

**SWARTZ CREEK**

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**MASTER PLAN**

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**ADOPTED JUNE 7, 2022**



# ACKNOWLEDGMENTS

## CITY COUNCIL

David Krueger, Mayor and Councilmember

John Gilbert, Councilmember

Dennis Pinkston, Councilmember, Ward 1

Rae Lynn Hicks, Councilmember, Ward 2

Nate Henry, Councilmember, Ward 3

James Florence, Councilmember, Ward 4

Dennis Cramer, Councilmember

## CITY STAFF

Adam Zettel, City Manager

## PLANNING COMMISSION

Commissioner Binder

Commissioner Campbell

Commissioner Keene

Commissioner Krueger

Commissioner Henry

Commissioner Currier

Commissioner Long

Commissioner Grimes

Commissioner Wyatt

## STEERING COMMITTEE

Adam Zettel

Erik Jamison

Jason Keene

Nate Henry

Samantha Fountain

Robert Plumb

## CONSULTANT TEAM

SmithGroup

CIB Planning

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# RESOLUTION OF ADOPTION

CITY OF SWARTZ CREEK  
CITY COUNCIL  
CERTIFIED RESOLUTION #22-0613-09

RESOLUTION TO APPROVE THE 2022 MASTER PLAN AMENDMENT

Resolution No. 220613-09 (Carried)

Motion by Councilmember Cramer  
Second by Councilmember Florence

WHEREAS, Michigan Public Act 33 of 2008, the Michigan Planning Enabling Act, requires a community to adopt a master plan and sets forth the procedures for such plan review and adoption, and;

WHEREAS, the City of Swartz Creek Planning Commission, in consultation with the DDA, stakeholder groups, and professional planners, developed an amendment to the Swartz Creek Master Plan, and;

WHEREAS, a draft of the plan has been circulated for public review and comment, and

WHEREAS, a public hearing was held by the planning commission regarding the plan on June 7, 2022, and

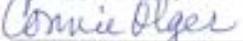
WHEREAS, the planning commission approved the plan amendment at their regular meeting on June 7, 2022.

NOW THEREFORE, BE IT RESOLVED, that the Swartz Creek City Council approve and adopt the plan in accordance with the Planning Enabling Act (PA 33 of 2008, as amended).

YES: Gilbert, Hicks, Krueger, Pinkston, Henry, Cramer, Florence.  
NO: None. Motion Declared Carried.

I, Connie Olger, City Clerk in and for the City of Swartz Creek, hereby certify the above resolution was adopted by the Swartz Creek City Council at a regular council meeting held Monday, June 13, 2022.

CORRECT ATTEST:



Connie Olger, City Clerk  
City of Swartz Creek, Michigan

MINUTES OF PLANNING COMMISSION – JUNE 7, 2022

CITY OF SWARTZ CREEK  
SWARTZ CREEK, MICHIGAN  
MINUTES OF PLANNING COMMISSION MEETING  
June 7, 2022

Meeting called to order at 7:00 p.m. by Commissioner Wyatt

Pledge of Allegiance.

ROLL CALL:

Commissioners present: Binder, Campbell, Keene, Grimes, Krueger, Henry, Currier, Wyatt.

Commissioners absent: Vacant.

Staff present: Adam Zettel, City Manager.

Others present: James Barclay, Rae Lynn Hicks, George Hicks.

Others Virtually Present: None.

APPROVAL OF AGENDA:

Resolution No. 220607-01 (Carried)

Motion by Planning Commission Member Henry  
Second by Planning Commission Member Binder

I Move the Swartz Creek Planning Commission approves the agenda for the June 7, 2022, Planning Commission meeting.

Unanimous Voice Vote  
Motion Declared Carried

MINUTES OF MARCH 8, 2022

Resolution No. 220607-02 (Carried)

Motion by Planning Commission Member Binder  
Second by Planning Commission Member Grimes

I Move the Swartz Creek Planning Commission approves the Minutes for the March 8, 2022, Planning Commission meeting.

Unanimous Voice Vote  
Motion Declared Carried

MEETING OPENED TO THE PUBLIC:

None.

Minutes

1

Draft

**BUSINESS:**

**Master Plan Presentation**

Gave a quick overview of the plan and reviewed the steps completed. The next step is for the commission to recommend the plan be approved by city council for final approval. Commissioners pointed out some scrivener errors that needed to be fixed.

**Master Plan Public Hearing**

**Open: 7:38 p.m.**

Rae Lynn Hicks 8373 Miller Road very readable and believes the council will like it and she was very impressed.

**Closed: 7:39 p.m.**

**RESOLUTION TO APPROVE THE 2022 MASTER PLAN**

**Resolution No. 220607-03 (Carried)**

Motion by Planning Commission Member Krueger  
Second by Planning Commission Member Currier

**WHEREAS**, Michigan Public Act 33 of 2008, the Michigan Planning Enabling Act, requires a community to adopt a master plan and sets forth the procedures for such plan review and adoption, and;

**WHEREAS**, the City of Swartz Creek Planning Commission is currently developing a Master Plan, and;

**WHEREAS**, a draft of the plan has been circulated for public review and comment, and

**WHEREAS**, a public hearing was held regarding the plan on June 7, 2022.

**NOW THEREFORE, BE IT RESOLVED**, that the Swartz Creek Planning Commission recommends that the Swartz Creek City Council approve and adopt the plan in accordance with the Planning Enabling Act (PA 33 of 2008, as amended).

YES: Keene, Grimes, Krueger, Henry, Currier, Wyatt, Binder, Campbell.  
NO: None. Motion Declared Carried.

**Meeting Open to Public:**

None.

**Remarks by Planning Commission:**

Commissioner Binder question about a property with a pond on Miller Road east of Tallmadge. Mr. Zettel responded the property has an enforcement order put in on it.

Commissioner Krueger wanted to thank everyone for the work on the Master Plan.

Commissioner Henry thinks the plan is robust and he thinks it will age well.

Commissioner Grimes believes it is much more hands down much more concise than the last master plan.

Commissioner Wyatt asked if there was an update on the trail. Mr. Zettel responded we are trying to expedite the process with Consumers Energy on the power line issues but the trail construction is continuing for now.

**Adjourn**

**Resolution No. 220607-04 (Carried)**

Motion by Planning Commission Member Grimes  
Second by Planning Commission Member Krueger

**I Move** the Swartz Creek Planning Commission adjourns the June 7, 2022, Planning Commission meeting.

Unanimous Voice Vote  
Motion Declared Carried

Meeting adjourned at 7:55 p.m.

\_\_\_\_\_  
Betty Binder, Secretary

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# I. INTRODUCTION

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- 1.1** Intent of the Master Plan
- 1.2** The Planning Process
- 1.3** Vision & Values

# 1.1 INTENT OF THE MASTER PLAN

A master plan is the official document used to guide the future growth and development of a community. The master plan should serve as a road map and foundation for future decision making, as well as the official policy guide for physical development. This master plan is intended to be a usable reference document, easily readable and accessible to all residents.

“Where Friendships Last Forever” has been an informal motto in the City of Swartz Creek for many years. Conveniently located near regional hubs and interstate highways, the City is nestled among acres of prime farmland and natural features. The future success of Swartz Creek depends on comprehensive, on going planning that recognizes Swartz Creek’s vital role in the Genesee County region.

## INTENT

The intent of the Swartz Creek Master Plan is to:

1. Ensure that the City remains a highly desirable community in which to live, work, operate a business, and visit.
2. Unify the community behind a common vision and set of goals and policies.
3. Address the desires and needs of the residents, businesses, and property owners to preserve and enhance the character of the community and natural aesthetics.
4. Provide a land use pattern which will result in a sustainable community with a diversified tax base and to support the desired facilities and services with reasonable tax rates.
5. Present an urban framework and future land use map that illustrates how the City desires future development, redevelopment, and other land-based changes to occur.
6. Provide a legal basis for zoning and other regulations for the type, intensity, and timing of development.
7. Address the status and needs of infrastructure, recreational amenities, and public services.
8. Assist the council in preparing priorities for budgeting, legislation, and oversight of City administration.
9. Guide staff by providing a vision and purpose to tasks and service provisions.

## WHAT IS THE DIFFERENCE BETWEEN A MASTER PLAN AND A ZONING ORDINANCE?

The master plan is intended to guide land use and zoning decisions by providing general direction on future development patterns, policies, and actions for community leaders to consider. The future land use map should be used in conjunction with the plan goals when reviewing rezoning applications. The Master Plan is a guide to development, but it is not a legally enforceable document.

### MASTER PLAN VS. ZONING ORDINANCE

Master Plan	Zoning Ordinance
Provides general policies. Used as a guide.	Provides specific regulations. The codified law.
Describes what should happen in the future. Recommends land use for the next 5 to 10 years.	Describes what is and what is not allowed at time of adoption. Based on existing conditions.
Adopted under the Municipal Planning Act, Public Act 285 of 1931, as amended.	Adopted under the Zoning Enabling Act of 2006, as amended.
Includes recommendations that involve other agencies and groups.	Deals only with development-related issues under city control.
Flexible in order to respond to changing conditions.	Fairly rigid, requires formal amendment to change.

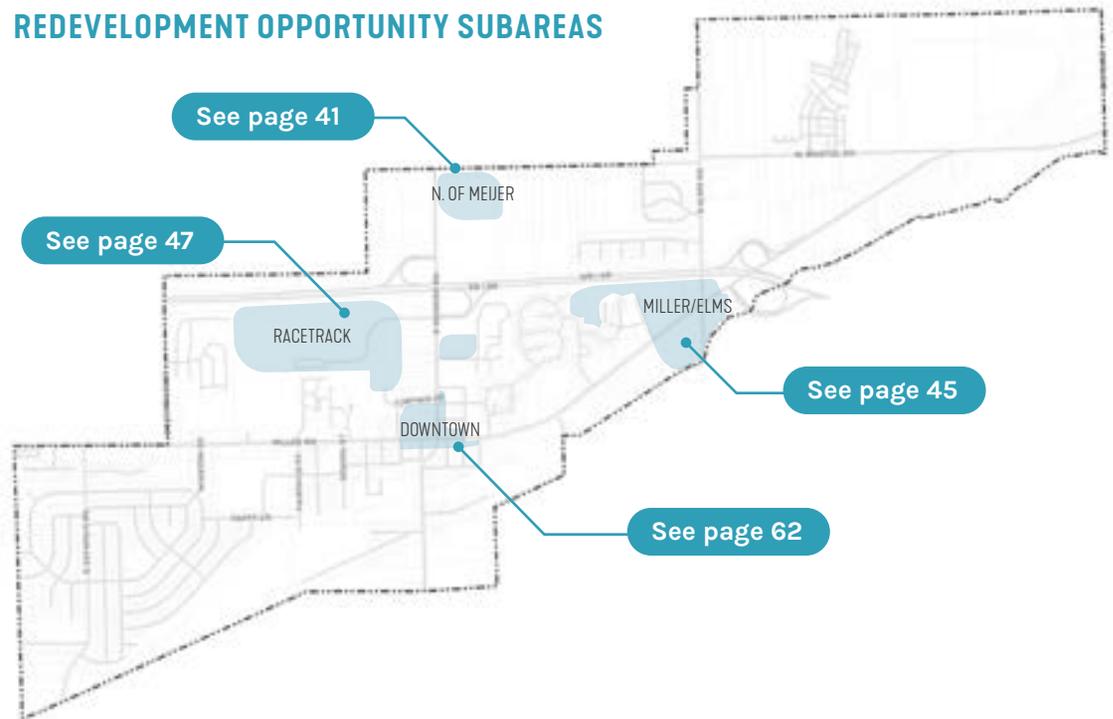
## REDEVELOPMENT READY COMMUNITIES

Redevelopment Ready Communities® (RRC) is a certification program supporting community revitalization and the attraction and retention of businesses, entrepreneurs and talent throughout Michigan. RRC encourages communities to be development ready and competitive in today's economy by actively engaging stakeholders and proactively planning for the future—making communities more attractive for projects that create places where people want to live, work and invest.

This master plan update implements the Michigan Economic Development Corporation (MEDC) Redevelopment Ready Communities best practices to create a strong vision for redevelopment in the City of Swartz Creek.

Swartz Creek first became certified in December, 2019.

### REDEVELOPMENT OPPORTUNITY SUBAREAS

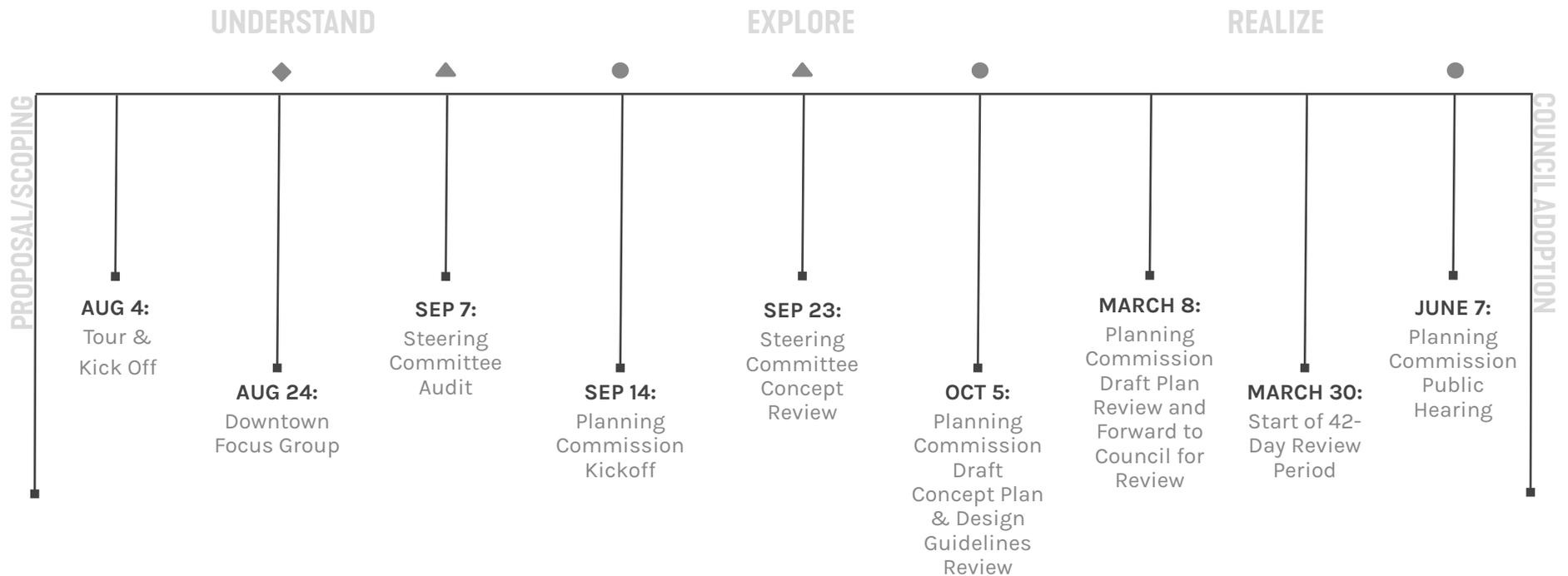


# 1.2 THE PLANNING PROCESS

The master plan preparation requires review and input from the Planning Commission, city officials, staff, residents, and community organizations. Development of the plan involves collection and analysis of data on land use, environmental, transportation, infrastructure and socio-economic conditions.

Public engagement is an integral phase of the planning process that identifies and establishes community vision and values. To encourage public participation during the planning process, the planning team conducted the following engagement timeline:

- ◆ - Focus Groups
- ▲ - Steering Committee
- - Planning Commission



## ENGAGEMENT RESULTS

Serving as an update to the 2016 Swartz Creek Master Plan, the 2021 planning process expanded upon the community engagement that was completed in 2016. Through a series of open houses in 2016, the public identified the following goals:

- Improve downtown Swartz Creek: attract more retail, restaurant, residential, cultural and entertainment uses
- Improve recreational opportunities within the City
- Improve maintenance and reduce congestion on city roadways
- Develop a comprehensive non-motorized pathway system throughout the City
- Rehabilitate older commercial structures, including the Sports Creek Raceway

To expand upon past engagement, the 2022 plan update process examined a wide range of existing conditions through discussion and engagement opportunities using a steering committee, a downtown focus group and the planning commission which worked through plan updates and reformatting. Engagement methods like MURAL, PollEverywhere, and discussions both online and in-person, resulted in the following findings:

### Values prioritized for the future of the community:

- Walkable
- Affordable
- Innovative
- Resilient
- Vibrant
- Healthy
- Authentic
- Unified

### Opportunities for improvement within the community:

- Restaurants and local businesses
- Farmer's market
- Public art
- Year-round community events
- Parks, green space, and streetscape

Engagement responses were analyzed and translated into a series of goals and policies for the City which resulted in the update of the master plan. This plan includes recommendations for future land use that will assist leaders in making substantive, thoughtful decisions concerning the long-term development of the community.

## MURAL BOARD (8/24/2021)

**PARTICIPATION GUIDE**

MOVE THE DOTS TO THE RIGHT AND ADD A COMMENT!

- GREEN DOTS TO MARK WHAT YOU LIKE
- RED DOTS TO MARK WHAT YOU DON'T LIKE

USE STICKY NOTES TO ADD IDEAS

USE THUMBS UP OR DOWN TO AGREE OR DISAGREE WITH WHAT SOMEONE ELSE HAS SAID

**CHARACTER & VISION**

**EXISTING CHARACTER**  
WHAT IS MOST IMPORTANT TO PRESERVE? WHAT IS SWARTZ CREEK'S "VIBE"? WHAT SHOULD WOODSHIFEL FEEL LIKE AS A GATEWAY FROM THE HIGHWAY?

**DRAFT VISION IDEAS**  
From the last plan:  
- Increase pedestrian and bicycle safety  
- Increase public art and murals  
- Increase green space and trees  
- Increase local businesses and services  
- Increase community events and activities  
- Increase affordable housing  
- Increase walkability and connectivity  
- Increase safety and security  
- Increase quality building design, urban and neighborhood design and character  
- Increase public art and murals  
- Increase local businesses and services  
- Increase safety and security  
- Increase quality building design, urban and neighborhood design and character

**DESIGN & STYLE**

**FACADE COMPOSITION**

**GROUND FLOOR DESIGN**

**UPPER FLOOR DESIGN**

**ARCHITECTURAL DETAILS**

**ATTACHED RESIDENTIAL**

**SIGNAGE**

**MATERIALS**

**AWNINGS & CANOPIES**

**SIDEWALK CAFES AND PATIOS**

\*A full summary of engagement can be found within the appendix of this plan

## PLAN ORGANIZATION

The master plan is divided into eight chapters:

**Ch 1. Introduction** - Provides an overview and introduction to the Master Plan document.

**Ch 2. Transportation** - Analyzes existing mobility within the community and identifies targets to increase non-motorized and motorized transport.

**Ch 3. Economic Development** - Provides tactics to expand Swartz Creek's economic opportunities.

**Ch 4. Natural Features and Parks** - Provides tactics to preserve and optimize Swartz Creek's natural features, park, and recreation facilities.

**Ch 5. Neighborhoods** - Focuses on the importance of Swartz Creek's neighborhoods and provides strategies for preserving and enhancing the aspects that make the City a great place to live.

**Ch. 6 Downtown** - Focuses on the heart of the City: Downtown Swartz Creek. Discusses opportunities for preservation, placemaking, public space, small business support, and the redevelopment of key sites.

**Ch. 7 Land Use** - Provides a framework for the City's physical land use and development character.

**Ch. 8 Implementation** - Identifies planning and policy tools to support the implementation of the Master Plan. Also includes a detailed Action Plan to guide the work of the City and also identifies opportunities for collaboration.

**Appendix** - Provides Downtown Design Guidelines, the Economic Development Strategy, a community profile assessment, and the plan's engagement summary

The Master Plan Vision, Values and Goals are woven into chapters 2-6. The Land Use and Implementation chapters bring everything together and provide the tools for implementation.

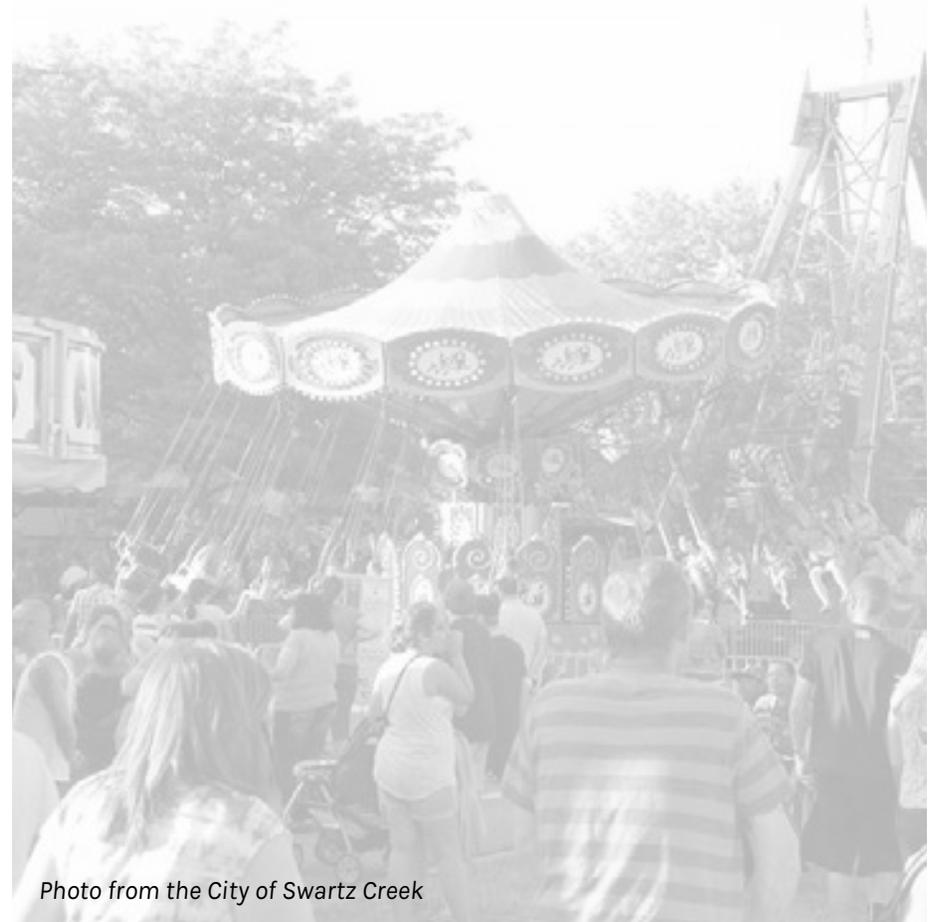


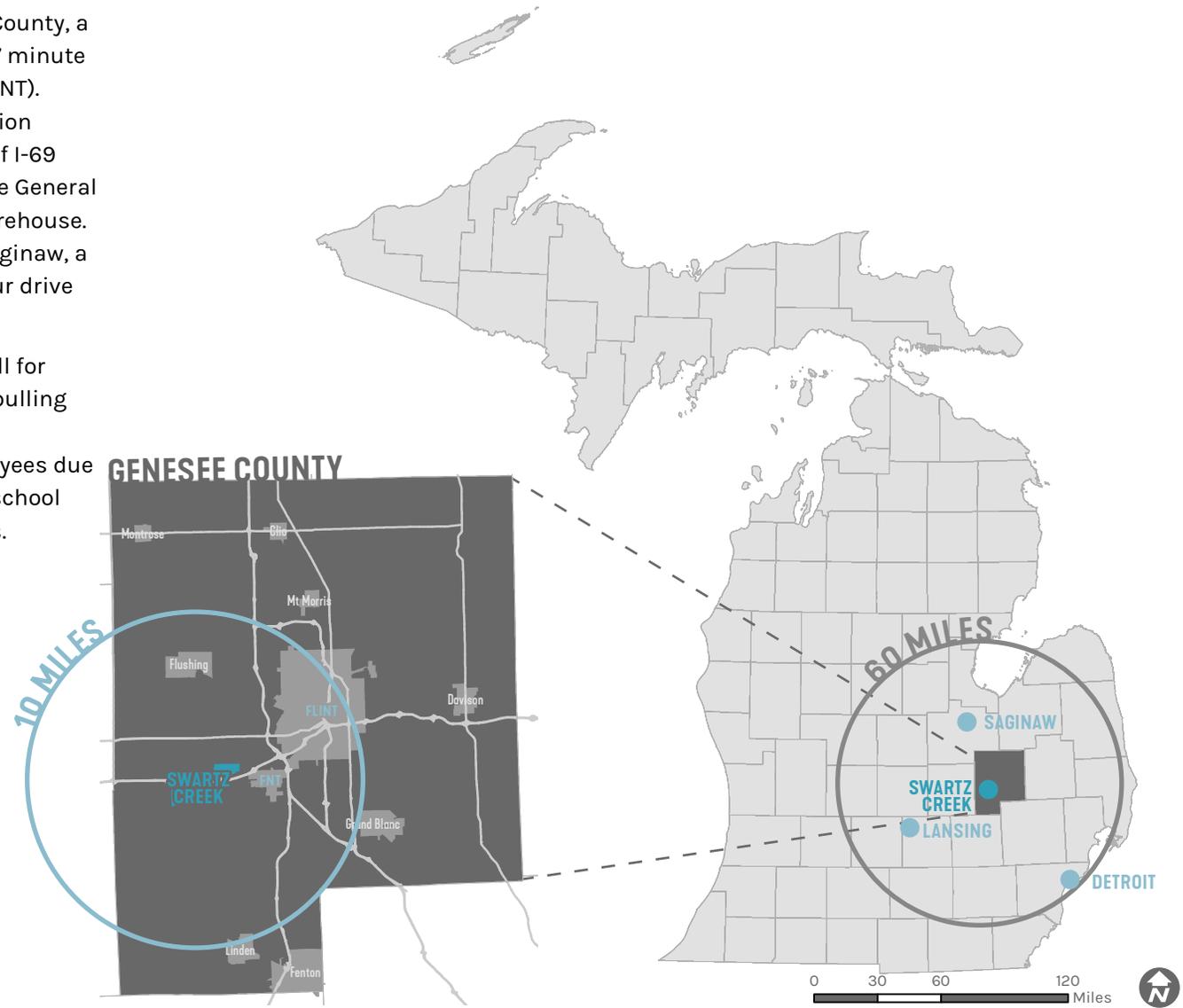
Photo from the City of Swartz Creek

# 1.3 SWARTZ CREEK CONTEXT

## REGIONAL CONTEXT

Swartz Creek is located in west Genesee County, a 15 minute drive from Flint Michigan and 7 minute drive from Bishop International Airport (FNT). Swartz Creek sits in a very strategic location within the region due to its two exits off of I-69 and proximity to I-75, I-475, US-23, and the General Motors Customer Care and Aftersales Warehouse. The City is just a 40 minute drive from Saginaw, a 45 minute drive from Lansing, and an hour drive from Detroit.

This proximity positions Swartz Creek well for attracting regional investment projects, pulling visitors into Downtown Swartz Creek, and attracting potential residents and employees due to affordable housing options, a quality school system, and split commute opportunities.



## PLANNING HISTORY

Planning is an iterative process; arriving at a land use and policy document by using rounds of analysis and engagement. Each planning effort builds on previous plans.

### ECONOMIC DEVELOPMENT STRATEGY 2020

The Michigan Economic Development Corporation and CIB Planning partnered with the City of Swartz Creek to create an economic development strategy upon becoming a redevelopment ready community (RRC). The study identified several redevelopment sites to be prioritized: Sports Creek Raceway, Mary Crapo School, family worship center, 8057 Miller Road, and 5203 Morrish Road.

### BRANDING STRATEGY 2020

The Michigan Economic Development Corporation and Poggemeyer Design Group, Inc. partnered with the City of Swartz Creek to create a unified brand as part of the RRC certification program. The plan includes a logo, design standards, branding for city signage, digital media, and more. The plan also formalized the use of Swartz Creeks' informal tag line: Swartz Creek, Where Friendships Last Forever.

### MASTER PLAN 2016

In 2016, Swartz Creek developed a Master Plan which was approved by the Planning Commission and adopted by the City Council in May. The master plan process identified and examined a wide range of existing conditions including population, economic conditions, housing, natural resources, transportation, public services, and land use. By analyzing these characteristics, the City translated the implications of each into a series of goals and policies for the City. Action steps were then identified to implement changes within the City.

### FIVE YEAR PARKS AND RECREATION PLAN

2018

The City of Swartz Creek partnered with ROWE Professional Services Company to create a five year Parks and Recreation Plan. An action plan was developed to help the Parks and Recreation Advisory Board: pursue grants and develop partnerships and advocates to serve park needs, enhance use of existing park facilities and programs, pursue a non-motorized trail system, regularly review maintenance practices and policies for park facilities and update when necessary, and pursue new park development and acquisitions that support the goals and objectives within the recreation plan. The plan is an update of previous plans beginning in 2001.



### DOWNTOWN DEVELOPMENT AUTHORITY DEVELOPMENT PLAN AND TAX INCREMENT FINANCING PLAN 2015

The City of Swartz Creek established its Downtown Development Authority (DDA) in 1980. A new DDA board was appointed in 2004 and new DDA boundaries were adopted in 2005. The DDA and City Council have since created (2005) and amended (2015) a Development Plan and Tax Increment Financing Plan. The plan continues to strive to implement projects which meet the DDA economic, land use, aesthetic, and operational goals for circulation, facilities and services, buildings, and site improvements. Most recently the DDA created the 2021 Façade Improvement Program as a part of their plan to provide dollar for dollar matches to business owners.

# DEMOGRAPHIC SNAPSHOT (SEE APPENDIX FOR MORE)

## POPULATION

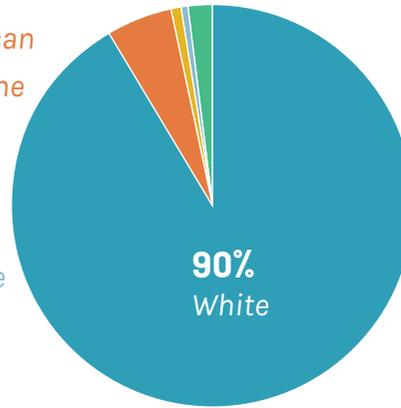
2019 American Census Survey Estimates and 2020 Decennial Census



## RACE

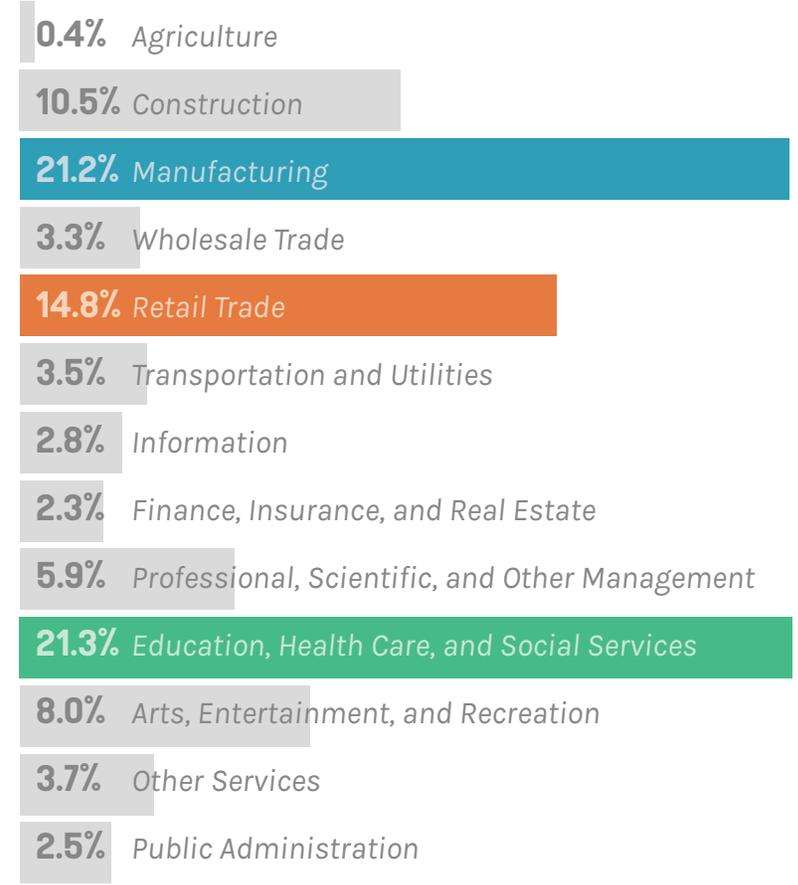
2019 American Census Survey Estimates

- 5%** Black or African American Alone
- 0.8%** Asian
- 0.2%** American Indian or Alaska Native
- 2%** Two or More Races



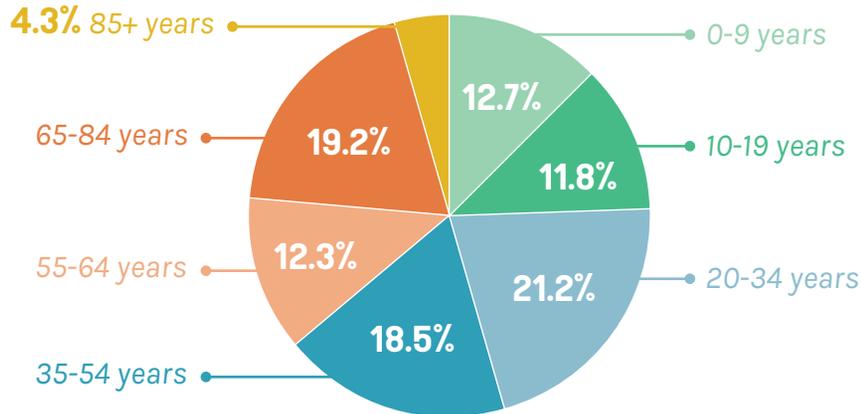
## EMPLOYMENT BREAKDOWN

2019 American Census Survey Estimates



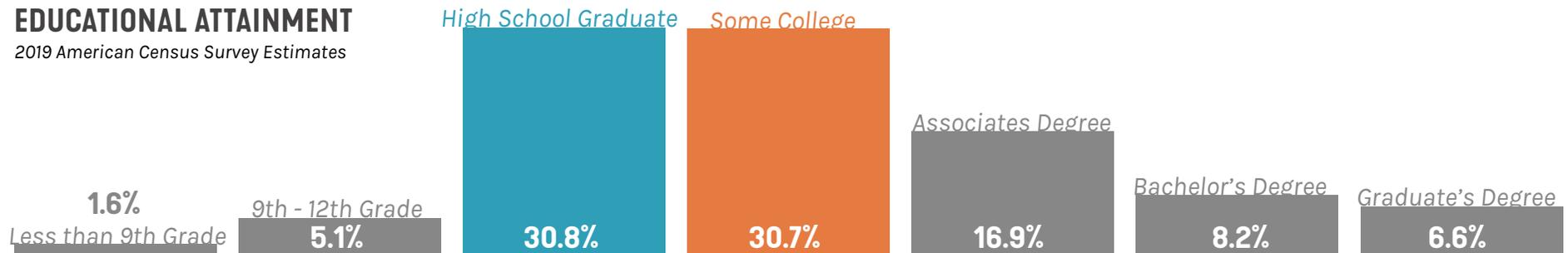
## AGE

2019 American Census Survey Estimates



## EDUCATIONAL ATTAINMENT

2019 American Census Survey Estimates



# 1.4 VISION AND VALUES

Foster a unique Swartz Creek that is a high quality place to live, operate a business and visit.



These values serve as guideposts when evaluating impacts of recommendations in this plan. Most recommendations and strategies meet more than one value. Where some values are especially relevant, these icons are included.

## GOALS

Goals are statements that define a desired end-state or achievement for the community. Objectives are specific measures or processes that allow the goals to be met. To be effective, the City of Swartz Creek Master Plan must include goals and objectives that reflect the community's desires, while balancing the rights of individuals and reflecting the technical evaluation carried out in preparing the plan. The values, goals, and objectives were created using feedback from the public, city staff, and elected officials.

The goals and objectives address various issues and concerns, thereby setting a course of action that will contribute to the future well-being of the community. They vary in complexity and are often interrelated or complementary. Therefore, it is important that they are viewed collectively and not individually.

The following goals give the City of Swartz Creek Master Plan the direction to guide the community in addressing present and future issues such as, retaining the character of the community, protecting the environment, accommodating new growth, addressing the economic hardships of the community, and improving the quality of life offered in the City. Objectives and coordinating actions are explained further in each chapter.



# GOALS

## ■ TRANSPORTATION

- Create a safe, balanced, and coordinated multi-modal transportation system to accommodate the current and future needs of Swartz Creek.

## ■ ECONOMIC DEVELOPMENT

- Provide attractive commercial areas that create a stable tax base, quality shopping, and service industries for residents including recreation, hospitality, and home office uses.
- Encourage the attraction of a variety and mix of new businesses to Swartz Creek.

## ■ NATURAL FEATURES AND PARKS

- Enhance the quality of life in Swartz Creek by encouraging the conservation of natural amenities such as water bodies, floodplains, open space, wetlands, and woodlots.
- Provide a comprehensive system of public and private parks, recreation facilities, and open space throughout the City that are accessible to all residents.
- Build and maintain partnerships.

## ■ NEIGHBORHOODS

- Enhance existing residential neighborhoods and require new residential developments to be well-designed.
- Ensure the current housing supply matches future housing demand and promotes viable residential neighborhoods that offer a mix of housing options.

## ■ DOWNTOWN

- Provide attractive, walkable, commercial areas that create a stable tax base, quality shopping, and service industries for residents including hospitality, culture, and recreation uses.
- Encourage the attraction of a variety of new businesses to Downtown Swartz Creek.

## ■ LAND USE + DEVELOPMENT

- Sustain a balanced and efficient mix of land uses to meet the current and future needs of the City.
- Promote Swartz Creek as an optimal place to live, operate a business, and visit at all phases of life.
- Encourage walkability within the public realm by advocating for pedestrian-oriented development.

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## II. TRANSPORTATION

---

- 2.1**      Transportation Overview
- 2.2**      Existing Conditions
- 2.3**      Transportation Tools

## 2.1 TRANSPORTATION OVERVIEW

1. Create a **safe, balanced, and coordinated** multi-modal transportation system to accommodate the **current and future needs** of Swartz Creek.

Vehicular travel currently dominates as the mode of transportation in Swartz Creek. The condition of city streets has been a primary concern for the community in recent years, leading to the development of the 20 Year Paving Program Capital Improvement Plan. Golf carts have risen in popularity recently, and will require further investigation for best practices integrating within the larger transportation system. Within the City, public transit is available through a curb-to-curb service called "Your Ride", which serves as a branch of the county-wide Mass Transportation Authority (MTA).

Non-motorized transportation in Swartz Creek is limited but expanding. The City provides bike lanes and an off-street path on Morrish Road south of I-69, as well as Miller Road between Seymour and Elms, extending to Elms Park. Through the adoption of the Parks and Recreation Plan in 2013, and the City's acquisition of property along Swartz Creek, the City is placing priority on non-motorized travel for its residents and visitors in the future. One additional mile of the Genesee Valley Trail Extension will be added in 2022. An additional mile of Safe Routes to School path is expected to be constructed in 2023.



### OBJECTIVES

#### Non-Motorized

1. Continue the implementation of the non-motorized trail plan.
2. Complete non-motorized transportation links between downtown Swartz Creek, schools, the General Business Districts, and neighborhoods.
3. Continue to maintain existing pedestrian pathways and enforce sidewalk and crosswalk ordinances.

#### Vehicular Access & Management

4. Apply design elements to off-street parking areas within the City to mitigate the impact of surface parking on walkability and improve the pedestrian experience.
5. Ensure roadway design and streetscape is reflective of vehicular speed limits and the character of the surrounding district.
6. Encourage the use of demand-based, shared parking lots to promote more efficient traffic flows, limit curb cuts, and foster safe travel between businesses.

### OUTCOMES

- Reduced number of average daily traffic counts
- Reduce crashes, speeds, and noise
- Increase miles of non-motorized trails
- Increase shared driveways, shared parking



## KEY ACTIONS

- Implement and renew the 20 year street program.
- Implement Complete Streets Design Guidelines that require streetscape, pedestrian amenities, and traffic calming measures along all new corridors and in front of new development.
- Require traffic impact studies as part of the development review process to mitigate the impact of development on traffic.
- Coordinate long-range traffic projections and programming of needs with MDOT, Genesee County Metropolitan Planning Commission, and adjacent communities.
- Require non-motorized paths to be installed within all new residential developments in order to enhance connectivity within the City's non-motorized system.
- Apply access management standards, including driveway and intersection spacing, minimum sight distances, and shared access systems to help preserve road capacity and improve safety along main corridors.
- Encourage alternative modes of transportation such as bicycle and ride sharing, utilizing design that promotes micro-mobility use.
- Utilize tools like road and pedestrian connections between subdivisions, coordinated signals and access management to regulate traffic and minimize the need to widen roads.
- Utilize design guidelines that recommend parking lot buffers, landscaping and pedestrian connections within surface parking lots.

## REFERENCE DOCUMENTS:

- **Complete Streets Best Practices:** <https://planning-org-uploaded-media.s3.amazonaws.com/publication/online/PAS-Report-559.pdf>
- **Genesee County Complete Streets Policy:** <http://gcmnpc.org/wp-content/uploads/2015/04/Complete-Streets-Policies.pdf>
- **Genesee County Regional Non-Motorized Technical Report:** [http://gcmnpc.org/wp-content/uploads/2015/01/2014-Genesee-County-Regional-Non-Motorized-Tech-Report\\_January20151.pdf](http://gcmnpc.org/wp-content/uploads/2015/01/2014-Genesee-County-Regional-Non-Motorized-Tech-Report_January20151.pdf)
- **20 Year Paving Program:** <https://Cityofswartzcreek.org/index.php/files/141/Miscellaneous-Documentation/1144>



## 2.2 EXISTING CONDITIONS

**Vehicular Travel.** Vehicular travel dominates as the mode of transportation in Swartz Creek. Therefore the existing road infrastructure is paramount in determining which land uses and future densities are compatible with future development. The condition of city streets has been a primary concern for the community in recent years. The city streets were audited based on condition and a twenty-year, unfunded capital improvement plan was created. This improvement plan was the focus of a failed dedicated street levy in 2015, which was later scaled back and passed.

Asides from traditional vehicles, golf carts have recently risen in popularity in the area. Any expanded use of golf carts beyond what is currently specified in the zoning ordinance would require further investigation on city capacity and public interest.

**Major Streets.** The major streets of Swartz Creek are generally high volume and act as collector or arterial streets. These streets should be limited in driveway cuts and intersections to maintain safe access and circulation. There are also notable areas where these streets intersect I-69. Attention should be given to the limited volume available at the Morrish and I-69 interchange as well as the future development potential at the Miller and I-69 interchange.

Major streets are seeing stable or reduced volumes, as more people engage in remote work and households have observed decreases in household size. Attention should be given to reducing design speeds during reconstruction or modification as capacity on many major streets was built far beyond current or likely use. Funding for major streets is a combination of State Act 51 contributions, local levies, and federal funds that are granted via the Genesee County Metropolitan Planning Commission. Even so, funds are limited and sufficient only for a basic level of service concerning road conditions.

The City approved a “complete streets” resolution in 2015 that promotes design concepts such as the inclusion of narrow lanes, lower speeds,

pedestrian amenities, street trees, street furniture, and other traffic calming devices. This was done in an effort to encourage the safety and walkability of the City’s neighborhoods and corridors.

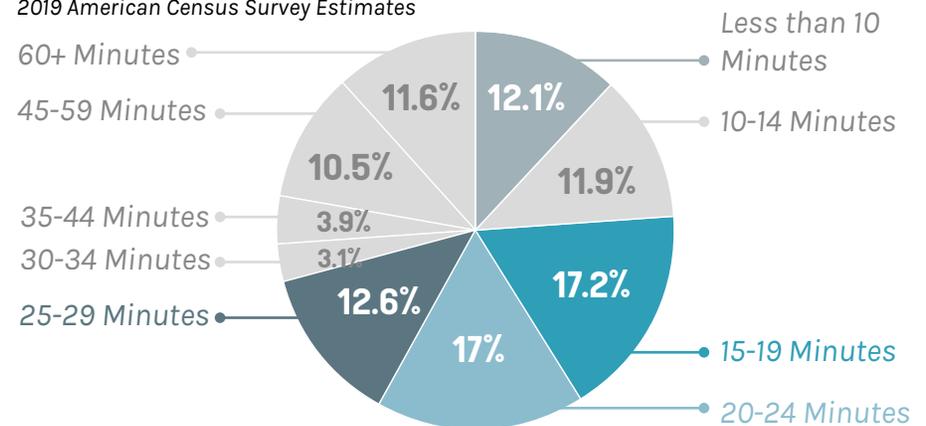
**Local Streets.** Local streets in Swartz Creek primarily serve residential traffic, but they must also be able to accommodate current and future bus and emergency vehicle travel. Due to the residential nature of these streets, there are inherent limitations on other future uses and capacity.

Most local streets have sidewalks, on-street parking, and right-of-way trees. The City is invested in pursuing right-of-way forestry as part of street reconstruction, including clear schedules for maintenance. The City does enforce its sidewalk repair and snow clearing ordinances.

Local streets are well funded for reconstruction and maintenance. Attention should be given to design speeds, especially for routes used for school purposes within neighborhoods. Upon expiration of the [20 year street levy](#), the City shall need to analyze the future needs of the streets and develop a new long term plan to continue to maintain and improve the network.

### COMMUTE TO WORK

2019 American Census Survey Estimates



# ROAD TYPOLOGIES

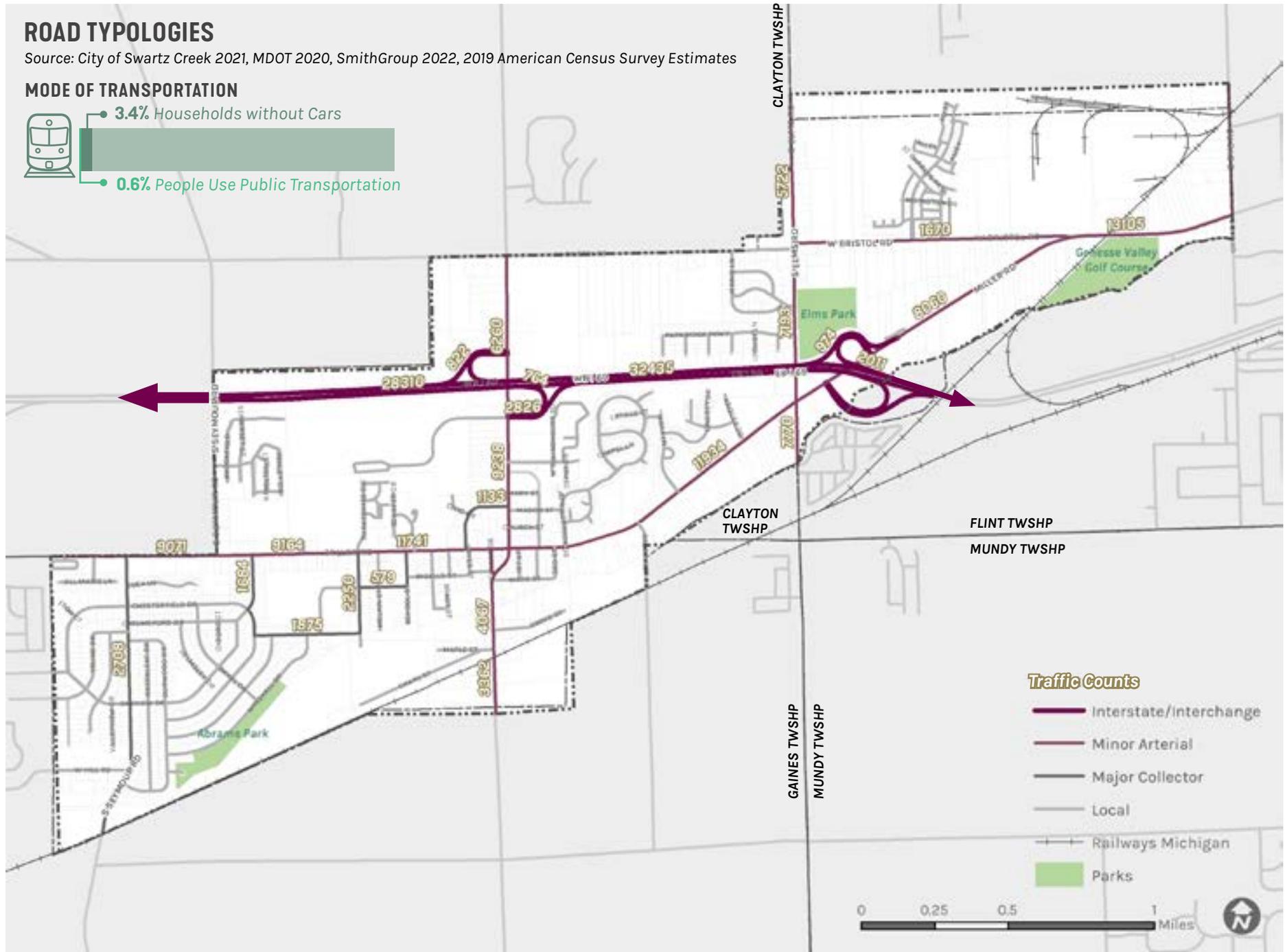
Source: City of Swartz Creek 2021, MDOT 2020, SmithGroup 2022, 2019 American Census Survey Estimates

## MODE OF TRANSPORTATION



3.4% Households without Cars

0.6% People Use Public Transportation



**Air Travel.** Within a few miles of the City is Bishop International Airport (FNT). This is a vibrant, regional airport that offers a variety of nonstop and connecting flights to some of the largest hubs in the world. Currently, the facility offers nonstop flights to Chicago O’Hare, Las Vegas, Nashville, Sarasota, Punta Gorda-Fort Meyers, Tampa Bay-Saint Pete, Orlando-Sanford, Phoenix-Mesa, Charlotte, and Fort Lauderdale, with two new routes to Boston and Jacksonville starting in spring 2022. The service is provided by four of the largest carriers in the United States: American Airlines, Allegiant Airlines, Delta Air Lines, and United Airlines. The airport services approximately 1,000,000 passengers a year and handles approximately 24 million pounds of cargo and freight. The airlines should be used in city marketing as part of the latest Engagement Strategy and branding recommendations.

**Railroad.** Grand Trunk Railroad currently runs a line through the City adjacent to its southern boundary. The line carries approximately 20 freight trains and two passenger trains, in a twenty-four hour period. This line intersects with three major roads: Miller, Morrish, and Seymour Roads. It serves as the boundary of the City on Seymour. Passenger trains do not stop in the City, but cargo is directed to a rail spur that services the GM facility on the east end of the City.

**Public Transit.** Within the City, public transit is available in the form of an on call curb-to-curb service called “Your Ride.” This service is a branch of the county-wide Mass Transportation Authority (MTA). “Your Ride” provides service to those people in the area who do not have access to fixed services provided by MTA. There are no fixed routes in Swartz Creek, however the MTA opened a state-of-the-art facility on the City’s east end in 2008 that functions as a regional deployment and service station for transit operations.

## WALKABILITY ANALYSIS

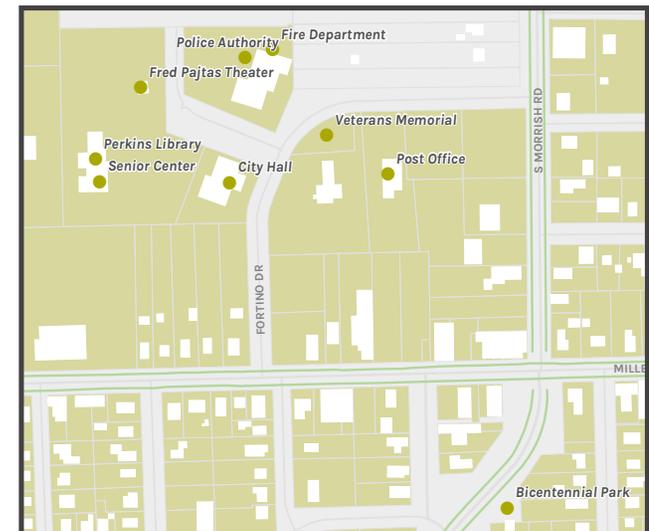
While some neighborhoods are within a walkable distance of schools, civic entities, and amenities in the downtown, there are many residents who are reliant on automobile transportation to reach these services. The Miller Road Trail does provide a West-East connection, but I-69 remains a real and perceived barrier, especially for northern residents looking for walkable connections to the City center.

## SIDEWALK IMPROVEMENTS

The sidewalk environment should be at an appropriate width that accommodates ample space for all pedestrians and non-motorized modes of transit. Landscape buffers like trees or shrubs create a feeling of safety for the pedestrian, increasing walkability and improving their overall walking experience. Connection improvements should prioritize sidewalk maintenance and continued connectivity between schools, parks, residential areas, and the downtown district.

## CIVIC CAMPUS

The concentration of civic services at the City center provides an opportunity for enhanced walkability and place-making.



# WALKABILITY

Source: City of Swartz Creek 2021, Genesee County 2021, SmithGroup 2022, 2019 American Census Survey Estimates

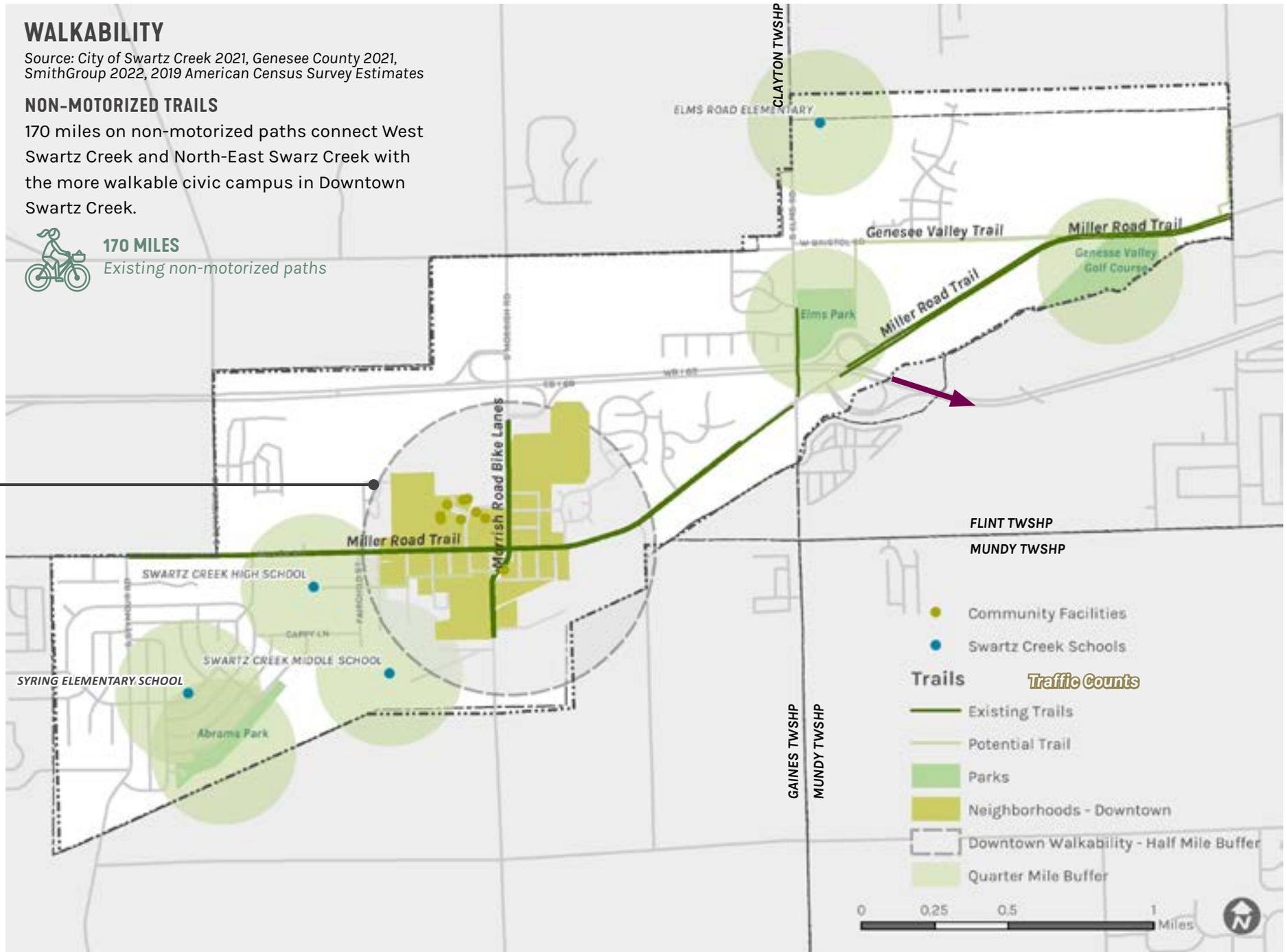
## NON-MOTORIZED TRAILS

170 miles on non-motorized paths connect West Swartz Creek and North-East Swartz Creek with the more walkable civic campus in Downtown Swartz Creek.



**170 MILES**

Existing non-motorized paths



## 2.3 TRANSPORTATION TOOLS



### COMPLETE STREETS

Complete streets are designed to enable safe and efficient mobility for all users, from vehicles to bikes to pedestrians. Using this model, roads are meant to:

- Be safe and accessible for all members of the community
- Be soundly designed and well maintained for lasting investment
- Be developed in partnership among city agencies, communities, and other stakeholders
- Promote equitable access to the amenities of the City
- Expand travel options to increase mobility and improve public health
- Strengthen the community by promoting human interaction and reflecting local character
- Protect and enhance the environment

### VISION ZERO

Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all. The City may consider adopting a Vision Zero policy and become part of the Vision Zero Network.

### WHAT IS NON-MOTORIZED TRANSPORTATION?

Non-motorized transportation in Swartz Creek is limited but expanding. The City has a bike lane and off-street path on Morrish Road south of I-69, as well as Miller Road between Seymour and Elms for use by residents. This trail now extends to Elms Park in the form of an off-street path. Furthermore, the City adopted a Parks and Recreation plan in 2013 that delineates the potential city-wide system of non-motorized pathways. To this end, the City has acquired property and easements along the Swartz Creek. The City recognizes the importance of non-motorized transport today and in the future and encourages the expansion of these facilities. Through funding provided by MDOT's Transportation Alternatives Program (TAP), Michigan Department of Natural Resources (MDNR), and Safe Routes to School (SRTS), regional plans to extensively expand existing trails throughout the City of Swartz Creek in 2022-2023 are underway.

### BENEFITS OF A NON-MOTORIZED SYSTEM

- Provides connections between homes, schools, parks, public transportation, offices, and retail destinations
- Improves pedestrian and cyclist safety by reducing potential crashes between motorized and non-motorized users
- Encourages walking and bicycling which improves health and fitness
- Provides options to make fewer driving trips, saving money
- Research indicates pedestrian and bike-friendly cities have more economic vitality

## III. ECONOMIC DEVELOPMENT

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- 3.1** Economic Development Overview
- 3.2** Economic Tools

## 3.1 ECONOMIC OVERVIEW

1. Provide attractive commercial areas that create **a stable tax base, quality shopping, and service industries** for residents including recreation, hospitality, and home office uses.
2. Encourage the attraction of a **variety and mix** of new businesses to Swartz Creek.

Swartz Creek currently consists of an aging population, meaning a greater percentage of the workforce is nearing the age of retirement. However, 51% of residents earn between \$35,000 to \$75,000, which according to PEW Research Center, is statistically the middle-class of the United States. The established middle class market of Swartz Creek makes it a great community to raise a family. Swartz Creek should take actions to grow the population sector through investments in access to higher education and family-oriented retail opportunities, while still supporting a largely manufacturing based economic class.

To prioritize these investments and identify redevelopment ready sites as part of the MEDC certification requirements, the City partnered with CIB to create an Economic Development Strategy and developed the following goals and objectives.

### OBJECTIVES

1. Build out areas planned for commercial development, while supporting the success and improvement of existing business areas.
2. Encourage the type and amount of business operation supported by market analysis, historical performance and consumer desires.
3. Encourage the rehabilitation or replacement of obsolete commercial, office, and industrial buildings and sites with viable business establishments or other appropriate uses.
4. Implement the recently completed marketing and branding strategy
5. Promote the revitalization of downtown Swartz Creek through the attraction of businesses and other uses suited to that area.
6. Encourage the retention of events, visitors, and residential neighborhoods in the vicinity of downtown Swartz Creek as a source of customers.
7. Promote visual and physical links between the downtown and the Civic Center such as landscaped walkways, streetscape, and public art.
8. Continue to promote community events in the downtown and Civic Center areas as a way of attracting attention and customers to downtown businesses.
9. Promote the development of a traditional mixed-use downtown corridor along Morrish Road, between the entrance into the Sports Creek racetrack and Civic Drive in accordance with standards seen in the Neighborhoods Chapter.
10. Promote the development of the mixed-use area north of the Morrish Road/I-69 interchange for retail and other uses.
11. Coordinate efforts to retain and attract industrial development and work with other groups that are involved in economic development.
12. Coordinate existing programs and provide information on small business development programs.
13. Work to grow the City of Swartz Creek Chamber of Commerce and/ or other local business groups and their capacity to assist local businesses, attract new businesses and promote the City as a whole.



## KEY ACTIONS

- Continue to offer incentive package as developed through RRC
- Create downtown PUD District.
- Complete
  - Zoning amendments
  - Target market analysis
  - Consumer survey
- Update codes and penalties to strengthen blight enforcement efforts.
- Identify additional resources, incentives and grants to assist with
  - Façade improvements
  - Environmental cleanup and restoration
  - Redevelopment of core downtown sites
- Work with the Visitors and Convention Bureau of Genesee County to highlight local events and drive visitors to Swartz Creek.
- Review and update DDA Development Plan to ensure a current project list and access to all tools available to the DDA.
- Utilize Tax Increment Financing (TIF) Funds to assist with downtown feasibility analyses as needed.
- Utilize RRC to develop promotional materials for key sites.
- Create city-wide promotional materials to reach specified target investment markets.
- Focus efforts and resources when available on priority redevelopment sites.
- Work with the DDA and the Chamber to develop a promotional platform to highlight local businesses and events to residents and potential outside markets to attract visitors.
- Permit commercial uses such as small-scale retail; professional offices for physicians, optometrists, chiropractors, dentists, psychologists, and similar professions.
- Ensure businesses have frontage on Morrish Road and build to the right-of-way or agreed-upon short distance setback.
- Increase capacity of the chamber to become the City's primary promotional entity.
- Ensure that commercial uses are of a size, scale, and character consistent with other development in the area.
- Develop a gateway strategy to welcome shoppers and visitors to Swartz Creek.
- Promote Bishop Airport in city branding.
- Enhance the entry way to Sports Creek as a prime destination site for the City should it be re-purposed.
- Work with the Flint & Genesee Chamber Economic Development team to
  - Ensure available properties in the City are listed on Zoom Prospector.
  - Host local small businesses educational events
- Prepare a city-wide fact sheet identifying target industrial markets, properties available, proximity to major markets and any other asset to attract new industry.
- Prioritize sites available for manufacturing growth and promote them.

## REFERENCE DOCUMENTS:

- **Economic Development Strategy:** <https://www.Cityofswartzcreek.org/index.php/files/135/Building-Zoning-Forms/904>
- **Incentive Package:** <https://www.Cityofswartzcreek.org/index.php/files/135/Building-Zoning-Forms/956>



## OUTCOMES

- Increased number of priority redevelopment sites successfully redeveloped
- Reduced vacancy rate
- Increased number of new businesses successfully permitted
- Increased amount of engagement from promotional materials

## 3.2 ECONOMIC TOOLS



The City of Swartz Creek created an incentive package with the Michigan Economic Development Corporation when it became a Redevelopment Ready Community. Many of the tools outlined below can be found in the incentive package on the city website.

### PROJECT FUNDING SUPPORT TOOLS

#### BROWNFIELD REDEVELOPMENT AUTHORITY

Once created, a BRA reviews proposals for the redevelopment of eligible property and determines what financial incentives are necessary to assist the redevelopment. The authority prepares a plan that identifies the brownfield projects. Each project section of the plan includes the description of the eligible property, the eligible activities, the TIF approach to be taken and other issues related to the subject parcels.

The authority then recommends to the governing body of the municipality (City Council or County Commission) that the decision-making body holds a public hearing regarding the plan and subsequently acts to approve with modifications or deny the plan. The authority would recommend revisions to the plan as new projects are submitted or revisions are requested on existing plan projects.

#### MUNICIPAL/NON-PROFIT PUBLIC PRIVATE PARTNERSHIPS (P3)

This opportunity would allow a municipality or non-profit agency the ability to partner with a for-profit builder to develop new housing options across the region. By partnering, it may be possible for the developers/builders to get land at a lower cost, thereby reducing total construction costs.

In theory, the municipality/non-profit could hold the land, reducing holding costs and taxes while the project is under construction. The P3 could also be instrumental with infrastructure development on the property and eventually recuperate initial costs upon final sale of the property.

#### NEIGHBORHOOD IMPROVEMENT AUTHORITY

Through the provisions of Public Act 57 of 2018, a Neighborhood Improvement Authority (NIA) may be established. An NIA may use its funds, including tax increment financing, to fund residential and economic growth in residential neighborhoods. An authority may also issue bonds to finance these improvements.

Once established, the NIA prepares a development plan and a tax increment financing plan to submit for approval to the local municipality. A development plan describes the costs, location, and resources for the implementation of the public improvements that are projected to take place in the NIA district.

A tax increment financing plan includes the development plan and details the tax increment procedure, the amount of bonded indebtedness to be incurred and the duration of the program. After adoption of the two plans, the development plan is implemented and the tax increments, which occur because of improvements in the eligible property, accrue to the NIA to be used as required by the development plan.

The activities of the NIA may be financed by a) donations to the authority; b) revenue bonds; c) revenues from buildings or property owned or leased by the NIA; d) tax increments; e) special assessments; and f) grants.

It is recommended that City of Swartz Creek consider utilizing NIA's in areas of disinvestment or areas in need of infrastructure or structural improvements, predominantly in older neighborhoods within the City.

### **HOUSING DEVELOPMENT ASSISTANCE PROGRAM**

Consider creation of a housing development assistance program (HDAP) in partnership with the local Brownfield Redevelopment Authority (MCL Act 381) and the Land Bank for the State of Michigan.

The purpose and intent of the HDAP is to provide financing assistance to developers who are interested in building new housing (attached or detached formats) within the City for buyers that are within the HUD defined range of 80% to 110% of local Area Median Income. This would translate to a sales price range of \$150,000 - \$225,000.

It is known that in order for a builder to build a new housing structure in this sales price range, that a gap in finance may exist between the final sales cost and the final construction cost. The HDAP program will utilize Tax Increment Finance established by a TIF district to assist with closing the financial gap noted above.

### **COMMERCIAL REHABILITATION ACT**

The Commercial Rehabilitation Act, Act 210 of 2005 encourages the rehabilitation of commercial property by abating the property taxes generated from new investment for a period up to 10 years. As defined, commercial property is a qualified facility that includes a building or group of contiguous buildings of commercial property that is 15 years or older, of which the primary purpose is the operation of a commercial business enterprise or multifamily residential use.

A qualified facility may also include vacant property or other commercial property which, within the immediately preceding 15 years, was

commercial property. Types of commercial business enterprises include office, engineering, research and development, warehousing, parts distribution, retail sales, and other commercial activities. Multi-family residential is housing that consists of five or more units. Commercial properties with allocated new market tax credits are also considered a qualified facility.

### **AMERICAN RESCUE PLAN ACT**

Under the new American Rescue Plan Act, \$350 billion is coming to state and local governments—more than twice the amount of CARES Act funding. Michigan is projected to receive approximately \$10.3 billion, \$4.4 billion for local governments, \$5.6 billion for the State of Michigan, and another \$250 million for capital improvement projects.

The entire American Rescue Plan represents \$1.9 trillion of funding, including money for vaccines and COVID-19 testing, K-12 schools, higher education, transportation, childcare, as well as rental and mortgage assistance.

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## IV. NATURAL FEATURES AND PARKS

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- 4.1 Natural Systems Overview
- 4.2 Existing Conditions
- 4.3 Parks and Recreation

## 4.1 NATURAL SYSTEMS OVERVIEW

1. Enhance the quality of life in Swartz Creek by encouraging the **conservation of natural amenities** such as water bodies, floodplains, open space, wetlands, and woodlots.
2. Provide a **comprehensive system** of public and private parks, recreation facilities and open space throughout the City that are **accessible to all** residents.
3. Build and maintain partnerships.

The natural, physical features in the City of Swartz Creek must be considered in the planning process as they impact both people and wildlife in the community.

Most of the natural features of the City of Swartz Creek have already been absorbed or integrated with some form of development. It is imperative to optimize the use of these limited natural amenities, including water bodies, floodplains, open space, wetlands, and woodlots. When possible, these developments should incorporate new park development and expansion of the non-motorized trail system in line with the [2018 Parks and Recreation Plan](#) and the latest Design Guidelines.

The land in the City is relatively flat with only a small area still containing dense woodlands. Some of this land is platted for residential use and is in demand for high-quality housing. The other portion of this woodland is north of I-69 and is privately owned with no platted divisions. Most other land has been cleared and developed.

### OUTCOMES

- No net loss of wetland or woodland
- Increase in tree canopy
- Increase in walkable access to parks
- Net increase in right-of-way trees

### OBJECTIVES

1. Link natural features and open space areas to each other with pathways to create a 'greenway' or system of natural corridors.
2. Prioritize densifying and maintaining right-of-way forestry.
3. Educate landowners and developers on the importance of conserving natural areas and environmental conservation practices that contribute to natural systems.
4. Protect the quality of waterways from damaging erosion, overuse and harmful impacts of development.
5. Encourage the preservation and enhancement of key natural areas for wildlife habitats as well as for passive recreational areas and walking pathways.
6. Consider innovative solutions for conservation and environmentally sustainable practices, such as energy reclamation from stormwater outfalls and dams.



## KEY ACTIONS

- Require detailed natural resource inventories and documentation of key features that will be protected and managed with large development proposals.
- Consider a conservancy or land trust organization if greenspace intended for long-term preservation is not feasible for management by the city.
- Discourage land uses that have a risk of pollution from locating adjacent to significant natural features.
- Work with developers to identify natural features and incorporate them into proposals that retain their ability to function as part of the natural system, minimize development impact, and promote human interaction.
- Encourage local botanical societies, garden clubs, and individuals to sponsor and maintain specific areas within the overall landscape development plan for such areas.
- Set higher development standards or flexible/creative zoning for areas with significant natural features so development is more sensitive to the surrounding environment.
- Make public access available to land adjacent to the Swartz Creek.
- Promote the planting of additional vegetation that complements existing natural areas that are to be retained.
- Restrict development of important natural areas and/or features through zoning, private open space, conservation easements, purchase by conservancies, or public acquisition.
- Encourage protection of floodplains, wetlands, and other environmental features when reviewing development proposals
- Prohibit or significantly limit development that would disturb or impact floodplains or wetlands.
- Integrate walking paths, community gardens, and other desirable amenities with natural areas.
- Pursue regional watershed planning with neighboring communities, state, and county agencies.
- Continue forestry program.
- Promote the concepts of sustainability by:
  - Reducing required vehicle travel and congestion
  - Promoting or requiring building and development designs that conserve energy and recycle.
  - Promoting or requiring of higher densities, mixed uses, and walkability.
  - Reducing water consumption and energy consumption in new developments and in the public realm.
  - Reducing waste production.

## REFERENCE DOCUMENTS:

- **Parks and Recreation Plan:** <https://www.Cityofswartzcreek.org/index.php/files/144/Parks---Recreation-Forms/712>
- **Genesee County Hazard Mitigation Plan:** <http://gcmprc.org/wp-content/uploads/2022/01/Genesee-County-Hazard-Mitigation-Plan-Final-Draft-MSP-FEMA-Approved.pdf> See page 44 of the Genesee County Hazard Mitigation Plan for specifics related to Swartz Creek.

## 4.2 EXISTING CONDITIONS

**Surface Water.** The most prominent water body in the City is the Swartz Creek. This stream serves primarily as a drain for the City but has potential to provide recreational opportunities that tie into the trail plan or potential community gardens.

The watershed for this stream lies mostly to the south of the City and eventually empties into the Flint River. The maintenance of this stream is important when considering future land use because of the existing flood plain along with increased drainage and possible pollution created by impervious surfaces (roofs and parking lots).

**Floodplains.** The Swartz Creek floodplain is defined by the high-water mark of a 100 year flood as set by the Federal Emergency Management Agency (FEMA). An area defined as floodplain presents limitations on development because of the presence of potential flood hazards.

**Wetlands.** Wetlands are composed of transitional areas between aquatic ecosystems and the surrounding areas. These areas are vital to the maintenance of high quality surface and ground water as well as generally contributing to natural ecosystems. These areas may also include seasonally wet and permanently saturated areas.

Wetlands are vital to the environmental quality of a community. They serve by improving water quality, controlling soil erosion and sediment loading, detaining surface runoff, and by providing links with ground-water. All wetlands that are contiguous with a water-way (within 500 feet) and wetlands that are five acres or larger in size are regulated by the Michigan Department of Environment, Great Lakes, and Energy (EGLE) through Part 303 of the Natural Resources and Environmental Protection Act (NREPA).

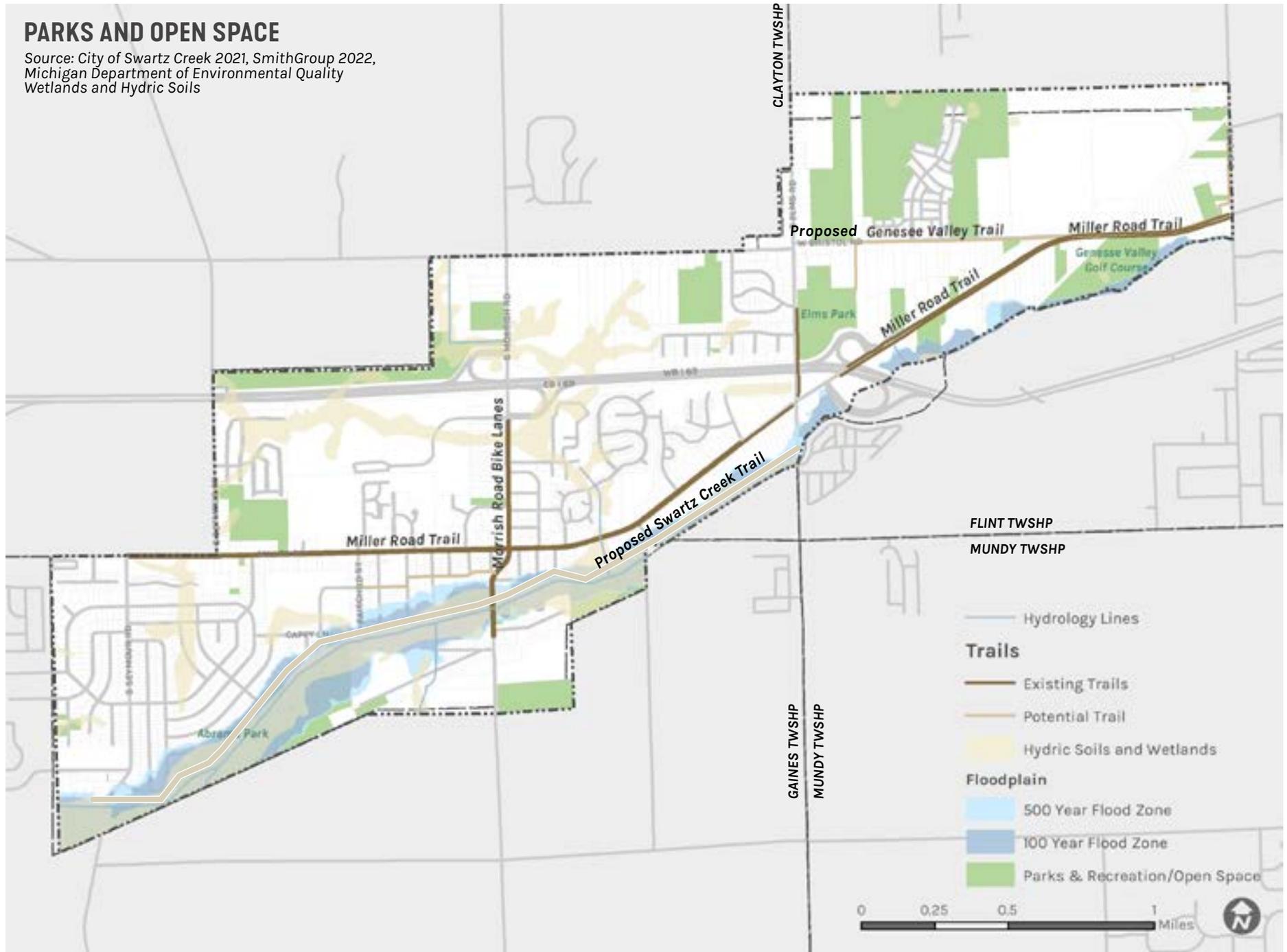
Because of state and federal requirements, wetlands constrain developmental ability when they are present. There are a variety of wetlands within the City of Swartz Creek which include:

- *Mixed Wooded Wetlands.* These are areas that are dominated by trees more than twenty feet tall where the soil's surface is seasonally saturated or flooded with up to twelve inches of water. Several levels of vegetation are usually present including trees, shrubs and herbaceous plants.
- *Lowland Hardwood Wetlands.* Consist of ash, elm, soft maple, cottonwood, and other lowland hardwoods.
- *Lowland Conifer Wetlands.* Areas of predominately cedar, tamarack, black and white spruce and balsam fir stands.
- *Emergent Wetlands.* Areas that are thirty per-cent or more covered by rooted herbaceous hydrophytic plants which are present for most of the growing season in most years.
- *Shrub/Scrub Wetlands.* Areas that are dominated by woody vegetation less than twenty feet tall.

**Soil.** Because the City of Swartz Creek is integrated with a flood plain, the water table is moderate to high and is associated with poor drainage and wet soil. This means that the soil is not naturally suited for development without the addition of sand or through site mitigation, including the installation of storm water drainage, the extensive engineering of buildings and structures, or the grading of the site to establish an appropriate buildable area.

# PARKS AND OPEN SPACE

Source: City of Swartz Creek 2021, SmithGroup 2022, Michigan Department of Environmental Quality Wetlands and Hydric Soils



# 4.3 PARKS AND RECREATION



## OBJECTIVES

1. Provide a comprehensive system of public and private parks, recreation facilities and open space throughout the City that is accessible to all residents.
2. Utilize zoning, subdivision, and site plan review to protect the character of lands less suitable for development and encourage residential developers to provide usable open space for property owners or tenants.



### THE CITY OF SWARTZ CREEK FIVE YEAR PARKS AND RECREATION PLAN

The Five-Year Parks and Recreation Plan was prepared in 2018 and is updated every five years. The five goals of the plan were:

- Pursue grants and develop partnerships and advocates to serve park needs
- Enhance use of existing park facilities and programs
- Pursue non-motorized trail system
- Regularly review maintenance practices and policies for park facilities and update when necessary
- Pursue new park development and acquisition that support the goals and objectives within the recreation plan



## KEY ACTIONS

- Explore opportunities to provide for the passive and active recreational needs of all residents.
- Maintain and upgrade existing parks to meet the needs of the community in accordance with the parks and recreation plan.
- Maintain and update the Parks and Recreation Master Plan.
- Evaluate options for acquiring future recreational sites based on the expectations of city residents in the future as they become available or additional studies are completed and funding becomes available.
- Conduct regular evaluations of current facilities in comparison to the needs and level of residential and employment population.
- Promote the development of recreation facilities by private sources, non-profit organizations, clubs, and schools.
- Explore opportunities for joint recreational services with other groups including schools, churches, surrounding communities, and organizations.
- Encourage development of usable open space within new residential subdivisions.
- Ensure private open space will be maintained through specific agreements or subdivision condominium documents.
- Preserve and/or restore areas with unique natural features, such as trees, forests, natural drainage areas, and nature trails as a way of providing passive recreation opportunities.
- Plan and develop private recreational facilities as multi-use facilities.
- Consider pocket-parks or community gardens in new or existing neighborhoods and downtown.
- Evaluate the potential to create user interaction points with the Swartz Creek for the purpose of recreation or education.
- Work with non-profits to perform maintenance and/or upgrade recreational facilities.
- Use Mundy Township partnership to achieve economies of scale.
- Aspire to have an elite level of maintenance and cleanliness at all parks and public spaces.
- Seek construction of a regional county park in west-central Genesee County.

## V. NEIGHBORHOODS

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- 5.1** Neighborhood Overview
- 5.2** Existing Conditions
- 5.3** Neighborhood Tools
- 5.4** Neighborhood Strategies

## 5.1 NEIGHBORHOOD OVERVIEW

1. Enhance **existing** residential neighborhoods and require **new** residential developments to be well-designed.
2. Ensure the **current housing supply matches future housing demand** and promotes viable residential neighborhoods that offer a **mix of housing options**.

Single-family residential housing accounts for approximately 45% of the City's land use. This use is distributed throughout all areas of the City, but is concentrated on the west side of town, in and around Winchester Village. Most of these dwellings were built to accommodate industrial workers and their families in the 1950s and 60s. There is a growing concentration of single-family residential housing in Heritage Village and Miller Neighborhoods to the east of Downtown.

Multiple-family residential comprises about 2.5% of the land use in the City and over 15% of the housing units. Most of the multiple-family housing opportunities are in close proximity to Downtown. Improving housing stock diversity and affordability by zoning for areas of multiple-family uses is an opportunity for the community to expand its demographic to people of all ages and financial abilities.

### OBJECTIVES

1. Encourage housing opportunities for a variety of preferences, lifestyles, and household types at appropriate locations.
2. Encourage a mix of dwelling types and densities, where they can be supported by the available infrastructure and services.
3. Promote and enforce maintenance and rehabilitation of existing housing and residential neighborhoods.
4. Maintain an environment that encourages pride of ownership and contributes to an affordable and easily marketable housing stock that makes Swartz Creek an attractive place to live.
5. Provide housing for all phases of life.

### OUTCOMES

- Increase in number of housing improvements permitted
- Greater percentage mixture of attached housing types



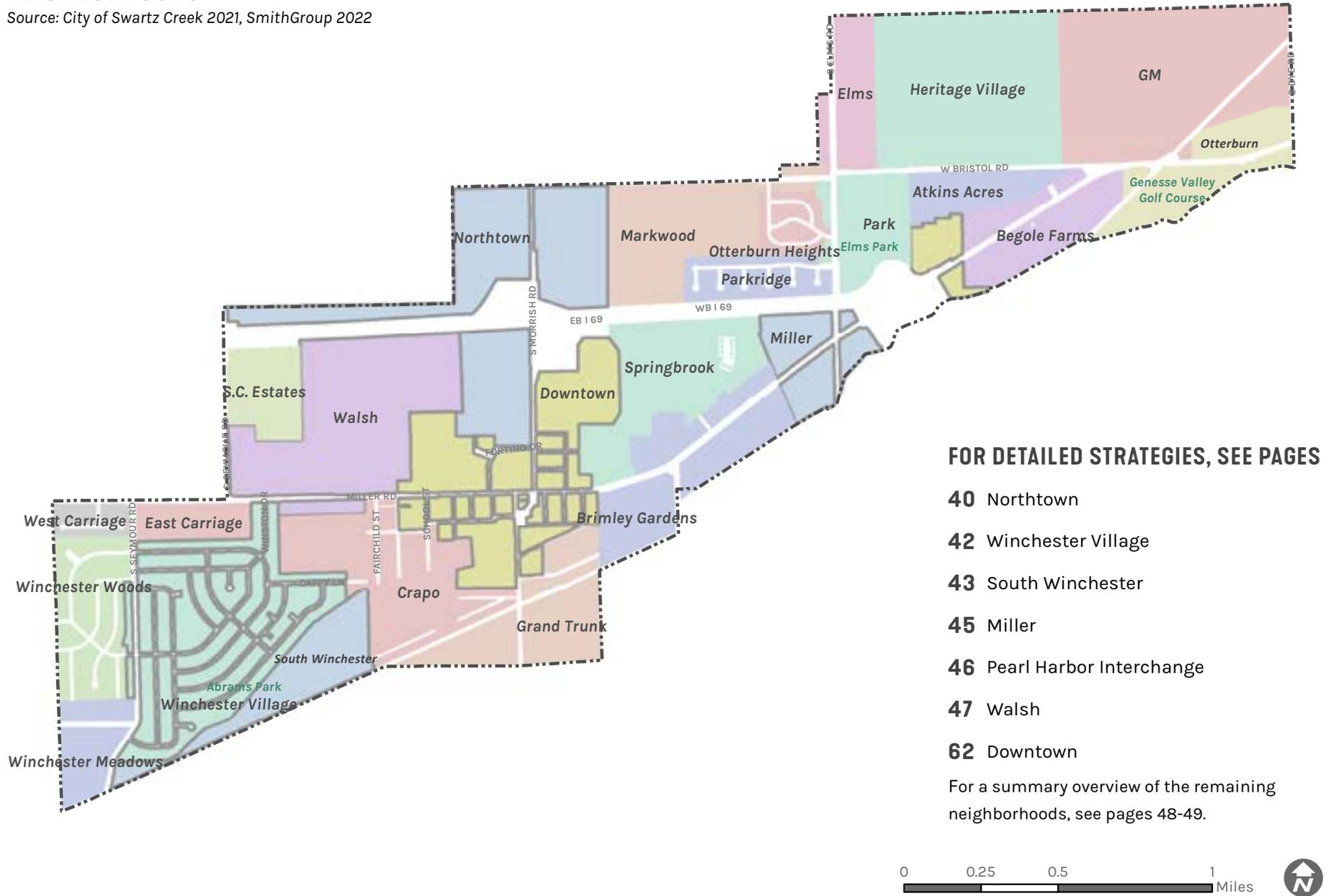
## KEY ACTIONS

- Require high standards in housing developments so that attractive neighborhoods, good housing design, durable materials (such as brick) and construction, privacy, and access to usable and convenient open space are achieved.
- Consider incentives such as Planned Unit Development Districts, traditional neighborhood design, cluster development and flexible zoning to offer developers opportunities to provide an affordable mix of housing, through a mixture of densities, housing unit types, and size of housing units.
- Stabilize residential areas by preventing the encroachment of incompatible land uses into residential neighborhoods and eliminating non-conforming uses.
- Integrate large projects directly with the existing urban fabric and major street network.
- Include neighborhood businesses where appropriate into large projects.
- Maintain and reconstruct local streets.
- Promote infill and dense housing in and near downtown to help revitalize the downtown business area
- Provide zoning incentives such as a planned development district and/or density bonus for the creation of additional senior housing to meet growing future demand.
- Identify areas in the City core to encourage new housing development, especially the missing middle housing which can attract workforce and families to the City.
- Monitor and evaluate the impacts of short-term rentals.
- Pursue enhanced and durable neighborhood amenities such as decorative lights, signs, and decorations.



# NEIGHBORHOODS

Source: City of Swartz Creek 2021, SmithGroup 2022



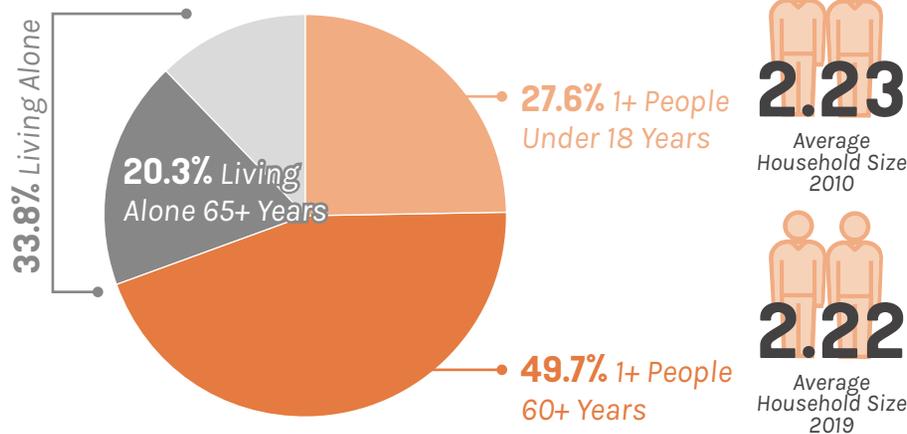
# 5.2 EXISTING CONDITIONS



## RESIDENTIAL NEIGHBORHOOD TRENDS

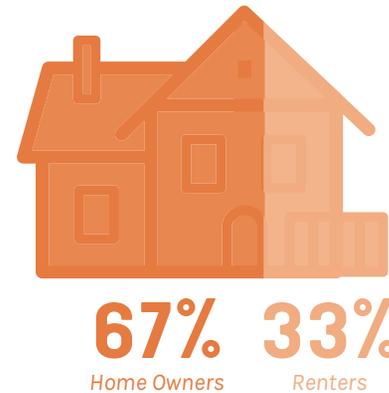
### HOUSEHOLD TYPE

2010 and 2019 American Census Survey Estimates



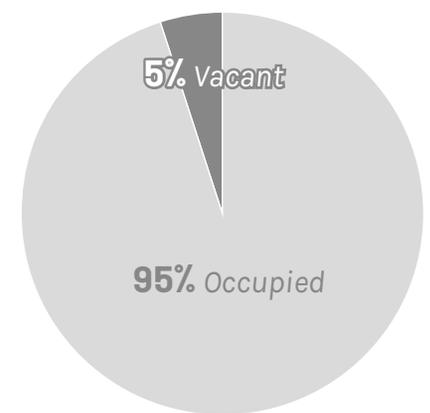
### OWNER VERSUS RENTER

2019 American Census Survey Estimates



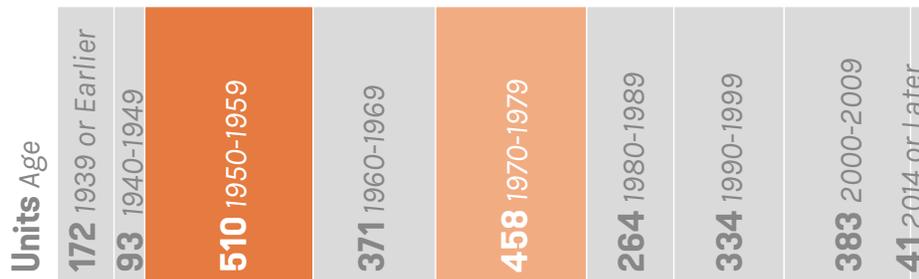
### VACANCY

2019 American Census Survey Estimates



### AGE OF HOUSING STOCK

2019 American Census Survey Estimates



### MEDIAN HOUSEHOLD INCOME

2019 American Census Survey Estimates



### MEDIAN HOUSEHOLD VALUE

2019 American Census Survey Estimates



## 5.3 NEIGHBORHOOD TOOLS



Swartz Creek is home to strong single-family neighborhoods that are attractive to young families. Building on its history as a residential community, Swartz Creek can continue to attract families to its single-family neighborhoods. Yet an aging population and rise in multi-generational households require an expanded range of housing choices for rent and for sale. The City can promote its existing infrastructure at redevelopment sites and provide specialized housing to empty nesters, seniors, and young professionals who may seek alternatives to conventional single-family homes. Opportunities for these specific housing typologies in Swartz Creek are outlined by location in the Neighborhoods Chapter.

### HOUSING TYPES FOR CHANGING DEMOGRAPHICS

In order for housing to be affordable for multiple income levels and family types, a balance of owner and renter-occupied units for a variety of incomes should continue to be provided. Smaller families and couples may desire alternatives to single-family detached owner-occupied housing, such as town homes, flats, cottage housing, and apartments above storefronts. Other households may choose to rent to maintain mobility. As employers decide to seek out new expansion opportunities and work from home positions increase in popularity, nearby workforce housing becomes a critical component to site selection.

### MANUFACTURED HOMES

Manufactured housing represents about 7.4% of the total housing units in the City of Swartz Creek. Although some communities have a higher percentage, the City of Swartz Creek has relatively little undeveloped land, and has not planned for additional manufactured housing communities. Because communities are required, due to case law, to provide adequate manufactured housing opportunities, several manufactured housing communities have been built immediately adjacent to Swartz Creek in Mundy, Flint and Gaines Townships in order to take advantage of the infrastructure provided on the City's borders.

The total number of existing housing units in the City as of the 2020 census is 2,802. Of these units, 176 are in a manufactured housing community. When the manufactured housing in abutting communities is included, this brings the manufactured housing total to nearly 32% of the total housing stock in the expanded study area. Although these units are located outside the boundaries of the City, the City of Swartz Creek meets the requirement of providing adequate manufactured housing as a land use for the community.

However, additional or expanded manufactured housing options should be considered on a contextual basis. Housing which serves a dual purpose and addresses other needs for Swartz Creek residents, such as expanded options for workforce and senior housing, would take priority. Expanding manufactured housing should be done near Swartz Creek Estates, if possible.

## **MISSING MIDDLE HOUSING**

Missing Middle Housing is a range of multi-unit or clustered housing types—compatible in scale with detached single-family homes—that help meet the growing demand for walkable urban living. These missing middle housing types include duplex, triplex/fourplex, courtyard apartment, townhouse, multiplex, and live/work.

More housing types promotes and allows a variety of alternative housing types beyond the traditional single-family home at appropriate locations. By allowing attached units, the City expands the available housing stock to both young families and seniors, increasing the overall demographic diversity of the City itself. Additionally, neighborhood quality can be extremely beneficial to the overall residential culture and value. By enforcing neighborhood maintenance, the City preserves the character of residential neighborhoods and reinforces quality standards for existing housing.

## **WORKFORCE HOUSING**

Workforce housing in the downtown is something to be improved upon in order to provide the missing middle housing that often houses young talent moving into the area as well as the elderly. Currently, several buildings lie vacant in the downtown, and have the potential to be used as mixed-use, first floor commercial and second floor residential.

## **SENIOR HOUSING**

The senior population in Swartz Creek will continue to grow as a percentage of the overall population. The housing needs of seniors is an important part of the commitment to provide appropriate housing choices for all of its residents. Viable housing options should include remaining at home as long as possible and is especially important to residents who want to stay

in the neighborhoods they are most familiar with and be near family and friends. Retrofitting existing homes to be accessible for seniors desiring to “age in place” could include ramps, wider doorways, first floor bedrooms and accessible bathrooms.

Where “aging in place” is not feasible, special facilities, such as senior independent living, assisted living and congregate care should be considered. Zoning incentives must be provided to allow for these development types. Characteristics of such a site would include adequate size, good road access, and proximity to shopping and services.

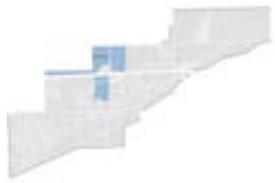
## **CLUSTER STYLE HOUSING**

Cluster-style single-family housing would preserve natural features on smaller lots coupled with attached residential townhouses and apartments. In areas where natural features should be preserved, cluster housing on smaller lots for a tradeoff in contiguous open space preservation may be considered.

## **TRADITIONAL NEIGHBORHOOD DEVELOPMENT (TND)**

TNDs permit smaller lots provided the home designs are reflective of traditional neighborhoods, including inviting front porches, varied architectural design, and minimal front yard setbacks. Often included within TNDs are alleys to provide access to garages, which thereby eliminate the visual impact of garages from the street and direct driveway access to streets. Heritage Village is a strong example of existing TND typologies in Swartz Creek.

## 5.4 NEIGHBORHOOD STRATEGIES



### NORTHTOWN

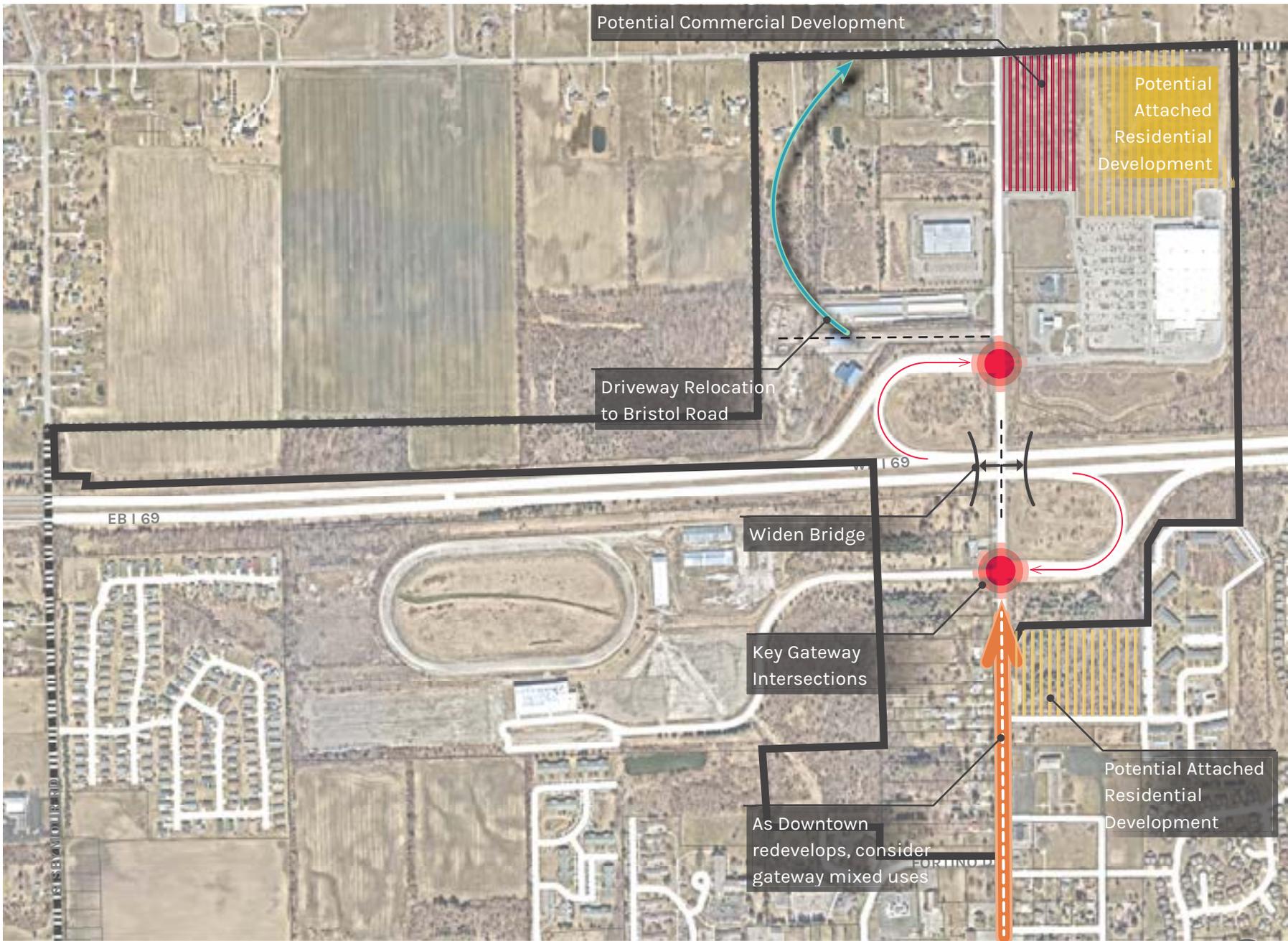
The north side of this interchange offers opportunities for a mix of developments, including attached residential, office, service, and retail of varying types and densities that can compliment the new retail. Such development can contribute positively to the DDA's tax base. An integrated and well-planned mixed-use development would offer an attractive setting for future residents and would provide a different arrangement of land uses than are offered elsewhere in the community.

The City should continue to work with developers and the DDA to ensure that the road improvements and any aesthetic improvements meet the goals of the City. The status of the existing bridge across I-69 is of concern due to its limited two-lane capacity. It is crucial that the City work with MDOT and private interests to widen this bridge and address potential future capacity increases. In the mean time, development impact should be strongly considered and mitigated as best as possible to ensure function of the interchange. If capacity is compromised, the City should ensure that development priority is given to the north end of the Meijer site as a result of the approved Planned Unit Development Plan and infrastructure contribution that has been required and contributed by the owner interest of that site. Given the eventual widening that is expected, the City should not reject development based on level-of-service reductions unless studies indicate such development would make the interchange hazardous or otherwise unreasonably unsafe.

The Morrish Road interchange on I-69 serves as one of the key entrances into Swartz Creek. Development at this location will need to be of a high-quality and attractive design so visitors are presented with a positive experience as they enter the community. Development should continue to be carried out as a Planned Unit Development District (PUD) to ensure a logical and appropriate arrangement of commercial and possible residential uses. A PUD also provides the added benefit of allowing the buildings to be compatible in scale, design and character.

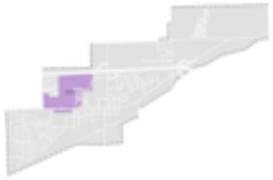
The south side of the interchange, including Morrish Road, should be integrated with the downtown by street, non-motorized, and design connections. This area should be of a mixed use and include a strong residential component that will help support downtown.

The City should also seek a method to cooperate with the Genesee County Road Commission to eliminate the facility's driveway on Morrish Road and relocate it to Bristol Road as development progresses.



**NORTHTOWN**

Source: Esri, SmithGroup 2022



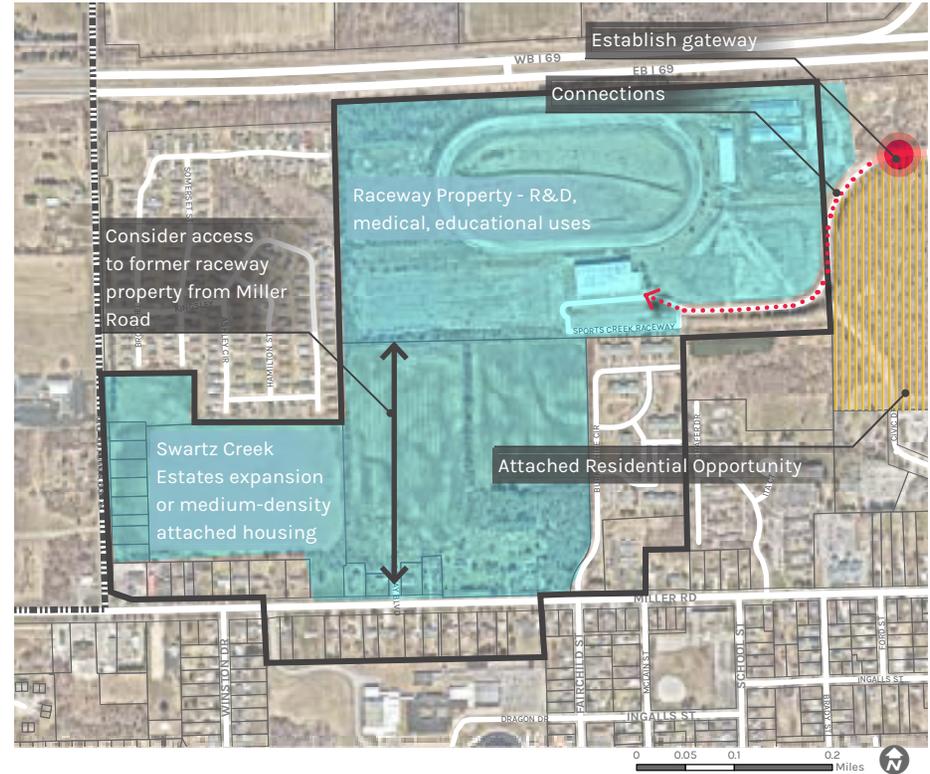
## WALSH NEIGHBORHOOD

The Walsh Neighborhood is comprised of the vacant acreage north of Miller Road between Fairchild Street and former Seymour Road. This area borders the civic campus, Downtown, the former raceway, and Swartz Creek Estates. As such, it offers many opportunities and challenges for development.

Recently, the raceway closed. The City should consider integrating the raceway property and Morrish Road access to the undeveloped portions to the south. Doing so will increase the footprint of developable land and expand the access points to include Miller and Seymour Roads.

The raceway property should redevelop with residential fronting Morrish Road transitioning to employment-based uses along I-69, such as research and development, educational, or medical uses. The area south of the raceway toward Miller can be a mixture of uses to transition from employment uses to attached and detached residential. Swartz Creek Estates could expand south or the area fronting Seymour Road could be a medium-density attached housing development. Either way, this area should be targeted to incorporate affordable senior living.

Should a physical connection between Miller Road and the raceway property be further pursued, a traffic impact study and a subarea plan would be required.



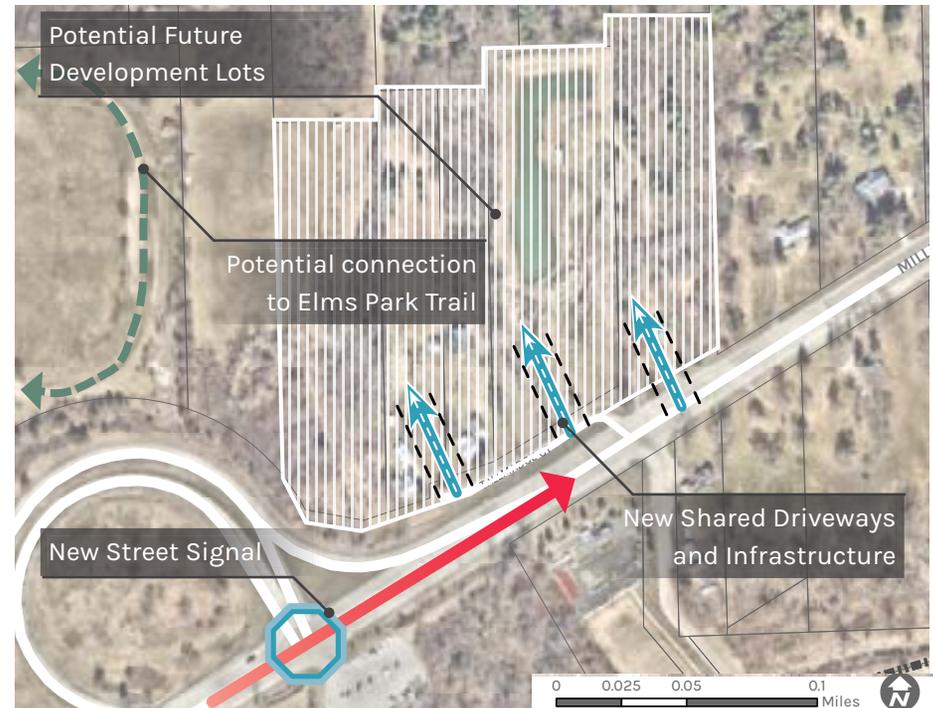


## PEARL HARBOR INTERCHANGE

The Pearl Harbor Interchange is comprised of the undeveloped land between Elms Road and the eastern Baptist Church. The development of this area for commercial use is intended to serve as a relief valve for service or office developments that cannot be accommodated by the Miller Neighborhood.

This area represents a logical and contiguous expansion of the Miller Neighborhood development area and would avoid the need to consider the much less desirable option of expanding non-residential uses into the stable residential area west of the Miller Neighborhood. This area could provide for services to the east end residents of Heritage Village and interstate drivers. The area is comprised of large lots that can be developed individually or assembled for larger types of development.

The development of this area will present several challenges. Access will need to be coordinated so the capacity of Miller Road is not unduly impacted. This was largely accomplished when ITT installed the left turn lane. The use of shared driveways, linked parking areas, service drives and other access management strategies will be helpful in ensuring that the traffic generated by the developments will be dealt with in a safe and efficient manner. Signals at the interchange may be required prior to rezoning/approval of additional traffic generators. The area shall also



need pedestrian facilities that can co-exist with the large amount of traffic generated at this interchange.

A PUD plan is recommended to create a unified traffic ingress and egress plan, design standards, and integration or buffering from the non-commercial uses to the east.

The City should direct all future development to the north side of Miller Road (Tallmadge Court) and eliminate the possibility of commercial development encroaching on the institutional and residential uses that exist along Miller Road east of Tallmadge Court.

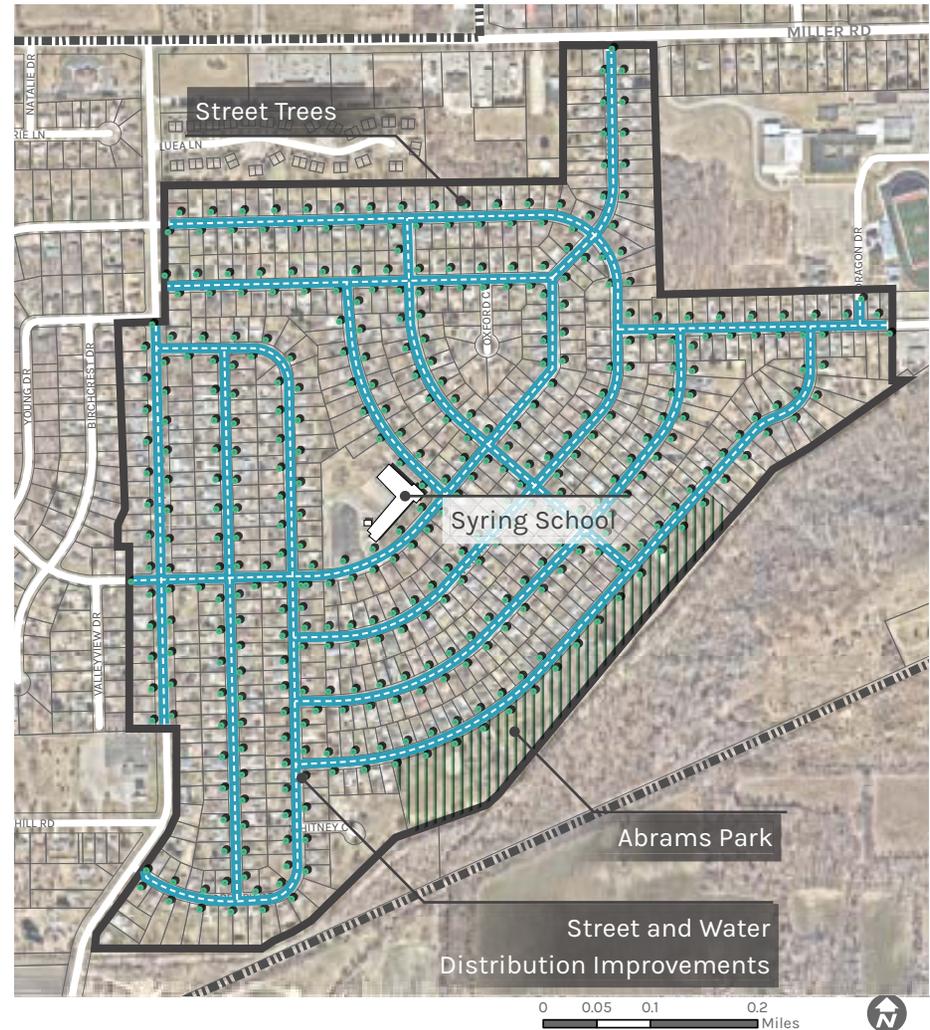
Development of this area should not occur until the Miller Neighborhood has exhausted all undeveloped properties. Development should also be done in such a way to integrate Elms Park to Miller Road and the new uses, including a recreational trail.



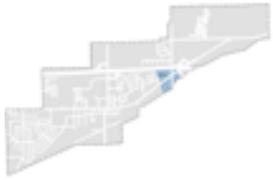
## WINCHESTER VILLAGE

The Winchester Village subdivision in the City is approximately sixty years old. This neighborhood was one of the first uniform housing developments to be completed with sewer, water, paved streets, sidewalks and street trees. The Village accommodates approximately 2,000 residents and has a large impact on city-wide housing values, demographics, and services. It is the most branded public neighborhood in Swartz Creek, but further opportunities for gateway establishment and signage should be considered.

The City secured a revenue source in 2016 to enact the 20-year street plan and make needed updates to the infrastructure. This project is ongoing and may extend west to Winchester Woods to further address needed road repairs. The area is also seeing much private investment. The City should continue code enforcement, forestry, and decorative signage and lighting.







## MILLER NEIGHBORHOOD

Much of the land in the vicinity of Miller Road and Elms Road is currently developed as a Planned Unit Development. The PUD has proven to be successful at attracting new commercial development to this area of Swartz Creek, while integrating this development with the Springbrook neighborhood, Elms Park, and assisted living facilities. A majority of this land has been developed, however the remaining properties on the south side of Miller are still expected to be developed in the near future. Proposed buildings should front Miller Road and limit parking to the side or rear yards

In doing so, the City should ensure that access points for all development are limited to a minimum, perhaps two, on Miller Road. A signal is recommended for the western entrance of Kroger. The intersection of Elms and Miller must also be accounted for. Currently, the intersection is challenging for pedestrian crossings and vehicular turning because of its angle. This area should be studied further for an enhanced safety redesign.

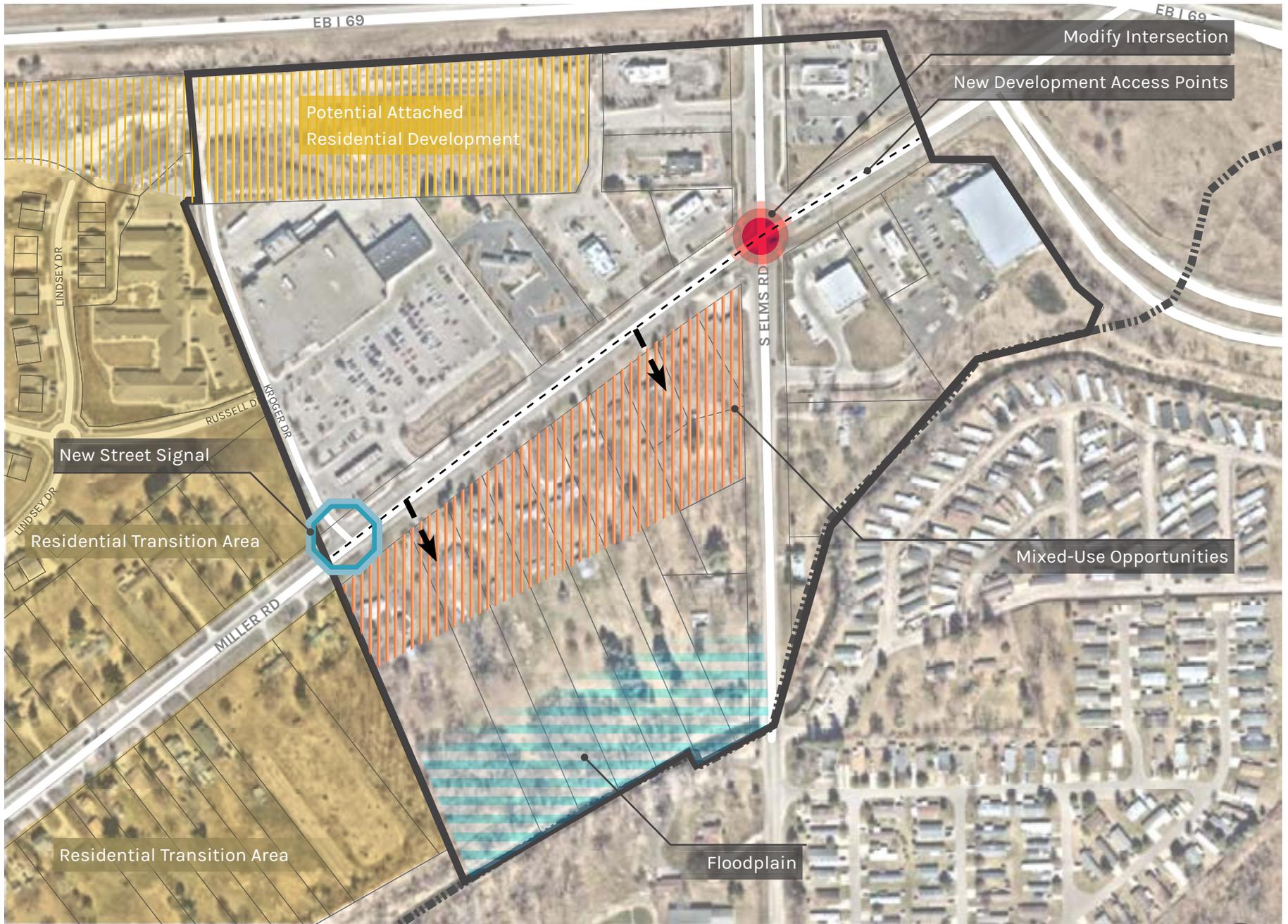
As the available undeveloped land in the Miller Neighborhood becomes scarce, there is pressure to make additional land available for commercial use, including areas to the immediate west. The land to the west is occupied primarily by two-family dwellings, single-family dwellings, and institutional uses. These uses form a mature, attractive and healthy residential neighborhood. The area serves as a highly effective transition between the commercial development in the Miller

PUD and Downtown and should remain residential. To maintain the character of the neighborhood, the existing west boundary of the Miller Neighborhood PUD should be retained as the west boundary of commercial development.

A compatible residential transition area could be developed in a similar pattern to the north of Kroger, with a focus on attached residential units. The area already has an infrastructure meant to support residential uses, and could connect to other housing via Lindsey Drive.

### REFERENCE DOCUMENTS:

- Roundabout study: <http://www.rowepsc.com/rabs/index.php/intersections/elms-road-and-miller-road>.



**MILLER NEIGHBORHOOD**

Source: Esri, SmithGroup 2022



### **GM**

This is the heavy industrial area of GM and surrounding properties, mostly on Dye Road. This area has the potential for more intense industrial uses, with the understanding that the Miller Road properties must develop or evolve to maintain lower impacts on traffic, visibility, and other externalities.



### **OTTERBURN**

This neighborhood is the namesake of the historic train stop known as Otterburn, as well as the new park on Bristol at Miller Road. This area is the City's eastern gateway and is a mix of residential and office. The community must endeavor to maintain a safe and efficient transportation corridor that services heavy car traffic, bike lanes, and a 2022 non-motorized trail. The City should also encourage uses and designs that are inviting to visitors.



### **BEGOLE FARMS AND BRIMLEY GARDENS**

These are older, residential platted areas that are experiencing some commercial demand due to their proximity to existing commercial nodes. The areas should be preserved as larger acre residential uses to avoid spot zoning and inconsistent uses.



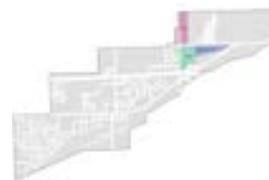
### **SPRINGBROOK**

This neighborhood consists of various condominium associations and assisted living communities that cater to elderly populations. The area is well connected to downtown and the Miller neighborhood, functioning as a residential cloister in the heart of the community.



### **PARKRIDGE AND OTTERBURN HEIGHTS**

These platted subdivisions are relatively 'walled off' or isolated neighborhoods with one or two outlets. The areas are built out, well maintained, and stable.



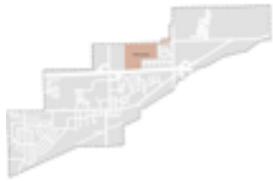
### **PARK, ELMS, AND ATKINS ACRES**

These three neighborhoods are identified by their proximity to Elms Park and School, as well as their direct connections to the major streets of Elms and Bristol. Most lots are small and developed as single family housing without much pressure for commercial transformation. The area is stable and not expected to change.



### **HERITAGE VILLAGE**

Heritage Village is a planned condominium community that offers a mix of housing types and sizes. It offers alleys, sidewalks, and common areas. The area is only partially developed. Demand for buildable units is high, but it is unclear if the project will be finished as planned.



### **MARKWOOD**

This area is very low density residential single family, with much woodland. The lots are generally narrow, but large, with some of the lots being consolidated. There is potential demand for converting the area to low density housing that would provide desirable lots in an area with good automobile access. Cluster style housing would be ideal here.



### **SWARTZ CREEK ESTATES**

This housing project is a mature and stable mobile home park. There is interest in expanding the park and its amenities onto properties to the south in the Walsh Neighborhood.



### **CRAPO**

This plat is a residential neighborhood that has some of the oldest plats in the City. They offer moderate density, walkability, and great access to schools and downtown.



### **GRAND TRUNK**

This neighborhood is a mix of residential and industrial, with industrial uses taking a predominant role. Such evolution should be done to encourage low intensity uses within the industrial allowances.



### **WINCHESTER WOODS AND WINCHESTER MEADOWS**

These neighborhoods are platted single family subdivisions that share their own commonalities. Like Winchester Village, the homes form a cohesive community with its own identity. They are stable and not expected to change much, with the notable exception of the vacant lots in the Woods. These lots might be developable and buildable if drainage and other utility improvements are ever pursued by the owners, collectively.



### **WEST CARRIAGE & EAST CARRIAGE**

These condominium communities function as residential cloisters with limited direct access to the surrounding areas. They are stable.

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## VI. DOWNTOWN

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- 6.1** Downtown Overview
- 6.2** Opportunities and Challenges
- 6.3** Land Use and Development
- 6.4** Streetscape and Connectivity
- 6.5** Downtown Redevelopment Concept

# 6.1 DOWNTOWN OVERVIEW

1. Provide **attractive, walkable, commercial areas** that create a stable tax base, quality shopping, and service industries for residents including hospitality, culture, and recreation uses.
2. Encourage the attraction of a **variety of new businesses** to Swartz Creek.

Downtown is situated around the intersection of Miller Road and Morrish Road. This area was traditionally Swartz Creek’s main business area, now providing a mixture of commercial, office, multiple-family and institutional uses. Downtown is comprised of older buildings and businesses that are mostly locally-owned and not affiliated with national retail chains, contributing to Swartz Creek’s authentic character.

There appears to be growing demand for both local and regional commercial services in the area as the population expands. The Morrish Road area offers the greatest potential to accommodate needed commercial uses, because most of the land on the north side of I-69 remains vacant and the raceway offers 108 potential acres for redevelopment. This location offers good access for residents in the City as well as other communities in the region.



## OBJECTIVES

- Enhance the character of the downtown to be active, interesting, attractive, pedestrian friendly and mixed-use arts hub
- Promote success through a strong downtown brand and storytelling, including a unified sign and graphics system
- Emphasize walkability through continued streetscape improvements and amenities, outdoor seating, retail, storefronts, pedestrian-scaled signage
- Encourage the implementation of alternative, low-impact surface parking areas
- Promote a mixture of uses within the downtown that supports historic rehabilitation and compatible redevelopment
- Leverage use of planned unit development to develop key properties

## OUTCOMES

- Increase in number locally-owned businesses in Downtown
- Increase in number housing units located downtown
- Adaptive reuse/historic preservation of key assets
- Implementation of planned unit developments



## KEY ACTIONS

- Utilize Design Guidelines to ensure that new development and/or redevelopment projects are an asset to the community and, where appropriate, are compatible with and result in an upgrade to existing development.
- Establish a consistent and attractive signage and landscaping theme at major gateways into the City to inform and welcome visitors.
- Encourage public art and murals.
- Reduce the appearance of overhead wires in the downtown area by screening them with vegetation, reducing the number of outdated/ redundant wires, or relocation (if practical).
- Complete infill sidewalks.
- Collaborate with private property owners on Miller to close redundant/disused driveways.
- Continue adding street trees, flower plantings and pedestrian amenities such as art and wayfinding signs.
- Install rain gardens and landscaping to promote water quality and reduce the visual scale of the street.
- Pursue federal and state funding for roadway landscaping projects.
- Consider future designation as a Michigan Main Street community.
- Promote the use of the Civic Center and downtown areas for community events and activities.
- Promote historic preservation and the adaptive reuse of former institutional uses, such as the former Methodist church.
- Use low-cost, temporary measures, such as portable street furniture, to test concepts for the arrangement and design of civic spaces before committing to more costly, permanent arrangements.
- Use vacant spaces or underutilized sites in downtown to host popup events to increase programming in the City and to drive visitors to the core of the downtown.
- Consider the establishment of a downtown Social District with common areas for alcohol consumption as permitted by the state Department of Licensing and Regulatory Affairs.
- Enhance on-street parking and traffic calming measures.
- Explore partnerships for operations and management of potential farmers markets at Holland Square or the Civic Center.

### REFERENCE DOCUMENTS:

- **Downtown Development Authority Plan:** <https://www.Cityofswartzcreek.org/index.php/files/141/Miscellaneous-Documentation/92>
- **Downtown Design Guidelines (Appendix)**



# 6.2 OPPORTUNITIES & CHALLENGES



## PURPOSE OF DOWNTOWN DESIGN GUIDELINES

The Design Guidelines (see [Appendix A.1](#)) for the Swartz Creek Downtown are intended to promote the City’s set of expectations for building design. The design and construction of both new buildings and existing buildings should follow these standards to ensure that Downtown Swartz Creek encapsulates a vibrant, walkable charm while blending new buildings into the fabric of the existing character.

- Ensure new mixed-use development downtown is consistent with the vision of the City of Swartz Creek Master Plan
- Encourage physical improvements in a “traditional main street” design
- Provide building design and placement standards for the Downtown PUD zoning

### RECENT SUCCESSES

- Downtown Swartz Creek has been the focal point of the community brand
- RRC Certified status
- Incentives package
- New streetscape
- New events
  - Back to the Bricks
  - Jeepers Creekers
  - Holland Square Movies

## WHAT CAN WE IMPROVE?

### HOUSING & DOWNTOWN LIVING

A robust residential base is a key part of any successful downtown. A mix of housing types and sizes provides options for all the varied lifestyles that are part of a vibrant downtown.

Amenities associated with downtown living include greater access to the City’s primary employment center along Morrish and community facilities as well as a wide range of shopping, entertainment, health and personal services.

### BRANDING

Swartz Creek’s importance as a retail and business center has potential to rise due to assets such as proximity to the airport, walkability, and vacant sites which could be filled by new development, industries, and retail. To attract visitors and businesses alike, the City should invest in a branding strategy which will:

- Develop a distinctive wayfinding system that helps vehicles and pedestrians navigate within the downtown.
- Develop an interpretive signage system that highlights the historical, cultural and natural features of the downtown.
- Incorporate art and placemaking into the downtown.
- Incorporate and arrange seating and other amenities in appropriate areas to encourage social interaction.
- Work with community, business and civic organizations to host community-wide events, gatherings and celebrations.
- Develop additional visual amenities that add color and interest for both pedestrians and motorists.

## REFERENCE DOCUMENTS:

- See Downtown Design Guidelines (Appendix) for more information

## WALKABILITY

The Downtown guidelines aim for a walkable infrastructure which will:

- Connect existing sidewalks and pathways to key public spaces.
- Encourage more pedestrian activity in the downtown.
- Explore new opportunities to improve pedestrian accessibility.
- Create integrated, complete streets.

## PARKING

Parking is provided both publicly and on individual sites and could be better shared, signed, and delineated. Future parking should include:

- Landscaped parking areas with well-defined pedestrian ways and screening from sidewalks
- Utilize trees and planting islands within large surface parking areas.
- Utilize distinctive surface materials and other techniques to accommodate multiple uses such as public gatherings, recreation and parking.
- Utilize traffic-calming measures within surface parking areas.
- Utilize on-street parking.
- Place vegetative screening and plantings at appropriate locations around parking areas.
- Manage special event parking with off-site lots and trolleys.

Parking areas depicted on the concept plan in Section 6.5 are possibilities for long-term redevelopment as the future of mobility and traditional parking needs remain unknown. The goal of this downtown plan is to reduce the amount of surface parking over time.

## BUILDING AND MAINTAINING CHARACTER

To attract visitors and maintain existing character easily identifiable by residents, future development and improvements must:

- Encourage the preservation of quality building details.
- Incorporate additional (and seasonal) natural amenities and vegetation throughout the downtown.
- Support tools and techniques that create attractive and interesting first floors of buildings.
- Support residential uses in the upper floors of buildings when applicable.
- Address significant differences in the heights of adjacent buildings and improve the coherence of the streetscape.
- Adopt incentives in the Zoning Ordinance to encourage the use of sustainable building materials, energy efficiency and production, and reuse of building water
- Create continuous street edge with multi-story buildings and well-articulated façades
- Encourage new development complementary to existing building forms and materials
- Retain and maintain older structures, especially historic façades
- Provide welcoming storefronts with active window displays and outdoor seating
- Encourage pedestrian-scale design elements like awnings, projecting blade signs, landscaping, and lighting
- Encourage well-screened service areas: waste receptacles, delivery areas, mechanical equipment, and utilities

## 6.3 LAND USE + DEVELOPMENT

Jobs, a healthy tax base, and community pride are all critical components to sustained economic growth in downtown, as well as a draw for new residents. Increasing activity and enhancing the existing energy of downtown will continue to strengthen the area as the hub of Swartz Creek. The following land use strategies will help reinvigorate the downtown for long-term sustainability:

- Preserve historic character while incorporating new, quality design
- Build downtown residential population
- Increase available space for retail and office

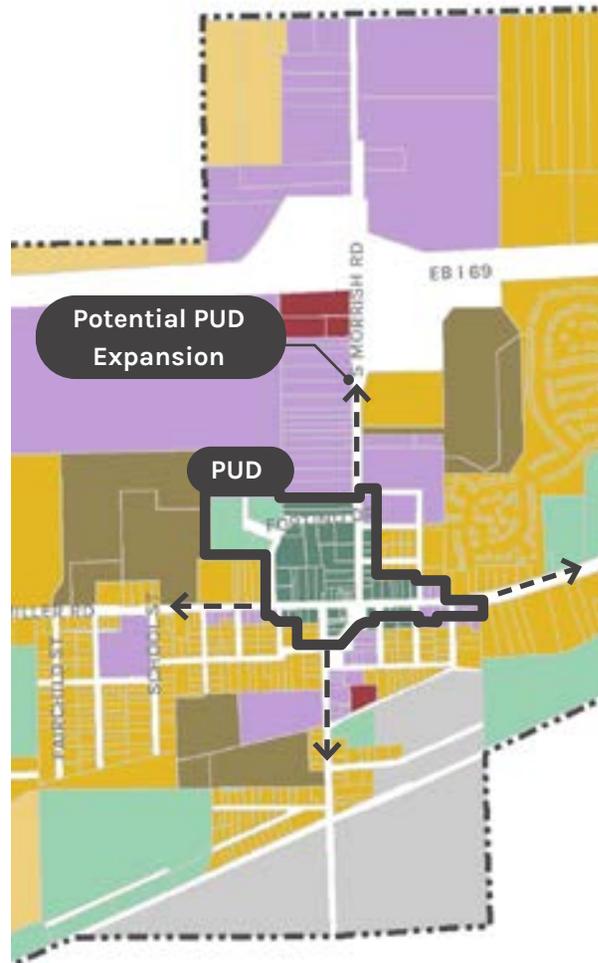
### PLANNED UNIT DEVELOPMENT (PUD)

The Downtown PUD is a zoning designation to apply the Downtown Design Guidelines to Phase 1 of downtown redevelopment. This is intended to focus redevelopment in the core of downtown first. The Phase 1 Downtown PUD applies to the frontages along Miller, Morrish, and Fortino as shown in the map at right. As this area redevelops, additional parcels along Morrish and Miller could be added as a Phase 2 Downtown PUD.

The Downtown PUD is an overlay, meaning that existing zoning districts (such as CBD) remain but an added layer of design standards are layered on top subject to the Downtown Design Guidelines.

### DOWNTOWN LAND USE

Source: City of Swartz Creek 2021, SmithGroup 2022



### BEST PRACTICES: DOWNTOWN LAND USE

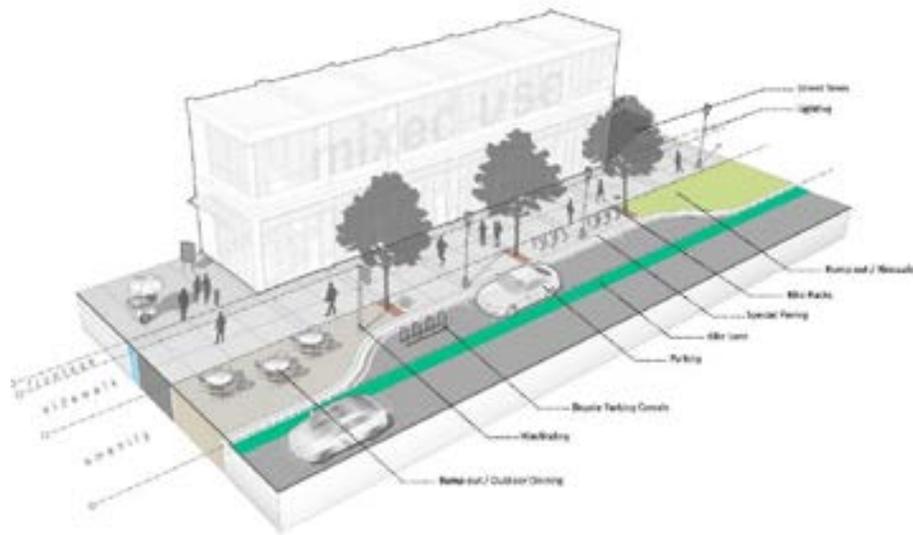
- Active ground floor uses including retail and service uses such as shopping, restaurants, cafes, and salons to enhance the pedestrian experience
- Entertainment and recreation uses to complement the existing character of Swartz Creek
- Office and employment uses, especially on upper floors of mixed-use buildings
- Employers whose employees can be the core of users and residents for downtown amenities
- Residential units, especially lofts and apartments above storefronts in the heart of downtown and attached residential on the periphery
- Governmental uses

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# 6.4 STREETScape AND CONNECTIVITY

Streetscape elements include inviting building façades, landscaping, sidewalks, street paving, street furniture, signs, awnings, and street lighting.

- The sidewalk environment should accommodate ample space for pedestrians, street furniture, prominent storefronts, and outdoor dining where feasible. Street trees and other elements that create a comfortable separation between parking, drive lanes, and the pedestrian areas should also be included.
- Receptacles, planters, benches, pedestrian-scale lighting, and other such amenities should be strategically placed throughout the district.
- Bike racks should be provided near entrances to buildings.



Mixed Use Streetscape Strategies

## CROSSINGS

The design of crosswalks is critical to ensure proper safety for pedestrians and vehicles, especially as they may intersect at mid-block locations. Safety hazards exist whenever pedestrians or bicyclists intersect with individual driveways, or where they meet at an intersection. Crosswalk improvements in the downtown should consider the following:

- Use pavement markings to clearly indicate where pedestrian activity will occur; vehicles must not be allowed to block these areas.
- Colored or decorative pavement treatments will bring greater visibility to crossings.
- Maintain clear vision zones at intersections to increase visibility.
- Provide adequate lighting at intersections so pedestrians are safe at all hours.
- Include overhead flashers to indicate non-signalized crossing points. Mid-block crossings can be further enhanced by using pavement markings or texture and signage at the motorists' eye level.
- Decrease street width at crossing points by installing sidewalk flares and curb extensions, medians or raised islands to create a safe haven for pedestrians and bikers.
- Raised crosswalks prioritize the pedestrian and enhance safety.

## WAYFINDING

Visitor and shopper experience are linked directly to their ability to understand a place easily and have a more pleasurable experience. A wayfinding system for a small downtown area can be simple and straightforward. The recommended wayfinding system should include:

- **Gateway Signs** that note arrival into the formal downtown area.
- **Primary Wayfinding Signs** should carry simple messages that convey the City's downtown brand, and direction of travel to get to parking and shopping.
- **Public Facility Signs** should be installed at each public facility, such as parks, parking lots, public bathrooms, and similar places.

## WALKABILITY

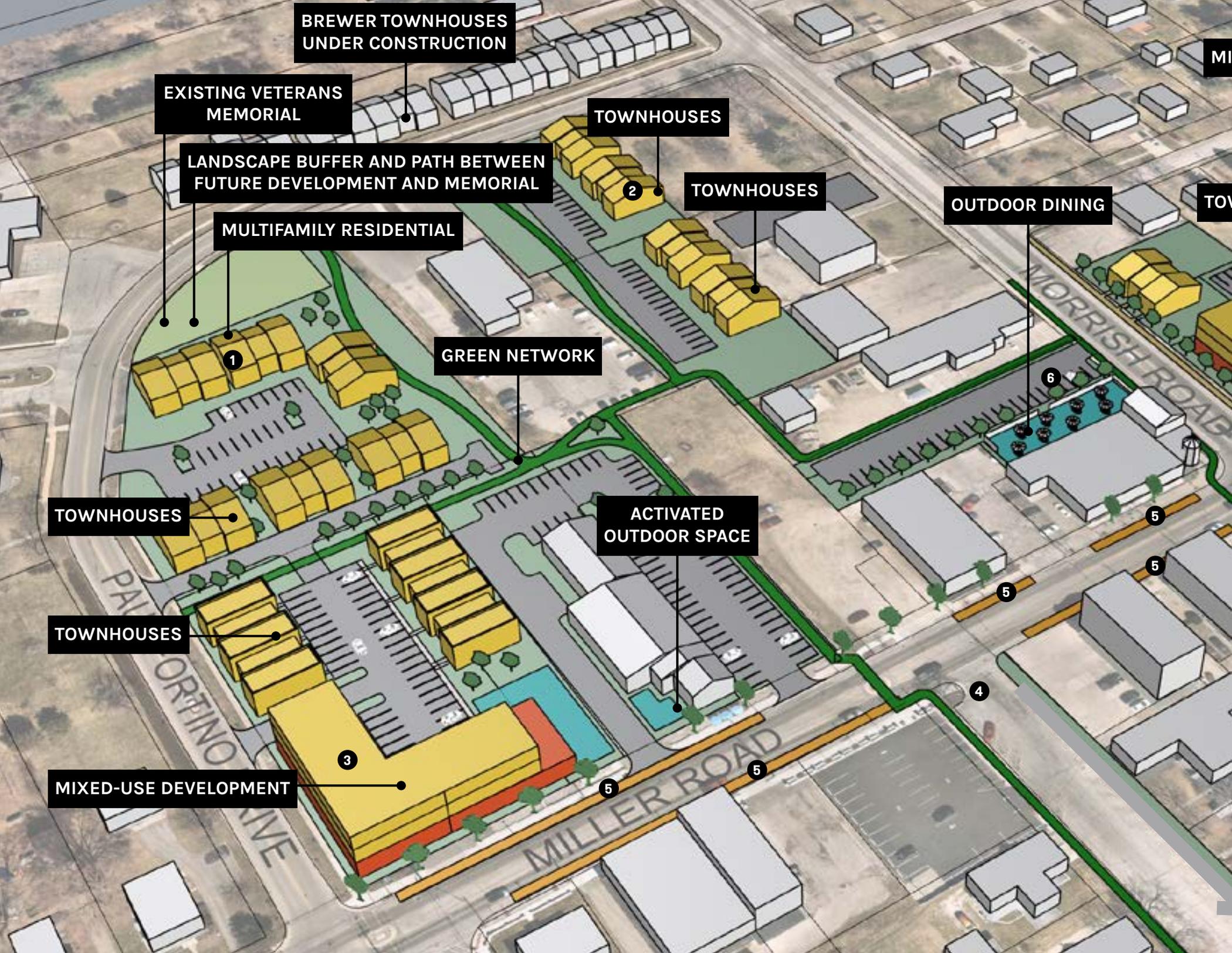
Safe pedestrian environments are a critical element of a vibrant downtown. A pedestrian's needs are fairly basic: comfortable, safe destinations within walking distance. The following are several of the necessary ingredients of an inviting walking environment:

- A mixed-use development pattern that is compatible with walking; trips are short and can be made on foot.
- Continuous sidewalks of appropriate width.
- Safe and frequent locations for crossing.
- Buffers between pedestrians and traffic in the travel lane.
- Interesting and inviting buildings which address the street with observable doors and windows.
- Comfortable places to sit and wait.
- Streetscape of trees and lighting that provide shade, security and help define the pedestrian realm.

## BEST PRACTICES: STREET TREES

Improve the scale of the streetscape by planting shade trees within the Amenity Zone of the street. The following are care tips to manage the success of the trees:

- Plant shade trees in an organized but diverse mix of species
- Provide adequate soil mass and drainage as needed for root growth
- Provide air and exposure to open soil, through tree grates 30 square foot or greater, or open planters
- Manage salt use or exposure
- Perform annual clean up, mulching, pruning, fertilizer assessment, and salt flush



BREWER TOWNHOUSES  
UNDER CONSTRUCTION

EXISTING VETERANS  
MEMORIAL

LANDSCAPE BUFFER AND PATH BETWEEN  
FUTURE DEVELOPMENT AND MEMORIAL

MULTIFAMILY RESIDENTIAL

TOWNHOUSES

TOWNHOUSES

OUTDOOR DINING

GREEN NETWORK

ACTIVATED  
OUTDOOR SPACE

TOWNHOUSES

TOWNHOUSES

MIXED-USE DEVELOPMENT

1

2

6

3

5

4

5

5

5

PALOMARES DRIVE

MILLER ROAD

MORRISH ROAD



MIXED-USE DEVELOPMENT

APARTMENT HOUSES

## 6.5 DOWNTOWN REDEVELOPMENT CONCEPT

This concept is intended to illustrate potential redevelopment options based upon underutilized sites that could better support the downtown vision. The core of downtown can extend along Miller east of Morrish by consolidating parcels at Miller and Morrish to construct mixed-use development, the mixed-use character can be pulled further east. This character will be continued to the far west at Paul Fortino Drive. North, the adaptive reuse of the vacant church building and adjacent parcels could be used for an art hub, artist lofts, restaurants, or attached residential housing. Additionally, an extension on Holland Drive will create a pedestrian corridor on Holland Drive during large events to create a festival street.

### DEVELOPMENT PROJECTS

- 1 Chase Bank**  
Corner of Civic Drive and Paul Fortino
- 2 Vacant Church**  
Adaptive reuse and site development
- 3 Western Gateway**  
At corner of Hayes Street/Paul Fortino and Miller Road
- 4 Holland Drive Extension**  
Across Miller Road and west along rear alley to Paul Fortino
- 5 On-street Parking**  
Within Miller Road right-of-way
- 6 Eastern/Northern Gateway**  
Intersection of Morrish and Miller Road
- 7 Miller Road Frontage**  
Along Miller Road, East of Morrish Road

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## VII. LAND USE

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- 7.1** Land Use Overview
- 7.2** Existing Land Use
- 7.3** Future Land Use
- 7.4** Zoning Plan

# 7.1 LAND USE OVERVIEW

1. Sustain a **balanced and efficient** mix of land uses to meet the **current and future needs** of the City.
2. Promote Swartz Creek as an **optimal place** to live, operate a business, and visit **at all phases of life**.
3. Encourage **walkability** within the public realm by advocating for **pedestrian-oriented development**.

Existing land use gives a profile of how the City is currently developed and helps define what additions may be needed in which locations. The current patterns result from former planning desires and trends. These trends serve as a starting point for all future development or changes resulting from the Master Plan.

The Future Land Use plan is a representation of how the City will appear when fully developed. It does not imply that all of the changes should occur at once. The Future Land Use plan is the general framework upon which land use and policy decisions for the City will be guided for the next 25 years.

## OBJECTIVES

1. Promote Swartz Creek as an optimal place to live, operate a business, and visit
2. Encourage walkability within the public realm by advocating for pedestrian-oriented development
3. Promote land use patterns and design that provide a high quality of life and an attractive community.
4. Maintain the well-being of stable, developed areas.
5. Promote the development of large parcels of vacant or underutilized land for a mix of compatible uses.

## OUTCOMES

- Increase in tax base
- Number of developments permitted and approved
- Establishment and implementation of zoning updates



## KEY ACTIONS

- Require all new development to be adequately served by municipal water and sewer.
- Protect significant environmental features during site development, including water, trees and other vegetation. Replace these features when saving/preserving isn't practical.
- Designate low intensity land uses for environmentally sensitive areas such as in the vicinity of flood-prone areas.
- Ensure compatibility of existing land uses and protection of property values by directing land uses to appropriate locations that have or are intended to have similar types of uses.
- Diversify the tax base to help support the public services and facilities desired by city residents.
- Provide landowners with a reasonable and practical use of their land in consideration of the above factors, though not necessarily the most profitable use.
- Require sidewalks and connectivity to non-motorized trails where appropriate.
- Promote the mixture of uses and higher densities within new sites.
- Ensure that transition areas that are evolving from residential to commercial use develop uniformly and on a scale to avoid 'spot zones'.
- Establish standards for nonconforming use.
- Encourage and regulate infill development to ensure compatibility.
- Ensure that entryways into the City create a positive impression of Swartz Creek and match the historic character of the community.
- Refer to the Master Plan when considering rezonings
- Encourage nonconforming sites to gradually upgrade and be brought into greater conformance with the Zoning Ordinance.



## 7.2 EXISTING LAND USE

The Existing Land Use Map is one of the most important items to generate before the planning process can effectively begin. This map gives a profile of how the City is currently developed and helps define what additions may be needed and where they should go. The current patterns result from former planning desires and trends. These trends serve as a starting point for all future development or changes resulting from the Master Plan, as seen in the Future Land Use Plan.

The residents and businesses of Swartz Creek have traditionally enjoyed a small town lifestyle which has been changed by the urban exodus and market pressures for development. Attention has been given to the preservation of the small town feeling, while integrating the City with the evolving urban area.

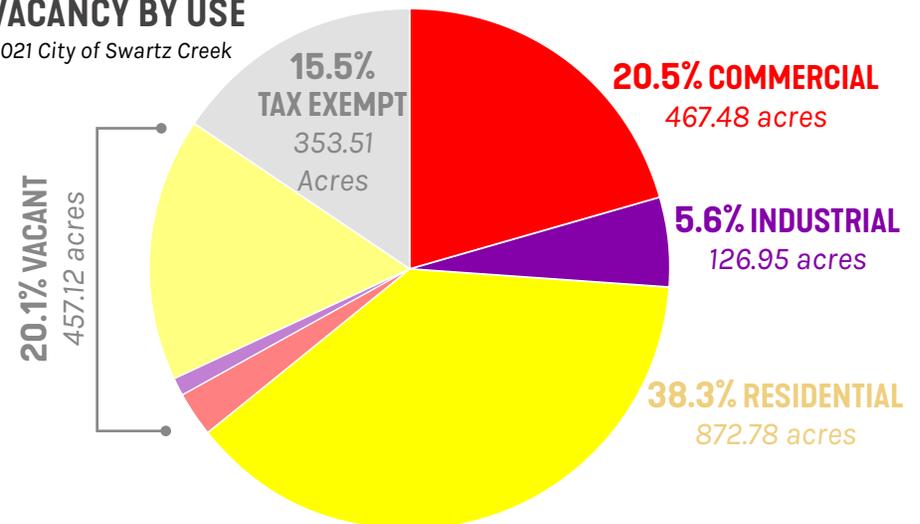
The City of Swartz Creek is composed of a mix of uses that is typical for a small town. The community is mostly residential, with a sizable amount of commercial, industrial and vacant land within the corporate limits that will be the focus of future planning.

### VACANT LAND

The amount of vacant land in Swartz Creek has dropped 3% in the past 10 years. However, vacant land still stands as the third largest land use category in the City at 457 acres and 20.1%. A large portion of this land is located north of West Bristol Road, adjacent to recent residential development along Heritage Boulevard. Another long strip of vacant residential land to the south provides further opportunity for additional housing, with proximity to key assets such as the Swartz Creek Middle and High School. While commercial vacancy has decreased in recent years, there are several key locations that remain undeveloped. The largest stretch of commercial vacancy remains the 19.65 acre parcel surrounding the Kroger site to the center of Swartz Creek, with key proximity to I-69. All of these parcels, including smaller, isolated areas, need to be considered and planned very carefully to maintain and improve the City in accordance with the goals of this plan.

### VACANCY BY USE

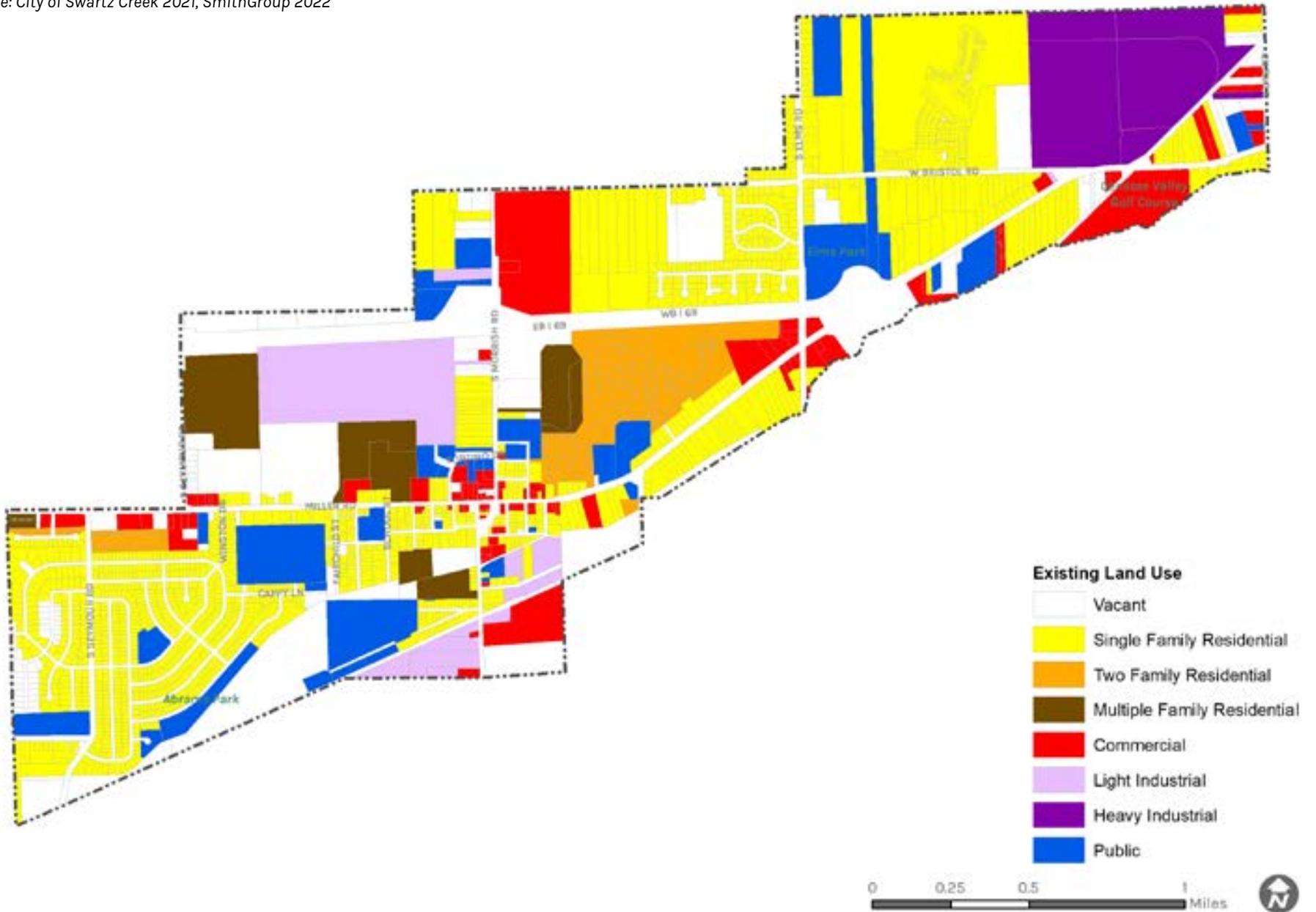
2021 City of Swartz Creek



update to match revised ELU categories

# EXISTING LAND USE

Source: City of Swartz Creek 2021, SmithGroup 2022



## 7.3 FUTURE LAND USE

The Future Land Use plan and map depicts the preferred, generalized composition of future land uses for the City of Swartz Creek. The Future Land Use plan is the general framework upon which land use and policy decisions for the City will be guided for the next 25 years.

The Future Land Use plan was developed after careful consideration of the City's priorities and several dynamic factors, including existing land use, redevelopment opportunities, community services, and future growth.

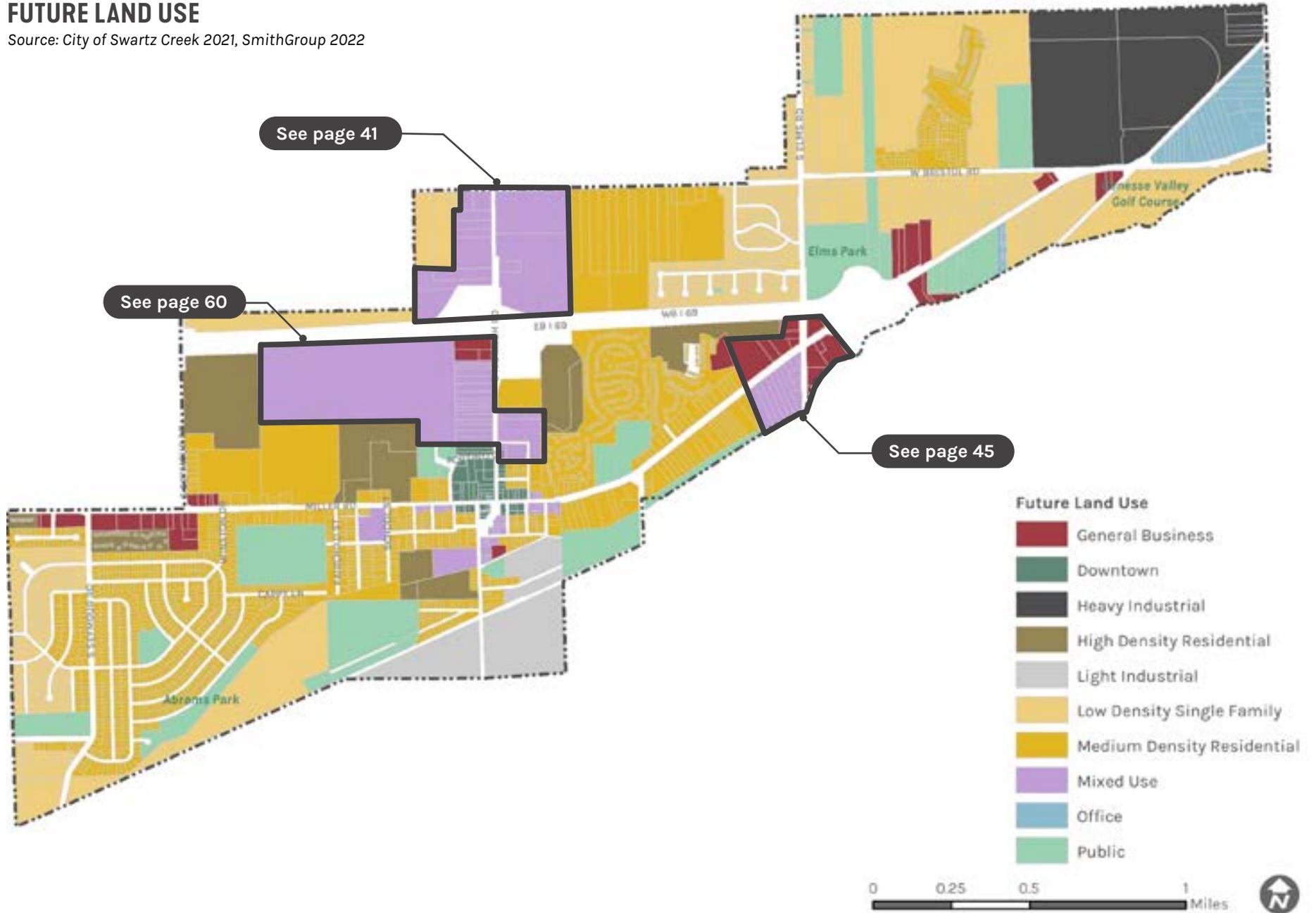
The Future Land Use map is the generalized long-term vision. Zoning is the key mechanism for achieving the desired land use pattern and quality of development advocated in the plan. The Zoning Plan shows the relationship between the future land use categories and the regulatory zoning districts.

Factors considered include:

- Existing land use
- Existing zoning
- Previous master plan
- Infrastructure
- Public facilities and services
- Land use patterns in the region
- Desires of the City

# FUTURE LAND USE

Source: City of Swartz Creek 2021, SmithGroup 2022





## RESIDENTIAL

### LOW DENSITY

The low-density residential district (generally zoned R-1) applies to neighborhoods on the outskirts of the City and north of I-69, featuring primarily single-family homes with more options for residents who are seeking larger lot sizes and lower densities. These areas have access to neighborhood amenities such as parks, trails, and other civic institutions.

#### GOALS

- Promote reinvestment in existing neighborhoods
- Ensure that infill or replacement housing complements the scale and massing of nearby homes

#### STRATEGIES

- Look for opportunities to connect non-motorized access across subdivisions
- In areas where natural features should be preserved, cluster housing on smaller lots for a trade-off in open space preservation may be considered



## MEDIUM DENSITY

Medium density residential (generally zoned R-2) allows more diversity in single-family housing development within the City including medium to small lot detached and attached single-family residential. This zone spans across multiple subdivisions in the area and is characterized generally by smaller/medium sized lots at a higher urban density in close proximity to mixed-use neighborhood centers.

#### GOALS

- Promote reinvestment in existing neighborhoods
- Ensure that infill or replacement housing complements the scale and massing of nearby homes

#### STRATEGIES

- Encourage small-lot infill development
- Cluster houses to preserve natural features
- Promote traditional neighborhood development options
- Identify locations for workforce and affordable housing



## HIGH DENSITY

High-density residential (generally zoned R-3/4 and RM-1) offers a mixture of housing opportunities ranging from moderate to high density multiple-family residential. This designation is provided primarily for attached multi-family developments like apartments and mobile home parks. There are several sizable multi-family residential developments located in the City. These are located adjacent to residential neighborhoods or industrial uses.

44 acres, or 2% of the land use in the City, is utilized by a manufactured housing community. This area is located south of I-69 on the east side of Seymour Road. Manufactured housing represents about 7.4% of the total housing units in the City of Swartz Creek.

### GOALS

- Promote a flexible mixture of housing options for residents and accommodate housing diversity.

### STRATEGIES

- Prioritize manufactured housing community.
- Focus on multi-family dwellings, parks, and accessory units.
- Leverage currently vacant lots adjacent to existing housing for a strong mix of housing types and services for residents.



## GENERAL BUSINESS

The district is intended for community serving commercial uses. While larger, more intense commercial uses are allowed, there should be a renewed importance placed on site and building design to promote a higher quality corridor.

Planned uses include shopping centers, larger retail stores, gas stations, car washes, financial institutions, entertainment uses, offices, and restaurants. Because these uses tend to have higher intensity uses, site design elements such as landscaping, buffering, access, and lighting are critical in ensuring compatibility with the surrounding neighborhoods.

### GOALS

- Maintain commercial uses
- Limit number of driveways
- Promote better building and site design
- Diversify the definition of commercial by promoting uses like technology and R&D

### STRATEGIES

- Adopt stronger site design standards to improve appearance of parking and landscaping
- Promote cross-site access
- Encourage buildings fronting the street and reduce dominance of parking lots
- Implement new economy uses such as research and development
- Promote an assembly of smaller parcels for more meaningful, consolidated development projects
- Preserve traditional storefronts where possible to promote walkability and a greater sense of place



## MIXED USE

The mixed use district is intended to provide opportunities for redevelopment in transitional areas. Utilizing the proximity to I-69, the mixed use district will provide a strong transition from commercial uses near the transportation corridor to the suburban surroundings. It is also implemented further east near general business use areas. Uses intended within this category include small-scale pedestrian oriented retail, personal services, business services, financial institutions, sit-down family restaurants, and medical clinics. Residential uses may be appropriate to improve integration between neighborhoods and commercial areas.

### GOALS

- Create a gateway to bring in travelers along I-69
- Strengthen Swartz Creek identity
- Promote local businesses

### STRATEGIES

- Permitting transition uses such as small clinics, doctor's offices, farmer's markets and financial institutions
- Look for opportunities to improve site design as redevelopment occurs.
- Reduce number of driveways
- Allow attached residential uses

See detailed recommendations for the mixed-use areas of Northtown, Miller, Walsh, in Chapter 4.



## DOWNTOWN

The downtown district is meant to enhance the identity of Swartz Creek, create a clear gathering space, expand retail opportunities, and reestablish the area as a strong town center. Uses intended within this category include small-scale pedestrian oriented retail, personal services, business services, and restaurants.

### GOALS

- Promote an authentic, vibrant community
- Encourage a walkable, engaging street edge
- Preserve historic structures while promoting compatible infill
- Draw upon local design traditions

### STRATEGIES

- Utilize the Downtown Planned Unit Development (PUD) district in zoning to apply the Downtown Design Guidelines to the Downtown Core
- After the Downtown Core redevelops, consider expansion of the PUD district to adjacent mixed-use transition areas

For more information on the Downtown, please see Chapter 5 and the Downtown Design Guidelines in the Appendix.



## OFFICE

Office is a limited use in the City, accounting for only 54 acres or just 2.4% of the overall land use. This use is located primarily near the east end of Miller Road, with a few other areas in the City being used for this purpose.

Office spaces should be located near complementary uses. For example, there is also office space within the mixed-use Central Business District. The expansion of the mixed use area will allow for an increase in available office space as needed.



## PUBLIC

Institutional uses include schools, public buildings, churches and other similar uses. These uses account for over 11% of the land uses, and are distributed relatively evenly throughout the City, with a higher incidence of churches on Miller and Morrish Roads and a noted concentration of school uses including three schools near Fairchild Street (The Crapo Neighborhood).

There are over 80 acres of city park land in Swartz Creek accounting for 2.5% of the overall land use. This use is divided into two large parks, Elms Road Park and Abrams Park, along with the smaller Bicentennial Park, Veterans Memorial, Otterburn Park and Pajtas Amphitheater located downtown.

If any institutional buildings cease their original public use, they should transition to a compatible use. This will usually be a residential use that preserves the historic character of the institutional building.



## INDUSTRIAL

### LIGHT AND HEAVY

The industrial district includes uses such as manufacturing, assembly, and processing of goods and materials. This district should promote and foster job growth across a range of industrial categories from heavy industry to outside storage or yard space for smaller businesses. Operations included in this designation will provide for the full range of manufacturing uses, including research and development, prototype testing, parts fabrication, assembly, packaging, warehousing, and administrative offices.

Industrial uses are placed in larger contiguous areas well suited for larger-scale industrial uses which won't interrupt surrounding residential uses.

The most prominent industrial use in the City is the General Motors Customer Care & Aftersales facility on the east side of the City. General Motors is the only heavy industrial use within the City. This serves as a strong area employer and contributor to the City tax base with an estimated approximate 300 employees at this site. There are also some industrial uses that serve local needs off of Morrish Road, south of downtown. Industrial uses account for about 9% of the land area of the City.

### GOALS

- Stay flexible in order to respond to the ever-changing industrial climate
- Attract and support high-tech R&D industries
- Maximize current areas zoned for industrial.
- Ensure limited impact on adjacent residential uses

### STRATEGIES

- Look for opportunities to improve site design as redevelopment occurs
- Limit visibility of outdoor storage from the street
- Provide sufficient buffers between industrial and non-industrial uses to limit impacts on neighbors
- Form a redevelopment strategy for business recruitment and site matching

# 7.4 ZONING PLAN

## ZONING PLAN

This section provides a useful guide for future zoning changes to better align the current zoning districts with the proposed future land use designations.

Because the Future Land Use Plan is a long-range vision of how land uses should evolve over time, it should not be confused with the City's zoning map, which is a current (short-term) mechanism for regulating development. Therefore, not all properties should be immediately rezoned to correspond with the plan. The Future Land Use Plan is intended to serve as a guide for land use decisions over a longer period (10-20 years).

In addition, the Future Land Use map is generalized. The Future Land Use map as well as the plan's goals and strategies should be consulted to judge the merits of a rezoning request.

The plan categories correspond to zoning districts, but there is some generalization. In certain instances, more than one zoning district may be applicable to a future land use category. This table provides guidance for how districts can be aligned to best match the intent of the plan.

		FUTURE LAND USE									
		LOW DENSITY SINGLE-FAMILY	MEDIUM DENSITY RES	HIGH DENSITY RESIDENTIAL	GENERAL BUSINESS	MIXED USE	DOWNTOWN	OFFICE	LIGHT INDUSTRIAL	HEAVY INDUSTRIAL	
<b>ZONING</b>											
<b>RESIDENTIAL DISTRICTS</b>											
R-1	Single-Family Residential District (min. lot size - 11,200 sq. ft.)	X									
R-2	Single-Family Residential District (min. lot size - 7,250 sq. ft.)	X									
R-3	Downtown Residential District (min. lot size - 6,000 sq. ft.)		X								
R4	Two-Family Residential District		X								
RM-1	Multiple-Family Residential District			X		X					
PMSHDD	Planned Manufactured Senior Housing Development District			X							
<b>NON-RESIDENTIAL DISTRICTS</b>											
NBD	Neighborhood Business District				X						
GBD	General Business District				X	X					
CBD	Central Business District					X	X				
O-1	Office District							X			
I-1	Light Industrial District					X			X		
I-2	Heavy Industrial District										X

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# VIII. IMPLEMENTATION

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- 8.1** Using the Master Plan
- 8.2** Action Plan

# 8.1 USING THE MASTER PLAN

The master plan is intended as a guide for city officials in land use, development, zoning, and capital improvement decisions. The City Council, Planning Commission, and the public should strive to ensure the continuous, consistent and effective use of this document. The master plan should be referenced and used to:

- Visualize what can be reasonably expected to occur - to provide some assurance and security with individual investment decisions.
- Review development proposals in concert with the master plan - to confirm that the proposal meets the goals and objectives of the master plan.
- Provide a basis for city initiated amendments to the zoning ordinance - to help realize plan goals.
- Review rezoning requests - to confirm the request is consistent with the city's criteria to consider rezoning; including existing conditions, the future land use map, the appropriate timing of the change, consistency with the goals and policies of the master plan, and potential impacts on the City.

## TENETS OF SUCCESSFUL IMPLEMENTATION

The input received through the master plan process provided a foundation to help achieve the city's vision. Community support, commitment, and involvement must continue.

### COMMITMENT

Successful plan implementation will be directly related to a committed city leadership. While elected and appointed officials will have a strong leadership role, many others - city department directors, staff, and leaders from the community's many institutions and organizations - will also be instrumental in supporting the plan.

However, commitment reaches beyond just these individuals and includes the array of stakeholders. Citizens, landowners, developers, and business owners interested in how Swartz Creek develops must unite toward the plan's common vision.

### INTEGRATE WITH PROJECT DESIGN

City officials and departments must embrace the plan, applying its recommendations to help shape annual budgets, work programs, and the design of capital improvements. For example, the city's engineering practices can support implementation through infrastructure improvements, streets, and storm systems designed consistent with plan policies and recommendations. Each department, staff person, and elected official should find it a benefit, if not an obligation, to reference the plan when making decisions and setting priorities.

### GUIDANCE FOR DEVELOPMENT DECISIONS

This plan is designed for routine use and should be consistently employed during any process affecting the community's future. Private investment decisions by developers, corporations, and land owners should consider the plan's direction as it is the guide for economic growth and stability of the community and supports the goals and objectives of the overall master plan.

### EVALUATION AND MONITORING

This plan has been developed with a degree of flexibility, allowing nimble responses to emerging conditions, challenges, and opportunities. To help ensure the plan stays fresh and useful, periodic reviews and amendments may be required. This will ensure plan goals, objectives, and recommendations reflect changing community needs, expectations, and financial realities.

## **ROLE OF CITY COUNCIL**

The City Council must be solidly engaged in the process to implement the plan. Their responsibilities will be to prioritize various action items and establish timeframes by which each action must be initiated and completed. They must also consider and weigh the funding commitments necessary to realize the city's vision, whether involving capital improvements, facility design, municipal services, targeted studies, or changes to development regulations.

## **ROLE OF PLANNING COMMISSION**

The Planning Commission is charged with overseeing plan implementation and is empowered to make ongoing land use decisions. Therefore, many tasks in the Action Plan are the responsibility of the Planning Commission and its staff. As an example, the Planning Commission is charged with preparing studies, ordinances, and certain programmatic initiatives before they are submitted to the City Council. In other instances, the Planning Commission plays a strong role as a "Plan Facilitator" overseeing the process and monitoring its progress and results. Together, city staff and the Planning Commission must be held accountable, ensuring the master plan impacts daily decisions and actions by its many stakeholders.

## **ROLE OF CITY STAFF**

Staffing continues to be a priority for efficiency. One option to help fund staff or any future consulting services would be to assess the fee schedule and factor in administrative costs. This would transfer some of the cost to the developer to pay for staff or a consultant's time in the review process.

City staff wear many hats and fulfill a variety of tasks to keep the City running. The actions identified in this plan cannot be implemented by staff alone. Instead, staff helps guide the team of implementors and makes connections between resources locally and regionally. Staff training should be a priority to ensure their continued investment as employees. Champions for projects and initiatives can extend beyond staff to dedicated partners and city leaders.

Preparing for future staff turnover means an emphasis on documentation and processes. Records and institutional memory should be documented to ensure future staff have the resources they need. Digitizing records and maps should be a priority so staff can most efficiently do their job.

## IMPLEMENTATION TOOLS

The Master Plan is intended to serve as a guide for land use and redevelopment of the City for the next 25 years. Goals, objectives, and actions noted throughout the Plan should be carefully considered during decisions on rezonings, zoning text amendments, other regulations, capital investments for improvements to streets, “complete streets” bikeways/ walkways, utilities, public facilities, land acquisition, and development proposals. Recommendations in this Plan apply to both public land (parks, sites, and right-of-ways) and guidance for development and redevelopment of privately-owned property.

Some Plan recommendations may involve the need for changes to land use regulations and/or potential new programs. Others may involve partnerships with other municipalities, agencies, organizations, or groups. Since the Plan is a long-range guide, refinements or additional studies may also be appropriate in the future to reflect new information, respond to unanticipated factors or to address changes in city policies.

To that end, this chapter provides a summary of the recommendations described in the previous sections of the plan. It also acts as a quick reference for the city staff, planning commission, and the City Council to evaluate its progress toward implementation of the Plan.

Tools to implement the Master Plan generally fall into six categories and some strategies may include more than one:

1. Land use regulations
2. Capital improvement plans
3. Property acquisition programs
4. Special funding programs
5. Other programs
6. Partnerships
7. Hazard Mitigation Plan

Each tool has a different purpose toward Plan implementation and may suggest specific immediate changes, long-term policies and others involve ongoing activities.

## 1. LAND USE REGULATIONS

The primary tool for Plan implementation, which includes the Zoning Ordinance and other land use regulations, is summarized below. The City also has several other codes and ordinances to ensure that activities remain compatible with the surrounding area, such as noise, blight and nuisance ordinances.

### **ZONING REGULATIONS**

Zoning regulations control the intensity and arrangement of land development through standards on lot size or units per acre, setbacks from property lines, building dimensions and similar minimum requirements. Various site design elements discussed in this Plan are also regulated through site plan review and address landscaping, lighting, driveways, parking and circulation, pedestrian systems and signs. Zoning can also be used to help assure performance in the protection of environmentally sensitive areas such as floodplains, state regulated wetlands, woodlands and wellhead areas.

### **ZONING MAP**

Over time, changes to the zoning map should become more consistent with the land use pattern identified on the Future Land Use Map. In some cases, the City may wish to initiate certain rezonings as part of an overall zoning map amendment. Other changes to the zoning map can be made in response to requests by landowners or developers. In those cases, city officials will need to determine if the time is proper for a change. It is important that the future land use plan be understood as a long-range blueprint: implementation is expected, but gradually in response to needs, conditions and availability of infrastructure. The Zoning Plan outlines how the Future Land Use Plan relates to current zoning.

### **SUBDIVISION, LAND DIVISION AND CONDOMINIUM REGULATIONS**

Subdivision, land division and condominium regulations control the manner in which property is subdivided in the City and the public improvements required to support the development. The distinctions are not always apparent once a project is built, but the approval procedures are different due to separate state statutes that govern these types of land development approaches in Michigan.

### **PUBLIC INFRASTRUCTURE STANDARDS**

Public infrastructure refers to the basic facilities and services needed for the functioning of the City such as city streets, water, sanitary sewer, storm sewer, among others. Standards to ensure consistency and uniformity have been adopted so that each facility is designed and constructed to support existing and future development.

## 2. CAPITAL IMPROVEMENT PLAN (CIP)

The Capital Improvement Plan (CIP) serves as the City's multi-year planning instrument used to identify needs and financing sources for public infrastructure improvements. The City of Swartz Creek CIP contains recommended capital projects, timing, estimated costs and funding for public infrastructure (streets, bikeways, sidewalks, sanitary sewers, waterlines, storm sewers and drainage) and community facilities (public buildings, fire, police and parks). Capital projects identified help support and promote desired development, and to meet the needs of residents and businesses in the City. The number of projects and project timing are influenced by several factors, in particular, the cost, need for environmental clearance or approval by other agencies, and funds available.

The CIP process precedes the budget process and is used by City Council when developing the annual budget. Recommending approval of the CIP by the Planning Commission does not mean that they grant final approval of all projects contained within the plan. Rather by recommending approval of the CIP, the Planning Commission acknowledges that these projects represent a reasonable interpretation of the upcoming needs of the community and that projects contained in the first year of the plan are suitable for inclusion in the upcoming budget, if funding is available.

## 3. PROPERTY ACQUISITION PROGRAMS

Like all municipalities, the City of Swartz Creek has the authority to acquire private property for a public purpose. This may include outright purchase, acceptance of land donated by another party, or acquisition through eminent domain (a rare tool). In addition to the ability to acquire private property for public infrastructure or facilities such as roads, sewers, public buildings and parks, the City may acquire private property to facilitate redevelopment and to eliminate nonconforming uses or structures.

Property acquisition is also an important tool in implementing development projects, particularly for site development and redevelopment. By purchasing property in an area identified for new development, the DDA or the City will have an added tool to attract developers and build the desired project. For example, to develop new housing, the DDA or City can acquire several of the vacant lots and can contribute them to the project. This will provide an incentive to lower the cost, and minimize the risk, for the developer. Should the first phase be successful, the developer will more than likely undertake construction of additional units without any form of subsidy. The goal is to use tax increment financing to attract developers by minimizing risk, leverage private investment and eventually eliminate the need for financial assistance.

#### 4. SPECIAL FUNDING PROGRAMS

Some of the recommendations may be funded locally, some through outside funds, and many through a combination. The City monitors new federal and state funding programs that may be available to assist in implementation. In addition, foundations and other organizations may provide contributions.

##### **TAX INCREMENT FINANCING (TIF)**

In addition to traditional sources, the City can raise revenues within a specific geographic area for specific purposes, or to capture the new increment of tax revenues in a specific geographic area for specific purposes including:

- **Downtown Development Authority (DDA).** The DDA should be viewed as the development arm of city government, as opposed to just a funding source for public improvements. The DDA can leverage private investment using its ability to capture tax increment, both current and future, and direct it toward specific development projects. Without this investment many projects would not be feasible, ensuring they would not be built and the City loses new tax revenue moving forward.

##### **OPPORTUNITY ZONES**

Opportunity Zones are a concept enacted in the 2017 Tax Cuts and Jobs Act. The program is designed to incentivize patient capital investments in low-income communities nationwide that have been cut off from capital and experienced a lack of business growth. There are three types of tax incentives that relate to the treatment of capital gains, each of the incentives are connected to the longevity of an investor's stake in a qualified Opportunity Fund that provides the most upside to those who hold their investment for 10 years or more.

##### **TRANSPORTATION ALTERNATIVES PROGRAM (TAP)**

The Michigan Department of Transportation (MDOT) administers the federal Transportation Alternatives Program (TAP) in Michigan, where regional trail connections and safe routes to school are among the highest priorities for funding. TAP is a competitive grant program that uses federal transportation funds designated by Congress for specific activities that enhance the intermodal transportation system and provide safe alternative transportation options. Projects are selected on a competitive basis for funding in a future fiscal year. Competitiveness is primarily established by project concept and project constructability.

- Project Concept - Two types of highly competitive concepts are projects that develop/connect regional trails and projects that make walking/biking routes to school safer.
- Project Constructability - Applications are reviewed by a team of technical experts to gauge the ability of the proposed projects to be constructed using all current federal and state standards, constructed on time, and constructed on budget.
- The items that typically are most important for this review are:
  - High level of positive public involvement
  - Reasonable cost estimate (based on similar recent federal aid projects)
  - Industry design standards used without exceptions
  - Demonstrated high likelihood of all permits to be secured
  - Demonstrated high level of coordination with all necessary agencies

## 5. OTHER PROGRAMS

A variety of housing, economic development, informational and other programs may be used by the City to assist with implementation of recommendations in this Plan. Many of these are through state programs as identified in the preceding chapters such as the following:

- Michigan State Housing Development Authority (MSHDA)
- Michigan Economic Development Corporation (MEDC)
- Michigan Community Revitalization Program (MCRP)
- MEDC Redevelopment Ready Communities
- Michigan Department of Transportation (MDOT) and Complete Streets Coalition
- Michigan Department of Natural Resources (MDNR)
- Housing and Urban Development (HUD) Community Development Block Grants (CDBG)

## 6. PARTNERSHIPS

While the City can coordinate many of the plan’s implementation tasks, responsibility should not solely rest on the government. Instead, the vast array of stakeholders having key roles in either the City or region should all participate. Partnerships with the public and private sector, neighboring municipalities, local businesses, and large land owners will also lead to success implementing the plan’s initiatives.

Partnerships may range from sharing information to funding and shared promotions or services. The spirit of cooperation through alliances and partnerships will be sustained to benefit everyone in the region. City government cannot and should not do it all. Only through public/private collaboration can the plan’s vision be realized.

## 7. HAZARD MITIGATION PLAN

Genesee County adopted a Hazard Mitigation Plan in 2021, which provides a comprehensive assessment and recommendations for supporting greater resilience across the county. This Swartz Creek Master Plan Update provides recommendations that support this effort, particularly related to reducing potential hazards from floods and improving and maintaining water infrastructure. As part of the Redevelopment Ready Communities program, Swartz Creek can utilize the forthcoming Resilience Ready Toolkit to further strengthen its policies, practices, and priorities related to resiliency. This plan supports the following from the Genesee County Hazard Mitigation Plan:

### GOALS:

1. Prevent loss of life
2. Improve response and recovery for man-made and natural disasters
3. Enhance early warning systems
4. Maintain essential public services
5. Enhance public awareness
6. Protect public health, welfare, and safety
7. Reduce losses from man-made and natural disasters
8. Protect the environment
9. Provide resources for effective mitigation of hazardous materials incidents

### OBJECTIVES:

1. Amend zoning to limit new development in flood plains
2. Enhance coordination between response agencies
3. Increase warning siren coverage and weather radio
4. Provide resources to ensure provision of essential services
5. Provide opportunity for public education
6. Provide additional storm shelters
7. Moving existing homes that are in a floodplain
8. Enhance early warning systems and education for all hazards
9. Enhance warning systems and notifications for special populations

## 8.2 ACTION PLAN

The implementation tools outlined prior are available and should be used to achieve the goals and objectives of the Master Plan. Comprehensive implementation actions have been developed to organize and apply these tools. Under each topic, specific actions, tools, and a time frame for implementation are identified. The details of the strategies to implement the Master Plan are specified in the table below.

### TIME FRAME

- Ongoing: annually
- Immediate: 1-3 years
- Short: 4-5 years
- Long: 5-15 years

### RESPONSIBLE PARTY

- CC: Council
- County: Genesee County
- PC: Planning Commission
- DDA: Downtown Development Authority
- P&R: Parks & Recreation Advisory Board
- MPA: Metro Police Authority
- Staff: City of Swartz Creek Staff

### TOOL

- Reg: Regulatory
- Policy: Policy/Program
- CIP: Capital Improvement
- Partner: Partnership

# TRANSPORTATION

ACTION	TIME FRAME	RESPONSIBLE PARTY	TOOL
1. Require traffic impact studies as part of the development review process to mitigate the impact of development on traffic.	Ongoing	CC	Reg
2. Require non-motorized paths or sidewalks to be installed within all new residential developments in order to enhance connectivity within the City’s non-motorized system. Exceptions to be allowed sparingly on a case-by-case basis.	Ongoing	CC	Reg
3. Utilize tools like road and pedestrian connections between subdivisions, coordinated signals and access management to regulate traffic and minimize the need to widen roads.	Ongoing	Staff	CIP
4. Implement and renew the 20 year street program.	Ongoing	CC, Staff	Policy
5. Apply access management standards, including driveway and intersection spacing, minimum sight distances, and shared access systems to help preserve road capacity and improve safety along main corridors.	Ongoing	Staff	Reg
6. Implement Complete Streets Design Guidelines that require streetscape, pedestrian amenities, and traffic calming measures along all new corridors and in front of new development.	Immediate	CC	Reg
7. Prioritize sidewalk improvements to fill gaps in the network.	Immediate	Staff	Reg
8. Coordinate long-range traffic projections and programming of needs with MDOT, Genesee County Metropolitan Planning Commission, and adjacent communities.	Immediate	Staff	Partner
9. Consider encouraging alternative modes of transportation such as bicycle and ride sharing, utilizing design that promotes micro-mobility use.	Short	Staff	Policy
10. Consider design guidelines that recommend parking lot buffers, landscaping and pedestrian connections within surface parking lots.	Short	PC	Policy
11. Continue installation of pedestrian refuge islands where appropriate along Miller Road	Short	Staff	CIP

# ECONOMIC DEVELOPMENT

ACTION	TIME FRAME	RESPONSIBLE PARTY	TOOL
1. Ensure that commercial uses are of a size, scale, and character consistent with other development in the area.	Ongoing	PC	Policy
2. Update codes and penalties to strengthen blight enforcement efforts.	Ongoing	CC, PC	Policy
3. Identify additional resources, incentives and grants to assist with façade improvements, environmental cleanup and restoration, redevelopment of core downtown sites.	Ongoing	PC, CC	Policy
4. Utilize Redevelopment Ready Communities to develop promotional materials for key sites.	Ongoing	CC, Staff	Partner
5. Focus efforts and resources when available on priority redevelopment sites.	Ongoing	Staff	Reg
6. Work with the DDA and the Chamber to develop a promotional platform to highlight local businesses and events to residents and potential outside markets to attract visitors.	Ongoing	DDA, Chamber of Commerce	Partner
7. Work with the Visitors and Convention Bureau of Genesee County to highlight local events and drive visitors to Swartz Creek.	Ongoing	DDA, County	Partner
8. Encourage commercial uses such as small-scale retail; professional offices for physicians, optometrists, chiropractors, dentists, psychologists, and similar professions.	Ongoing	PC	Policy
9. Ensure businesses have frontage on Morrish Road and build to the right-of-way or agreed-upon short distance setback.	Ongoing	PC	Reg
10. Work with the Flint & Genesee Chamber Economic Development team to ensure available properties in the City are listed on Zoom Prospector and host local small business educational events.	Ongoing	Staff	Partner
11. Prepare a city-wide fact sheet identifying target industrial markets, properties available, proximity to major markets and any other asset to attract new industry.	Immediate	Staff	Policy
12. Promote Bishop Airport in city branding.	Immediate	Staff	Reg
13. Prioritize sites available for manufacturing growth and promote them.	Immediate	Staff	Policy

ACTION	TIME FRAME	RESPONSIBLE PARTY	TOOL
14. Increase capacity of the chamber to become the City’s primary promotional entity.	Short	Staff, Chamber of Commerce	Partner
15. Utilize TIF Funds to assist with downtown feasibility analyses as needed.	Short	Staff, DDA	Reg
16. Review and update DDA Development Plan to ensure a current project list and access to all tools available to the DDA.	Short	Staff, DDA	Reg
17. Develop a gateway strategy to welcome shoppers and visitors to Swartz Creek.	Short	DDA, PC	Reg
18. Enhance the entryway to Sports Creek as a prime destination site for the City should it be re-purposed.	Long	Staff, DDA, PC	Policy

# NATURAL FEATURES AND PARKS

ACTION	TIME FRAME	RESPONSIBLE PARTY	TOOL
1. Discourage land uses that have a risk of pollution from locating adjacent to significant natural features.	Ongoing	PC	Policy
2. Require detailed natural resource inventories and documentation of key features that will be protected and managed with large development proposals.	Ongoing	PC, P&R	Policy
3. Consider a conservancy or land trust organization if greenspace intended for long-term preservation is not feasible for management by the city.	Ongoing	P&R	Reg
4. Work with developers to identify natural features and incorporate them into proposals that retain their ability to function as part of the natural system, minimize development impact, and promote human interaction.	Ongoing	PC	Reg
5. Promote the planting of additional vegetation that complements existing natural areas that are to be retained.	Ongoing	P&R	Policy
6. Encourage local botanical societies, garden clubs, and individuals to sponsor and maintain specific areas within the overall landscape development plan for such areas.	Ongoing	P&R	Partner
7. Restrict development of important natural areas and/or features through zoning, private open space, conservation easements, purchase by conservancies, or public acquisition.	Ongoing	PC, P&R	Policy
8. Encourage protection of floodplains, wetlands, and other environmental features when reviewing development proposals	Ongoing	PC, P&R	Reg
9. Prohibit or significantly limit development that would disturb or impact floodplains or wetlands.	Ongoing	PC, P&R	Policy
10. Pursue regional watershed planning with neighboring communities, state, and county agencies.	Ongoing	P&R	Partner
11. Maintain and upgrade existing parks to meet the needs of the community in accordance with the parks and recreation plan.	Ongoing	P&R, Staff	Reg
12. Update the Parks and Recreation Master Plan every five years.	Ongoing	P&R	Reg
13. Conduct regular evaluations of current facilities in comparison to the needs and level of residential and employment population.	Ongoing	P&R	Reg

ACTION	TIME FRAME	RESPONSIBLE PARTY	TOOL
14. Ensure private open space will be maintained through specific agreements or subdivision condominium documents.	Ongoing	PC	Policy
15. Preserve and/or restore areas with unique natural features, such as trees, forests, natural drainage areas, and nature trails as a way of providing passive recreation opportunities.	Ongoing	P&R	Policy
16. Work with non-profits to perform maintenance and/or upgrade recreational facilities.	Ongoing	P&R	Partner
17. Use Mundy partnership to expand staff and equipment capacity through economies of scale.	Ongoing	CC, P&R	Partner
18. Promote sustainable building practices to promote lower water and energy consumption.	Immediate	PC, Staff	Policy
19. Explore opportunities to provide for the passive and active recreational needs of all residents.	Short	P&R	Policy
20. Evaluate options for acquiring future recreational sites based on the expectations of city residents in the future as they become available or additional studies are completed and funding becomes available.	Short	P&R	Reg
21. Promote the development of recreation facilities by private sources, non-profit organizations, clubs, and schools.	Short	P&R	Partner
22. Explore opportunities for joint recreational services with other groups including schools, churches, surrounding communities, and organizations.	Short	P&R	Partner
23. Encourage development of usable open space within new residential subdivisions.	Short	PC	Policy
24. Plan and develop recreational facilities as multi-use facilities, where feasible.	Short	P&R	CIP
25. Consider pocket-parks or community gardens in new or existing neighborhoods and downtown.	Short	PC, P&R	Reg
26. Set higher development standards or flexible/creative zoning for areas with significant natural features so development is more sensitive to the surrounding environment.	Short	PC	Policy
27. Make public access available to land adjacent to the Swartz Creek.	Short	P&R	Reg

ACTION	TIME FRAME	RESPONSIBLE PARTY	TOOL
28. Evaluate the potential to create user interaction points with the Swartz Creek for the purpose of recreation or education.	Long	P&R	Reg
29. Aspire to have an high level of maintenance and cleanliness of all parks and public spaces.	Long	Staff, P&R	Reg
30. Seek construction of a regional county park in west-central Genesee County.	Long	CC, P&R, County	Partner
31. Develop and promote the creek for recreation.	Long	P&R, PC	Reg
32. Integrate walking paths, community gardens, and other desirable amenities with natural areas.	Long	P&R, Staff, PC	Reg

# NEIGHBORHOODS

ACTION	TIME FRAME	RESPONSIBLE PARTY	TOOL
1. Consider incentives such as Planned Unit Development Districts and flexible zoning to offer developers opportunities to provide an affordable mix of housing, through a mixture of densities, housing unit types, and size of housing units.	Ongoing	DDA, Staff, PC	Policy
2. Include neighborhood businesses where appropriate in large projects.	Ongoing	PC	Reg
3. Maintain and reconstruct local streets.	Ongoing	Staff	Reg
4. Identify areas in the City core to encourage new housing development, especially missing middle housing (see "Missing Middle Housing" on page 45) which can attract workforce and families to the City.	Ongoing	DDA, PC, Staff	Reg
5. Require high standards in housing developments so that attractive neighborhoods, good housing design, durable materials (such as brick) and construction, privacy, and access to usable and convenient open space are achieved.	Immediate	PC, CC	Policy
6. Provide zoning incentives such as a planned development district and/or density bonus for the creation of additional senior housing to meet growing future demand.	Immediate	Staff, CC	Policy
7. Promote infill and dense housing in and near downtown to help revitalize the downtown business area	Short	CC, DDA, PC	Policy
8. Stabilize residential areas by monitoring and evaluating the encroachment of incompatible land uses into residential neighborhoods and eliminating non-conforming uses.	Long	PC, CC	Policy
9. Monitor and evaluate the impacts of short-term rentals.	Long	PC, CC	Reg
10. Integrate large projects directly with the existing urban fabric and major street network.	Long	Staff, PC, DDA	Reg

# DOWNTOWN

ACTION	TIME FRAME	RESPONSIBLE PARTY	TOOL
1. Continue adding street trees, flower plantings (annual and perennial) and pedestrian amenities such as art and wayfinding signs	Ongoing	Staff, DDA	Reg
2. Collaborate with private property owners on Miller to close redundant/disused driveways	Ongoing	Staff, CC	Policy, Partner
3. Pursue federal and state funding for roadway landscaping projects	Ongoing	Staff, DDA	Partner
4. Use low-cost, temporary measures, such as portable street furniture, to test concepts for the arrangement and design of civic spaces before committing to more costly, permanent arrangements	Ongoing	Staff, DDA	Reg
5. Promote the use of the Civic Center and downtown areas for community events and activities.	Ongoing	DDA	Policy
6. Use vacant spaces or underutilized sites in downtown to host popup events to increase programming in the City and to drive visitors to the core of the downtown	Ongoing	DDA	Partner
7. Utilize the Design Guidelines to ensure that new development and/or redevelopment projects are an asset to the community and, where appropriate, are compatible with and result in an upgrade to existing development	Ongoing	DDA, PC, CC	Reg
8. Establish a consistent and attractive signage and landscaping theme at major gateways into the City to inform and welcome visitors.	Immediate	Staff, DDA	Policy
9. Encourage public art and murals.	Immediate	DDA, P&R	Partner
10. Promote historic preservation and the adaptive reuse of former institutional uses, such as the former Methodist church.	Short	DDA	Policy
11. Explore partnerships for operations and management of potential farmers markets at Holland Square or the Civic Center.	Short	DDA	Partner
12. Install rain gardens and landscaping to promote water quality and reduce the visual scale of the street	Short	Staff, DDA	Policy
13. Consider the establishment of a downtown Social District with common areas for alcohol consumption as permitted by LARA	Short	CC, DDA	Reg
14. Reduce the appearance of overhead wires in the downtown area by screening them with vegetation, reducing the number o outdated/redundant wires, or relocation (if practical)	Long	CC, DDA	Reg
15. Consider future designation as a Michigan Main Street community	Long	CC, DDA	Policy

# LAND USE

ACTION	TIME FRAME	RESPONSIBLE PARTY	TOOL
1. Promote the mixture of uses and higher densities within new sites.	Ongoing	PC	Policy
2. Ensure that transition areas that are evolving from residential to commercial use develop uniformly and on a scale to avoid ‘spot zones’	Ongoing	PC	Reg
3. Encourage nonconforming sites to gradually upgrade and be brought into greater conformance with the Zoning Ordinance.	Ongoing	PC	Reg
4. Encourage and regulate infill development to ensure compatability.	Ongoing	PC	Reg
5. Ensure that entryways into the City create a positive impression of Swartz Creek and match the historic character of the community.	Ongoing	PC, DDA	Policy
6. Refer to the Master Plan when considering rezonings	Ongoing	PC, CC	Reg
7. Protect significant environmental features during site development, including water, trees and other vegetation. Replace these features when saving/preserving isn’t practical.	Ongoing	PC, P&R	Policy
8. Provide landowners with a reasonable and practical use of their land in consideration of the above factors, though not necessarily the most profitable use.	Ongoing	PC	Reg
9. Designate low intensity land uses for environmentally sensitive areas such as in the vicinity of flood-prone areas.	Immediate	PC	Policy
10. Ensure compatibility of existing land uses and protection of property values by directing land uses to appropriate locations that have or are intended to have similar types of uses.	Immediate	PC	Policy
11. Require sidewalks and connectivity to non-motorized trails where appropriate.	Immediate	PC	Policy
12. Continue to require all new development to be adequately served by municipal water and sewer.	Short	Staff	Policy
13. Diversify the tax base to help support the public services and facilities desired by city residents.	Long	PC	Reg

# COMMUNITY SERVICES

ACTION	TIME FRAME	RESPONSIBLE PARTY	TOOL
1. Maintain a high level of public safety services to ensure property and personal safety.	Ongoing	Public Safety	Reg
2. Strengthen code compliance.	Ongoing	Staff, MPA	Reg
3. Provide public and encourage private community facilities in size, character, function and location suitable to their users	Ongoing	Staff	Policy
4. Assist and guide community organizations and citizen groups in their efforts to provide needed community facilities and services that benefit the community.	Ongoing	Staff	Partner
5. Promote shared and underground stormwater systems amongst developments to reduce environmental impacts, land consumption, and maintenance issues.	Ongoing	Staff	Reg
6. Provide assistance or information to residents and neighborhood organizations on practices to protect water quality and wetlands, maintenance of open space, and storm-water facilities, etc.	Ongoing	Staff	Reg
7. Continue efforts to provide quality refuse and yard waste pickup, as well as brush chipping and recycling.	Ongoing	Staff	Reg
8. Provide enhanced, efficient, and effective general services.	Ongoing	Staff	Reg
9. Encourage maintenance of existing buildings	Ongoing	Staff	Reg
10. Seek to increase office staff availability to the public by arranging flex office schedules, staggering lunches, and adjusting work weeks.	Ongoing	Staff	Policy
11. Communicate information of interest to residents through the City's web page and newsletters.	Ongoing	Staff	Policy
12. Hold an annual meeting between City Council and Planning Commission to discuss priorities and master plan progress	Ongoing	PC/CC	Policy
13. Embrace and promote SeeClickFix and/or other 211 style services.	Immediate	Staff, MPA	Policy
14. Conduct vulnerability assessment per Genesee County Hazard Mitigation Plan or RRC Resilience-Readiness evaluation to identify areas for ongoing improvement to prepare for natural or human-made shocks and stresses	Short	Staff, CC	Policy
15. Develop and train the existing City work force to plan for reliable succession.	Long	Staff, MPA	Policy

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## IX. APPENDIX

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- A.1** Downtown Design Guidelines
- A.2** Community Profile
- A.3** Engagement Summary

# A.1 DOWNTOWN DESIGN GUIDELINES

SWARTZ CREEK

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# DOWNTOWN DESIGN GUIDELINES

For the City of Swartz Creek

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# I. INTRODUCTION

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The Design Guidelines for the Swartz Creek Downtown are intended to promote the City's set of expectations for building design. The design and construction of both new buildings and existing buildings should follow these standards to ensure that Downtown Swartz Creek encapsulates a vibrant, walkable charm while blending new buildings into the fabric of the existing character. The intent of these Design Guidelines is to support the strategic vision of the City of Swartz Creek Master Plan.

# DESIGN GUIDELINES OVERVIEW

## GENERAL PURPOSE AND OBJECTIVES

- Ensure new mixed-use development downtown is consistent with the vision of the City of Swartz Creek Master Plan
- Encourage physical improvements in a "traditional Main Street" design
- Provide building design and placement standards for the Downtown PUD zoning

## GUIDING PRINCIPLES

- Promote an authentic, vibrant community
- Encourage a walkable, engaging street edge
- Preserve historic structures while promoting compatible infill
- Draw upon local design traditions
- Ensure quality building materials endure over time
- Improve and reinforce quality building design, upkeep, and renovation that draws visual appeal and interest
- Connect buildings to public space through building form and public space urban design standards

## APPLICABILITY OF DESIGN GUIDELINES



The Downtown PUD Overlay applies to the area designated at left.

Future expansion of the boundary may extend to transitions along Miller and Morrish Roads once the downtown core is redeveloped.

The Downtown Storefront Frontage (orange dotted line) applies to properties within the Downtown PUD Overlay fronting Miller Road. Other properties within the Downtown PUD Overlay may redevelop as storefronts but may also redevelop as attached residential frontages.

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## II. COMMERCIAL/MIXED-USE BUILDING DESIGN

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These commercial/mixed-use building guidelines particularly apply to the Downtown Storefront Frontage along Miller Road.

# FAÇADE COMPOSITION

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## DEFINITION

The façade is the portion of the building facing the street. **Façade Composition** is the way the face of the building is organized. A good façade composition is naturally pleasing to the eye and creates a welcoming, walkable pedestrian experience.

## OBJECTIVE

Create a comfortable and enticing street frontage. Employ strong hierarchy or organization of the building elements to shape a pleasing façade composition that resembles traditional "main street" scaling.



Elements of Façade Composition:

- (A)** Defined base
- (B)** Grid-like organization
- (C)** Defined middle and top
- (D)** Consistent scaling of windows and patterns compatible with neighboring buildings

Buildings fronting Miller Road in the Downtown Storefront Frontage area are required to be a minimum of two stories.

# FAÇADE COMPOSITION

## STRATEGIES

Apply some of these tips to achieve a balanced, welcoming façade:

- Align common elements along the street where a distinct alignment pattern already exists
- Retain the historic integrity of the façade
- Orient commercial building's active uses and entrances to the street, thus strengthening the street wall and ensuring a district character of active, pedestrian-oriented streets
- Break up building massing with elements such as projecting tray windows, projecting eaves and landscaping

## DEFINE THE TERM:

- **Building Massing** refers to the perception of the general form as well as the size and volume of a building.

## THINGS TO AVOID

- Splitting the building into two even portions, base and top with no middle. This makes a building feel short, disproportionate and unwelcoming
- Long expanses of one material type, either vertically or horizontally
- Using too many different materials



Expression lines create a vertical articulation of base, middle, and top of a façade



Buildings are organized into horizontally repeated modules to reflect traditional building and lot widths

# DESIGN THE BASE: GROUND FLOOR DESIGN

## OBJECTIVE

The building base - most typically the ground floor - should create a pedestrian-friendly atmosphere through transparency, materials, and scale. Ground floor storefronts should be composed of a mix of glass and traditional high quality building materials. The ground floor design includes the street face of the building from the sidewalk to the level of the second floor. This includes storefronts and entrances, entrances to upper levels, awnings and canopies. Ground floor design considers materials, proportions, and placement of building elements.

## RECOMMENDATIONS

1. Promote vertically proportioned windows in which the sills are not higher than 3-feet from the ground
2. Provide a high percentage of transparent glass on the ground floor to engage pedestrians along the sidewalk and provide window displays.
3. Use spandrel glass, shadow box, or window film only above the datum of the door height to conceal ceilings.
4. Clearly define the main entrance with a change in material or color, trim, canopy or awning, or a door yard recess.
5. Select materials that will withstand the elements and interaction over time.

## Large Buildings

6. Use a complimentary material for the building base to differentiate from the upper floors.
7. Pay special attention to corners where the building fronts two streets.

### RECOMMENDED MATERIALS

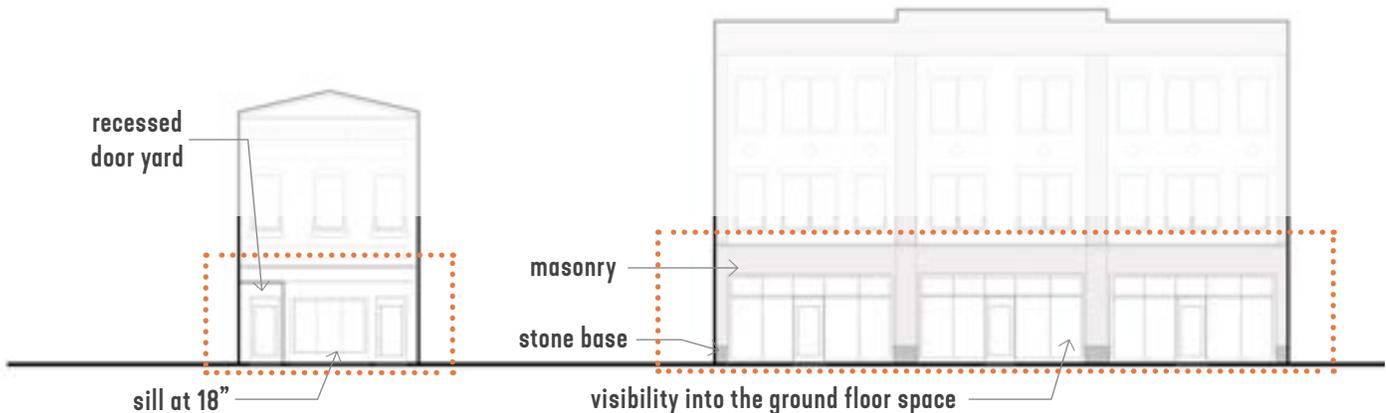
- Stone, brick, glass

### COMPLETE THE PALETTE

- Use contrasting materials to accent storefronts, bays, windows, and doors
- Ground floors shall consist of a minimum 70% windows and doors

## THINGS TO AVOID

- Do not try to screen interior seating by creating a higher sill. This creates awkward proportions and is unwelcoming to passers-by
- Avoid long blank walls without openings or architectural features
- Do not block vision into the ground floor with posters or display cases. A minimum of 80% of the window area shall allow view into the building for a depth of 12' minimum



# DESIGN THE BASE: GROUND FLOOR DESIGN



# DESIGN THE MIDDLE: UPPER FLOOR DESIGN

## OBJECTIVE

The upper floors of a building should have a consistency and regularity that contribute to a harmonic streetscape. From the street, one's eye is naturally drawn to the activated and transparent base of the building, and to the top where the cornice line crowns the building. The upper floors should be harmonious with the overall building and streetscape and act as a background against which life happens.

## TIPS TO FOLLOW

1. Size and place windows consistently.
2. Use the same color mullions and framing on windows in the upper floors as in the ground floor.
3. Maintain a continuous rhythm of windows in bays, aligned with the building base.
4. Orient windows vertically.
5. Provide at least 25% windows of the upper story façade (50% preferred).
6. Group windows together to create larger contiguous openings.
7. Double hung or picture windows are preferred to casement.

## Small Buildings

8. Space windows across the façade evenly or symmetrically.

## Large Buildings

9. Stick to a few different groupings of window sizes/types used strategically along the façade.
10. Group elements such as balconies to emphasize façade composition.

## THINGS TO AVOID

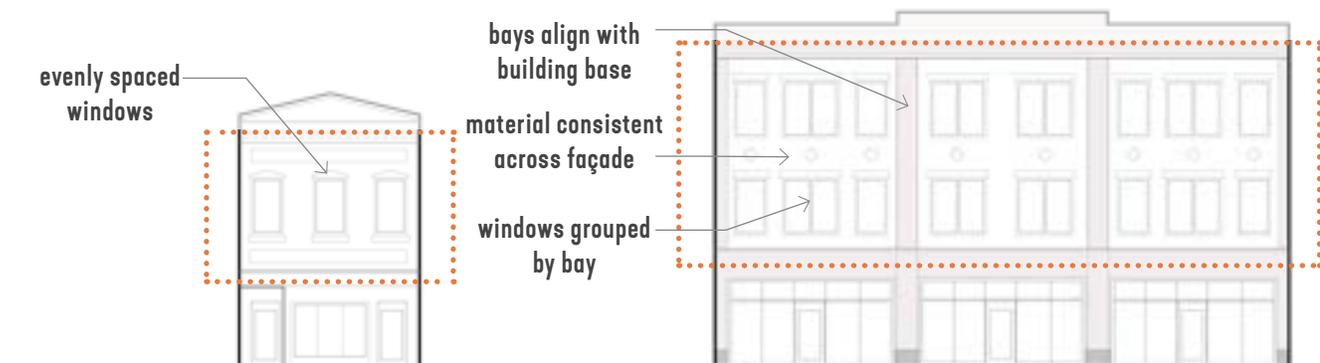
- Avoid continuous ribbon windows (windows that are horizontally cut across entire façades)
- Do not change the configuration, shape, or proportion of openings in existing façades
- Do not use heavily tinted, highly reflective, or otherwise incompatible glass finishes
- Limit the different size

## RECOMMENDED MATERIALS

- Stone, brick, or terra cotta
- Architectural Metal Panel
- Siding/stucco (accent materials & residential uses only)

## COMPLETE THE PALETTE

- Use contrasting materials as window head or sill, and architectural details
- Materials should be compatible in appearance from ground floor to cornice



# DESIGN THE BASE: UPPER FLOOR DESIGN



Upper floors are divided into a set of vertical bays through shifts in plane and accompanying material changes.



Repetition and order create a harmonious, balanced upper floor design on this building. Materials create accent and detail within a consistent palette.

# DESIGN THE TOP: CORNICES + PARAPETS

## OBJECTIVE

The cornice is a horizontal architectural elements that creates an intentional cap to a building as a decorative feature. The parapet is a short wall that extends above the roof serving a practical function to hide rooftop mechanical equipment. A cornice may cover the entire parapet, overlap its top or base, or encompass the entire top occupied floor of a building. Together, the cornice and parapet are the final factors defining building scale and proportion. As the building element most visible from a distance, the cornice sets the tone for a building.

## TIPS TO FOLLOW

1. Use a cornice to capture vertical bays and architectural detail.
2. Maintain a consistent cornice across the length of the building.
3. The cornice should be proportional to the overall building massing, relative the scale of other openings and compositional elements, like the base.
4. Repeat similar elements from the base definition to the top definition, such as dentils, a frieze, or the same accent material.

## Small Buildings

5. Continue the primary building material through the top and use a band of accent material to make a distinct cornice.

## Large Buildings

6. Include the entire top occupied floor in the building top; use a change in materials to emphasize a change in composition of the building mass.

## THINGS TO AVOID

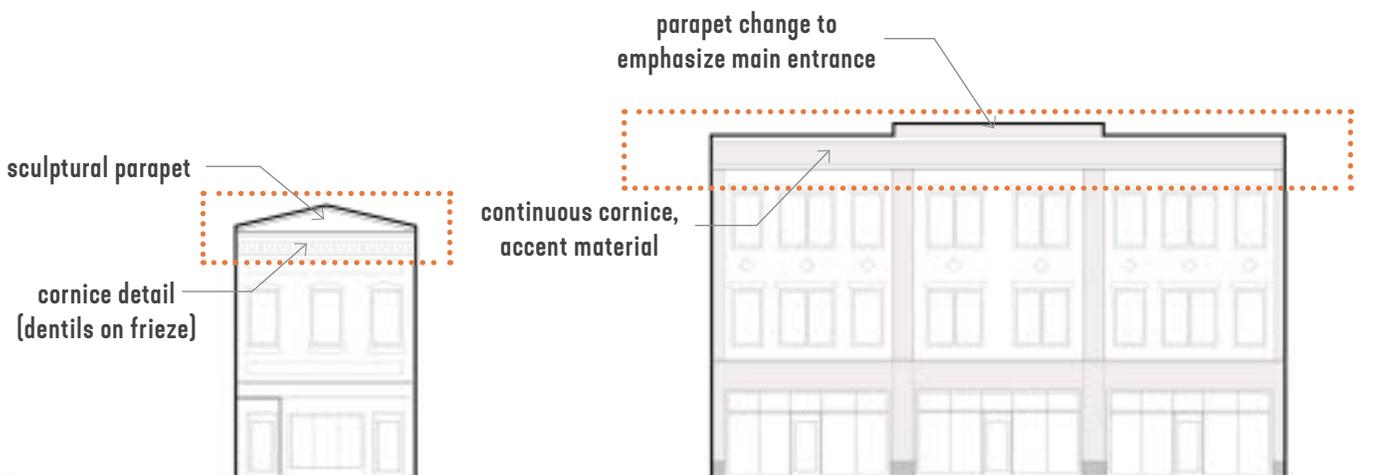
- Any change in parapet height should accompany a change in plan or accent the main entry
- Functional sheet metal flashing is not an acceptable substitute for a cornice

## RECOMMENDED MATERIALS

- Stone, brick, or terra cotta
- Architectural Metal Panel

## COMPLETE THE PALETTE

- Use an accent material for the entire building top, or as a distinctive band
- Materials should be compatible in appearance from ground floor to cornice



# DESIGN THE BASE: CORNICES + PARAPETS



No matter how many stories a building is, a definitive cap at the top frames the façade.



# ARCHITECTURAL DETAILS

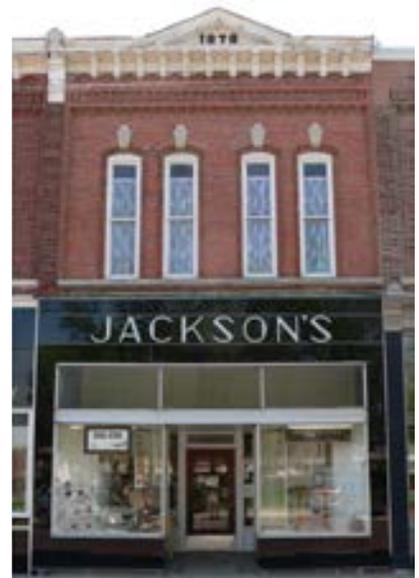
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## DEFINITION

**Architectural Details** are features on the building that do not relate to its function, but contribute material texture and visual interest to buildings. They reflect the period when the building was constructed and connect an entire building to the human scale. Architectural details may also be referred to as *embellishment* or *ornament*.

## OBJECTIVE

Provide layers of visual interest at different distances near to the building. Relate the building to the human scale and historical context. Retain architectural details original to historical structures and introduce complimentary details in new construction.



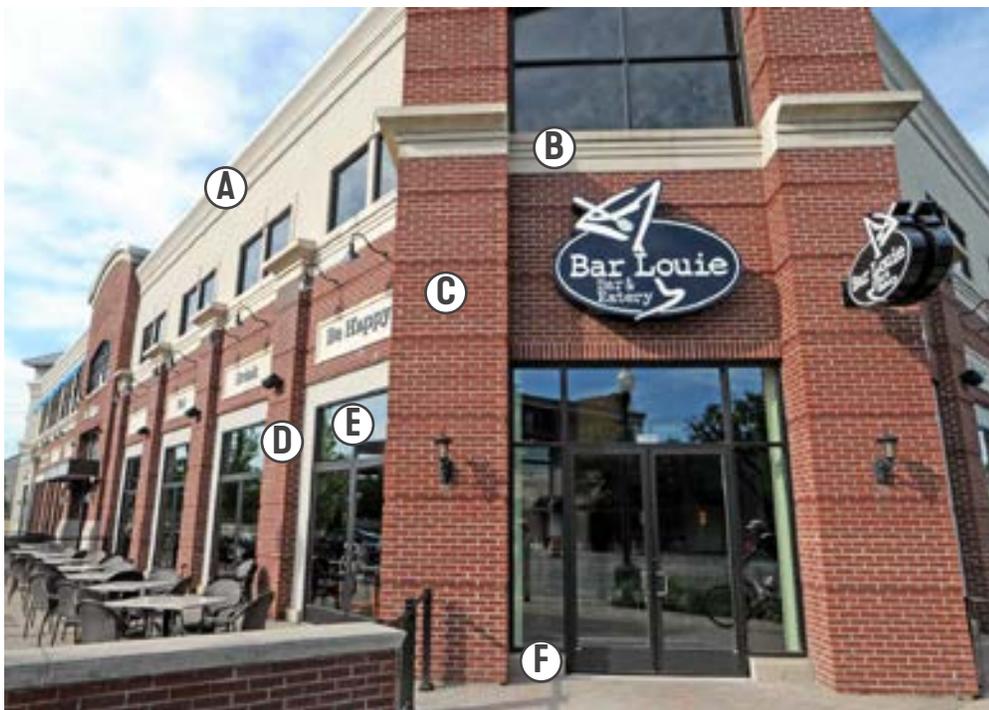
# ARCHITECTURAL DETAILS

## STRATEGIES

- Retain, rehabilitate, or restore detail elements on historical buildings such as cornices, window and door trim, columns, piers, and carved detail work.
- Use design features such as columns, moldings, and cornices to define façades into distinct building modules or bays.
- Repair deteriorated historic features and replace only those elements that cannot be repaired.
- Detail building façades with architectural features such as windows, awnings, cornice work, belly bands, edge detailing, foundation wall and corner casings or other decorative features typical of building fronts.
- Replacement elements should be comparable in size, shape, texture, and finish
- Provide preventive maintenance such as rust removal, caulking, and repainting.
- Design new additions in a manner that makes clear what is historic and what is new, while still compatible.

## THINGS TO AVOID

- Removing or radically changing architectural details that define the historic character of the building
- Failing to treat causes of deterioration
- Using a substitute material for replacement that does not convey the visual appearance of the architectural detail or is physically incompatible
- Adding new architectural details which are not present in the character of the building or are incompatible in size, scale, material or color
- Covering significant architectural features with awnings, canopies or marquees
- Backlighting or internally illuminating awnings
- Visible side and rear elevations should have a finished quality consistent with the other elevations of the building and be well screened where appropriate



Examples of Architectural Detail:

- Ⓐ Cornice
- Ⓑ Lintel
- Ⓒ Brick coursing articulation
- Ⓓ Pilasters
- Ⓔ Transom
- Ⓕ Sill/kickplate

# BUILDING MATERIALS

## OBJECTIVE

Exterior building material selection determines the durability and architectural language and compatibility of a building. Building materials reflect the quality of architecture designed to withstand time, and attract and inspire residents and visitors. Material selection also reflects the style of building and traditional methods of building that generate a unique sense of place to a downtown.

## TIPS TO FOLLOW

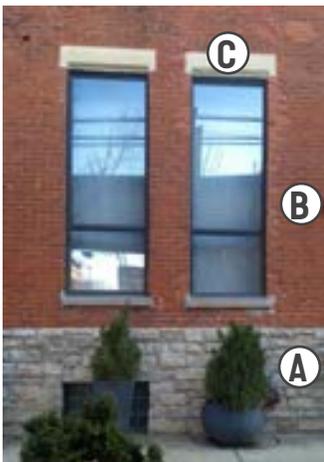
- Place materials that convey strength at the base of the building.
- Coordinate colors on the building wall, trim and moldings, cornice and parapet, signs, and primary entrance.
- Attention to detail and easily maintained, high-quality materials such as brick convey a message of good service and products.
- Use durable, high-quality building materials that have an appearance of permanence and substance, consistent with surrounding buildings. Brick, or stone is required, although other high-quality materials may

be considered by the Planning Commission.

- Design new building construction and renovations to have consistent massing and color with the desired scale and proportion of the business corridor or area.
- Use harmonious colors such as earth tones. Avoid bright tones except when used as accent tones.

## THINGS TO AVOID

- Do not remove or cover an existing building façade with incompatible materials; restore the existing façade and celebrate historical character
- Avoid painting natural materials such as stone or brick
- Avoid low-quality or unfinished materials
- Do not sandblast or pressure wash without consulting a professional. These methods may damage a building in irreversible and expensive ways



Material Palette:

- Ⓐ Stone Base
- Ⓑ Brick
- Ⓒ Stone Lintel

# BUILDING MATERIALS

Material	Building Type			
	Commercial, Mixed Use,		Multiple-Family Residential	
	Primary	Secondary	Primary	Secondary
<b>Masonry</b> <ul style="list-style-type: none"> <li>■ Brick (natural, glazed)</li> <li>■ Stone (natural, synthetic)</li> <li>■ Terra Cotta</li> </ul>	X	X	X	X
<b>Concrete</b> <ul style="list-style-type: none"> <li>■ Cast-in-Place</li> <li>■ Precast</li> </ul>	X	X		
<b>Siding</b> <ul style="list-style-type: none"> <li>■ Wood (natural, composite)</li> <li>■ Fiber Cement Board (e.g., Hardie Panel)</li> </ul>		X	X	X
<b>Stucco (upper floors only)</b> <ul style="list-style-type: none"> <li>■ Traditional cementitious</li> <li>■ Synthetic EIFS</li> </ul>				X
<b>Architectural Metal Panel</b> <ul style="list-style-type: none"> <li>■ Insulated metal panel</li> <li>■ Composite metal panel</li> </ul>		X		X

**Note:**

- Primary Materials must be used to compose a minimum of 75% of wall area of the building base and 50% of wall area for the upper floors.
- Secondary Materials are allowed to compose a maximum of 25% of wall area in the building base and 50% of wall area for the upper floors.

# BUILDING MATERIALS



## MASONRY

Masonry building materials include brick (natural, glazed, or painted), stone (natural and synthetic), and terra cotta. Masonry materials are preferred for their authenticity as traditional building materials and their durability.



## SIDING

Siding is a common vernacular material in residential construction. Siding products include natural or composite wood, or cement fiber board such as Hardie Panel. Use of siding is not recommended outside of residential applications.



## STUCCO

Traditional stucco is a cement-based plaster for exterior application. Synthetic stucco and exterior insulation and finish system (EIFS) mimic the look of plaster with contemporary building products. Neither have the durability or quality for use beyond residential construction or in upper floor accents.



## ARCHITECTURAL METAL PANEL

Metal panel is a common contemporary building material. While popular, it does not have the natural texture, scale, and traditional authenticity of masonry materials and should be used as a secondary material.



synthetic stucco detail



## ARCHITECTURAL DETAIL, ACCENT & TRIM

Additional building materials may be a part of the palette for use in details, accent or trim. Wood and metal are traditionally found in storefronts within a masonry building. More contemporary materials such as glass fiber reinforced fiber cement or molded polyurethane may be used to create architectural details traditionally carved from wood or stone.

# MURALS

---

## OBJECTIVE

Murals in the downtown can create more vibrancy and interest for pedestrians and other users of the public right of-way. Incorporating public art into the built environment can transform common buildings and contribute to a unique sense of place. Public art helps to activate less intensely used areas and fosters care and investment in downtown.

## TIPS TO FOLLOW

1. Involve local artists in the planning and implementation of murals in order to support and showcase the unique culture of Swartz Creek.
2. Limit murals to the sides of buildings in order to protect the cohesiveness of front building façades.
3. If the mural instillation is primarily for the purpose of advertising a particular brand or business and not in the common good and public interest, then it shall be treated as commercial signage and subject to the requirements of that section.
4. Murals should be maintained by the entity responsible for sponsoring the art. Public art should be maintained to consistently contribute to a vibrant downtown aesthetic.
5. Temporary murals are allowed.
6. Consider choosing a mural/artist that reflects the historic and cultural values of the community.



## THINGS TO AVOID

- Planning murals along façades with architectural features or fenestration that might disrupt the artwork



# SIGNS

## OBJECTIVE

Downtown **signs** should be scaled for the pedestrian and mounted on the building in the sign band area of the façade. Signs should relate to the architecture in material, shape, and color. All signs must meet the standards of the City of Swartz Creek Zoning and Sign Ordinances.

## TIPS TO FOLLOW

1. The design and scale should complement the intended traditional "main street" character and pedestrian orientation envisioned for the downtown.
2. Restrict signage to the name of the business located on the site. Buildings with multiple tenants on secondary floors shall be limited to one sign per main floor tenant and one multi-tenant business directory listing.

## THINGS TO AVOID

- Signs should not obstruct windows, views of the architectural details of the building, or pedestrian circulation
- Signs with flashing lights, digital displays, and other repetitive illumination. Electronic signs are only permitted as secondary signage to serve a message board function



# SIGNS

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## BOARD SIGNS

Individual letters mounted to a board framed with a finished edge and mounted to a sign band area between the first and second floors above awnings.



## LETTER SIGNS

Individually mounted letters of metal, acrylic, or individually illuminated letters.



## PROJECTING SIGNS

Blade signs hung 90 degrees perpendicular to the façade from ornamental brackets.



# AWNINGS AND CANOPIES

## OBJECTIVE

**Awnings** and **Canopies** help define the street level for pedestrians, but most importantly provide shelter from the sun and rain for pedestrians and storefront window displays. They are intended to highlight entrances and windows and should generally line up with adjacent awnings and transom windows.

## TIPS TO FOLLOW

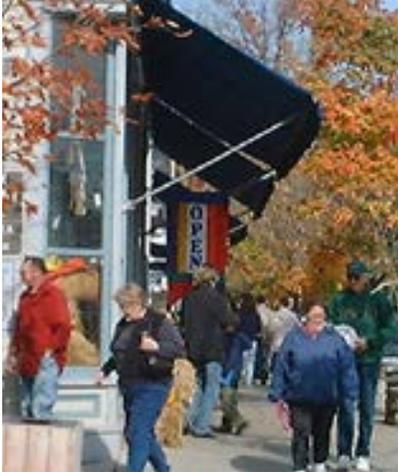
1. Select 45-degree canvas awnings or horizontal canopies of glass, metal, or wood.
2. Size awnings to be visually contained within the framework of building elements or architectural details.
3. Retractable awnings are encouraged as an energy-efficient mechanism for managing light and air.
4. Replace shingled mansard-style awnings with straight-shed awnings.
5. Discourage areas for birds to linger.
6. Structural elements that support canopies shall be primed and painted, anodized, or powder-coated.

## THINGS TO AVOID

- Relying on the awning as primary signage
- Blocking too much of the window or sign band
- Odd shapes, bullnose, and bubble awnings are prohibited
- Post-supported canopies are not permitted
- Internal illumination is not permitted



# AWNINGS AND CANOPIES



# LIGHTING

## OBJECTIVE

Lighting is a prime consideration when creating a theme or “brand” for a district. It promotes activity, establishes a safe pedestrian environment and provides nighttime orientation.

## TIPS TO FOLLOW

- Adequate lighting should be provided along roadways and within parking lots to ensure a safe environment.
- Lighting within commercial districts should be designed to minimize light spillage on adjacent residential areas.
- Install traditional lighting and traffic standards throughout the development to achieve design character consistency.
- Encourage decorative banners attached to streetlights to promote the district. Color selection and use should be consistent throughout and approved by the City.
- Light parking lots to ensure a safe environment. Lighting should be designed to minimize light spillage into adjacent residential areas.
- Design lighting levels to meet the minimum Illumination Engineering Society of North America lighting standards for commercial and residential area classifications, 3:1 average to minimum ratio with a maximum intensity of 10 foot candles.

## THINGS TO AVOID

- Outlining windows or other features with LED rope lighting
- Back lit awnings
- Using lighting that moves, flashes, or makes noise
- Out of scale fixtures
- Aiming light into the eyes of pedestrians
- Halogen or other “cool” lighting



# LIGHTING

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### III. RESIDENTIAL DESIGN STANDARDS

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These residential building guidelines apply to areas in the Downtown PUD Overlay not included in the Downtown Storefront Frontage along Miller Road.

# INCREASING HOUSING CHOICES

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## OBJECTIVE

Careful consideration of design elements such as compatibility of architectural styles, desired density level, parking location and layout, treatment of the public realm, and relationship to the street will contribute to the success of the downtown. The quality of residential development will have a tremendous impact on the existing community and encourage further investment in neighborhoods. Single-family residential when mixed with urban housing types like townhouses and live/work units offer higher densities that attract commercial and retail uses. Living areas and the front door should be the dominant feature or point of emphasis on the street.

A key premise underpinning the downtown is the need to transition from an individual building project focus to neighborhood building focus, implying that individual developments should fit within, and at the same time enhance, their urban context. Development should be high quality, intermediate scale, and occur incrementally, allowing buildings and facilities to be integrated with, and contribute to, the surrounding community.

## TIPS TO FOLLOW

- Construct a porch, stoop, or terrace at the front of all residential units to create a semi-private space that encourages interaction between neighbors.
- Provide landscaping, as described in the landscaping guidelines, to complement the building and present an attractive entrance for each residence.
- Install street trees and pedestrian light fixtures, as specified in landscaping and lighting sections of this document, at time of construction and maintain after occupation.
- Design of multiple family housing should be complementary to the scale and massing of a single-family home by using front porches, stoops and peaked rooflines.
- Proposed buildings should possess high quality design and building materials.
- Single-family residential, mixed with urban housing types like townhouses and live/work units offer higher densities that attract commercial and retail uses.

## GOAL

Residential architecture intended for the downtown should include a mix of traditional styles, consistent with the City's vision for the downtown and the site's context. Multiple family dwellings within the district rely on the continuity of well-defined architectural elements to establish strong street presence. However, each unit must be expressed so that the composition reads as the sum of the parts.

# MATERIALS AND DETAILS

## OBJECTIVE

Exterior building material selection determines the durability and architectural language and compatibility of a building. Building materials reflect the quality of architecture designed to withstand time, and attract and inspire residents and visitors. Material selection also reflects the style of building and traditional methods of building that generate a unique sense of place to a downtown.

## STRATEGIES

- Design new additions in a manner that makes clear what is historic and what is new, while still compatible.
- Windows can have divided lights, but avoid snap-in grids.
- Articulation on side façades is encouraged.
- Because repetition is important to the composition of townhouses or flat type units, sufficient articulation of architectural elements on the primary façade of each unit is essential.
- Large windows on the front façade and the front door should be the dominant feature or point of emphasis on the street.
- See the materials chart on page 19.

## TIPS TO FOLLOW

- The use of materials should match the scale of the massing and the other architectural details. Fewer, high quality materials with a cohesive appearance are preferred over a large range of contrasting materials.
- Do not use vinyl siding as a primary building material. It may be used as a secondary or accent material.
- Limit exterior finish materials for the first floor on all sides of attached residential to primarily glass, brick (but not paneled brick), cut stone or cast stone.

## THINGS TO AVOID

- Adding new architectural details which are not present in the character of the building or are incompatible in size, scale, material or color.
- Locating parking, garages, garage doors and dumpsters within street view.
- Placing models with similar architectural styles in a row on the same block.
- Do not paint natural materials such as stone or brick.
- Avoid low-quality or unfinished materials.

## DEFINE THE TERM:

- **Articulation, horizontal.** The arrangement and proportion of façade materials and elements (windows, doors, columns, pilasters, and bays) into discreet bays.
- **Articulation, vertical.** A visual distinction between a buildings' base, middle, and top. A distinct and separated ground floor area is created through the use of a horizontal expression line, such as a string course, change in material or textures, awnings or canopies, or sign band between the first and second stories.

Material Palette:

- Ⓐ Stone Detail
- Ⓑ Brick
- Ⓒ Siding



# ATTACHED RESIDENTIAL BUILDING DESIGN

## OBJECTIVE

Attached residential buildings consist of structures that contain two or more dwelling units stacked or placed side by side with a shared or unit-level entry and access to the street. The buildings are appropriately scaled to blend with single-family neighborhoods or mixed-use/neighborhood commercial districts. Some higher density, live/work buildings may offer retail/commercial/office uses on the first floor.

## TIPS TO FOLLOW

- Multi-units are typically 2-3 stories and may include garden level units where possible.
- Garages are usually attached and accessed from the back.
- Alley access or shared driveways are preferred.
- Encourage alignment of windows.
- Encourage private exterior space.
- Encourage balconies or large windows facing the street.
- Encourage slight variation in architectural details, material or color to differentiate units.



## IV. SITE DESIGN

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# STREETSCAPE

## OBJECTIVE

Streetscape improvements enhance right of way and help establish neighborhood/corridor identity. These improvements should be coordinated, flexible and adaptive.

## TIPS TO FOLLOW

1. **Street Trees** - Trees and plantings should be located within the Amenity Zone to buffer pedestrians from automotive use, and provide shade and a sense of scale. Street trees can be used to alert drivers of residential areas and to slow speeds. Street trees should be large canopy trees that frame the street.
2. Incorporate **flexible** and **adaptive** street furnishings within the Amenity Zone such as light fixtures and outdoor seating that support and facilitate pedestrian access to commercial and mixed-use corridors. **(See Street Furnishings)**
3. Provide distinct **character and identity** with continuous street edge. Curb-cuts for vehicular access should be avoided entirely on destination commercial blocks.
4. Select high quality, durable furnishings. Preferred materials are **metals, finish grade woods, and sturdy recycled materials.**
5. Consider the dooryard as an extension of the right-of-way, creating a transition using **solid surface pavement treatment like brick strips.**



Transitional brick material within the frontage zone

## THINGS TO AVOID

- Incorporating non-linear streetscape clusters that disrupt pedestrian activity within the Walking Zone
- Streetscape clutter, such as too many sandwich board signs or other furnishings which might obscure the pedestrian flow and visual continuity

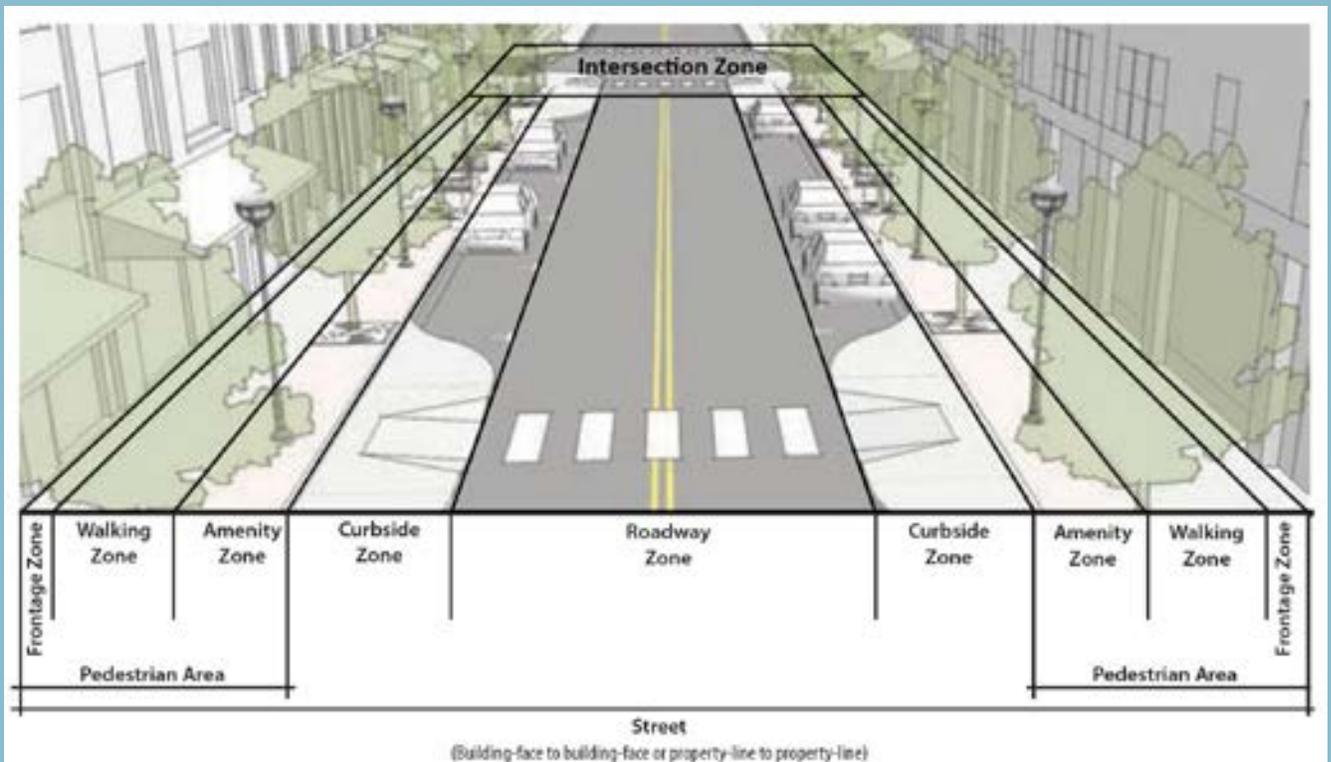
## DESIGN ELEMENT PRIORITIZATION

TYPICALLY REQUIRED DESIGN ELEMENTS
Sidewalks (minimum 6-8 foot Clear Walk Zone)
On-street parking (may convert some parking spaces to alternate uses, e.g. bike corrals or parklets)
Space for cafe dining and outdoor retail
Pedestrian scaled lighting
Street trees in tree pits or planters
Shared lanes or bicycle lanes
Short, frequent, well-marked crosswalks (with curb ramps)
TYPICALLY RECOMMENDED DESIGN ELEMENTS
Bicycle parking (racks or corrals)
Loading zones on street or on nearby streets
Frequent seating, benches, or seat-walls
Landscape planters that provide a pedestrian buffer
Bumpouts
Public art
Mid-block crossings
Wayfinding

# STREETSCAPE

## STREET ZONES

- **Roadway Zone:** Includes travel lanes for traffic including cars, transit, trucks, and bicycles.
- **Curbside Zone:** May include parking lanes, bumpouts, loading zones, and other uses adjacent to the curb.
- **The Pedestrian Area** extends from the curb to the face of the building and/or the edge of the right-of-way and encompasses the following three specific zones:
  - **Amenity Zone:** Between the curb and main sidewalk area, containing street furnishings, lighting, amenities, landscaping, and expanded pedestrian areas.
  - **Clear Walk Zone:** Primary through-travel zone for pedestrian foot traffic and where paved sidewalks are located.
  - **Frontage Zone:** Area between the sidewalk and building face. The frontage zone is typically a 2-foot clear zone immediately adjacent to buildings. Buildings in the Downtown Storefront Frontage along Miller road should be built no more than 10 feet from the right-of-way line.
- **Intersection Zone:** Area where streets intersection and location for crosswalks, traffic signals, and other controls.



# STREETSCAPE FURNISHINGS

## OBJECTIVE

Site furnishings such as benches, bike racks, tables and lighting should be included in the streetscape to further enhance the corridor and promote pedestrian activity. By providing places to stop, rest, wait for services, or discard trash, the pedestrian realm will remain clean and functionally available for all.

## TIPS TO FOLLOW

- Receptacles, planters, benches, pedestrian-scale lighting, and other such amenities should be strategically placed throughout the district.
- Place site furnishings within the Amenity Zone or Frontage Zone
- Ideally, seating should be placed below street trees or other shading elements.
- A 3-foot minimum clear zone shall be provided to the sides and front of the seat to provide ADA accessibility and clearance for wheelchairs.
- Provide a mixture of seating types, where multiple street furnishings are used in close proximity, to accommodate different user needs. Include both backed and backless bench seating and seating both with and without armrests.
- Seating can be integrated into building façades or other site elements.
- Bicycle racks shall be finished in black or the same color as other site furnishings and should be provided near building entrances

## THINGS TO AVOID

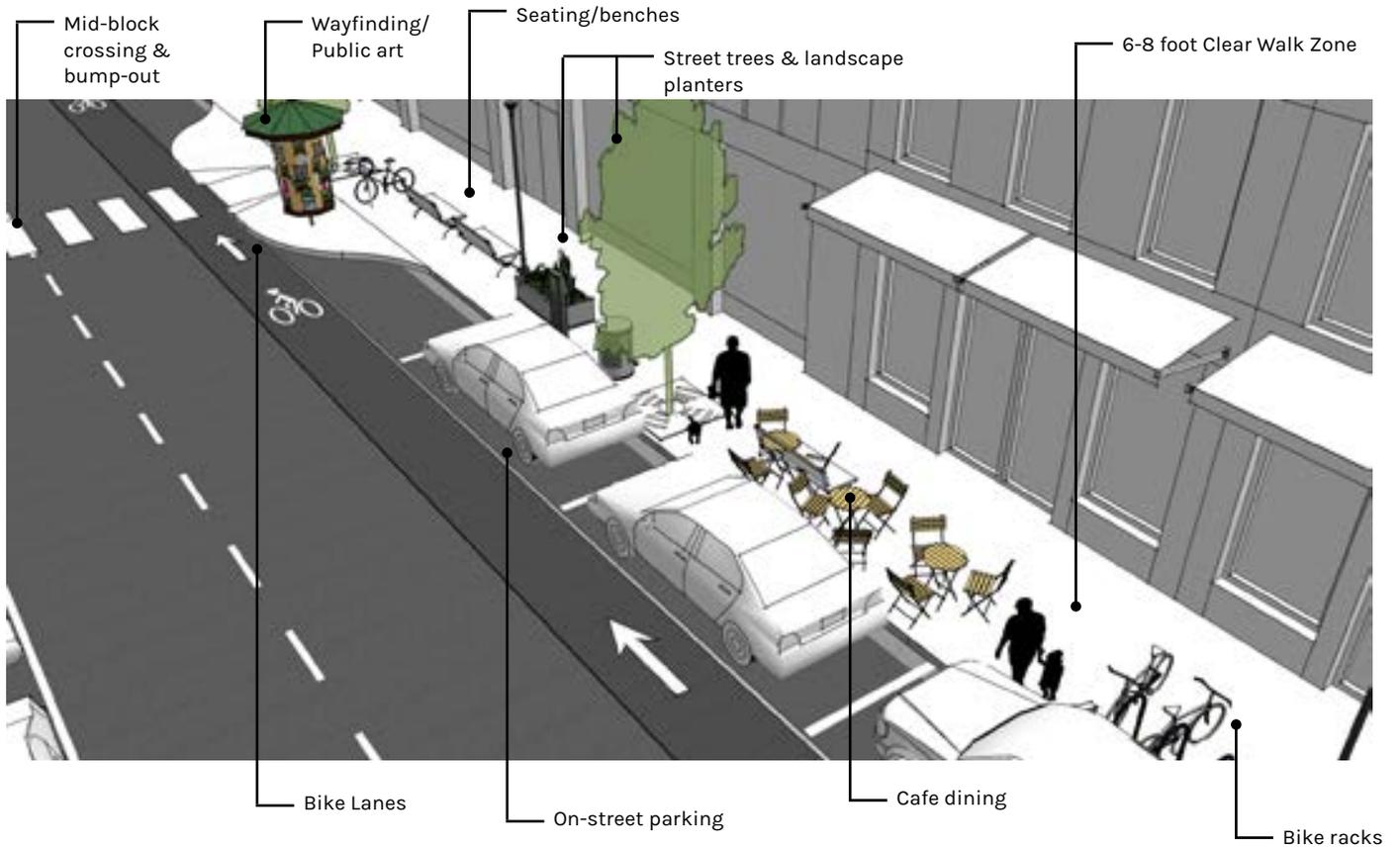
- Non-enclosed receptacles that collect rain, snow and other precipitation
- Placing site furnishings within the pedestrian walkway, blocking major pedestrian movements, building entries, loading zones or other street functions.



Potential streetscape furnishings

# STREETSCAPE FURNISHINGS

## AMENITY ZONE ELEMENTS



Bike racks, placemaking kiosks and wayfinding signs within the Amenity Zone.



Bike racks and street trees within the Amenity Zone, buffering the pedestrian from the roadway

# PEDESTRIAN CIRCULATION

## OBJECTIVE

Neighborhoods benefit from integrated pedestrian circulation systems that conveniently and safely link residents to businesses, public gathering places and other key destination points. Additionally, it is important to ensure appropriate connections are made to adjacent sidewalks, pathway systems and to nearby destinations in other districts. In commercial areas, a new sidewalk will comfortably connect retail frontage and should provide extra seating and public space.

## TIPS TO FOLLOW

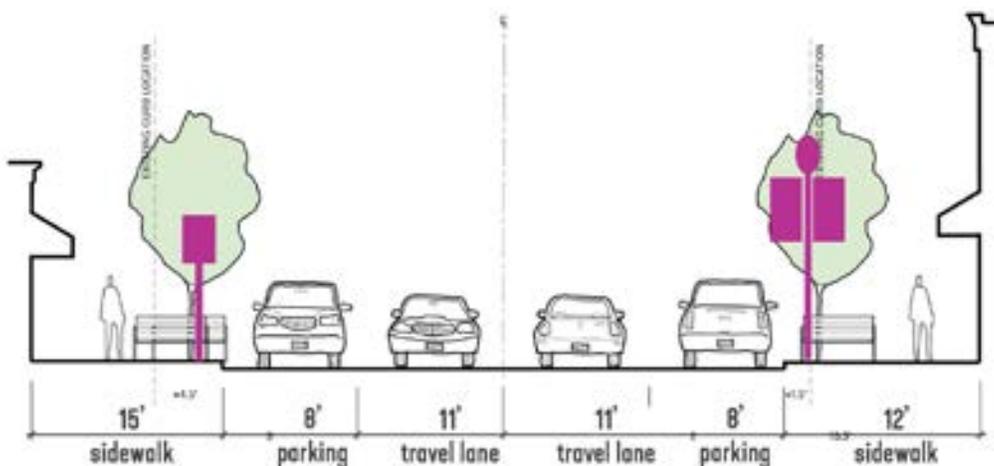
1. Ensure all bicycle parking facilities are highly visible to intended users. The bicycle parking facilities shall not encroach on any area within the public right of way intended for use by pedestrians, nor shall they encroach on any emergency access areas.
2. Provide for walkways in residential settings to be a minimum five feet wide.
3. Provide sidewalks along all street frontage. Sidewalks should be located in the right-of-way, unless there are space constraints.
4. Provide sidewalks on both sides of the street in each new residential development to provide access for alternative modes of transportation throughout the neighborhood.

5. Clearly mark and illuminate crosswalks to promote safety. Crosswalks in commercial and retail areas may have a change in surface material such as brick paving or stamped concrete.
6. Encourage minimum 15 feet between curb to existing and proposed storefronts where feasible, to allow for a five foot amenity zone including landscaping, signage and lighting.
7. Encourage additional space for outdoor café or sidewalk sale displays to help add activity and color to the consumer experience.
8. Define pedestrian routes both visually and physically where they cross vehicular drive aisles. Provide curb cuts in locations where sidewalks cross a road or driveway.

9. Encourage installation of accent paving at special locations throughout the district. Pavers, exposed aggregate, or other special paving will distinguish unique character uses within districts.

## THINGS TO AVOID

- Closing front doors and relying on rear entries off parking lots
- Locating parking lot paving directly adjacent to the building
- Failing to provide adequate space for snow removal



Typical Streetscape Section

# PEDESTRIAN CIRCULATION



Amenity seating located within the Frontage Zone



Amenity seating located within the Frontage Zone



Streetscape furnishings located within the Amenity Zone & the Frontage Zone, allowing the Walking Zone to be free



Frontage Zone      Walking Zone      Amenity Zone

# SIDEWALK CAFES AND PATIOS

## OBJECTIVE

Outdoor dining helps create vibrancy within the downtown streetscape. An outdoor dining area or sidewalk café is comprised of removable sets of tables and chairs typically shaded by umbrellas or canopies for patrons to eat and drink.

## TIPS TO FOLLOW

1. Maintain a clear 5-6 foot sidewalk for pedestrians.
2. Maintain a clear path between the building entrance and the sidewalk, locating seating amenities within the amenity zone or dooryard.
3. Ensure shading devices, such as retractable awnings and umbrellas do not project into the clear sidewalk area (minimum 8-foot clearance height).
4. Location should be clear of fire hydrants, designated loading zones and on-street ADA parking.
5. Use hanging bulb lights to create a sense of atmosphere to illuminate patio areas on private property.

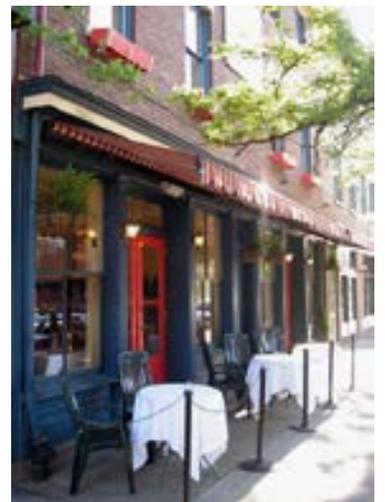
6. Maintain a clean café area with daily cleanings.
7. Outdoor heaters may be used within occupied areas provided they are free standing, do not generate noise, and do not require cables, wires, or other hookups to cross the clear Walking Zone.
8. For cafe dining uses serving alcohol, a rigid fence enclosure with at least two horizontal stringers along the entire run shall be used to define the edges of the occupied zone.
9. Select high quality, durable furnishings. Preferred materials are metals, finish grade woods, and sturdy recycled materials.

## THINGS TO AVOID

- Stacking tables and chairs during colder seasons
- Permanently attaching chairs and tables to pavement in the right-of-way
- Attaching or bolting fencing to pavement surfaces, landscape planters, buildings, or other street fixtures, so that they can not be easily removed for maintenance or colder seasons



# SIDEWALK CAFES AND PATIOS



Sidewalk patios within the Amenity & curbside zone

Amenity  
Zone

Sidewalk  
5-6 ft

Frontage  
Zone

# LANDSCAPING

## OBJECTIVE

Landscape design enhances the social, environmental, economic, and aesthetic quality of a site. Green space and vegetation, particularly street trees, increase property values, reduce urban temperature, and enhance the pedestrian experience. These areas should be designed to enhance and establish neighborhood identity and invite pedestrian activity.

## TIPS TO FOLLOW

1. Preserve and maintain existing mature trees whenever possible.
2. Ensure new trees are provided adequately sized tree pits or planters. Ensure location does not create an obstacle for pedestrians.
3. For street trees and landscape beds use hardy, salt-tolerant native and adapted plant varieties.
4. Landscape planters occur primarily within the Amenity Zone between the sidewalk and the curb. Where buildings are setback from the sidewalk, landscape planters are also appropriate in the Frontage Zone, and can be incorporated into building façades.
5. Coordinate landscaping with adjacent streets surrounding the corridor in order to be consistent

- with the adjacent neighborhood character.
6. Integrate landscaping with stormwater management systems.
  7. Rain gardens and bioswales should be considered along sidewalks and parking lots. (See “*Low-Impact Design*”)
  8. Encourage the installation of decorative hanging baskets and seasonal planters. Landscaping should not interfere with pedestrian circulation.
  9. Provide landscaping to complement residential buildings and present an attractive entrance for each residence.
  10. Plan for temporary irrigation or manual watering of new street trees for 2 years after planting.

## THINGS TO AVOID

- Using plants species that are not native to the region’s climate
- Failing to have a maintenance plan for landscaping such as regular weeding and watering
- Failing to maintain at least 1 inch of mulch cover over exposed planting soils



# LANDSCAPING

## LOW-IMPACT DESIGN

**Low Impact Design is a method of naturally treating stormwater runoff.**

- Rain Gardens and Bioswales should be considered along sidewalks, parking lots, and rear service drives.
- Plant species should be salt tolerant, provide aesthetic benefits and be low maintenance.
- Sidewalks should be designed to direct runoff into stormwater areas, and maintenance agreements should be included as part of any installation.
- Porous pavement may be considered instead of impervious applications (i.e. asphalt or concrete) in parking areas or rear service drives. To function properly, porous pavement requires adequate subsurface soil conditions, overflow connection to a storm sewer or other final discharge location and routine vacuum maintenance. Porous pavement should not be installed in areas where there is a potential for soil contamination.
- Permeable pavers can be used wherever feasible to mitigate stormwater runoff. The change in pattern and material can also delineate the spaces between vehicle-only space and vehicle/pedestrian shared space between buildings and street curb.



Stormwater areas and porous pavers



Porous Pavers



Rain Garden Parking Lot Island

# PARKING LOT DESIGN

## OBJECTIVE

Management of parking is essential to creating a district that meets the needs of businesses without dominating the visual character of the corridor. Instead, parking should be designed in consideration of all the other design principles, especially reducing conflicts to improve safety for pedestrians and bicyclists. Parking should be provided in a convenient location, preferably located behind buildings. Side parking should be available where provision of all the parking in the rear is not practical. Visual impact of parking should be improved with landscape and design elements.

## TIPS TO FOLLOW

### 1. Reduce the visual impact of surface parking. (See **Parking Lot Screening**).

- Locate a parking area on the rear end of a site to reduce curb cuts along the main pedestrian pathway.
- Reduce light pollution impacts on surrounding neighborhoods from overly or improperly lit parking areas.
- Use materials like vehicular grade concrete, pavers, brick, etc., to allow the surface parking to compliment the overall neighborhood composition. Materials like permeable pavers have the added benefit of aiding smart stormwater management.

### 2. Design a parking lot to allow convenient pedestrian access.

- Canopy trees, understory trees, and maintainable shrubs shall be used in islands and landscaped aisles to visually subdivide parking lots, to demarcate internal corridors which guide vehicles and pedestrians, to create a vertical dimension, to reduce the scale of the parking area, and to limit the heat island effect.
- Incorporate courtyards or plazas to provide pedestrian amenities & gathering spaces.
- Provide pedestrian access and wayfinding through buildings and blocks to access parking in rear of building.

- Install pedestrian signals and/or mid-block crossings where the distance between signals creates less safe crossing conditions; consider the impacts on traffic flow at access points as well.

### 3. Porous pavement with connections to storm water sewers may be considered in parking areas. These materials also delineate between vehicle-only space and vehicle/pedestrian shared spaces.

## THINGS TO AVOID

- Locating surface parking directly in front of primary pedestrian entries
- Locating surface parking lots directly in front of buildings
- Providing an unnecessary amount of access points with no street edge buffer
- Using bumper blocks instead of curbs
- Gravel as a paving material



Islands, street trees and pedestrian walkways make parking lots more walkable

# PARKING LOT DESIGN

## PARKING LOT SCREENING

Minimize the view of parked cars from a public right-of-way utilizing a buffer of trees, shrubs or a low wall constructed from materials compatible with the site like masonry or brick knee walls

1. Masonry or brick knee walls with limestone caps can be used to screen parking lots where higher density uses abut lower intensity uses (e.g. commercial parking lots abutting residential uses)
  - Recommended height for knee walls is 24-36"
2. Wall design can provide variation by including modular wall openings for pedestrian access
3. In some medium density uses that abut lower density uses, wrought iron fence and/or a dense hedgerow can be used in place of a wall.
4. Strategic planting, as described in the landscaping section of this document, should be provided in addition to the noted screening.

For more information on Smart Stormwater Management, see the **Low-Impact Design** section under **Landscaping**



Brick or wrought iron knee walls or a hedgerow minimize the view of parked cars



Brick knee wall example section



Wrought iron fence example section

# WAYFINDING

## OBJECTIVE

Directional signage provides a convenient path to reach destinations for both motorists and pedestrians. Informational signage provides local area maps and other local information. Wayfinding systems enable travelers to navigate downtown independent of mobile devices or physical maps. The information wayfinding signs provide increases visitor level of comfort and confidence in visiting and traveling around downtown.

## TIPS TO FOLLOW

### 1. Vehicle-oriented wayfinding

is used on key corridors of entry into the Downtown District to guide motorists from surrounding highways or other access points and combined with signage in the downtown to lead the driver to their destination

- Vehicle-oriented wayfinding shall be retro-reflective with larger lettering to increase legibility at night

### 2. Pedestrian-oriented wayfinding

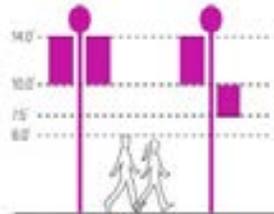
is generally concentrated within the commercial areas of downtown, leading to commercial districts, key landmarks and cultural destinations

- On-street maps give pedestrians an opportunity to orient themselves and discover other destinations in downtown
- Pedestrian-oriented wayfinding shall be mounted at pedestrian eye level

3. Signs should feature clean lines and simple styling
4. Signs shall be clear and concise with limited text in order to be quickly read
5. Name plates should be interchangeable to permit updating and modification as needed
6. Install wayfinding signs in the Amenity Zone of the sidewalk

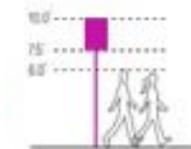
## THINGS TO AVOID

- Placing wayfinding signs in obstruction of street and traffic signs
- Neglecting to update wayfinding signage
- Placing wayfinding signs in obstruction of the pedestrian Walk Zone
- Installing signage above infrastructure access points



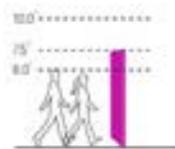
### BANNERS

Banners establish a brand identity for downtown and introduce a color scheme for signage throughout the district. Banners draw visitors to the downtown core. Mounted high on street lights, banners are visible from the car. Additionally, pedestrian-oriented signage can be paired on the sidewalk side



### 3 "D" SIGNS

Three "D" signs display information on Destination, Direction, and Distance. These offer information at a scale legible to anyone moving under 25 mph.



### INFO KIOSK

The info kiosk can be a traditional static map and information board, or a digital/electronic interactive station. The main audience is pedestrians. Dense in information, these may occur in less frequent intervals. An app might pair with an interactive kiosk.

# NEIGHBORHOOD MANNERS

## OBJECTIVE

Provide a transition between commercial development and adjacent residential neighborhoods that minimizes commercial impacts.

## TIPS TO FOLLOW

### 1. Service Areas, Utilities & Mechanical Equipment.

- Enclose and screen any service area, utilities, or mechanical service equipment that are accessory to the building.
- Provide fully shielded, downward-directed lighting for service areas.
- Consider integrating a service area, utility or mechanical equipment into the rear design of a building.
- Screen rooftop equipment from public view
- Locate storage areas within the building floor plan and meet the side and rear setback standards for a principal structure

### 2. Neighborhood Transitions: Designing a project to be compatible with the surrounding neighborhoods.

- Avoid orienting the rear of the building or rear blank walls towards an adjacent residential neighborhood or street.
- Provide a buffer between residential areas and any commercial activity in order to minimize negative impacts noise/odor impacts.
- Provide proper dumpster enclosures and ensure trash is not left outside the dumpster.
- Avoid outdoor storage

### 3. Create connectivity between land uses, providing pedestrian, bike and vehicular connections to adjacent residential neighborhoods.



## THINGS TO AVOID

- Locating service areas at the front of the building, visible from the public right-of-way
- Placing porous pavement in areas where no overflow connections exists or where there is a potential for soil contamination
- Obstructing walkways with temporary display of merchandise



# GLOSSARY OF TERMS

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**Amenity Zone.** Area between the sidewalk and the curb. Commonly the location for street trees, light poles, road signs, and other street furnishings.

**Articulation, horizontal.** The arrangement and proportion of façade materials and elements (windows, doors, columns, pilasters, and bays) into discreet bays.

**Articulation, vertical.** A visual distinction between a building's base, middle, and top. A distinct and separated ground floor area is created through the use of a horizontal expression line, such as a string course, change in material or textures, awnings or canopies, or sign band between the first and second stories.

**Awning.** A roof-like covering cantilevered, projected or suspended from a building, usually of canvas, metal, or similar material and often adjustable, placed over the sidewalk, windows, or doors to provide protection from sun and rain. It is distinguished from a canopy because it is not permanent, nor a structural portion or architectural feature of the building and does not support substantial weight.

**Canopy.** A bracketed or suspended cover projecting from the building over the sidewalk, or a roof-like covering placed over the sidewalk, windows, or doors, to provide protection from sun and rain and, unlike an awning, it is a permanent, durable, structural portion of the building as opposed to a light covering of canvas, metal or other similar material.

**Clear Walk Zone.** A clear, consistent, paved area dedicated to pedestrian movement.

**EIFS.** Exterior Insulation and Finish System. A synthetic alternative to stucco.

**Elevation.** The exterior face of a building.

**Expression line.** A line prescribed at a certain level of a building for the major part of the width of a façade, expressed by a variation in material or by a limited projection on such as a molding, balcony or canopy.

**Façade.** The building elevation built along the build-to line on the Primary Frontage.

**Fenestration.** Openings in the building wall, including windows, doors and open areas. When measuring fenestration, framing elements (such as muntins) with a dimension less than 1 inch are considered part of the opening.

**Frontage Zone.** Area between the sidewalk and the end of the public right-of-way.

**Ground Floor.** The first story of a building with an entrance at street level.

**Mullion.** A bar or post that separates two window units.

**Pilaster.** A column embedded into the wall.

**Sprandrel Glass.** The area of glass panels that conceals structural building components such as columns, floors, HVAC systems, electrical wiring, plumbing, etc.

**Storefront.** A frontage type appropriate for the ground floor of commercial / retail buildings. Storefronts provide large windows with transparent views into the building interior.

**Street edge.** The edge of the built form that establishes the envelope of the street.

**Synthetic.** Man-made or not natural.

**Transom window.** A window pane located above a door or main window, oriented horizontally.

**Upper stories.** Any story above the ground floor.

# A.2 COMMUNITY PROFILE



## Community Profile

Swartz Creek City, MI  
Swartz Creek City, MI (2677700)  
Geography: Place

Prepared by Esri

Swartz Creek ...

Population Summary	
2000 Total Population	5,107
2010 Total Population	5,758
2021 Total Population	5,791
2021 Group Quarters	15
2026 Total Population	5,725
2021-2026 Annual Rate	-0.23%
2021 Total Daytime Population	5,746
Workers	2,475
Residents	3,271
Household Summary	
2000 Households	2,234
2000 Average Household Size	2.27
2010 Households	2,554
2010 Average Household Size	2.25
2021 Households	2,606
2021 Average Household Size	2.22
2026 Households	2,585
2026 Average Household Size	2.21
2021-2026 Annual Rate	-0.16%
2010 Families	1,632
2010 Average Family Size	2.80
2021 Families	1,616
2021 Average Family Size	2.79
2026 Families	1,589
2026 Average Family Size	2.79
2021-2026 Annual Rate	-0.34%
Housing Unit Summary	
2000 Housing Units	2,356
Owner Occupied Housing Units	70.2%
Renter Occupied Housing Units	24.7%
Vacant Housing Units	5.2%
2010 Housing Units	2,749
Owner Occupied Housing Units	65.9%
Renter Occupied Housing Units	27.0%
Vacant Housing Units	7.1%
2021 Housing Units	2,791
Owner Occupied Housing Units	66.2%
Renter Occupied Housing Units	27.2%
Vacant Housing Units	6.6%
2026 Housing Units	2,810
Owner Occupied Housing Units	66.4%
Renter Occupied Housing Units	25.6%
Vacant Housing Units	8.0%
Median Household Income	
2021	\$53,915
2026	\$58,574
Median Home Value	
2021	\$143,785
2026	\$164,674
Per Capita Income	
2021	\$30,679
2026	\$34,875
Median Age	
2010	41.0
2021	44.6
2026	45.2

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

December 09, 2021



## Community Profile

Swartz Creek City, MI  
Swartz Creek City, MI (2677700)  
Geography: Place

Prepared by Esri

Swartz Creek ...

2021 Households by Income	
Household Income Base	2,607
<\$15,000	8.7%
\$15,000 - \$24,999	9.4%
\$25,000 - \$34,999	11.1%
\$35,000 - \$49,999	14.6%
\$50,000 - \$74,999	26.1%
\$75,000 - \$99,999	14.8%
\$100,000 - \$149,999	9.7%
\$150,000 - \$199,999	2.1%
\$200,000+	3.5%
Average Household Income	\$68,144
2026 Households by Income	
Household Income Base	2,586
<\$15,000	6.8%
\$15,000 - \$24,999	7.3%
\$25,000 - \$34,999	9.4%
\$35,000 - \$49,999	13.6%
\$50,000 - \$74,999	27.9%
\$75,000 - \$99,999	16.7%
\$100,000 - \$149,999	11.4%
\$150,000 - \$199,999	2.9%
\$200,000+	3.9%
Average Household Income	\$77,204
2021 Owner Occupied Housing Units by Value	
Total	1,848
<\$50,000	5.5%
\$50,000 - \$99,999	10.2%
\$100,000 - \$149,999	39.2%
\$150,000 - \$199,999	29.8%
\$200,000 - \$249,999	5.4%
\$250,000 - \$299,999	6.5%
\$300,000 - \$399,999	3.5%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	0.0%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$152,286
2026 Owner Occupied Housing Units by Value	
Total	1,868
<\$50,000	1.7%
\$50,000 - \$99,999	5.0%
\$100,000 - \$149,999	33.2%
\$150,000 - \$199,999	34.5%
\$200,000 - \$249,999	8.7%
\$250,000 - \$299,999	11.0%
\$300,000 - \$399,999	6.0%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	0.0%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$176,660

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

December 09, 2021



## Community Profile

Swartz Creek City, MI  
Swartz Creek City, MI (2677700)  
Geography: Place

Prepared by Esri

Swartz Creek ...

2010 Population by Age	
Total	5,758
0 - 4	5.9%
5 - 9	6.2%
10 - 14	6.6%
15 - 24	11.3%
25 - 34	11.5%
35 - 44	12.8%
45 - 54	13.0%
55 - 64	12.6%
65 - 74	10.3%
75 - 84	7.1%
85 +	2.7%
18 +	77.4%
2021 Population by Age	
Total	5,793
0 - 4	5.1%
5 - 9	5.7%
10 - 14	5.6%
15 - 24	10.4%
25 - 34	12.6%
35 - 44	11.0%
45 - 54	12.2%
55 - 64	13.2%
65 - 74	13.3%
75 - 84	8.1%
85 +	2.8%
18 +	80.6%
2026 Population by Age	
Total	5,727
0 - 4	5.1%
5 - 9	5.4%
10 - 14	5.8%
15 - 24	10.0%
25 - 34	12.4%
35 - 44	11.2%
45 - 54	12.0%
55 - 64	12.1%
65 - 74	13.8%
75 - 84	9.3%
85 +	2.9%
18 +	80.4%
2010 Population by Sex	
Males	2,579
Females	3,179
2021 Population by Sex	
Males	2,605
Females	3,188
2026 Population by Sex	
Males	2,594
Females	3,133

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

December 09, 2021



## Community Profile

Swartz Creek City, MI  
Swartz Creek City, MI (2677700)  
Geography: Place

Prepared by Esri

Swartz Creek ...

2010 Population by Race/Ethnicity	
Total	5,758
White Alone	91.6%
Black Alone	5.1%
American Indian Alone	0.2%
Asian Alone	0.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.5%
Two or More Races	1.8%
Hispanic Origin	2.3%
Diversity Index	19.5
2021 Population by Race/Ethnicity	
Total	5,791
White Alone	90.4%
Black Alone	5.5%
American Indian Alone	0.2%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	2.4%
Hispanic Origin	2.9%
Diversity Index	22.6
2026 Population by Race/Ethnicity	
Total	5,725
White Alone	90.1%
Black Alone	5.5%
American Indian Alone	0.2%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	2.6%
Hispanic Origin	3.2%
Diversity Index	23.4
2010 Population by Relationship and Household Type	
Total	5,758
In Households	99.7%
In Family Households	81.6%
Householder	28.3%
Spouse	18.9%
Child	30.3%
Other relative	1.9%
Nonrelative	2.2%
In Nonfamily Households	18.1%
In Group Quarters	0.3%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.3%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

December 09, 2021



## Community Profile

Swartz Creek City, MI  
Swartz Creek City, MI (2677700)  
Geography: Place

Prepared by Esri

Swartz Creek ...

2021 Population 25+ by Educational Attainment	
Total	4,244
Less than 9th Grade	1.3%
9th - 12th Grade, No Diploma	4.5%
High School Graduate	27.3%
GED/Alternative Credential	5.4%
Some College, No Degree	28.9%
Associate Degree	16.8%
Bachelor's Degree	8.7%
Graduate/Professional Degree	7.2%
2021 Population 15+ by Marital Status	
Total	4,844
Never Married	33.6%
Married	45.2%
Widowed	8.1%
Divorced	13.1%
2021 Civilian Population 16+ in Labor Force	
Civilian Population 16+	2,644
Population 16+ Employed	96.4%
Population 16+ Unemployment rate	3.6%
Population 16-24 Employed	10.7%
Population 16-24 Unemployment rate	10.5%
Population 25-54 Employed	62.4%
Population 25-54 Unemployment rate	3.8%
Population 55-64 Employed	18.4%
Population 55-64 Unemployment rate	0.0%
Population 65+ Employed	8.5%
Population 65+ Unemployment rate	0.0%
2021 Employed Population 16+ by Industry	
Total	2,549
Agriculture/Mining	0.0%
Construction	5.5%
Manufacturing	17.8%
Wholesale Trade	0.5%
Retail Trade	14.3%
Transportation/Utilities	3.8%
Information	3.6%
Finance/Insurance/Real Estate	4.9%
Services	45.1%
Public Administration	4.5%
2021 Employed Population 16+ by Occupation	
Total	2,550
White Collar	61.4%
Management/Business/Financial	18.4%
Professional	25.7%
Sales	6.9%
Administrative Support	10.4%
Services	14.9%
Blue Collar	23.7%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	5.0%
Installation/Maintenance/Repair	0.0%
Production	10.4%
Transportation/Material Moving	8.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

December 09, 2021



## Community Profile

Swartz Creek City, MI  
Swartz Creek City, MI (2677700)  
Geography: Place

Prepared by Esri

Swartz Creek ...

2010 Households by Type	
Total	2,554
Households with 1 Person	31.9%
Households with 2+ People	68.1%
Family Households	63.9%
Husband-wife Families	42.5%
With Related Children	15.8%
Other Family (No Spouse Present)	21.4%
Other Family with Male Householder	4.4%
With Related Children	2.7%
Other Family with Female Householder	17.0%
With Related Children	11.2%
Nonfamily Households	4.2%
All Households with Children	30.1%
Multigenerational Households	2.2%
Unmarried Partner Households	6.2%
Male-female	5.8%
Same-sex	0.4%
2010 Households by Size	
Total	2,554
1 Person Household	31.9%
2 Person Household	35.8%
3 Person Household	15.0%
4 Person Household	11.5%
5 Person Household	4.5%
6 Person Household	1.1%
7 + Person Household	0.2%
2010 Households by Tenure and Mortgage Status	
Total	2,554
Owner Occupied	70.9%
Owned with a Mortgage/Loan	46.2%
Owned Free and Clear	24.7%
Renter Occupied	29.1%
2021 Affordability, Mortgage and Wealth	
Housing Affordability Index	185
Percent of Income for Mortgage	11.2%
Wealth Index	66
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	2,749
Housing Units Inside Urbanized Area	99.7%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.3%
2010 Population By Urban/ Rural Status	
Total Population	5,758
Population Inside Urbanized Area	99.7%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.3%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

December 09, 2021



## Community Profile

Swartz Creek City, MI  
 Swartz Creek City, MI (2677700)  
 Geography: Place

Prepared by Esri

### Swartz Creek ...

#### Top 3 Tapestry Segments

1.	Heartland Communities (6F)
2.	Traditional Living (12B)
3.	Retirement Communities (9E)

#### 2021 Consumer Spending

Apparel & Services: Total \$	\$4,105,561
Average Spent	\$1,575.43
Spending Potential Index	74
Education: Total \$	\$2,829,332
Average Spent	\$1,085.70
Spending Potential Index	63
Entertainment/Recreation: Total \$	\$6,732,940
Average Spent	\$2,583.63
Spending Potential Index	80
Food at Home: Total \$	\$11,096,863
Average Spent	\$4,258.20
Spending Potential Index	78
Food Away from Home: Total \$	\$7,236,421
Average Spent	\$2,776.83
Spending Potential Index	73
Health Care: Total \$	\$13,636,762
Average Spent	\$5,232.83
Spending Potential Index	84
HH Furnishings & Equipment: Total \$	\$4,368,974
Average Spent	\$1,676.51
Spending Potential Index	74
Personal Care Products & Services: Total \$	\$1,788,630
Average Spent	\$686.35
Spending Potential Index	76
Shelter: Total \$	\$37,435,138
Average Spent	\$14,364.98
Spending Potential Index	71
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,589,529
Average Spent	\$1,761.14
Spending Potential Index	74
Travel: Total \$	\$4,652,046
Average Spent	\$1,785.13
Spending Potential Index	71
Vehicle Maintenance & Repairs: Total \$	\$2,319,833
Average Spent	\$890.19
Spending Potential Index	80

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

December 09, 2021

# A.3 ENGAGEMENT SUMMARY

## DOWNTOWN FOCUS GROUPS (8/24) (MURAL)

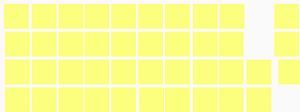
### PARTICIPATION GUIDE

MOVE THE DOTS TO THE RIGHT AND ADD A COMMENT!

- GREEN DOTS TO MARK WHAT YOU LIKE
- RED DOTS TO MARK WHAT YOU DON'T LIKE



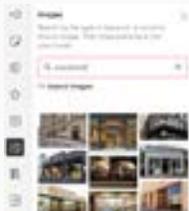
USE STICKY NOTES TO ADD IDEAS



USE THUMBS UP OR DOWN TO AGREE OR DISAGREE WITH WHAT SOMEONE ELSE HAS SAID



USE THE "IMAGES" SEARCH ON THE LEFT TOOLBAR TO ADD YOUR OWN IMAGE.



### CHARACTER & VISION

#### EXISTING CHARACTER

WHAT IS MOST IMPORTANT TO PRESERVE?  
WHAT IS SWARTZ CREEK'S "VIBE"?  
WHAT SHOULD MOORFISH FEEL LIKE AS A GATEWAY FROM THE HIGHWAY?

events bring in a lot of people - need more to draw them in	need on-street parking	more restaurants, entertainment	too many insurance service businesses downtown	more leisure focus (shops, restaurants, bars)
like that there are starter/ family homes within walking distance	Should feel like a "park and walk around" downtown.	Community based events.	lots of businesses	Historic homes that have been converted
More of the old style homes that are being converted into modern homes	More of the old style homes that are being converted into modern homes	More of the old style homes that are being converted into modern homes	More of the old style homes that are being converted into modern homes	More of the old style homes that are being converted into modern homes
More of the old style homes that are being converted into modern homes	More of the old style homes that are being converted into modern homes	More of the old style homes that are being converted into modern homes	More of the old style homes that are being converted into modern homes	More of the old style homes that are being converted into modern homes

#### DRAFT VISION IDEAS

from the last plan

Sustain a balanced and efficient mix of land uses to meet the current and future needs of the city, promoting business retention and attraction.

Encourage housing opportunities for a variety of preferences, lifestyles and household types.

Protect significant natural features during site development.

Provide visual and physical links between the downtown and the Civic Center such as landscaped walkways, streetscape, and public art.

Improve and reinforce quality building design, upkeep, and renovation that draws visual appeal and interest.

Ensure quality building materials endure over time.

*Clear & reorganize signage, brand & identity of signage, etc.*

events, public spaces, interactive art

*around the right budget or an incentive to do business here*

#### WHERE ARE KEY REDEVELOPMENT SITES?

GATEWAY

City-owned Properties

### DESIGN & STYLE

#### FACADE COMPOSITION

#### GROUND FLOOR DESIGN

#### UPPER FLOOR DESIGN

#### SIGNS

This includes all building and site signage.

##### BUILDING SIGNAGE

Board Signs

Letter Signs

Projecting or Brack Signs

#### MATERIALS

This includes the type of building material, as well as the quality, durability, color, texture, scale, and orientation.

##### PRIMARY MATERIALS

Brick Masonry

Stone Masonry

Wood

Synthetic Stone

Split-faced Brick

### ARCHITECTURAL DETAILS



Use brick for exterior walls and accents.

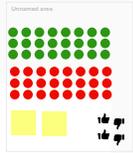
Use dark wood for window frames and shutters.

### ATTACHED RESIDENTIAL

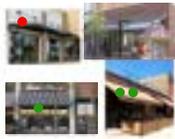


Use brick for exterior walls and accents.

Use dark wood for window frames and shutters.



### AWNINGS & CANOPIES



Use dark wood for window frames and shutters.

Use brick for exterior walls and accents.

### SIDEWALK CAFES AND PATIOS



Use brick for exterior walls and accents.

Use dark wood for window frames and shutters.



**RECOMMENDATIONS**

- Plan to allow for food and beverage businesses to downtown.
- **NOTES**
- Need more suitable outdoor workspace.
- Suitable last sidewalk

## STEERING COMMITTEE MEETING (09/07)

<b>What values best describe the future of Swartz Creek?</b>
Social
Fun
Quality
Family friendly
Walkable
Innovative
Tight-knit
Walkable
Innovative, livable, safe, vibrant & authentic

<b>What makes Swartz Creek a "high quality place to live, operate a business, and visit"?</b>
Music, events, races, & art
Safe community to live
Small community but within a short distance to larger cities
Our schools
Our business owners
Center of hospitality, culture, and recreation
Friendly people
The residents

<b>What public facilities or activities would bring families downtown? Any winter activities?</b>
Outdoor heating or fire ring
Parks, restaurants, boutique shops
The flushing candle walk
Food and drink
Pond hockey tournament
A winter marketplace



## PLANNING COMMISSION MEETING (09/14)

<b>What values best describe the future of Swartz Creek?</b>
Likable
Busy
Affordable
Quality-infrastructure
Walkable
Healthy
Resilient
Walkable
Stable
Proud
Safe
Authentic
Neighborly
Livable
Fun
Vibrant
Healthy
Unified
Innovative

<b>What makes Swartz Creek a "high quality place to live, operate a business, and visit"?</b>
Sidewalks
Holiday celebrations
Teamwork - street bond, school bond
Robust entrepreneurs are emerging
Hometown days
Hometown days
People willing to help out
Flint cultural center nearby
Police and fire services
Community minded business owners
Strong, unmet demand for local services
Library, senior center
Pets welcome
Curb appeal
Class act government, just the best, really
Close airport access
Good government
Railroad access
Improving schools
Safety
School district
Schools
Parks
Country and City ambiance
Roads
Easy to get to, from
People

<b>What public facilities or activities would bring families downtown? Any winter activities?</b>
Photo op attractions (wing murals, etc.)
Outstanding farmer's market
Community activity kiosk
Chalk walk
Public art, and I mean large scale
Public restrooms downtown
More activities
Year round family activities
Common areas for dining, small gatherings, and events
Continue outdoor movies
Ice or snow sculptures
Winter time fire area
Bigger amphitheater
On-street parking
Scavenger hunt?

<b>What types of businesses/services would you like to see in Swartz Creek in the future?</b>
Computer-support
Handyman
Skilled-trade-guild
Social
Eateries
Eateries
Craft-store
Bakery
Deli
Deli
Bike parade
Makerspace
Childcare
Book stores
Popups
Food
Evening businesses