

**NORTHFIELD TOWNSHIP PLANNING COMMISSION**  
**NOTICE OF REGULAR MEETING**  
**April 5, 2017 at 7:00 p.m.**  
**Second Floor, Public Safety Building**  
**8350 Main Street, Whitmore Lake, MI 48189**

**AGENDA**

- 1. CALL TO ORDER**
- 2. PLEDGE OF ALLEGIANCE**
- 3. ROLL CALL**
- 4. ADOPTION OF AGENDA**
- 5. CALL TO THE PUBLIC**
- 6. CLARIFICATIONS FROM COMMISSION**
- 7. CORRESPONDENCE**
- 8. PUBLIC HEARINGS**
- 9. REPORTS OF COMMITTEES**
  - A. Board of Trustees**
  - B. ZBA**
  - C. Staff**
  - D. Planning Consultant: Sign Regulations / Medical Marihuana Regulations**
  - E. Parks and Recreation**
- 10. UNFINISHED BUSINESS**
  - A. Further discussion Master Plan: Northfield Township Community Park; Downtown Area & Preservation**
  - B. Further discussion Cobalt Survey**
- 11. NEW BUSINESS**
  - A. Discussion and Review of the North Village Master Plan**
  - B. Discussion of the Downtown Strategic Action Plan**
  - C. Zoning Administrator Jan-Mar 2017 Quarterly Report (will be distributed at meeting)**
- 12. APPROVAL OF PRECEDING MINUTES: February 15, 2017 Regular Meeting**
- 13. FINAL**
- 14. CALL TO THE PUBLIC**
- 15. COMMENTS FROM THE COMMISSIONERS**
- 16. ANNOUNCEMENT: Next Regular Meeting – April 19, 2017**
- 17. ADJOURNMENT**

This notice is posted in compliance with PA 267 Of 1976 as amended (open meetings act) MCLA 41.7 2A (2) (3) and the Americans with Disabilities Act. (ADA) Individuals with disabilities requiring auxiliary aids or services should contact the Northfield Township Office, (734) 449-5000 seven days in advance.

March 31, 2017

Planning Commission  
Northfield Township  
8350 Main Street  
Whitmore Lake, MI 48189

**Subject:** Proposed Update to Zoning Ordinance – Sign Regulations

Dear Planning Commissioners:

As a follow-up to our discussion from the March 28, 2017 Township Board Joint Session with the Planning Commission, we would like to provide you with more information regarding upcoming amendments to the Sign Regulations article of the Zoning Ordinance to make the regulations more content-neutral and user-friendly.

**Background of Recent Legal Requirements**

On June 18, 2015, the United States Supreme Court decided the case of *Reed v. Gilbert* and held the Town of Gilbert's sign ordinance unconstitutional because it violated the First Amendment. The plaintiff, Good News Community Church (Good News), claimed that the defendant's, City of Gilbert, sign ordinance made impermissible content-based distinctions between "Temporary Directional Signs, Ideological Signs, and Political Signs."

Good News held its weekly services at different locations and used temporary signage to direct congregants to the service location each week. The City of Gilbert had classified these temporary signs as "Temporary Directional Signs." However, the Supreme Court held that Gilbert's sign ordinance was "content based on its face" because of the message the sign conveyed. Other permitted temporary signs such as Political Signs and Ideological Signs were given more favorable treatment by the City's sign ordinance. By placing greater restrictions on other temporary signs based on the sign's content, the Supreme Court held such restrictions unconstitutional.

As a result, all communities in the United States must now review their sign ordinances to determine if it regulates all in accordance with the Court's decision and, if not, how to legally amend its ordinance.

Finally, in concurring with the opinion of the Court, three (3) of the Court's nine (9) justices concluded that municipalities are empowered to enact and enforce reasonable sign regulations, and included the following rules that would not be content-based:

- Rules regulating the size of signs. These rules may distinguish among signs based on any content-neutral criteria, including any relevant criteria listed below.
- Rules regulating the locations in which signs may be placed. These rules may distinguish between freestanding signs and those attached to buildings.
- Rules distinguishing between lighted and unlighted signs.
- Rules distinguishing between signs with fixed messages and electronic signs with messages that change.
- Rules that distinguish between the placement of signs on private and public property.
- Rules distinguishing between the placement of signs on commercial and residential property.
- Rules distinguishing between on-premises and off-premises signs.
- Rules restricting the total number of signs allowed per mile of roadway.
- Rules imposing time restrictions on signs advertising a one-time event. Rules of this nature do not discriminate based on topic or subject and are akin to rules restricting the times within which oral speech or music is allowed.

These 3 justices also stated that in addition to regulating signs put up by private actors, government entities may also erect their own signs consistent with the principles that allow governmental speech. Government entities may put up all manner of signs to promote safety, as well as directional signs and signs pointing out historic sites and scenic spots. Although these guidelines were not issued by a majority of the Court, they are long-standing guidelines that communities have used to regulate signs based on past decisions of the Court. As communities review and revise their sign ordinances, they should review these guidelines with their municipal attorney prior to adoption.

### **Recommendations**

There are many areas of the Sign Regulations article of the Northfield Township Zoning Ordinance that regulate signage based on the content of the sign, the speaker (e.g., gasoline stations, religious institutions, etc.), and specific events taking place. Also, the Sign Regulations contain very few tables and graphics to assist the user with the regulations. At this time, we recommend updating the Sign Regulations to include the following:

- Eliminating unlawful areas of the Sign Regulations that are based on the sign's content, speaker, or specific event.
- Adding more robust purpose statements at the beginning of the article to make the standards more defensible.
- Amending the temporary sign regulations to ensure they are consistent and representative of the community character envisioned in the purpose statements of the article.
- Adding several more definitions to make the regulations more clear by defining a sign by its type – not its content. Updating the definitions would also include accompanying graphics for many sign types.
- Implementing content-neutral best practices, such as regulating signs by zoning district and/or frontage type, as well as making user-friendly format changes like adding tables.

We look forward to discussing the Sign Regulations article with you at an upcoming Planning Commission meeting.

Respectfully submitted,

**McKENNA ASSOCIATES**



Patrick J. Sloan, AICP  
Senior Principal Planner



Stephen Hannon  
Assistant Planner

cc: Marlene Chockley, Township Supervisor  
Kathleen Manley, Township Clerk

March 31, 2017

Planning Commission  
Northfield Township  
8350 Main Street  
Whitmore Lake, MI 48189

**Subject:** Medical Marihuana Zoning Regulations

Dear Planning Commissioners:

As a follow-up to our Proposed 2017 Community Development Work Plan for Northfield Township and our discussion at the March 28, 2017 Township Board Joint Session with the Planning Commission, we would like to provide you with more information regarding recent amendments to State Law regarding medical marihuana facilities.

**Background**

On September 22, 2016, Governor Snyder signed three new bills that expand the regulatory framework affecting medical marihuana in Michigan. Of these, PA 281, the Medical Marihuana Facilities Licensing Act, MCL 333.27101 et seq., is the one which is of particular interest to municipalities, both because it provides a range of land uses that the state will be licensing, which a municipality may choose to allow within its jurisdiction, and because there are license fees, and potential tax-sharing revenue, available to municipalities related to those facilities.

PA 281 became effective on December 20, 2016, and it provides that licensing of marihuana facilities, by the State, will begin 360 days after its effective date, i.e. in December of 2017. Thus, municipalities also have about that long to consider what actions they would like to take in response to it, though proprietors will certainly want to be securing sites in anticipation. PA 281 authorizes the following 5 types of facilities:

1. Class A-C Growers (500-1,500 plants);
2. Processors;
3. Secure Transporters;
4. Provisioning Centers (commonly called dispensaries); and
5. Safety Compliance Facilities (testing labs).

A municipality may adopt an ordinance to authorize one or more of the five types of marihuana facilities within its boundaries and to limit the number of each type of marihuana facility, but shall not impose regulations regarding the purity or pricing of marihuana or interfering or conflicting with statutory regulations for licensing marihuana facilities. If a municipality wants to prohibit all 5 types of facilities, it is unclear whether the municipality must adopt an ordinance to that effect or simply do nothing.

Act 281 imposes a 3% excise tax on the retail sale of medical marihuana by licensed provisioning centers. This tax goes into a single fund administered by the State Treasury, with 60% being returned to counties and municipalities as follows:

- 25% to municipalities in which a marihuana facility is located;
- 30% to counties in which a marihuana facility is located;
- 5% to counties in which a marihuana facility is located, to be used exclusively to support the county sheriffs.

The “shared funds” to a municipality or county will be allocated in proportion to the number of facilities within its boundaries compared to the total number of facilities in the state, without regard to the size or sales of each facility.

Based upon the estimates of the Senate Fiscal Agency, municipalities in Michigan are expected to receive \$5.3 million annually in revenue from the excise tax, shared in proportion to the relative number of facilities that they have. In addition, the State has indicated its intention to apply the sales tax to the retail sales of medical marihuana.

Municipalities that choose to regulate marihuana facilities are also authorized to charge up to a \$5,000 annual license fee per facility to administer their regulatory program.

Currently, Northfield Township only allows medical marihuana cultivation by primary caregivers as a home occupation, where the primary caregiver may grow medical marihuana for his/her patients and himself/herself if the caregiver is also a patient. The current regulations are in Sections 36-64(2) and 36-729 of the Zoning Ordinance, and these types of home occupation growing activities would not be regulated or taxed under the Medical Marihuana Facilities Licensing Act.

#### **Recommendations**

We recommend that the Planning Commission discuss the 5 new types of facilities authorized by the Medical Marihuana Facilities Licensing Act and consult with the Township Attorney regarding what actions, if any, the Township should take to achieve its desired regulations. We also recommend reviewing the current standards for medical marihuana in the Zoning Ordinance and update this language as necessary in order to be consistent with the Michigan Medical Marihuana Act.

We look forward to discussing the medical marihuana regulations with you at an upcoming Planning Commission meeting.

Respectfully submitted,

#### **McKENNA ASSOCIATES**



Patrick J. Sloan, AICP  
Senior Principal Planner



Stephen Hannon  
Assistant Planner

cc: Marlene Chockley, Township Supervisor  
Kathleen Manley, Township Clerk

February 9, 2017

Board of Trustees and Planning Commission  
Northfield Township  
8350 Main Street – P.O. Box 576  
Whitmore Lake, MI 48189

**Subject:** Proposed 2017 Community Development Work Plan for Northfield Township

Dear members of the Board of Trustees and Planning Commission:

In early 2016, Northfield Township selected McKenna through a competitive process to serve as its community planning consultant. Over the last year, we have served the Township Board of Trustees, Planning Commission, Zoning Board of Appeals, and Downtown Planning Group on the following projects:

- Defending the Master Plan by preparing an analysis and recommendation of the Biltmore proposal to amend the Plan.
- Assisting the Downtown Planning Group in the preparation of the Northfield Community Park Master Plan, including public participation, design, and market analysis.
- Working with the Planning Commission to draft Zoning Ordinance amendments to revise commercial land use regulations and improve screening regulations for outdoor storage.
- Writing waterfront regulations for the Zoning Ordinance, which have been adopted.
- Monthly advisory assistance to the Planning Commission (site plan review, rezonings, and conditional land uses).
- Zoning Administrator assistance, including permit reviews, phone calls with applicants, attendance at ZBA meetings, and preparing ZBA reviews.

As Northfield Township begins 2017, we would like to recommend the following projects based on feedback received from the DPG and Planning Commission, as well as our analysis of the Master Plan and Zoning Ordinance.

- 1. McKenna Attendance at DPG Meetings and Other Ongoing Assistance.** As the DPG concludes the Northfield Community Park Master Plan, the DPG plans to keep momentum by encouraging activities and development in the downtown.
- 2. Master Plan Update.** The current Northfield Township Master Plan was originally adopted in 2012. The Michigan Planning Enabling Act requires a municipality to review its master plan at least once every 5 years to determine if revisions are needed. The current Master Plan is strong and provides a clear vision for many of the community's goals with respect to future growth and preservation. At the same time, there are areas of the Master Plan that would benefit from additional policies, including:
  - a. Northfield Community Park Master Plan.** With the upcoming completion of the Northfield Community Park Master Plan, we recommend incorporating it into the Master Plan as an additional step toward supporting downtown recreation and development.

- b. Details of Nonmotorized Transportation Plan.** With the adoption of Complete Streets legislation in Michigan, it is important for Northfield Township to plan for the appropriate interconnectivity of its current and future nonmotorized and motorized transportation systems. While the Master Plan supports a non-motorized (e.g., pedestrian and bicycle) transportation system in the township and includes a map from the 2006 Non-Motorized Plan for Washtenaw County developed by the Washtenaw Area Transportation Study (WATS), the Master Plan should include a nonmotorized inventory (including sidewalks) and include specific policies for how that nonmotorized network will be developed in the coming years. There are major considerations for a non-motorized system, which include the locations of high priority corridors and the opportunities to link to existing systems in adjacent communities. McKenna has assisted Hamburg Township and Lyon Township in the development of their nonmotorized systems, so we are familiar with the local nonmotorized transportation systems and plans.
- c. Agricultural Production and Preservation.** The Master Plan includes goals for preserving farmland, which include promoting agricultural tourism. While we recommend standards in the Zoning Ordinance to promote agritourism (see below), the Master Plan should acknowledge the recent creation of the Farmland and Natural Areas Preservation Committee and include supporting language for its upcoming tasks. We anticipate that many of the policies of the Farmland and Natural Areas Preservation Committee will eventually be adopted into the Master Plan and Zoning Ordinance, so we recommend establishing that link as soon as possible in the Master Plan.
- d. Zoning Plan.** The Michigan Planning Enabling Act requires that a zoning plan be included in a master plan that explains how the land use categories of the future land use map relate to the districts on the zoning map. The Master Plan currently has a Zoning Plan; however, with the anticipated repeal of the Enterprise Service (ES) District and Highway Commercial (HC) District, the Township should eliminate the references to these districts in the Zoning Plan. At the same time, the Future Land Use Map should be reviewed for consistency with the Zoning Plan.
- e. Public Participation.** The public participation feedback for the current Master Plan was obtained in 2010 (2 Planning Fairs and a community survey). The public input recently received for the Northfield Community Park Master Plan yielded excellent feedback and was a reflection of the community's excitement about planning the future of the community. If an update to the Master Plan is initiated in 2017, it would provide an excellent opportunity to invite the public to provide input on the community's future land use policies. This can include an online survey, public workshops and charrettes, and stakeholder interviews.

We understand that the Township currently has an agreement with Cobalt Community Research to conduct a survey. A comprehensive community survey can be an excellent way of obtaining the public's opinions about development, preservation, public services, and several other topics. These opinions, in turn, will be used to shape public policy. The Planning Commission has asked us to evaluate the draft survey (the latest version we have is titled "Draft 6") and provide comments. The following are our initial comments and suggestions regarding the survey:

- In Question 1, there is a question asking the respondent to rate the "cleanliness of downtown Whitmore Lake." We recommend asking about "appearance" and/or "attractiveness" of downtown Whitmore Lake.
- In Question 2, we recommend adding a question about "Availability of different types of housing (e.g., detached single-family homes, attached single-family homes, apartments, manufactured homes, etc.)"
- In Question 5, there is a general question asking the respondent to rate the "availability of bike paths and walking trails." We recommend that a question be added asking about the sidewalk network.
- In Question 12, the last 2 questions ask about opinions regarding additional housing development. The response choices for these questions are confusing because the respondent

won't know what it means to "allocate existing funds to accomplish" or "request a small millage to accomplish" more housing developments.

- In Question 13, it seems as though increasing the residential density in the Agricultural area is already under consideration by the Township. This statement may elicit defensive responses. We recommend changing the question to: "If the Township were to consider additional residential development in the Agricultural areas of Northfield Township, please review the following statements and rate your level of agreement with each." Also, the last question asks about supporting additional residential housing if sensitive areas are preserved, but it does not include a density.
- In Question 14, we recommend including a statement instructing the respondent to "select all that apply."
- In Question 22, we recommend changing "Child(ren) over age 13-17" to "Child(ren) between ages 13-17." Also, we recommend changing "Child(ren) over age 17" to "Other adults." In this case, "other adults" can include children ages 18-19 as well as senior citizens.

3. **Whitmore Lake Downtown Strategic Action Plan and Design Framework.** We recently prepared a proposal to Northfield Township for a Downtown Strategic Action Plan and Design Framework (enclosed). The intent of the Strategic Action Plan and Design Framework is to continue the DPG's work on the Northfield Community Park Master Plan by looking at downtown Whitmore Lake as a whole and creating a vision of future development. The proposed Strategic Action Plan will be based on heavy public engagement, consideration of real-life design scenarios of downtown Whitmore Lake, development of a design and connectivity framework, creation of downtown design guidelines, and adoption of a Strategic Action Plan and implementation schedule. When completed, we would propose incorporating the policies into the Master Plan and Zoning Ordinance where appropriate.

#### 4. Zoning Ordinance Updates

- a. **Amendments to encourage more development activity downtown.** The Whitmore Lake District (WLD) was adopted in 2013 to encourage development in downtown Whitmore Lake that was mixed use, human scale, and had good urban form. So far, the WLD does not appear to have had a major impact. One of the impediments that we've noticed in the Zoning Ordinance is that the WLD includes an inordinate number of Conditional Uses, which will discourage many types of business from starting because of the high barriers to entry. We recommend that the Township review the land uses of the WLD and try to include more uses as Permitted Uses. This will also encourage re-use of buildings – the re-use of a building is much easier if there are more Permitted Use options. Additionally, if the Township starts the Whitmore Lake Downtown Strategic Action Plan and Design Framework (described above), the design guidelines can be codified with accompanying graphics based on real-life scenarios in downtown Whitmore Lake.
- b. **Amendments to encourage more agricultural tourism uses.** The Zoning Ordinance allows for agricultural tourism uses as Conditional Uses in the AR district. The Michigan Right to Farm Act may require some of the uses listed to be permitted as part of a commercial agriculture operation, so we recommend reviewing these regulations to ensure they are consistent with the Right to Farm Act. The Township may want to obtain comment from the Farmland & Natural Areas Preservation Committee regarding any research it has done on agricultural tourism and how the Zoning Ordinance could be amended to encourage more agricultural tourism uses.
- c. **Land Use table to simplify uses and fix discrepancies between similar uses.** Several months ago, McKenna prepared a Non-Residential District Use Matrix (enclosed, dated June 29, 2016). We recommend adopting a similar table into the Zoning Ordinance that also includes the residential zoning districts. However, this table reveals areas where there are redundant uses that are difficult to interpret.



This has made the Zoning Ordinance more difficult to administer and understand over time. Therefore, we recommend resolving these conflicts as part of the adoption process of the land use table.

- d. **Medical Marihuana.** On September 22, 2016, Governor Snyder signed three new bills that expand the regulatory framework affecting medical marihuana in Michigan. Of these, PA 281, the Medical Marihuana Facilities Licensing Act, MCL 333.27101 et seq., is the one which is of particular interest to municipalities, both because it provides a range of land uses that the state will be licensing, which a municipality may choose to allow within its jurisdiction, and because there are license fees, and potential tax-sharing revenue, available to municipalities related to those facilities. PA 281 became effective on December 20, 2016, and it provides that licensing of marijuana facilities, by the State, will begin 360 days after its effective date, i.e. in December of 2017. Thus, municipalities also have about that long to consider what actions they would like to take in response to it, though proprietors will certainly want to be securing sites in anticipation. PA 281 authorizes the following 5 types of facilities: (1) Class A-C Growers (500-1,500 plants); (2) Processors; (3) Secure Transporters; (4) Provisioning Centers (commonly called dispensaries); and (5) Safety Compliance Facilities (testing labs). A municipality may adopt an ordinance to authorize one or more of the five types of marijuana facilities within its boundaries and to limit the number of each type of marijuana facility, but shall not impose regulations regarding the purity or pricing of marijuana or interfering or conflicting with statutory regulations for licensing marijuana facilities. If a municipality wants to prohibit all 5 types of facilities, it is unclear whether the municipality must adopt an ordinance to that effect or simply do nothing. We recommend that the Planning Commission discuss these types of facilities and consult with the Township Attorney regarding what actions, if any, the Township should take to achieve its desired regulations.

5. **Parks & Recreation Master Plan Update.** The Parks & Recreation Master Plan was adopted in 2015, so it will not expire until 2020. However, in order to remain eligible for many state and federal grants, the Plan must stay up-to-date as grant opportunities arise. With the upcoming completion of the Northfield Community Park Master Plan, we recommend incorporating it into the Parks & Recreation Master Plan to take advantage of any grant opportunities for Northfield Community Park.
6. **Capital Improvement Program (CIP) Assistance.** The Michigan Planning Enabling Act requires any community with a water or sewer facility to annually approve a CIP. The CIP process allows for the Township and its departments to predictably budget for capital expenses in the coming years, such as water and sewer improvements, park improvements, road and nonmotorized infrastructure, and other large capital expenses.

A proactive work program can help build a quality community, and we look forward to working with the Township as it actively seeks to preserve its rural character and sense of place.

Respectfully submitted,

**McKenna Associates**



Patrick J. Sloan, AICP  
Senior Principal Planner



Paul Lippens, AICP  
Director of Transportation and Urban Design  
Senior Principal Planner

## 2015 NORTHFIELD TOWNSHIP PLANNING EVALUATION -- DRAFT 6

Please take a few minutes to share your preferences and thoughts to support the Township's planning efforts. All answers will remain confidential, and your identity will not be shared with the Township. Thank you!

### 1. Please rate the following aspects of quality of life in Northfield Township:

	Poor	Fair	Good	Excellent	Don't Know
Northfield Township as a place to live	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your neighborhood as a place to live	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Northfield Township as a place to raise children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Northfield Township as a place to work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Northfield Township as a place to visit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Northfield Township as a place to retire	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness of downtown Whitmore Lake	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Physical attractiveness of the Township	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of the overall natural environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall image of the Township	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall reputation of the Township	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall quality of life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 2. Please rate the following aspects of housing and neighborhoods in Northfield Township:

	Poor	Fair	Good	Excellent	Don't Know
Availability of quality housing choices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of affordable housing choices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 3. Please rate the following aspects of the economy in Northfield Township:

	Poor	Fair	Good	Excellent	Don't Know
Economic development effectiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employment opportunities for people like you	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping opportunities in the Township	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall quality of business and service establishments in the Township	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vibrancy of the downtown/commercial area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall economic health of the Township	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 4. Please rate the following aspects of safety services in Northfield Township:

	Poor	Fair	Good	Excellent	Don't Know
Police services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fire services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ambulance or emergency medical services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Code enforcement (weeds, blight, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your feeling of safety in your neighborhood during the day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your feeling of safety in the Township's downtown/commercial area during the day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**5. Please rate the following aspects of transportation and infrastructure in Northfield Township:**

	<i>Poor</i>	<i>Fair</i>	<i>Good</i>	<i>Excellent</i>	<i>Don't Know</i>
Sewer services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic flow on major streets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of public parking in downtown Whitmore Lake	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of bike paths and walking trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**6. Please rate the following aspects of public places, parks and recreation in Northfield Township:**

	<i>Poor</i>	<i>Fair</i>	<i>Good</i>	<i>Excellent</i>	<i>Don't Know</i>
Recreational variety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreational quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to Whitmore Lake	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public library services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of public places where people want to spend time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**7. Please rate the following aspects of telecommunication services in Northfield Township:**

	<i>Poor</i>	<i>Fair</i>	<i>Good</i>	<i>Excellent</i>	<i>Don't Know</i>
Cable television availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cell phone reception	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**8. Please rate Northfield Township's government on the following:**

	<i>Poor</i>	<i>Fair</i>	<i>Good</i>	<i>Excellent</i>	<i>Don't Know</i>
The amount and quality of services for the taxes paid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being well managed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having well trained employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encouraging citizen ideas and involvement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spending dollars wisely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having elected leaders who are trustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Generally acting in the best interest of the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communicating effectively with the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall customer service by Township employees (police, receptionists, planners, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**9. Please indicate how likely or unlikely you are to do each of the following:**

	<i>Very Unlikely</i>	<i>Somewhat Unlikely</i>	<i>Somewhat Likely</i>	<i>Very Likely</i>	<i>Don't Know</i>
Recommend living in Northfield Township to someone who asks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recommend your public school district to a friend or family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encourage someone to start a business here	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support current Township elected officials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Remain in Northfield Township for the next five years	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**10. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Northfield Township?**

	<i>Weekly</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used the Northfield Township Community Center or their services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attended a school sponsored community recreation program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visited a park in the Township	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchased goods or services from a downtown Whitmore Lake business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchased goods or services from a business in the US 23-North Territorial area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Used Northfield Township public library or their services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attended a Township-sponsored event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Volunteered time to a non-profit group/activity in the Township	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

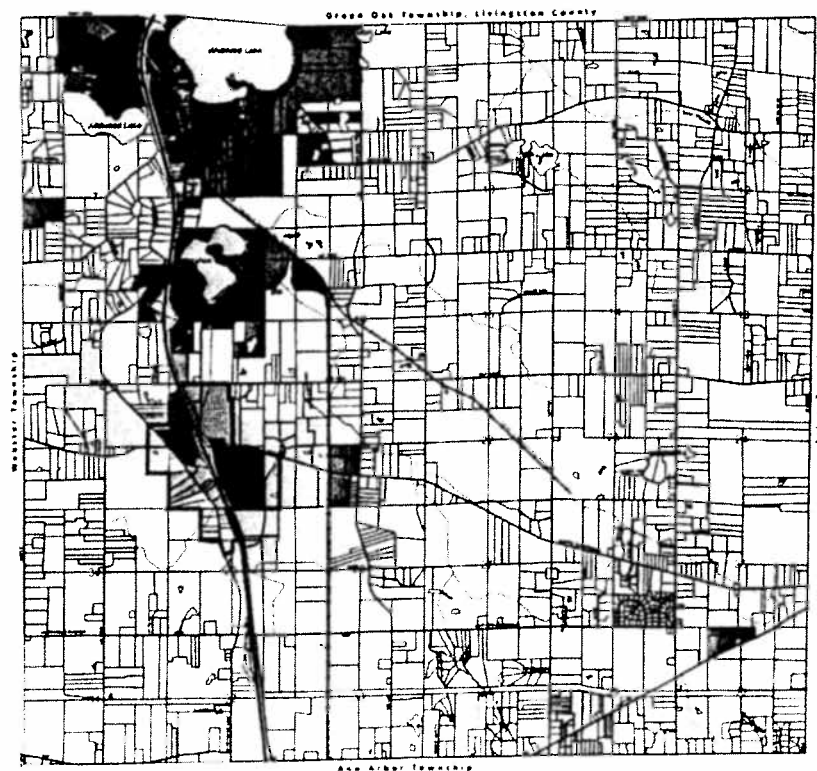
**11. Please indicate how much of a source you consider each of the following to be for you to obtain information about Northfield Township government and its activities, events and services:**

	<i>Not a source for me</i>	<i>A minor source</i>	<i>A major source for me</i>
Township e-mail notifications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Township website ( <a href="http://www.twp-Northfield.org">www.twp-Northfield.org</a> )	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Township communications via Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Board of Trustee meetings and other public meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conversations with a Board of Trustee member or other township official	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nixle notifications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local government CTN programming (online or via cable)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local media outlets (newspapers, radio, local TV stations)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Center monthly newsletter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Center Facebook page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Planning**

**12. Please rate your level of support for each of the following in the next 5 years. (Mark all that apply.)**

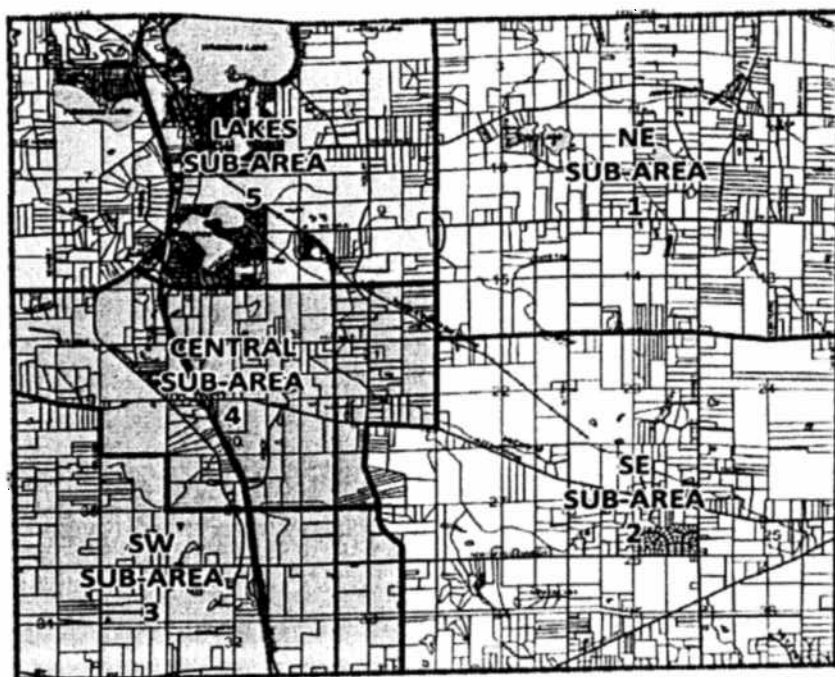
	<i>Not Important</i>	<i>Only if Cost Neutral</i>	<i>Allocate Existing Funds to Accomplish</i>	<i>Request a Small Millage to Accomplish</i>	<i>Don't Know</i>
Establishing a public beach on Whitmore Lake	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Developing/improving public parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Developing/improving bike and walking trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Establishing a community garden	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Implementing programs for natural area preservation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Implementing programs for farmland preservation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving the quality of the overall natural environment in the Township	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preserving the rural character of the Township	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving the economic health in the Township	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving the shopping convenience for everyday items	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Revitalizing downtown Whitmore Lake	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Establishing more public parking in downtown Whitmore Lake	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Allowing more housing developments in and adjacent to the sewer service area and major roads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Allowing more housing developments in the agricultural areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



13. The map above shows the zoning map for Northfield Township. The white areas are zoned Agricultural. In those areas, 1 house per 5 acres is permitted.

The Township is considering additional residential development in the Agricultural area. Please review the following statements and rate your level of agreement with each:

	Strongly Disagree	Disagree	Agree	Strongly Agree	Don't Know
The current 1 house per 5 acres should be changed to allow 1 house per 2 acres	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The current 1 house per 5 acres should be changed to allow 1 house per 1 acre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The current 1 house per 5 acres should be changed to allow 1 house per 1/4 acre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If sensitive areas are preserved, I would support additional residential housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



14. If you agree that some natural areas and farmland should be set aside for permanent preservation by the township, which areas would you like to see preserved? Use the map above to select the areas that should be prioritized the most for preservation. If you do not agree in permanent preservation, please skip to question 15.

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> NE Sub-Area 1 | <input type="checkbox"/> SW Sub-Area 3      | <input type="checkbox"/> Lakes Sub-Area 5 |
| <input type="checkbox"/> SE Sub-Area 2 | <input type="checkbox"/> Central Sub-Area 4 | <input type="checkbox"/> Don't know       |

15. Using the map above, in which area do you reside?

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> NE Sub-Area 1 | <input type="checkbox"/> SW Sub-Area 3      | <input type="checkbox"/> Lakes Sub-Area 5 |
| <input type="checkbox"/> SE Sub-Area 2 | <input type="checkbox"/> Central Sub-Area 4 | <input type="checkbox"/> Don't know       |

16. Please briefly share any other thoughts you would like the Township to consider in their planning efforts? (Please print clearly.)

17. How long have you been living in this community?

- |  |                                    |                                     |                                      |   |
|--|------------------------------------|-------------------------------------|--------------------------------------|---|
| <input type="checkbox"/> Less than 2 years | <input type="checkbox"/> 2-5 years | <input type="checkbox"/> 6-10 years | <input type="checkbox"/> 11-20 years | <input type="checkbox"/> More than 20 years |
|--|------------------------------------|-------------------------------------|--------------------------------------|---|

18. Do you own or rent/lease your residence?

- |                              |                                     |
|------------------------------|-------------------------------------|
| <input type="checkbox"/> Own | <input type="checkbox"/> Rent/Lease |
|------------------------------|-------------------------------------|

**19. Which best describes the building you live in?**

- ☐ One-family house detached from any other houses  
☐ Building with two or more homes (duplex, town home, apartment, or condominium)  
☐ Manufactured home  
☐ Other

**20. Is your place of employment located in Northfield Township?**

- ☐ Yes ☐ No, a different community ☐ I am not currently employed ☐ I am retired

**21. What is your age group?**

- ☐ 18 to 24 ☐ 25 to 34 ☐ 35 to 44 ☐ 45 to 54 ☐ 55 to 64 ☐ 65 or over

**22. Mark the boxes that describe the people living in your house (other than yourself and/or a spouse). Check all that apply.**

- ☐ Child(ren) age 12 or under ☐ Child(ren) over age 13-17 ☐ Child(ren) over age 17 ☐ None of these

**23. In which public school district do you reside?**

- ☐ Ann Arbor ☐ South Lyon ☐ Don't know  
☐ Dexter ☐ Whitmore Lake

**24. Now, think about your school district and rate it on the following attributes:**

	Poor	Fair	Good	Excellent	Don't Know
Meeting the needs of the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Preparation of students for solid careers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Preparation of students for college	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communication with the public	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being well managed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is getting better compared to last year	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**25. Please briefly share any specific improvements you would like your school district to consider in their planning efforts? (Please print clearly.)**

**26. If you plan to move out of your current school district in the next 5 years, what are your reasons for doing so?**

**Please return this assessment in the postage-paid envelope provided.**

# NORTH VILLAGE MASTER PLAN

NORTHFIELD TOWNSHIP  
WASHTENAW COUNTY, MI

*prepared by* McKenna Associates  
March 23, 2017





# ACKNOWLEDGMENTS

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# INTRODUCTION

In the summer of 2015, the Northfield Township Board of Trustees identified the need to create a comprehensive strategy for the revitalization of Downtown Whitmore Lake. To lead the effort, the Board authorized the creation of the Downtown Planning Group on October 13, 2015 by unanimous vote. Barb Griffith was named chair person for the Downtown Planning Group. The Downtown Planning Group (DPG) members are all community volunteers. The DPG hopes to bring together ideas and help give Whitmore Lake's downtown a much needed boost.

In September of 2016, Northfield Township realized a dream of the community for many years; a public park and access to Whitmore Lake. The Northfield Township Board of Trustees purchased 23 acres formerly referred to as the "Van Curler Property" - the vacant land next to the Whitmore Lake Post Office. The Board of Trustees authorized the DPG to create a Master Plan for the North Village area. This Plan will be used as an informational tool to seek potential developers for the site. The DPG will work with the Township Board to incorporate this vision into a Strategic Plan for Downtown Whitmore Lake.



**Figure 1: Site Location**

# PURPOSE STATEMENT

*The North Village development shall complement the surrounding neighborhoods, historic architecture, and traditional character of Downtown Whitmore Lake. Development shall be phased to address public amenities, lake views and natural features, desirable connections to Downtown, parking, site access, and community vitality.*

*Uses shall be complementary to Downtown Whitmore Lake and mixed use buildings with restaurants, retail, and second floor residential along Main Street are desirable. The site shall be developed to minimize the fiscal impact on taxpayers and new private development, include housing and mixed use buildings, shall be considered if the development will subsidize public amenities.*

# DESIGN OBJECTIVES

## Required Design Objectives:

- A small public space / town green (10,000 s. f. or less) fronting the lake and Main Street and framed by retail or mixed use buildings.
- A two to three story mixed use building (foot print of 10,000 to 15, 000 s. f.) fronting on Main Street with site access to a public parking area on the southeast access point north of the Barker Road intersection.
- A public stage / amphitheater on the north end of the site facing US 23 and sited to complement views of the lake.
- A central passive recreation area / field, corresponding to the existing glen with a pavilion structure and restroom.
- The circulation system should be restricted to the perimeters of the central open space and provide site access to Barker Road on the south, Main Street in two locations on the east and Main Street on the north through the existing US 23 exit ramp.
- The four established woodland clusters shall be substantially preserved in the locating of site features and amenities.
- A multimodal path on the western edge of the site tying into a circulation system that accesses the town green and central passive recreation area.
- The multimodal path should connect to the planned path on the south side of Barker, the athletic fields, and potentially follow the rail right-of-way under US 23.
- The passive recreation area should be usable for special event parking.

## Encouraged Design Objectives:

- Housing, of up to four stories, is encouraged to fill gaps between woodlands on the west edge of the site adjacent to US 23 to help create a sound barrier.
- If additional housing is incorporated it should be of a character compatible with nearby single family homes with front porches, pitched roofs, and limited to 2.5 stories in height.
- A new sand beach stabilized by design with dock, fishing, and swimming area to accommodate public access to the waterfront.
- A community garden and farmers market event spaces should be integrated into the site design.



# DESIGN WORKSHOP



Northfield Township held a public visioning workshop on Tuesday January 17, 2017 to gather ideas for the Community Park site. The workshop was attended by approximately 50 people including residents as well as elected and appointed officials. The Downtown Planning Group provided an overview and background information about the project, and described each of the three activities taking place at the workshop. One activity asked people to describe how they wanted to connect the site to the rest of the Township and what opportunities there are to tie the site into the entire community. Another activity asked for ideas on what uses people wanted to see on the site including recreation, housing, and retail. People were also asked to choose among three different intensities of development on the site, with the high intensity options having several different uses and the low intensity uses having fewer total uses. The final activity asked people for site design ideas, with each group providing ideas for a different level of development intensity. Many people went into the activities thinking that they wanted only recreational elements; however, opinions tended to evolve as people discussed issues, opportunities and site configuration. Opportunities for non-recreational features were especially popular located at site edges.

At the workshop, residents discussed the relationship of the North Village site to the surrounding neighborhoods, businesses, and Downtown.





Figure 2: Connectivity Diagrams

# 1 **ACTIVITY #1: CONNECTIVITY WITH OTHER COMMUNITY SITES**

This activity focused on how the North Village site relates to other areas in the Township and what people see as opportunities for connecting this site to the entire community. The site is next to the downtown area of Whitmore Lake, and many participants want the park to help bring in more people and more activity downtown. The site also includes some portions with waterfront on Whitmore Lake and the attendees thought this was a great opportunity to provide public access to the lake. Having several different types of activities near each other was seen as a great way to make the area a destination and draw more people to the downtown area.

The site may potentially be a focal point of activity with several major destinations nearby. To the west is Whitmore Lake Elementary School and to the south is the school district's Jennings Athletic Complex and Early Childhood Center. If the North Village site includes passive recreation and trail uses, school properties would be very desirable to connect to a trail network. There is a large site next to the freeway interchange on the opposite side of US 23 that is prime for redevelopment, as is another site to the north on 8 Mile Road in Green Oak Township. Both of these sites could be connected to the North Village site in some capacity. People also described the importance of connecting to the existing commercial and residential development along Main Street to the south and East Shore Drive and 7 Mile Road to the east of the North Village site.



## ACTIVITY #2: TRADE-OFF DISCUSSION

# 2

This activity asked people to choose from the different potential uses for the site including recreational uses, housing, and retail. The activity presented three scenarios for the intensity of development on the site: park only, park with housing, and park with retail and housing. The participants were then asked to choose one use they wanted to see in the park only scenario, two uses they wanted to see in the park with housing scenario, and three uses they wanted to see in the park with retail and housing scenario. The exercise was intended to show the trade-off between leaving parts of the site as undeveloped park space and the revenue generating potential of developing parts of the site. Each use was also shown with its potential to generate long-term revenues or costs. Participants were asked to reach a consensus within their group on a preferred design scenario and priority uses. Based on the short amount of time available for the exercise, the conversations tended to focus more on priority uses for the site and the trade-off discussions did not result in consensus recommendations. People recognized that there were many potential ways to arrange uses on the site.

The discussion among participants within the first group seemingly led to a preferred scenario of a park with retail only and a band shell as the most important use. The second group voted on their preferences which included: a picnic pavilion with restrooms, passive recreation, and restrooms in the park only scenario; beach access, canoe launch, and playground in the park with housing scenario; and restaurants, a town green, band shell, farmers market, and fishing pier in the park with retail and housing scenario. The third group also voted on preferences which included: a picnic pavilion in the park only scenario; beach access with swimming area, canoe launch, mixed use condos and townhouses, and a public dock or marina in the park with housing scenario; and a band shell, fishing pier, town green, and farmers market in the park with retail and housing scenario.





# 3

## ACTIVITY #3: SITE DESIGN AND CHARACTER

This activity asked people to envision potential design options for the site, with each group producing a sketch of the site. One group sketched the park only option, one group sketched the park with housing option, and one group sketched the park with retail and housing option. The activity was structured in this way to allow for a complete sketch of one scenario in the time limits. The scenario depicted in the site sketch did not necessarily correlate with the group's preferred scenario.

The sketch of the park only scenario included several different recreational elements. The frontage on Main Street would have a dock and waterfront access on the lake side, and a community ice rink on the west side. Most of the site would be a large open space behind the buildings on Barker and Main, with only a few structures around its perimeter. A skate park would be included at the south end of the site, and a community garden at the north end. The site would also preserve most of the existing groups of trees. A common parking lot for downtown businesses is included in the southeast corner of the site.

In the sketch of the park with housing scenario, the waterfront access includes a public beach. On the west side of Main Street there is a large open space with a stage near the back facing towards the lake. Their idea is to keep the site open towards the lake and use the stage as part of a buffer from highway noise. Behind the stage is a road going through the entire site from Barker to 8 Mile, using part of the freeway ramp that may be removed with the reconfiguration of this interchange. Other internal roads provide two connections to Main Street. Housing units are located along the roads, including between the highway and the site to act as a further buffer from highway noise.

The park with retail and housing drawing showed the most amount of development on the site. There are more than 20 structures with housing units, mostly located on the southern half of the site. These structures face a network of internal roads with parking located behind the buildings. There are three main recreational components: a public waterfront access with dock, a "town green" with public picnic area, and a large open space at the center of the site with band shell facing the lake. This scenario includes four loft buildings along the freeway side, to act as both a buffer from freeway noise and as landmarks for people traveling on the highway. The scenario also preserves trees along the edge of the site to provide a landscape buffer, but the trees on the southern part of the site would be removed. On the northeast corner of the site along Main Street, a restaurant would be included as the primary retail use, which would take advantage of the picnic area in the park right next to it.

# OUTREACH

## TRUNK OR TREAT EVENT AND SURVEY

The Downtown Planning Group promoted the plan for North Village at the Trunk or Treat event on Sunday October 23, 2016 from 2-5 PM. This was a community Halloween celebration for the kids with activities and other entertainment including the Whitmore Lake High School band. Anybody interested in learning more was encouraged to come to our table for an overview of the project and the planning process. People were also invited to give feedback either by taking the Downtown Planning Group survey or by submitting an idea through the “Big Idea” brainstorming activity.

### Survey

There were a total of 92 responses to the survey from attendees to the event. About 61% of the people surveyed said this property should be used for a community park or recreational purposes only, 28% said it should be used for a combination of recreation, retail and/or housing, and 11% of respondents wrote another response along these lines. Nobody preferred retail purposes only or housing only for the use of this property.

For the recreational features that people would like to see (people could choose their top 3), the top choices were sandy beach/swim area (58%), children’s play area with playground equipment (55%), pavilion/picnic area (54%), and pathways and trails (44%). A band shell (34%), fishing pier (30%), and canoe/kayak launch (24%) also received several votes. For potential business uses on this site, a bakery/deli (42%), restaurant/bar (35%), food market (31%), and a brewery (30%) were the most preferred. Several people in the comments to this question reiterated that they did not want any business uses on this site.

### Big Idea Board

The big idea board gave people an opportunity to brainstorm and write down any idea they had to use the site. Some people also wrote smiley faces to support ideas already on the board. The ideas are listed on the following page.

- Splash pad (3 support)
- Just some tables
- Good, gentle lighting
- 24-hour video surveillance
- Community events (3 support)
- Connect community with paths (1 support)
- Music
- Gym
- Park
- Swim at your own risk (child/toddler proof gate to beach)
- Playground by Great Lakes Recreation Company
- Band shell, open mic nights (1 support)
- Picnic pavilion for rent (1 support)
- Food trucks
- Stand up paddle boards
- Public beach
- Farmer’s market area
- Walking trails with restroom and drinking fountain



## BUSINESS INTERVIEWS

The Downtown Planning Group conducted interviews with six business owners in the downtown area and two from other communities in the surrounding metro area. The interviews were conducted to get local entrepreneur input on the assets, opportunities, and deficiencies for the future development of downtown Whitmore Lake.

Business owners from Whitmore Lake generally said that it is a great community with great people, but the downtown has a lot of potential that has yet to be realized. More commercial or service activity is needed, and there needs to be a draw to get people downtown. Suggestions for potential businesses downtown include a credit union, hardware store, restaurant on the lake, and other small retail shops. Business owners from outside the Whitmore Lake area said restaurants, coffeehouses, a community theatre or similar use, and an active/outdoor sports retail store would do well there. The Township should work to incubate new businesses in the downtown area.

Whitmore Lake business owners said there is generally not an overabundance of one business type besides pizza places. Most were not interested in opening a branch of their business in another community, but all would like to increase business at their current location by drawing more people downtown and expanding their offerings. The business owners from other communities were not interested in opening a new branch in Whitmore Lake, but this was mostly based on their own business models.

People in Whitmore Lake have several different ideas on what would make it more attractive. Some people mentioned the need to improve the business climate, saying that property taxes are too high and there are too many hurdles in the regulatory process. For people who thought housing would be a good addition, the most common suggestions were medium-to-high income subdivisions and homes throughout the Township, as well as condos with a view of the lake for downtown housing. One of the outside business owners stated that a positive business ecosystem, where businesses and public officials support each other, was crucial to the success of their business.

Park and recreational amenities that people want to see include a family picnic area, amphitheater or band shell, fishing pier, place to swim, outdoor grills, and many other ideas. A common parking lot for the entire downtown area was also cited as a need. People from outside the community described the importance of having unique events to bring people and families to the community, and said the lake is a major asset that the community can better leverage with the park.

For advertising, one person stated how social media has been beneficial for them. Another suggested that advertising near the freeway exits would be helpful.

Overall, there are a lot of strengths for Whitmore Lake to build upon. The lake being next to downtown is a tremendous asset that is currently underused. Residents support the existing events that occur downtown. Marketing ideas included doing a Groupon-style deal for downtown businesses and similar campaigns, and focus the marketing efforts on trying to attract more businesses to the area as a first step before marketing to attract more customers.

## TOWNSHIP TAX MAILING SURVEY

A total of 390 responses were obtained from the survey mailed out with property taxes and from surveys returned to the Township offices. About 64% of people surveyed said this property should be used for a community park or recreational purposes only, 26% said it should be used for a combination of recreation, retail, and/or housing, 5% preferred retail purposes only, and 6% respondents gave their own response. Nobody preferred housing only for the use of this property.

For recreational features people want to see (people could choose their top 3), the top choices were a sandy beach/swim area (63%), pathways and trails (46%), a pavilion/picnic area (46%), and a children's play area with playground equipment (38%). A canoe/kayak launch (34%), fishing pier (30%), and band shell/amphitheater (19%) also received several votes. For potential businesses on the site, a restaurant or bar (44%), bakery/deli (41%), food truck (25%), and food market (23%) were the most popular of the given options. Several people in the comments reiterated that they did not want any business uses on the site.



# CONCEPT PLANS

The Downtown Planning Group worked with residents and business owners at the design workshop held on January 17, 2017 to develop schematic design for site development. Three scenarios, representing a low, medium, and high development intensity, were explored in the process of developing a synthesis plan. The synthesis plan attempts to achieve the best of all three scenarios and limit perceived impacts to park development.

## DESIGN SCENARIO 1: PARK ONLY

The first design scenario explored was a low-intensity development scenario that focused on maintaining natural features, providing some desirable public amenities, and limiting housing, commercial, or mixed use development. This design scenario was perceived as potentially resulting in a maintenance burden and a high public development cost for the desired amenities. Many Township residents prefer a park only option.



**Figure 3: Design Scenario 1a:**  
Park Only – Low Development Intensity - Pre-Charrette Schematic

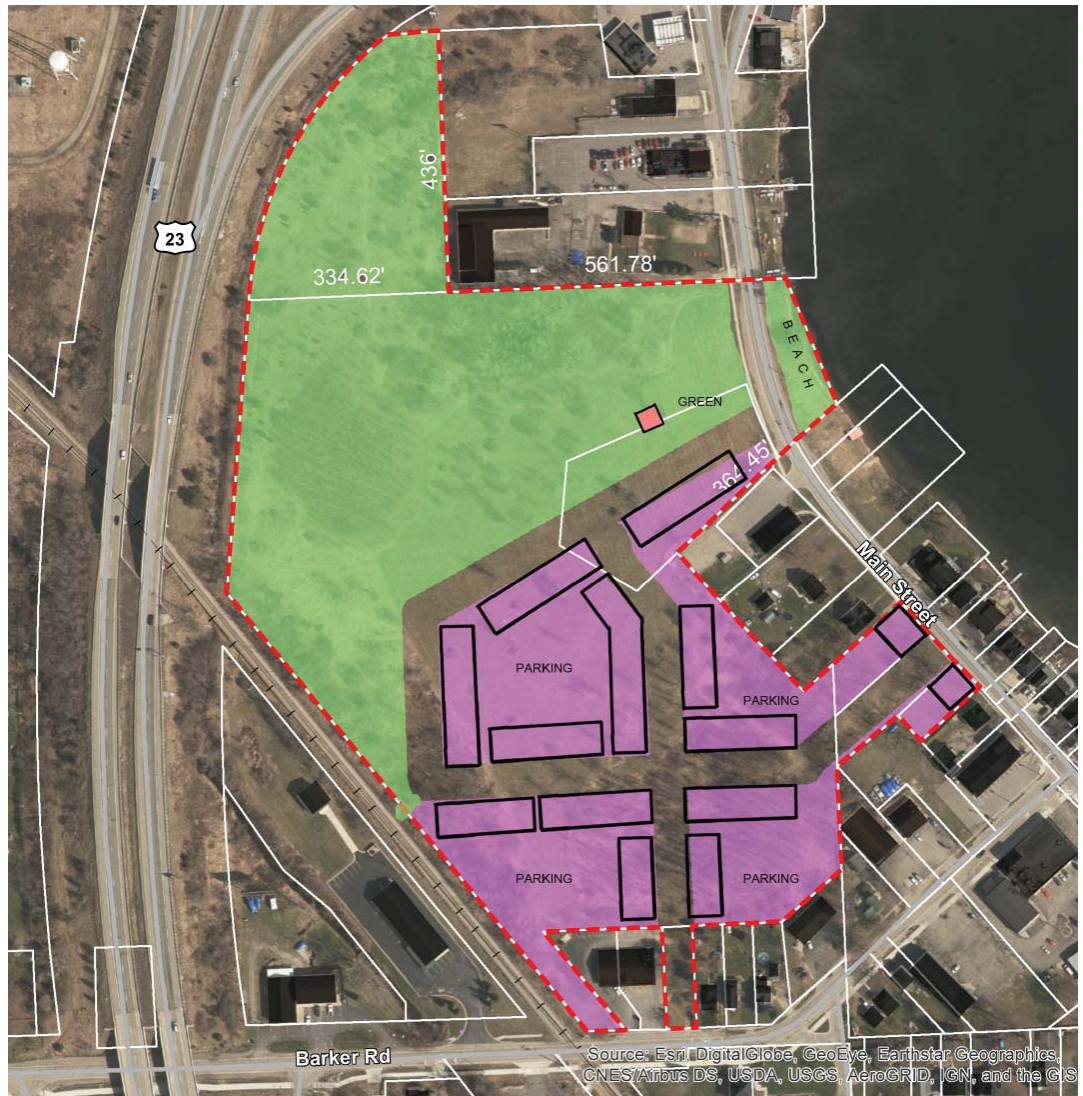


**Figure 4: Design Scenario 1b:**  
Park Only – Low Development Intensity Design Workshop Sketch



## DESIGN SCENARIO 2

The second design scenario explored was a middle-intensity development scenario that focused on maintaining most of the site's natural features and a minimum of 50% of land for public uses. Design workshop participants were not attracted to the traditional grid pattern presented in the pre-development charrette schematic. Instead, a curvilinear pattern that accentuated the park as the prominent site feature was suggested, which led to the structures being moved to the site edges. This design provides many desirable public amenities, while including some private development to potentially offset public construction costs and contribute to Township tax revenues. Design workshop participants expressed some concerns with providing housing, but most were supportive of some mixed use along the front of the site. Based on the outreach conducted, a middle-intensity scenario may fit with the preferences of Township residents if impacts are minimal and development helps to finance public amenities on the site.



**Figure 5: Design Scenario 2a:**  
Park with Housing – Medium Development Intensity - Pre-Charrette Schematic

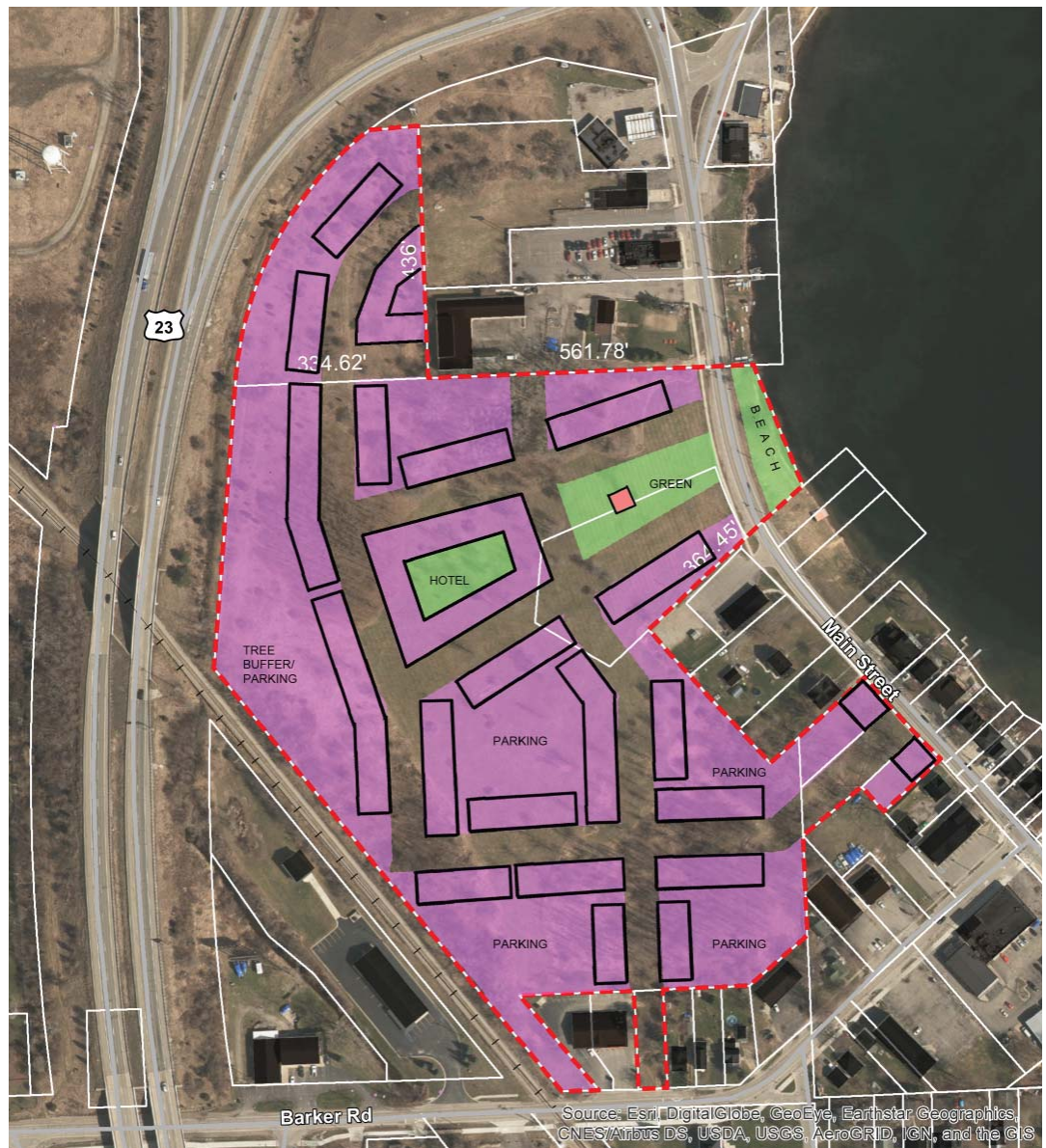


**Figure 6: Design Scenario 2b:**  
Park with Housing – Medium Development Intensity - Charrette Sketch



## DESIGN SCENARIO 3

The third design scenario explored was a high-intensity development scenario that gave priority to using the site for private development and provided more limited public amenities like lake access, public parking, and a town green. Design workshop participants again were not attracted to the traditional grid pattern presented in the pre-development charrette schematic and were critical of the development density shown. Instead, the sketch design again features a curvilinear pattern. The sketch shows that the important public amenities can be provided and private development can be considered at a high building density, if desired. However, based on the outreach conducted, the high-intensity scenario would not fit with the preferences of many Township residents.



**Figure 7: Design Scenario 3a:**  
Park With Mixed Use – High Development Intensity - Pre-Charrette Schematic



**Figure 8: Design Scenario 3b:**  
Park With Mixed Use – High Development Intensity -Charrette Sketch





## SYNTHESIS PLAN

The synthesis plan is based on the ideas from the Downtown Planning Group, Township officials, business owners, and community members. The synthesis plan meets the design objectives for the site while minimizing the perceived negative impacts of private development. The plan enhances some of the neighborhood and downtown connections that were articulated during the outreach process. The plan includes:

- Walking and biking enhancements that make neighborhood connections, improve Main Street access, and link school facilities and regional bike routes via a potential rail trail
- New parking areas for downtown and special events
- Waterfront access and site design for visual and acoustic considerations
- Preservation of natural features and existing tree stands
- Vehicle access to and through the site to Downtown and special event parking provide additional travel routes in the Downtown area

The synthesis plan is first and foremost a park. The plan includes mixed use and moderate development intensity around the site edges and with complementary form to the adjacent land uses. The plan includes the most commonly desired features and recreational amenities. New residential lofts, row houses, and mixed used buildings can be incorporated into the design to help supplement the cost of public features and provide tax revenues to assist with future maintenance.

There are several recreational opportunities included in the synthesis plan. Public access to the lake was a major priority of residents. The plan incorporates a fishing pier, beach, and marina. The town green, located across Main Street from the public lake access, is the most visible park feature on the site. A central lawn is located behind the town green providing people with opportunities for passive recreation, viewing entertainment at the band shell, or





special events. A community garden area is provided on the south end of the lawn by the pavilion and restroom structure. The band shell is sited so that people can simultaneously enjoy the lake and the performances, with the sound directed toward the highway so that it does not carry across the water. A new trail system is proposed with links to major off-site destinations. The existing stands of trees on the site are proposed to be preserved in site design. There is a possibility to integrate Downtown parking into the tree stands on the south end of the site. A tree survey will be required to evaluate these features and create a parking area that limits impacts.

Mixed-use buildings with retail are proposed at key points on Main Street, which would be designed to create a more walkable area. Smaller liner buildings are proposed to frame the edges around the town green space, with parking lots located behind these buildings. There are two sets of row houses on the site: one facing the central lawn on the east side with parking behind the buildings, and another on the northern part of the site. Finally, residential lofts are proposed along the western portion of the site to provide a buffer between the site and the highway. Parking for the lofts is located on the highway side.

Vehicular circulation is designed to access the site at four locations. The northernmost entry point would connect to the intersection of North Main at Main (8 Mile), creating a new four-way intersection. This new road would continue along the west side of the central lawn, and curve around, eventually heading south to link to Barker Road. A driveway access would also be provided to parking areas north of the Main Street and Barker Road intersection. A pair of one way streets border the town green and connect to Main and a drive that follows the east side of the central lawn. In front of the band shell, the drive access could be limited access and primarily used for a farmers market, or similar events.





**Figure 9: Synthesis Plan: Park with Mixed Use – Moderate Development Intensity**

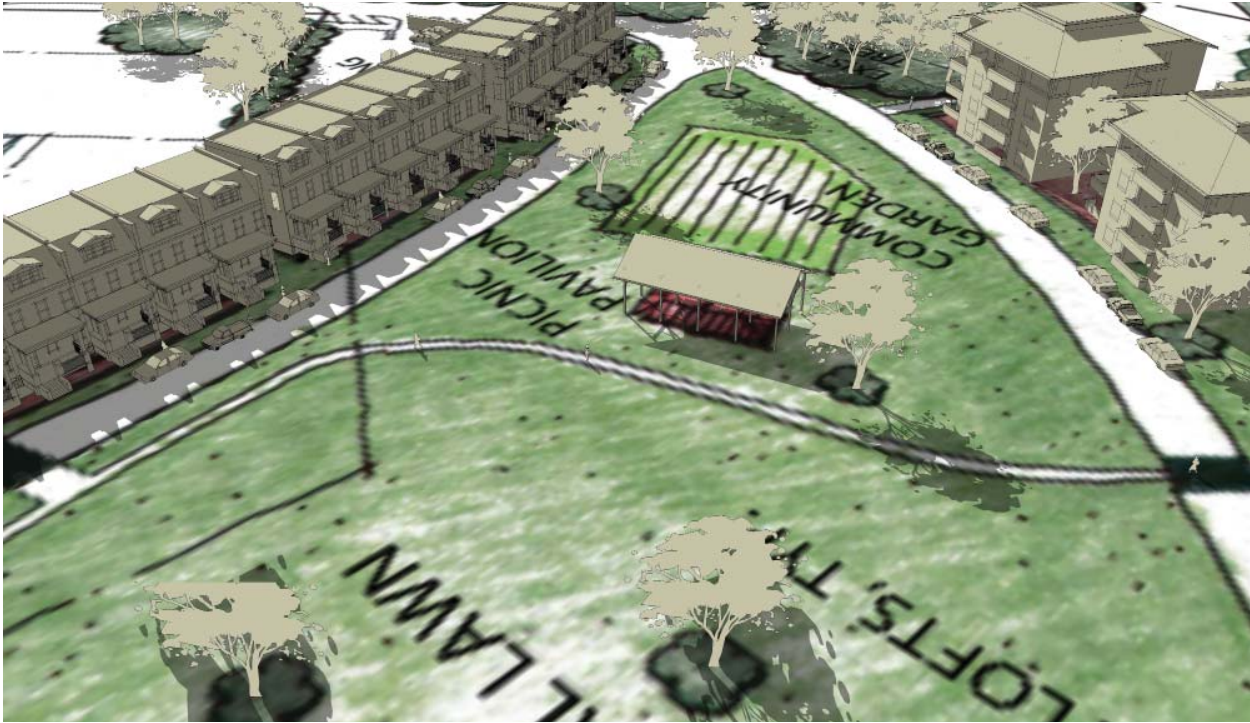


Figure 10: Central Lawn Rendering with Pavilion.



Figure 11: Town Green Rendering with Lake View





# VALUE AND PHASING

The value of the proposed improvements for North Village can be estimated at roughly equivalent to the cost of construction. This construction cost estimate provides rough values to build the Synthesis Plan for the North Village. It is presented in three phases, where construction costs are projected at \$9,032,671 for Phase I, \$10,802,200 for Phase II, and \$27,354,560 for Phase III, with Phase III delivering the vast majority of leasable floor area (see Table 1). The total increased value for the site is estimated at \$47,189,431.

The vast majority of the value will be taxable, estimated at \$44,180,000 for buildings. Based on the 2016 Township Millage rate of 40.93, the construction value yields an annual taxable value of \$1,808,287. The average unit cost will be \$279,620 for the 158 proposed units. The construction cost measure of \$250 per sq. ft. for mixed use and loft buildings and \$175 per sq. ft. for row houses is high to accommodate durable and attractive materials and fixtures, as well as unforeseen construction costs, which may include sewer line and lift station improvements.

Included in Phase I are all the public features to create North Village, including the roadways and associated utilities for all three phases. Phase I also includes all work associated with the entirety of the marina, dock, beach, town green, central lawn, band shell, and connecting trail system. The residential units, and their associated parking facilities, are split into Phases I, II, and III:

- Phase I includes the lakefront access and amenities, mixed use and liner buildings, three parking lots, the town green, the amphitheater, the central lawn and community garden, and the trail system. There are 23 combined commercial and residential units, at average unit size of 1,200 square feet each, for a total of 27,600 square feet of leasable floor area. Rowhouse units include indoor parking for vehicles. Phase I also has 27,460 square feet of paved and landscaped parking area, accommodating roughly 78 cars.
- Phase II includes the three southernmost row houses and the southernmost residential lofts. There are 20 rowhouses and 20 residential loft units, each at average size of 1,200 square feet, for a total of 48,000 square feet of leasable floor area. Rowhouse units include indoor parking for vehicles. Phase II also has 46,600 square feet of paved and landscaped parking area, accommodating roughly 133 cars.
- Phase III includes the two remaining row houses and the three remaining residential lofts. There are 15 rowhouses and 80 loft units, at average unit size of 1,200 square feet each, for a total of 113,600 square feet of leasable floor area. Rowhouse units include indoor parking for vehicles. Phase III also has 38,400 square feet of exterior paved and landscaped parking area, accommodating roughly 110 cars.
- North Access Road: Public roadway access from the north end of the site is required. This will require working with MDOT and/or adjacent property owners to negotiate right-of-way access.

Unit estimates and building square footage totals are shown in Table 2.

**Table 1: Public and Private Construction Estimate**

Phase 1				
Feature	Analysis Units	Measure	Cost Per Unit	Cost Estimate
Sewer / Utilities	3,600	l. ft.	\$ 136.00	\$ 489,600
Roads / Circulation / Street Parking	3,600	l. ft.	\$ 50.00	\$ 180,000
Parking Areas with Landscaping	27,460	sq. ft.	\$ 7.15	\$ 196,339
Central Lawn – Grading / Seeding / Planting	118,800	sq. ft.	\$ 0.94	\$ 111,672
Central Lawn – Pathways	480	l. ft.	\$ 12.00	\$ 5,760
Central Lawn – Market Roadway	6,450	sq. ft.	\$ 18.00	\$ 116,100
Central Lawn – Market Roadway Bollards	6	per	\$ 600.00	\$ 3,600
Central Lawn – Band Shell	1	per	\$ 375,000.00	\$ 375,000
Central Lawn – Pavilion / Restrooms	1	per	\$ 155,000.00	\$ 155,000
Green – Grading / Seeding / Planting	14,000	sq. ft.	\$ 0.94	\$ 13,160
Green – Sidewalks	8,800	l. ft.	\$ 9.00	\$ 79,200
Green – Flagpole / Sculpture	1	per	\$ 7,000.00	\$ 7,000
Marina – Docks	385	l. ft.	\$ 400.00	\$ 154,000
Marina – Beach / Sand System	1	per	\$ 228,000.00	\$ 228,000
Mixed Use Buildings – Main Street	20,400	sq. ft.	\$ 250.00	\$ 5,100,000
Mixed Use Buildings – On Green	7200	sq. ft.	\$ 250.00	\$ 1,800,000
Connecting Trail System	1520	l. ft.	\$ 12.00	\$ 18,240
<b>Phase 1 Total</b>				<b>\$ 9,032,671</b>
Phase 2				
Feature	Analysis Units	Measure	Cost Per Unit	Cost Estimate
Rowhouses	24,000	sq. ft.	\$ 175.00	\$ 4,200,000
Loft Buildings	24,000	sq. ft.	\$ 250.00	\$ 6,000,000
Parking Areas with Landscaping	10,000	sq. ft.	\$ 7.15	\$ 71,500
Parking Areas with Preserved Trees	36,600	sq. ft.	\$ 14.50	\$ 530,700
<b>Phase 2 Total</b>				<b>\$ 10,802,200</b>
Phase 3				
Feature	Analysis Units	Measure	Cost Per Unit	Cost Estimate
Rowhouses	17,600	sq. ft.	\$ 175.00	\$ 3,080,000
Loft Buildings	96,000	sq. ft.	\$ 250.00	\$ 24,000,000
Parking Areas with Landscaping	38,400	sq. ft.	\$ 7.15	\$ 274,560
<b>Phase 3 Total</b>				<b>\$ 27,354,560</b>
<b>Phase 1, 2, 3, Total</b>				<b>\$ 47,189,431</b>

**Table 2: Building and Unit Calculations**

Building Type	Average Footprint (sf)	Stories (#)	Buildings (#)	Total Square Feet	Average Unit Size	Housing / Retail Units (#)
Mixed Use Buildings - Main Street	3,400	2	3	20,400	1,200	17
Mixed Use Buildings - On Green	1,200	2	3	7,200	1,200	6
Rowhouses - Phase 2	4,000	2	3	24,000	1,200	20
Rowhouses - Phase 3	4,400	2	2	17,600	1,200	15
Loft Buildings - Phase 2	6,000	4	1	24,000	1,200	20
Loft Buildings - Phase 3	8,000	4	3	96,000	1,200	80
<b>Building Totals</b>			<b>15</b>	<b>189,200</b>		<b>158</b>



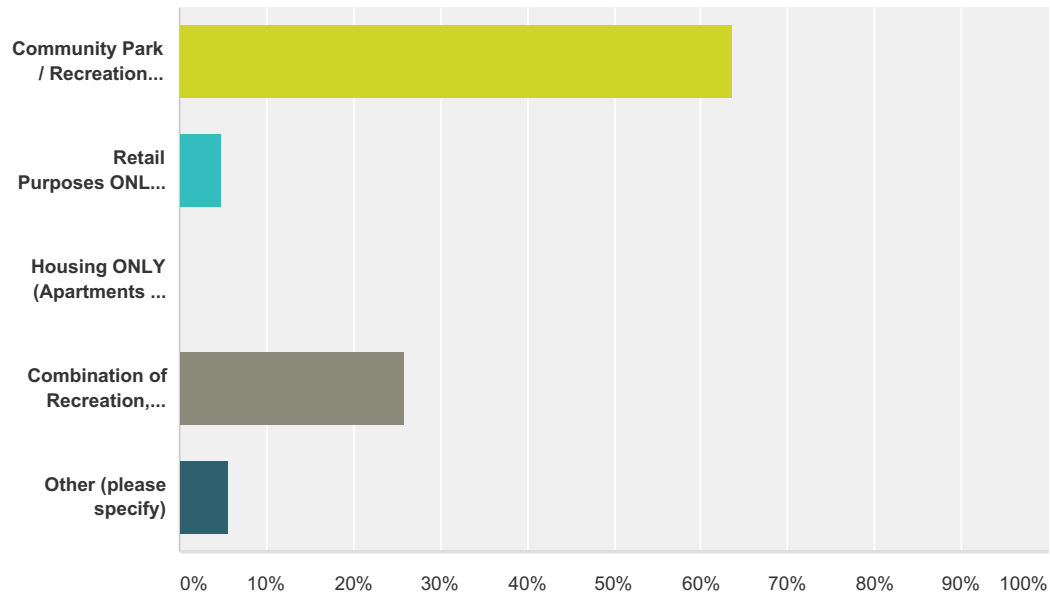
**Figure 12: Phasing Plan: Park With Mixed Use – Moderate Development Intensity**

# **APPENDIX:** PUBLIC SURVEY RESULTS



**Q1 What do you think this property should be used for? (All of the options would include ample parking!)**

Answered: 390 Skipped: 4

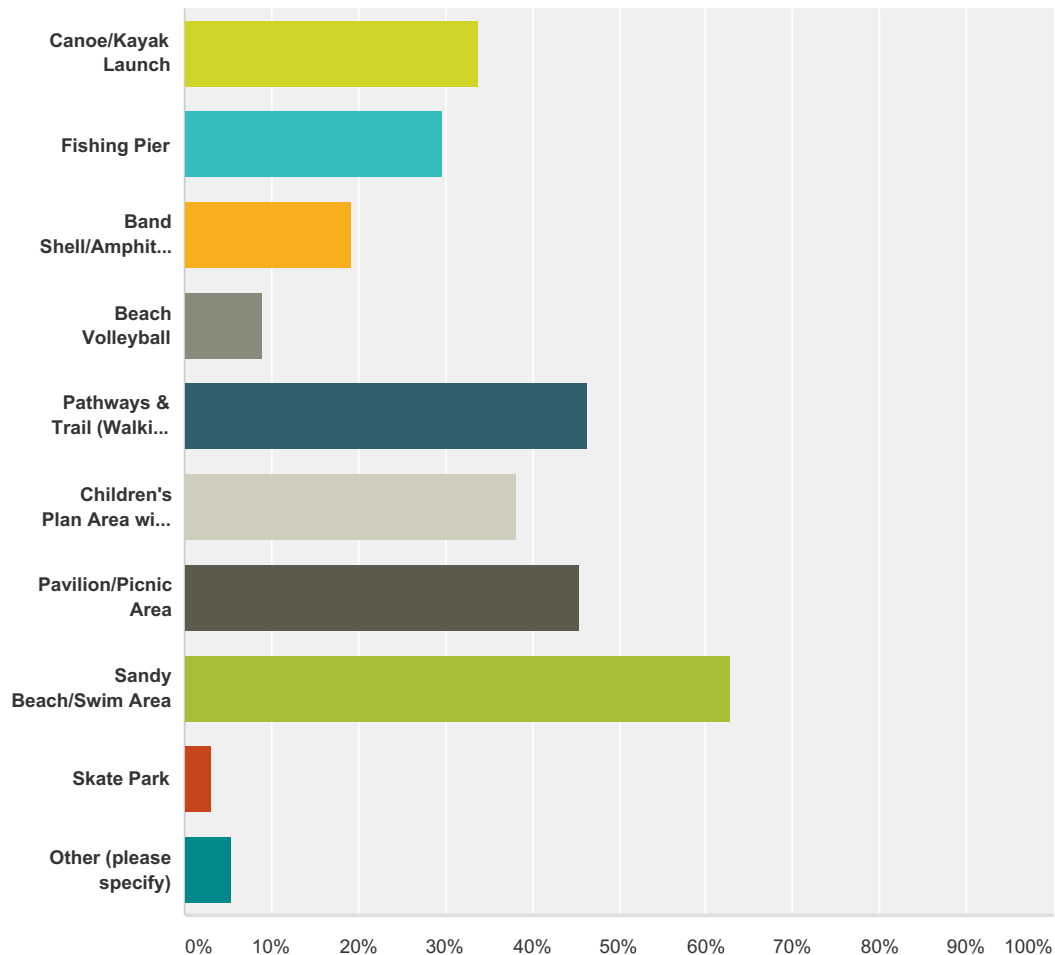


Answer Choices	Responses	
Community Park / Recreational Purposes ONLY	63.59%	248
Retail Purposes ONLY (small businesses, restaurants, etc.)	4.87%	19
Housing ONLY (Apartments or condos)	0.00%	0
Combination of Recreation, Retail, and/or Housing	25.90%	101
Other (please specify)	5.64%	22
<b>Total</b>		<b>390</b>



**Q2 If this area (or part of this area) were to be used as a recreation area, which recreational features you would most like to see? (Please select your top (THREE (3) ONLY**

Answered: 387 Skipped: 7



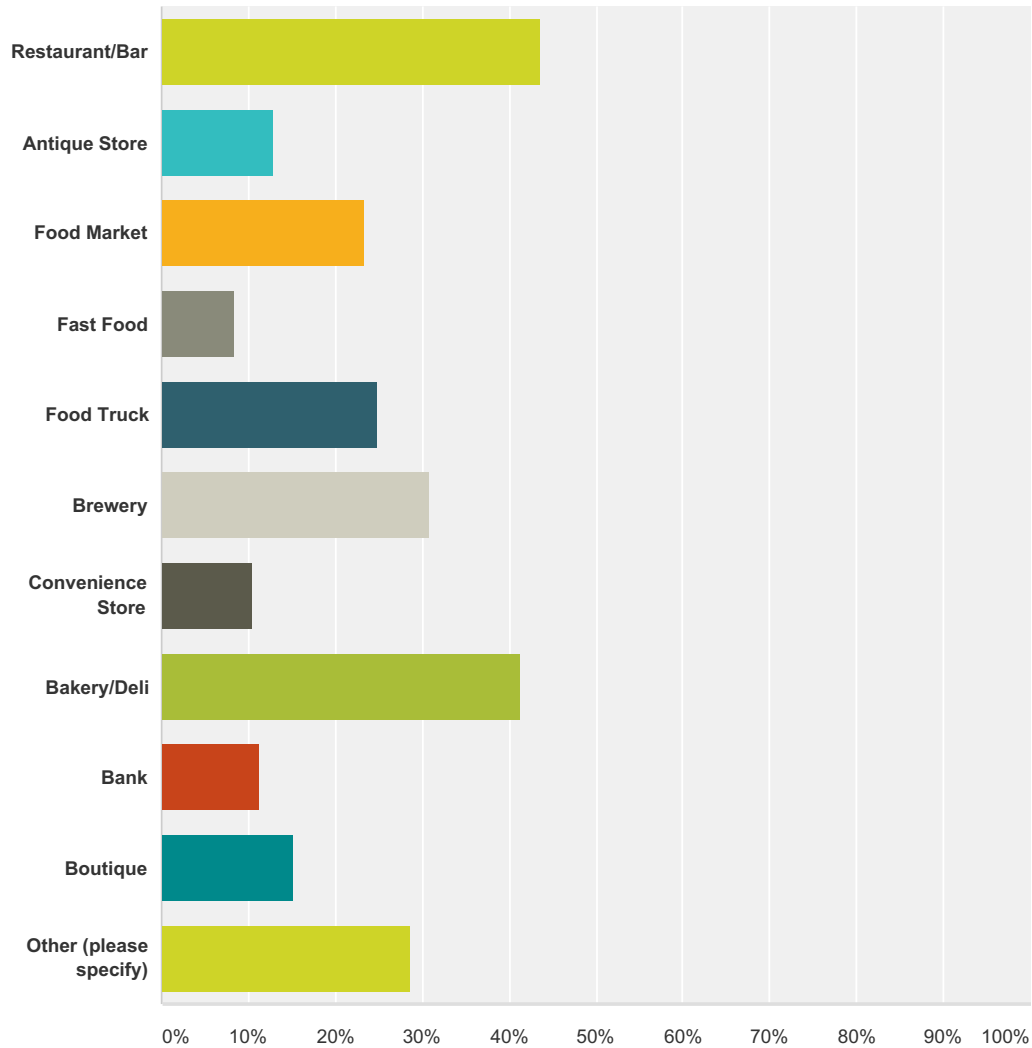
Answer Choices	Responses
Canoe/Kayak Launch	33.85% 131
Fishing Pier	29.72% 115
Band Shell/Amphitheatre	19.12% 74
Beach Volleyball	9.04% 35
Pathways & Trail (Walking Paths, Bike Trails, Fitness Trails, etc.)	46.25% 179
Children's Plan Area with Playground Equipment	38.24% 148
Pavilion/Picnic Area	45.48% 176
Sandy Beach/Swim Area	62.79% 243

## Copy of Northfield Community Park Survey

Skate Park	3.10%	12
Other (please specify)	5.43%	21
Total Respondents: 387		

**Q3 If this area (or part of this area) were to be utilized for business use, what types of businesses would you like to see? Please select all that apply**

Answered: 326 Skipped: 68



Answer Choices	Responses	
Restaurant/Bar	43.56%	142
Antique Store	12.88%	42
Food Market	23.31%	76
Fast Food	8.28%	27
Food Truck	24.85%	81
Brewery	30.98%	101
Convenience Store	10.43%	34

## Copy of Northfield Community Park Survey

Bakery/Deli	41.41%	135
Bank	11.35%	37
Boutique	15.34%	50
Other (please specify)	28.53%	93
Total Respondents: 326		

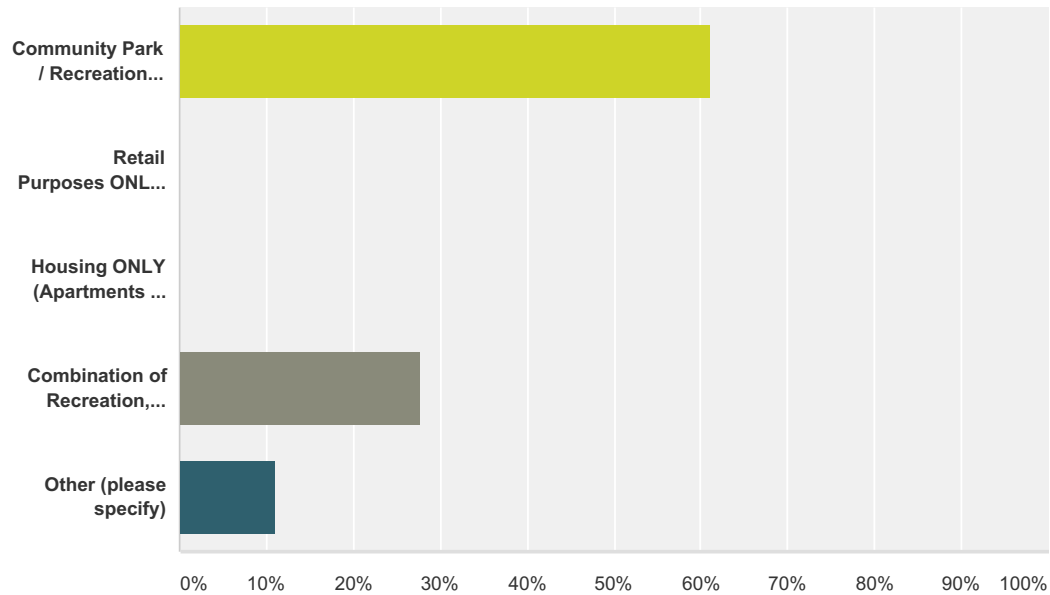
**Q4 Please list your age and the ages of your children, if applicable. (for demographic purposes ONLY)**

Answered: 370 Skipped: 24

Answer Choices	Responses	
Your Age	99.46%	368
Child(ren)'s Age (please list all)	46.76%	173

**Q1 What do you think this property should be used for? (All of the options would include ample parking!)**

Answered: 90 Skipped: 2

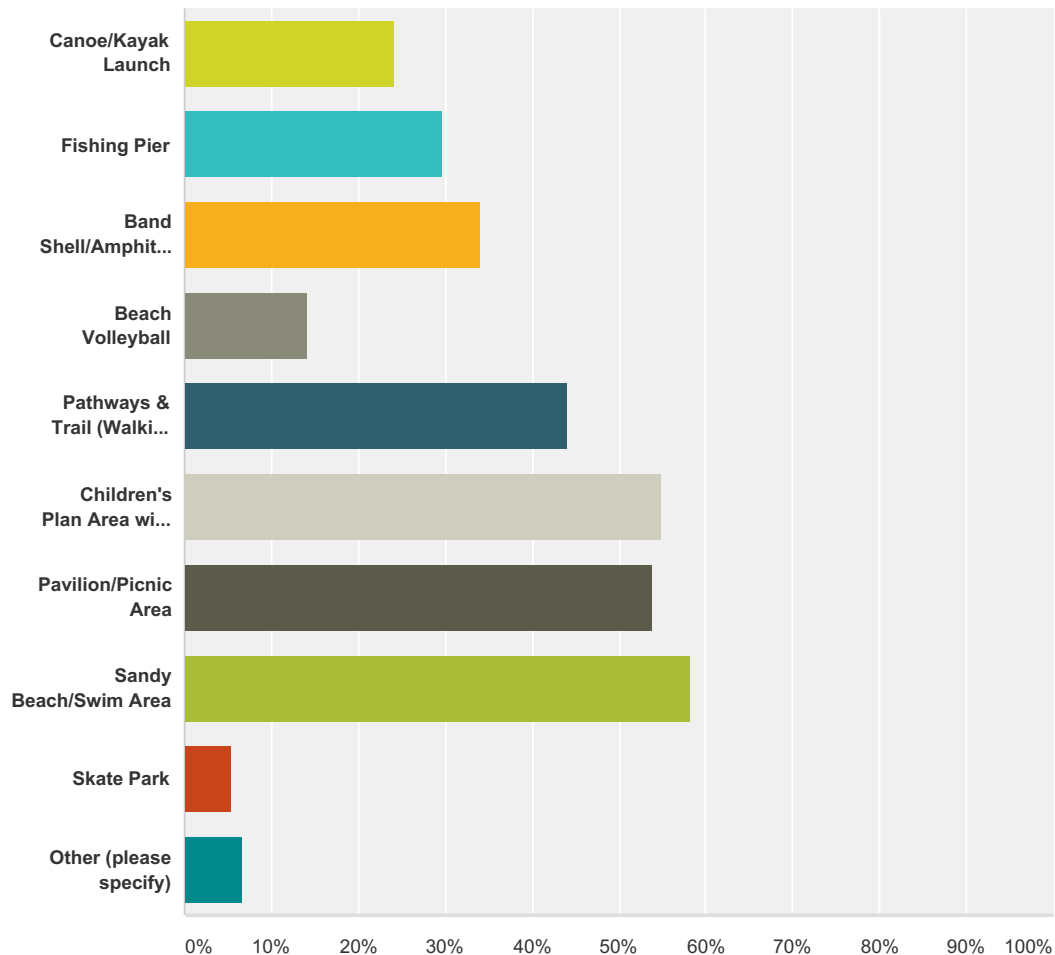


Answer Choices	Responses	
Community Park / Recreational Purposes ONLY	61.11%	55
Retail Purposes ONLY (small businesses, restaurants, etc.)	0.00%	0
Housing ONLY (Apartments or condos)	0.00%	0
Combination of Recreation, Retail, and/or Housing	27.78%	25
Other (please specify)	11.11%	10
<b>Total</b>		<b>90</b>



**Q2 If this area (or part of this area) were to be used as a recreation area, which recreational features you would most like to see? (Please select your top (THREE (3) ONLY**

Answered: 91 Skipped: 1



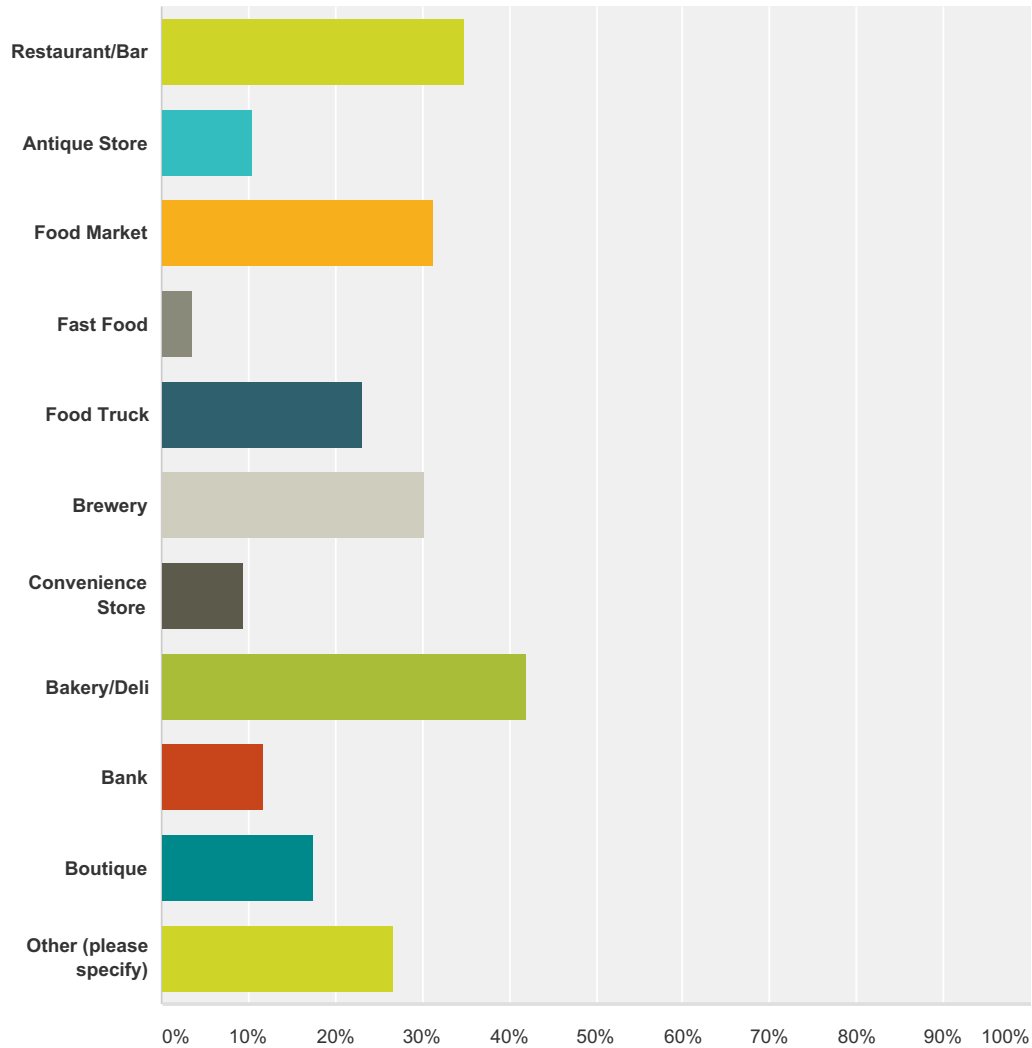
Answer Choices	Responses
Canoe/Kayak Launch	24.18% 22
Fishing Pier	29.67% 27
Band Shell/Amphitheatre	34.07% 31
Beach Volleyball	14.29% 13
Pathways & Trail (Walking Paths, Bike Trails, Fitness Trails, etc.)	43.96% 40
Children's Plan Area with Playground Equipment	54.95% 50
Pavilion/Picnic Area	53.85% 49
Sandy Beach/Swim Area	58.24% 53

Northfield Community Park Survey

Skate Park	5.49%	5
Other (please specify)	6.59%	6
Total Respondents: 91		

**Q3 If this area (or part of this area) were to be utilized for business use, what types of businesses would you like to see? Please select all that apply**

Answered: 86 Skipped: 6



Answer Choices	Responses	
Restaurant/Bar	34.88%	30
Antique Store	10.47%	9
Food Market	31.40%	27
Fast Food	3.49%	3
Food Truck	23.26%	20
Brewery	30.23%	26
Convenience Store	9.30%	8

Northfield Community Park Survey

Bakery/Deli	41.86%	36
Bank	11.63%	10
Boutique	17.44%	15
Other (please specify)	26.74%	23
Total Respondents: 86		

**Q4 Please list your age and the ages of your children, if applicable. (for demographic purposes ONLY)**

Answered: 88   Skipped: 4

Answer Choices	Responses	
Your Age	97.73%	86
Child(ren)'s Age (please list all)	62.50%	55

January 31, 2017

Hon. Marlene Chockley  
Township Supervisor  
Northfield Township  
8350 Main Street – P.O. Box 576  
Whitmore Lake, MI 48189

**Subject: Downtown Strategic Action Plan and Design Framework**

Dear Marlene:

At your request, we have outlined a process to work with Township stakeholders to create a Downtown Strategic Action Plan and Design Framework for the future development of Whitmore Lake. We will work with the Township to refine this scope to best fit your needs after discussion and your input.

**A. ORGANIZATION FOR PLANNING**

While many groups, boards, commissions, landowners, the public and others will be involved and contribute to the process of creating the Downtown Strategic Action Plan and Design Framework, the Township's Downtown Planning Group (DPG) will provide the organizing structure.

**B. PUBLIC ENGAGEMENT**

We understand that Northfield Township wants consistent and substantive public engagement. We envision the Downtown Strategic Action Plan and Design Framework as the next phase of Township outreach - building on the success of the Northfield Community Park Master Plan effort and leading up to the Township Master Plan effort. A realistic goal of any participation process is consensus, but not necessarily total agreement. We will:

- Be *respectful* of residents' time and attitudes
- Provide residents with *multiple opportunities for input*, as described below
- Be straightforward and forthcoming in establishing the *role the public will play* in decision-making
- Conduct public engagement activities with a *friendly yet professional* demeanor
- *Follow through on all promises* made to the public

**Key Public Engagement Tools**

The mail survey, stakeholder interviews, trunk-or-treat event, and mini-charrette conducted for the Northfield Community Park Master Plan yielded valuable results that will inform the Downtown planning process. The next phase of engagement can follow-up on these activities and provide a framework for the future development of Downtown Whitmore Lake. We recommend the following activities:

- Downtown Planning Group: Facilitate meetings with the DPG throughout the planning process.
- Focus Groups: Conduct two (2) to four (4) focus groups with residents and stakeholders identified by the Township and the DPG. Possible focus areas include: housing needs, growth management, design preference, and transportation.
- Digital Information Kiosk: As an option, the Township could install a digital kiosk with information and feedback opportunities at Township Hall or the Library.
- Pop-up Workshops: Attend and present at one (1) to two (2) community events (like trunk or treat)

McKenna will design a project logo/brand that can be used in outreach efforts to improve participation, and give credibility and context to each message.



## **C. PROPOSED WORK PLAN**

### **1. Alternatives and Development Scenarios:**

McKenna will work with the DPG to develop alternative concepts for downtown development. Ideas and will be fueled by the flexibility of the public engagement approach. The result of this phase will be to develop alternatives for refining a Design Framework for downtown.

The evaluation of different development scenarios will be an opportunity for the Township and stakeholders to look closely at policy questions to determine how to guide regulations and public investment.

To evaluate land development scenarios, the McKenna team will examine the existing conditions and public input, to identify two to four key site opportunities in the Downtown. Some likely candidates have already been identified for study, like the Driftwood Marina, but others may emerge. McKenna will work with the DPG, and site stakeholders, to develop alternatives based on future competitiveness, physical or economic patterns; conditions or arrangement of land, buildings, lots, or blocks; land use adjacencies; or inappropriate intensity of use is a candidate for a “change in intensity” within the planning period of five, 10, or 20 years.

To evaluate transportation development scenarios, the McKenna team will document the existing roadway conditions on Main Street and Barker Road, including utilities, traffic speed, traffic volumes, right-of-way constraints, as well as public input, to assess mode prioritization schemes for each character area in the Downtown. The McKenna team will explore trade-offs between biking, walking, parking and driving within the downtown to test a variety of cross-sections for their ability to meet design objectives.

### **2. Development Framework:**

McKenna will work with the DPG to develop a plan for the character of development in Downtown Whitmore Lake that considers building massing, uses, and public space. The Plan will address how buildings should look, including height and massing, where buildings should be located on the parcel, and appropriate uses for each kind of building. The Development Framework will include renderings showing the location, height, and design of buildings for development opportunities in Downtown. This will make it easier to coordinate development and redevelopment on different sites easier.

The Development Framework will address the following:

- a. Character transitions, gateway, and nodal plan
- b. Future land use designations for all areas
- c. Opportunities to attract new development and businesses
- d. Priority redevelopment sites and catalytic opportunities
- e. Development visualizations, elevations, and 3-D renderings for key areas in the Downtown
- f. Design concepts for pocket parks and public spaces
- g. Building design standards
- h. Siting standards
- i. Parking standards
- j. Recommended building types for the various sub-areas
- k. Recommended uses for the various sub-areas

### **3. Connectivity Framework:**

McKenna will work with the DPG to create a Connectivity Framework and establish a preferred concept for the design of streetscape, roadway components, and crossings in the Downtown. The McKenna team will refine and finalize the preferred design elements that are selected from the preliminary recommendations and alternatives development phase.

The Connectivity Framework will address the following:

- a. Streets and circulation plan, including access management
- b. Opportunities for new streets and grid retrofitting
- c. Complete Streets approach, policy objectives, and principles
- d. Nonmotorized plans for bicycle, pedestrian, and marina connections
- e. Crossing plan for priority pedestrian and bicycle crossings
- f. Typology plan for right-of-way variations to establish district transitions
- g. Typical cross-sections for segments and intersection
- h. Streetscape concepts and design drawings
- i. Cost estimates for improvement projects and phasing plan
- j. Street design guidelines
- k. Parking plan showing areas for shared parking and potential areas for public parking facilities

### **4. Downtown Design Guidelines:**

McKenna will work with the DPG to create responsive and appropriate Downtown Design Guidelines for Whitmore Lake. These guidelines will support the land use and transportation recommendations for Downtown and will foster welcoming, attractive, and active development that is reflective of the unique character of Northfield Township. The guidelines will include recommendations to improve and enhance the image and identity of Downtown, including a framework for all streetscape improvements and identity projects.

The Downtown Design Guidelines will address the following:

- a. Landscaping
- b. Pedestrian amenities
- c. Street Furnishings
- d. Medians
- e. Gateway elements
- f. Public art
- g. Crossing enhancements
- h. Wayfinding and interpretive signs
- i. Downtown identity and branding

### **5. Strategic Action Plan**

McKenna will work with the DPG to create a strategic action plan to guide project implementation. This plan will include step-by-step guidance for plan objectives and an implementation matrix that identifies funding sources, priority levels, partners for each key project. McKenna will also create a detailed work plan for the first two years of plan implementation and marketing tools.

The plan will include strategic actions pertaining to targeting desired/supportable land uses, business attraction strategies, and administration duties. The purpose of the strategic action plan is to provide a concise list of implementation-ready projects that the Township should pursue.

This Strategic Action Plan will include the following:

- a. A concise action plan organized around project goals, objectives, strategies, and actions
- b. An implementation matrix, with each projects priority, timeframe, funding, and partners
- c. A two-year work plan for staff or the DPG
- d. A marketing strategy and marketing materials

#### **D. END PRODUCTS**

- 1. Graphic Boards and Illustrations:** Renderings from the Design Framework will be mounted on boards to serve as a permanent record, suitable for display.
- 2. Downtown Strategic Action Plan and Design Framework:** The completed document will include text, photos, plans, maps, reduction and sketches, and will also incorporate the Northfield Community Park Master Plan to clearly communicate our recommendations. The Plan will be developed to be formally adopted by the Township as a subarea plan or chapter of the current Northfield Township Master Plan. Additionally, the Plan will serve as the foundation for future amendments to the Whitmore Lake District of the Zoning Ordinance.

McKenna will deliver 10 copies of the bound document along with one electronic copy for your use.

#### **E. SCHEDULE**

We propose to complete the Downtown Strategic Action Plan and Design Framework within 4 - 5 months from date of authorization to proceed. This schedule may be adjusted, as mutually agreed with the Township.

#### **F. FEES**

McKenna's fee for the Work Plan, as outlined above is \$18,500. On a task by task basis, our fee is:

<b>Step 1: Alternatives</b>	<b>\$2,000</b>
<b>Step 2: Development Framework:</b>	<b>\$4,500</b>
<b>Step 3: Connectivity Framework:</b>	<b>\$4,500</b>
<b>Step 4: Downtown Design Guidelines</b>	<b>\$4,000</b>
<b>Step 5: Strategic Action Plan</b>	<b>\$3,500</b>
<b>TOTAL:</b>	<b>\$18,500</b>

We propose that the Public Engagement be conducted based on the following professional fees; which will allow the Township some flexibility in scheduling additional events or meetings during the process.

- Downtown Planning Group Meetings: \$400 per meeting
  - Monthly meetings recommended for four to five months = \$1,600 to \$2,000
- Focus Group Meetings: \$600 per meeting
  - Two to four meetings recommended = \$1,200 to \$2,400
- Digital Information Kiosk: \$2,500 per kiosk

- Optional - McKenna can explore permanent installation, as well
- Pop-up Workshops: \$1,000 per meeting
  - One to two events recommended = \$1,000 to \$2,000

Recommended Public Engagement commitment = \$3,800 to \$6,400

Services will be invoiced to the Township on a percent complete basis. Any tasks beyond those cited in the agreed-upon work plan, as requested by the Township, would be invoiced as additional services, in accordance with the Schedule of Hourly Rates in our current contract with Northfield Township.

If you are satisfied with the Work Plan described, then please return one signed copy of this letter for our files, authorizing McKenna to proceed. If the Township Board of Trustees would like us to present our proposal and answer any questions, we would be pleased to do so. Thank you.

Respectfully submitted,

**McKENNA ASSOCIATES**



Paul Lippens, AICP  
Director of Transportation and Urban Design  
Senior Principal Planner

**NORTHFIELD TOWNSHIP, WASHTENAW COUNTY, MICHIGAN**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name (printed)

# NORTHFIELD TOWNSHIP PLANNING COMMISSION

## Minutes of Regular Meeting February 15, 2017

### 1. CALL TO ORDER

The meeting was called to order by Chair Roman at 7:03 P.M. at 8350 Main Street.

### 2. PLEDGE OF ALLEGIANCE

### 3. ROLL CALL AND DETERMINATION OF QUORUM

Roll call:

Janet Chick	Present
Brad Cousino	Present
Sam Iaquinto	Present
Cecilia Infante	Present
Larry Roman	Present
Amy Steffens	Present
John Zarzecki	Present

Also present:

Assessing & Building Assistant Mary Bird  
Planning Consultant Patrick Sloan, McKenna Associates  
Township Engineer Jacob Rushlow, OHM  
Recording Secretary Lisa Lemble  
Members of the Community

### 4. ADOPTION OF AGENDA

- **Motion:** Roman moved, Iaquinto moved, to adopt the agenda with the order of Items 10C and 10D reversed. **Motion carried 7—0 on a voice vote.**

### 5. FIRST CALL TO THE PUBLIC

No comments.

### 6. CLARIFICATIONS FROM THE COMMISSION

No comments.

### 7. CORRESPONDENCE

Roman reported he received a letter from Rhe-Tech regarding the public hearing item.

### 8. PUBLIC HEARINGS

- 8A. Case JPC170001; Applicant: Washtenaw County Road Commission; Location: 11222 E. North Territorial Road, Parcel 02-21-300-004; Request for Conditional Use Permit (CUP) for a road maintenance facility including outdoor storage and vehicle repair; Zoned LI—Limited Industrial

- **Motion:** Roman moved, Chick supported, that the public hearing be opened.  
**Motion carried 7—0 on a voice vote.**

Roy Townsend, Managing Director of the Washtenaw County Road Commission (WCRC) explained that this proposal will re-establish a maintenance yard in the area after a yard in Salem Township was closed about 10 years ago.

Joe Maynard, Washtenaw Engineering, briefly reviewed the plans. Township planning consultant Patrick Sloan reviewed his February 9<sup>th</sup> reports regarding the site plan and conditional use permit, and he noted that the brine well and communications tower on previous versions of the plan had been removed.

Sloan provided detailed information about parking, circulation, landscaping, and screening of stored materials, noting that most requirements have been met. He recommended approval of the site plan conditioned upon the proposed block wall and evergreen trees being increased in height to meet screening requirements, only cut-off lighting fixtures being used, and the height of light poles being reduced.

Sloan recommended approval of the CUP based on the proposal satisfying the criteria in Section 36-838, subject to the conditions he cited for site plan approval and that all vehicle repair take place indoors.

Roman called for comments from the public. There were none.

- **Motion:** Iaquinto moved, Roman supported, that the public hearing be closed.  
**Motion carried 7—0 on a voice vote.**

### 9. REPORTS

#### 7A. Board of Trustees

Chick reported that on February 14<sup>th</sup> the Board approved construction of Phase 3 of the Barker Road non-motorized path, adopted the zoning ordinance text amendments recommended by the Planning Commission, and accepted the resignations of the Controller and the Wastewater Treatment Plant Superintendent.

#### 7B. ZBA

No report.

#### 7C. Staff Report

Nothing to report.

#### 7D. Planning Consultant

Nothing to report.



#### 7E. Parks & Recreation

Iaquinto reported that at their January 19<sup>th</sup> meeting officers were elected and priorities for projects were set. He noted their next meeting is February 16<sup>th</sup>.

### 10. UNFINISHED BUSINESS

#### 10A. Case JPC170001; Applicant: Washtenaw County Road Commission; Location: 11222 E. North Territorial Road, Parcel 02-21-300-004; Request for Conditional Use Permit (CUP) for a road maintenance facility including outdoor storage and vehicle repair; Zoned LI—Limited Industrial

Jacob Rushlow, Township engineer, reviewed the recommendations in his letter of January 9<sup>th</sup> covering a variety of engineering and environmental issues. He said the proposal is in substantial compliance with the Township's site plan review requirements. He and Joe Maynard of Washtenaw Engineering answered questions from Commissioners about the handling of wastewater, the height of screening walls for materials stored outside, and approvals needed from the Wastewater Treatment Plant Superintendent.

- **Motion:** Roman moved, Iaquinto supported, to approve with conditions the request of the Washtenaw County Road Commission at 11222 E. North Territorial Road, Parcel 02-21-300-004 for conditional uses, the conditions being:

1. The site plan include details and conditions noted in the McKenna site plan review letter dated February 9, 2017.
2. That all repair of vehicles take place indoors only.
3. That the truck wash are floor drains be approved for discharge into the public sewer by the Wastewater Treatment Plant Superintendent or alternatively discharged into a collection system for recycling or proper offsite disposal.
4. That the vector truck dump storage be approved for discharge into the public sewer by the Wastewater Treatment Plant Superintendent or alternatively discharged into a collection system for recycling or proper offsite disposal.

**Motion carried 7—0 on a roll call vote.**

#### 10B. Case JPC170001; Applicant: Washtenaw County Road Commission (WCRC); Location: 11222 E. North Territorial Road, Parcel 02-21-300-004; Request for Site Plan for a road maintenance facility including outdoor storage and vehicle repair; Zoned LI—Limited Industrial

Joe Maynard of Washtenaw Engineering presented the site plan and reviewed details include landscaping, storage bins, and handling of runoff. Marty Ruiter, Project Architect with the WCRC, reviewed the plans

for the proposed building and outdoor storage, and said all unloading and loading of materials will take place inside. He and Township Engineer Jacob Rushlow answered questions from Commissioners about the structure of the fuel tank, containment for the tank, how metering of wastewater will be determined, and how waste material will be handled.

Sloan briefly reviewed the five conditions of approval in his report of February 9<sup>th</sup> and Rushlow reviewed the nine comments in his letter of the same date. Both recommended approval subject to their stated conditions.

Zarzecki read a letter from the president of Rhe-Tech, an adjacent business, which stated that after a detailed review of the plans they have no objection to the proposal. Joe Maynard explained that the County and the MDEQ require approval from this neighbor regarding the isolation distance between Rhe-Tech's wells and the proposed fuel tank and the salt storage, and that the brine tank location will be changed per Rhe-Tech's suggestion.

- **Motion:** Roman moved, Iaquinto supported, to approve with conditions the site plan of the Washtenaw County Road Commission 11222 E. North Territorial Road, Parcel 02-21-300-004, conditions being:
  1. Items 1-5 on page 6 of the McKenna 2/9/2017 site plan review #2.
  2. Items 1-9 on page 2 and all items on Page 3 of the OHM 2/9/2017 site plan review #2.**Motion carried 7—0 on a roll call vote.**

#### 10C. Further Discussion of Master Plan: Northfield Township Community Park; Downtown Area & Preservation.

Sloan reviewed his *Proposed 2017 Community Development Work Plan* dated February 9<sup>th</sup>, which listed proposed projects for McKenna to work on with the Township including updating the Master Plan, downtown strategic planning, zoning ordinance updates, updating the Parks & Recreation Master Plan, and assisting with preparation of a Capital Improvements Plan.

Commissioners discussed the cost of working on these projects, how the various groups involved will work with each other, and working cooperatively with the Township Board while acting as an independent entity, including possibly holding a joint meeting.

- **Motion:** Roman moved, Iaquinto supported, that the Planning Commission table the *Proposed 2017 Community Development Work Plan* until a joint meeting with the Township Board of Trustees at a future date. **Motion carried 7—0 on a voice vote.**

#### 10D. Further Discussion of Cobalt Survey.

**Northfield Township Planning Commission  
Minutes of Regular Meeting  
Public Safety Building; 8350 Main Street  
February 15, 2017**

Commissioners made comments including:

- The length of the current draft will deter people from completing it.
- The Township has no control over the school district, so questions about it should not be included.
- Questions about support for land preservation—and willingness to pay for it—should be included.
- The downtown development group has already done a survey, so questions about that may not need to be included.
- The Planning Commission's past direction to Cobalt conflicted with their judgment as survey professionals.
- While updates should be made this year, the current Master Plan is still valid.
- Questions about why development has not occurred and what needs to be improved to make that happen should be included.
- The progression of questions in the current draft is not orderly, and the focus has been lost.

Roman asked Commissioners to consider specifically what they need to know as a result of the survey to prepare for further discussion at the next meeting. Sloan noted that it will also be useful to get public input regarding the Master Plan in other ways, including small group gatherings (e.g. charrettes).

#### **11. NEW BUSINESS**

None.

#### **12. MINUTES**

**February 1, 2017, Regular Meeting**

Prepared by Lisa Lemble.

Corrections to the originally issued minutes are indicated as follows:

Wording removed is ~~stricken through~~;

Wording added is underlined.

Adopted on \_\_\_\_\_, 2017.

\_\_\_\_\_  
Larry Roman, Chair

\_\_\_\_\_  
John Zarzecki, Secretary

Official minutes of all meetings are available on the Township's website at  
<http://www.twp-northfield.org/government/>

Roman made one minor correction.

- **Motion:** Zarzecki moved, Chick supported, that the minutes of the February 1, 2017, regular meeting be approved as amended, and to dispense with the reading. **Motion carried 7—0 on a voice vote.**

#### **13. SECOND CALL TO THE PUBLIC**

Craig Warburton, 450 W. Joy Road, commented on the community survey and Master Plan.

#### **14. COMMENTS FROM THE COMMISSIONERS**

Commissioners asked about the status of a private road application and noted a developer had made an initial inquiry about a possible 100+ home development at the northwest corner of Whitmore Lake and North Territorial.

#### **15. ANNOUNCEMENT OF NEXT MEETING**

**March 1, 2017**, at 7:00 P.M. at the Public Safety Building was announced as the next regular Commission meeting time and location.

#### **16. ADJOURNMENT**

- **Motion:** Chick moved, Iaquinto supported, that the meeting be adjourned.  
**Motion carried 7—0 on a voice vote.**

The meeting was adjourned at 9:20 P.M.