

SWARTZ CREEK DDA

Agenda

**Downtown Development Authority, Thursday, February 10, 2022, 6:00 P.M.
City Hall 8083 Civic Drive, Swartz Creek Michigan 48473
Virtual (Zoom) Meeting Available for General Public**

1. CALL TO ORDER:

2. PLEDGE OF ALLEGIANCE:

3. ROLL CALL:

4. APPROVE AGENDA:

4A. Proposed or Amended Agenda, February 10, 2022

5. MOTION TO APPROVE MINUTES:

5A. Board Meeting, August 12, 2021

6. REPORTS & COMMUNICATIONS:

6A. Resolutions

6B. August 12, 2021 Minutes

6C. February 10, 2022 Meeting Letter

6D. Swartz Creek Fine Arts Sponsorship

6E. Master Plan Draft

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7. MEETING OPENED TO THE PUBLIC:

7A. General Public Comments

8. BUSINESS:

8A. Master Plan

8B. SCFA Sponsorship

8C. MDOT Logo Sign Program

9. MEETING OPENED TO THE PUBLIC:

9A. General Public Comments

10. REMARKS BY MEMBERS:

11. ADJOURNMENT:

CITY OF SWARTZ CREEK
DOWNTOWN DEVELOPMENT AUTHORITY
RESOLUTIONS
THURSDAY, FEBRUARY 10, 2022

Resolution No. 220210-01

Agenda – February 10, 2022

Motion by Board Member: _____

I Move the Swartz Creek Downtown Development Authority approves the agenda for the February 10, 2022 Downtown Development Authority meeting.

Second by Board Member: _____

Voting For: _____

Voting Against: _____

Resolution No. 220210-02

Minutes – August 12, 2021

Motion by Board Member: _____

I Move the Swartz Creek Downtown Development Authority approves the Minutes for the August 12, 2021 Downtown Development Authority meeting.

Second by Board Member: _____

Voting For: _____

Voting Against: _____

Resolution No. 220210-03

Concert Sponsorship

Motion by Board Member: _____

I Move the Swartz Creek DDA sponsor a concert of the Swartz Creek Fine Arts Association for the 2022 season at a cost of \$300.

Second by Board Member: _____

Voting For: _____

Voting Against: _____

Resolution No. 220210-04

Adjourn

Motion by Board Commission Member: _____

I Move the Swartz Creek Downtown Development Authority adjourns the February 10, 2022 Downtown Development Authority meeting.

Second by Board Member: _____

Voting For: _____

Voting Against: _____

CITY OF SWARTZ CREEK
VIRTUAL DOWNTOWN DEVELOPMENT AUTHORITY MEETING ACCESS INSTRUCTIONS
THURSDAY, FEBRUARY 10, 2022, 6:00 P.M.

The regular virtual meeting of the City of Swartz Creek park board is scheduled for **February 10, 2022** starting at 6:00 p.m. and will be conducted virtually (online and/or by phone), due to health concerns surrounding Coronavirus/COVID-19 and rules promulgated by the Michigan Department of Health and Human Services.

To comply with the **Americans with Disabilities Act (ADA)**, any citizen requesting accommodation to attend this meeting, and/or to obtain the notice in alternate formats, please contact Connie Olger, 810-429-2766 48 hours prior to meeting,

Zoom Instructions for Participants

To join the conference by phone:

1. On your phone, dial the teleconferencing number provided below.
2. Enter the **Meeting ID** number (also provided below) when prompted using your touch-tone (DTMF) keypad.

Before a videoconference:

1. You will need a computer, tablet, or smartphone with speaker or headphones. You will have the opportunity to check your audio immediately upon joining a meeting.
2. Details, phone numbers, and links to videoconference or conference call is provide below. The details include a link to **“Join via computer”** as well as phone numbers for a conference call option. It will also include the 9-digit Meeting ID.

To join the videoconference:

1. At the start time of your meeting, enter the link to join via computer. You may be instructed to download the Zoom application.
2. You have an opportunity to test your audio at this point by clicking on “Test Computer Audio.” Once you are satisfied that your audio works, click on “Join audio by computer.”

You may also join a meeting without the link by going to join.zoom.us on any browser and entering the Meeting ID provided below.

If you are having trouble hearing the meeting, you can join via telephone while remaining on the video conference:

1. On your phone, dial the teleconferencing number provided below.
2. Enter the **Meeting ID number** (also provided below) when prompted using your touchtone (DMTF) keypad.
3. If you have already joined the meeting via computer, you will have the option to enter your participant ID to be associated with your computer.

Participant controls in the lower left corner of the Zoom screen:



Using the icons in the lower left corner of the Zoom screen you can:

- Mute/Unmute your microphone (far left)
- Turn on/off camera (“Start/Stop Video”)
- Invite other participants
- View participant list-opens a pop-out screen that includes a “Raise Hand” icon that you may use to raise a virtual hand during Call to the Public
- Change your screen name that is seen in the participant list and video window
- Share your screen

Somewhere (usually upper right corner on your computer screen) on your Zoom screen you will also see a choice to toggle between “speaker” and “gallery” view. “Speaker view” show the active speaker.

Connie Olger is inviting you to a scheduled Zoom meeting.

Topic: DDA- Downtown Development Authority Meeting

Time: February 10, 2022 06:00 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/83096401128>

Meeting ID: 830 9640 1128

One tap mobile

+13017158592,,83096401128# US (Washington DC)

+13126266799,,83096401128# US (Chicago)

Dial by your location

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

Meeting ID: 830 9640 1128

Find your local number: <https://us02web.zoom.us/j/kz4Jb4etg>

If you have any further questions or concern, please contact 810-429-2766 or email colger@cityofswartzcreek.org.

A copy of this notice will be posted at City Hall, 8083 Civic Drive, Swartz Creek, Michigan.

**CITY OF SWARTZ CREEK
VIRTUAL (ELECTRONIC) MEETING RULES AND PROCEDURES**

In order to conduct an effective, open, accessible, and professional meeting, the following protocols shall apply. These protocols are derived from the standard practices of Swartz Creek public meetings, Roberts Rules of Order, and city board & commission procedures. These procedures are adopted to govern participation by staff, councilpersons and members of the public in all City meetings held electronically pursuant to PA 228 of 2020. Note that these protocols do not replace or eliminate established procedures or practices. Their purpose is to augment standing expectations so that practices can be adapted to a virtual meeting format.

The following shall apply to virtual meetings of the city’s public bodies that are held in accordance with the Open Meetings Act.

1. Meetings of the City Council, Planning Commission, Zoning Board of Appeals, Downtown Development Authority, Park Board, or committees thereunder may meet electronically or permit electronic participation in such meetings insofar as (1) the Michigan Department of Health and Human Services restricts the number of persons who can gather indoors due to the COVID-19 pandemic; (2) persons have an illness, injury, disability or other health-related condition that poses a risk to the personal health or safety of members of the public or the public body if they were to participate in person; or (3) there is in place a statewide or local state of emergency or state of disaster declared pursuant to law or charter by the governor or other person authorized to declare a state of emergency or disaster.
2. All meetings held hereunder must provide for two-way communication so that members of the public body can hear and respond to members of the general public, and vice versa.
3. Members of the public body who participate remotely must announce at the outset of the meeting that he/she is in fact attending the meeting remotely and by further identifying the specific physical location (by county, township, village and state) where he/she is located. The meeting minutes must include this information.
4. Notice of any meeting held electronically must be posted at the City Offices at least 18 hours before the meeting begins and must clearly explain the following:
 - (a) why the public body is meeting electronically;
 - (b) how members of the public may participate in the meeting electronically, including the specific telephone number, internet address or similar log-in information needed to participate in the meeting;
 - (c) how members of the public may contact members of the public body to provide input or ask questions on any business that will come before the public body at the meeting;
 - (d) how persons with disabilities may participate in the meeting.
5. The notice identified above must also be posted on the City’s website homepage or on a separate webpage dedicated to public notices for non-regularly scheduled or electronic public meetings that is accessible through a prominent and conspicuous link on the website’s homepage that clearly describes the meeting’s purpose.

6. The City must also post on the City website an agenda of the meeting at least 2 hours before the meeting begins.
7. Members of the public may offer comment only when the Chair recognizes them and under rules established by the City.
8. Members of the public who participate in a meeting held electronically may be excluded from participation in a closed session that is convened and held in compliance with the Open Meetings Act.

MAINTAINING ORDER

Public body members and all individuals participating shall preserve order and shall do nothing to interrupt or delay the proceedings of public body.

All speakers shall identify themselves prior to each comment that follows another speaker, and they shall also indicate termination of their comment. For example, "Adam Zettel speaking. There were no new water main breaks to report last month. That is all."

Any participants found to disrupt a meeting shall be promptly removed by the city clerk or by order of the Mayor. Profanity in visual or auditory form is prohibited.

The public body members, participating staff, and recognized staff/consultants/presenters shall be the only participants not muted by default. All other members must request to speak by raising their digital hand on the meeting application or by dialing *9 on their phone.

MOTIONS & RESOLUTIONS

All Motions and Resolutions, whenever possible, shall be pre-written and in the positive, meaning yes is approved and no is defeated. All motions shall require support. A public body member whom reads/moves for a motion may oppose, argue against or vote no on the motion.

PUBLIC ADDRESS OF BOARD OR Commission

The public shall be allowed to address a public body under the following conditions:

1. Each person who wishes to address the public body will be first recognized by the Mayor or Chair and requested to state his / her name and address. This applies to staff, petitioners, consultants, and similar participants.
2. Individuals shall seek to be recognized by raising their digital hand as appropriate on the digital application.
3. Petitioners are encouraged to appropriately identify their digital presence so they can be easily recognized during business. If you intend to call in only, please notify the clerk in advance of your phone number.
4. The city clerk shall unmute participants and the members of the public based upon the direction of the mayor or chair. Participants not recognized for this purpose shall be muted by default, including staff, petitioners, and consultants.
5. Individuals shall be allowed five (5) minutes to address the public body, unless special permission is otherwise requested and granted by the Mayor or Chair.
6. There shall be no questioning of speakers by the audience; however, the public body, upon recognition of the Mayor or Chair, may question the speaker.

7. No one shall be allowed to address the public body more than once unless special permission is requested, and granted by the Mayor or Chair.
8. One spokesperson for a group attending together will be allowed five (5) minutes to address the public body unless special permission has been requested, and granted by the Mayor or Chair.
9. Those addressing the public body shall refrain from being repetitive of information already presented.
10. All comments and / or questions shall be directed to and through the Mayor or Chair.
11. Public comments (those not on the agenda as speakers, petitioners, staff, and consultants) are reserved for the two "Public Comment" sections of the agenda and public hearings.

VOTING RECORD OF PUBLIC BODIES

All motions, ordinances, and resolutions shall be taken by "YES" and "NO" voice vote and the vote of each member entered upon the journal.

**CITY OF SWARTZ CREEK
SWARTZ CREEK, MICHIGAN
MINUTES OF THE DOWNTOWN DEVELOPMENT AUTHORITY MEETING
August 12, 2021**

The meeting was called to order at 6:08 p.m. by Board Member Krueger in the Swartz Creek Council Chambers with a virtual (Zoom) meeting available for the general public.

Board Members Present: King, Krueger, Plumb, Raffaelli, Jamison, Whittey.

Board Members Absent: Beedy, Eckerdt, LaBeau.

Staff Present: Adam Zettel.

Others Present: Lania Rocha (Virtual).

APPROVAL OF AGENDA:

Resolution No. 210812-01

(Carried)

Motion by Board Member Jamison
Second by Board Member Plumb

I Move the Swartz Creek City Downtown Development Authority approves the agenda for the August 12, 2021 Downtown Development Meeting.

Unanimous affirmative voice vote: Motion declared carried.

APPROVAL OF MINUTES:

Resolution No. 210812-02

(Carried)

Motion by Board Member King
Second by Board Member Jamison

I Move the Swartz Creek City Downtown Development Authority approves the minutes for the April 22, 2021 Downtown Development Authority meeting.

Unanimous affirmative voice vote: Motion declared carried.

MEETING OPEN TO PUBLIC:

None.

Steering Committee Liaison

Resolution No. 210812-03

(Carried)

Motion by Board Member Whittey
Second by Board Member King

I Move the Swartz Creek DDA designate Member Robert Plumb to serve on the Swartz Creek Master Plan and Downtown Plan Update Steering Committee.

Unanimous affirmative voice vote: Motion declared carried.

Meijer Appeal

Mr. Zettel discussed the Meijer appeal and how it could negatively impact the city and the DDA.

2021 Updates and Outlook

Mr. Zettel stated the Townhome site should start soon. He also briefly discussed the master plan update in progress by CIB Planning.

MEETING OPEN TO PUBLIC:

None.

REMARKS BY BOARD MEMBERS:

Board Member Plumb thanked everyone for the vote of confidence for the steering committee liaison.

Board Member Raffaelli said hats off to Mr. Jamison on the wonderful job on back to the bricks. She said it was awesome and we need more events like that.

Board Member King heard everyone was very happy with back to the bricks. It was fantastic.

Board Member Jamison is glad everyone liked back to the bricks. The event went very well and they had no issues.

Board Member Whittey stated the event was great, the direction is good and to support local.

Board Member Krueger thanked everyone for coming. The burden is going to go to the small businesses if Meijer is successful in their appeal.

ADJOURNMENT:

Resolution No. 210812-04

(Carried)

Motion by Board Member Plumb
Second by Board Member Raffaelli

The Swartz Creek DDA adjourns the August 12, 2021 DDA meeting at 7:02 p.m.

Unanimous affirmative voice vote: Motion declared carried.

Connie King



SWARTZ CREEK DDA
SWARTZ CREEK CITY OFFICES
8083 CIVIC DR.
SWARTZ CREEK, MI 48473

PHONE: 810-635-4464
FAX: 810-635-2887

Date: February 7, 2022

To: DDA Board Members
From: Adam Zettel
RE: February 10, 2022 DDA Meeting

Hello everyone,

There will be a meeting of the DDA at 6:00 p.m. on Thursday, February 10, 2022. All board members must now attend in person to participate. This will also be broadcast virtually via Zoom for the general public. Instructions and guidelines for the virtual meeting are in the packet.

We will look to hit the ground running in 2022 with updates, a vision for the coming year, the master plan progress, a potential MDOT logo sign program, and a request for the coming concert season sponsorship.

A master plan draft is hot off the press. As of writing, I have not thoroughly reviewed it myself. However, I hope all members can spend some time with this and provide some input. The formal review process will commence soon enough, and we need to be prepared to provide informed and pertinent information.

The annual contribution to the Swartz Creek Area Fine Arts Association is pretty routine at this point. I suspect the DDA is agreeable to providing the \$300 that we have in the past, and I am including a resolution to that end.

Lastly, I wish to offer a program idea to the DDA that I think would be impactful and affordable, even under the circumstances. As we look to brand our downtown as a place for locals and visitors to seek out for cultural events, recreation, and hospitality, I have noticed that our growing restaurant concentration is not well known beyond the immediate community.

One of the benefits of our downtown's location is that it is within a half mile of direct access to I-69, but there is no advertising to pull visitors downtown. Nor is there any reminder or indication of what lies at Morrish and Miller for those daily users that may live north of the city in Clayton or Flushing.

As such, I think we might have a potent impact on changing some habits and perceptions by getting our local eateries on the MDOT logo signs (blue signs) that are on interstates.

[Note that I made inquiries regarding the pharmacy and gas stations. The pharmacy is not eligible (requires 24/7 service). The gas stations are already provided for.]

The thought is this: if JT's (for example) or other restaurants can be listed on I-69, it stands to reason that they will get some additional visitors, especially for the lunch crowds. Furthermore, if we can get 4-8 businesses advertised to travelers, I think it sends a strong signal of what our area now offers. This concentration of eateries could certainly make the area worth a visit on a different level. Imagine the family from Linden that is just passing through but notices up to 8 eateries, mostly local, that are located off the interchange. Perhaps they make a plan to stop in before the varsity game next time.

I made inquiries to MDOT. They indicate that one business has already made application, but they were not able for a new food sign because they were not fully eligible. However, a partially eligible restaurant can be listed once a food sign is placed for a fully eligible business. In essence, what this means is that Feather and Fin cannot get a logo sign today (due to a lack of seating and hours). However, if a food sign is placed for another business, Feather and Fin might then qualify to be on it. Eligibility is as follows:

Eligibility

- Facility must be licensed by the Michigan Department of Agriculture
- Accessible without an admission fee
- Continuous operation serving at least 12 hours per day, 6 days per week
- Minimum permanent indoor seating capacity of 24 persons
- Restroom facilities and emergency telephone available to the public during hours of operation
- Located within 6 miles from the center of the interchange
- Eligible seasonal businesses are facilities closed for 2 or more weeks per year. The mainline logo must be covered with a "CLOSED" plaque while closed for the season or the months of operation must be listed across the bottom of the logos

The general plan is to provide a financial incentive in the form of a reimbursement to restaurants in the DDA boundaries that apply for and are accepted into the MDOT logo program. The incentive could include any amount of grant reimbursement for set up and annual fees. I recommend a program that provides a large year-one benefit, with decreasing reimbursements yearly.

Costs for participation are below. Note that MDOT can and will provide 'trail blazer' signs on Morrish for those restaurants that are on Miller Road (which is most of them).

Cost

- ~\$1,000 for original sign production
- \$850 per year, per direction of interstate traffic (\$1,700 for both directions)

Eligible and partially eligible restaurants in the district include:

- Biggby Coffee
- Burrito Bros (coming soon)
- Feather & Fin
- Great Lakes Smoothie
- Hungry Howies
- Jamisons
- Jans Bar
- JT's Country Kitchen

If the DDA were to sponsor the initial sign production with a pro-rated annual cost-sharing, with full participation, we can expect expenses as follows at various rates of coverage:

8 x \$1,000 = \$8,000 start up costs
8 x \$1,700 x 90% = \$12,240 (participant cost of \$170 per business)
8 x \$1,700 x 75% = \$10,200 (participant cost of \$425 per business)
8 x \$1,700 x 50% = \$6,800 (participant cost of \$850 per business)
8 x \$1,700 x 25% = \$3,900 (participant cost of \$1,275 per business)

I think a reasonable program might include initial sign provision by the DDA, with 75% reimbursement to local business for the first year, 50% for the second, and 25% for the third. The business would then be on their own after that.

According to MDOT, there might only be room for six businesses in each direction, perhaps fewer for west bound traffic due to spacing constraints and existing signs in that area. As such, the program would apply to accepted businesses on a first-come, first served basis.

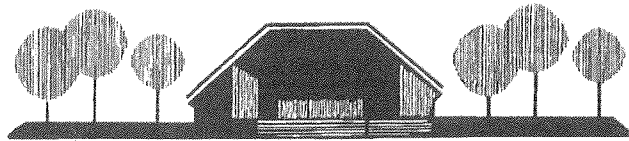
I am not seeking any formal approval at this point, but I would like to board to give some feedback. If agreeable, we could budget funds and approve a simple policy for such a program. I think this simply and predictable service would really begin to brand our downtown as a foodie and tavern district to a larger and larger market.

That is the news! Contact me directly with any questions, comments, or agenda items. Please see the city council packets for updates of other downtown and community projects! **Please let us know if you can attend or not.** We have struggled to get a quorum recently.

Sincerely,

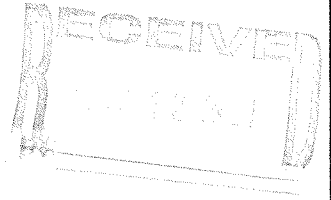


Adam Zettel, AICP
City Manager
azettel@cityofswartzcreek.org



Swartz Creek Fine Arts Association

Pajtas Theatre



CONCERT SPONSORSHIP REQUEST 2022 SEASON

Hello;

As 2021 winds to an end, it is time to set our sights on the 2022 summer concert season.

2021 was a mix of success and caution. Weather played a key role in dictating attendance. The season started on strong response to our reopening the concerts. People were very excited to get outdoors and socialize, relax and reacquaint, while enjoying fine music.

Sponsors, like yourselves contribute to the very success of the Swartz Creek Fine Arts association. While the pandemic erased a year for everyone, returning to the tradition of summer concerts was welcomed by positive feedback from patrons for both the music and the sponsors.

As we enter our 38th year of existence, and now 36 years of music, we seek once again, your support to build upon past successes.

Concert sponsorship for non-profit groups is still just \$300.00 and for profit groups \$400.00. This of course gets your group recognition in our advertising and time on the microphone during intermission to talk about your groups activities. Concert sponsorships are assigned on a first come first served basis.

Please budget for a concert sponsorship as soon as possible, to be part of the summer tradition of music on the hill!

Thank you and stay healthy!

Sincerely,
David Spillane
President Swartz Creek Fine Arts Association



Swartz Creek Fine Arts Association

8099 Civic Drive P.O. Box 98 Swartz Creek, Michigan 48473-0098
810-635-7439 -or- 810-635-4471 info@swartzcreekfinearts.org

APPLICATION FOR CONCERT SPONSORSHIP

Date of Application: _____
Name of Organization: _____
Name of Representative: _____
Address: _____
Telephone Number: Home (____) _____ Office (____) _____
Date of Sponsored Concert: _____ Tuesday _____ , 20__

Sponsorship Fee for Non-Profit Organizations: \$300.00 payable to Swartz Creek Fine Arts
Sponsorship Fee for Profit Organizations: \$400.00 payable to Swartz Creek Fine Arts

Nature of Sponsor's Activities: _____

Number of Personnel of Sponsor Participating: _____

RULES AND REGULATIONS FOR CONCERT SPONSORSHIP:

1. The Board of Directors of the Swartz Creek Fine Arts Association must approve all applications. All decisions of the Board are final.
2. The Board of Directors of the Swartz Creek Fine Arts Association shall not allow the property to be used for profit motivated purposes.
3. The theater and its grounds shall not be allowed to be used for illegal or immoral purposes.
4. No alcoholic beverages shall be allowed on the premises.
5. No unleashed animals shall be allowed on the premises.
6. No smoking within the Theater building.
7. No vehicles allowed on concrete at Theater.
8. The Board of Directors of the Swartz Creek Fine Arts Association or the applicant shall not refuse the use of the premises on the basis of race, age, handicap, religion or color.
9. The event sponsor is required to obtain any event license and/or permit, and to pay any license or permit fees, i.e. ASCAP.
10. Use of concession area must be approved for use by others, as Swartz Creek Fine Arts Association gets first consideration for concession sales. Any sales made must be shared with Swartz Creek Fine Arts at a rate of 15%.
11. Any fundraising activity must be pre-approved by Swartz Creek Fine Arts prior to concert.

I have read and understand the rules and regulations listed above and made a part of this application, and agree to abide by them in the fullest.

Applicant Signature

Applicant Title

FOR SWARTZ CREEK FINE ARTS ASSOCIATION USE ONLY:

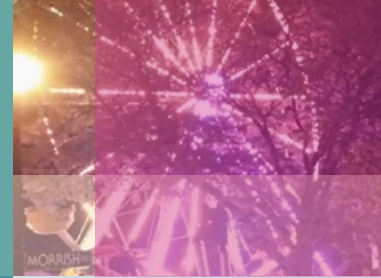
Application: () Approved () Denied

By: _____ Date: _____

SWARTZ CREEK

MASTER PLAN

DRAFT: JANUARY 2022



ACKNOWLEDGMENTS

Notes for Adam:
Need names and titles

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

Samantha Fountain, Councilmember

CITY STAFF

Adam Zettel, City Manager

PLANNING COMMISSION

Name, Title

STAKEHOLDERS

Thank you to the representatives from:

Title

CONSULTANT TEAM

SmithGroup

CIB Planning

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I. INTRODUCTION

- 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 cities and interstate highways, the city is nestled amongst 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. Unify the community behind a common vision and set of goals and policies.
2. Address the desires and needs of the residents, businesses, and property owners to preserve and enhance relevant qualities of the community and natural aesthetics.
3. 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.
4. 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.
5. Ensure that the city remains a highly desirable community in which to live, work, and visit.
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 the administrative service.

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 where reviewing rezoning applications. A Plan is a guide to development, but it is not a legally enforceable document.

MASTER PLAN VS. ZONING ORDINANCE

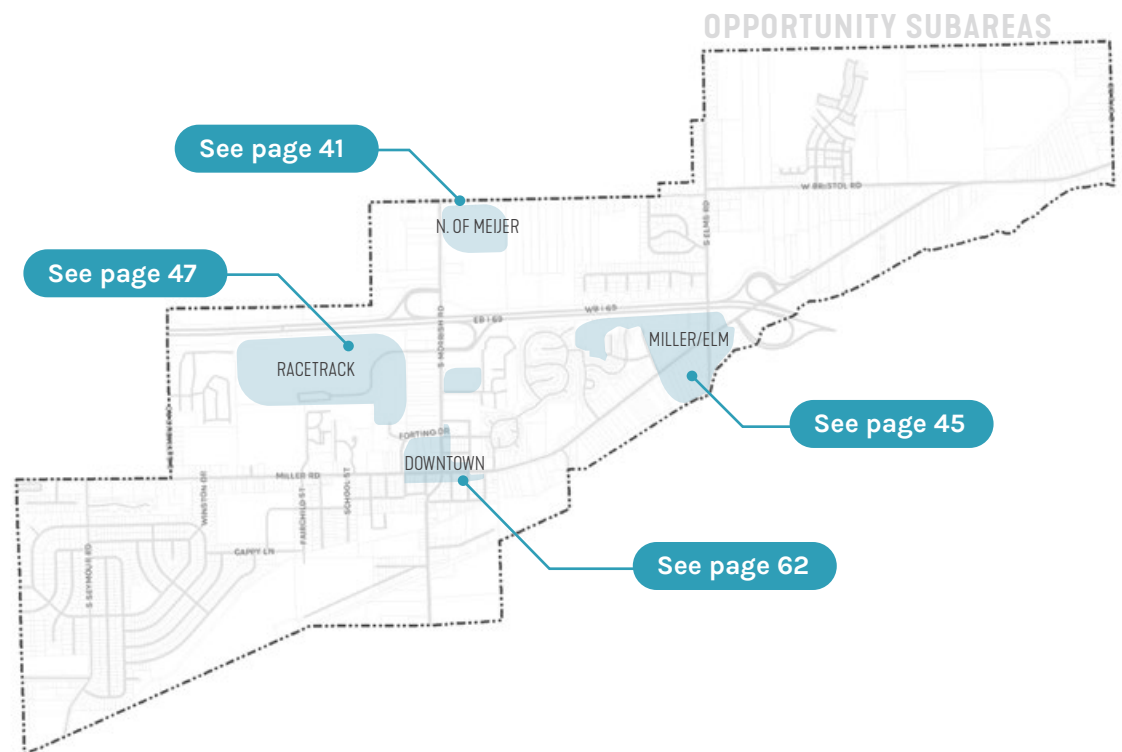
Master Plan	Zoning Ordinance
Provides general policies, a guide.	Provides specific regulations, the law.
Describes what should happen in the future, recommends land use for the next 5 to 10 years.	Describes what is and what is not allowed today, based on existing conditions.
Adopted under the Municipal 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 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 promotes communities to be development ready and competitive in today's economy by actively engaging stakeholders and proactively planning for the future—making them 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.



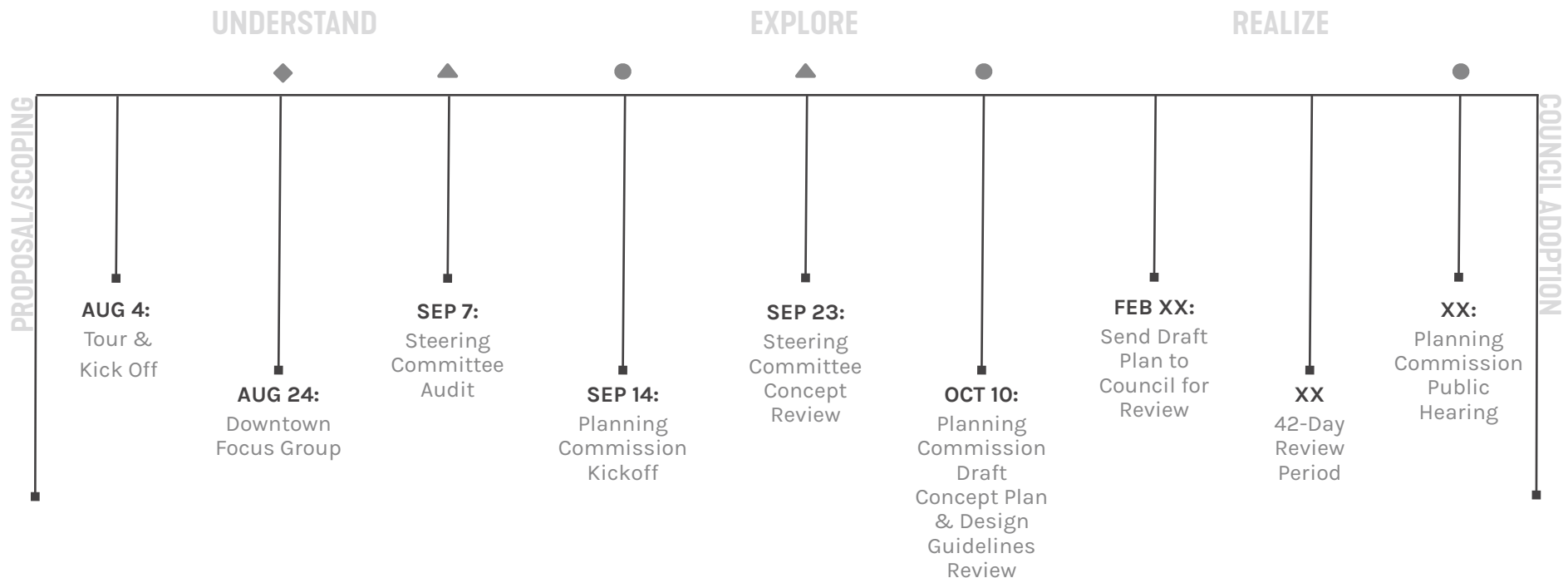
1.2 THE PLANNING PROCESS

The master plan represents an on-going effort by 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 done in 2016. Through a series of open houses, the public identified the following goals in 2016:

- Improve downtown Swartz Creek: attract more retail, restaurant, residential, 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 raceway

To expand upon past engagement, the 2022 plan update process examined a wide range of existing conditions through discussion and engagement opportunities with a steering committee, downtown focus group and the planning commission to work through plan updates and reformatting. Through engagement methods like MURAL, PollEverywhere, and discussions both online and in-person, we heard:

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 programming
- 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 creation 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

DRAFT VISION IDEAS

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:

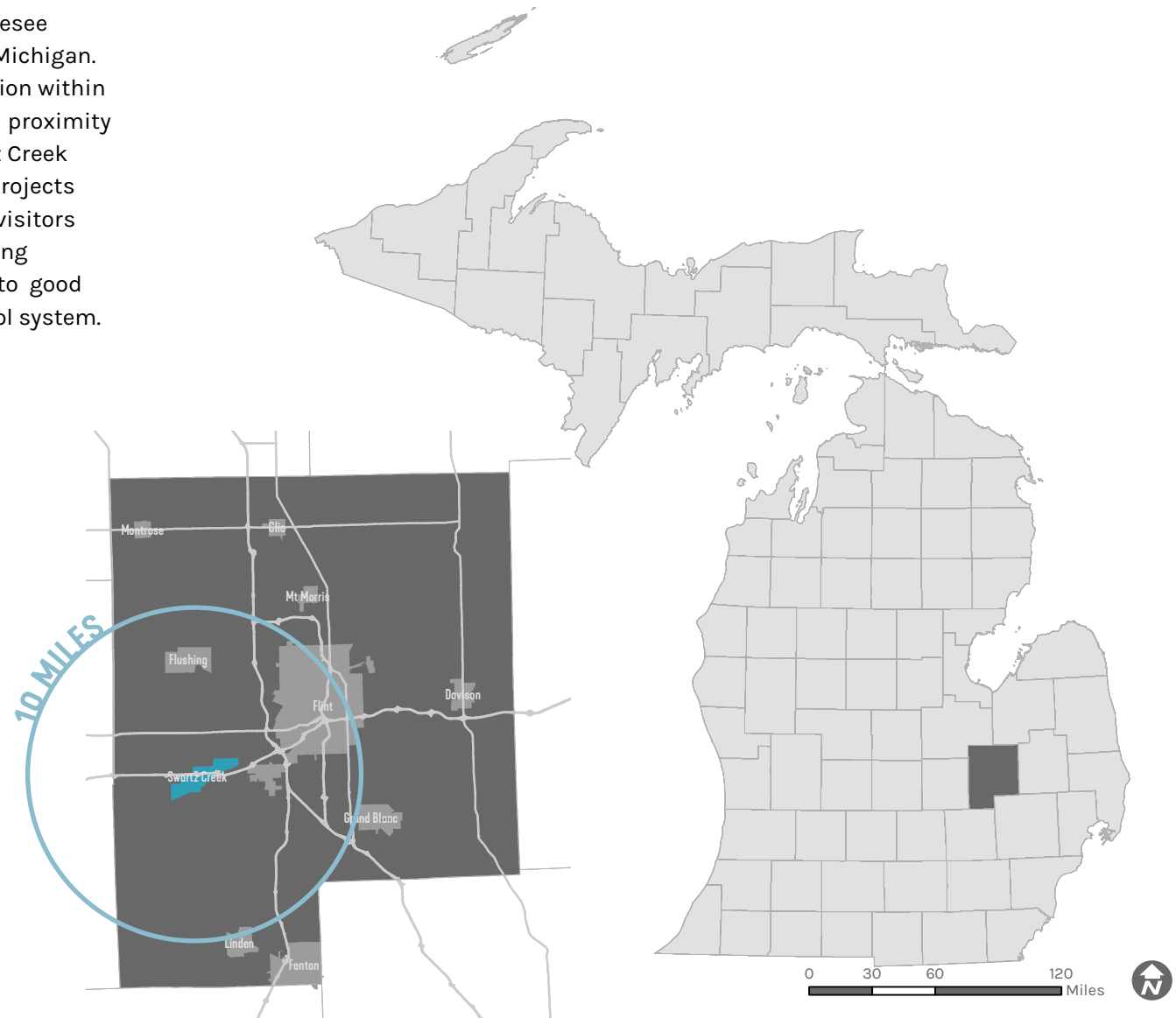
1. **Ch 1. Introduction** - Provides an overview and introduction to the Master Plan document.
2. **Ch 2. Transportation** - Analyzes existing mobility within the community and identifies targets to increase non-motorized and motorized transport.
3. **Ch 3. Economic Development** - Provides tactics to expand Swartz Creek's economic opportunities.
4. **Ch 4. Natural Features and Parks** - Provides tactics to preserve and optimize Swartz Creek's natural features, park, and recreation facilities.
5. **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.
6. **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.
7. **Ch. 7 Land Use** - Provides a framework for the City's physical land use and development character.
8. **Ch. 8 Implementation** - Identifies planning and policy tools to support the implementation of the Master Plan. Also includes a detail Action Plan to guide the work of the City and also identifies opportunities for collaboration.
9. **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 the Transportation, Natural Features, Neighborhoods, and Downtown chapters. The Land Use and Implementation chapters bring everything together and provide the tools for implementation.

1.3 SWARTZ CREEK CONTEXT

REGIONAL CONTEXT

Swartz Creek is located to the east of Genesee County, just a 15 minute drive from Flint Michigan. Swartz Creek sits in a very strategic location within the region with its two exits onto I-69 and proximity to I-75, I-475, US-23. This positions Swartz Creek well for attracting regional investment projects near the GM Assembly facility, pulling visitors into Downtown Swartz Creek, and attracting potential residents and employees due to good housing options and a high-level school system.



Notes for CIB:

When was the development plan/TIF last edited?

PLANNING HISTORY

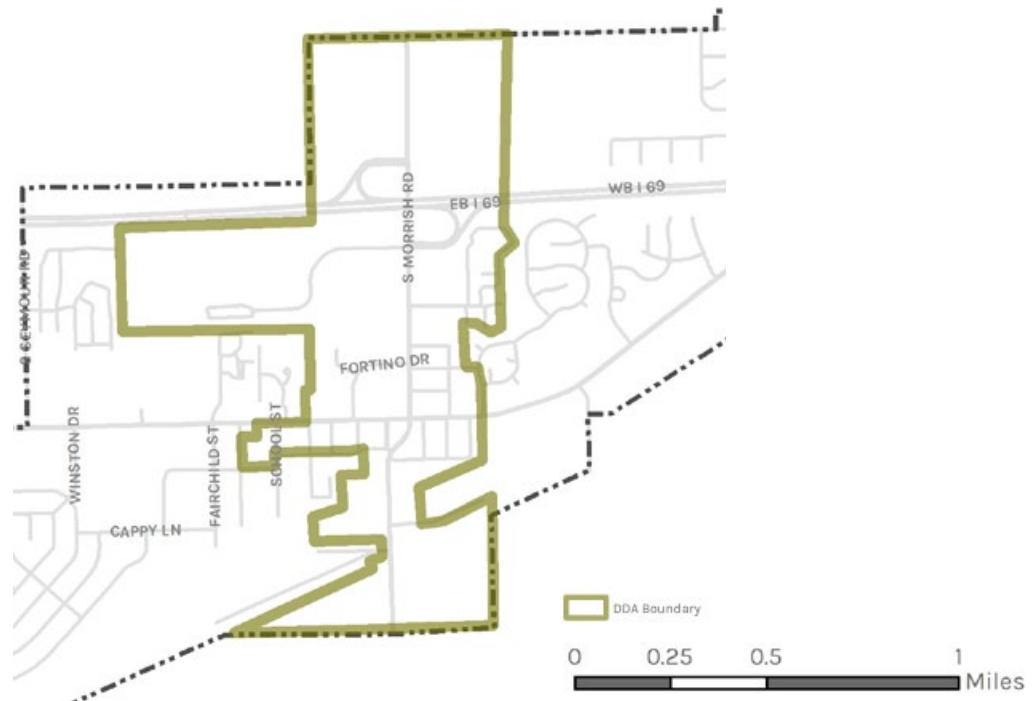
Planning is an iterative process; arriving at a land use and policy document by repeating rounds of analysis and engagement. Each planning effort builds on previous plans.

MASTER PLAN 2016

In 2016, Swartz Creek developed a Master Plan which was approved by Planning Commission and adopted by 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 change in 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. The plan developed an action plan 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; pursue new park development and acquisition that support the goals and objectives within the recreation plan. The plan is an update of previous plans since 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 has since created (2005) and amended (2015) a Development Plan and Tax Increment Financing Plan. The plans 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

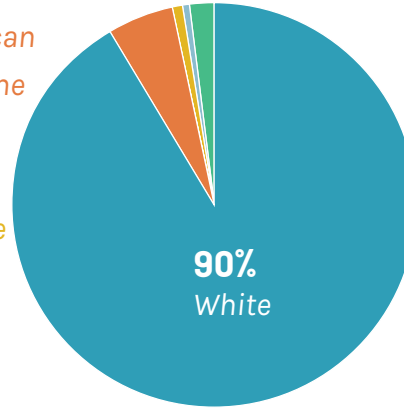
2010 and 2019 ACS Estimates



RACE

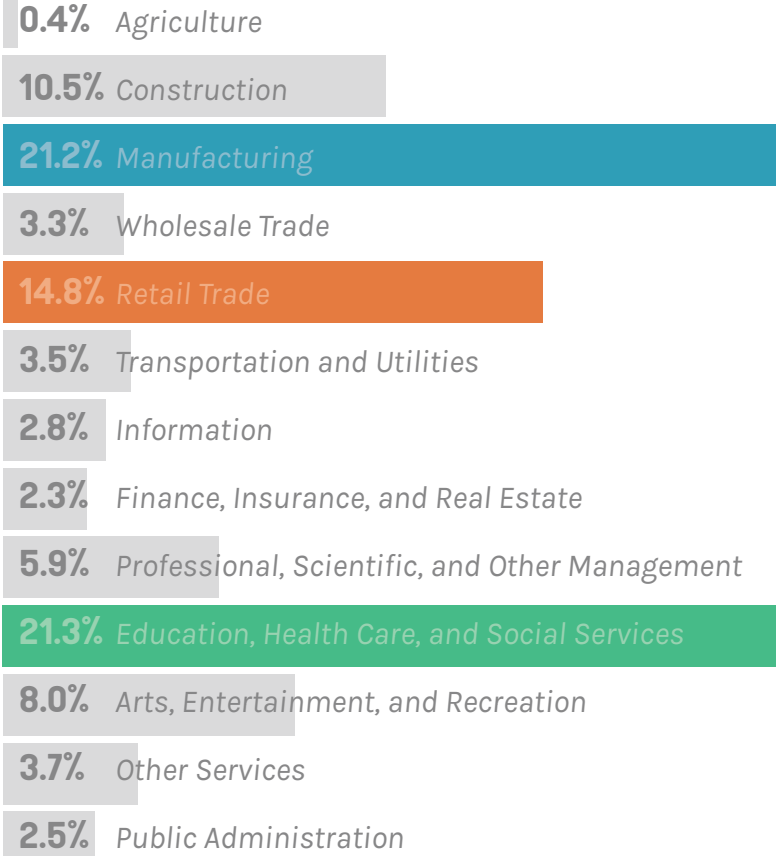
2019 ACS Estimates

- 5%** Black or African American Alone
- 02%** American Indian or Alaska Native
- 0.8%** Asian
- 2%** Two or More Races



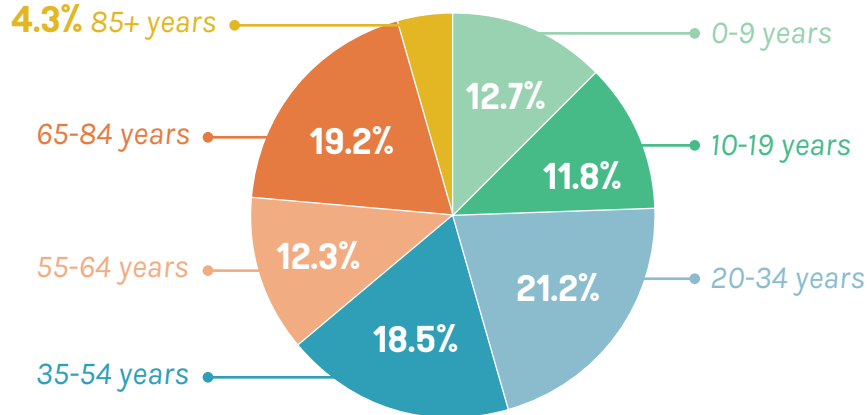
EMPLOYMENT BREAKDOWN

2019 ACS Estimates



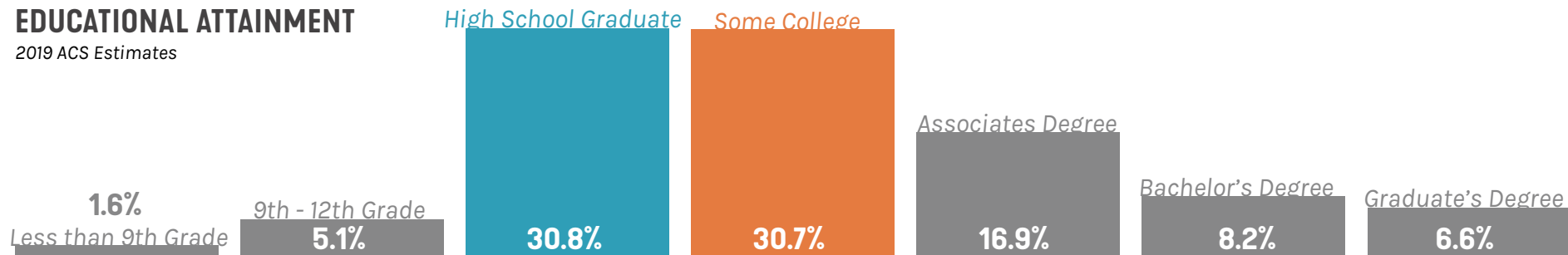
AGE

2019 ACS Estimates



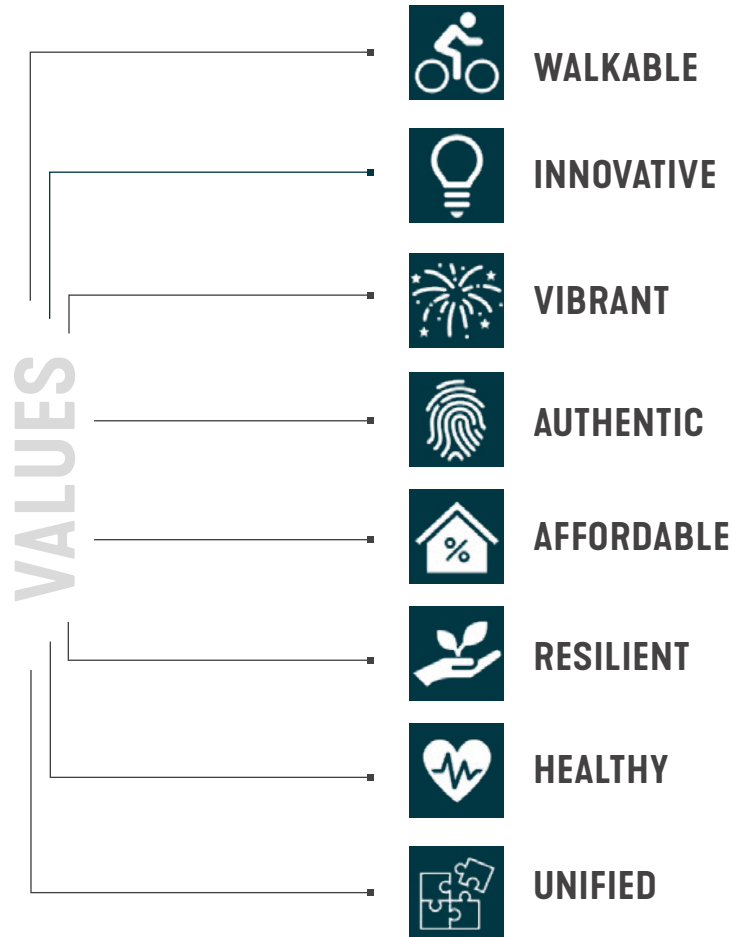
EDUCATIONAL ATTAINMENT

2019 ACS Estimates



1.4 VISION AND VALUES

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



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 Swartz Creek City 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 Swartz Creek City 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 and quality shopping and service uses for residents.
- 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 is accessible to all residents

■ NEIGHBORHOODS

- Protect existing residential neighborhoods and require new residential developments to be well-designed
- Assess how the current housing supply matches future housing demand, promoting viable residential neighborhoods that offer a mix of housing options

■ DOWNTOWN

- Provide attractive, walkable, commercial areas that create a stable economic tax base and quality shopping and service uses for residents.
- Encourage the attraction of a variety of new businesses to 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 and business, and visit
- Encourage walkability within the public realm by advocating for “human scale” 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. 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.



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.

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 vehicle miles traveled
- Reduce crashes
- Increase the share of non-motorized trips
- 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.
- Consider encouraging 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.
- Consider 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
- **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. This means that 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 recently audited based on condition. A twenty-year, unfunded capital improvement plan was created. This improvement plan was the focus of a failed dedicated street levy in 2015.

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.

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 has been 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.

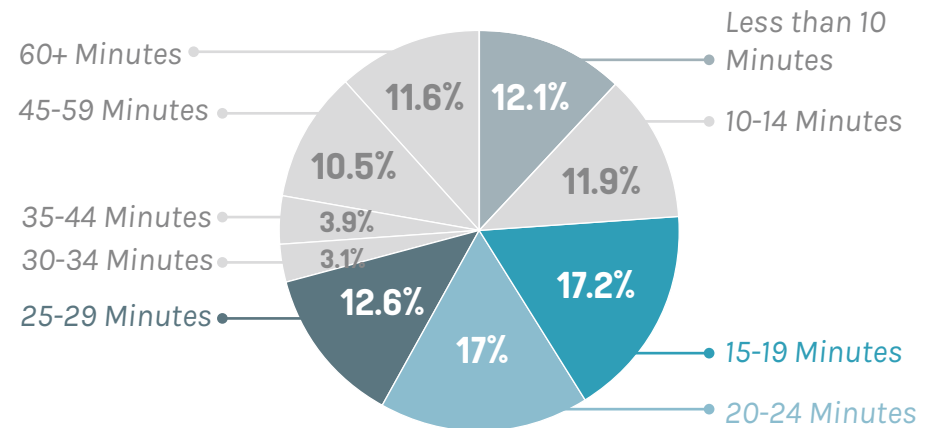
Most local streets have sidewalks, on-street parking, and right-of-way trees. However, the city has not been able to keep up with the replacement of trees as they mature and die. The city does enforce its sidewalk repair ordinance and snow clearing.

Notes for Adam:

Can you provide language on how programs for major and local street improvements have progressed to date? Could you also provide a link to your complete streets resolution?

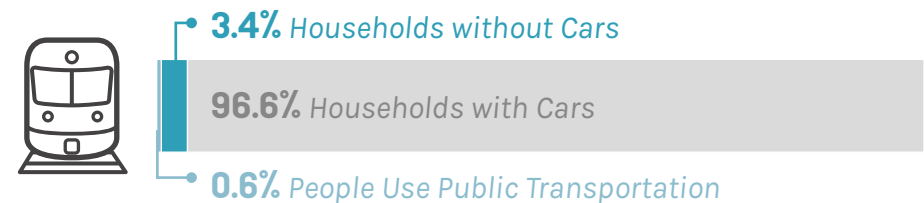
COMMUTE TO WORK

2019 ACS Estimates



MODE OF TRANSPORTATION

2019 ACS Estimates



NON-MOTORIZED TRAILS

2021 City of Swartz Creek



170 MILES

Existing non-motorized trails

ROAD TYPOLOGIES

Source: City of Swartz Creek 2021, MDOT 2020, SmithGroup 2022



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 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

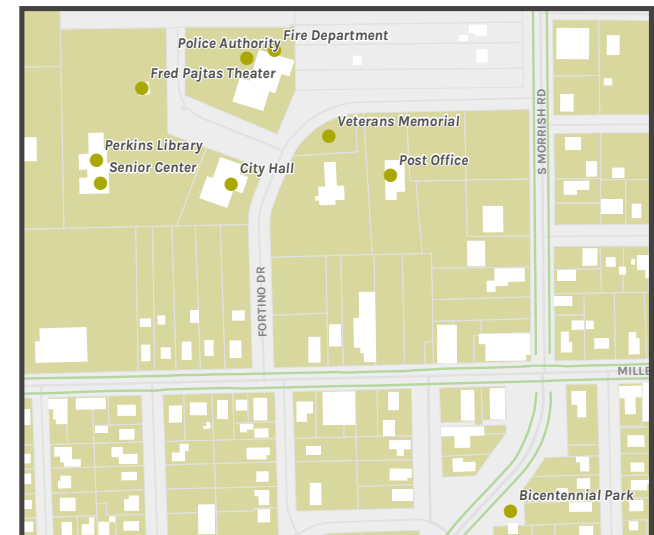
While some neighborhoods are within a walkable distance of schools, civic entities, and amenities in the downtown, there are many residents who are reliant on automobile transportation to reach these services. The Miller Road Trail does provide a West-East connection, but I-69 remains a real and perceived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

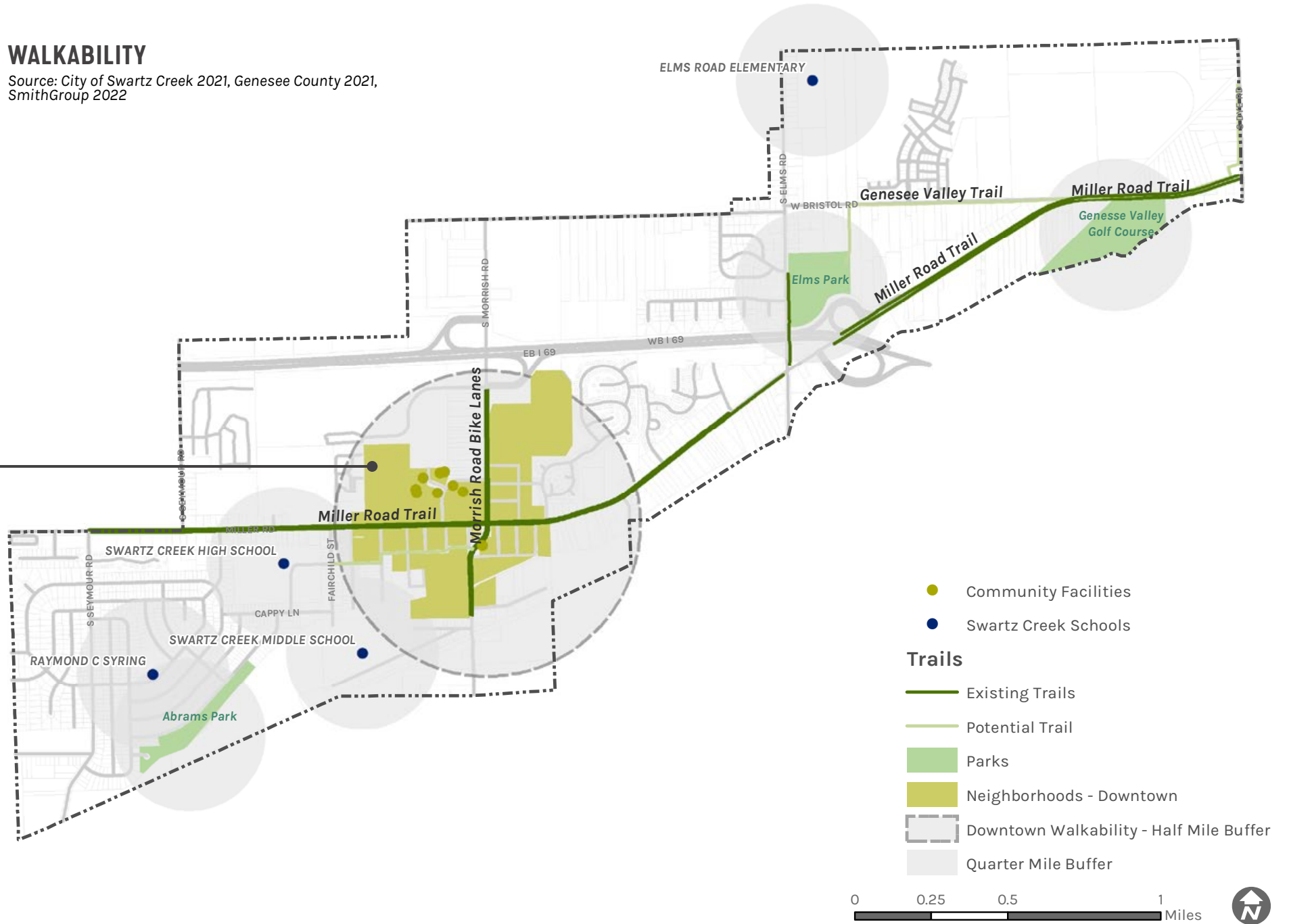
CIVIC CAMPUS

The concentration of civic services at the city center provides an opportunity for enhanced walkability and placemaking.



WALKABILITY

Source: City of Swartz Creek 2021, Genesee County 2021, SmithGroup 2022



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
- Soundly designed and well maintained for lasting investment
- 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 community by promoting human interaction and reflecting local character
- Protect and enhance the environment

VISION ZERO

The Vision Zero Network is a potential asset Swartz Creek could use, especially in areas such as Downtown. Vision zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all.

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 that improves health and fitness
- Provides options to make fewer driving trips, saving money
- Research demonstrates pedestrian and bike-friendly cities have more economic vitality

III. ECONOMIC DEVELOPMENT

3.1 Economic Development Overview

3.1 ECONOMIC OVERVIEW

1. Provide attractive commercial areas that create a **stable tax base** and **quality shopping and service** uses for residents.
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 growing 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 develop the following goals and objectives.

OBJECTIVES

1. Dedicate new, expanded areas for a mixture of 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. Promote the revitalization of downtown Swartz Creek through the attraction of businesses and other uses suited to that area.
5. Encourage the retention of residential neighborhoods in the vicinity of downtown Swartz Creek as a source of customers.
6. Promote visual and physical links between the downtown and the Civic Center such as landscaped walkways, streetscape, and public art.
7. Continue to promote community events in the downtown and Civic Center areas as a way of attracting attention and customers to downtown businesses.
8. 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 the following standards.
9. Promote the development of the mixed-use area north of the Morrish Road/I-69 interchange for retail and other uses.
10. Coordinate efforts to retain and attract industrial development and work with other groups that are involved in economic development.
11. Coordinate existing programs and provide information on small business development programs.
12. Work to grow the City of Swartz Creek Chamber of Commerce and its capacity to assist local companies, attract new companies and promote the City as a whole.
13. Implement the recently completed marketing and branding strategy.

Notes for CIB:

CIB are there any major strategies we should highlight here?
Anything we are missing?



KEY ACTIONS

- Develop an internal business retention and membership growth strategy to support existing base companies.
- 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
- Utilize TIF Funds to assist with downtown feasibility analyses as needed.
- Review and update DDA Development Plan to ensure a current project list and access to all tools available to the DDA.
- Develop a communications plan.
- Utilize Redevelopment Communities 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.
- Work with the Visitors and Convention Bureau of Genesee County to highlight local events and drive visitors to Swartz Creek.
- 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.
- 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.
- Provide a small businesses resource kiosk at city hall to inform on assistance programs.
- Increase capacity of the chamber to become the city's primary promotional entity.

REFERENCE DOCUMENTS:

- **Economic Development Strategy:** <https://www.cityofswartzcreek.org/index.php/files/135/Building-Zoning-Forms/904>
- **Capital Improvement Plan:**

Notes for Adam:

Online link to CIP is broken. Can you get us an updated link?



OUTCOMES

- Number of priority redevelopment sites successfully redeveloped
- Number of visitors increases annually
- Number of new businesses successfully permitted
- Amount of engagement from promotional materials

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IV. NATURAL FEATURES AND PARKS

- 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 is **accessible to all** residents

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.

Notes for Adam:

Could we have some pictures of the creek or parks to place in this section?

OBJECTIVES

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

OUTCOMES

- No net loss of wetland or woodland
- Increase in tree canopy
- Increase in walkable access to parks



KEY ACTIONS

- Make public access available to land adjacent to the Swartz Creek.
- Require detailed natural resource inventories and documentation of key features that will be protected and managed with large development proposals.
- Encourage land stewardship by private landowners or donations to a conservancy or land trust organization in cases where public ownership is not feasible or practical.
- 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.
- Set higher development standards or flexible/creative zoning for areas with significant natural features so development is more sensitive to the surrounding environment.
- Promote the planting of additional vegetation that complements existing natural areas that are to be retained.
- Encourage local botanical societies, garden clubs, and individuals to sponsor and maintain specific areas within the overall landscape development plan for such areas.
- 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.
- 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.

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 Environmental Quality (MDEQ) through Part 303 of the Natural Resources and Environmental Protection Act (NREPA).

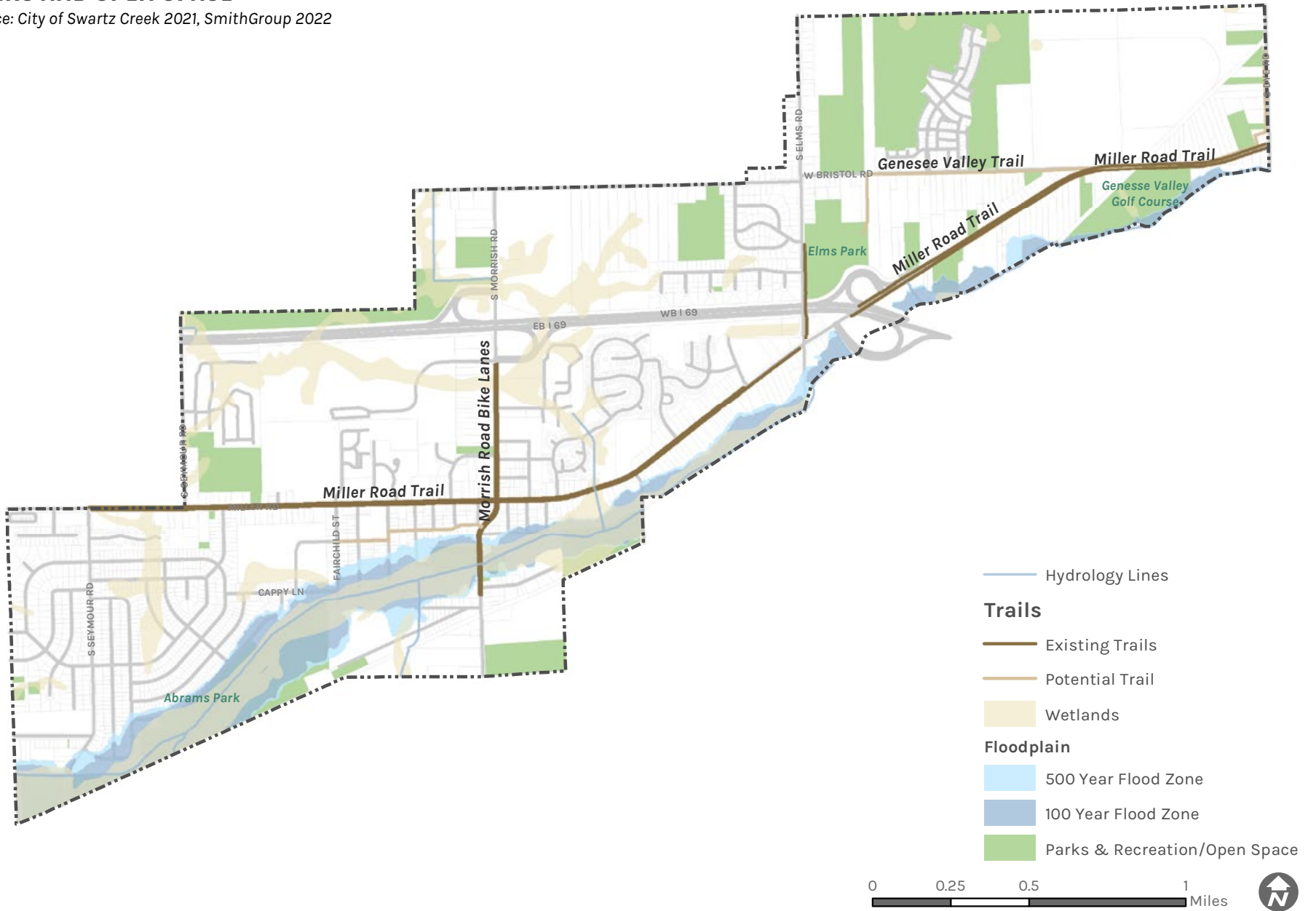
Because of state and federal requirements, wetlands constrain developmental ability when they are present. There are a variety of wetlands within the City of Swartz Creek which include:

- *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, balm of Gilead 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



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 with assistance from ROWE Professional Services Company. 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 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 recreational facilities as multi-use facilities, where feasible.
- 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 partnership to expand staff and equipment capacity.
- Aspire to have an elite level of maintenance and cleanliness of all parks and public spaces.
- Seek construction of a regional county park in west-central Genesee County.

V. NEIGHBORHOODS

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

5.1 NEIGHBORHOOD OVERVIEW

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

Single-family residential accounts for approximately 45% of the city's land use. This use is distributed to all areas of the city, but is concentrated on the west side of town, in and around Winchester neighborhood. 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 only 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 the 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.

OUTCOMES

- Increase in number housing rehabs
- 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 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 missing middle housing which can attract workforce and families to the city.
- Explore an amendment to the city's rental registration ordinance for short-term rentals

REFERENCE DOCUMENTS:

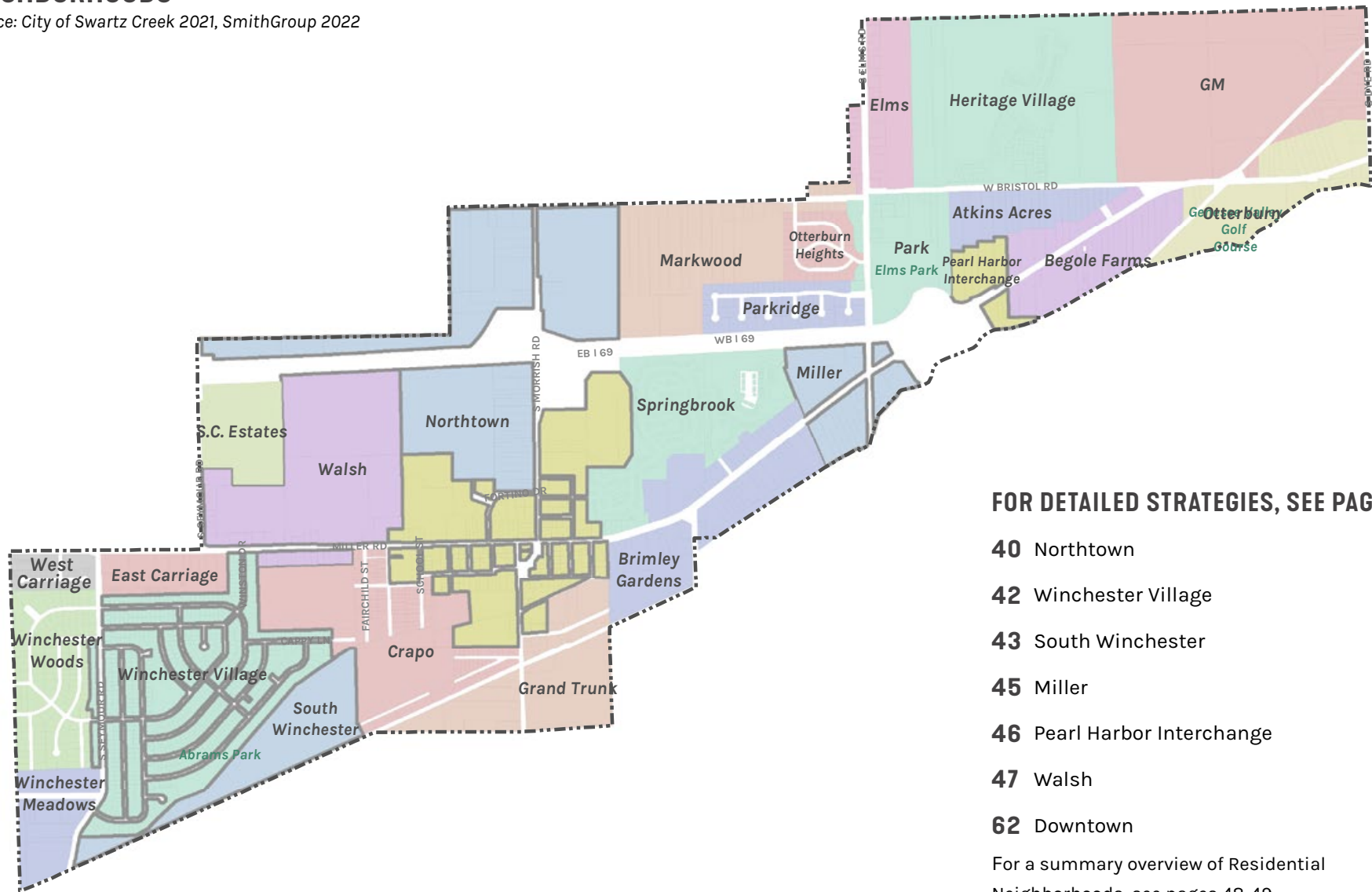
Notes for Adam:

Are there any documents we should include here? Housing studies? Recent developments?



NEIGHBORHOODS

Source: City of Swartz Creek 2021, SmithGroup 2022



FOR DETAILED STRATEGIES, SEE PAGES

- 40** Northtown
- 42** Winchester Village
- 43** South Winchester
- 45** Miller
- 46** Pearl Harbor Interchange
- 47** Walsh
- 62** Downtown

For a summary overview of Residential Neighborhoods, see pages 48-49.



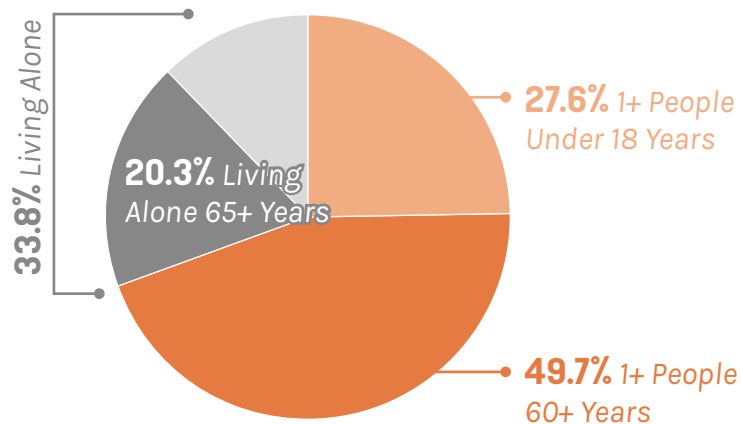
5.2 EXISTING CONDITIONS



RESIDENTIAL NEIGHBORHOOD TRENDS

HOUSEHOLD TYPE

2010 and 2019 ACS Estimates



OWNER VERSUS RENTER

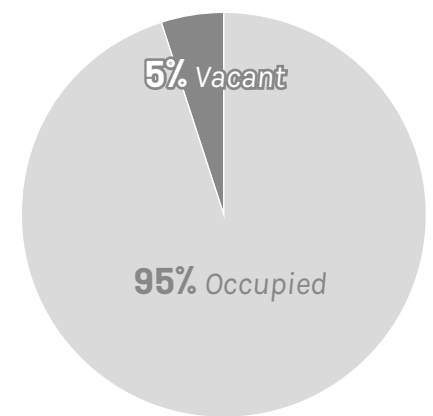
2019 ACS Estimates



67% Home Owners
33% Renters

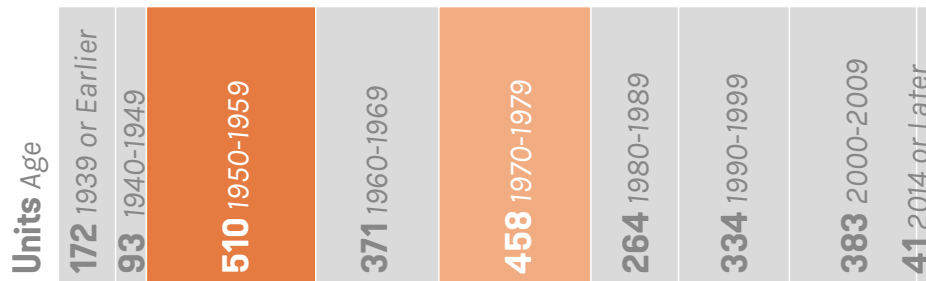
VACANCY

2019 ACS Estimates



AGE OF HOUSING STOCK

2019 ACS Estimates



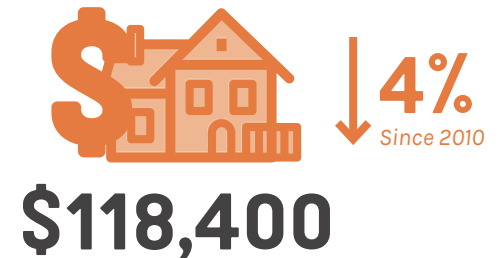
MEDIAN HOUSEHOLD INCOME

2019 ACS Estimates



MEDIAN HOUSEHOLD VALUE

2019 ACS Estimates



5.3 NEIGHBORHOOD TOOLS

To attract and retain residents, Swartz Creek must capitalize on changing demographics with an aging population and rise in family households by encouraging an expanded range of housing choices for rent and for sale. The City can promote its leverage existing infrastructure at RRC sites and provide specialized housing to empty nesters, seniors, and young professionals. 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, 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. 176 of these units 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.



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 care 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

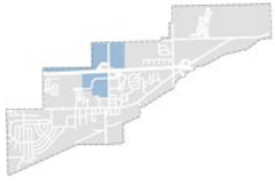
Workforce housing in the downtown is something to be improved upon in order to provide the missing middle housing that often houses young talent moving into the area as well as the elderly. Currently, several buildings lie vacant in the downtown, and have the potential to be used as mixed-use, first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

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 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.

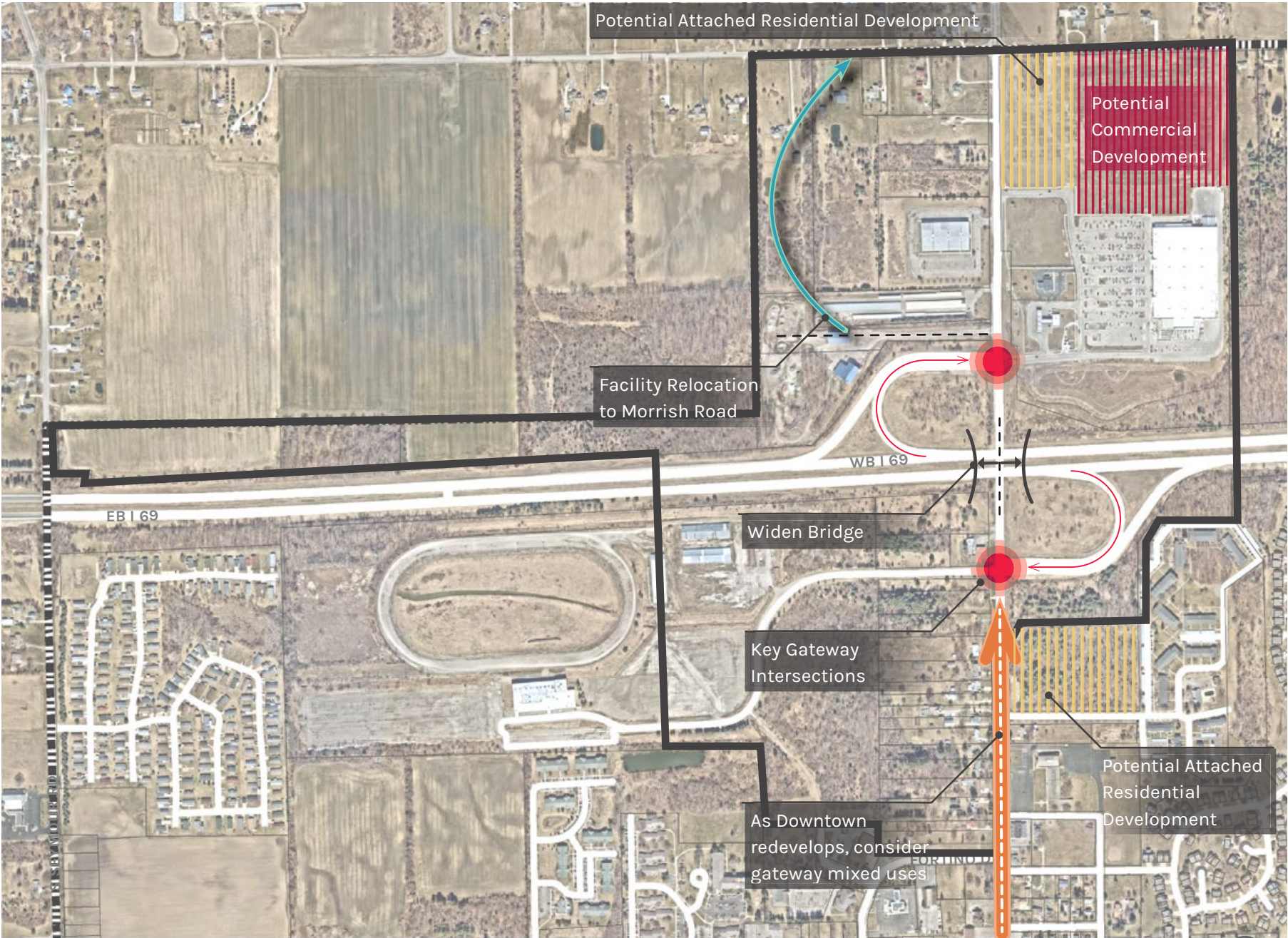
The City should continue to work with developers and the DDA to ensure that the road improvements and any aesthetic improvements meet the goals of the city. The status of the existing bridge across I-69 is of concern due to its limited two-lane capacity. **It is crucial that the city work with the MDOT and private interests to widen this bridge.** 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 safe.

Notes for Adam:
Is widening of the bridge still relevant?

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

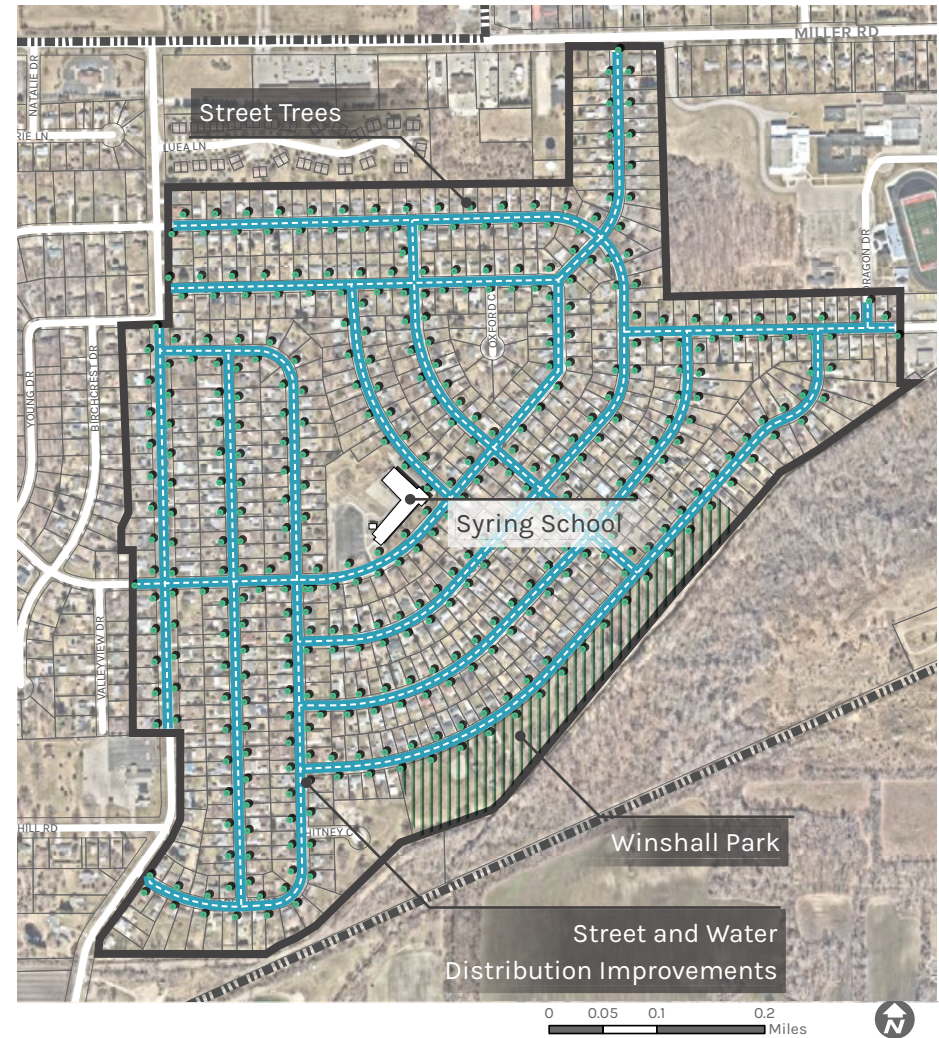
Source: Esri, SmithGroup 2022

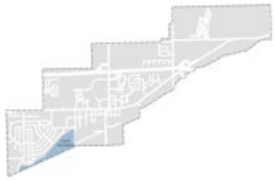


WINCHESTER VILLAGE

The Winchester Village subdivision in the City is approximately sixty years old. This neighborhood was one of the first complete, 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.

The city secured a revenue source to enact the 20 year street plan in 2016 and make needed updates to the infrastructure. This project is nearing completion as of spring 2022, meaning the area should now be targeted for long-term maintenance.





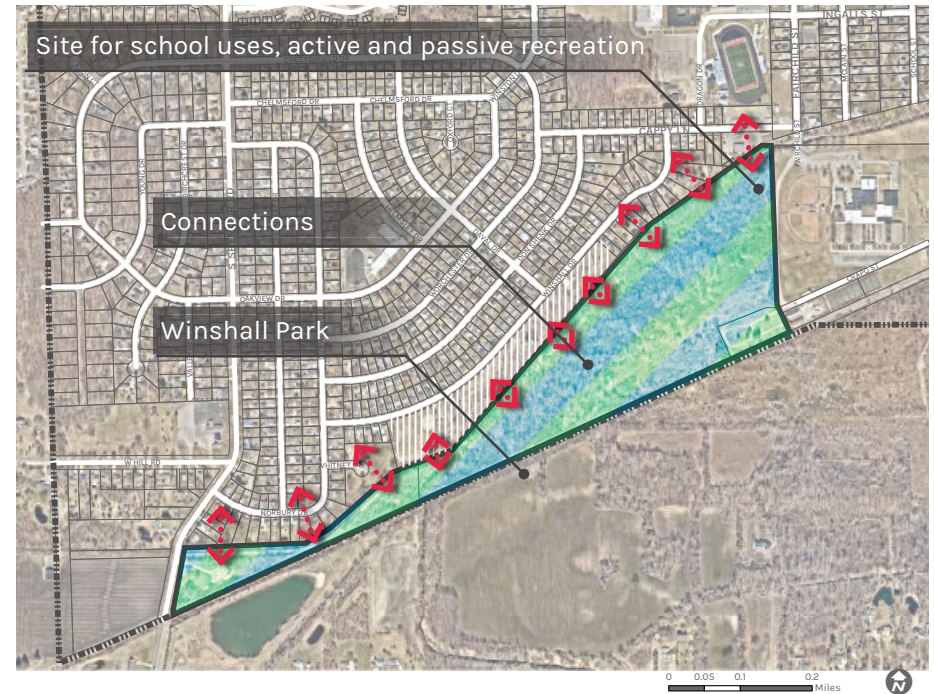
SOUTH WINCHESTER

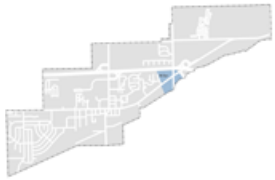
The area west of the middle school was once the target of many proposed developments, but this site is faced with several physical constraints. The land is not adequately served by utilities or transportation, and some of the property is located within a flood-prone area/ wetland.

The property is privately owned and given the physical constraints, this site would be most appropriate for school uses, as well as active and passive recreation. The environmental and access issues related to the property will need to be addressed prior to development of this area for any other purpose. A detailed analysis of the area may discover opportunities for development that could be effectively integrated into the natural setting, thereby offering attractive and desirable residences.

The city should consider the possibility of integrating South Winchester with the Winchester Village neighborhood and Winshall Park as a natural area.

The city may also find an opportunity to work with the school district to develop this area as another school building site or shared recreational/ athletic area.





MILLER NEIGHBORHOOD

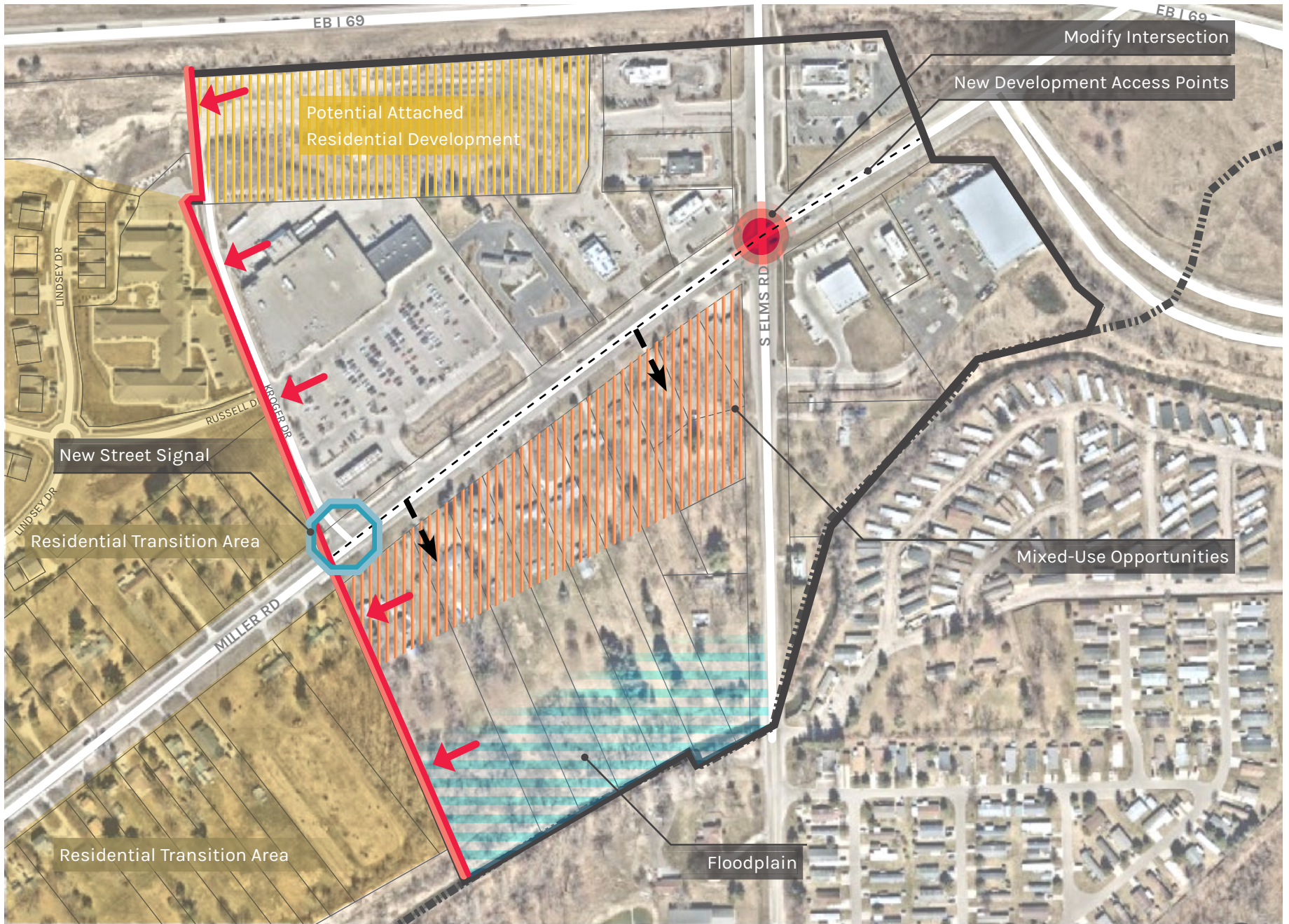
Much of the land in the vicinity of Miller Road and Elms Road is currently developed as a Planned Unit Development. The PUD has proven to be successful at attracting new commercial development to this area of Swartz Creek, while integrating this development with the Springbrook neighborhoods, Elms Park, and the planned assisted living. 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

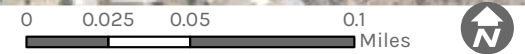
PUD and Downtown and should remain residential. To maintain the character of the neighborhood, the existing west boundary of the Miller Neighborhood PUD should be retained as the west boundary of commercial development.

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.



MILLER NEIGHBORHOOD

Source: Esri, SmithGroup 2022



Notes for CIB:

Adam is seeking advice for this area. He said "perhaps it should be left alone for now. Other commercial areas are not moving quickly." This makes sense to us. Any insights?

PEARL HARBOR INTERCHANGE

The Pearl Harbor Interchange, so named for the Interstate designation between Flint and Perry, MI, is comprised of the undeveloped land between Elms Road and the Baptist Church lands to the east. 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 as well as the users of the interstate and the trade school, ITT. The area is comprised of large lots that can be developed individually or assembled for larger types of development. A larger scale or consolidated PUD is recommended.

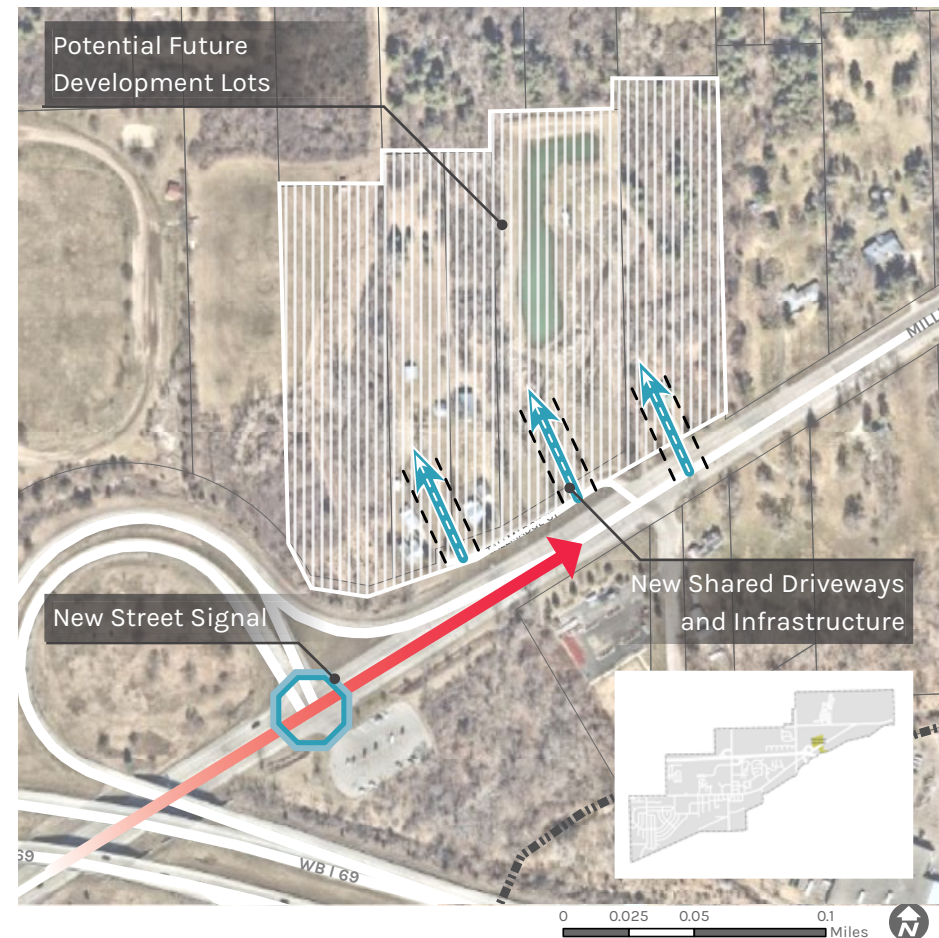
The development of this area will present several challenges. Access will need to be coordinated so that the capacity of Miller Road is not unduly impacted. This was largely accomplished when ITT installed the left turn lane. The use of shared driveways, linked parking areas, service drives and other 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 and the trade school site.

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.

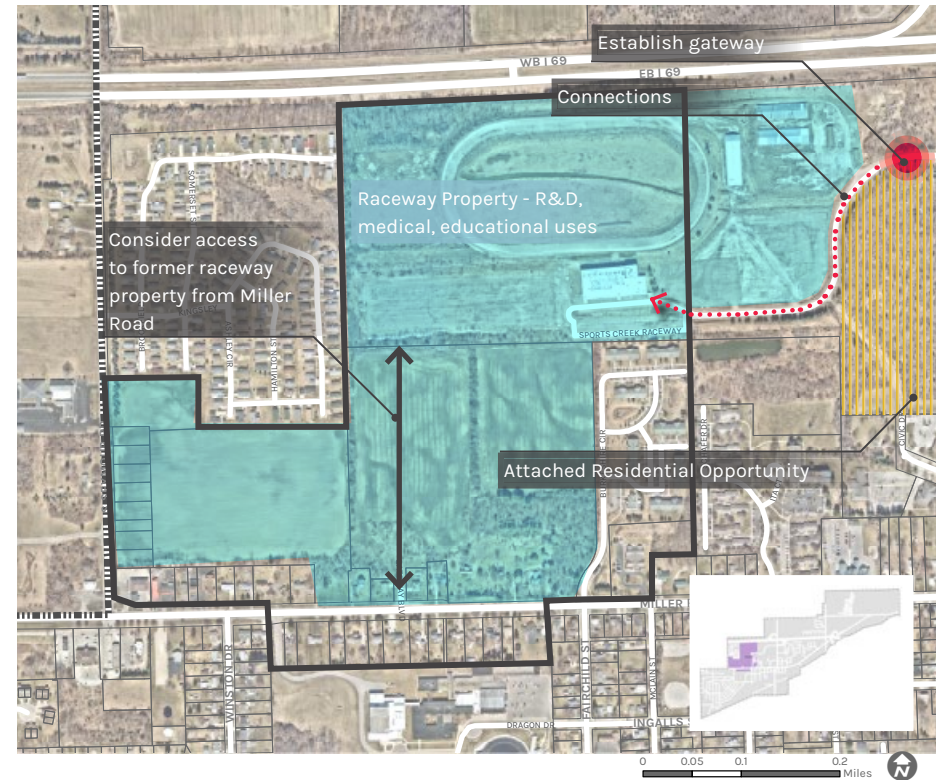


WALSH NEIGHBORHOOD

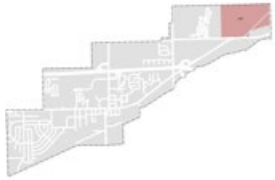
The Walsh Neighborhood is comprised of the vacant acreage north of Miller Road between Fairchild Street and former Seymour Road. This area borders the school campus, Downtown, the Sports Creek Raceway, and Swartz Creek Estates. As such, it offers many opportunities and challenges for development.

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 another medium-density attached housing development.



RESIDENTIAL NEIGHBORHOODS



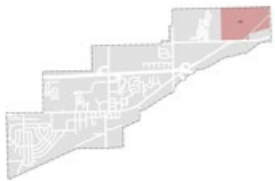
GM

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 plated 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 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.



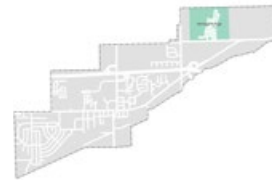
PARKRIDGE AND OTTERBURN

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.



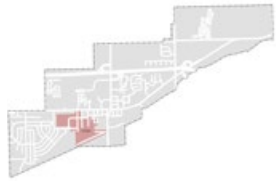
MARKWOOD

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 in to low density housing that would provide desirable lots in an area with good automobile access.



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.



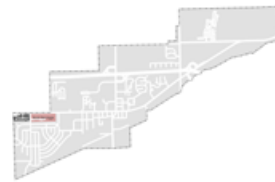
GRAND TRUNK

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

- 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 economic tax base and quality shopping and service uses for residents.
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 PUD to develop key properties

OUTCOMES

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



KEY ACTIONS

- 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
- 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 to the rear of the businesses or underground (or relocate the wires if practical)
- 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
- Collaborate with private property owners on Miller to close redundant/disused driveways
- Pursue federal and state funding for roadway landscaping projects
- Consider future designation as a Michigan Main Street community
- 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
- Promote the use of the Civic Center and downtown areas for community events and activities.
- 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.

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 8.1](#)) 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

- Focal point of community brand
- RRC Certified status
- Incentives package
- New streetscape
- New events
 - Back to the Bricks
 - Jeepers Creekers
 - Holland Square Movies

Notes for Adam:
Could we have some pictures of these recent successes?

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 village's primary employment center 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.

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.

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
- Continuous street edge with multi-story buildings and well-articulated facades
- New development complementary to existing building forms and materials
- Retain and maintain older structures, especially historic facades
- Welcoming storefronts with active window displays and outdoor seating
- Pedestrian-scale design elements like awnings, projecting blade signs, landscaping, and lighting
- 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 Lexington. 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

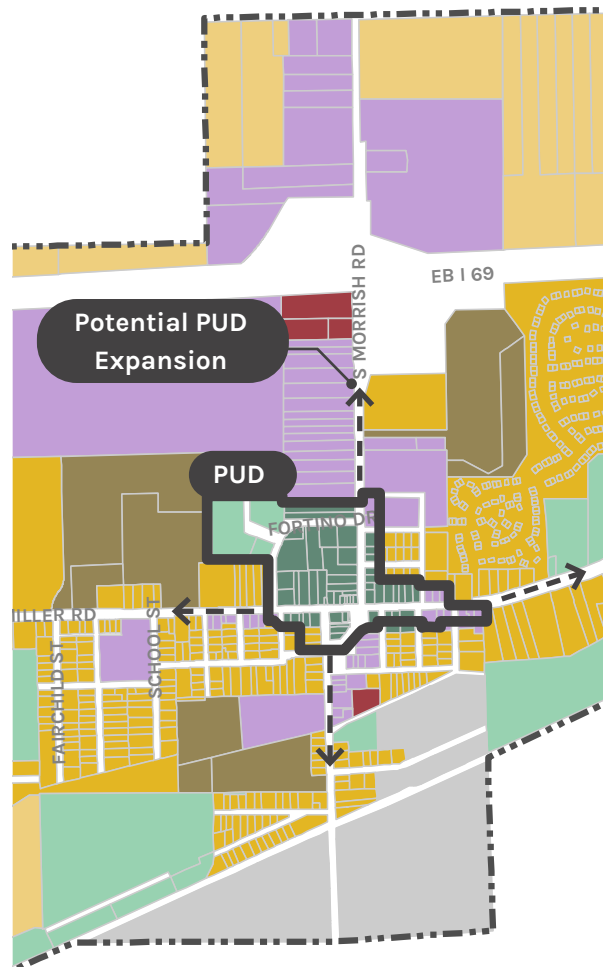
PLANNED UNIT DEVELOPMENT (PUD)

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

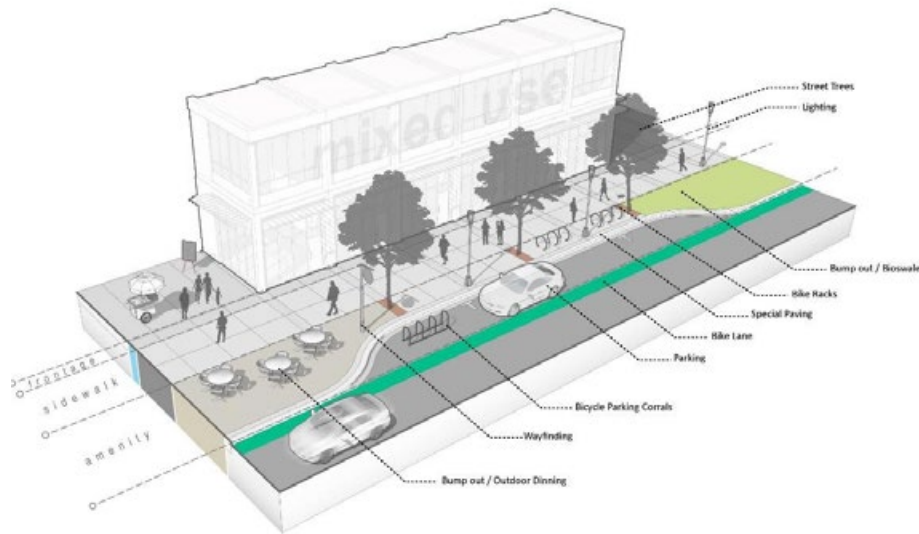
- Active ground floor uses including retail and service uses such as shopping, restaurants, cafes, and salons to enhance the pedestrian experience
- Entertainment and recreation uses to complement the waterfront
- Office and employment uses, especially on upper floors of mixed-use buildings
- Employers 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 facades, 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 village 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.

STREETSCAPE

Streetscape elements include inviting building facades, 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 and 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

WALKABILITY

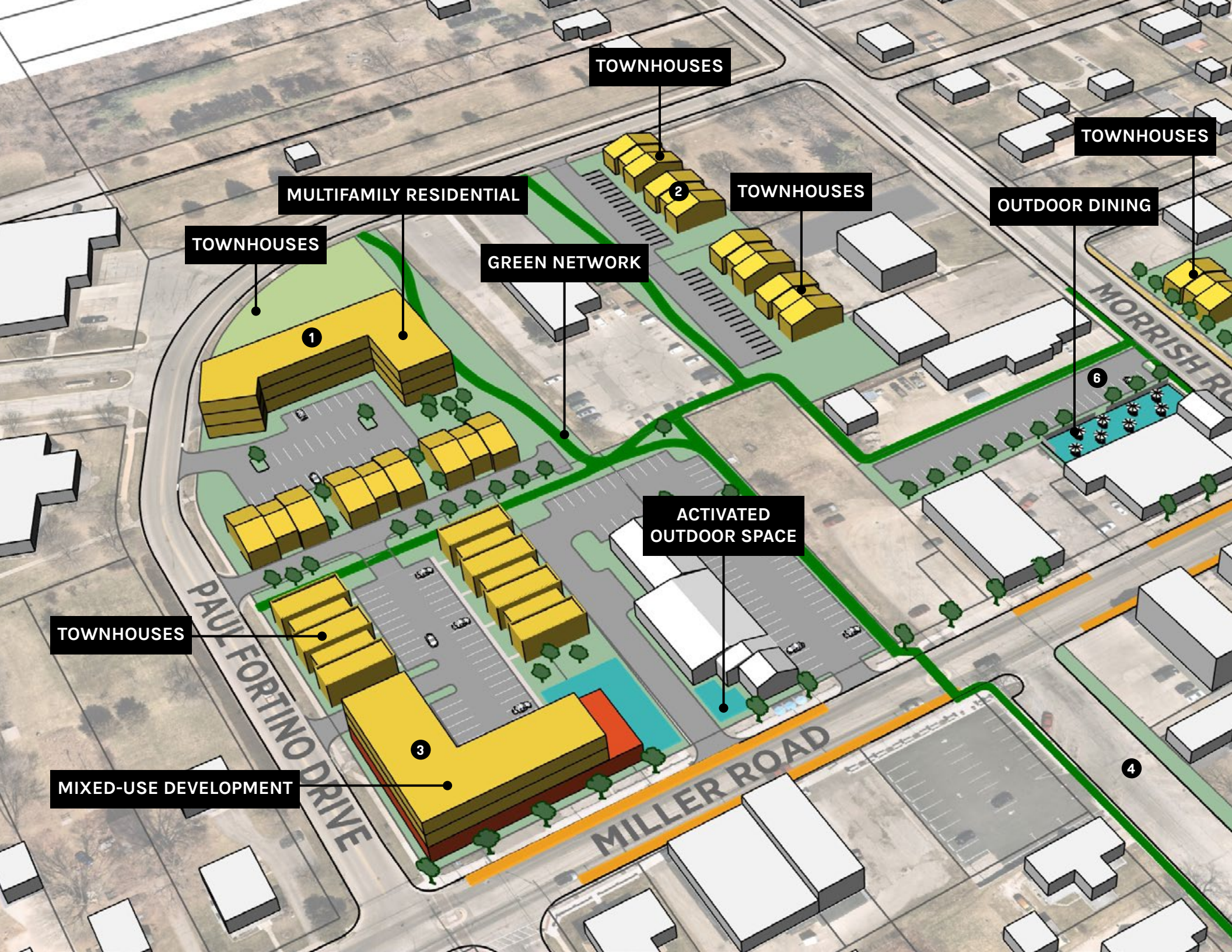
Safe pedestrian environments are a critical element of a vibrant downtown. A pedestrian's needs are fairly basic: comfortable, safe destinations within walking distance. The following are several of the necessary ingredients of an inviting walking environment:

- 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



TOWNHOUSES

TOWNHOUSES

MULTIFAMILY RESIDENTIAL

TOWNHOUSES

OUTDOOR DINING

TOWNHOUSES

GREEN NETWORK

1

2

6

ACTIVATED
OUTDOOR SPACE

TOWNHOUSES

3

4

MIXED-USE DEVELOPMENT

PAUL FORTINO DRIVE

MILLER ROAD

MORRISH ROAD



MIXED-USE DEVELOPMENT

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

- 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. Encourage **walkability** within the public realm by advocating for **“human scale” 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.

Notes for Adam:

Do you have imagery we can use to show current successes?

OBJECTIVES

1. Promote Swartz Creek as an optimal place to live, operate and business, and visit
2. Encourage walkability within the public realm by advocating for “human scale” 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 by dollar amount
- 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 sewers.
- 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'.
- Recognize the 'Prosperity Agenda' as defined by the State of Michigan in future development.
- 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.

REFERENCE DOCUMENTS:

- [Prosperity Agenda of the State of Michigan: extension://efaidnbmnnnibpcajpcglclefindmkaj/viewer.html?pdfurl=http%3A%2F%2Fgstmiworks.org%2Fwp-content%2Fuploads%2F2017%2F04%2FProsperity-Region-6-4-Year-Plan.pdf&clen=670729&chunk=true](http://efaidnbmnnnibpcajpcglclefindmkaj/viewer.html?pdfurl=http%3A%2F%2Fgstmiworks.org%2Fwp-content%2Fuploads%2F2017%2F04%2FProsperity-Region-6-4-Year-Plan.pdf&clen=670729&chunk=true)



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.

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.

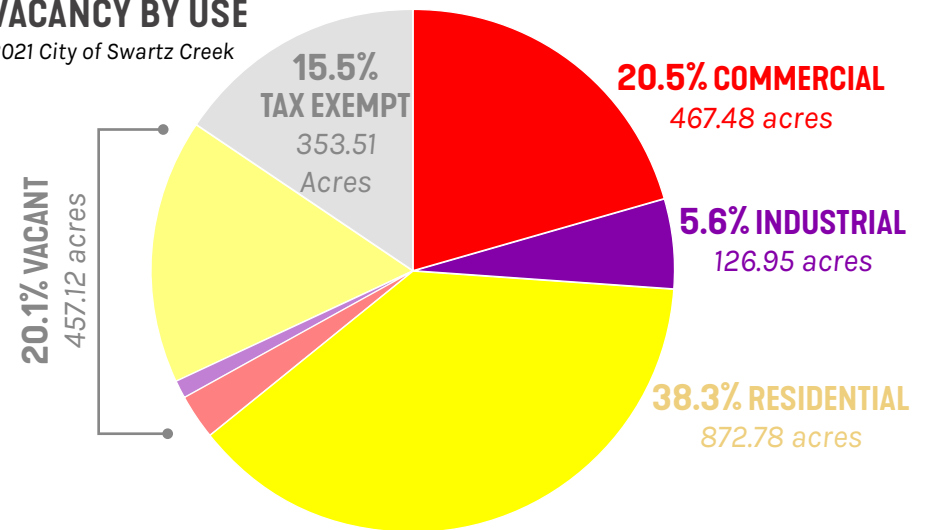
The City of Swartz Creek is composed of a mix of uses that is typical for a small town. The community is mostly residential, with a sizable amount of commercial, industrial and vacant land within the corporate limits that will be the focus of future planning.

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 I69. 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.

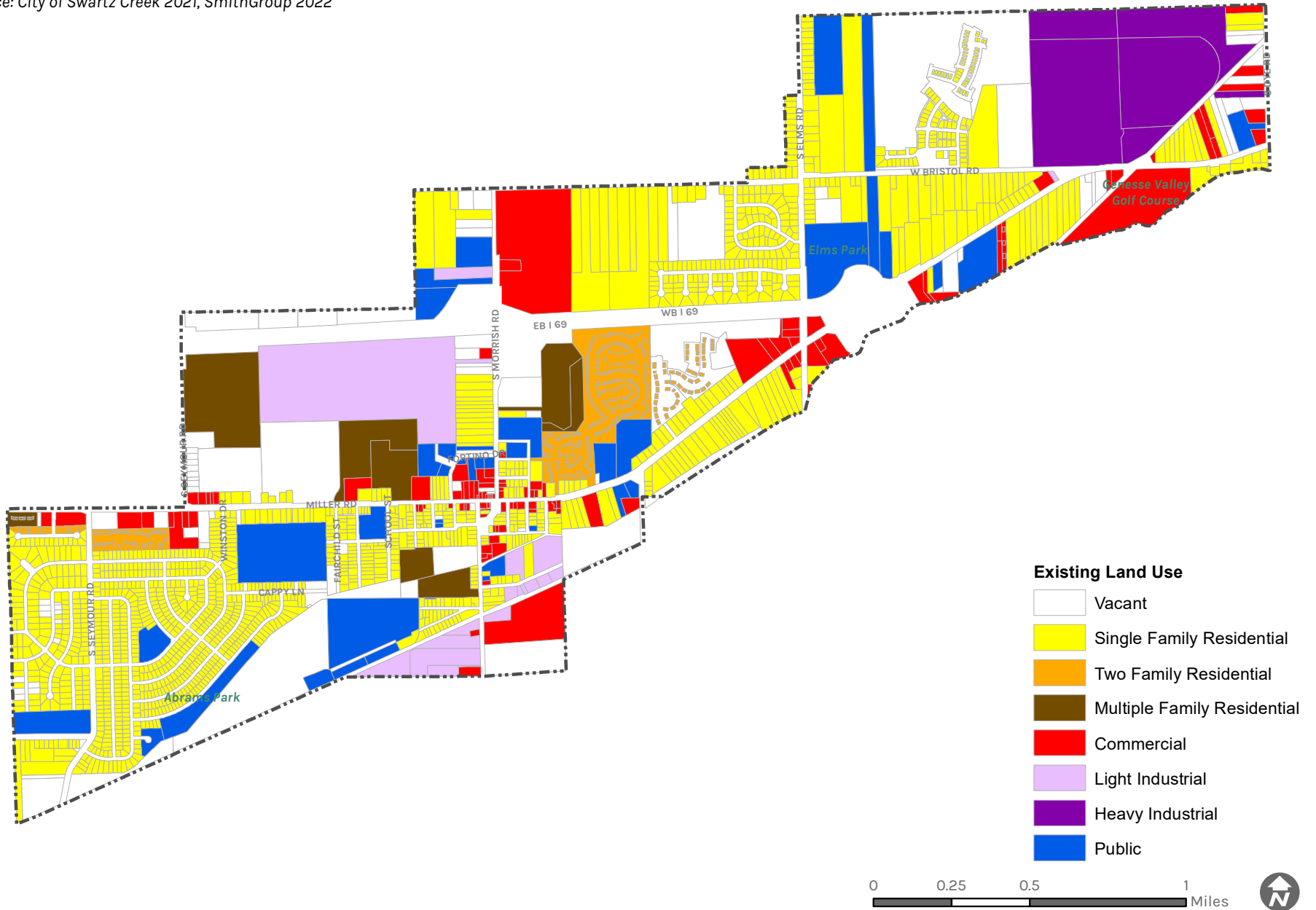
VACANCY BY USE

2021 City of Swartz Creek



EXISTING LAND USE

Source: City of Swartz Creek 2021, SmithGroup 2022



7.3 FUTURE LAND USE

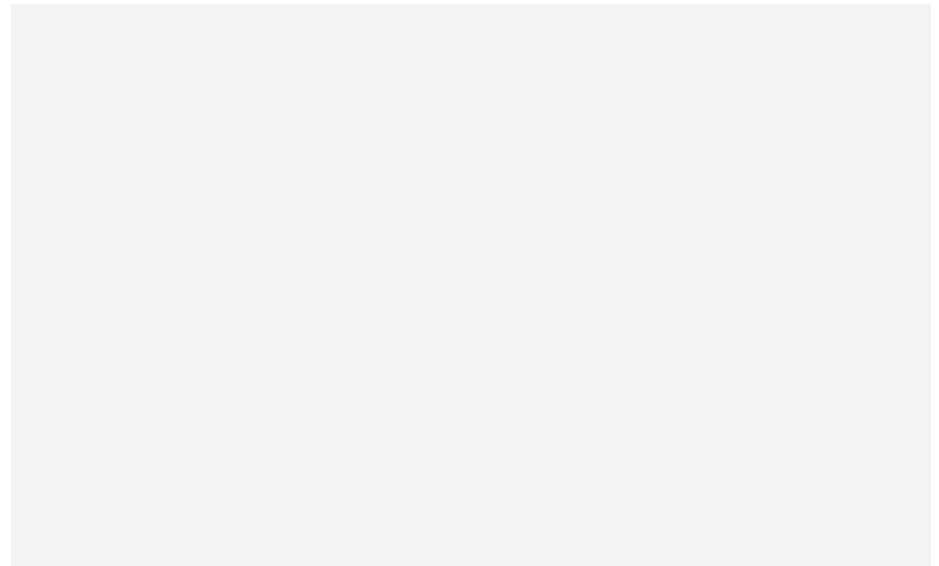
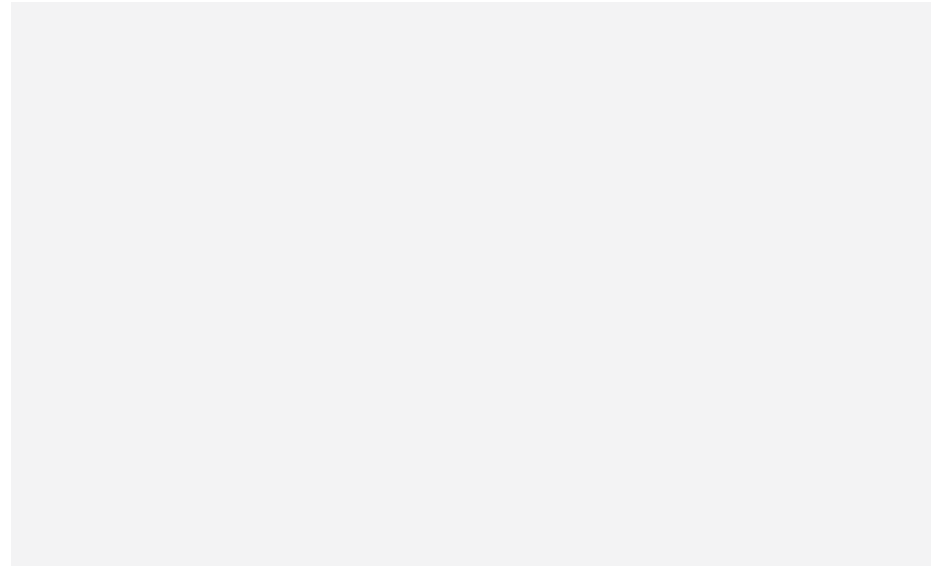
The Future Land Use plan and map depicts the preferred, generalized composition of future land uses for the City of Swartz Creek. The Future Land Use plan is the general framework upon which land use and policy decisions for the city will be guided for the next 25 years.

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.

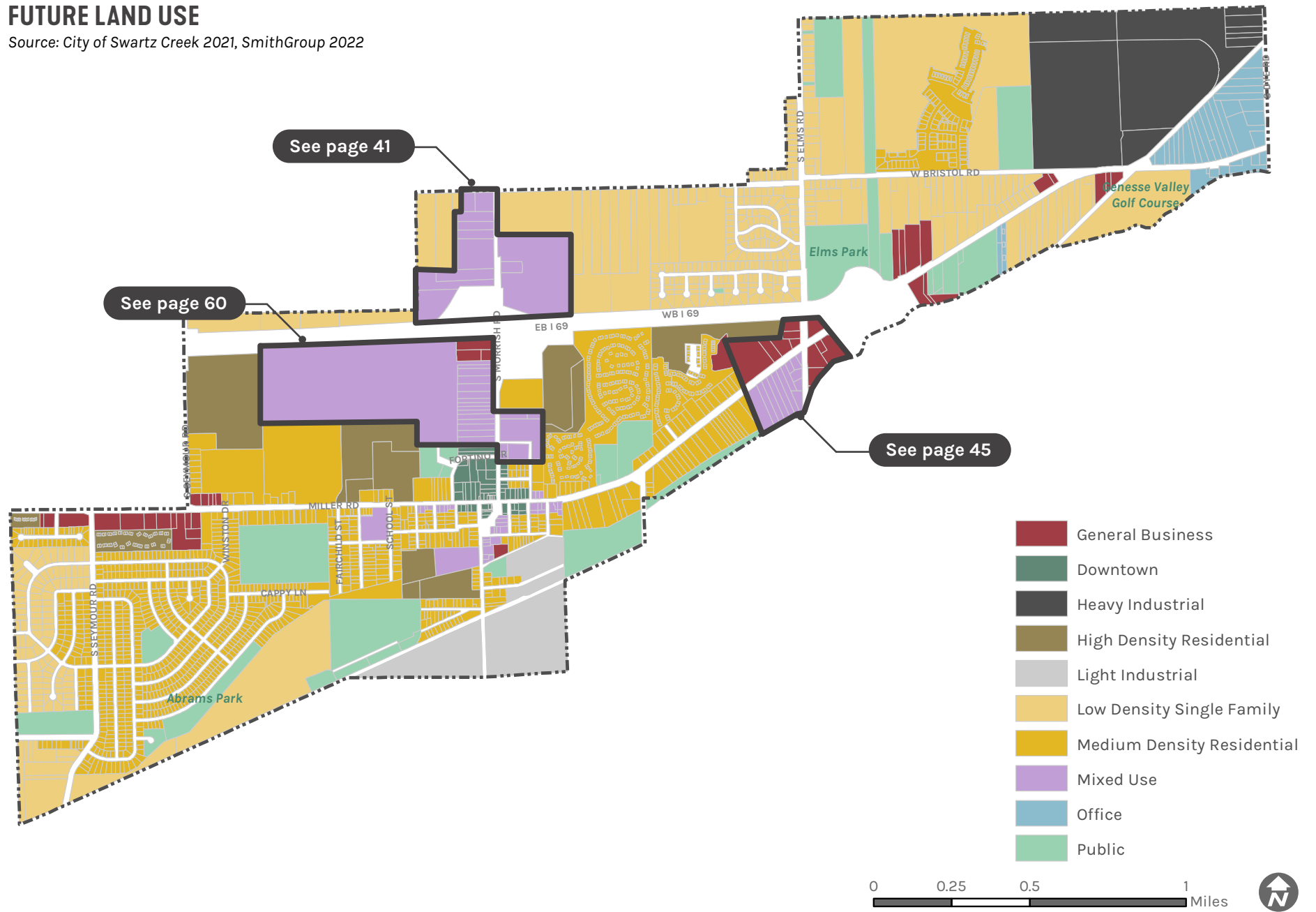
Factors considered include:

- 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 I69, 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 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 corridors.

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.

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

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



MIXED USE

The mixed use district is intended to provide opportunities for redevelopment in transitional areas. Utilizing the proximity to I69, 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 gateway to bring in travelers along I69
- 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. 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 Winshall Park, along with the smaller bicentennial park, Veterans Memorial, 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, part 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. 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

Notes for Adam:

Do you want to differentiate between heavy/light industrial in future land use?

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.

ZONING		FUTURE LAND USE									
		LOW DENSITY SINGLE-FAMILY	MEDIUM DENSITY RES	HIGH DENSITY RESIDENTIAL	GENERAL BUSINESS	MIXED USE	DOWNTOWN	OFFICE	LIGHT INDUSTRIAL	HEAVY INDUSTRIAL	
RESIDENTIAL DISTRICTS											
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 Seniors Housing Development District			X							
NON-RESIDENTIAL DISTRICTS											
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

- 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 conform 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 village'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-way) 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

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 for 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.

Notes for CIB:

Should we mention
the CIA with DDA?

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)
- MSHDA MiPlace
- 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.

Notes for CIB:

Are there any particular partnerships we should be sure to mention here?
Anything missing?

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

- Manager: City Manager
- CC: City Council
- PC: Planning Commission
- DDA: Downtown Development Authority
- CD: Community Development
- P&R: Parks & Recreation Advisory Board
- PS: Department of Public Services
- County: Genesee County

TOOL

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

Notes for Adam:

Would the Parks and Recreation advisory board be the most appropriate reference here?

TRANSPORTATION

ACTION	TIME FRAME	RESPONSIBLE PARTY	TOOL	PRIORITY
Implement and renew the 20 year street program.	Immediate	CC	Policy	
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	
Require traffic impact studies as part of the development review process to mitigate the impact of development on traffic.	Ongoing	CC	Reg	
Coordinate long-range traffic projections and programming of needs with MDOT, Genesee County Metropolitan Planning Commission, and adjacent communities.	Immediate	PS	Partner	
Require non-motorized paths to be installed within all new residential developments in order to enhance connectivity within the city's non-motorized system.	Ongoing	CC	Reg	
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	PS	Reg	
Consider encouraging alternative modes of transportation such as bicycle and ride sharing, utilizing design that promotes micro-mobility use.	Short	Manager	Policy	
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	PS	CIP	
Consider design guidelines that recommend parking lot buffers, landscaping and pedestrian connections within surface parking lots.	Short	CD	Policy	
Continue installation of pedestrian refuge islands where appropriate along Miller Road	Short	PS	CIP	

ECONOMIC DEVELOPMENT

ACTION	TIME FRAME	RESPONSIBLE PARTY	TOOL	PRIORITY
Develop an internal business retention and membership growth strategy to support existing base companies.	Ongoing	CD	Policy	
Complete zoning amendments, target market analysis and consumer survey.	Short	PC, CC, CD		
Update codes and penalties to strengthen blight enforcement efforts.	Immediate	PC	Policy	
Identify additional resources, incentives and grants to assist with façade improvements, environmental cleanup and restoration, redevelopment of core downtown sites.	Ongoing	PC, CC, CD	Policy	
Utilize TIF Funds to assist with downtown feasibility analyses as needed.	Short	CM	Reg	
Review and update DDA Development Plan to ensure a current project list and access to all tools available to the DDA.	Short	CM, DDA	Reg	
Develop a communications plan.	Immediate	CD	Policy	
Utilize Redevelopment Ready Communities to develop promotional materials for key sites.	Ongoing	CM, CD		
Create city-wide promotional materials to reach specified target investment markets.	Immediate	CD		
Focus efforts and resources when available on priority redevelopment sites.	Ongoing	CD	Reg	
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	CD, DDA, Chamber of Commerce	Partner	
Work with the Visitors and Convention Bureau of Genesee County to highlight local events and drive visitors to Swartz Creek.	Ongoing	DDA, County	Partner	
Permit commercial uses such as small- scale retail; professional offices for physicians, optometrists, chiropractors, dentists, psychologists, and similar professions.	Ongoing	PC	Policy	

ACTION	TIME FRAME	RESPONSIBLE PARTY	TOOL	PRIORITY
Ensure businesses have frontage on Morrish Road and build to the right-of-way or agreed-upon short distance setback.	Ongoing	PS	Reg	
Ensure that commercial uses are of a size, scale, and character consistent with other development in the area.	Ongoing	CD	Policy	
Develop a gateway strategy to welcome shoppers and visitors to Swartz Creek.	Short	CM, PC	Reg	
Promote Bishop Airport in city branding.	Immediate	CD	Reg	
Enhance the entry way to Sports Creek as a prime destination site for the city should it be re-purposed.	Long	CM, PC	Policy	
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 businesses educational events.	Ongoing	CM, CD	Partner	
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	CD		
Prioritize sites available for manufacturing growth and promote them.	Immediate	CIP, CD		
Provide a small businesses resource kiosk at city hall to inform on assistance programs.	Immediate	CD		
Increase capacity of the chamber to become the city's primary promotional entity.	Short	CM, Chamber of Commerce	Partner	

NATURAL FEATURES AND PARKS

ACTION	TIME FRAME	RESPONSIBLE PARTY	TOOL	PRIORITY
Make public access available to land adjacent to the Swartz Creek.	Immediate	P&R	Reg	
Require detailed natural resource inventories and documentation of key features that will be protected and managed with large development proposals.	Ongoing	P&R	Policy	
Encourage land stewardship by private landowners or donations to a conservancy or land trust organization in cases where public ownership is not feasible or practical.	Ongoing	P&R	Reg	
Discourage land uses that have a risk of pollution from locating adjacent to significant natural features.	Ongoing	P&R	Policy	
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	P&R	Reg	
Set higher development standards or flexible/creative zoning for areas with significant natural features so development is more sensitive to the surrounding environment.	Short	P&R	Policy	
Promote the planting of additional vegetation that complements existing natural areas that are to be retained.	Ongoing	P&R	Policy	
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	
Restrict development of important natural areas and/or features through zoning, private open space, conservation easements, purchase by conservancies, or public acquisition.	Immediate	PC, P&R	Policy	
Encourage protection of floodplains, wetlands, and other environmental features when reviewing development proposals	Ongoing	P&R	Reg	
Prohibit or significantly limit development that would disturb or impact floodplains or wetlands.	Immediate	P&R	Policy	

ACTION	TIME FRAME	RESPONSIBLE PARTY	TOOL	PRIORITY
Integrate walking paths, community gardens, and other desirable amenities with natural areas.	Long	P&R, PS	Reg	
Pursue regional watershed planning with neighboring communities, state, and county agencies.	Ongoing	P&R	Partner	
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.	Immediate	CM, PC	Policy	
Explore opportunities to provide for the passive and active recreational needs of all residents.	Short	P&R	Policy	
Maintain and upgrade existing parks to meet the needs of the community in accordance with the parks and recreation plan.	Ongoing	P&R, PS	Reg	
Update the Parks and Recreation Master Plan every five years.	Ongoing	P&R	Reg	
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	
Conduct regular evaluations of current facilities in comparison to the needs and level of residential and employment population.	Ongoing	P&R	Reg	
Promote the development of recreation facilities by private sources, non-profit organizations, clubs, and schools.	Short	P&R	Partner	
Explore opportunities for joint recreational services with other groups including schools, churches, surrounding communities, and organizations.	Short	P&R	Partner	
Encourage development of usable open space within new residential subdivisions.	Short	PC	Policy	
Ensure private open space will be maintained through specific agreements or subdivision condominium documents.	Ongoing	PC	Policy	

ACTION	TIME FRAME	RESPONSIBLE PARTY	TOOL	PRIORITY
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	
Plan and develop recreational facilities as multi- use facilities, where feasible.	Short	P&R		
Consider pocket-parks or community gardens in new or existing neighborhoods and downtown.	Short	P&R	Reg	
Evaluate the potential to create user interaction points with the Swartz Creek for the purpose of recreation or education.	Long	P&R	Reg	
Work with non-profits to perform maintenance and/or upgrade recreational facilities.	Ongoing	P&R	Partner	
Use Mundy partnership to expand staff and equipment capacity.	Immediate	P&R	Partner	
Aspire to have an elite level of maintenance and cleanliness of all parks and public spaces.	Long	P&R	Reg	
Seek construction of a regional county park in west-central Genesee County.	Long	P&R, County	Partner	
Develop and promote the creek for recreation.	Long	PC	Reg	

NEIGHBORHOODS

ACTION	TIME FRAME	RESPONSIBLE PARTY	TOOL	PRIORITY
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	
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	CM, PC	Policy	
Stabilize residential areas by preventing the encroachment of incompatible land uses into residential neighborhoods and eliminating non-conforming uses.	Long	PC, CC	Policy	
Explore an amendment to the city's rental registration ordinance for short-term rentals	Long	PC, CC	Reg	
Integrate large projects directly with the existing urban fabric and major street network.	Long	CM, CD	Reg	
Include neighborhood businesses where appropriate into large projects.	Ongoing	CD	Reg	
Maintain and reconstruct local streets.	Ongoing	PS	Reg	
Promote infill and dense housing in and near downtown to help revitalize the downtown business area	Short	CM, CD	Policy	
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	CM, CD	Policy	
Identify areas in the city core to encourage new housing development, especially missing middle housing which can attract workforce and families to the city.	Ongoing	CM	Reg	

DOWNTOWN

ACTION	TIME FRAME	RESPONSIBLE PARTY	TOOL	PRIORITY
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	PC, CC	Reg	
Establish a consistent and attractive signage and landscaping theme at major gateways into the city to inform and welcome visitors.	Immediate	CM, CD, DDA	Policy	
Encourage public art and murals.	Immediate	CD, DDA	Partner	
Reduce the appearance of overhead wires in the downtown area to the rear of the businesses or underground (or relocate the wires if practical)	Long	CD, PS	Reg	
Continue adding street trees, flower plantings and pedestrian amenities such as art and wayfinding signs	Ongoing	CD, PS, DDA	Reg	
Install rain gardens and landscaping to promote water quality and reduce the visual scale of the street	Short	DDA	Policy	
Collaborate with private property owners on Miller to close redundant/disused driveways	Ongoing	CD, CC	Policy, Partner	
Pursue federal and state funding for roadway landscaping projects	Ongoing	CM, DDA	Partner	
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	CD, PS	Reg	
Promote the use of the Civic Center and downtown areas for community events and activities.	Ongoing	CD, DDA	Policy	
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	
Consider the establishment of a downtown Social District with common areas for alcohol consumption as permitted by LARA	Short	CM, DDA	Reg	
Consider future designation as a Michigan Main Street community	Long	CM, DDA	Policy	

LAND USE

ACTION	TIME FRAME	RESPONSIBLE PARTY	TOOL	PRIORITY
Require all new development to be adequately served by municipal water and sewers.	Short	PS	Policy	
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	
Designate low intensity land uses for environmentally sensitive areas such as in the vicinity of flood-prone areas.	Immediate	PC	Policy	
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	
Diversify the tax base to help support the public services and facilities desired by city residents.	Long	PC	Reg	
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	
Require sidewalks and connectivity to non-motorized trails where appropriate.	Immediate	PC	Policy	
Promote the mixture of uses and higher densities within new sites.	Ongoing	PC	Policy	
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	
Recognize the 'Prosperity Agenda' as defined by the State of Michigan in future development.	Ongoing	PC		
Encourage nonconforming sites to gradually upgrade and be brought into greater conformance with the Zoning Ordinance.	Ongoing	PC	Reg	
Encourage and regulate infill development to ensure compatibility.	Ongoing	PC	Reg	
Ensure that entryways into the city create a positive impression of Swartz Creek and match the historic character of the community.	Ongoing	PC, CD	Policy	
Refer to the Master Plan when considering rezonings	Ongoing	PC, CC	Reg	

COMMUNITY SERVICES

ACTION	TIME FRAME	RESPONSIBLE PARTY	TOOL	PRIORITY
Provide public and encourage private community facilities in size, character, function and location suitable to their users	Ongoing	PS	Policy	
Assist and guide community organizations and citizen groups in their efforts to provide needed community facilities and services that benefit the community.	Ongoing	CD	Partner	
Maintain a high level of public safety services to ensure property and personal safety.	Ongoing	Metro Police Authority	Reg	
Promote shared and underground stormwater systems amongst developments to reduce environmental impacts, land consumption, and maintenance issues.	Ongoing	PS	Reg	
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	PS	Reg	
Continue efforts to provide quality refuse and yard waste pickup, as well as brush chipping and recycling.	Ongoing	PS	Reg	
Embrace and promote SeeClickFix and/or other 211 style services.	Immediate	Metro Police Authority	Policy	
Strengthen housing and code compliance.	Ongoing	PS	Reg	
Provide enhanced, efficient, and effective general services.	Ongoing	PS	Reg	
Encourage maintenance of existing buildings	Ongoing	PS	Reg	
Seek to increase office staff availability to the public by arranging flex office schedules, staggering lunches, and adjusting work weeks.	Ongoing			
Develop and train the existing city work force to plan for reliable succession.	Long			
Communicate information of interest to residents through the city's web page and newsletters.	Ongoing	CM		
Hold an annual meeting between City Council and Planning Commission to discuss priorities and master plan progress	Ongoing	PC/CC	Policy	

IX. APPENDIX

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- A.1** Downtown Design Guidelines
- A.2** Economic Development Strategy
- A.3** Community Profile
- A.4** Engagement Summary

A.1 DOWNTOWN DESIGN GUIDELINES

I. INTRODUCTION

Design Guideline Overview X

II. COMMERCIAL/MIXED USE BUILDING DESIGN

Facade Composition X

Design the Base: Ground Floor Design X

Design The Middle: Upper Floor Design X

Design The Top: Cornices & Parapets X

Architectural details X

Material selection X

Signs X

Awnings & Canopies X

Lighting X

III. HOUSING DESIGN STANDARDS

Increasing housing choices X

Materials and details X

Single-family X

Multi-family X

V. SITE DESIGN

Streetscape X

Streetscape Furnishings X

Pedestrian Circulation X

Sidewalk Cafes and Patios X

Landscaping X

Parking Lot Design X

Wayfinding X

Neighborhood Manners X

V. GLOSSARY

Glossary of Terms X

A.2 ECONOMIC DEVELOPMENT STRATEGY

A.3 COMMUNITY PROFILE

A.4 ENGAGEMENT SUMMARY

DOWNTOWN FOCUS GROUPS (8/24) (MURAL)

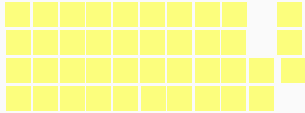
PARTICIPATION GUIDE

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



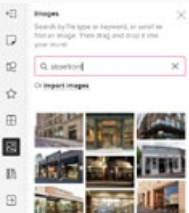
USE STICKY NOTES TO ADD IDEAS



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 MOORISH 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 bike lanes	more school district
More local businesses	More local businesses	More local businesses	More local businesses	More local businesses
More local businesses	More local businesses	More local businesses	More local businesses	More local businesses
More local businesses	More local businesses	More local businesses	More local businesses	More local businesses

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.

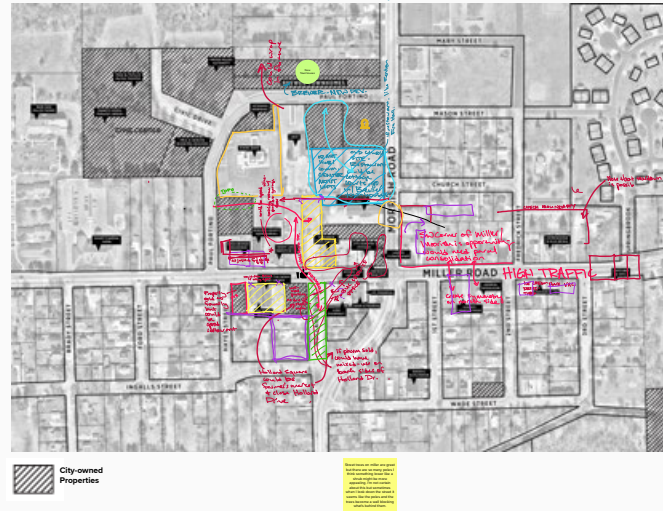
Ensure quality building materials endure over time.

Clear & reorganize commercial zones + identity of signage, etc.

events, public spaces, interactive art

around the right buildings or in renovation no too excessive here

WHERE ARE KEY REDEVELOPMENT SITES?



DESIGN & STYLE

FAÇADE COMPOSITION

Comments + Concerns

GROUND FLOOR DESIGN

Comments + Concerns

UPPER FLOOR DESIGN

Comments + Concerns

SIGNS

Comments + Concerns

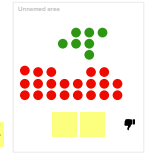
MATERIALS

PRIMARY MATERIALS

- Brick Masonry
- Stone Masonry
- Concrete

SECONDARY & ACCENT MATERIAL

- Stucco
- Wood
- Synthetic Stone
- Split-faced Brick

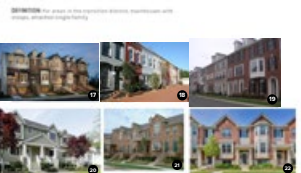


ARCHITECTURAL DETAILS



Comments + Concerns

ATTACHED RESIDENTIAL



Comments + Concerns

AWNINGS & CANOPIES

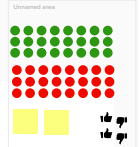


Comments + Concerns

SIDEWALK CAFES AND PATIOS



Comments + Concerns



RECOMMENDATIONS
 - Please allow us to look up reasons of competing business to downtown.
NOTES
 Need more suitable former workable space
 - suitable last successful

STEERING COMMITTEE MEETING (09/07)

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

What makes Swartz Creek a "high quality place to live, operate a business, and visit"?
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

What public facilities or activities would bring families downtown? Any winter activities?
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)

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

What makes Swartz Creek a "high quality place to live, operate a business, and visit"?
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

What public facilities or activities would bring families downtown? Any winter activities?
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?

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