

Commercial Plan Element

The Commercial Plan Element identified in the previous Master Plan and current goals and objectives include the following concepts:

- Plan for commercial areas sufficient in size and location to meet the shopping needs of Township residents.
- Encourage the development and redevelopment of community commercial uses in strategic areas within the Township.
- Provide selected neighborhood commercial services 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.
- Plan Limited Areas in the Township for Flexible Development Projects.

Commercial Needs Analysis

To respond to these community ideals, the 2004 Master Plan includes a commercial needs analysis that looked at the retail square footage that could be supported by the Grand Blanc community. The analysis considered both the Township's economic data as well as the City of Grand Blanc's regional shopping needs. The tables that follow provide updates to previous research and observations.

In order to identify the shopping needs of the Grand Blanc community, an understanding of the current and future consumer expenditures is necessary. In general terms, the percent of household expenditures devoted to retail spending, as reported in the 2008 Consumer Expenditure Survey compiled by the US Census Bureau, has declined from 53% to 47% in the Midwest since 2004. This decrease is likely attributable to the current sluggish economic conditions experienced not only in Michigan but nationwide.

Of the portion of expenditures spent on retail, approximately 19% is spent on items typically offered in neighborhood retail centers, approximately 13% within community commercial centers, and approximately 14% within regional centers.

This spending pattern can be applied to the current and projected income of the Grand Blanc community. Looking at various sources, including US Census Bureau's American Community Survey (ACS) for 2007, and applying growth factors from the Bureau of Labor of Statistics, the Township's 2009 retail expenditures equate to over \$421,400,000. The City's is approximately \$95,000,000. Table C-1 further defines how those dollars are spent.

This analysis uses research provided by the Urban Land Institute's Dollars and Cents of Shopping Centers: 2008, which provides data on

DEFINITIONS FOR THIS SECTION

Neighborhood Shopping Centers:

- **Leading tenant:** Supermarket
- **Size:** 30,000–100,000 square feet
- **Minimum population support required:** 3,000–40,000

Community Shopping Centers:

- **Leading tenant:** Department or large variety/discount store
- **Size:** 100,000–450,000 square feet
- **Minimum population support required:** 40,000–150,000

Regional Shopping Centers:

- **Leading tenant:** One or Two full-line department stores
- **Size:** 300,000–900,000 square feet
- **Minimum population support required:** 150,000 or more

Source: [Shopping Center Development Handbook](#) (Urban Land Institute 1999)

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the retail sales dollars per square foot in various types of retail centers. An estimate for the amount of supportable retail can be derived with this data and is noted in Table C-2. It should be noted that this analysis is general in nature and does not account for retail purchases made outside of the Township by residents or the effects of pass-by consumer spending made by non-residents within the Township. A detailed market analysis could explore this issue further by incorporating retail sales figures of Township businesses. Data suggests approximately 1,548,271 square feet of commercial development of neighborhood, community, and regional nature is supportable by the Township. An extra 349,100 sq. ft. could likely be supported by City residents.

Looking to the future, an analysis of the community's forecasted income and expenditures provides guidance for land use planning. According to

Table C-1. Estimated 2009 Income and Community Expenditures

	TOWNSHIP	CITY
2009 INCOME	\$896,596,475	\$202,162,275
2009 Total Retail Expenditures 47% of Income	\$421,494,168	\$95,037,425
2009 Neighborhood Expenditures 19.3% of Income	\$172,849,904	\$38,973,753
2009 Community Expenditures 13.7% of Income	\$122,457,374	\$27,611,375
2009 Regional Expenditures 14.1% of Income	\$126,186,891	\$28,452,297

The Township's 2009 Household Income is based on 14,138 households and estimated income from the 2007 ACS estimate, adjusted for inflation of 2.5% per year. The City of Grand Blanc's income is estimated at 10% less than Township income, which is consistent with the 2000 Census, and adjusted 2.5% for inflation each year.

Table C-2. 2009 Supportable Square Feet - Retail

TYPE OF CENTER	NEIGHBORHOOD	COMMUNITY	REGIONAL
Avg. Sales per Sq. Ft.	\$250.05	\$321.81	\$264.83
2009 Supportable Square Footage by Township Residents	691,261	380,527	476,483
2009 Supportable Square Footage by City Residents	155,864	85,800	107,436
2009 Combined Supportable Square Feet	847,125	466,327	583,919

Average Sales per Square Foot comes from the Urban Land Institute's 2008 Dollars and Cents of Shopping Centers. This amount is divided into the projected retail expenditures to project the amount of supportable retail area.

How does this information compare to the 2004 Master Plan?

- Average Sales/Square Feet of Retail has increased since 2004 (2002 data from ULI):
 - Neighborhood retail: \$213.17
 - Community Retail: \$218.01
 - Regional Retail: \$214.93

How does this information compare to the 2004 Master Plan?

- Township 2020 Household Income, based on 2000 Census data (\$59,858 per household, adjusted for inflation at 2.5% for 20 years): \$1,584,736
- Township 2020 Retail Expenditures: \$848,598,571

Table C-3. 2025 Forecasted Community Expenditures

	TOWNSHIP	CITY
2025 Income	\$1,550,077,788	\$276,196,356
2025 Retail Expenditures	\$728,698,770	\$129,841,190
2025 Neighborhood Expenditures	\$298,830,973	\$53,246,377
2025 Community Expenditures	\$211,710,017	\$37,722,968
2025 Regional Expenditures	\$218,157,780	\$38,871,845
2025 Income is projected based on the 2007 American Community Survey estimate of \$62,131 per household, adjusted 2.5% per year for inflation.		

How does this information compare to the 2004 Master Plan?

- 2025 Projected Average Sales/Square Feet of Retail has increased from the 2004 projection for 2020:
 - Neighborhood retail: \$352.73
 - Community Retail: \$360.74
 - Regional Retail: \$355.64
- 2020 Projected Supportable Commercial Area: 287–356 acres

Table C-4. 2025 Supportable Square Feet - Retail

TYPE OF CENTER	NEIGHBORHOOD	COMMUNITY	REGIONAL
Avg. Sales per Sq. Ft.	\$389.99	\$489.67	\$402.97
2025 Supportable Square Footage by Township Residents	766,248	432,351	541,375
2025 Supportable Square Footage by City Residents	136,532	77,037	96,463
2025 Combined Supportable Square Feet	902,779	509,388	637,838
Data on Average Sales/Square Feet is based on the figures contained in the 2008 ULI Dollars and Cents of Shopping Centers.			

the Genesee County Transportation Plan, approximately 15,996 households are projected in Grand Blanc Township by 2035 (based on a projected population of 41,590). The residential buildout analysis described in the previous section looks at maximum buildout potential and projects a possible 26,843 households. Because the potential buildout data is based on master planned land use densities, rather than an estimate of how the community is growing, for purposes of this update, the 2025 Genesee County projection is used. Table C-3 provides 2009 data, adjusted for inflation.

By 2025, the retail that could be supported by Township residents when looking at all types of centers is approximately 1.7 million square feet (see Table C-4). Some consideration, however, should be given to the future residential buildout potential. For the Township alone, based on the residential buildout analysis, the population could reach approximately 70,000. This would suggest a potential supportable retail square footage of approximately 2,000,000 square feet at buildout.

The recently developed Heritage Park and Trillium Center function as “hybrid centers” that include national chain stores as well as community

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commercial stores, resulting in regional dollars being captured in the Township. The Township has expressed a desire during the 2004 Master Plan, as well as in this update, to not plan for additional regional commercial development within the Township.

Based on the above analysis, approximately 1.3 to 1.7 million gross square feet of retail building area is supportable by Township residents. This size of square footage would require approximately 179 to 234 acres of land (the gross square feet of building area multiplied by 6 to account for land needed to support this size building).

The Master Plan indicates approximately 600 acres of commercial land use in the Township. With the Flexible Development and Village Mixed Use land uses, additional commercial could be developed. However, given the flexible nature of these land uses, and the likelihood that they will contain residential, office and other uses, it is not possible to determine the precise acreage of land projected for commercial use. It is anticipated that the amount of commercial land use planned for the Township is sufficient to serve Township and City residents as well as provide opportunity for existing commercial uses that are supported by shoppers living outside the Township, due to the accessibility of the Township.

Commercial Land Use Recommendations

While the proximity of the Township to three I-75 interchanges and one I-475 interchange makes it possible to capture retail sales from outside the resident population, the Township has generally expressed a desire to limit commercial development to planned nodes of development rather than encourage new large regional uses and strip development.

Neighborhood Commercial

In order to mitigate the negative impacts of strip commercial development while providing sufficient areas for neighborhood commercial uses, nodes of neighborhood commercial are recommended throughout the Township. Most of the areas designated for Neighborhood Commercial on the Commercial Areas Plan (Map 4) are located where pockets of commercial already exist; no significant expansion of the existing areas is planned.

Community Commercial

Areas planned for Community Commercial uses primarily include existing areas of community commercial development. Similar to Neighborhood Commercial uses, Community Commercial uses are also concentrated within nodes of development. These nodes are typically located along interchanges or major intersections and further the intent of commercial node development within the Township while discouraging unwanted strip commercial.

Based on public input and review by the Planning Commission, future growth in retail development is to be targeted toward development and

LAND USE RECOMMENDATION

Plan for the development and redevelopment of commercial areas sufficient in size and location to meet the shopping needs of Township residents.

Action Strategy

- Zone appropriate areas for community commercial development at interchanges to permit highway oriented business to locate near interstates and discourage strip development along major roadways.
- Review and revise zoning ordinance standards for existing commercial districts to permit concentrated and attractive community shopping centers to be developed so that smaller strip commercial is discouraged.
- Promote the use of the Planned Unit Development for larger commercial projects to give the community quality development that is context-sensitive and unique.
- 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.

LAND USE RECOMMENDATION

Encourage community commercial uses in strategic areas within the Township.

Action Strategy

- Encourage community commercial development in locations with sufficient infrastructure, convenient road access and where compatible with surrounding development.
- 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.
- Amend the Zoning Ordinance to accommodate recommendations of the Saginaw Corridor Study
- Close and vacate portions of roadways as recommended in the Saginaw Corridor Study
- Apply access management strategies when properties develop or redevelop
- Develop clear and comprehensive building and site standards to ensure quality development

redevelopment of already established commercial nodes. There are some new areas planned for smaller commercial nodes such as the Technology Village Area, Genesys Regional Medical Center, and Village Mixed Use Areas.

Specific Neighborhood/Community Commercial Planning Areas:

Saginaw Corridor

In 2008, the Township completed the Saginaw Street Corridor Study, which provides guidance for commercial development along the Saginaw Street Corridor from Hill to Maple Roads. The vision is that this corridor will become an aesthetically pleasing environment with quality design and landscaping that serves the community with a variety of shopping, civic, office and residential uses. It will become a pedestrian-friendly area, offering sidewalks and pathways for non-motorized uses. The land use recommendations of the study include:

1. Amend the Township's Master Plan to include a new mixed use district, the "Village Mixed Use District," and amend the zoning ordinance to provide building and site standards for this district.
2. Amend the Future Land Use Map to define the boundaries of the Flexible Development district near the northwestern end of the Saginaw Corridor
3. Expand the Community Commercial district at the northeast end of the corridor
4. Designate Office use west of the new Village Mixed Use district
5. Designate Low-Density Multiple Family Residential use on the northeast side of Saginaw, between Southhampton Avenue and just east of Helen Street.
6. Close and vacate portions of Lincoln Manor Drive and Bradford Drive between Saginaw Street and a new shared service drive.

Other recommendations from the Saginaw Corridor Study include:

1. Develop new streetscape for Saginaw Street, including accommodations for a greenbelt, street trees, lighting, street furniture and sidewalks.
2. Incorporate access management strategies for the closure and relocation of driveways onto Saginaw Street to improve safety
3. Develop standards that address building placement and appearance, site design, lighting, parking and pedestrian amenities

Hill Road Corridor:

As a result of planning efforts, site design standards were developed that address the corridor as a "major entryway" into the Grand Blanc community. These standards include building and parking setbacks, lot coverage maximums and access standards. In addition, architectural, lighting, and landscaping standards are included. The standards address parking, allowing no more than 120% of the minimum number of spaces required for a use, as well as signage along Hill Road. Due to the age of this area plan, the Township should review and update the site design standards as necessary.

Holly Road/Baldwin Road/Saginaw Street Corridor Study (1996):

This plan, prepared for the City of Grand Blanc and Grand Blanc Township, was intended to: “provide standards that promote quality developments that are visually coordinated, strive to protect private investment along the corridor, and will create an attractive, economically viable, safe and functional showpiece for the community.” Contained within the plan are strategies aimed at land use, transportation, and the image of the corridor. Generally, the land use strategies seek to balance residential, office and service uses, focusing on the types of spin-off uses that may accompany the growth of Genesys Health Park, along with acknowledging the needs of residential uses. Transportation strategies focus on access management techniques aimed at improving safe circulation throughout the area. Site development guidelines address the goal of improving the image of the corridor, and include standards for building design and materials, signs, and landscaping. The plan also includes recommendations for enhancement of streetscape and entrance features.

Village Mixed Use

The Saginaw Street Corridor Study recommends a new land use category: Village Mixed Use. This category is intended to accommodate two- to three-story buildings that encompass residential, neighborhood/community commercial, and office uses. The siting and design of buildings will encourage pedestrian activity and be connected with sidewalks and paths to the surrounding areas. This land use has applicability in several areas of the Township: 1) the triangle area at Saginaw Street and Dort Hwy; 2) the northeast corner of McCandlish Road and Saginaw Street; 3) the northwest and southwest corners of Dort Highway and Reid Road; and 4) the northeast corner of Grand Blanc and Fenton Roads.

Flexible Development

This land use category recommends greater flexibility in uses and building placement in appropriate areas, while allowing the Township to ensure quality development occurs. A flexible development tool such as a Planned Unit Development may be used to permit the Township to concurrently approve land use, site design, and architectural and pedestrian features of development.

The 2004 Land Use Plan indicated two areas that were thought to be suitable for residential, office, and/or retail development due to their size and location. Two developments were constructed in these locations since that time. The first, Heritage Park, along Saginaw Street and Dort Highway, has largely been developed with retail uses; therefore, that area has been designated commercial on the land use map to reflect that reality. Trillium Circle off Holly Road and McCandlish, is being developed in more of a mixed use manner. That area has been expanded for Flexible Development to include the industrial and office areas to the south. Additional development in this area should only be done after a comprehensive site-specific review and a finding by the Planning Commission and Township Board that the scale, use, design,

LAND USE RECOMMENDATION

Plan for selected nodes of Neighborhood Commercial Development throughout the Township and discourage strip commercial development along Major roadways

Action Strategy

- Zone appropriate areas for neighborhood commercial development at specific major roadway intersections throughout the Township rather than promoting strip commercial development along roadways.
- Establish design guidelines and screening / landscaping standards that achieve quality development, commensurate with Township character.
- Review and revise zoning ordinance standards for existing commercial districts to permit development of attractive neighborhood shopping centers of a size sufficient to include various uses, further discouraging smaller strip commercial.
- Design setback requirements that discourage large parking lots from being placed within front yards and permit buildings to be brought closer to the street.
- Require pedestrian connections with existing residential, where possible.

LAND USE RECOMMENDATION

Plan limited areas in the Township for Flexible Development projects.

Action Strategy

- Identify appropriate areas for flexible developments in the Master Plan.
- Use of a Planned Unit Development or other flexible zoning tool would be necessary to achieve a mixed use or alternative commercial development.
- Establish design guidelines, screening and landscaping standards, and other appropriate requirements as conditions of approval that achieve quality development, commensurate with Township character and the context of the surrounding area.

and other development features are appropriate for the specific location. Traffic impact and impacts to nearby uses will also be a major consideration and plans that mitigate potentially adverse impacts will be necessary. Two additional areas for Flexible Development include a portion of Saginaw Street south of Maple Avenue and parcels along Dort Highway, north and south of Reid Road.

Office Development

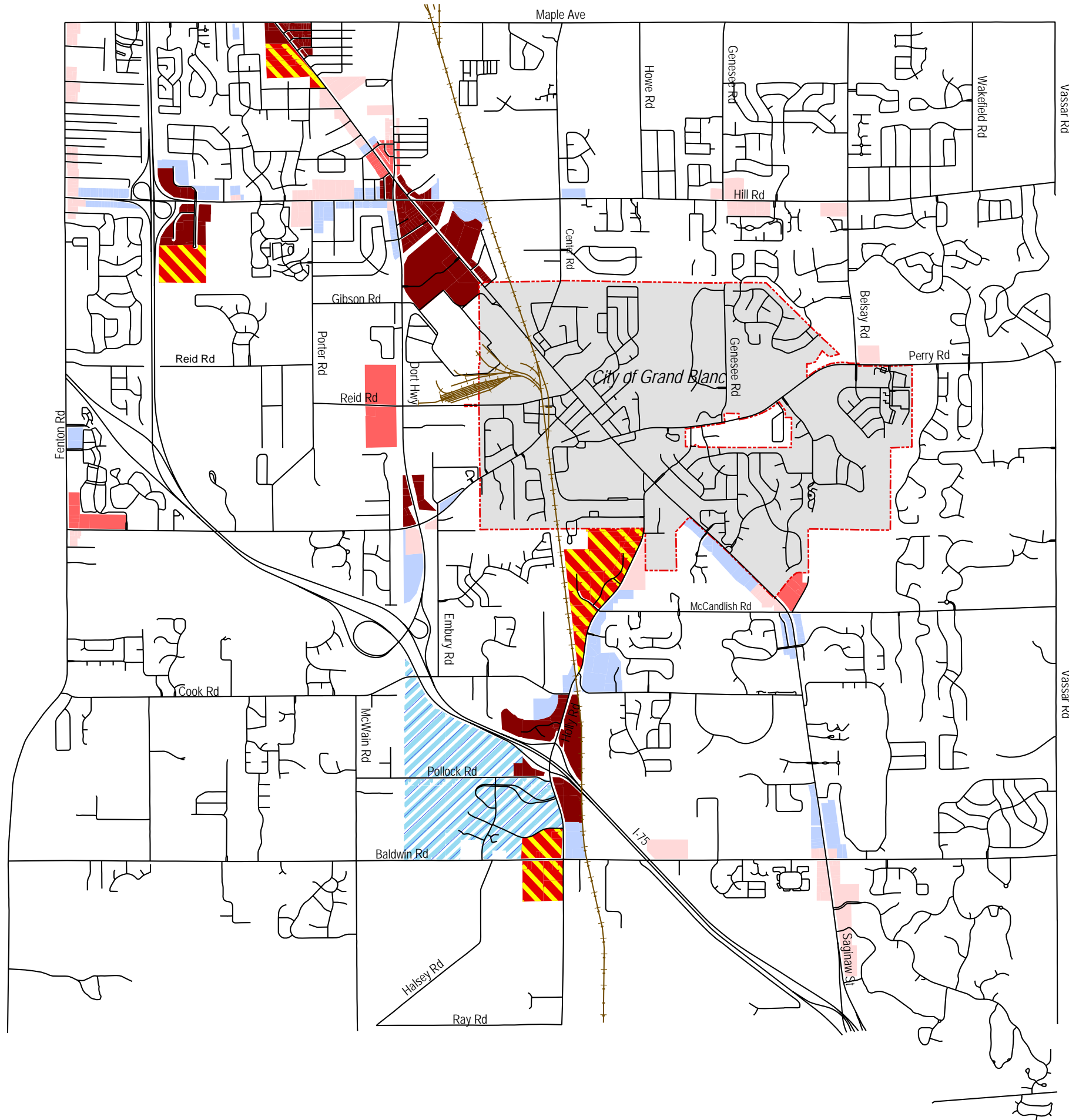
Office uses can act as buffer uses between higher intense, commercial uses and residential areas, and along major roadways and residential areas. So as not to undermine the commercial node concept, an abundance of office development within commercial areas should be discouraged. This is not to say that some mixed-use developments and Planned Unit Developments that include office uses should be discouraged. These types of developments offer the Township an opportunity for unique and creative developments that would not otherwise be possible under conventional zoning standards. Office uses can also be accommodated within specific office areas, as part of a research and development and high-tech industrial operations, as well as within and near the Genesys Regional Medical Center complex. No significant changes are identified at this time for office uses. The change from office to flexible development of the triangle-shaped area along Holly Road and the railroad provides more options for development in this unique area.

LAND USE RECOMMENDATION

Plan for office complexes in areas served by major thoroughfares. Office uses can also be accommodated as part of high-tech industrial, research and development, and medical office uses.

Action Strategy

- Zone appropriate areas for office development.
- To prevent the weakening of commercial nodal development, office uses should be encouraged to locate within districts designated as office



-  CITY OF GRAND BLANC
-  NEIGHBORHOOD COMMERCIAL
-  VILLAGE MIXED USE
-  COMMUNITY COMMERCIAL
-  OFFICE
-  FLEXIBLE DEVELOPMENT*
-  HEALTH CARE PARK

NOTE: THE GRAND BLANC TOWNSHIP MASTER PLAN INCLUDES THE LAND USE PLAN MAP AND ALL TEXT, MAPS, CHARTS, TABLES, AND OTHER GRAPHICS IN THE FULL MASTER PLAN REPORT.

*FLEXIBLE DEVELOPMENT AREAS MAY CONTAIN COMMERCIAL USES

MAP 4
COMMERCIAL AREAS PLAN
JUNE 3, 2010
CHARTER TOWNSHIP OF GRAND BLANC



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