

# goals and objectives



The Grand Blanc Township Master Plan is a guide for future development. Reviewed every five years in accordance with State law, the Master Plan establishes public policies regarding long-range land use. Public input is a key contributor to this policy basis.

In conjunction with the 2004 Master Plan, the following Vision Statement was developed:

## VISION STATEMENT

*The Grand Blanc community strives to balance the needs of its residents now and in the future, while providing an unparalleled quality of life. Quality includes excellent educational, recreational, and employment opportunities; safe environments for all residents; future growth that does not conflict with available infrastructure; and development that is sensitive to the local and regional ecosystem.*



In October of 2009, the Planning Commission hosted a public open house. The purpose of the open house was to educate the public about the Master Plan and engage them in the planning process. Participants were asked to discuss and respond to questions regarding land use and community services in the Township.



In addition to the open house, an online survey was developed and made available to the public in an effort to create another opportunity to provide input.

The results of the open house and survey were recorded and used to refine and update the goals and objectives of the 2004 Master Plan. The following goals and objectives serve as the policy framework of the Master Plan. Strategies and actions for achieving the overall goals and objectives are addressed in the Future Land Use Plan and programmed in the Implementation Matrix.

Images from the October 15, 2009 Community Open House

## Charter Township of Grand Blanc

The goals and objectives are intended to result in a specific quality and character for the community. This will be achieved by following strategies designed to permit measurable progress toward achieving the Township's objectives. These strategies will have to balance the public purposes inherent in planning for the long-range future of the community with the rights of private property owners to use their land.

### **LAND USE**

**GOAL:** Promote steady, orderly development in a manner that will create a balanced land use pattern in the community, emphasizing the predominant low-density residential character of the Township, and a diverse mix of uses in the City. Provide appropriate amounts of commercial development, including a mix of commercial uses that serve both neighborhoods and the region. As part of an economic development strategy, industrial and Research and Development uses will be encouraged in appropriate locations within the community.

#### **Land Use Objectives – General**

1. Incorporate road and infrastructure capacity into the land use decision-making process.
2. Maximize the amount and enhance the quality of natural areas through the preservation of existing trees, open space, and landscaping for non-residential development.
3. Unify the appearance of the community through attractive signs, street trees, lighting, underground utility lines, sidewalks, pathways, and high quality architecture and landscaping.
4. Implement sidewalk and pathway development, and encourage their use, pursuant to the Grand Blanc Township Pathways Plan.
5. Encourage vertical mixed-use buildings in specific higher-density areas.
6. Amend zoning ordinance and map to promote realization of plan objectives and future land use map.
7. Encourage cooperation between the Township and City and communication with surrounding communities in directing and regulating land use.

#### **Land Use Objectives – Residential**

1. Promote open space of the appropriate size and function in residential developments based on the character of the area, natural features and location within the community.
2. Encourage development of a wide variety of housing styles, types and prices within the community; encourage a mix of residential uses within neighborhoods and subdivisions.
3. Encourage the location of quality retirement housing near commercial and civic uses, for a range of housing needs and income levels.

## Charter Township of Grand Blanc

4. Incorporate traditional neighborhood design elements into residential developments, including sidewalks, street trees, and the location of a central public space from which the surrounding neighborhoods radiate.
5. Maintain low-density single-family areas in appropriate locations to preserve the heritage and residential character of the community.
6. Encourage higher density housing, including multiple-family, some of which may serve an aging population, consistent with the Township's Master Plan to provide more housing options.
7. Encourage pedestrian networks in residential developments and connect neighborhoods with each other as well as with shopping and office developments.
8. Establish high quality architectural and landscape standards through the use of development regulations and incentives.
9. Protect the long-term stability of neighborhoods through adequate code enforcement and zoning regulations.

### **Land Use Objectives – Commercial**

1. Promote attractive design of commercial sites by establishing architectural and landscape standards, including extensive use of trees, low signs, and minimal impervious surfaces.
2. Provide selected neighborhood commercial services, including restaurants, small neighborhood shops, and neighborhood grocery stores, in clusters near residential areas, rather than in retail strips along major roads, to promote a traditional neighborhood ambiance, reduce travel on roadways, and avoid premature and costly infrastructure improvements.
3. Permit commercial development in selected areas near existing or planned job centers with a clearly defined set of limited uses that serve the businesses and employees in those centers.
4. Encourage community oriented commercial development in locations with sufficient infrastructure, convenient access to major arterial roads and where compatible with surrounding development.
5. Encourage redevelopment of the Hill Road Corridor, Holly/Baldwin/Saginaw area and the South Saginaw Corridor, pursuant to the goals and objectives of their respective plans, making these areas more economically viable and improving the appearance of these well-traveled corridors.
6. Direct highway commercial and other non-neighborhood commercial development away from residential areas to help protect the residential character of the community. Where such uses abut residential, effective buffers and landscaping should be provided.

## Charter Township of Grand Blanc

7. Continue to develop regulations and adequate enforcement measures to minimize nuisances including noise, light, air pollution, and water pollution.

### Land Use Objectives

#### Industrial, Research & Development

1. Develop an economic development strategy based on recommendations established in the draft Technology Village Area Plan.
2. Promote partnerships with local universities and colleges, the Michigan Economic Development Corporation (MEDC) and other agencies to attract technology firms to the Grand Blanc community.
3. Promote redevelopment of existing light industrial and research parks to attract technology firms to the community.
4. Encourage appropriately located industrial and research and development projects so as to minimally impact residential areas while providing community employment and tax revenue.
5. Promote attractive design of industrial and research and development sites to improve community aesthetics including extensive use of trees, low signs, minimal impervious surfaces, substantial landscaped buffers and other forms of industrial screening.
6. Continue to develop regulations and adequate enforcement measures to minimize nuisances including noise, light, air pollution, and water pollution.

### TRANSPORTATION

GOAL: Safe and efficient motorized and non-motorized transportation should be provided by establishing and maintaining a network of interconnected streets at all functional levels from highways to local roads. Each element of the system should be designed to reflect its function within the context of the surrounding land uses.

#### Transportation Objectives

1. Implement access management strategies to control the location of driveways and new streets by avoiding creation of traffic hazards while ensuring property owners reasonable access.
2. Review traffic studies when development will significantly impact the existing traffic flow.
3. Establish a program, in conjunction with the Genesee County Road Commission, to encourage maintenance of roads, as well as paving and extending roads to complete the transportation network along section lines.

## Charter Township of Grand Blanc

4. Utilize traffic analysis techniques to more closely reflect the impact of development and current trends in the community.
5. Promote use of alternative modes of transportation, including bus service, based on overall demand needs for special population groups and cost-effectiveness.
6. Promote improvements to highway interchange design as warranted by traffic demands.
7. Direct intense commercial uses to locations that provide optimum signal locations to maximize traffic flow.
8. Implement the Grand Blanc Community Pathways Plan to foster linkages between residential neighborhoods, neighborhood commercial centers, and community facilities.
9. Pursue new technology, such as Intelligent Transportation Systems (ITS), to improve safety and the efficiency of traffic signals.
10. Consider the relationship between the roadway and the context of character of the area, when roadway improvements are designed, especially in terms of the design speed, the number of lanes, road width, alignment, medians, and streetscape elements.
11. Coordinate programming on transportation improvements between the City and the Township and with the Michigan Department of Transportation (MDOT), the Genesee County Road Commission (GCRC), the Road Commission of Oakland County (RCOC), and adjacent communities.
12. Encourage shared access between developments and a complementary mix of uses to reduce the number and/or length of vehicular trips to help improve overall circulation and safety in the community.

### **COMMUNITY FACILITIES AND SERVICES**

**GOAL:** The Grand Blanc community shall provide efficient and cost-effective public utilities, facilities, and services that are adequate to serve the current and future needs of area residents in defined areas of the community.

#### **Community Facilities Objectives**

1. Promote universal access to all Township facilities.
2. Continue to enhance the Township's and City's joint delivery of public utilities and facilities.
3. Implement consistent Township policies on requiring construction of sidewalks or pathways along appropriate roads as development occurs to promote pedestrian safety and improve connectivity.

## Charter Township of Grand Blanc

4. Pursue public/private partnerships to build a telecommunications network to support high-speed internet access throughout the community.
5. Maintain a balance between parks and recreational facilities that offer active recreation opportunities (ball fields, tennis, etc.) and those that provide only passive recreation (nature trails, nature areas, etc.)
6. Encourage the purchase of parkland and/or conservation easements in order to permanently preserve open space and/or preserve environmentally sensitive areas with unique and attractive natural features (as defined in the future land use plan).
7. Limit premature expansion of the capacity of public water and sanitary sewer; carefully coordinate public utility expansion with the Master Plan to avoid encouraging intense development in locations that can affect community character.
8. Continue to develop long-term solutions to address concerns about public water quality, supply and delivery.
9. Encourage and coordinate the use of existing facilities that serve community recreational, cultural and enrichment needs; explore need for a Township community center.

### **Community Services Objectives**

1. Assess service needs of the Township and City; develop effective and efficient shared services where possible.
2. Maintain and improve, where appropriate, response times for emergency services.
3. Promote active and passive recreational programs for people of all ages.
4. Develop additional specific public service groups and programs to accommodate special populations, such as the growing number of elderly, differently-abled and young people.
5. Promote community pride and citizen participation through the educational systems and leadership training.

### **CULTURAL AND HISTORIC RESOURCES**

GOAL: History and culture enhance quality of life for Township residents and businesses by providing a sense of place and broadening our understanding of the community. The Township shall encourage the availability and promotion of cultural activities within the community, as well as promote efforts to preserve and interpret historic resources.

#### **Cultural and Historic Resources Objectives**

1. Develop architectural guidelines to enhance the preservation of historic resources, as identified in the 2008 Grand Blanc Township Historic Resource Survey.

## Charter Township of Grand Blanc

2. Encourage use of Township facilities for cultural activities and events.
3. Develop partnerships with local cultural groups to raise the awareness of cultural activities and events taking place in and around the Township.

### **NATURAL RESOURCES**

GOAL: Direct and regulate development to minimize negative impacts on wetlands, woodlands, surface and ground water, and other sensitive environmental features.

#### **Natural Resources Objectives**

1. Utilize county, state and federal programs for the protection of farmland, sensitive environmental features and historically significant areas of the community.
2. Continue to use local controls to encourage and require the protection of environmental features such as mature trees, woodlands, water bodies, wetlands, and wildlife habitats.
3. Promote use of development techniques that incorporate environmental features into site plans, such as cluster housing, zero lot line developments, innovative road design, and Planned Unit Developments.
4. Encourage redevelopment of aging areas over the development of greenfields.
5. Where appropriate, direct intense development away from environmentally sensitive areas.
6. Minimize disruption of natural site topography and drainage.
7. Improve stormwater management using best management practices and establish appropriate standards for urban and rural locations in the community in coordination with the Genesee County Drain Commission.
8. Continue and improve solid waste management and recycling practices, which reduce reliance on landfill disposal and help create markets for recycled goods.
9. Protect the quality of drinking water sources.
10. Direct and regulate development to minimize the creation and impacts of air, light, and noise pollution.
11. Promote performance standards to maintain and improve environmental quality in the community.



# POLICE

CHARTER TOWNSHIP OF GRAND BLANC

*“...environmental  
stewardship and  
economic  
development need  
not be in conflict if  
you are smart  
about how growth  
is pursued.”*

*-Mike Bergey*