

The background image shows a perspective view of a sidewalk running alongside a two-story brick building. The building has a mix of red and tan bricks and several white-framed windows. To the right of the sidewalk is a grassy area with young trees and a black street lamp. In the distance, a road and more trees are visible under a clear blue sky.

Master Plan Study Session

Washington Township
Commercial/Office/Industrial Areas
Village District
June 8, 2023

Commercial/Office & Industrial Areas Plan

Commercial/Office & Industrial Areas

Associated Goals

1. Economic Development. The Township will work to make itself attractive to businesses with the potential to provide professional employment opportunities, and plan to provide land for their facilities.
2. Access to Services. The Township will ensure that land is available for commercial development that provides services to residents in appropriate locations.
3. Unique Places. The Township will recognize its unique areas and sites, including its historical, agricultural, natural, and principal commercial or mixed use areas and support their future development in accordance with each of their needs and characters.
4. Harmonious Development. Where more intense uses are developed close to less intense uses, screening, setbacks, and other measures will be used to ensure that potential negative impacts are minimized.

Commercial Areas: Location

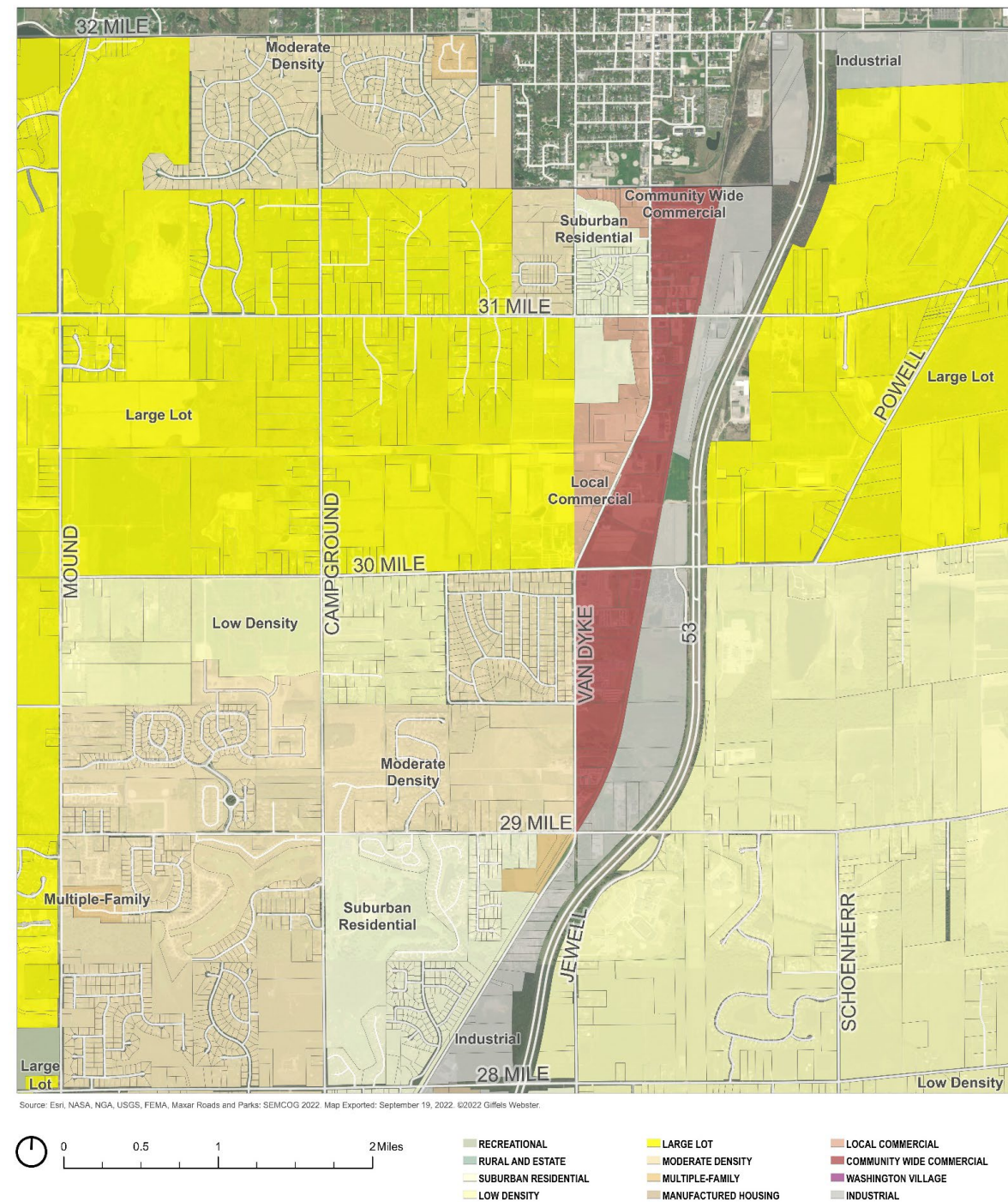
Concentrate Commercial Development in the built-up areas of the Township.

- Village district.
- Along 26 Mile Rd.
- Van Dyke Corridor.
- Along 32 Mile, east of Romeo

Strive for commercial areas to function as districts, rather than long, linear assemblages of disconnected uses.

Commercial Areas: Location

Map shows Van Dyke corridor
Commercial area



Commercial Areas: Uses

- Heavier commercial uses, such as car dealerships, located on larger lots between Van Dyke and M-53 to minimize impact on residential uses.
- Look to provide/enable a range of commercial that bring everyday services close to home.
- Our Office district is not used on the map at present, and there is not really a need for exclusive office zoning at this point; permit these in commercial districts
- Examine commercial parking requirements; need parking in an auto-oriented community, but some requirements are high at present.

Other Commercial Uses

- Support agritourism uses. These may occur well outside concentrated commercial areas.
- Consider how to mitigate the potential impact of agritourism uses on nearby residences.

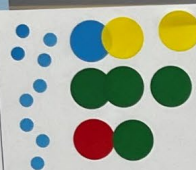
Commercial Development - Visual Preference

Site Layout: Place a dot on your preferred option

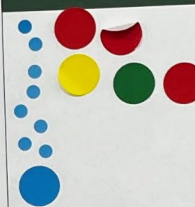
Parking in Front



Less Parking in Front



Parking in the Back



Site Amenities: Place two dots on your highest priority, or write in your own item

Sitting/Gathering Areas



Trailheads



Formal Landscaping



Other (Tell Us What You'd Like To See!)

CLEAN UP DERELICTED AREA FIRST

Township Properties to have nicer landscaping - plants, annuals - seasonal plantings - Current planting has failed

Unique Caffe Shop - we get Caffe Shop or Filbert Shop

DOG PARK
Instead of People getting dogs run on playing fields behind town offices

Parking in Rear - DISTRICT FROM CARS



What do you think?

- What should commercial development outside the Village district look like?
- Consider the relationship of the building to the street and their surroundings, as well as where the parking is placed
- What types of amenities would you like to see on commercial development sites in the future?

Commercial Areas: Aesthetics

Public response to our questions about future commercial development sought change in the status quo

- Less parking in front, more in back, with buildings closer to the road
- More amenities, including trailheads where development backs up to the trail
- Developers like all the parking in the front, but people really dislike looking at it and walking through huge, hot parking lots; landscaping can soften impact
- Screening to residential is essential

Commercial Areas: Aesthetics

Think about approaches to change:

- Incentivize parking in rear
- Require parking in rear
- Allow two bays of parking in front, put the rest behind
- Require more dedicated pedestrian paths through large parking areas
- Provide incentives for amenity areas that create more of a sense of place

Commercial Areas: Other Considerations

Support establishment of a local Chamber of Commerce

Consider the nexus of tourism and commerce in the Township; people come here for agritourism and to enjoy the outdoors—what makes them stay here to eat, shop? Sense of place can help with that

Industrial Areas: Attracting Cutting Edge Uses

- There is and always will be a need for industrial uses with outdoor storage needs, or that are focused on warehousing/storage
- However, that can be permitted in some places, while other industrial areas can focus on high-employment, high-compensation uses
- Plan supports the creation of a second industrial district (analogous to IRT district recently adopted)
- IRT can be used to create an industrial park-like setting with some supporting commercial uses

Industrial Areas: Location

- Keep the most impactful uses in the corridor between Van Dyke and M-53, where there is default separation from other uses
- Opportunity for new industrial area north of 30 Mile, east of M-53; infrastructure is largely in place, and the last Master Plan amendment already identified this potential; use new IRT designation here
- For all uses, screening and performance standards are key

Village District

What Is the Village Center?

- The 2005 Washington Township Master Plan established a Village Center area on the Future Land Use Map and set forth a plan for the development of the area. The plan noted the following:
 1. Parcels fronting Van Dyke are predominantly small in area and lot frontage and, in many cases, will not facilitate the functional development of modern-style commercial development.
 2. The continued or future single-family residential use for many of the parcels fronting Van Dyke is limited due to the potential for road expansion and the introduction of conflicting land uses.
 3. Various historic or architecturally valued structures exist in this area which warrant preservation and enhancement.

What Is the Village Center?

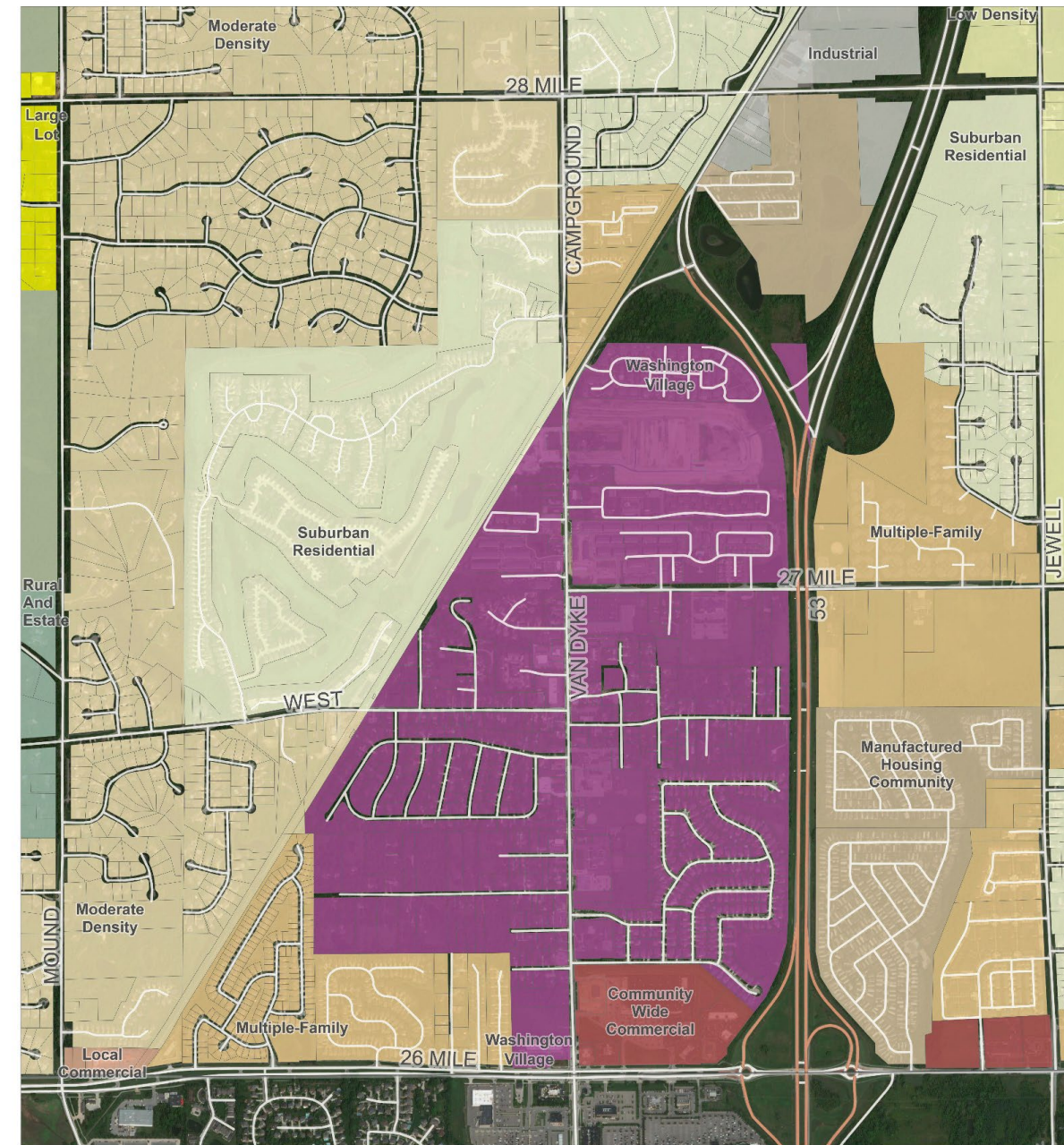
- After the adoption of the Master Plan, an amendment to the Zoning Ordinance establishing the V-1 Village Center district was adopted; this district is still in place.
- This district has specific screening standards, permits mixed uses, and generally permits uses to be closer to the street than other districts.
- The district is a move toward the village feel called for in the 2005 Master Plan.

Village District

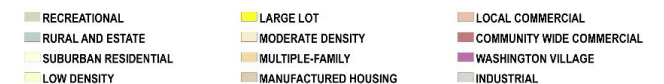
- A lot of progress has been made since the Village district was first established—many developments have followed the new zoning and guidelines
- Still a lot of land and a lot of potential redevelopment
 - Redevelopment sites are fragmented, sometimes rather shallow; aggregation of the land is a challenge
- District is about 144 acres, has around 30 single family households, 48 townhomes; Newbury not included in these numbers

Current Village Area Plan (2009)

- Takes in an area much larger than the zoning district

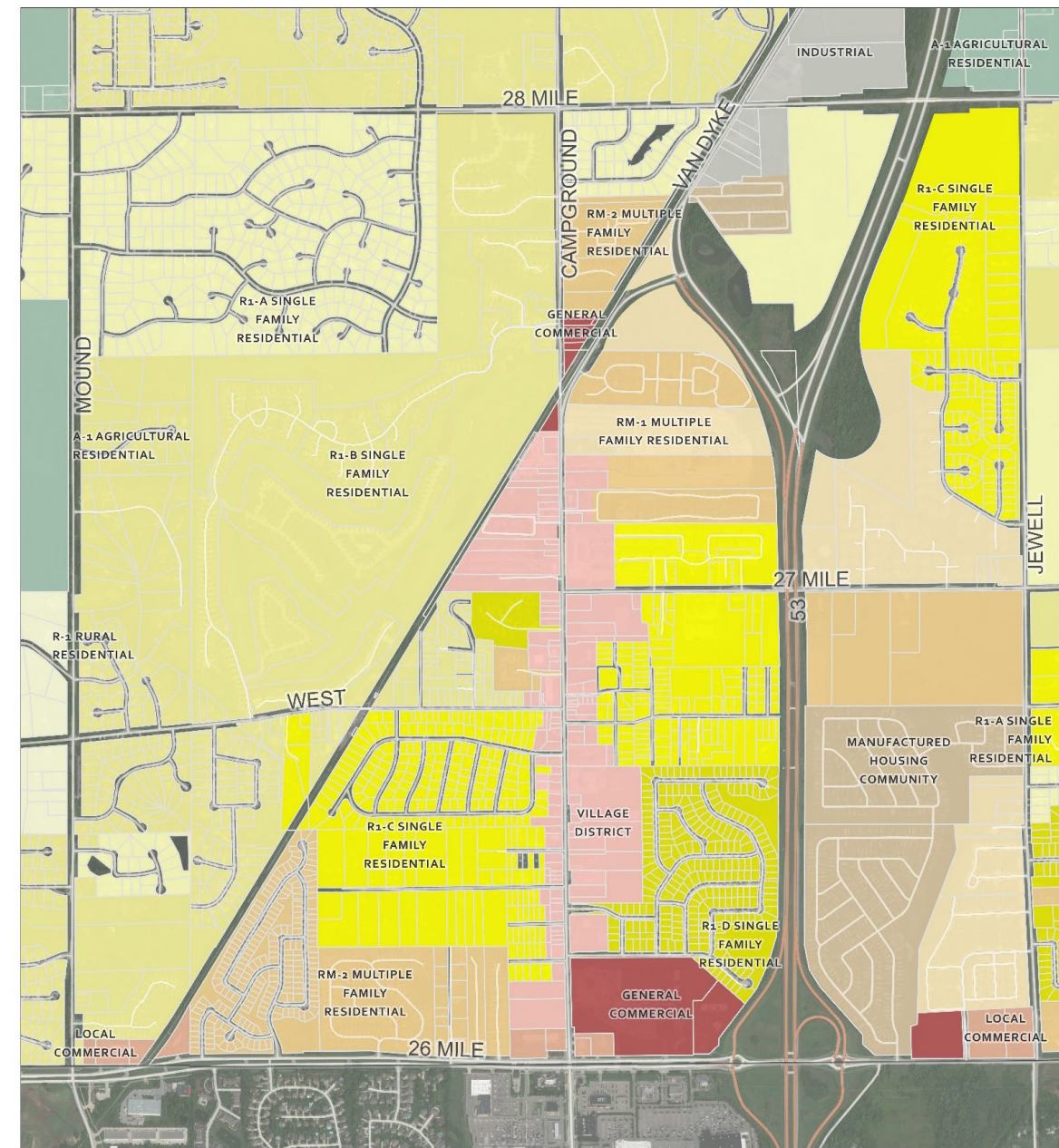


Source: Maxar, Microsoft, Esri, NASA, NGA, USGS, FEMA Roads and Parks: SEMCOG 2022. Map Exported: September 19, 2022. ©2022 Giffels Webster.



Current Village Area Zoning

Should the single-family subdivisions flanking the Village district still be in the Village planning area?



Source: Maxar, Microsoft, Esri, NASA, NGA, USGS, FEMA Roads and Parks: SEMCOG 2022. Map Exported: September 19, 2022. ©2022 Griffiths Webster.



Downtown Development Authority

A DDA can raise funds and centrally organize physical improvements to a district.

Can be established by the Board and uses tax increment funding to develop its budget.

Would provide overall guidance to the development of the district

Could help build out amenities, develop an event series to activate the area.

Village District Updates

Examine the regulations and standards of the district.

- Design guidelines need to be updated and brought into the Zoning Ordinance.
- Should regulations pay more attention to preserving historical structures?
- Access management, traffic safety need to improve

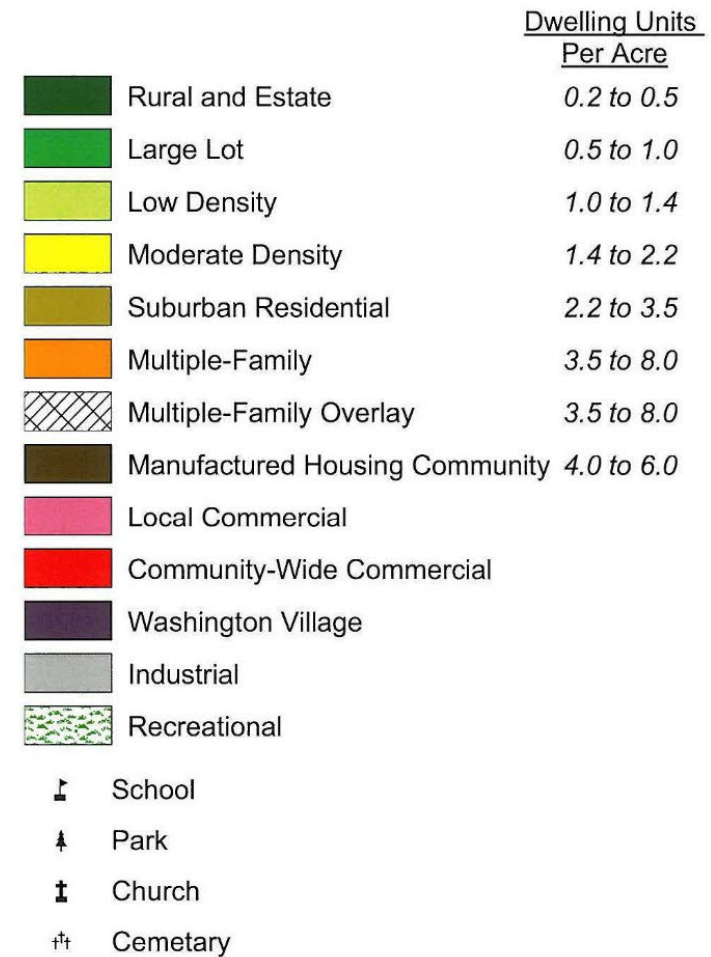
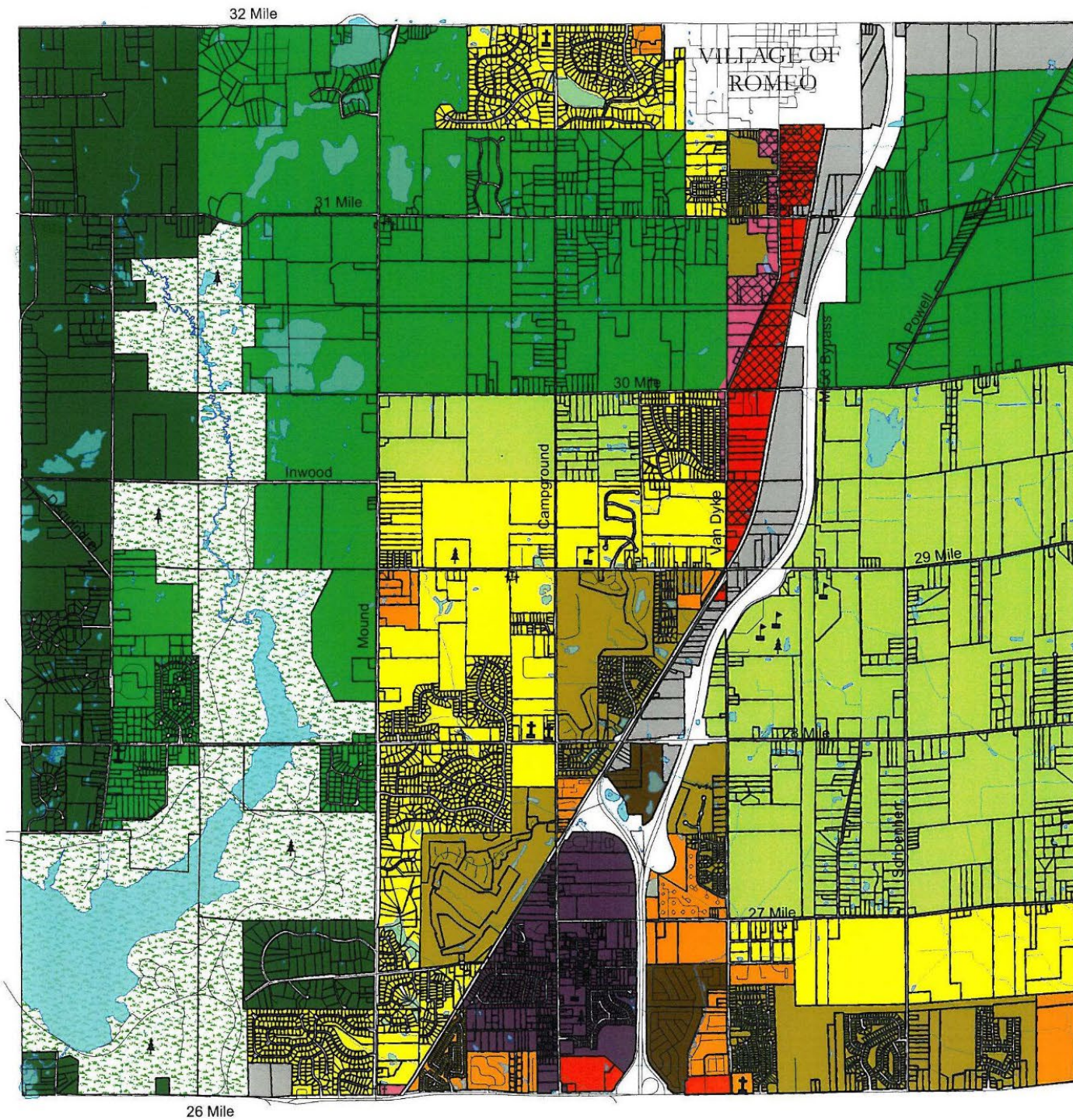


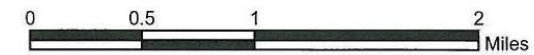
Illustration 52

LAND USE PLAN 2005

Washington Township
Macomb County, Michigan

Prepared by Washington Township Planning Commission

Adopted by Washington Township Board of Trustees: August 17, 2005



CPM
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