



9 GOALS, OBJECTIVES, & STRATEGIES

The community's Master Plan presents, in words and graphic illustrations, a picture of what the Township intends to achieve in the next 10 to 20 years. Long-range land use planning requires a policy basis to help guide future growth and development, and assist local officials to make difficult development decisions in a consistent and thoughtful manner. The analysis of existing conditions, evaluation of historical trends, and involvement of the community's citizens in the Visioning process allows the Township to identify changes that it hopes to promote for the betterment of Shelby's future. These sought after changes take the form of goals and objectives statements. These statements become the foundation of the planning process and provide the basis for more detailed policies or strategies intended to allow the Township to implement its long-range plan.

Goals are typically very general statements about the quality and character of the community that are not very easily quantified or measured. Goals must be translated into measurable **objectives** that can be prioritized and pursued by instituting specific **strategies** that will be followed. The goals and objectives proposed 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 develop an appropriate use of their land.

The following illustration provides a graphic depiction of the relationship between the vision program, goals, objectives, and strategies. The goals, objectives, and strategies that follow were developed from a synthesis of the public involvement during the three Vision Sessions and the deliberations of the Planning Commission and Citizen’s Advisory Committee.



COMMUNITY CHARACTER

Shelby Township has gradually lost most of its agricultural character, and its growth and development has not established a new identity that is uniquely its own.

GOAL: The Township would benefit from having its own center of civic functions, cultural facilities, shopping opportunities, and entertainment activities.

Objective: Pursue a consolidation of civic, cultural, shopping and entertainment facilities in the area of 24 Mile Road and Van Dyke.

Strategies:

- Promote the implementation of the Shelby Center Plan.
- Encourage an effective mix of business and entertainment uses through the establishment of a Downtown Development Authority, Principal Shopping District, or similar program.
- Ensure the availability of adequate utility services to support the creation of a vibrant township activity center.

- ❑ Pursue the continued enhancement of the Civic Center, particularly the addition of library, historical, and recreational elements.
- ❑ Work with the Road Commission of Macomb County and individual developments to provide a transportation network appropriate to the needs of a vibrant township activity center.

GOAL: The Township would benefit from efforts to preserve and protect its remaining natural features and resources.

Objective: Retain the natural character of Shelby Township that was largely responsible for its attraction as a residential destination.

Strategies:

- ❑ Promote the incorporation of important natural systems into the Township’s network of parks and residential developments.
- ❑ Encourage developers to protect wildlife corridors through their projects by incorporating them into open spaces and clustering homesites outside of natural areas.
- ❑ Maintain natural features within Township parks, in addition to providing active recreation facilities, and plan for their interconnection with other open spaces.

RESIDENTIAL DEVELOPMENT

Shelby Township is feeling the pressures of the housing needs of its resident population, the demands of the regional housing market, and the impacts of new residential projects on the community’s established neighborhoods, schools, parks and shopping services.

GOAL: Provide for the housing needs of the Township’s existing and future residents in a manner that promotes the long-term stability and quality of the community’s neighborhoods and housing stock.

Objective: Provide affordable, ownership opportunities that include detached single-family homes and attached condominiums as alternatives to predominant rental apartments and leased land communities.

Strategies:

- ❑ Evaluate whether the Zoning Ordinance embraces unique, state-of-the-art forms of ownership housing types.
- ❑ Facilitate the conversion of rental apartment developments into condominiums so that renters can become invested in their homes.

- Promote residential projects that assist young, first-time homebuyers and mature, retired residents to stay in Shelby Township when their housing needs change.

Objective: Avoid an over-concentration of predominantly rental apartments from adversely impacting any single neighborhood area.

Strategies:

- Evaluate whether the Zoning Map provides too much vacant, multiple-family zoning in any one area of the Township.
- Ensure that neighborhood housing density is consistent with plans for schools, roads, retail and personal services that support the neighborhood area.

Objective: Encourage the redevelopment of existing marginal residential sites in the North Van Dyke Corridor based upon modern designs for quality new housing concepts.

OFFICE & RETAIL DEVELOPMENT

Shelby Township's retail development corridors are beginning to experience vacancy and marketing problems related to their age and their linear design. The Township lacks a single, identifiable center of retail activity, and office development has historically been mixed with retail uses, rather than planned as an exclusively office concentration.

GOAL: Promote the redevelopment and reorientation of the Van Dyke Corridor so that it begins to move away from an unplanned mix of business uses toward a planned corridor of functionally grouped businesses and services.

Objective: Introduce new, specialized use areas for office and service activities that capitalize on recent development momentum to attract new office growth and new tenants.

Strategies:

- Evaluate whether the Zoning Ordinance provides too much intensive retail zoning throughout the corridor.
- Promote the establishment of exclusive office zones in areas where redevelopment is warranted, particularly adjoining sensitive residential neighborhoods.

- Encourage heavy commercial and industrial uses to relocate from sites adjoining residential uses to appropriate general business or industrial zones.

Objective: Encourage the redevelopment of existing, marginal retail centers, based upon modern principles of design and marketing.

Strategies:

- Provide incentives for the introduction of design characteristics similar to those found in modern “lifestyle centers” into the redevelopment of existing shopping centers.
- Promote a grouping of satellite centers as the corridor’s inherent form, rather than a continuous strip of disconnected individual sites and mixed businesses.

GOAL: Limit new retail development nodes to those emerging new residential areas that lack neighborhood-based shops and services.

Objective: Identify emerging neighborhood areas that are not well served by existing concentrations of shops and services.

Strategy:

- Review applications for rezoning based on demonstrated need for new shops and services in neighborhoods that are underserved.

GOAL: Promote the development of the North Van Dyke Corridor so that it avoids an unplanned mix of business uses in favor of a planned corridor of primarily residential uses complimented by low intensity businesses and services.

Objective: Introduce new, specialized use areas for office and service activities in a mixed use format with unique residential units that capitalize on recent trends in new housing forms.

Strategy:

- Create a new zoning district that permits a mix of office and residential uses with design standards and criteria that will achieve the desired character for this corridor.

INDUSTRIAL DEVELOPMENT

Shelby Township relies upon its industrial base as a source of revenue for municipal services, as well as jobs for the community's residents. Industrial growth must be sensitive to its impact on the community's neighborhoods and thoroughfares.

GOAL: Encourage the continued development of high value industrial and technology uses that provide well-paid jobs and positive revenue for municipal services.

Objective: Promote industrial development design that is sensitive to potential impacts on adjoining or nearby residential areas.

Strategies:

- Require appropriate screening of industrial activities to protect residential character.
- Introduce transitional uses or open space between industrial parks and residential neighborhoods.

Objective: Prevent the traffic impact of industrial development from reducing the level of service on Township thoroughfares below that which is acceptable and desirable.

Strategies:

- Plan for industrial development in corridors designed to handle employee and shipping/receiving traffic.
- Ensure proper connection between industrial service roads and the regional highway network, avoiding routes adjoining residential neighborhoods.

Objective: Relocate non-conforming industrial uses out of retail and residential areas to planned industrial parks.

Strategies:

- Follow aggressive enforcement policies to limit adverse impacts of non-conforming industry until relocation can be achieved.
- Search for incentives that can be offered to assist non-conforming industries in reaching a decision to relocate to planned industrial parks.

NATURAL FEATURES & NATURAL RESOURCES PRESERVATION

Shelby Township still retains significant natural features that are valuable assets and demand preservation both for their inherent value and for the enjoyment of future generations of Township Residents.

GOAL: Preserve the Township’s remaining natural areas, including woodlands, wetlands, flood plains, stream corridors and wildlife habitat.

Objective: Incorporate natural features and resources within development plans for new residential neighborhoods, parks and recreation facilities, as well as non-residential land uses.

Strategies:

- Encourage resource preservation by allowing transfer of residential densities.
- Provide open space, nature reserves, and wildlife corridors as features of Township parks development.
- Promote the maintenance of wildlife habitat corridors through adjoining residential and non-residential developments.

CIVIC & CULTURAL FACILITIES

Shelby Township has witnessed the beginnings of its civic and cultural facilities development, however, more must be accomplished if the Township is to offer a full range of facilities and events appropriate for its growing population.

GOAL: Pursue the design and development of a true Civic Center that can become the cultural and governmental heart of Shelby Township, with appropriate connection to the Township’s future retail and entertainment center.

Objective: Continue planning and implementation of the Civic Center component of the Shelby Center Plan.

Strategies:

- Implement the development of a new Township Library with sufficient building size, comprehensive collection, and modern services that reinvent the library as an important cultural drawing card.
- Continue the planning and development of a meaningful complex of historic structures, concentrating on finding appropriate uses for the space, and programming events related to the Township’s history.

- Evaluate the potential of the outdoor amphitheater and park to host one or more major events, in addition to a summer concert series.
- Develop and implement a new entry design for Jack Millard Boulevard, including upgraded signs, lighting and landscaping, as well as improved access and traffic safety at the entrance from Van Dyke.

PARKS & RECREATION

Shelby Township continues to pursue plans for state-of-the-art parks and recreation facilities and programs to serve all segments of its population in a manner that is physically convenient to its neighborhoods.

GOAL: Pursue the continued development and implementation of a regular cycle of 5-year Recreation Plans.

Objective: Evaluate the service areas of the Township’s existing parks and orient new park development toward under-served areas and neighborhoods.

Strategies:

- Work aggressively with Ford Motor Land Development Company to replace the Ford Field facilities.
- Target new park site acquisition to under-served areas.
- Seek out sites for new parks that can incorporate a natural feature or protect an important natural resource.

TRAFFIC & CIRCULATION

As Shelby Township continues to grow and develop, its network of County Roads is in danger of falling behind the community’s needs in terms of safety and capacity.

GOAL: Achieve a network of major thoroughfares that are capable of accommodating anticipated traffic at an acceptable level of service, and in a safe and efficient manner.

Objective: Work with the Road Commission for Macomb County and individual developers to implement safety and capacity improvements consistent with the anticipated impact of all major new developments.

Strategies:

- Establish traffic impact analysis thresholds, and requirements for traffic study content, as site plan standards in the Zoning Ordinance.

- ❑ When development impacts are shown to reduce safety or level of service beyond acceptable standards, implement capacity and safety improvements as a condition of new development approval.

EMERGENCY SERVICES

Shelby Township must strive to provide a level of emergency services and facilities that is consistent with the community's needs and that establishes the Township as one of the region's premiere residential and business destinations.

GOAL: Residents and businesses should feel safe with the knowledge that appropriate emergency services are available to them when needed.

Objective: Provide Police, fire, and emergency medical services at a level consistent with the Township's needs and in a fiscally responsible manner.

Strategies:

- ❑ Evaluate response times, distances to the nearest station, natural and man-made obstructions to service, and similar factors when siting new facilities.
- ❑ Consider providing satellite service facilities in areas where an increased presence would improve effectiveness.

PUBLIC UTILITY SERVICES

Public utility service policy provides the Township with its most powerful tool for directing the community's future growth and development.

GOAL: Provide a comprehensive system of utility services, including sanitary sewer, water, and storm drainage so that Shelby maintains its position as one of the region's premiere residential and business destinations.

Objective: Properly time utility extensions so that development pays its fair share of the cost.

Strategies:

- ❑ Time development approvals to coincide with the logical extension of the Township's utility systems.
- ❑ Require developments to bear their fair share of system costs, such as providing adequate on-site storage for storm water, or extending sewer and water mains to the next abutting property line.

TAX & EMPLOYMENT BASE

A healthy Township economy depends upon a select employment base providing dependable jobs to residents and a well-balanced tax base providing the Township with the financial resources necessary to provide a comprehensive range of municipal services.

GOAL: Balance the Township's tax base with high value and high technology industry, office, and research facilities with new employment openings.

Objective: Promote the development of high value, non-residential development that generates additional professional and technical job opportunities.

Strategies:

- Review zoning standards and policies to move away from speculative construction of generic industrial buildings and warehouses that typically attract only low wage types of industries.
- Ensure that high technology and research oriented industries will find a corporate campus setting in which to locate near symbiotic neighbors.