

Marshall Township

**Master Plan Update
Public Hearing
September 6, 2022**

Public Hearing: Topics of Discussion

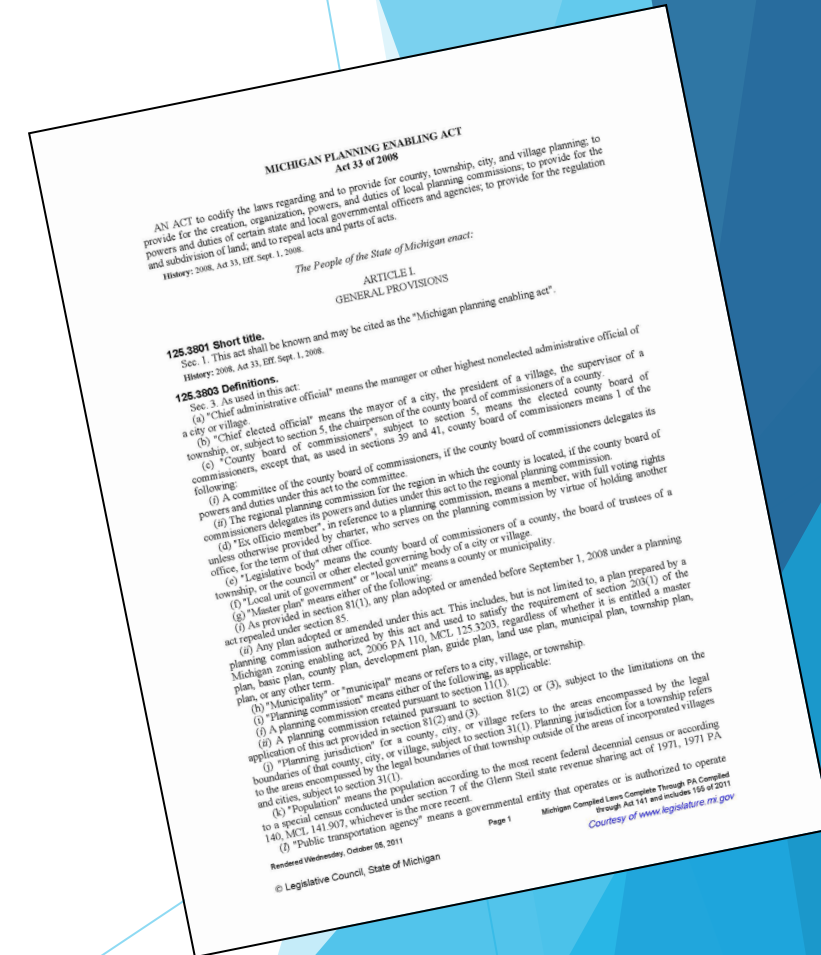
- Master Planning
- Planning Enabling Act & Process
- Vision
- Major Topic Areas
- Future Land Use Map
- Implementation

1. Master Planning

- A Planning Commission spear-headed effort to chart the future of the community
- 20-year outlook with 5-year reviews (long term actions 6 years out)
- Community profile, inventory, needs assessment
- Inventory of community facilities and infrastructure
- Vision statement, goals, principles
- Opportunity for civic engagement
- Future land use plan
- Implementation strategy- actions
- Guide for zoning, land use decisions, and capital improvements

2. Planning Enabling Act

- Authorizes master planning
- Outlines required content
- Provides a framework for preparation and adoption
 1. “Intent to plan” notice
 2. Kick-off meeting
 3. Background (demographics, analysis, mapping, and inventory)
 4. Survey
 5. Planning Commission direction and general consensus of content and direction
 6. Draft plan and review
 7. Board approval of distribution and outside agency review 42 days
 8. **Public hearing and Planning Commission approval**
 9. Board approval



3. Township Vision

- ▶ Through the process a vision was defined:

The Township will maintain its rural character for years to come while managing the pace of growth, ensuring the preservation of the natural environment, and promoting development in agreed-upon target areas that will be served by public infrastructure and utilities.

4. Major Topic Areas

- Chapter Two- Natural Resources, Rural Character, and Recreation
- Chapter Three- Housing and Neighborhoods
- Chapter Four- Economic Development
- Chapter Five- Public Infrastructure, Community Facilities, and Energy
- Chapter Six- Land Use

Natural Resources, Rural Character, and Recreation

- *Goal: Marshall Township shall maintain its rural character, protect its natural resources and farmland, and ensure passive recreational opportunities and open space for residents and visitors.*
 - Key natural resources- Kalamazoo River, wetlands, creeks
 - Agriculture
 - Passive recreational opportunities- natural areas and boat launches
- Principles: Protect water quality, protect farmland, and plan for additional passive recreational opportunities, trails, and bike lanes.
- Actions: Assess and implement zoning options to protect farmland and protect water quality.

Housing

- *Goal: The majority of land in Marshall Township shall develop at low rural residential densities, while areas of increased single-family development will be supported in established areas. High-density attached housing, apartments, and senior living will be focused on areas that can be served by infrastructure and services.*
 - Housing inventory
 - Development patterns
- Principles: Maintain rural character, plan for higher densities in 425 areas and the Urban Growth Boundary, enforce property maintenance standards.
- Actions: Up-zone specified areas in accordance with plan, adjust zoning requirements to avoid common variances, assess opportunities for trails/connectivity, and formalize a code enforcement program.

Economic Development

- *Goal: Industrial development areas are planned and targeted for significant private investment, public infrastructure expansion, and job creation in cooperation with the City of Marshall. Additionally, smaller-scale businesses are supported along Michigan Avenue East.*
 - Location and workforce
 - Marshall megasite
- Principles: Plan for major developments within 425 areas, support collaborative planning of megasite, focus commercial areas near the interchange and Michigan Avenue East, ensure attractive and sensitive development, support home based businesses.
- Actions: Assess zoning regulations as they relate to the support of small businesses outside of the megasite

Public Services, Community Facilities, and Energy

- *Goal: The Township shall strive to maintain excellent public facilities, services, and infrastructure to serve the needs of its residents and business.*
 - Marshall Township Government
 - Water, Sewer, Roads
 - Broadband
 - Energy
- Principles: Ensure safe and maintained roadways, coordinate 425 areas with the City, prioritize specified areas for City services, ensure alternative energy efforts are sensitively planned, improve Township services.
- Actions: Assess road funding options with CCRD and work to expand broadband.

Land Use

- *Goal: Future land use within the Township shall be developed in a manner that is sensitive to agricultural areas, existing neighborhoods, and natural resources, and the Future Land Use Plan will direct higher-density and intensity uses to areas planned for utility and infrastructure expansion or established urban areas.*
 - Existing Land Use
 - Urban Growth Boundary
 - Amended the Future Land Use Plan, deviations, re-evaluation
- Principles: Rely on the future land use map for decision making and ensure deviations only occur under the guidelines of the plan.
- Actions: Update zoning titles on map, create a mixed use district on Michigan Ave E. Corridor, delete Agricultural Business district, delete Community Service Commercial district.

Implementation

- Policy based- *we will do this when this situation arises*
- Action based- *achievable tasks*
 - Zoning amendments
 - Programs/policies
 - Partnerships
- Annual work plan- make it a living plan and assess annually
 - Timeframes (1-2, 3-5, and 6+)
 - Priorities (high, medium, low)
 - Responsible parties

Conclusion

- Questions?
- Discussion

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