provide aesthetic benefits and be low maintenance. Sidewalks should be designed to direct runoff into these areas, and maintenance agreements should be included as part of any approval.

Lighting

- Site lighting should be regulated so it does not spill into non-commercial areas or the public road, except where needed to illuminate driveways.
- Fixtures should be chosen that shield light from projecting upward, thereby reducing light pollution into the night sky.
- Light poles should be located so they do not obstruct pedestrian movement.
- Fixtures may be outfitted with decorative banners that, in some cases highlight civic events and activities of community-wide appeal.
- Wall mounted lights should be used to the greatest extent possible to

minimize the total number of freestanding light fixtures.

- Lighting fixtures should be attractively designed to complement the architecture of the corridor, signify building entry locations, and improve visual identification of residences and businesses.

Signs

- Lower-level ground signs are preferred over taller pole signs.
- Signs should include a durable base constructed of materials compatible with the architecture of the building.
- Sign locations should respect clear-vision areas and traffic safety.
- Signs should be proportional and consistent in character with the material, color and detail of the building.
- Pedestrian-oriented signs enhance the pedestrian experience and lower vehicle speeds.



After

Building and Site Design Example

Sprucing up Lakeside Boulevard's live/work units can enhance the walkability and retail feel of this urban corridor, which currently feels very residential. Adding commercial-style glass doors, large first floor windows with displays, blade signs, awnings, and outdoor seating will help contribute to an enhanced pedestrian experience.



Before

For a complete listing of implementation strategies, tools, and timeframes, see Chapter 6: Implementation

Retail Corridors Implementation Strategies

- *Consider the implementation of aesthetic site and building design standards and/or landscaping and screening standards to ensure compatibility of the commercial facilities with nearby neighborhoods.*
- *Enforce property and building maintenance codes.*
- *Continue Retail Blight initiative.*
- *Prepare a Guide to Development clearly outlining policies and procedures.*
- *Continue to promote the importance of tax increment financing as a long-term tool for improving the tax base.*
- *Market the Town Center to local developers, promoting the benefits of supporting traditional projects at this location.*
- *Work with the MEDC CATeam specialist to identify pertinent incentives for redevelopment.*
- *Create new or revise Zoning Districts for the Van Dyke and Auburn Road mixed use corridors.*
- *Develop a business recruitment strategy to attract new businesses to the Township.*
- *Create a Corridor Improvement Authority for the Auburn Road Mixed Use Corridor area.*
- *Establish priorities for the use of tax increment financing to support development projects.*
- *Seek certification under the MEDC Redevelopment Ready Communities program.*
- *Acquire key properties that will help support the development/redevelopment of priority projects.*
- *Encourage redevelopment of brownfield sites through the use of Brownfield Act financing as a method to remediate environmental contamination.*



**Digging
Deeper**

VAN DYKE AVE.

The market study for Shelby Township projects the need for 941,000 square feet of space for manufacturing, office and light industrial space and 206,000 square feet of retail space over the next 10 years, based upon population growth. The 941,000 square feet of non-retail uses are likely to be attracted to locations which are properly zoned, can physically facilitate the uses (utilities, traffic signalization, compatible neighboring uses) and provide immediate access to, and visibility from, transportation corridors. Additionally, in terms of capturing the 206,000 square feet identified in the study, the majority of this retail, which includes national and regional businesses, should not be “chased”. This new development is already gravitating to the M-59 and 26 Mile Road corridors in response to growth in Shelby and surrounding high growth townships including Macomb, Chesterfield, and Washington.

Since the majority of Van Dyke is zoned and developed for commercial use, the above recommendations represent a change in direction. The current planning and zoning for general commercial use along the Van Dyke Road frontage will have to be altered to allow for a variety of non-commercial uses. An opportunity is presented to attract some of the projected office and light industrial space, along with high density residential uses, at specific locations along the Van Dyke corridor while enticing specialty retail, entertainment, and residential uses to the Shelby Town Center. This means that each segment of the corridor will have to be planned for a specific mix of uses, with a focus on compatibility, lot sizes, existing market demand, and other pertinent factors. Another strategy will be to relocate some of the heavier commercial uses that require outdoor storage to alternate locations, including Auburn Road.

Similar to shopping malls, retailers should be clustered together and create a cumulative attraction for customers, making access to the businesses easier and encouraging shopper cross-traffic. More intense commercial businesses, like auto repair facilities, should also be clustered together. The remaining segments of the Van Dyke corridor can be planned for personal service and office uses, research & development/light industrial uses, and for the integration of higher density housing. This strategy will necessarily require sites to be redeveloped for the new uses but eventually will result in greater market demand, and hence value, for the individual properties.



Van Dyke currently has a variety of frontages, small lots mixed with larger lots, unsightly parking and signage

Van Dyke
cluster retail at mile road nodes



See Future Land Use map in Chapter 6 for specific planned uses

For more on the Van Dyke Town Center see Digging Deeper in Chapter 2.

5. LINK LAND USE AND TRANSPORTATION

A. Introduction

Changes in land use impact travel patterns and road capacity. Because the quality of the transportation system impacts the development pattern, ideally the land use and transportation systems are planned together. This can be a challenge in Shelby Township where most roads are under jurisdiction of the Macomb County Roads Department. This plan sets forth goals and actions to encourage a coordinated approach with consideration of various travel needs (auto, freight, pedestrians, bicyclists and transit users).

B. Complete Streets

Planning the township transportation system involves more than just moving vehicles efficiently and safely. A transportation system needs to meet the needs of all types of users – motorists, pedestrians, bicyclists, and transit users. In some cases, this can be accomplished with lower vehicle speeds to be more supportive of bicycles and pedestrians, while in other places, wider vehicle lanes and higher speeds may be needed to for vehicle and goods movement. The design of the transportation system also needs to reflect the context of adjacent land uses. Nationally, this approach is often referred to as “complete streets”, harmonizing streets with their surroundings while interlacing transportation networks to meet the mobility needs of all users.

Shelby Township has a growing non-motorized transportation system with most neighborhoods having sidewalks and pathways provided along major corridors. The Township Sidewalk Committee meets to prioritize improvements to the existing sidewalk network.

Continuing to provide and invest in a non-motorized transportation system is a priority for residents and township leaders, and includes many benefits, such as:

- Provides connections between homes, schools, parks, public transportation, offices, and retail destinations.
- Improves pedestrian and cyclist safety by reducing potential crashes between motorized and non-motorized users.
- Encourages walking and bicycling that improves health and fitness.
- Provides options to make fewer driving trips, saving money.
- Research demonstrates pedestrian and bike-friendly cities have more economic vitality.

Pedestrians

Sidewalks have many benefits. When sidewalks exist, people walk more frequently which contributes to public health and neighborhood cohesion. In

Transportation Goals

- *Create a non-motorized network by connecting township assets and nodes*
- *Ensure the character of the roadway system matches the character of the adjacent land use*
- *Focus improvements to intersections or street segments with congestion or crash problems, rather than entire corridors, including innovative intersection design and use of new technology to improve the performance of the existing road capacity*



addition, sidewalks provide an alternative mode of transportation. Finally, while experienced bicyclists prefer to ride in the street, sidewalks may be used as a bike route by children and less confident bicyclists. Recent studies have also demonstrated that subdivisions with sidewalks tend to better sustain higher property values. Connections between neighborhoods and nearby activity nodes like schools, parks and commercial nodes also contribute to the township's quality of life. The Non-Motorized Transportation map illustrates the location of existing sidewalks. While many areas of the community have a complete sidewalk network, there are many developed areas that lack a complete sidewalk network or lack sidewalks in general. As new development and redevelopment occurs, opportunities to construct sidewalks should be pursued, especially in close proximity to schools, parks and activity nodes and along major thoroughfares as indicated on the Non-Motorized Transportation map.

Sidewalks within new residential subdivisions.

Sidewalks are required within all new residential subdivisions. This practice should continue and exceptions should be granted only in unique circumstances. Where exceptions may be granted, internal path systems and/or pedestrian connections to schools, parks or other activity nodes that are known to generate pedestrian traffic should be otherwise be provided.

Sidewalks within existing residential subdivisions

As noted above, in many developed neighborhoods, sidewalk installation is inconsistent (i.e. no sidewalks, sidewalks on only one side of the street or installed in one phase of development and not the next adjacent phase). In such areas, the following efforts should be made:

- Fill gaps in the sidewalk system where they exist as redevelopment may occur.
- Prioritize gaps along collector streets.
- Concurrent with capital improvement planning, construction of sidewalks along primary pedestrian routes within 1/2 mile to schools, parks or other activity nodes should be evaluated and implemented where feasible.
- Where concerns regarding pedestrian safety exist and have been documented (such as pedestrian and vehicular accidents and/or re-occurring vehicular speeding) construction of sidewalks and other appropriate safety improvements should also be considered.

Shared pathways along arterials

Shared pathways (8 to 12 feet wide) should be required along both sides of arterials concurrent with new development and redevelopment projects. In addition pedestrian enhancement planning is also recommended concurrent with (re)development and/or capital improvement planning to provide improvements such as pedestrian refuge islands at key intersections where practical with collector and/or arterial roads and improved crosswalk pavement marking, signage and street lighting at local and/or major street intersections.



sidewalks in neighborhoods



multi-use path along arterial streets

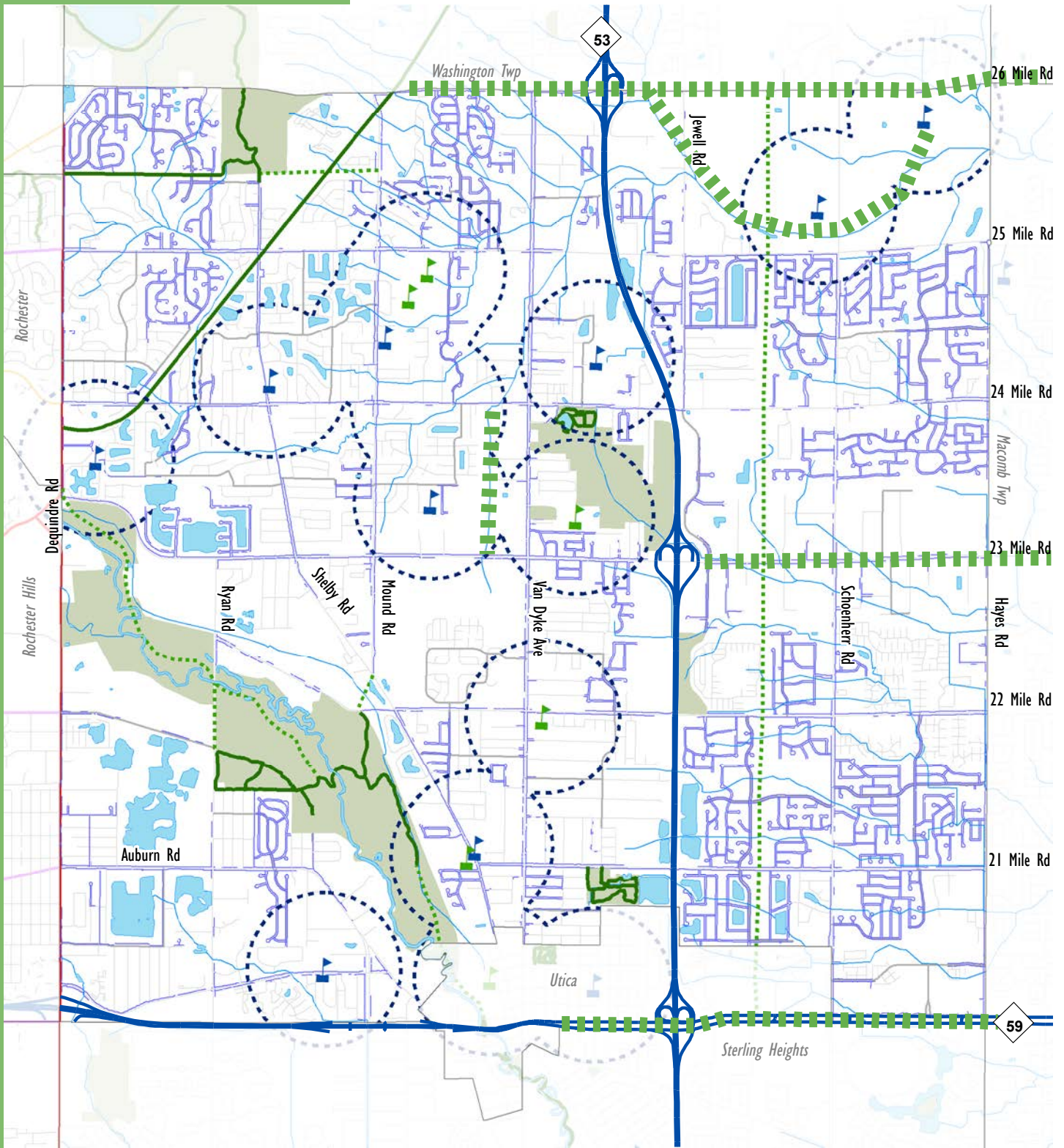
Goal:

Create a non-motorized network by connecting township assets and nodes



Transit

SMART operates a fixed route along Van Dyke, which has the highest ridership in the Township. The new Regional Transit Authority master plan designates Van Dyke for a "future county connector" service. More frequent service with few stops for a faster trip are the features of this planned service improvement.



Non-motorized Transportation Plan



Source: Macomb County, MCGI, Shelby Township

- Parks
- Elementary Schools
- Junior/High Schools
- Safe Routes to School 1/2 mile walk zone
- Regional Trails
- Planned Trails
- Trail Gaps
- Existing Sidewalks
- Collector
- Future Collector

Non-Motorized Facility Types

- **Sidewalks.** *Minimum seven-foot wide concrete surfaces on both sides of a major thoroughfare with a buffer strip from the travel lane. 10 feet preferred for shared use by pedestrians and bicyclists where bike lanes not practical. Five-foot wide concrete sidewalks on both sides of all local residential streets.*
- **Shared pathways** *An 8-12 foot wide asphalt or concrete surface within a park, public space or along a public street for the purpose of providing both pedestrian travel and for use by people with non-motorized wheeled equipment/gear.*



pavement treatments, signs, and overhead lights can help better delineate pedestrian crossings

Complete Streets Implementation Strategies

- *Work with the Macomb County Department of Roads to encourage the creation of “complete streets” that consider the needs of vehicles, bicyclists, and pedestrians equally*
- *Pursue local, state and federal funding to continue implementation of the non-motorized transportation system, both in the road right-of-way and off-road trails/pathways.*
- *Pursue the installation of planned walkway and bikeway facilities, including road crossings, in conjunction with scheduled road improvements projects.*
- *Work with organizations and advocacy groups such as bicycle users, seniors, and schools to develop Safe Routes to School Programs, identify priority needs for walking and bicycling.*
- *Ensure transit-friendly features such as sidewalks to bus stops, pads or shelters in areas that are currently served by public transit or along routes planned by a transit organization.*
- *Encourage pedestrian/bike connections are provided between public sidewalks and businesses entrances and to link neighborhoods with destination-type uses during site plan review and Township capital projects.*
- *Complete the planned pedestrian sidewalk/multi-use pathway system especially to fill in gaps and connect neighborhoods with destinations like schools, parks, neighborhood shopping/entertainment districts, and cultural institutions.*
- *Maintain sidewalks in a safe and attractive condition.*
- *Develop a trailhead for the Macomb Orchard Trail where the trail crosses 24 Mile Road.*
- *Improve trailhead and crosswalk facilities at 25 Mile and Shelby.*
- *Create non-motorized pathway connections through the Township to the Macomb-Orchard Trail*



For a complete listing of implementation strategies, tools, and timeframes, see Chapter 6: Implementation

Macomb Orchard Trail Crossing at 25 Mile and Shelby

A. Add buffers from the street along the northeast and southwest curbs



B. Improve visibility of the trail crossing with more distinct pavement markings



C. Create an improved trailhead at the southeast corner with maps, benches, and convenient vehicle parking

Goal:
Ensure the character of the roadway system matches the character of the adjacent land use



The following pages outline the differences in character on pages 35-37 and a traditional functional classification map is provided on page 39.



The current trailhead is planned for improvements



The current trail crossing is not obvious

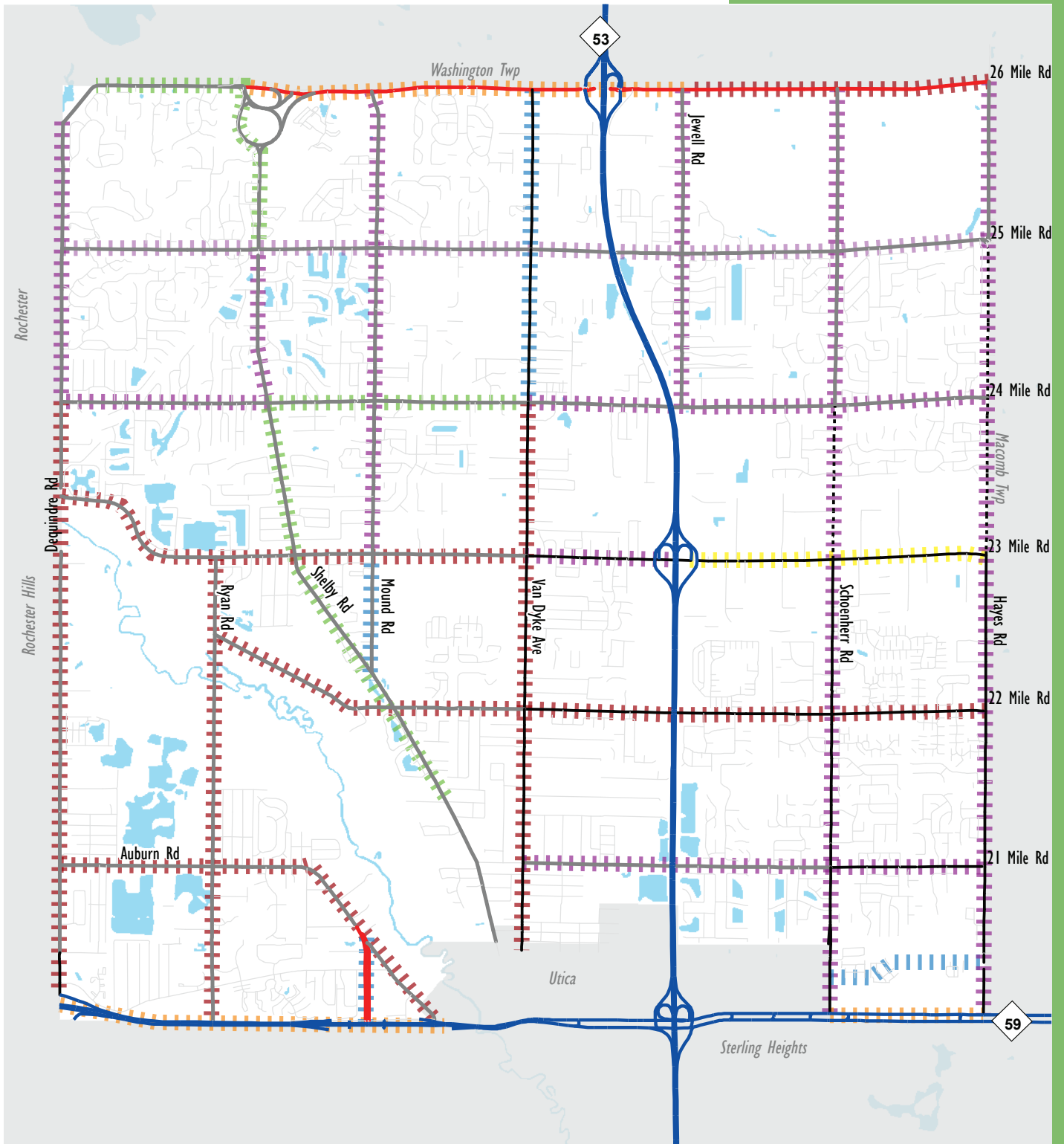
C. Corridor Character

Historically streets were designed to meet expected traffic volumes at a selected speed. Streets or intersections were widened to meet needs provided right-of-way was available. That traditional process has been modified in recent years in response to emerging best practices in street design, which recognize that many factors along the street influence the speed of traffic, accidents, and how a street can be in harmony, or in conflict with its surroundings. This plan focuses on the impact a street has on surrounding land uses within various areas of the community.

Street and Corridor Character

Street width, sidewalks, block length, building setbacks, design speed, street trees and even pavement markings and signs all contribute to how the street functions. Driver perceptions can affect vehicle speed and care used in driving. These elements can also affect how people view a corridor and their impression of Shelby Township in general. A street designed in tandem with its surroundings can foster an inviting place to live, work and visit.

Successful commercial corridors should be free of unsightly clutter and easy to navigate. Streets in residential areas should intuitively encourage a lower speed. In some cases, the road design elements in the township reinforce the desired image: In other cases, improvements need to be considered. This Plan relies on a wide range of concepts to help ensure the future transportation system operates safely and efficiently, but also in context with the character of the township.



Road Design

- 4-6 lane median
- 5 lane
- 5 lane proposed
- 2-3 lane




Character




- Model Corridor
- Divided Major Arterial
- Suburban Corridor
- Natural Character
- Developing Corridor
- Redevelopment Corridor

Corridor Character



Sources: MCGI, Macomb County, LSL Planning

			
Corridor Type	Model Corridor 23 Mile Road (between M-53 and Hayes Road)	Divided Major Arterial 26 Mile Road, Mound Road (south of Auburn Road), M-59	Suburban Corridor Hayes Road, Schoenherr Road, 21 Mile Road, 25 Mile Road, 26 Mile Road, Dequindre (north of 23 Mile Road), Mound (north of 23 Mile Road), 24 Mile Road, Jewell Road
Land Use	Well planned mixture of commercial and industrial uses	A wide variety of uses	Generally single-family residential with some neighborhood scale commercial, office, and personal service at major intersections
Character	Well-designed sites, attractive buildings, attractive landscaping, good pedestrian system	A wide median with infrequent crossovers that can complement a variety of land uses, generally with a more suburban design with deeper setbacks, well landscaped. Median landscaping to match.	Quality of landscaping and tree canopy varies but goal is to move toward a more attractive corridor with additional trees
Traffic	Good operations, well-spaced and timed traffic signals	Designed to accommodate high volumes of traffic at higher speeds, limited traffic signals and indirect left turns	Goal is a safe and efficient movement with an acceptable level of operations (LOS D or better in peak hours)
Lanes	Generally five lanes	Two or three lanes in each direction divided by a wide median.	Preference to retain 2 lanes with 3 lanes where left turns need to be accommodated to complement the character, widen to 5 lanes when traffic conditions warrant (exceed 18,000 vehicles/day)
Access Management	Well designed	Well-spaced access that is spaced to provide adequate weaving room from access points to median cross overs	Access is located and spaced to meet County standards to reduce potential for crashes and preserve traffic carrying capacity; also improves travel for pedestrians and bicyclists. Shared access via frontage roads or rear service drives preferred.
Planned R.O.W.	120 feet	204 feet	120 feet

			
Corridor Type	Natural Character	Developing Corridor	Redevelopment Corridor
	Shelby Road, 24 Mile Road (between Van Dyke and Shelby), 26 Mile Road (along Stony Creek Park), Shelby Road (north of 25 Mile Road)	Van Dyke Avenue (between 24 and 26 Mile Roads), Lakeside Boulevard	Van Dyke Avenue (south of 23 Mile Road), Auburn Road, Ryan Road, Dequindre (south of 24 Mile Road), 22 Mile Road, 26 Mile Road (east of Jewell Road)
Land Use	Primarily residential with some limited commercial nodes	A corridor where much of the township's new commercial, residential and institutional uses are expected to develop in the next few years	Retain key businesses, flexibility of uses to promote high occupancy; infill vacant lots and excessive parking with new buildings, demolish and replace desolate and blighted buildings and sites; allow some multi-family
Character	Substantial woodlands or mature trees which provide scenic quality and attractive drive	Well-designed sites, attractive buildings, attractive landscaping, good pedestrian system	Invest in new sidewalks and streetscape, reduce runoff, improve water quality
Traffic	Goals is to have low speeds consistent with character. Traffic calming measures where needed	Maintain safe and efficient traffic flow, improvements as needed to retain LOS D or better	Improve corridor to reduce crashes. Promote changes to road design to help stimulate desired redevelopment. May allow LOS E for certain peak hour movements to support higher density development.
Lanes	Limit expansion of lanes to just locations where intersection operations need improvement, preferred 2-3 lanes to preserve character	Monitor traffic volumes and crashes, require traffic impact studies and work with Macomb County to program for widening to 5 lanes when traffic volumes are projected to exceed 18,000 vehicles/day	Currently five lanes. Consider redesign of the corridor in certain segments to support redevelopment such as narrow landscaped medians in unused center turn lane segments, improved pedestrian crossings at intersections and potentially mid-blocks, invest in pedestrian oriented streetscapes
Access Management	Limit the number of access points for safe and efficient flow of traffic, but also to preserve the number of mature trees.	Promote shared access systems, wide driveway spacing, access outside the operational area of intersection	Consolidate and redesign access with changes in use where driveways are poorly spaced from signalized intersections or other access points (adjacent or across the road)
Planned R.O.W.	generally 86 feet	120 feet	120 feet

Basic Principles of Access Management

Six basic principles are used to achieve the benefits of access management:

- Limit the number of conflict points,
- Separate conflict points,
- Separate turning volumes from through movements,
- Locate traffic signals to facilitate traffic movement,
- Maintain a hierarchy of roadways by function, and
- Limit direct access on higher speed roads.

Source: MDOT

Goal:

Focus improvements to intersections or street segments with congestion or crash problems, rather than entire corridors, including innovative intersection design and use of new technology to improve the performance of the existing road capacity



D. Corridor Management Driveway/Access Management

Widening and intersection improvements are not the only way to improve traffic operations along a street. One technique to help preserve capacity and promote safety while delaying or avoiding the need for widening is access management. Access management involves comprehensive controls to minimize conflict points, reduce the potential for crashes and help preserve the street's ability to carry traffic.

Macomb County Department of Roads applies access management as part of the site plan review process for new development projects and also concurrent with road improvements and to correct existing access that does not meet the current requirements. A general review of access management concepts is provided below

Number of Access Points

The number of driveways allowed along major streets affects traffic flow, ease of driving and crash potential. Reasonable access will be provided for each site and the number of access points should be limited to one where possible. Certain developments may generate enough traffic or have sufficient frontage to consider allowing more than one driveway where traffic volumes warrant such access. Where possible, these second access points should be located on a side street or shared with adjacent uses.

Alternative Access

Alternative access should be encouraged along arterials, such as shared driveways, rear service drives or frontage roads. Commercial developments and parking lots should be connected through front or rear service drives.

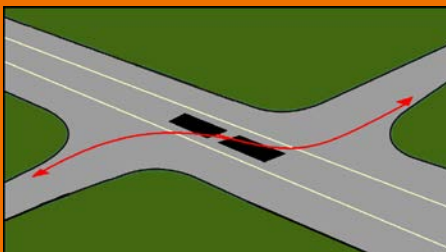
In areas within one-quarter mile of existing or future signal locations, access to individual properties should be provided via these alternative access methods rather than by direct connection to a major arterial.

In areas where frontage roads or service drives are proposed or recommended but adjacent properties have not yet developed, the site should be designed to accommodate a future drive, with access easements provided.

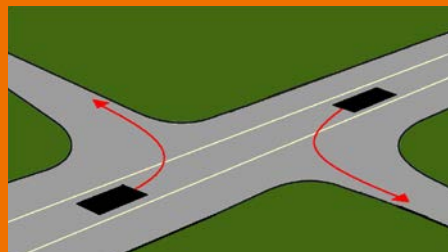
Driveway Spacing from Expressway Ramps, Public Street Intersections and Other Driveways

The latest edition of Policy on Geometric Design of Highways and Streets published by American Association of State Highway and Transportation Officials, Transportation and Traffic Engineering Handbook published by the Institute of Transportation Engineers and/or the Access Management Guidebook published by the Planning and Zoning Center and Michigan Department of Transportation should be consulted for the applicable standards and guidelines.

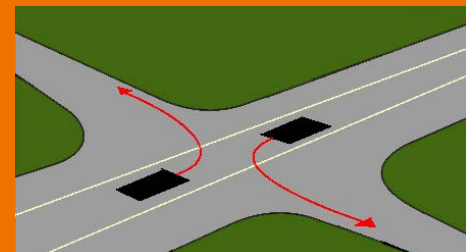
Access Offsets



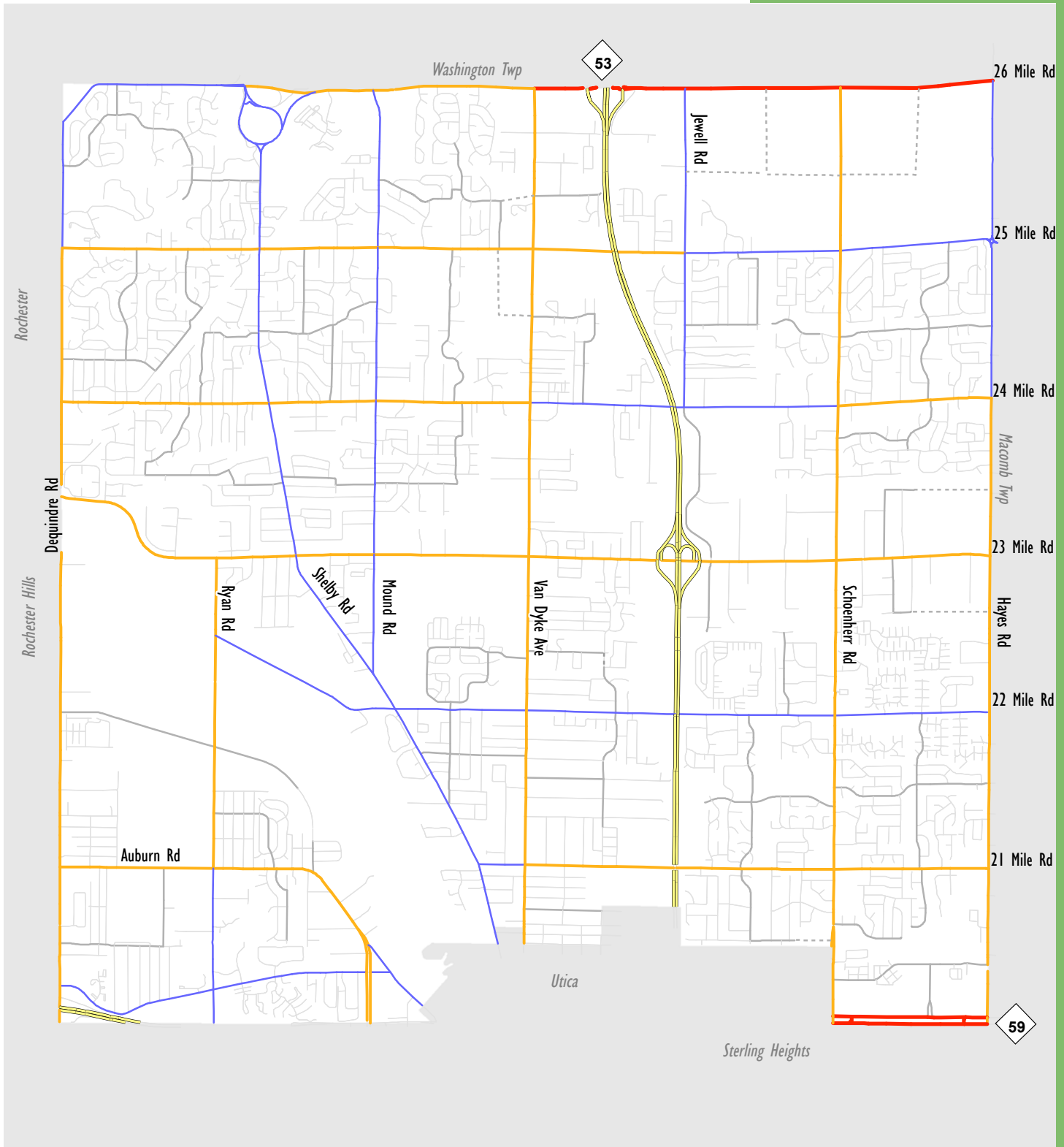
worst










better



best



-  Freeway
-  Major Arterial
-  Arterial
-  Minor Arterial
-  Collector
-  Future Collector
-  Local Roads

Functional Classification



Sources: MCGI, Macomb County, Shelby Township

Benefits of Access Management

- Reduce crashes and crash potential,
- Preserve roadway capacity and the useful life of roads,
- Decrease travel time and congestion,
- Improve access to properties
- Coordinate land use and transportation decisions,
- Improve air quality, and
- Maintain travel efficiency and related economic prosperity.

Source: MDOT

All Season Roads/ trucking access

Not all roads are alike. Certain roads are designed and constructed to better withstand the weight of heavy trucks, especially during the wet months with frost. Since most of the truck traffic in the township is related to industrial land uses, the arrangement of land use was based in part of the accessibility to all season roads as defined by Macomb County.

Capital Improvements

Except for private roads, the roads in the township are under jurisdiction of the county, with responsibility for a few routes is MDOT. Funding for improvements to those roads is generally based on physical condition, safety issues or traffic operation deficiencies. Improvement projects are generally prioritized by the county or MDOT, with larger projects part of the SEMCOG regional transportation improvement program. The township may be able to influence the selection of projects through assistance in providing documentation of problems, or participation in improvement funding, such as through the DDA or grant requests. This desired road improvement projects should be listed in the township's CIP as a first step.

Corridor Management Implementation Strategies

- For new development, ensure roadway capacity can accommodate site-generated traffic at the time of occupancy. This may require participation by the developer to fund improvements to address impacts of a proposed project.
- Work with applicants and Macomb County Roads Dept or MDOT, as applicable, to promote access management techniques, including closure or redesign of access to meet standards during change of use or redevelopment and shared access systems to reduce the number of access points along major roads
- Consider landscaped medians on three- or five-lane roads where practical to improve traffic safety and flow by controlling left-turn movements, improve aesthetics, keep traffic at appropriate speeds and provide a refuge for pedestrians crossing the street.
- Work with the Township departments and outside agencies such as the Macomb County Roads Dept and MDOT, so that road reconstruction projects complement the intended natural or built character of that part of the township as illustrated on the Corridor Map.
- Coordinate with the City of Rochester Hills to link improvements on Auburn Road across Dequindre.



For a complete listing of implementation strategies, tools, and timeframes, see Chapter 6: Implementation



Digging Deeper

LAKESIDE BLVD.

Recommendations

1. Define center turn lane
2. Three-way stop at Lakeside/Market, monitor need for traffic signal as development increases traffic volumes (mini-roundabout could be an option but right-of-way is limiting)
3. Design traffic calming features so speed limit can be lowered from 40 mph to 30 mph
 - a. median "entry" feature
 - b. three lanes with median where left-turn lane not needed, keep left turn lanes and tapers short
 - c. pedestrian crossings more pronounced; add "stop for pedestrians" signs in middle of new crosswalks
 - d. extend curb bumpouts for outdoor seating and easier pedestrian crossing and to protect parked vehicles
4. Transform gateway: replace Market St. sign with a monument sign, add trees for shade, fountain or splash pad, additional patio/gathering space, improve streetscape along west frontage, perennial flower landscaping

Applicable Guiding Principles:

- Diversify Housing
- Link Land Use with Transportation

Challenges

- Relatively high speeds and cut-through traffic are in conflict with the design goal to have a more walkable district with compact, more urban style, mixed-use development
- Market St. underdeveloped
- Few pavement markings lead to high speeds



A. Introduction

The Master Plan is intended to serve as a guide for land use and physical development or redevelopment. Goals, objectives and strategies noted throughout the Plan should be carefully considered during decisions on rezonings, zoning text amendments, other regulations, capital investments for improvements to streets, “complete streets” bikeways/walkways, utilities, public facilities, land acquisition, and development proposals. Recommendations in this Plan apply to both public land (parks, sites, and right-of-way) and guidance for development and redevelopment of privately owned property. Some Plan recommendations may involve the need for changes to land use regulations and/or potential new programs. Others may involve partnerships with other municipalities, agencies, organizations, or groups. Since the Plan is a long range guide, refinements or additional studies may also be appropriate in the future to reflect new information, respond to unanticipated factors or to address changes in township policies.

The Master Plan is only valuable if used consistently. This chapter has been prepared to summarize the various recommendations into a checklist to outline actions and responsibilities for implementation. A cumulative listing of implementation recommendations is included in this chapter. Where appropriate, a timetable is suggested for execution of these strategies and actions consistent with available staff and financial resources of Shelby Township.

Also included in this chapter is a zoning plan that compares consistency between zoning classifications and future land use map designations and development guidelines used to evaluate land use proposals

Evaluation and Monitoring

This plan has been developed with a degree of flexibility, allowing nimble responses to emerging conditions, challenges, and opportunities. To help ensure the plan stays current and useful, periodic reviews are required and amendments may be necessary. This will ensure plan goals, objectives, and recommendations reflect changing community needs, expectations, and financial realities.

The plan should be reviewed at least every five years consistent with state statute. Detailed subarea plans should be adopted as Master Plan amendments. Updates should reflect changing conditions, unanticipated opportunities, and acknowledge the implementation to date. Yearly workplans should be prepared to assess what has been accomplished in the implementation table and what should be achieved in the coming year.

Planning Commission as Facilitators

The Planning Commission is charged with overseeing plan implementation and is empowered to make ongoing land use decisions. As such, it has a great influence on how sustainable Shelby Township will be. As an example, the Planning Commission is charged with preparing studies, ordinances, and certain programmatic initiatives before they are submitted to the Township Board. In other instances, the Planning Commission plays a strong role as a “Plan Facilitator” overseeing the process and monitoring its progress and results. Together, Township staff and the Planning Commission must be held accountable, ensuring the Township’s Master Plan impacts daily decisions and actions by its many stakeholders.

Roles of the Township Board

The Township Board should be engaged in the process to implement the plan. In this regard, Board should assist with implementation strategies and consider and weigh the funding commitments necessary to realize the township’s vision,

whether involving capital improvements, facility design, municipal services, targeted studies, or changes to development regulations, such as municipal codes, the zoning ordinance and procedures.

B. Implementation Tools

Tools to implement the Master Plan generally fall into six categories and some strategies may include more than one:

- Land use regulations
- Capital improvement programs, such as streets, township buildings, or other major purchases
- Property acquisition programs
- Special Funding Programs (CDBG for example)
- Programs or additional studies
- Partnerships, such as working with other organizations on planning, education, funding, or delivery of cost-efficient services.

Each tool has a different purpose toward Plan implementation and may suggest specific immediate changes, long-term policies and others involve ongoing activities.

1. Land Use Regulations

The primary tool for Plan implementation, which includes the Zoning Ordinance and other land use regulations, is summarized below. The township also has a number of other codes and ordinances to ensure that activities remain compatible with the surrounding area, such as noise, blight and nuisance ordinances.

Zoning Regulations

Zoning regulations control the intensity and arrangement of land development through standards on lot size or units per acre, setbacks from property lines, building dimensions and similar minimum requirements. Various site design elements discussed in this Plan are also regulated through site plan review and address landscaping, lighting, driveways, parking and circulation, pedestrian systems and signs. Zoning can also be used to help assure performance in the protection of environmentally sensitive areas such as floodplains, state regulated wetlands, woodlands and wellhead areas.

Zoning Map

Over time, changes to the zoning map should become more consistent with the land use pattern identified on the Future Land Use Map. In some cases, the township may wish to initiate certain rezonings as part of an overall zoning map amendment. Other changes to the zoning map can be made in response to requests by landowners or developers. In those cases, township officials will need to determine if the time is proper for a change. It is important that the future land use plan be understood as a long range blueprint: Implementation is expected, but gradually in response to needs, conditions and availability of infrastructure. The Zoning Plan section of this chapter outlines how the Future Land Use Plan relates to current zoning. The Development Guidelines later in this chapter contain rezoning guidelines.

Construction Codes

Shelby Township is required to administer the State of Michigan Construction Codes (building, mechanical, plumbing and electrical). Shelby Township has also adopted the International Fire Code. These construction codes are intended to

protect the public health, safety and welfare related to building construction and occupancy. Administration of one set of standardized state construction codes ensures consistency and uniformity during building plan preparation/review and construction.

Subdivision, Land Division and Condominium Regulations

Subdivision, land division and condominium regulations control the manner in which property is subdivided in the township and the public improvements required to support the development. The distinctions are not always apparent once a project is built, but the approval procedures are different due to separate state statutes that govern these types of land development approaches in Michigan.

Public Infrastructure Standards

Public infrastructure refers to the basic facilities and services needed for the functioning of the township such as township streets, water, sanitary sewer, storm sewer, among others. Standards to ensure consistency and uniformity have been adopted so that each facility is designed and constructed to support existing and future development.

Most land use regulations are applied when new construction or substantial redevelopment is proposed. Shelby Township has a comprehensive development review process from development conceptualization to building occupancy. This process is explained in the various public information materials available at the Municipal Building. Once proper zoning is in place, a site plan must be approved followed by approval of building and site engineering, construction plans and then permits for construction. Buildings and sites are inspected and then occupancy permits are issued. The subdivision and subsequent development of land is also carefully reviewed. Regulations are administered and enforced through monitoring by township staff and in response to complaints.

2. Capital Improvement Program (CIP)

Shelby Township has had an annual multi-year CIP that contains recommended capital projects, timing, estimated costs and funding for public infrastructure (streets, bikeways, sidewalks, sanitary sewers, waterlines, storm sewers and drainage) and community facilities (public buildings, fire, police and parks). Capital projects have been identified and constructed to help support and promote desired development, and to meet the needs of residents and businesses in the township. The number of projects and project timing are influenced by several factors, in particular, the cost, need for environmental clearance or approval by other agencies, and funds available. For example, the amount of funding available from outside sources varies as new programs are established.

3. Property Acquisition Programs

Like all municipalities, Shelby Township has the authority to acquire private property for a public purpose. This may include outright purchase acceptance of land donated by another party or acquisition through eminent domain. In addition to the ability to acquire private property for public infrastructure or facilities such as roads, sewers, public buildings and parks, the township may acquire private property to facilitate redevelopment and to eliminate nonconforming uses or structures. Land may also be acquired or managed through conservation easements for historic and environmental preservation purposes or easements to allow non-motorized connections.

4. Funding Programs

Some of the recommendations may be funded locally, some through outside

funds, and many through a combination. The Township monitors new federal and state funding programs that may be available to assist in implementation. In addition, foundations and other organizations may provide contributions. In addition to traditional sources, the township has the ability to raise revenues within a specific geographic area for specific purposes, or to capture the new increment of tax revenues in a specific geographic area for specific purposes. One example is the Downtown Development Authority. Another tax-based program is the Brownfield Act that provides funding for reuse of eligible sites. Shelby Township has used special assessment districts for several public improvement projects. In cooperation with other governmental agencies with taxing authority, the Township has effectively used tax increment finance programs to capture the new increment of tax revenue for a specific area and use those funds for public improvements within that area.

5. Other Programs

A variety of housing, economic development, informational and other programs may be used by the Township to assist with implementation of recommendations in this Plan. Many of these are through state programs as identified in the preceding chapters such as the following:

- Michigan State Housing Development Authority (MSHDA)
- MSHDA MiPlace
- Michigan Economic Development Corporation (MEDC)
- MEDC Redevelopment Ready Communities
- Michigan Department of Transportation (MDOT) and Complete Streets Coalition
- Michigan Department of Natural Resources
- HUD CDBG

6. Partnerships

While the Township is in a position to coordinate many of the plan's implementation tasks, responsibility should not solely rest on the government. Instead, the vast array of stakeholders having key roles in either the township or region should all participate. Partnerships with the public and private sector, including Utica Community Schools, Macomb County, neighborhood associations, the nearby higher education institutions, neighboring municipalities, SMART, major employers, and business will also lead to success implementing the plan's initiatives. Partnerships may range from sharing information to funding and shared promotions or services. The spirit of cooperation through alliances and partnerships will be sustained to benefit everyone in the region. Township government cannot and should not do it all. Only through public/private collaboration can the plan's vision be realized.

C. Future Land Use Plan

It is necessary to plan for future land use and development in a manner consistent with community goals and objectives. Shelby Township is a community with quality residential neighborhoods, commercial and industrial areas to provide tax base and employment, with quality municipal services and recreational opportunities. The future land use plan provides a long-range focus to help continue this balance. The future land use recommendations in this section are revisions of the future land use information and map from previously adopted plans. The map has been revised and updated based on changing development conditions, emerging planning trends, as well as input from township staff, planning commissioners and public input. The product of this effort is shown on the Future Land Use map and is further detailed in the following pages in this chapter.

New land use and community character challenges arise as Shelby Township continues to mature: Competition for desirable land uses from surrounding communities will increase; redevelopment of aging sites will increase in importance; management of traffic on an existing roadway network will continue to be a priority; and public infrastructure systems will continue to age. As a result, the development strategy has shifted towards focusing on vacant or under utilized property to provide for quality redevelopment.

The Future Land Use Plan is a representation of general physical features/ land use activities in the township when fully developed and does not imply that all of the changes will or should occur in the near term. Development and redevelopment will proceed in a manner consistent with policies on the environment, transportation and infrastructure capacity, and other matters which help determine the appropriate timeframe. Also, zoning decisions should, over time, produce changes that gradually establish greater conformity between the Zoning Map and the Future Land Use Plan. The Future Land Use Map should be carefully considered to ensure consistency is maintained when making decisions on planning and development matters: Community changes which directly conflict with the Future Land Use Map could undermine the long-term objectives of the township and should be avoided.

Importantly, deviations from the Future Land Use Map and the Master Plan may be appropriate when justified by more detailed information, changes to conditions, or in cases where a deviation is not contrary to the overall intent and purpose of the Plan. The Future Land Use Map or the Master Plan may require update in cases where proposed deviations would significantly alter the general direction or vision as depicted by the Plan. An amendment to the Future Land Use map and/or the policies should be required in the case where a development, because of its scale or intensity, has a potential to create significant impact on surrounding uses, services or traffic and most be carefully considered in the context of community goals and objectives.

Factors Considered

Remaining consistent with previous Master Planning processes, this five-year update of the Future Land Use Map and the Master Plan incorporates input received during the public participation process, acknowledges existing land use patterns, and reflects planning best practices. More specifically, the following factors were taken into consideration in preparing the Future Land Use Map:

- **Existing Land Use.** Locations of most existing commercial and industrial developments are appropriate and will continue to serve as the primary business centers. Residential areas have developed throughout many

sections of the township. The community land use patterns have evolved in an orderly manner and will be built upon, with slight modification, rather than altered in a significant manner.

- **Existing Zoning.** There is no “vested interest” that guarantees zoning will not change: In fact changes are suggested by this Master Plan. However, such changes were carefully considered to ensure the general development arrangement remains consistent and landowners will be ensured a reasonable use of their land.
- **Relationship of Incompatible Uses.** The Future Land Use Plan provides important guidance in the ongoing effort to reduce or eliminate incompatible land use relationships. Providing a transition between land uses, such as the introduction of office or multiple-family residential between light industrial and single family residential areas, is one approach that can accomplish such a transition. In other cases natural features or landscaping and setback buffering strategies can help facilitate such a transition. Importantly, the Plan designates general land use patterns for uses considered most appropriate to fulfill the long-term objectives of the community.
- **Natural Features.** The types of development and allowable densities were determined, in part, by the location and extent of natural features. Natural rolling topography, stream corridors, woodlots and lakes provide highly attractive and marketable property for certain types of development. Lower overall development densities are proposed for properties containing significant natural features, although the use of clustered developments in buildable areas of properties, while conserving features, can provide a balance between the environment and development potential of the property.
- **Capacity of Streets, Infrastructure and Facilities/Services.** The density of residential uses and the designation of land for industrial and commercial development are dependent on the availability and capacity of the infrastructure. Accessibility to and the capacity of the street network help establish the types and intensity of uses that may be served in an area without adversely impacting traffic operations. The availability of community facilities such as schools and recreational facilities affects the areas that are especially attractive for residential development, while police and fire protection also assist with the quality of life provided to all land uses.
- **Market Conditions.** The nature of residential, commercial, and industrial land uses are evolving, with aging development types often becoming less desirable or obsolete. This can result in an oversupply of certain types of development, especially commercial, which has a tendency to sprawl outwards. Redevelopment of existing uses is encouraged, and the future land use designations reflect a balance of uses targeted to key areas.
- **Land Use Patterns in the Shelby Township Area and Other Communities.** Land use patterns for surrounding communities and the region were also considered.
- **Previous Master Plan.** Recommendations from the previous Master Plans formed the foundation of this Plan update. Those recommendations were refined based on analysis of new data, recent development trends and other factors.
- **Public Input.** Comments and opinion about land use patterns and related community planning issues as conveyed at various public forums and stakeholder interviews were also considered.

Future Land Use Planning Guiding Principles

- *Provide an attractive business environment and opportunities for businesses to expand the economic diversity of Shelby Township and contribute to the overall economic strength. In particular, encourage businesses that will be sensitive to the environment.*
- *Continue to sustain the overall residential character of the township.*
- *Ensure the transition from one use or grouping of uses to another is compatible with surrounding uses through screening and buffering.*
- *Foster the revitalization and redevelopment of existing uses or areas which have deteriorated or have become obsolete.*
- *Promote systematic development of residential, commercial and industrial uses in specific areas and corridors as recommended to take advantage of existing infrastructure and future improvements.*
- *Promote compatibility between existing and future uses along the township’s boundaries with other communities.*

Detailed below are the Future Land Use descriptions that correlate to the land use districts identified on the Future Land Use Map. The Future Land Use Map indicates what the land uses should be in Shelby Township twenty years from now. This does not mean that the Township should change its zoning districts immediately to correspond to the Future Land Use Map. Some of the designations will match existing conditions while others will not. What it does mean, however, is that it should be a “road map” for the location of land uses in the Township over the long term. Included below each description are strategies that can be followed to guide land use decisions and implement the intent of the different categories.

The land use plan divides the Van Dyke and Auburn Road corridors into different identifiable segments. Market conditions, the amount of vacant retail space as well as under-utilized retail lots require a different approach to how the Township plans for these retail corridors. The following category descriptions and strategies reflect a fundamental change in the policies for development and redevelopment along these corridors.



Regional Commercial Node

This District is intended for higher intensity commercial uses that serve not only the shopping needs of Shelby Township residents, but also cater to a regional market as well. As with the Community Commercial District, these locations are targeted for the widest range of retail and service businesses but not those that are of a heavy commercial or light industrial nature. The primary difference is that Regional Commercial locations abut Freeways and Major Arterials and tend to include larger sites.

Regional Commercial Strategies

- Continue to provide appropriate opportunities for expansion within the regional business center to ensure (re)development needed to attract the population/consumers from the regional market.
- The regional business centers should reflect a high quality, aesthetically attractive, image. Motorists should view movement into and through this area of the township as a pleasant experience.
- Business uses should be planned with sufficient site size to accommodate off-street parking, on-site stormwater, landscaping and buffer areas.



Community Commercial Node

This district is intended for the widest variety of retail and service businesses. They could range from apparel shops, auto service, and restaurants through small commercial strip centers and office buildings. This district is not intended for heavy commercial/light industrial uses like landscaping or contractor yards, heavy auto repair, or similar uses that may require some form of outside storage. Locations for this district are based on arterial road frontage and the need for high traffic volumes with convenient access. Most of land designated for Community Commercial is located at the Mile Road intersections.

Community Commercial Strategies

- Continue to encourage a range of uses associated with day-to-day neighborhood needs. The selective mixing of uses (e.g. convenience store, coffee shop, ice cream shop, and other similar uses) should be encouraged.
- Confine neighborhood centers to small nodes. Avoid allowing nearby parcels, such as those occupied by existing dwellings, to be converted to commercial use. This often leads to the decentralization of the small business node ultimately resulting in a strip commercial area.

Town Center Mixed-Use Node

This District is intended for a mixture of specialty retail, residential, office and service uses in a traditional downtown environment. It is characterized by pedestrian-scale development including multi-story, zero lot line, mixed-use buildings; first floor retail and office uses; public use and spaces; entertainment and restaurant venues; on-street parking supplemented by parking lots behind the buildings; and urban housing types like townhouses and small lot houses with detached garages accessed by alleys.

Town Center Mixed-Use Strategies

- Encourage walkability, traditional neighborhood design, and other key placemaking elements to contribute to the overall character and charm of the Town Center.
- Promote creative shared parking strategies among various uses.
- Seek entertainment-related businesses

Service Corridor

Located primarily along Van Dyke Road, between 23 Mile and 25 Mile Roads, these corridors have shallow lots and the intent is to limit future retail and focus on small-scale personal service and office uses. Heavy commercial and general retail uses are not permitted but instead will be focused on other areas of the Township. Likewise, some of the small-scale personal uses will be exclusive to this area of Van Dyke to encourage a clustering of like uses.

Service Corridor Strategies

- Implement strategies to transition to these uses over time.
- Prepare conceptual site arrangements showing appropriate design arrangements for this commercial corridor. Emphasize buildings along Van Dyke with parking to the rear. Incorporate these designs into a work book or sales tool/promotional format.
- Encourage an assembly of smaller parcels for more meaningful, consolidated development projects.

Consumer Commercial Corridor

Located on the Van Dyke Ave. frontage between 22 Mile and 23 Mile Roads, this use district provides for a wide range of retail commercial uses, including restaurants, both sit down and drive-through, but does not allow outdoor storage or heavy commercial uses like trucking and vehicle repair.

Consumer Corridor Strategies

- Combine like or complimentary uses at a single site. The development of the Da Francesco Restaurant site on Van Dyke is a good example of this policy. The parcel is anchored by the restaurant building with two smaller in-line building offering complimentary food service establishments.
- Require national chain stores to provide more distinctive architectural design.
- Relocate businesses with outdoor storage to more appropriate locations.

Heavy Commercial Corridor

Located along Auburn Road, between Mound and Ryan Roads, this use district provides for auto-oriented uses, home improvement uses, trucking companies, landscaping businesses and similar uses requiring outdoor storage. This district will also be characterized by frontage landscaping standards, including the screening of outside storage. Moreover, it will help re-focus some of the demand



that previously was directed toward Van Dyke Road where it will no longer be permitted.

Heavy Commercial Corridor Strategies

- Develop design standards that can accommodate businesses with outdoor storage that minimize the visual impact of the storage areas.
- Provide adequate screening and separation from abutting residential uses.
- Apply access management standards.



Redevelopment Corridor

Properties in this use district are located along Van Dyke Ave., south of 22 Mile Road, and along Auburn Road, between Ryan and Dequindre Roads. They tend to show the greatest redevelopment need, since they generally include a mix of small-scale older commercial buildings with shallow lots. It is becoming more difficult for these sites to remain competitive and will likely require lot assembly, creative reuse of the properties, and need better site and building design. As mentioned in Chapter 4, Strengthen and Transform Retail Corridors, this presents an opportunity to introduce low intensity research and development-type companies looking for buildings with 5,000 square feet of space, or less. These areas also present an opportunity for small business start-ups.

Redevelopment Corridor Strategies

- Consolidate parcels to encourage a better development pattern.
- Permit non-traditional retail uses such as small scale research and development, office, and manufacturing incubator sites.
- Prohibit the outdoor storage of equipment and supplies.
- Allow light automobile repair with appropriate performance standards.
- Permit uses with conditional approval rather requiring special land use approval.

Industrial

The future land use categories in this master plan represent a shift from traditional ways of thinking about industrial. Three categories are planned to target different types of industrial to areas, while including a mix of auxiliary commercial uses and better quality design.

	<i>Industrial/ Commercial</i>	<i>Light Industrial</i>	<i>Transportation Industrial</i>
<i>Trucking</i>	no	no	yes
<i>Outdoor Storage</i>	none	limited	yes, better design guidelines
<i>Manufacturing</i>	no	no	yes
<i>Retail component</i>	yes	limited	
<i>R&D</i>	yes	yes	no

- Brick and other high-quality masonry products must be used for the office exterior while smooth metal or color integrated concrete panels are appropriate for the manufacturing/warehouse portion of the building, as approved by the Planning Commission. Corrugated metal siding is prohibited.
- Properly scaled windows and entrances visible from the roadway and create an attractive appearance.

- Outdoor storage areas must be fully screened from the roadway and abutting properties
- Long, blank facades should be broken up with materials, features, and architectural elements in ways that promote interest and improve the appearance of the building.
- All rooftop equipment must be fully screened, the design of which is integrated into the architecture of the building, either through the use of parapet walls or, if not feasible, appropriate rooftop screening.
- Only natural colored light such as LED or Metal Halide should be used; high-pressure sodium and flashing lights are prohibited.
- Except for decorative fixtures, all lighting must be shielded and directed downward to prevent glare.
- Truck dock locations should be located on building sides or to the rear, not facing the roadway or primary internal drives.
- Trash storage and service areas must be shielded from all public right-of-ways and major entrances.
- Dumpsters always require full screening and the doors to the enclosure must be durable and always oriented away from the public right-of-way. The enclosure should be constructed of brick or decorative masonry block that matches or complements the exterior of the building.
- Recycling areas shall be accommodated within trash storage areas or have separate enclosures.
- Service and delivery bays and garage doors should not face the roadway or primary internal drives.
- Loading and service areas must be located where they are least visible. Full screening is required when visible from the public right-of-way. Partial screening, which provides boundaries between public and service areas, is absolutely necessary.
- All ground-mounted equipment, such as generators, air conditioning units, transformers, trash compactors, containers, and utility boxes, must be screened with landscaping or approved fencing.
- If outdoor retail display is desired, an area in front of the building must be designated as such on the site plan.
- Outdoor display of any kind cannot take place in approved parking spaces or drive lanes.
- A parking lot and drive setback of 25 feet is required from all public rights-of-way and internal drives. No parking of vehicles or loading is allowed within this setback area.
- All parking lots and drives must be paved, either with asphalt or concrete, and maintained without large cracks or deterioration of the surface.
- Outdoor storage standard may allow for gravel consistent with township engineering standards.
- All driveways, drive lanes and parking lots must be defined by concrete curbs six to eight inches high. Timbers, asphalt curbing and bumper or wheel blocks are prohibited.
- Sidewalks must be a minimum five feet wide to meet barrier-free requirements. Where a car bumper will overhang the sidewalk, it should be made at least two feet wider than normal.





Industrial Strategies

- Stay nimble to respond to the ever changing industrial climate
- Cluster auto-oriented/consumer commercial uses
- Form a redevelopment strategy for business recruitment and site matching
- Attract and support high-tech/R&D industries
- Maximize current areas zoned for industrial and seek creative reuse of commercial space

Residential

Low Density Residential

The township’s low density residential development is typical for traditional single-family detached dwelling unit subdivisions with large lots.

Low Density Residential Strategies

- Look for opportunities to connect non-motorized access across subdivisions.
- Promote reinvestment in older neighborhoods.
- Infill or replacement housing should complement the scale and massing of nearby homes.
- In areas where natural features should be preserved, cluster housing on smaller lots for a tradeoff in open space preservation may be considered.

Moderate Density Residential

Moderate density residential allows more diversity in single-family housing development within the township including medium- and small-lot detached and attached single-family residential.

Moderate Density Residential Strategies

- Cluster housing to preserve natural features.
- Promote traditional neighborhood development options.
- Encourage small-lot infill development

Mixed Residential

Mixed residential includes a flexible mix of housing types both attached and detached, including townhouses, apartments, live/work, and small lot single-family.

Mixed Residential Strategies

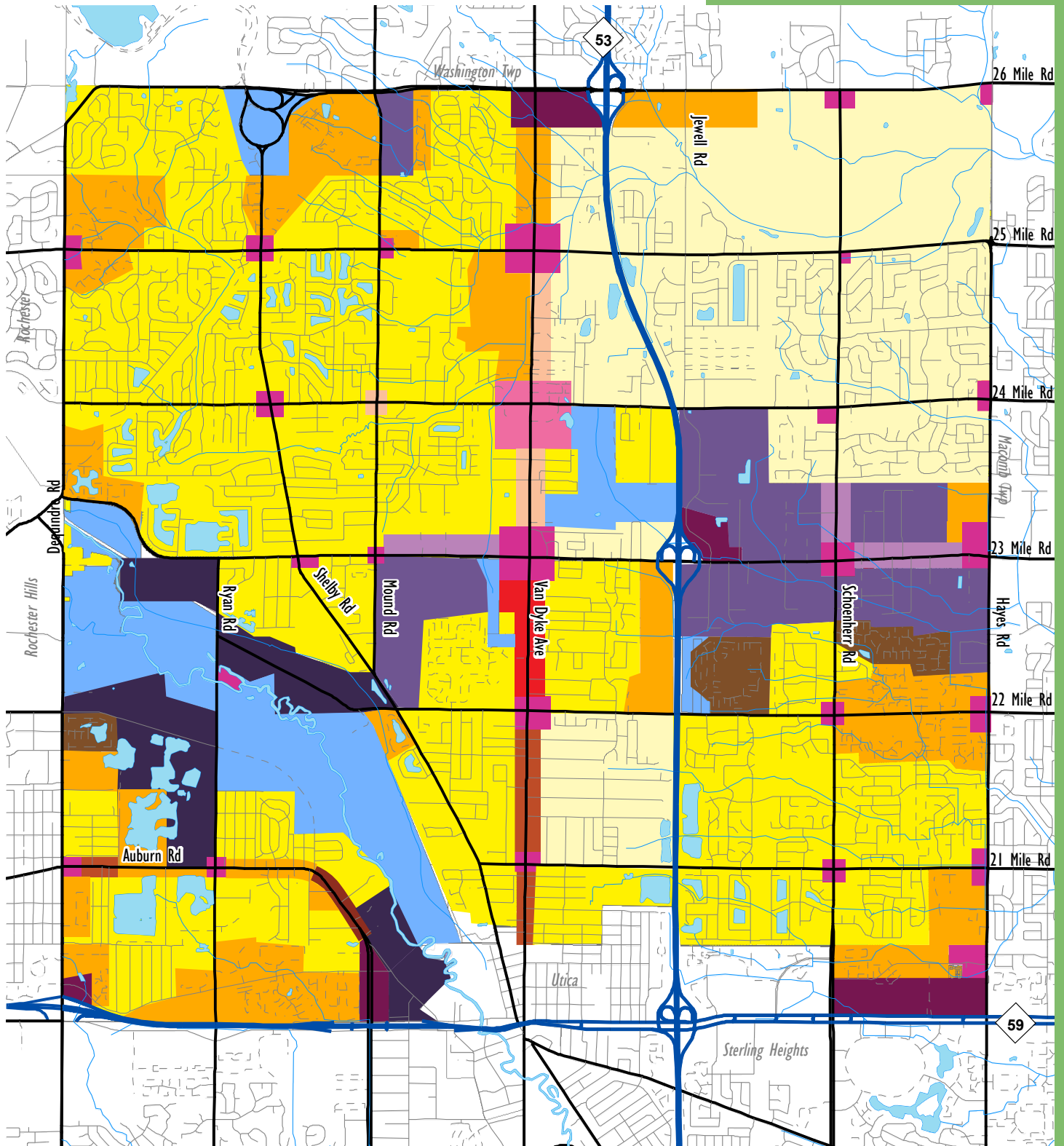
- Encourage a variety of housing types along corridors.
- Maintain quality of apartment buildings as they age.
- Utilize mixed residential as a transitional use between less intense residential uses and non-residential uses.
- Promote reinvestment in older neighborhoods.

Manufactured Housing

Manufactured home parks are limited to areas with access to major thoroughfares and utilities. There are currently three manufactured home parks in the township, each located near the center of the township near 22 Mile Road/Hamlin Road.

Public/Recreation

This land use type consists of large-scale recreation, natural features, and open space. Stony Creek Metropark, the system of parks along the Clinton River, and the municipal complex are all intended to be preserved as public space for the long term.



- | | | |
|--|---|--|
| Nodes | Corridors | Residential |
| <ul style="list-style-type: none"> Regional Commercial Community Commercial Town Center Mixed-Use | <ul style="list-style-type: none"> Service Corridor Consumer Corridor Heavy Commercial Redevelopment Corridor | <ul style="list-style-type: none"> Low Density Moderate Density Mixed Residential Manufactured Housing |
| Industrial | | |
| <ul style="list-style-type: none"> Industrial/Commercial mix Light Industrial Transportation Industrial | <ul style="list-style-type: none"> Public/Recreation | |

Future Land Use



Sources: MCGI, Macomb County, LSL Planning

D. Implementation Strategies

The implementation tools outlined above are available and should be used to achieve the goals and objectives of the Master Plan. Comprehensive implementation strategies have been developed to organize and apply these tools. Under each implementation tool, specific actions and a timeframe for implementation should be identified. The details of the strategies to implement the Master Plan are specified in the accompanying table.

Topic	Implementation Strategy							Responsible Party	
		Regulations	CIP	Programs or Studies	Partnerships	Short Term	Long Term		Ongoing
Sustain Natural and Community Resources									
Education	Partner with the public schools and library to promote a high quality school system and lifelong learning				✓			✓	Economic Development; School District
Education	Continue to provide mobile book units to nursing homes				✓			✓	Library
Communication	Utilize the Township’s website, social media, cable access, newsletter and emerging technologies to educate residents and keep them informed of community development-related issues			✓				✓	Supervisor’s Office
Infrastructure	Continue sidewalk and public utility (water, sanitary sewers and drainage) improvements in neighborhoods throughout the community		✓					✓	Public Works
Infrastructure	Ensure that municipal infrastructure is adequate to accommodate the demands necessitated by a proposed development project. This may require participation by the developer to fund improvements to meet the demands associated with a proposed project		✓					✓	Planning; Public Works
Infrastructure	Promote underground utilities (electric, telecommunications, etc.)	✓						✓	Planning; Public Works
Public Services	Maintain and improve essential public services including police protection, fire and emergency services			✓				✓	Police/Fire Department
Parks and rec	Continue to pursue the long and short term goals identified in the Recreation Plan and update the Plan as needed to maintain eligibility for state funding			✓				✓	Planning and Zoning; Parks and Recreation
Stormwater Management	Continue the best management practices associated with site design to protect streams, groundwater, including low-impact design techniques	✓			✓			✓	Planning and Zoning; Public Works; Building Department
Open Space Preservation	Encourage planned development and/or cluster development to preserve key natural features on sites and link open space with adjacent open space, via greenways when and where appropriate	✓						✓	Planning and Zoning

Topic	Implementation Strategy	Regulations	CIP	Programs or Studies	Partnerships	Short Term	Long Term	Ongoing	Responsible Party
Stormwater Management	Consider the use of pervious pavement for appropriate uses and locations by raising awareness on long-term benefits, practical applications, and how to maintain it	✓		✓				✓	Planning; Public Works
Stormwater Management	Encourage innovative stormwater treatment options that are environmentally friendly and aesthetically pleasing	✓		✓				✓	Public Works; Planning
Green Building	Consider low impact design and other green development practices for township-funded capital projects where appropriate		✓					✓	Public Works; Building Department
Town Center	Review C-6 Shelby Center zoning district for consistency with the Village Center recommendations of this plan	✓				✓			Planning and Zoning
Gateways	Update and maintain community entrance gateway features		✓				✓		Beautification Committee
Town Center	Adopt a master plan for the civic center to maximize the Township's presence in the Town Center			✓			✓		Planning; Public Works; DDA
Diversify Housing									
Barrier-free Design	Partner with local non-profits to provide assistance in retrofitting mature homes for seniors to have universal or barrier-free design to allow people to remain in their homes				✓			✓	Planning and Zoning
Maintenance	Focus on maintaining and/or improving residential neighborhoods, especially older areas, by addressing vacant/foreclosed housing, property maintenance and building code compliance	✓						✓	Planning and Zoning; Building Department
Homeownership	Continue to offer and strengthen programs to encourage homeownership and maintenance for low and moderate income groups			✓				✓	Planning and Zoning
Maintenance	Participate in Macomb County's housing rehabilitation program available to seniors and income qualifying households			✓				✓	Planning and Zoning
Small lot	Encourage cluster housing on parcels with important natural features to preserve and encourage additional single-family homeownership on smaller lots	✓				✓			Planning and Zoning
Aging in Place	Create aging in place opportunities to ensure Shelby Township residents can maintain an active lifestyle throughout their lifecycle and by providing a variety of housing types to accommodate a variety of age groups, with a special focus on seniors	✓		✓		✓			Planning and Zoning
Small lot	Create new zoning district for smaller-lot single-family developments	✓				✓			Planning and Zoning

Topic	Implementation Strategy	Regulations	CIP	Programs or Studies	Partnerships	Short Term	Long Term	Ongoing	Responsible Party
Strengthen and Transform Retail Corridors									
Redevelopment	Prepare a Guide to Development clearly outlining policies and procedures			✓				✓	Planning and Zoning
Enforcement	Enforce property and building maintenance codes	✓						✓	Building Department
Enforcement	Continue Retail Blight initiative			✓				✓	Planning and Zoning; Building Department
TIF	Continue to promote the importance of tax increment financing as a long-term tool for improving the tax base			✓				✓	DDA
Town Center	Market the Town Center to local developers, promoting the benefits of supporting traditional projects at this location			✓				✓	DDA
Redevelopment	Work with the MEDC CATeam specialist to identify pertinent incentives for redevelopment				✓			✓	DDA; Planning and Zoning
Zoning	Create new or revise Zoning Districts for the Van Dyke and Auburn Road mixed use corridors	✓				✓			Planning and Zoning
Business Recruitment	Develop a business recruitment strategy to attract new businesses to the Township			✓		✓			Planning and Zoning
Corridor Improvement Authority	Create a Corridor Improvement Authority for the Auburn Road Mixed Use Corridor area			✓		✓			Planning and Zoning
TIF	Establish priorities for the use of tax increment financing to support development projects			✓		✓			DDA
Economic Development	Seek certification under the MEDC Redevelopment Ready Communities program			✓		✓			Planning and Zoning
Redevelopment	Acquire key properties that will help support the development/redevelopment of priority projects		✓				✓		DDA
Brownfield	Encourage redevelopment of brownfield sites through the use of Brownfield Act financing as a method to remediate environmental contamination			✓			✓		Macomb County Brownfield Authority

Topic	Implementation Strategy	Regulations	CIP	Programs or Studies	Partnerships	Short Term	Long Term	Ongoing	Responsible Party
Link Land Use with Transportation									
Street Design	Work with the Macomb County Department of Roads to encourage the creation of “complete streets” that consider the needs of vehicles, bicyclists, and pedestrians equally				✓			✓	Planning; Public Works; Sidewalk Committee; Macomb County Department of Roads
Non-motorized	Maintain sidewalks in a safe and attractive condition		✓					✓	Public Works; Sidewalk Committee, Macomb County Roads Dept
Non-motorized	Complete the planned pedestrian sidewalk/multi-use pathway system especially to fill in gaps and connect neighborhoods with destinations like schools, parks, neighborhood shopping/entertainment districts, and cultural institutions		✓	✓				✓	Public Works; Sidewalk Committee; Planning
Non-motorized	Pursue local, state and federal funding to continue implementation of the non-motorized transportation system, both in the road right-of-way and off-road trails/pathways		✓					✓	Public Works; Sidewalk Committee; Parks/ Recreation
Non-motorized	Pursue the installation of planned walkway and bikeway facilities, including road crossings, in conjunction with scheduled road improvements projects.		✓					✓	Public Works; Sidewalk Committee; Macomb County Department of Roads
Non-motorized	Work with organizations and advocacy groups such as bicycle users, seniors, and schools to develop Safe Routes to School Programs and trail organizations to identify priority needs for walking and bicycling.				✓			✓	Sidewalk Committee; Macomb County Planning and Greenways
Transit	Ensure transit-friendly features such as sidewalks to bus stops, pads or shelters in areas that are currently served by public transit or along routes planned by a transit organization		✓		✓			✓	Public Works; SMART; RTA
Non-motorized	Encourage pedestrian/bike connections are provided between public sidewalks and businesses entrances and to link neighborhoods with destination-type uses during site plan review and Township capital projects.	✓	✓					✓	Planning; Public Works; Sidewalk Committee
Street Design	Work with the Township departments and outside agencies such as the Macomb County Roads Dept and MDOT, so that road reconstruction projects complement the intended natural or built character of that part of the township as illustrated on the Corridor Map		✓		✓			✓	Public Works; Macomb County Department of Roads; MDOT; Planning

Topic	Implementation Strategy	Regulations	CIP	Programs or Studies	Partnerships	Short Term	Long Term	Ongoing	Responsible Party
Traffic Impact	For new development, ensure roadway capacity can accommodate site-generated traffic at the time of occupancy. This may require participation by the developer to fund improvements to address impacts of a proposed project	✓			✓			✓	Planning; Engineering, coordination with the Macomb County Roads Dept or MDOT, as applicable
Access Management	Work with applicants and Macomb County Roads Dept or MDOT, as applicable, to promote access management techniques, including closure or redesign of access to meet standards during change of use or redevelopment and shared access systems to reduce the number of access points along major roads	✓			✓			✓	Planning; Macomb County Department of Roads
Street Design	Consider landscaped medians on three- or five-lane roads where practical to improve traffic safety and flow by controlling left-turn movements, improve aesthetics, keep traffic at appropriate speeds and provide a refuge for pedestrians crossing the street		✓		✓			✓	Macomb County Department of Roads
Non-motorized	Develop a trailhead for the Macomb Orchard Trail where the trail crosses 24 Mile Road		✓		✓	✓			Sidewalk Committee; Parks/Recreation
Non-motorized	Create non-motorized pathway connections through the Township to the Macomb-Orchard Trail		✓	✓	✓	✓			Sidewalk Committee; Macomb County Department of Roads; Macomb Orchard Trail Commission
Non-motorized	Improve trailhead and crosswalk facilities at 25 Mile and Shelby		✓		✓	✓			Macomb County Department of Roads; Macomb Orchard Trail Commission
Street Design	Coordinate with the City of Rochester Hills to link improvements on Auburn Road across Dequindre		✓		✓	✓			Planning and Zoning; Macomb County Department of Roads

Topic	Implementation Strategy	Regulations	CIP	Programs or Studies	Partnerships	Short Term	Long Term	Ongoing	Responsible Party
Zoning and Land Use									
Zoning	Amend appropriate zoning ordinance sections to implement the recommendations of this plan	✓				✓			Planning and Zoning
Zoning	Revise the Zoning Ordinance to encourage green building certification (such as LEED or EnergyStar)	✓				✓			Planning and Zoning
Zoning Map	Complete a comparative analysis of the zoning map and the future land use map and determine which zoning changes should be pursued by the City in order to implement the plan.	✓				✓			Planning and Zoning
Zoning	Improve industrial site design standards	✓				✓			Planning and Zoning
Master Plan	Review the Master Plan every 5 years and, when necessary, update the plan			✓				✓	Planning and Zoning
Zoning	Monitor changes to the state zoning act and other land use laws, along with key federal and state case law, and evaluate applicable township regulations to determine if changes are needed	✓						✓	Planning and Zoning
Master Plan	Annually review these strategies and set priorities for implementation for the coming year			✓				✓	Planning and Zoning

E. Zoning Plan

Zoning is a key mechanism for achieving the desired land use pattern and quality of development advocated in the plan. This section provides a useful guide relative to the inconsistencies between current zoning patterns and proposed future land use designations.

Because the Future Land Use Plan is a long range vision of how land uses should evolve over time, it should not be confused with the Township's zoning map, which is a current (short-term) mechanism for regulating development. Therefore not all properties should be immediately rezoned to correspond with the plan. The Future Land Use Plan is intended to serve as a guide for land use decisions over a longer period of time (5+ years).

Review of the Existing Land Use map in comparison to the Future Land Use map reveals a gradual transition to the planned land use pattern. Achievement of this goal will be gradual particularly where established businesses and homes are located in areas intended for other types of uses in the long term.

In addition, the Future Land Use map is generalized. Zoning changes in accordance with the plan should be made gradually so that change can be managed. The Future Land Use map as well as the plan's goals and strategies should be consulted to judge the merits of a rezoning request.

The plan categories correspond to zoning districts, but there is some generalization. The following table provides a zoning plan indicating how the future land use categories in this Master Plan relate to the zoning districts in the zoning ordinance. In certain instances, more than one zoning district may be applicable to a future land use category.

Zoning

		Residential				Nodes			Corridors				Industrial			Public/Recreation
		Future Land Use	Low Density	Moderate Density	Mixed Residential	Manufactured Housing	Regional Commercial	Community Commercial	Town Center Mixed-Use	Service Corridor	Consumer Corridor	Heavy Commercial	Redevelopment Corridor	Industrial/Commercial Mix	Light Industrial	
Residential	<i>R-1, one-family residential - eliminate</i>															
	R-1-A, one-family residential															
	R-1-B, one-family residential															
	R-1-C, one-family residential															
	R-2, two-family residential															
	MHP, mobile home park															
	R-3 through R-12, multiple-family, low rise															
<i>HMR, high and mid-rise - eliminate</i>																
Commercial	O-1, professional office															
	O-2, service office															
	C-1, local retail business															
	C-2, linear retail business															
	C-3, shopping center business															
	C-4, general business															
	C-5, multi-use															
	C-6, Shelby Center															
Industrial	<i>I-R, industrial research - eliminate</i>															
	L-M, light manufacturing															
	H-M, heavy manufacturing															
	<i>T-1, transitional - eliminate</i>															
	REC, recreation															

Recommendations

- Update PUD standards to encourage open space preservation and small lot and/or cluster lot developments
- Provide standards/procedures for small lot single family development on in-fill sites that cannot easily accommodate traditional R-1-B and R-1-C lot sizes and setbacks.
- Create Van Dyke and Auburn Road overlay zoning standards to permit more flexible redevelopment opportunities.
- Draft standards for trucking and transportation related uses.
- Consider merging the LM and HM zoning districts.
- Consider rezoning the property on the south side of 23 Mile Road between the Visteon site and Ford Field Park to from residential (R-12 and R-1-C) to LM, Light Manufacturing. This site is no longer well suited to residential development due to environmental conditions.
- Reevaluate the zoning pattern along Auburn Road east of Ryan to eliminate the split zoning pattern.
- Rewrite the sign standards in the zoning ordinance to conform to the recent Supreme Court decision (Gilbert Arizona).
- Eliminate the IR, T-1 and HMR zoning districts.
- Convert the current zoning ordinance to a user-friendly interactive format