



2 GOALS & OBJECTIVES

After analyzing historical development and existing conditions, then soliciting the input of residents during the Issues and Solutions Workshop, the Planning Commission has identified changes that it believes will result in a preferred future for the community. These sought after changes take the form of goals and objectives statements.

Goals are typically very general statements about the community that are not easily quantified or measured. Goals must be translated into specific **objectives** that can be prioritized and pursued by instituting specific **policies**. The goals, objectives, and policies proposed are intended to result in a special quality and character for White Lake Township. This will be achieved by following a set of public policies designed to permit measurable progress toward achieving the community's objectives. These policies will have to balance the public purposes inherent in planning for the long-range future of the community with the legitimate rights of the Township's private property owners to develop an appropriate use of their land.

The list of goals and objectives was developed from a synthesis of the results of the Issues and Solutions Workshop, the Internet Vision Fair Questionnaire, and the deliberations of the Planning Commission.

INFRASTRUCTURE

GOAL

Provide appropriate infrastructure to support the Township in a manner that is sensitive to the environment while addressing community needs.

Objective:

Develop sewer, water, and roadway systems to protect the health, safety and general welfare of the Township's residents, provide needed services, and move goods and people with maximum efficiency.

Policies:

1. Ensure that developers of new subdivisions within the service areas provide sewer and water utilities without added expense to the Township.
2. Target lake areas as the first priority properties to receive sewer and water services.
3. Review zoning ordinance standards to ensure that development criteria encourage higher-density residential development within residential areas served by utilities and where they will not negatively impact the natural environment.
4. Expand the water system to provide fire hydrants in new neighborhoods and higher density developments.
5. Maintain Cuthbert Road and Grass Lake Road as designated Natural Beauty Roads to maintain the rural character of these thoroughfares.
6. Review roadway conditions and traffic volumes in order to target areas which should receive priority for road improvements.
7. Continue to work with the MDOT to get traffic signals installed in appropriate locations to improve safety while maintaining traffic flow.
8. Pave existing gravel roadways, where appropriate, in order to improve roadway capacity and traffic flow, while reducing adverse impacts such as dust and noise.
9. Additional residential development should be timed to coincide with adequate roadway, sewer, and water systems needed to support the development.
10. Consider developing an additional north-south connector to increase accessibility and improve roadway circulation for the Township's commuters.
11. Promote access controls and control lanes to improve roadway capacity, circulation, and safety while decreasing the need for roadway widening.

RESIDENTIAL NEIGHBORHOODS

GOAL

Residential development in White Lake Township should provide a variety of housing opportunities, while maintaining rural character, open space, and a sense of community.

Objective A:

Encourage unique new single family developments that create a sense of community, provide pedestrian and emergency services connections between neighborhoods, and work with the Township's unique natural features to preserve open space.

Policies:

1. Design residential development standards to be directly related to the natural capacity of the land.
2. Develop and/or enhance zoning standards which encourage innovative development patterns that result in open space buffers between residential and non-residential uses.
3. Include zoning ordinance incentives to encourage preservation of open space.
4. Enhance the sense of community and improve pedestrian transportation options by connecting residential developments to schools, parks, and cultural facilities.
5. Develop pedestrian connections between residential neighborhoods.
6. Work with developers to provide recreation land and open space within developments as one way to expand the system of local park facilities.
7. Maintain low density, single-family development within the areas of the township that do not have and are not planned to have sanitary sewer service.

Objective B:

Encourage appropriate multiple-family and rental-housing developments while maintaining open space and decreasing negative impacts on the visual and natural environment.

Policies:

1. Accommodate housing in a variety of styles and price ranges to meet the needs of residents at all income levels.
2. Continue to provide for development of limited, higher density housing, such as apartments, town-homes, and senior citizen housing in areas where infrastructure is available or would be provided by the development.
3. Consider adoption of specific zoning standards which require appropriate water and sewer service for higher density development.

OVERALL COMMUNITY CHARACTER

GOAL

Protect and enhance the natural features of White Lake Township as the community continues to grow and develop.

Objective A:

Establish requirements for new developments so that wetlands, floodplains, lakes, woodlands and other natural features will be protected.

Policies:

1. Develop and enforce landscaping requirements to separate and buffer incompatible uses and improve views from the roadway.
2. Consider updating the Township Zoning Ordinance to include provisions which will preserve and protect woodlands as development continues.
3. Review and consider zoning ordinance provisions which would encourage a range of open space development designs.
4. Review zoning ordinance development standards to reduce requirements which result in unnecessary loss of open space.
5. Consider zoning ordinance woodland protection standards for land uses which impact woodlands due to design and restrict clear-cutting of trees prior to approval of the development.

Objective B:

Ensure protection and preservation of critical environmental resources through purchase, donation of land, conservation easements, and similar means of acquisition and safeguarding.

Policies:

1. Support the use of land trusts or conservancies to accept donations of land, purchase sensitive properties, and manage and protect designated open spaces.
2. Assist in the development of a local land conservancy within White Lake and continue working with established conservancies in Oakland County.

SHOPPING AND SERVICES

GOAL

Provide a variety of commercial facilities to meet the needs of the Township's residents.

Objective A:

Consider additional office, retail and service facilities that will provide the goods and services needed by present and future Township residents. Design standards should be considered to minimize the negative impact on roads, adjacent land uses, and the environment.

Policies:

1. Encourage business establishments that provide goods and services residents need on a daily basis to locate in reasonable proximity to residential areas.
2. Consider implementing access management techniques, such as shared drives, service roads, internal connections, and proper driveway design, to maintain roadway capacity and safety.
3. Review and consider amending the zoning ordinance to encourage parking in the rear and to the side of stores in order to create more pedestrian-friendly and aesthetically appealing retail developments. Parking areas should be designed in order to allow for efficient access from the roadway, while also maintaining a sense of safety and security for the users.
4. Review existing code enforcement efforts to ensure positive response and timely compliance with violation notices.
5. Develop a town center concept that would include a variety of residential, commercial, and retail uses, in addition to perhaps new municipal services and cultural facilities.

Objective B:

Prevent premature commercial development in outlying areas ahead of demand for new floor area and ahead of infrastructure to support the development.

Policies:

1. Require all major commercial developments to locate where sewer and/or water service is existing or planned.
2. Work with the MDOT and developers to provide shared driveways whenever possible, and locate new driveways in appropriate locations for safety and access, in order to implement the M-59 Access Management Plan.

HIGH TECH AND RESEARCH

GOAL

Encourage high tech- research development to improve the tax base and provide job opportunities to Township residents.

OBJECTIVE:

Consider areas that would be appropriate to support high tech and research developments while preserving and protecting the natural features of the Township.

POLICIES:

1. Encourage high tech and research development in areas which will not negatively impact adjacent land uses, especially residential areas.
2. Develop zoning ordinance provisions which will require sufficient landscaping and screening between high tech and research areas, adjacent uses, and the roadway.
3. Promote establishment of high tech operations at locations with appropriate road access for employees and delivery vehicles.
4. Require high tech and research development to locate where sewer and/or water service is existing or planned.

LIGHT MANUFACTURING

GOAL

Provide for a limited range of light manufacturing uses in appropriate areas of the Township.

Objective:

Encourage light manufacturing businesses that handle hazardous materials and processes responsibly, minimize negative impacts on roads, adjacent land uses, and the environment, while providing new employment opportunities in White Lake.

Policies:

1. Review zoning ordinance standards for industrial uses to ensure that development criteria encourage manufacturing businesses within planned industrial parks and discourage scattered site development.
2. Prohibit outdoor storage that is not properly screened from public view.
3. Address the relationship between adjacent uses by developing site plan review standards that encourage service drives, combined parking and access drives, and signage which is sensitive to the primarily residential character of White Lake.

4. Review and enhance the zoning ordinance performance standards to ensure that the health and safety of Township residents is maintained while encouraging appropriate new manufacturing development.
5. Ensure that all manufacturers protect the Township's ground and surface waters by installing primary and secondary containment vessels and leak detection equipment for all hazardous materials.
6. Plan for needed roadway improvements to support and enhance new light manufacturing uses.
7. Locate manufacturing development where it can be screened by the natural features of the Township in order to maintain rural character. Zoning ordinance provisions should ensure that the natural features of the Township are protected and preserved.
8. Review existing code enforcement efforts to ensure positive response and timely compliance with violation notices.
9. Ensure Wellhead Protection procedures are followed for new manufacturing establishments within the designated wellhead protection areas.

PUBLIC SERVICES

GOAL

Provide adequate public services for the existing and future population of White Lake Township.

Objective:

Time the expansion of public safety and administrative facilities to assist residents and accommodate the community's growth.

Policies:

1. Analyze the number and size of Township fire, police, and EMS facilities and allocate new facilities to provide appropriate geographic coverage and response times.
2. Expand or relocate the Township Hall to provide the space and facilities necessary to administer Township business and properly serve residents and businesses.
3. Promote a public transportation system to increase the mobility of the elderly and physically disabled and decrease congestion on the roadways.

RECREATION AND OPEN SPACE

GOAL

Provide a variety of recreational facilities to accommodate residents of all ages, interests, and physical abilities.

Objective:

Enhance existing recreational opportunities and expand neighborhood facilities to provide recreational opportunities that are accessible to all Township residents.

Policies:

1. Acquire land to develop small, neighborhood parks. These parks should include picnic areas, playground, and other passive uses.
2. Develop a centrally-located community recreation center, perhaps in conjunction with a town center, in order to accommodate Township events and build a sense of community among the residents.
3. Consider natural features, such as wetlands, floodplains, woodlands, lakes, streams, and steep slopes, which can be incorporated into recreational opportunities without harming them.
4. Develop a system of pathways in the Township that can connect residential neighborhoods to each other and with shopping areas.
5. Consider adopting zoning ordinance standards which will permit and encourage mechanisms to preserve and protect open space while adding to the Township's park land inventory.
6. Promote the creation of a local land conservancy to preserve and protect open space.

MUNICIPAL REVENUES

GOAL

Develop a more balanced tax base for White Lake Township.

Objective:

Encourage high-value non-residential development to help balance the tax base of the Township, while maintaining the natural features and rural character. Non-residential development should provide convenient jobs as well as goods and services needed by the residents.

Policies:

1. Encourage additional commercial/office development in appropriate areas, to provide additional jobs for residents.
2. Encourage the thoughtful placement of a moderate amount of convenience commercial uses within reasonable proximity to neighborhoods. Developing appropriate landscape requirements and buffers to maintain visual appeal of the site is important.

3. Review existing standards for industrial developments in order to encourage light-intensity, non-hazardous uses in appropriate areas of the Township. Consideration should be given to the appropriate infrastructure which would be necessary to support such development.
4. High-tech and research uses should be encouraged in order to provide convenient, high paying jobs and increase the tax base. Appropriate screening and landscaping of such uses should be required in order to maintain the rural character of the Township.

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