

# APPENDIX B

# Lincoln Charter Township Sub Area Plan

May 10, 2006  
Community Visioning Meeting Summary



**Williams & Works**  
engineers . planners . surveyors *a tradition of service*

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## SUMMARY

**Over 55 people participated in the Community Visioning Meeting.**

On May 10, 2006, Lincoln Charter Township sponsored a Community Visioning Meeting. The public forum convened at 6:00 PM and was held at the Stewart Elementary School. The meeting, which was open to the public and advertised via newspaper and through postcard invitations sent to all property owners in the Sub Area, was intended to gather input from the public on issues related to land use along and near the Red Arrow Highway Corridor.

Over fifty-five people participated and the consultant team retained by the Township to lead the planning effort facilitated the Community Visioning Meeting. The consultant team consisted of representatives from Williams & Works, the lead consultant, and R. Clark Associates. The assembly of residents, property owners and public officials was intended to generate discussion on the form of development and redevelopment, and the aesthetic, social and environmental implications of land use decisions. As such, the citizens expressively offered their concerns and ideas on some of the complex land use planning issues facing Lincoln Charter Township within the Sub Area boundaries.

## PROCESS

**The interactive polling exercise was intended to draw out sensitivity on community strengths and weaknesses.**

The Community Visioning Meeting included an introduction to the existing conditions impacting the Sub Area from a planning perspective and a concise description of the Sub Area planning process. An image preference exercise was employed to garner feedback from residents, property owners and public officials, and to help start the consensus-building process necessary to support the Sub Area Plan. The image preference element of the Community Visioning Meeting was an interactive polling activity. It involved a presentation of a series of images and questions and statements related to those images. Participants were provided with individual, hand-held remote "clickers" that offered the opportunity to select which image best represents how the Sub Area should develop. The real-time polling technology allowed the consulting team to tabulate the votes instantly. Following each selection, the consulting team facilitated a conversation to receive feedback on the images.

The image preference approach allowed the consulting team to receive immediate feedback about how certain conditions or development patterns are viewed by the participants. This simple, interactive polling exercise was intended to draw out sensitivity on community strengths and weaknesses, and potential solutions to perceived problems. In fact, during the exercise, some participants felt that the process was presumptive and did not reflect

any preferred image of the Sub Area. This reaction was helpful because it provided more opportunity for discussion.

The polling technology does not represent a scientific survey. Instead, the purpose of its implementation at the Community Visioning Meeting was to stimulate the thought process on land use and building form issues in the Township and to generate meaningful conversation.

Following the image preference exercise, four breakout groups were formed. Facilitators led participants through an interactive exchange of ideas aimed at identifying the most important changes that need to happen within the Sub Area. Participants prioritized the changes using colored dots ranging in point value from 5 to 1 points. Once tallied, the top three changes were identified, and the group began to craft a vision statement.

## PARTICIPANT BACKGROUND

As an introduction to the exercise, participants were asked several background questions. Following are the questions and responses.

From what perspective will you be answering these questions?

	N*	%*
Elected official	2	4%
Township staff person	2	4%
Business owner	5	10%
Homeowner	31	62%
Combination of 2 or more	5	10%
None of the above	5	10%
<b>Totals</b>	<b>50</b>	<b>100%</b>

How long have you lived in Lincoln Township?

	N	%
Less than one year	0	0%
1 – 5 years	8	17.39%
6 – 10 years	1	2.17%
11 or more years	24	52.17%
Partial year resident	4	8.70%
Not a resident	9	19.57%
<b>Totals</b>	<b>46</b>	<b>100%</b>

Where do you live?

Within the Sub Area Boundaries	25	59.52%
Outside of the Sub Area Boundaries, but withi...	10	23.81%
Not in Lincoln Township	7	16.67%
<b>Totals</b>	<b>42</b>	<b>100%</b>

\*Note: Fifty-one persons participated in the polling exercise. For this report, the percent response is based on the number actually responding, ignoring those that elected to respond to a particular item.

Please indicate your age range:		N	%
10 - 14 years		0	0%
15 - 19 years		0	0%
20 - 24 years		0	0%
25 - 34 years		2	4.65%
35 - 44 years		4	9.30%
45 - 54 years		10	23.26%
55 - 59 years		11	25.58%
60 - 64 years		8	18.60%
65 - 74 years		7	16.28%
75 years and over		1	2.33%
<b>Totals</b>		<b>43</b>	<b>100%</b>

Please indicate your income range from 2005.		N	%
Less than \$10,000		1	2.63%
\$10,000 to \$14,999		0	0%
\$15,000 to \$24,999		1	2.63%
\$25,000 to \$34,999		0	0%
\$35,000 to \$49,999		4	10.53%
\$50,000 to \$74,999		10	26.32%
\$75,000 to \$99,999		7	18.42%
\$100,000 to \$149,999		9	23.68%
\$150,000 to \$199,999		3	7.89%
\$200,000 or more		3	7.89%
<b>Totals</b>		<b>38</b>	<b>100%</b>

My biggest concern for the Sub Area is:		N	%
commercial development encroaching into resid...		2	4.44%
lack of character		4	8.89%
poor access management		6	13.33%
too much density		21	46.67%
too much parking		0	0%
traffic/congestion		4	8.89%
poor upkeep of properties		4	8.89%
unsafe environment for pedestrians		3	6.67%
speeding		1	2.22%
<b>Totals</b>		<b>45</b>	<b>100%</b>

My second biggest concern for the Sub Area is:	N	%
commercial development encroaching into resid...	11	25%
lack of character	3	6.82%
poor access management	3	6.82%
too much density	10	22.73%
too much parking	1	2.27%
traffic/congestion	2	4.55%
poor upkeep of properties	4	9.09%
unsafe environment for pedestrians	3	6.82%
speeding	7	15.91%
<b>Totals</b>	<b>44</b>	<b>100%</b>

My third biggest concern for the Sub Area is:	N	%
commercial development encroaching into resid...	12	23.53%
lack of character	7	13.73%
poor access management	4	7.84%
too much density	5	9.80%
too much parking	1	1.96%
traffic/congestion	10	19.61%
poor upkeep of properties	1	1.96%
unsafe environment for pedestrians	3	5.88%
speeding	8	15.69%
<b>Totals</b>	<b>51</b>	<b>100%</b>

## IMAGE PREFERENCE SURVEY

Following the introduction to the Sub Area planning process, the image preference survey proceeded and included an informal discussion regarding general land use and development issues confronting the Township. The consultant team asked participants to select from a set of images that attempted to reflect land use and development forms within the Sub Area and along the Red Arrow Highway Corridor. A follow up question solicited more specific responses as to how planning could address the land use and development form. Following are the questions, images and participant responses. Please note that not all participants responded to each question, therefore, the response count and tallies are provided in addition to a graphical representation of the responses. Additionally, comments received during the discussion are included.

**1. I'd rather see commercial development along the Red Arrow Highway Corridor that looks like:**

A

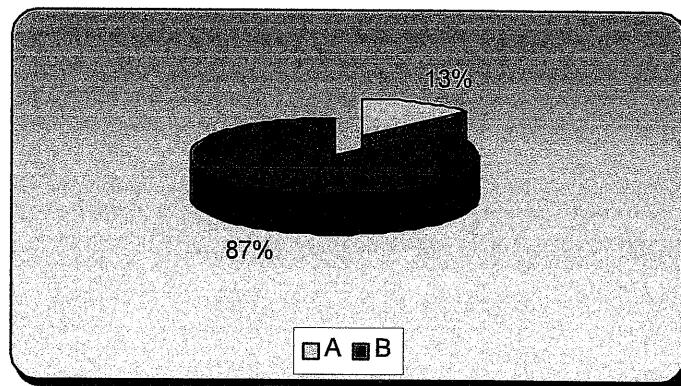


B



A	6	12.77%
B	41	87.23%
<b>Totals</b>	<b>47</b>	<b>100%</b>

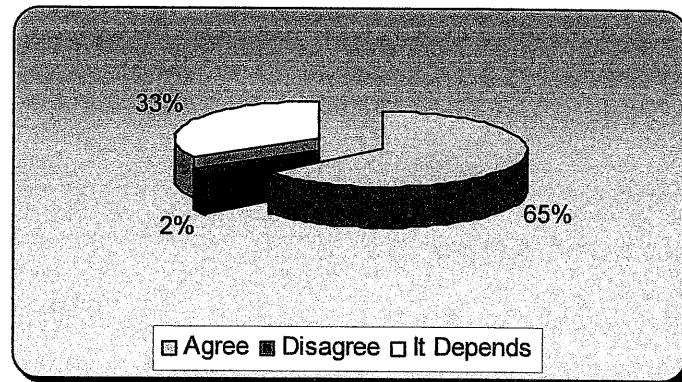
(4 voters abstained)



**1a. Development standards for commercial uses should include parking to the rear or side of buildings, architectural standards, and landscaping.**

Agree	27	64.29%
Disagree	1	2.38%
It Depends	14	33.33%
<b>Totals</b>	<b>42</b>	<b>100%</b>

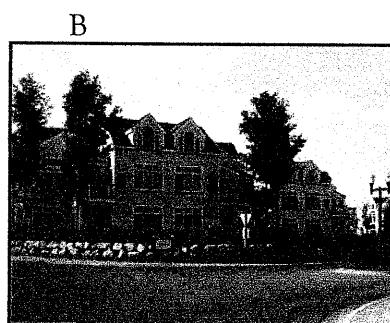
(9 voters abstained)



**Discussion Comments:**

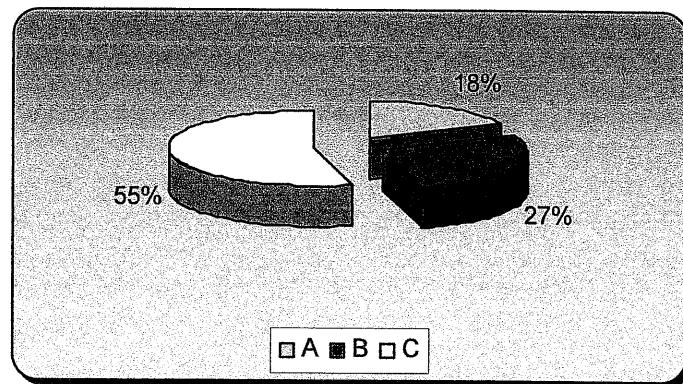
1. Would standards apply to new or existing structures?
2. The location of landscaping should not pose a threat to traffic safety.
3. Parking at the rear may not be acceptable if residential is next door.

**2. I'd rather see residential development along the Red Arrow Highway that looks like:**



A	8	18.18%
B	12	27.27%
C	24	54.55%
<b>Totals</b>	<b>44</b>	<b>100%</b>

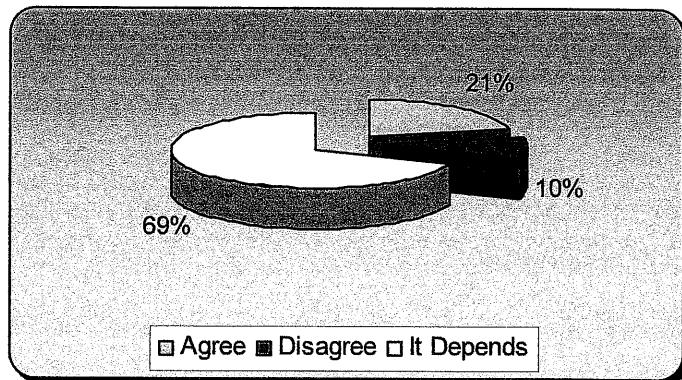
(7 voters abstained)



**2a. Town homes or two-unit development along Red Arrow Highway should be a maximum of two stories, and the architectural style should reflect that of a single family home.**

Agree	9	21.43%
Disagree	4	9.52%
It Depends	29	69.05%
<b>Totals</b>	<b>42</b>	<b>100%</b>

(9 voters abstained)

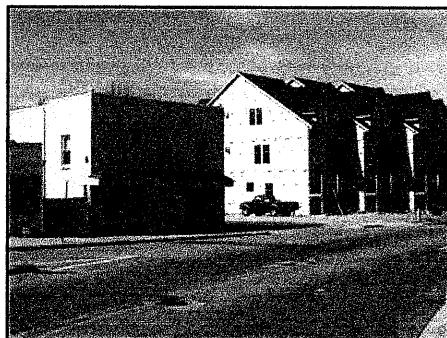


**Discussion Comments:**

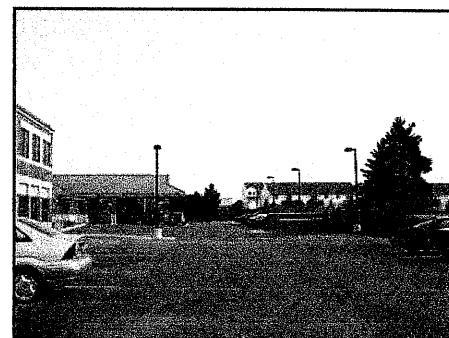
1. "It depends" can mean no more residential development is preferred, or that only single-family homes are desired.
2. This is a forced choice question. We need more detail on architectural style.

**3. I prefer transitions from commercial to residential uses that look like:**

A

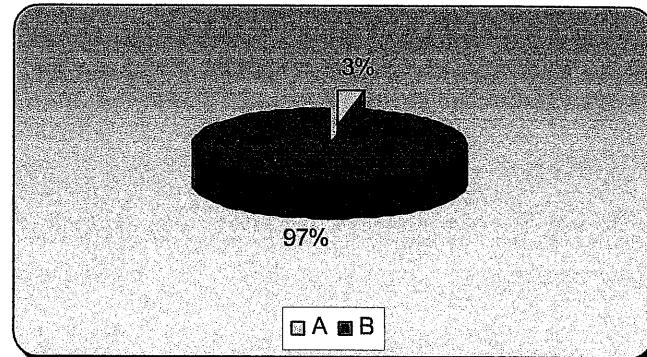


B



A	1	3.23%
B	30	96.77%
<b>Totals</b>	<b>31</b>	<b>100%</b>

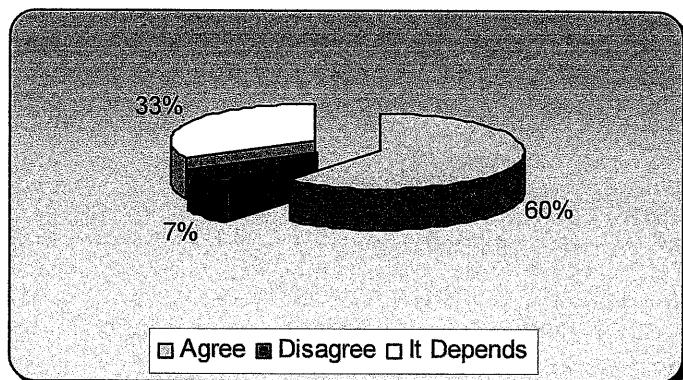
(20 voters abstained)



**3a. Commercial development adjacent to residential development should incorporate buffers in the form of berms, landscaping, or backage roads.**

Agree	28	60.87%
Disagree	3	6.52%
It Depends	15	32.61%
<b>Totals</b>	<b>46</b>	<b>100%</b>

(5 voters abstained)

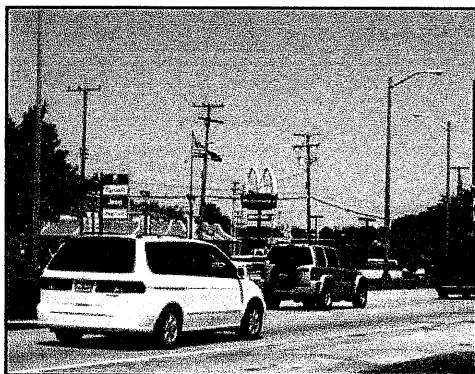


**Discussion Comments:**

1. We need a better definition of "transition"
2. It depends may indicate not preferring either option.

**4. I'd rather see signage along the Red Arrow Highway that looks like:**

A

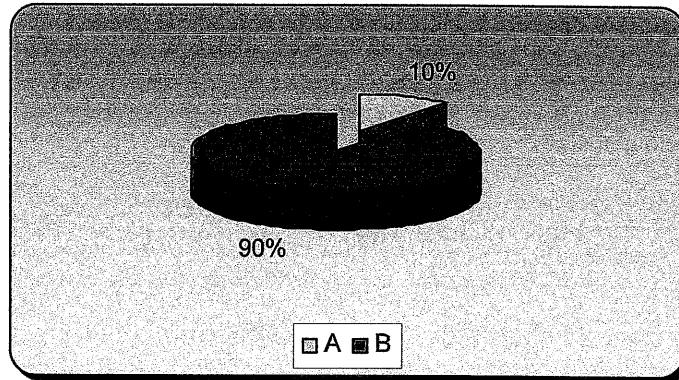


B



A	4	10.26%
B	35	89.74%
<b>Totals</b>	<b>39</b>	<b>100%</b>

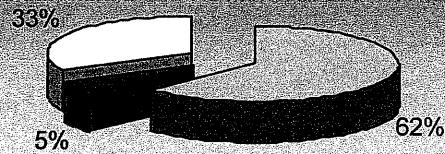
(12 voters abstained)



**4a. Pole signs along the Red Arrow Highway create visual clutter and should be prohibited.**

Agree	27	62.79%
Disagree	2	4.65%
It	14	32.56%
Depends		
<b>Totals</b>	<b>43</b>	<b>100%</b>

(8 voters abstained)

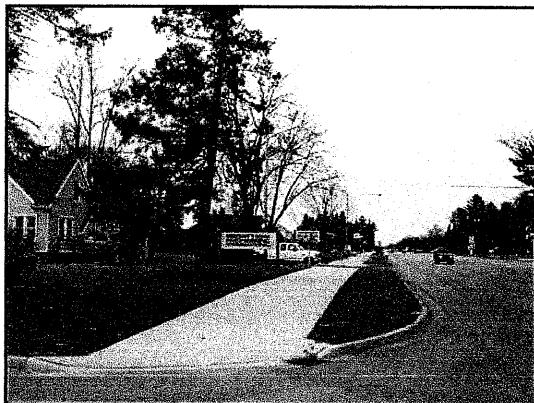


Agree  Disagree  It Depends

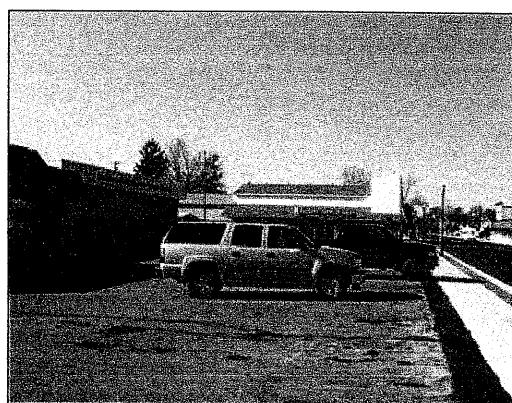
Discussion Comments: None

**5. I'd rather see parkways along the Red Arrow Highway that look like:**

A

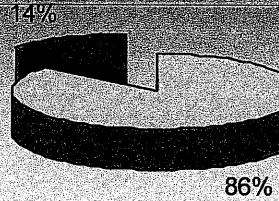


B



A	31	86.11%
B	5	13.89%
<b>Totals</b>	<b>36</b>	<b>100%</b>

(15 voters abstained)

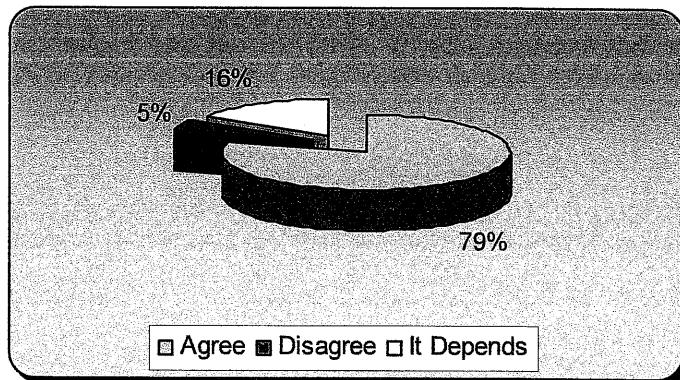


A  B

**5a. Greenbelts and parkways should be located along the Red Arrow Highway.**

Agree	35	79.55%
Disagree	2	4.55%
It Depends	7	15.91%
<b>Totals</b>	<b>44</b>	<b>100%</b>

(7 voters abstained)



Discussion Comments: None

**6. I prefer parking lots within the Sub Area that look like:**

A

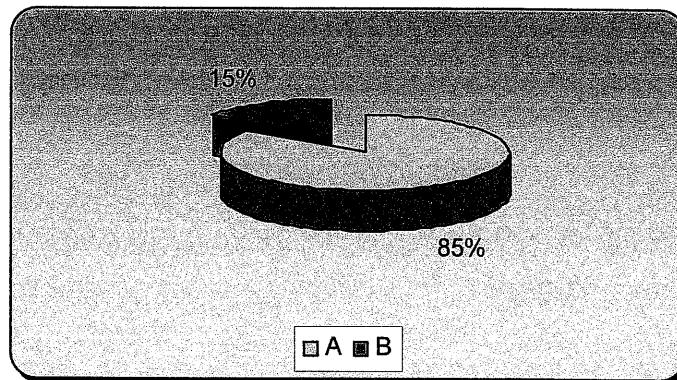


B



A	33	84.62%
B	6	15.38%
<b>Totals</b>	<b>39</b>	<b>100%</b>

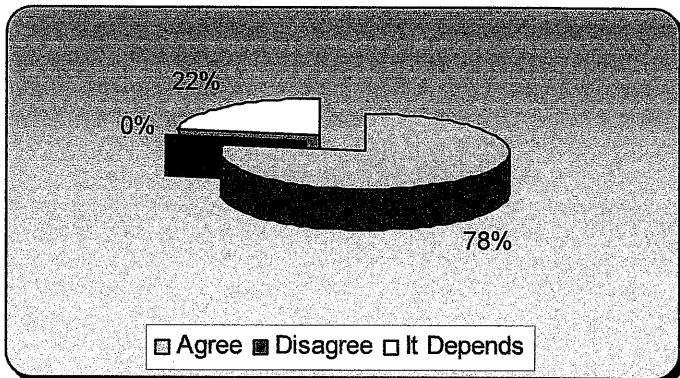
(12 voters abstained)



**6a. Parking lots should incorporate landscape islands, pedestrian connections, paving and curbs.**

Agree	32	78.05%
Disagree	0	0%
It	9	21.95%
Depends		
<b>Totals</b>	<b>41</b>	<b>100%</b>

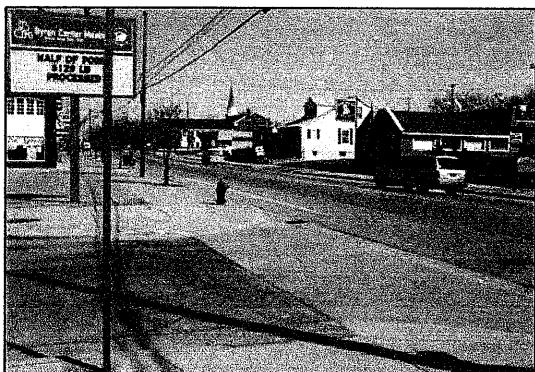
(10 voters abstained)

**Discussion Comments:**

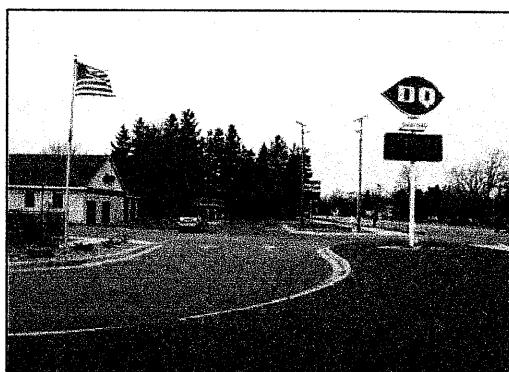
1. Depends on the size of the lot
2. How stringent are the requirements?
3. Depends on pedestrian connections to property

**7. I'd rather see access drives along the Red Arrow Highway that look like:**

A

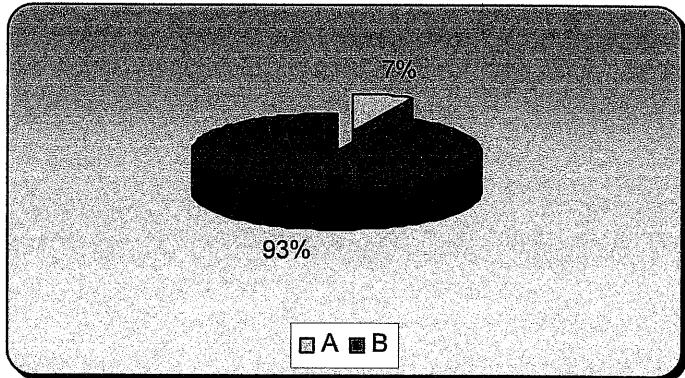


B



A	3	6.98%
B	40	93.02%
<b>Totals</b>	<b>43</b>	<b>100%</b>

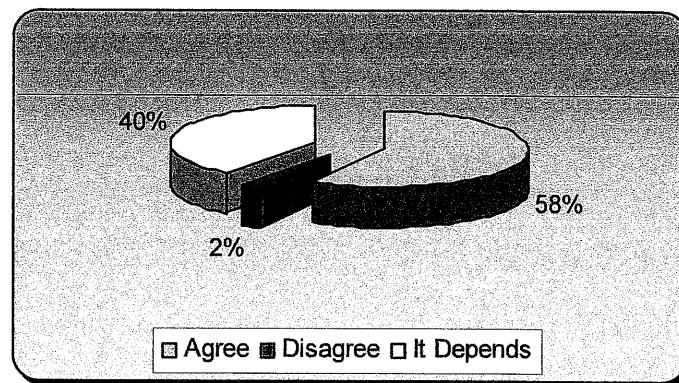
(8 voters abstained)



**7a. Requiring shared drives and shared access easements should be objectives for the Sub Area Plan.**

Agree	25	58.14%
Disagree	1	2.33%
It Depends	17	39.53%
<b>Totals</b>	<b>43</b>	<b>100%</b>

(8 voters abstained)

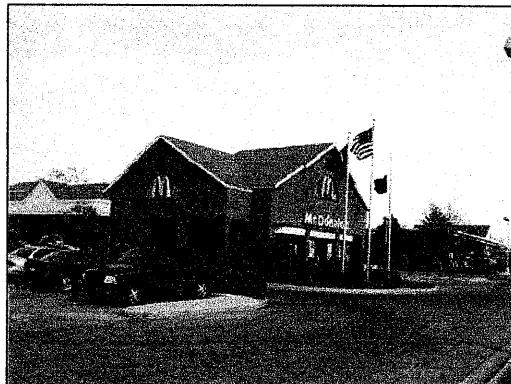


**Discussion Comments:**

1. Depends on property or use
2. May require additional traffic signals
3. Increased conflict at share points

**8. I prefer the franchise architecture in:**

A

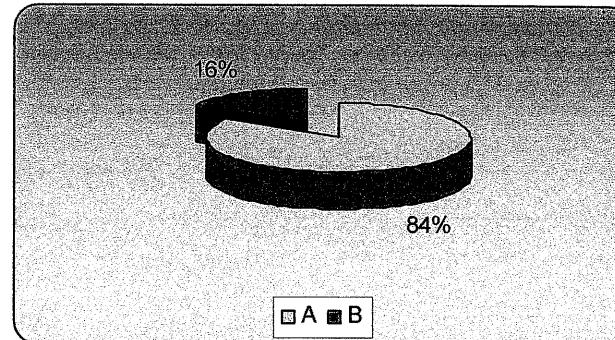


B



A	37	84.09%
B	7	15.91%
<b>Totals</b>	<b>44</b>	<b>100%</b>

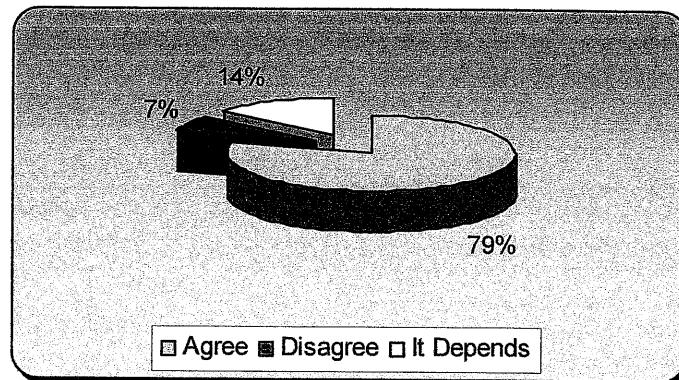
(7 voters abstained)



**8a. Architectural standards should be in place for all new development along the Red Arrow Highway commercial corridor.**

Agree	34	79.07%
Disagree	3	6.98%
It Depends	6	13.95%
<b>Totals</b>	<b>43</b>	<b>100%</b>

(8 voters abstained)

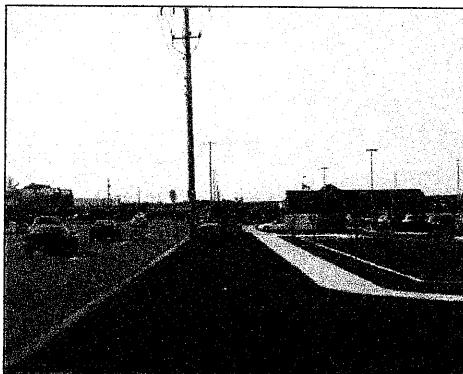


**Discussion Comments:**

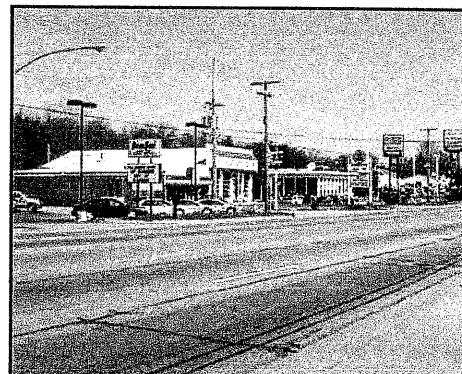
1. Architectural standards mean increased construction costs
2. Depends on who sets the standards

**9. I prefer the Red Arrow Highway to look like:**

A

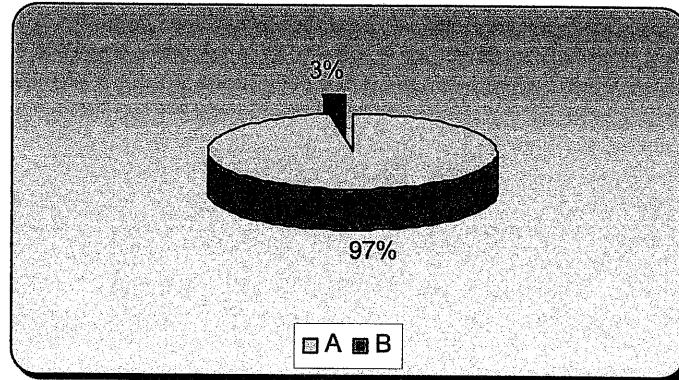


B



A	38	97.44%
B	1	2.56%
<b>Totals</b>	<b>39</b>	<b>100%</b>

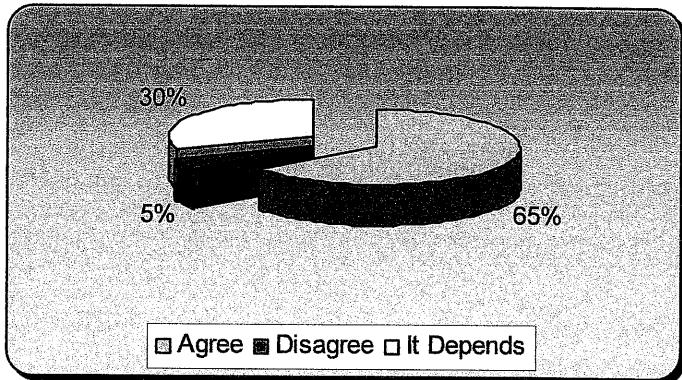
(12 voters abstained)



**9a. The Red Arrow Highway should have street trees, sidewalks, and limited curb cuts.**

Agree	28	65.12%
Disagree	2	4.65%
It	13	30.23%
Depends		
<b>Totals</b>	<b>43</b>	<b>100%</b>

(8 voters abstained)



**Discussion Comments:**

1. Prefer bike path to sidewalk
2. Trees can obscure vision
3. Increases cost to taxpayers/businesses

**10. I prefer pedestrian accessibility along Red Arrow Highway like:**

A

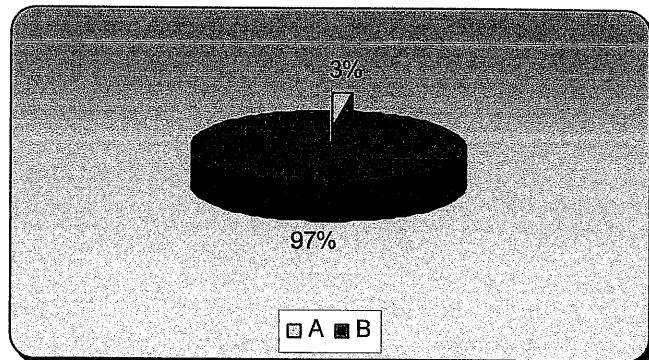


B



A	1	2.56%
B	38	97.44%
<b>Totals</b>	<b>39</b>	<b>100%</b>

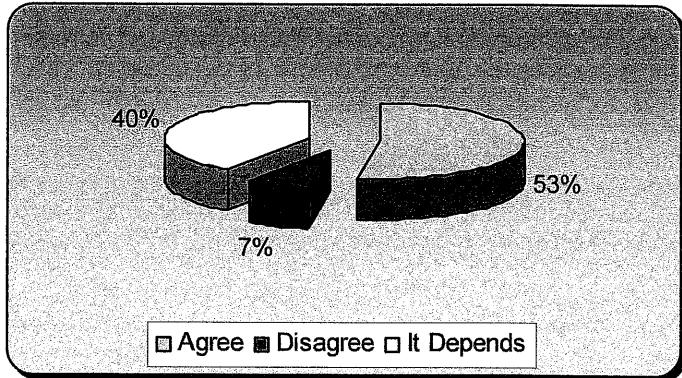
(12 voters abstained)



**10a. Crosswalks and center medians will enhance pedestrian safety along the Red Arrow Highway.**

Agree	22	52.38%
Disagree	3	7.14%
It	17	40.48%
Depends		
<b>Totals</b>	<b>42</b>	<b>100%</b>

(9 voters abstained)



**Discussion Comments:**

1. Should we promote pedestrians at all?
2. May have to widen road
3. Driveways don't always line up
4. Crosswalks and medians are not the same
5. Crosswalks don't always enhance safety
6. Crosswalks feasible, medians are not
7. Center median require more space for cars and or wider road?

## BREAKOUT GROUP SESSION

**With a future vision in mind, group members were asked to consider the biggest changes needing to occur in the Sub Area**

After the image preference exercise, four breakout groups were assembled and participants were asked to visualize the Sub Area in the year 2026. With a future vision in mind, group members were asked to consider the biggest changes they would like to see in the Sub Area. These changes would be necessary to achieving the vision. Each change was written on a board. Next, members prioritized the changes using colored dots of different point values. Finally, the participants were asked to craft a vision statement for the Sub Area.

The following tables provide a list of the changes identified by each group as well as the ranking of each change. The statements are listed exactly as group members articulated them. It is important to understand that because participants were forced to identify only the three most important changes on the list, many of the changes had lower ranking. This does not mean that these items will be over looked in the process. But it does mean that, relative to other listings that were ranked, they may have a lower priority—at least in the minds of the participants of the workshop.

<b>Lincoln Charter Township Sub Area Plan Visioning Workshop</b>	
<b>May 10, 2006</b>	
<b>Facilitator: Andy Moore, Williams &amp; Works</b>	
Rank	Changes
1	Strict adherence to a master plan for corridor.
2	More bike/pedestrian paths and/or trails.
3	Certain percent of properties should be kept as green space.
4	“No Growth” zones that protect open space.
5	Traffic light situation on Red Arrow Hwy, North of I-94 – lights at I-94 and Marquette.
6	Promote single-family housing.
7	No more high-density PUDs
8	Encourage higher-end businesses to locate on Red Arrow Hwy.
9	Use the existing 100' Right of way btw Marquette Woods & Glenlord – in 1992 Master Plan
10	Less “spot” zoning.
10	Sub-due & attractive signage
10	Set back new development from Red Arrow Hwy.

<b>Lincoln Charter Township Sub Area Plan Visioning Workshop</b>	
<b>May 10, 2006</b>	
<b>Facilitator: Sue Olsen, R Clark Associates</b>	
Rank	Changes
1	Zoning – Maintain current density
2	Significant Buffer Between Residential & Commercial
3	Design standards for commercial – gain character
4	“Prevent sign clutter flashing arrow – against flashing reader boards – watch temporary signs
5	Bike paths – if possible separate from roads safe
6	Not 100% developed keep some green space – buffer between residential & commercial
7	Pedestrian friendly roads
8	Keep larger parcels, keep lot size – the historical – size stays the same
9	Bike paths – if possible separate from roads
10	Intersection at Red Arrow: I-94 needs to be safer
10	Pay attention to natural areas – possibly businesses are moved back from highway; depends on feasibility

<b>Lincoln Charter Township Sub Area Plan Visioning Workshop</b>	
<b>May 10, 2006</b>	
<b>Facilitator: Ryan Kilpatrick, Williams &amp; Works</b>	
Rank	Changes
1	Accurate zoning that corresponds to future land use, which is reviewed every 2 yrs.
2	No high density west of Red Arrow Highway
3	Calming traffic
4	Keeping an organic barrier between residential and other uses
5	Lower signs, greenbelt, improved aesthetics
6	More open space
7	Regular neighborhood meetings (small scale)
7	Strict enforcement of speed/traffic
7	No bikes on Red Arrow Highway
8	Big lots for big houses
9	Mass transit
10	Further discussion of residential properties
10	Limit highway access

<b>Lincoln Charter Township Sub Area Plan Visioning Workshop</b>	
<b>May 10, 2006</b>	
<b>Facilitator: Jay Kilpatrick, Williams &amp; Works</b>	
Rank	Changes
1	Control congestion & growth
2	Increase lot size to reduce density
3	Put Utilities Underground
4	Keep commercial uses only on frontage of roadways
5	Provide better access to landlocked residential
5	Slower Speeds
5	Tree lined greens & gaslights
6	Buffer depth between commercial and residential
6	Better Access
7	Replace trees on Glenlord Road
7	Another signal to control speeds
7	Excessive number of variances
8	Maintain vacant lands as vacant
9	Develop landscape standards
9	Set architectural/design standards
9	Eliminate heavy industrial uses in corridor
9	Trees on Red Arrow Highway can be a hazard to visibility, signs, too
9	Buffer and protect railroad tracks

## VISION STATEMENTS

Each of the breakout groups crafted visioning statements. A vision statement expresses a desired future state. The following are the statements that were developed.

- ◆ In the year 2026, the Sub Area will have less congestion, be a better place to live, have better air quality, have less “visual” pollution with utilities underground and be an area of favor you want to go to.
- ◆ In the year 2026, the Sub Area will have a zoning ordinance that matches the Master Plan and lower density uses west of the Red Arrow Highway.
- ◆ In the year 2026, the Sub Area will contain attractive commercial developments and contain low-density residential developments.
- ◆ In the year 2026, the Sub Area will part of a community that is aesthetically pleasing & wonderful to live in!

## SYNTHESIS



It is helpful to group the changes statements into similar categories to identify where consensus and disagreement exist. The breakout groups identified over 57 changes to the Sub Area. The changes speak to values that participants hold about the future of the Sub Area.

The following grouping is intentionally general in scope. In addition, in some instances, the placement of statements in one category as opposed to another is a matter of judgment; and other groupings are possible. However, by combining the statements into similar groupings, it is possible to begin to make some generalizations about the opinions of the participants. While the previous tables listed the participant's comments in rank order, the following lists the comments by category:

- (1) Aesthetics/Appearance of the Sub Area
- (2) Residential and Commercial Interface
- (3) Access Management
- (4) Implementation

### **Aesthetics/Appearance of the Sub Area**

- ◆ Put utilities underground
- ◆ Tree lined greens & gaslights
- ◆ Replace trees on Glenlord Road
- ◆ Develop landscape standards
- ◆ Set architectural/design standards
- ◆ Eliminate heavy industrial uses in corridor
- ◆ Trees on Red Arrow Highway can be a hazard to visibility, signs, too
- ◆ Buffer and protect railroad tracks
- ◆ Lower signs, greenbelt, and improved aesthetics
- ◆ More open space
- ◆ Design standards for commercial – gain character
- ◆ “Prevent sign clutter flashing arrow – against flashing reader boards – watch temporary signs
- ◆ Sub-due & attractive signage

### **Residential and Commercial Interface**

- ◆ Increase lot size to reduce density
- ◆ Keep commercial uses only on frontage of roadways
- ◆ Provide better access to landlocked residential
- ◆ Buffer depth between commercial and residential
- ◆ Maintain vacant lands as vacant



- ◆ No high density west of Red Arrow Highway
- ◆ ~~Keeping an organic barrier between residential and other uses~~
- ◆ Big lots for "big" houses
- ◆ Zoning – maintain current density
- ◆ Significant buffer between residential and commercial
- ◆ Not 100% developed, keep some green space
- ◆ Keep larger parcels, keep lot size – the historical – size stays the same
- ◆ Pay attention to natural areas – possibly businesses are moved back from highway; depends on feasibility
- ◆ Certain percent of properties should be kept as green space.
- ◆ "No Growth" zones that protect open space.
- ◆ Promote single-family housing.
- ◆ No more high-density PUDs
- ◆ Use the existing 100' Right of way btw Marquette Woods & Glenlord – in 1992 Master Plan
- ◆ Set back new development from Red Arrow Hwy.

#### **Access Management**

- ◆ Slower Speeds
- ◆ Better Access
- ◆ Another signal to control speeds
- ◆ Calming traffic
- ◆ Strict enforcement of speed/traffic
- ◆ No bikes on Red Arrow Highway
- ◆ Mass transit
- ◆ Limit highway access
- ◆ Bike paths – if possible separate from roads safe
- ◆ Pedestrian friendly roads
- ◆ Bike paths – if possible separate from roads
- ◆ Intersection at Red Arrow: I-94 needs to be safer
- ◆ More bike/pedestrian paths and/or trails.
- ◆ Traffic light situation on Red Arrow Hwy, North of I-94 – lights at I-94 and Marquette.

#### **Implementation**

- ◆ Control congestion & growth
- ◆ Excessive number of variances
- ◆ Accurate zoning that corresponds to future land use, which is reviewed every 2 yrs.
- ◆ Regular neighborhood meetings (small scale)
- ◆ Further discussion of residential properties
- ◆ Strict adherence to a master plan for corridor.
- ◆ Encourage higher-end businesses to locate on Red Arrow Hwy.
- ◆ Less "spot" zoning.

## SUMMARY OF ISSUES

The Sub Area is a distinctive place in Lincoln Charter Township. It is the gateway to the Township and in many cases, the only experience of Lincoln Charter Township a passer-by may have. Because of its importance to the Township, the Sub Area is the topic this special planning effort. Through the involvement of area residents, business owners, community leaders and elected officials, the area can be planned for appropriate densities, with an appearance that is inviting, and safe vehicular and pedestrian connections. As evidenced by the lists of changes identified during the Community Visioning Meeting, there are topics where both consensus and disagreement exist. There are also cause and effect relationships that need to be explored further during Focus Group meetings.

The following provides a summary of the key results of the Community Visioning Meetings and address some of the remaining issues:

**Participants want to see a transition in land uses and more open space.**

1. Density: Several comments related to density within the Sub Area. The image preference survey showed a strong support for a continuation of low-density residential development patterns. However, participants also want to see a transition in land uses and more open space. Oftentimes, there needs to be an incentive for a property owner to provide open space, such as a density bonus and/or smaller lot sizes. The trade offs between property rights and greater community benefit should be explored.
2. Single-family Housing Types: Single-family development can mean many things. To some, it is one detached single-family home on a lot. To others, it can mean an attached single-family dwelling or a town home. In the image preference survey, some participants found town homes development and two-unit attached dwellings as appealing. Others, want to see detached single-family. The changes statements pointed to a continued desire for maintaining density, but creating a buffer between the commercial character of the Red Arrow Highway and the residential character near Ridge Road. An opportunity exists to explore different single-family housing types, which may provide a transition and continue the tradition of residential land uses at the interior.
3. Buffers: There was a strong interest in a buffer between residential and commercial development. Some want to see a natural buffer, while others want to see something of more permanence. Others want to see better access to the interior residential property. An opportunity may exist for a buffer that provides both access and

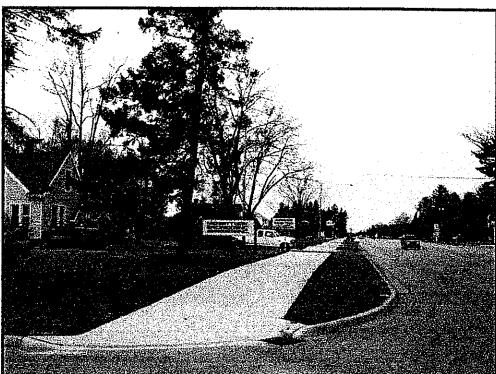
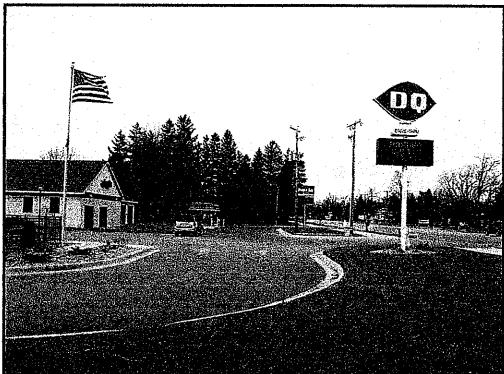
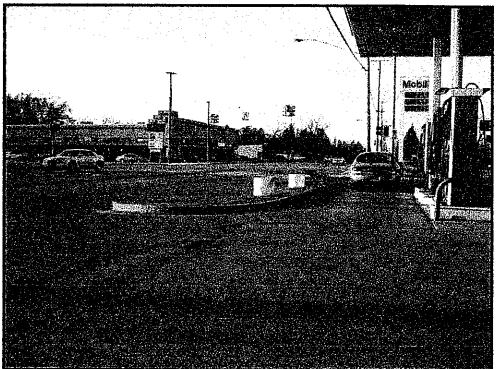
**The Red Arrow Highway Corridor may not be a location to foster pedestrian accessibility, according to some participants**

- creates a permanent separation between commercial and residential uses.
4. Aesthetics: Many participants acknowledged a desire for more character along the Red Arrow corridor. Some people desire a level of architectural control, while others are conscious of the economic costs of requiring buildings built of certain materials. Signage was another topic relating to character. Many feel that a low profile sign type is appropriate in the corridor while maintaining visibility at corners and intersections. Finally, many participants spoke of a desire for more green space along the corridor, while others continued to express a concern for visibility.
  5. Pedestrian Accessibility: With posted speeds of forty miles per hour, four lanes of travel, a center turning lane, and countless driveways on both sides of the street, the Red Arrow Highway Corridor may not be a location to foster pedestrian accessibility, according to some participants. A sidewalk on the west side of the highway may be the only encouragement the residents want to brave the busy thoroughfare. However, some participants feel that through greenbelts, additional landscaping, bike lanes, crosswalks, and reducing the speed limit, the corridor may become a more attractive place to walk.
  6. Planned Development: While many participants spoke about a dissatisfaction with some of the high density planned development approved in the Sub Area, other participants seem to want more control over the type, scale, and appearance of new development. A Planned Development process is one useful planning tool, which offers more community involvement, and input than zoning allows. In an area where lot configuration poses development challenges, some property owners are looking to consolidate lots and create a planned development. If written properly, a Planned Development ordinance can require the provision of open space in exchange for smaller lots. And, since a Planned Development is a rezoning, neighbors are notified and the process becomes more collaborative and sensitive to neighborhood desires.

To address these themes where consensus has not been reached, three Focus Groups will be organized. The topics for the Focus Groups include: access management, aesthetics, and the residential and commercial interface. Density will be a topic that transcends each of the Focus Group meetings. Clearly, some give and take needs to occur to balance the desires of the participants with the rights of all property owners and business owners. And, a balance needs to be reached between the existing conditions of the Sub Area such as property configuration, the built environment, and traffic counts which are not likely to change, and the desires of property owners to develop in harmony with the existing land use mix.

# LINCOLN CHARTER TOWNSHIP

## FOCUS GROUP REPORT



JULY 2006

**Williams & Works**  
engineers . planners . surveyors

*a tradition of service*

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## INTRODUCTION

Lincoln Charter Township has begun the process of updating the Township Master Plan to consider appropriate land uses and planning strategies for the Red Arrow Highway Corridor in the northern quadrant of the Township. The Master Plan update process began in March 2006 with a windshield survey of the corridor, followed by a community visioning meeting, and this focus group process. The next steps in the process include the development of a future land use scenario, preparation of goals and objectives, and crafting the plan.

**Three focus groups were held on the following matters: access management, the commercial and residential interface, and aesthetics.**

During the community visioning meeting, the consultant team became aware of certain planning and zoning issues, which warranted special study and analysis. These issues became the topic of the focus group sessions. Three focus groups were held with participants that included residents of the community, individuals with expertise in particular areas of consideration, as well as business-owners.

The three areas of concern that were addressed in the focus groups were:

- ◆ Access Management, June 6, (12 participants)
- ◆ Commercial and Residential Interface, June 16, (14 participants)
- ◆ Aesthetics, June 16, (10 participants)

The purpose of this report is to summarize the process and the discussion that ensued during the meetings. Also, key issues and questions for further research are summarized which help to establish the direction of the Sub Area Plan. This report is organized by focus group topic, and includes general themes, an analysis of the comments received, and next steps. Included in Appendix A is the focus group introduction given at the outset of each session. Appendix B includes the focus group questions and responses from participants. Please note that comments are not attributed to individual participants in an effort to protect confidentiality and, while every attempt was made to record comments faithfully, the appendices should not be regarded as a verbatim transcript.

## FOCUS GROUP ACTIVITY

Invitation to participate in the focus groups was made to all participants in the community visioning meeting, to business owners along the Red Arrow Highway corridor, and to the general public

**Generally, more residents than business owners participated, and several participants attended more than one focus group.**

through articles in the *Herald Palladium*. This open invitation helped to further reinforce the Township's commitment to a participatory process. Generally, more residents than business owners participated, and several participants attended more than one focus group. Each focus group had sufficient participation to provide an energetic discussion rich in content.

Participants were welcomed to the session and informed of the Sub Area planning process to date. Williams & Works staff facilitated each group and Township staff recorded the meeting notes. The facilitator explained ground rules for the discussion and encouraged everyone to participate and stated that comments would be recorded and made public, but that no comment would be attributed to a specific person. Each participant was given the discussion questions in writing as they joined the session.

Following the overview and introductions, the first discussion question was asked and participants began to express their views. The facilitator kept the conversation moving and generally on track with the prepared discussion questions. However, to promote a free exchange of ideas and to foster participation, an informal and wide-ranging conversation was encouraged.

At the end of each session, participants were thanked for their participation and promised a written summary of the session.

## GROUP REPORT SUMMARIES

There were many common themes expressed during several of the focus groups that transcended the specific focus group topics. These common themes included:

- ◆ A desire for an attractive streetscape along the Red Arrow Corridor, with low profile signage, landscaping, and diversity in business type.
- ◆ A desire for the Township to adhere to the plan.
- ◆ An acknowledgement that development requirements should not be cost prohibitive to the business community, but should be looked at as investments, not expenses.

- ◆ A preference for residential zoning, and some demarcation between the residential and commercial uses through access roads and landscape buffers.
- ◆ An acknowledgement that compromises need to be reached, and some increase in density matched with open space preservation provides a balance.

## ACCESS MANAGEMENT

Purpose: To learn more about residents and business-owner opinions regarding access management within the Sub Area and along the Red Arrow Highway, Ridge Road, and Roosevelt Road.

Discussion Questions:

1. What situations make you feel frustrated or unsafe when either walking or driving along the Red Arrow Highway, Ridge Road or Roosevelt Road? Please provide specific examples.
2. What approaches would make the commercial areas more pedestrian accessible to the residential uses?
3. What benefits or drawbacks would you anticipate from a sidewalk or walking trail adjacent to Ridge Road providing access to the Glenlord Beach?
4. The Future Land Use Plan designates the rear portion of several properties along Red Arrow Highway for medium-high density residential. What do you think is the best way to provide access to the rear portion of those parcels?
5. What are the best tools for access management along Red Arrow Highway?
6. Where are the most important places along Red Arrow Highway to locate new access, either for roads or driveways?
7. As a business owner, what allowances might make access management more plausible?

Some representative quotes include:

- ◆ Trying to cross Red Arrow Highway without getting hit by car is frustrating as there is no pedestrian crosswalk, except at Glenlord Road.

The participants suggested several access management strategies.

- ◆ A median should be put in place on Red Arrow Highway so that you may cross over to the median and then continue to cross when traffic clears.
- ◆ There needs to be a plan for a pedestrian way to Ridge Road in the future from the commercial properties along Red Arrow Highway to the residential areas.
- ◆ Access from Locust Lane would make a lot of sense, since it is a public road.
- ◆ A cross-intersection to access the parcels north of The Sanctuary on both the east and west sides of Red Arrow Highway is a good idea.
- ◆ A short frontage road to accommodate three to four businesses at a time with one entrance and one exit would be good.
- ◆ The property owners on the parcels south of The Sanctuary may not want to develop the back of their property, but a plan needs to be in place in case they do in the future.

**Summary of Conclusions:** The focus group agreed that access management is a priority, and that helping to make the Red Arrow Corridor and Ridge Road safer for pedestrians and drivers is essential. The group felt that access to the interior of the corridor is needed to solve problems related to dual zoned parcels. However, any new roadway or access way must be designed so it is aesthetically pleasing.

Access management strategies that were suggested by the participants included installing a boulevard system, reducing the number of drives on Red Arrow Highway, improving pavement markings, and providing alternative north/south access routes east and west of Red Arrow Highway. There is also an interest in seeing the traffic lights near Marquette Woods and the Interstate improved by timing the lights, and installing more signage. Also, the group stated that the lack of development south of the Interstate was an asset and an opportunity to fix some access issues.

The concept of a north/south access route parallel to Red Arrow Highway was discussed. Participants felt that it is generally a good idea to have a line of demarcation between the commercial and residential zoned property. A consensus was reached that the access route should be a connection from Locus Lane. A second access from Red Arrow Highway to the interior parcels located south of Glenlord and north of the car wash was recommended. Any interior access road should be

**Requiring pedestrian connections at cul-de-sacs, and within any new residential development was suggested to ensure future connectivity from Ridge Road to Red Arrow Highway.**

designed compatible with the nearby residential development with low-level lighting, sidewalks, and landscaping.

Finally, the participants had some strong feelings about pedestrian accessibility. They agree that the Township should continue to require the installation of sidewalks along the east side of Red Arrow Highway at the time of redevelopment. Sidewalks on Ridge Road are more of a challenge because of the desire to maintain the tree canopy. Residents on Ridge Road are split on their interest in sidewalks, fearing an assessment for the cost of installation and maintenance, but desiring safe routes to school and the beach. Requiring pedestrian connections at cul-de-sacs, and within any new residential development was suggested to ensure future connectivity from Ridge Road to Red Arrow Highway.

## COMMERCIAL AND RESIDENTIAL INTERFACE

**Purpose:** To learn more about resident and business-owner opinions regarding the commercial and residential interface within the Sub Area and along the Red Arrow Highway, Ridge Road, and Roosevelt Road.

### Discussion Questions:

1. How well do the commercial and residential portions of the corridor relate to one another? Think in terms of accessibility and off-site impacts like noise, dust, lighting, etc.
2. The current Township Master Plan calls for medium/high density residential along the Red Arrow Corridor behind commercial property. What does medium/high density residential mean to you?
3. When thinking about residential density, what advantages and disadvantages do you see in smaller lots in exchange for preservation of open space areas?
4. What measures would you like to see to allow commercial and residential development to coexist? Please describe tools that can be employed to keep commercial development from encroaching into residential areas?
5. Transitions are often discussed when thinking about a progression from more intense to less intense land uses. Given the commercial land uses along the Red Arrow Highway and the residential land uses along Ridge Road and Roosevelt Road,

it appears that a transition area does not exist. What transitions do you favor between different types of land uses?

6. If new residential development in the Sub Area were town homes, garden apartments or two-unit development, what measures could be in place that might help it to be compatible with the existing residential development in the area?

Some representative quotes include:

- ◆ The existing berm between The Sanctuary and Dairy Queen is appropriate with the added landscaping and could be modeled elsewhere.
- ◆ We would like the Township to view the property along the west side of the corridor as Lake Michigan lakefront property and to have that value rather than that of high density.
- ◆ High-density zoning belongs next to the Lakeshore High School, Martin's Grocery, and the library.
- ◆ Please consider the height and appearance of structures to be built in this area.
- ◆ New developments in the area could plan open space into their master plan for the development
- ◆ We need to start enforcing what we have; also make a new plan and implement it now.
- ◆ For commercial property to coexist with residential there is a need for a "no high bright lights ordinance."
- ◆ Tosi's is a good example of commercial and residential fitting together; it has landscape buffers and low-level lighting.
- ◆ The current ordinance allows very few controls over how property is developed we need better controls over development criteria and a PUD is one mechanism.

**The concept of transitions in zoning intensity was not well liked by the participants in the focus groups.**

**Summary of Conclusions:** The focus group included many outspoken individuals and some with differing opinions. One member of the focus group challenged the rest of the group to raise the bar and set higher standards. This comment was made in regards to Planned Unit Developments and the often-immediate reaction of many to resent a Planned Unit Development because of a difference in personal preference for large lots versus the opportunity they offer for open space preservation and a public review process.

**Duplex or two-unit residential would be acceptable to residents if limited in height and effectively screened.**

The concept of transitions in zoning intensity was not well liked by the participants in the focus groups. However, one business owner in the corridor did appreciate the concept of transitions, and feels that some high density residential is appropriate, especially along the eastern side of Red Arrow Highway. Residents feel that the commercial development has thus far been a good neighbor, however, a participant raised the point that at any time new ownership or redevelopment could negatively impact the residential uses if permanent transitions are not in place. Some residents, however, favored natural buffers between the commercial and single-family residential development.

Duplex or two-unit residential would be acceptable to residents if building height was limited to 35 feet and berms and landscaping were required and the architectural style of the building was in character with the adjacent development. Transition strips should continue to be required, and buildings should be oriented to mitigate any negative impact on views. Overall, the members of the group felt that the property west of Red Arrow Highway should be thought of as lakefront property and developing it for multi-unit development is not its highest and best use.

## AESTHETICS

**Purpose:** To learn more about residents and business-owner opinions regarding aesthetics within the Sub Area and along the Red Arrow Highway, Ridge Road, and Roosevelt Road.

**Discussion Questions:**

1. How do you feel about the “look” of the Sub Area? Think about the buildings, the built and vacant lands, and the overall appearance of the Red Arrow Corridor.
2. Please describe a property or a portion of the Red Arrow Corridor that is appealing to you. What characteristics make it appealing?
3. What standards would you like to see the Township apply to future development or redevelopment to make the corridor more appealing? Think in terms of signage, building materials, window coverage, exterior lighting, building height, landscaping and other elements.
4. Signage was a topic that garnered a lot of discussion during the visioning meeting. How can signage be improved in the

Township? Think about the size, height, type and materials used for signs.

5. During the visioning meeting, the concept of a greenbelt along Red Arrow Highway was discussed. Greenbelts can be used to protect existing trees and to soften a predominately automobile oriented environment. How should the Sub Area Plan address greenbelts?
6. What are the drawbacks and the advantages to requiring standards for new development in terms of signage, building materials, window coverage, exterior lighting, building height, and other elements?

Some representative quotes include:

- ◆ My first impression is of a truck stop when I drive north from the Interstate; I would like it to feel more "home town."
- ◆ Use parking lot dividers of landscaping instead of just a big slab of asphalt.
- ◆ If architectural standards were applied, it would make it feel warm and welcoming.
- ◆ We don't want pole signs; only ground signs all the same level, low to ground would bring unity throughout the corridor. No more electronic message boards.
- ◆ I'd like to see architectural walls in front of parking with grass, greenery and sidewalks.
- ◆ Any architectural standards for south of I-94 should tie in with the Village of Stevensville.
- ◆ Forming a Downtown Development Authority for the Red Arrow Corridor might help finance beautification projects.

**Design standards for new construction was favored for more unified design.**

**Summary of Conclusions:** There is an overwhelming desire to improve the look of the Red Arrow Corridor through stronger standards for new development. However, the participants do not want to cause an undo burden to existing business owners. Participants felt that any building or development standard should be looked at as an investment and not an expense. Design standards for new construction was favored by participants in the focus group, who want to see more unification of design, which may result in a more attractive and desirable location for business.

Signage was a main concern of residents. Signage is often the first impression of a place, since it is closest to the road. There is an overall desire for signage to be smaller, lower, and more unique in construction. Sign lighting should be downward facing. Many participants agreed that electronic message boards are distracting and should not be permitted in the future.

Landscaping received many comments from residents. Large diameter trees should be preserved, and site design should incorporate as much tree preservation as possible. Common landscaping, planters, or identification banners could be used to create more unification of the streetscape in corridor. There is an interest in making the corridor a destination, with continuity and a high standard of construction.

**The Township may consider forming of a DDA to help finance corridor improvements.**

Business owners along Red Arrow Highway have a “business watch” program. This program is an asset to the Township because it means that the business owners are organized. The focus group participants felt that the Business Watch group should have a voice in any proposed beautification initiatives and standards, which may be incorporated into the zoning ordinance. Financing beautification projects should be further analyzed, as the Township may consider forming a Downtown Development Authority as a tool for capturing tax increments for improving the look of the corridor.

## CONCLUSIONS AND NEXT STEPS

In the context of a Sub Area Plan, where a specific area of the Township is analyzed and planning priorities are identified, the elected and appointed officials need a clear understanding of local perspectives. This focus group process, when coupled with the results of the community visioning meeting, provide the background needed for making long-range planning decisions. The next steps in the planning process include crafting a preferred land use scenario, developing goals and objectives, and finalizing the draft plan.

Two draft future land use scenarios will be created. Having two land use scenarios will correspond to the sometimes-divergent land use objectives that surfaced during public meetings. These scenarios will be an opportunity to look at different outcomes corresponding to different views related to access, zoning, open space preservation and land use transitions. From the two land use scenarios, the Planning Commission and Consultant will craft a preferred scenario after public comment at a special meeting.

The Planning Commission will be faced with a difficult task in balancing the land use objectives of the business owners along the Red Arrow corridor and the residents along Ridge Road. Oftentimes, these two perspectives are different. For example, residents desire high-end housing, large lot sizes and open space, while business owners want flexibility and use of their dual zoned property. Residents prefer a natural transition in land use versus a medium/high density zoning district between commercial and single family districts. Finally, residents hope to see more design standards and a unified design of the corridor, while business owners do not want to incur more costs for aesthetics improvements.

Given these different views, there appears to be a need for more discussion with the Planning Commission on the direction of the Sub Area Plan. Will the Sub Area Plan call for access to the rear of the commercial properties as a demarcation between commercial and residential land uses? Will zoning remain R-1 or will a balance be drawn between the existing land use plan and zoning to reach a moderate density? So long as the preferred land uses are clearly defined, and result in zoning provisions, some of the fears of the residents can be calmed, the interests of the business owners can be respected, and good planning practice can govern.

## APPENDIX A, FOCUS GROUP SCRIPT

"Thank you for joining us. This is one of a series of focus groups being conducted on behalf of the Lincoln Charter Township as a part of the community input process for the Sub Area Plan. The planning team hopes to gain a better understanding of some key local perspectives on \_\_\_\_\_ (topic) \_\_\_\_\_ to help make the Sub Area Plan as responsive as possible to local desires and to practical realities. The focus group format enables people to come together in one place to share their opinions on a particular topic. Each of you is asked to represent only your own opinions. You do not need to view your comments as representative of an organization or group of people. Please be as honest and open as possible in your responses. Your anonymity will be protected. While we will summarize what is said in our notes, we will not attribute particular comments to individuals.

The format of this session is fairly informal, but we do want to stay on the topic. My goal is to have you out of here in about an hour and a half. We have a series of discussion questions to cover and I want to make sure that we get to them all during this session.

I think you will find the process to be interesting and enjoyable as long as we are honest and open, but still respectful of each other's opinions.

Lets start by introducing ourselves."

## APPENDIX B, FOCUS GROUP NOTES

### ACCESS MANAGEMENT

Purpose: To learn more about residents and business-owner opinions regarding access management within the Sub Area and along the Red Arrow Highway, Ridge Road, and Roosevelt Road.

1. What situations make you feel frustrated or unsafe when either walking or driving along the Red Arrow Highway, Ridge Road, or Roosevelt Road? Please provide specific examples.
  - Trying to cross Red Arrow Highway, without getting hit by car as there is no pedestrian crosswalk, except at Glenlord Road.
  - Excessive speed by motor vehicles, especially with so many children rollerblading and biking in the area
  - There seems to be a lot of young moms with children that are speeding down Ridge Road
  - Areas seem unattended by law enforcement
  - Actual speed limit is not being enforced
  - Construction vehicles also are speeding through the area
  - The traffic on Ridge Road is from both residents who live there and people passing through
  - Before sidewalks should be considered, the traffic speed situation needs to be enforced and dealt with
  - Suggestion to drop speed limit on Red Arrow Highway in order to prevent accidents; MDOT suggested that they can't just go ahead and drop it, there are situations that warrant that response and they would have to look into the possibilities. Several things would have to happen in conjunction with this suggestion such as the three E's: 1) Engineering 2) Education and 3) Enforcement
  - When entering/exiting the Admiral gas station traffic patterns are unclear as there are no clear markings on the pavement
  - Traffic signals by McDonald's and Marquette Woods Road pose a dangerous threat; is this something that MDOT could address? MDOT would have to look into the issue as they aren't in the position to tell owners that the driveways need to be removed; question was asked as to why the driveways were allowed to be installed like they are, one reason may be standards have changed over time
  - Proposed left turn only light to enter McDonald's was suggested

as a possible solution; MDOT voiced that it was certainly something that they can take a look at

- It was mentioned that it is dangerous to turn left onto I-94
- Signal by Wal-Greens may need a shade cover around light to help clarify which light is active
- Suggestion of placing turn signals at Glenlord and W. Marquette Woods roads
- Traffic exiting McDonald's don't realize they don't have the right away, suggestion of addressing this problem with a left turn signal upon exiting; Also, pavement markings on the driveways would help

2. What approaches would make the commercial areas more pedestrian accessible to the residential uses?

- Suggestion that without sidewalks pedestrian accessibility can't be achieved; Sidewalks are needed on both sides of Red Arrow Highway.
- Mentioned that pedestrians are utilizing sidewalk on Red Arrow Highway; haven't noticed too many bikers riding on the sidewalk
- Question as to whether or not there is enough room to have a decent walking path on Ridge Road
- Commercial businesses would benefit from having a sidewalk on both sides of Red Arrow Highway as pedestrians aren't really going to try to cross highway to reach the other businesses
- A median should be put in place on Red Arrow Highway so that you may cross over to the median and then continue to cross when it was clear; MDOT wouldn't rule out this possibility, but it would require some study of the situation as it would entail some good planning
- If installing pedestrian crossings on Red Arrow Highway, then the possibility of using a digital countdown crosswalk guide was suggested. MDOT mentioned they do have test sites for this device on the West Coast and in Peoria, IL. MDOT is looking at developing a policy for this type of device if the site is right to use it; safety issues would have to be looked at in order to determine its possibility of being used.
- Discussion was initiated concerning the public walking through the Sanctuary to access Quiznos, DQ, etc. As of right now there is no public access through the Sanctuary or anywhere else off Ridge Road. The need for a pedestrian pathway from

Ridge Road to Red Arrow Highway was discussed.

- Suggestion for any new subdivisions that may be developed in area along Ridge Road should include plans for an access path to Red Arrow Highway. Point noted that the key would be for the new subdivisions to do this as it wasn't included in the existing subdivision plans and is harder to establish once the plans are finalized. Lake Grove development does include one pathway to Stewart Elementary school.
  - There needs to be a plan for a pedestrian way to Ridge Road in the future from the commercial properties along Red Arrow Highway to the residential areas.
  - Question asked if it were possible to have town purchase land to install a paved path from Ridge Road to Red Arrow Highway. Could the township take the land needed by eminent domain?
  - Concerns mentioned with installing pathways included the need for policing and enforcement; would need to get conceptual ideas as to how to handle this situation. Who would do the policing? Would the path be lighted? What kind of safety issues would have to be looked at?
3. What benefits or drawbacks would you anticipate from a sidewalk or walking trail adjacent to Ridge Road providing access to the Glenlord Beach?
- A public walking path along the beach would be an amenity to developers.
  - The need to consider the possible use of golf carts, skateboards, and bikes may propose a problem with safety if a sidewalk is installed because of the amount of driveways that exist on Ridge Road. A better solution might be the use of a walking path.
  - The use of a sidewalk would not accommodate the bike traffic, although they might try to use it anyway posing a risk for accidents at the many driveway intersections. A paved shoulder would accommodate bikes better. Walkers would benefit from this also. Glenlord Road was mentioned as an example of an existing paved shoulder.
  - Resident along Ridge Road voiced objection to a sidewalk along Ridge Road because of expense to homeowners to have one installed and the liability issues that may arise. The question was asked as to which would acquire an assessment and the cost

of a paved path vs. a walking trail.

- There wasn't much concern to provide access to Stewart Elementary School for children who walk as there are only about five who do so; most are driven by parents.

4. The Future Land Use Plan designates the rear portion of several properties along Red Arrow Highway for medium-high density residential. What do you think is the best way to provide access to the rear portion of those parcels?

- It seems as if the township is stumbling with how to accommodate properties zoned for two zones. Some of these parcels are too narrow to take advantage of both zones. Is it in the process of eliminating the dual zones?
- The example of Mrs. Reid's property was given. If her parcel was zoned C-3 then the residents in the surrounding R-1 area could end up with a truck stop in their backyard, which wouldn't make them very happy.
- Discussion was brought up to possibly take 33 feet from two adjacent parcels to accommodate the need for an access road to the back of the parcels south of The Sanctuary without creating too many driveways and roads.
- Marquette Woods Road would not be a good place to construct an access road due to the poor visibility caused from the hill and curve along with the foliage being unkempt.
- Could access be created from Ridge Road to the south parcels south of The Sanctuary? The properties along Ridge Road are currently all residential properties with no given space available to construct access.
- It was mentioned that the township should come up with a plan to gain access to these properties.
- No matter how access is granted the need to make the surrounding areas landscaped to promote development and discourage high speed travel was agreed upon.
- The need to address the zoning of these parcels, if changed, was mentioned.
- There was a suggestion to possibly install an intersection from Red Arrow Highway to provide access to the parcels north of the Sanctuary on both the east and west side of Red Arrow Highway. This may be able to be accomplished using a straight T-intersection without more curb cuts while providing a safe area to cross.

- The property owners on the parcels south of The Sanctuary may not want to develop the back of their property, but a plan needs to be in place in case they do in the future.

5. What are the best tools for access management along Red Arrow Highway?

- Possibility of shared driveways
- Boulevards
- A short frontage road to accommodate three to four businesses at a time with one entrance and one exit would be good. (MDOT said it would be something they could look at, but a possible downfall would be having more pavement than exist now.)
- Question asked if the township has tried to get commercial property owners to consolidate drives. This may help solve some of the complications that currently exist.

6. Where are the most important places along Red Arrow Highway to locate new access, either for roads or driveways?

- A cross-intersection to access the north parcels north of The Sanctuary on both the east and west sides of Red Arrow Highway is a good idea.
- The parcels south of The Sanctuary will be more challenging
- Possibility of using the hotel as an access source was suggested. Landscaping would need to be planned in order to give a residential feel to the entrance.
- Suggestion that access could be granted from Locust Lane
- Access from Locust Lane would make a lot of sense, since it is a public road.

## COMMERCIAL AND RESIDENTIAL INTERFACE

1. How well do the commercial and residential portions of the corridor relate to one another? Think in terms of accessibility and off-site impacts like noise, dust, lighting, etc.
  - Problems occur with properties that have split zoning and dual land use on same parcel
  - Traditionally commercial, multi family, and single family properties have a buffer between them
  - Residents of The Sanctuary feel it would be detriment to have multi-family residence built next to R-1
  - The existing berm between The Sanctuary and DQ is appropriate with the added landscaping and could be modeled elsewhere.
  - The relationship between existing commercial and residential areas is not viewed, as the single family dwellings seem to be buffered from the commercial
  - We would like the Township to view the property along the west side of the corridor as Lake Michigan lakefront property and to have that value rather than that of high density
  - East side of Red Arrow Highway has the railroad tracks to divide residential and commercial
  - Resident noted that there has been wonderful cooperation between the car wash and The Sanctuary in regards to placing landscaping on the berm; DQ owner has been extremely cooperative with accommodating residents with lighting issues
  - We like the idea of having a natural (organic) area transition.
  - Please consider noise suppression to quiet commercial activities in the residential areas and include this in the plan
  - High density zoning belongs next to the Lakeshore High School, Martins, and Library.
  - Residents feel that the existing commercial lighting is awful; should only be able to see at the commercial business location and not infringe upon the residential areas
2. The current Township Master Plan calls for medium/high density residential along the Red Arrow Corridor behind commercial property. What does medium/high density residential mean to you?

- Residents of The Sanctuary feel that having medium/high density near their property will devalue it
  - High density means higher than duplexes (apartments, etc.) to most at the meeting
  - Comment was made that you would be taking up good open space and that is something that we don't need less of
  - Medium/high density would minimize the value of residents in that community; single family residents have more interest in community life than those who own or rent condos, or apartments
  - East side of Red Arrow Highway was used as an example of being very unattractive, with horrible parking aesthetics (Cedar Crest was mentioned) of what could happen should this be allowed on the west side of Red Arrow Highway
  - Resident was assured four years ago that the zoning around The Sanctuary was R-1 and would remain that not medium/high density
  - Complaint about the color coordination on visual chart that was present at the meeting; resident felt that it was misleading to show property to be vacant
  - Mentioned several times that it seems as if the township board is pushing for medium/high density to be along the corridor; resident mentioned that the board is supposed to be community servants and that they are not listening
  - Please consider the height and appearance of structures to be built in this area.
  - High density already exists at Sable Shores; future residents can go somewhere else
  - Residents in The Sanctuary feel that the only rationale to support medium/high density is money for the township
  - Cottage Court was mentioned as a poor PUD; the lot sizes are way too small as opposed to Lake Grove PUD which is now to be 19 units instead of 21 with a private road
  - It would be allowed to put manufactured or mobile home on permanent foundation in R-1 zoning.
3. When thinking about residential density, what advantages and disadvantages do you see in smaller lots in exchange for preservation of open space areas?
- Currently 15,000 sq. ft needed per R-1 lot
  - Cottage Court PUD was again used as a bad example; lot size way too small and residents at the meeting don't like the look of it

- Should open space be protected and kept from subdividing?
  - New developments in the area could plan open space into their master plan for the development
  - Drop medium/high density from the corridor area and leave things alone.
  - Resident thinks that there is already a preconceived idea that high density is coming so the current residents are just going to have to deal with it
  - Suggestion that there are a lot of competing desires for open space vs. high density; dollars is what it comes down to (an investment or township board to collect more taxes)
  - Explained that the Master Plan means any time period from the date of adoption
  - If the lot requirement were lowered in order to accommodate more open space, could it be assessed with added value for the open space?
  - Cottage Court and apartments are examples of what high density means and we don't want that.
4. What measures would you like to see to allow commercial and residential development to coexist? Please describe tools that can be employed to keep commercial development from encroaching into residential areas?
- Could a re-zoning clause be put in place? Example: Tosi's is zoned C-3 now, if sold in the future could it be sold as R-1 as everything around it on Ridge Road is residential?
  - Meeting members agree that tools exist now to accomplish this goal, but a future plan is needed, not just one that satisfies the immediate
  - Stated that there is a lack of enforcement as far as zoning and ordinances go
  - Need to start enforcing what we have; also make a new plan and implement it now
  - For a township our size do we already have too much high density? Concerns over too much property being high density for this size township were raised
  - In response to the trustees comment on needing affordable housing, resident replied that we already have three manufactured housing areas
  - For commercial property to coexist with residential there is a need for a no high bright lights ordinance

- The noise level from the drive thru order boxes are too loud; consideration of this should be placed in the noise level ordinance
  - Ordinances need to be enforced standard across the board; residents in The Sanctuary do not believe that they are right now
5. Transitions are often discussed when thinking about a progression from more intense to less intense land uses. Given the commercial land uses along the Red Arrow Highway and the residential land uses along Ridge Road and Roosevelt Road, it appears that a transition area does not exist. What transitions do you favor between different types of land uses?
- Question asked if you really need to have a transition property
  - The Sanctuary was used as an example of a very attractive berm to be used
  - Most favored the idea of a landscaped berm or organic, natural open space
  - Consideration must be given to the possibility that the property that the berm would be placed on wouldn't be sold to a future buyer and then torn down
  - Suggestion that any barriers be controlled by residential public not commercial public
  - Commercial developers still need to be able to develop in the area
  - Medium/high density has already been established on the east side of Red Arrow Highway so the suggestion was made to keep it that way
  - No blanket decisions should be made that would hurt commercial property owners.
  - An example of a transition from high commercial to low commercial was brought up as hotels are near the I-94 interchange and then gradually go into more local business near Glenlord Road
  - For the land south of I-94 highway interchange a suggestion to replan intersection should be considered
  - Tosi's is a good example of commercial and residential fitting together; it has landscape buffers and low level lighting.

6. If new residential development in the Sub Area were town homes, garden apartments or two-unit development, what measures could be in place that might help it to be compatible with the existing residential development in the area?
  - Again, residents suggested that the west side of Red Arrow Highway be kept as single family residential only; east side of Red Arrow Highway has a history established with medium/high density so keep that on the east side of Red Arrow Highway
  - All agree that there is a flaw with the current master plan
  - Any new two-unit or townhomes need design standards to ensure they blend in with the area.
  - Comment was made that the current township supervisor is a high density “pusher”
  - Agreed that it is nice of the township board to have approved these meetings to get the public input
  - Suggestion to “Raise the bar higher” was made; reconsider the R-1 property west of Red Arrow Highway be turned into parks, trails and open space rather than being developed
  - The current ordinance allows very few controls over how property is developed we need better controls over development criteria and a PUD is one mechanism.
  - Cottage Court has given PUD’s a bad name in this area
  - Lake Grove may turn out ok
  - Re-zoning without controls can lead to problems
  - Is it idealistic to ask township to purchase some land to save and preserve it?
  - Could tax advantages be given to allow for open spaces

## AESTHETICS

1. How do you feel about the “look” of the Sub Area? Think about the buildings, the built and vacant lands, and the overall appearance of the Red Arrow Corridor.
  - My first impression is of a truck stop when I drive north from the Interstate; I would like it to feel more “home town.”
  - Have great potential to look appealing
  - Need to way short term cost vs. long term investment
  - Needs to be made to look like it is planned using greenery, landscaping, and lighting controls
  - Burger King is a good example of curbing and landscaping vs. McDonald’s plastic playground
  - There is nothing unique to our area
  - No need for anymore fast food franchises
  - Would like to see a nice “tablecloth- type” restaurant
  - Would like more greenery to achieve a boulevard look
  - Use parking lot dividers of landscaping instead of just a big slab of asphalt
  - Red Arrow Highway north of I-94 is MDOT
2. Please describe a property or a portion of the Red Arrow Corridor that is appealing to you. What characteristics make it appealing?
  - Burger King’s landscaping
  - Crown Pointe is very attractive and softening
  - Culver’s trees and outdoor seating
  - Park Inn property to north- need to protect the huge 100+ year old tree and show case it
  - Is it possible to have business owners put planters along corridor with flowers? Have the township put it in the plan
  - Since there is a business watch association maybe they would plant some flowers to have unity throughout the corridor
  - The canopy of trees along Glenlord and Ridge roads is gorgeous

3. What standards would you like to see the Township apply to future development or redevelopment to make the corridor more appealing? Think in terms of signage, building materials, window coverage, exterior lighting, building height, landscaping and other elements.
  - If architectural standards were applied it would make it feel warm and welcoming
  - Common materials used throughout with greenery
  - We don't want pole signs; only ground signs all the same level, low to ground would bring unity through out the corridor.
  - Commercial building height would defeat attractiveness if over 35'; existing hotels are fine and unobtrusive to Red Arrow Highway
  - Window coverage should be architectural in consistency to be attractive
  - No parking allowed in set back area
  - There are no standards for lighting right now; need to look at just shielded bulbs, standards at perimeter; DQ has added shielded at request of The Sanctuary
  - If what is agreed to only applies to new businesses, will it be effective? Maybe the big corporations like McDonald's could afford the switch, but smaller businesses may not; could you use a sunset clause (by this date you must apply)?
  - Vienna hot dog needs to have standards of maintenance
  - Suggestion to have township apply for grants for beautification
  - Festivals attract people to the area, but we need something to make them want to visit another time
  - Suggestion to have underground utilities; can they be required by zoning?
  - At least the property of south of I-94 could be underground since it is undeveloped
4. Signage was a topic that garnered a lot of discussion during the visioning meeting. How can signage be improved in the Township? Think about the size, height, type and materials used for signs.
  - Need to be lower and unified
  - Ground level sign of no more than 6 feet high with an area of 4' x 6'; not a lot of visual clutter, would like to present an open view
  - No more electronic message boards

- No internally lit materials
5. During the visioning meeting, the concept of a greenbelt along Red Arrow Highway was discussed. Greenbelts can be used to protect existing trees and to soften a predominately automobile oriented environment. How should the Sub Area Plan address greenbelts?
- The more the better
  - Need sidewalks first to be able to accomplish this
  - Plant trees in the greenbelt area to soften signs
  - I'd like to see architectural walls in front of parking with grass, greenery and sidewalks.
6. What are the drawbacks and the advantages to requiring standards for new development in terms of signage, building materials, window coverage, exterior lighting, building height, and other elements?
- Advantages would be public enhancement
  - Drawback would be cost to implement
  - Cost will be an investment
  - More appealing if we could give business owners some grant money to off set the costs
  - Township to give a certain percentage of tax credit for aesthetic upgrades for beautification
  - Any architectural standards for south of I-94 should tie in with the Village of Stevensville
  - Need to have lighting standard for entrance to new housing subdivisions
  - Forming a Downtown Development Authority for the Red Arrow Corridor might help finance beautification projects.