

PART IV. ACTION PLAN

PLAN IMPLEMENTATION

Updating of the Comprehensive Plan provides a direction for future growth and development in accordance with Township goals and objectives. Accommodation of the anticipated population growth over the next twenty years will require substantial investment from both the public and private sectors. **It** is important that this investment be made wisely and that the results are consistent with Township goals.

While the Township Planning Commission does not have the total responsibility for plan implementation, **it** must assume a leadership role to assure the Plan's success. While the recommendations in this Plan are advisory, **it** is intended that its proposals will form an acceptable framework for decision making.

Implementation of this Plan will require a combination of three basic components:

1. Acceptance and use of the Plan by the Township Board, Planning Commission and other public agencies as a decision making tool.
2. Commitment of resources in accordance with plan proposals.
3. Community understanding and acceptance.

The Comprehensive Plan is intended to be implemented over a long period of time. **Many** elements of the Plan will require additional study and deliberation by various groups and agencies which have specific responsibilities for implementation of specific plan projects. For example, park proposals contained within the Plan will require much additional study by the Township Parks and Recreation Commission; a Downtown Development Authority may be created with specific responsibilities for implementation of many of the plan proposals for the business area; the Township Board has the primary responsibility for expansion of public utility systems and the Bay County Road Commission and Michigan Department of Transportation has the specific responsibility for making improvements to the major street system.

It is most important that all of these projects be completed in accordance with the general perimeters established within the Comprehensive Plan. The Planning Commission has the primary responsibility for coordinating these various activities.

While the Plan is long-range in nature, many of the proposals need to be implemented within the next five years.

As a result, a short-range (5 year) Action Plan has been prepared. The Action Plan lists the various recommendations contained within the Comprehensive Plan which require some type of action in the near term. In some instances the proposals are very specific and can be implemented within the existing structure of the Township. In other cases, additional study may be required, responsibilities must be assigned or new boards or committees created to assure success.

By identifying these projects and programs, priorities can be established, responsibilities assigned and action taken in a planned orderly manner. Finally, it must also be recognized that because the list is intended to be comprehensive, it necessarily contains a certain amount of overlap and it will also be obvious that some projects must be undertaken in a sequential order.

For planning to be most successful, there must be consensus of the major long-range proposals as well as agreement to the Action Plan. To this end, the Township Board and Planning Commission members should scrutinize the following list and begin the dialogue necessary to reach agreement on a short-range list of projects requiring action.

ACTION PLAN PROJECTS

General

1. Prepare complete new zoning ordinance. The existing zoning ordinance was adopted in 1979, with most of the basic framework of the ordinance being carried over from the previous ordinance which was prepared in the mid 1960's. Over the years, various amendments have been made in an effort to keep the ordinance current with major legislative changes and new trends in land use development. These recent amendments can be incorporated into a new ordinance. Major sections, however, such as definitions, general provisions, non-conforming uses, site plan review and enforcement need to be totally redone to be updated, made consistent, easier to understand and to incorporate graphic aids. Finally, major legislative changes have been made which provide much greater flexibility in regulating commercial land uses and these opportunities should be addressed in a new ordinance.
2. Detailed identification of needed improvements to the infrastructure. Generally, the Township has maintained excellent sanitary sewer, water, storm drainage and street systems. Various improvements are needed to maintain the systems in good condition and additional improvements will be necessary to meet the needs of future growth. Each needed improvement along with a current cost estimate should be listed and its relative priority established. Major changes needed to properly and economically maintain the systems should also be identified.
3. Capital Improvement Plan and Budget. A Capital Improvement Plan and Budget is needed to tie together all needed improvements identified in the Action Plan. Most importantly it will provide a detailed listing of all capital improvement projects needed in the next five years, cost estimates, sources of funding and priorities. Based on this list and available funds the Township Board

would then adopt an annual capital budget to assure the completion of projects in an orderly and timely basis.

Industrial Land Use

4. The Township Board should consider the possibility of creating an Industrial Development corporation or, as an interim measure, assign someone the responsibility of coordinating and encouraging industrial development within the Township. This person should have the responsibility of working with the Community Growth Alliance and meet with existing and prospective industries.
5. The Township should complete an industrial feasibility study. The study should consider several sites of 40 acres or more for development of an industrial park as outlined in the Comprehensive Plan. Criteria for evaluation should include access, area land use, availability of utilities, relative cost of development and land availability. It should also address market feasibility, construction phasing and determine if the project can be completed by private enterprise or if public assistance will be required. If assistance is required, various public grant and assistance programs should be evaluated.

Commercial Land Use

6. As part of the preparation of a new Zoning Ordinance, include a new commercial zone based on legislative changes which allows zoning to be based on a development plan.
7. Pursue the creation of a Downtown Development Authority to have the primary responsibility for implementing the Commercial Land Use Plan.
8. Physical Improvements.
 - A. Attempt to incorporate curb-cut and sidewalk proposals into the MDOT plan for repaving of Center Avenue.
 - B. Begin program of right-of-way acquisition and construction of various proposed service roads.
 - C. Establish zoning mechanism for limited reduction of parking requirements to provide additional building sites along service roads.
 - D. Work with Bay City Area Transportation Study (BCATS) and MDOT for needed intersection improvements at Pine and Center and Scheurman and Center.
 - E. Work with BCATS and MDOT to establish guidelines for curb-cut spacing, deceleration lanes, shared drives, prohibitions of left turns for inclusion in zoning and site plan review processes.
 - F. Establish Landscaping Requirements - Prepare zoning provisions to require landscaping along street frontages and to set minimum

requirements for on-site landscaping of both parking and non-parking areas.

- G. Pedestrian Access - Establish zoning and site plan review guidelines to assure safe and adequate means of pedestrian access.
- H. Prepare detailed streetscape plan which incorporates all of the following:
 - Small landscaped areas with benches etc. to help give continuity to the entire business area.
 - Work with Consumers Power Co. and Michigan Bell to establish a specific plan for removal of overhead utilities. The plan should provide for future lines to be buried and establish priorities for a phased program to bury existing lines based on cost and need.
 - Establish guidelines for screening refuse containers to be incorporated into the site plan review process.
 - Draft revisions to existing sign ordinance.
 - Develop an area lighting plan to add to the safety and attractiveness of the area and to help tie the business area together.
 - Establish other aesthetic features such as the use of banners, roadside landscaped areas, common signage etc.
- 9. Provide for the removal of obsolete, non-conforming structures which have inadequate setbacks along Center Avenue.
- 10. Target specific types of businesses to attract to the area that will complement existing businesses and create additional business drawing power. Specific types include:
 - Family-type Restaurant.
 - Professional Offices.
 - Major Appliance Store.
 - Tire store.
 - Farm Supply Store.
 - Hotel/Motel.

Center Ave. (East)

- 11. Revise zoning regulations to provide for pedestrian access, landscaping, curb-cut controls, signage etc. similar to recommendations previously discussed.
- 12. Provide for removal of obsolete, non-conforming buildings which have inadequate setbacks along Center Avenue.

13. Work with BCATS and MDOT to program widening of Center Avenue east to Finn Road.
14. Study Center Avenue from Pine to Jones roads to determine the feasibility of providing a divided road with center median/left turn lane.
15. Seek out and work with potential large-site retailers to locate within the Center Road (East)' Business Area.

Residential Land Use

16. Amend zoning to encourage innovative types of housing such as mixed use developments, single-family attached dwellings, zero lot lines, etc.
17. Seek out developers and encourage development of lands where necessary infrastructure is presently in place.
18. Planning Commission should meet with Hampton Township based realtors, builders and developers to share ideas and to gain an understanding of the types of programs, policies and projects needed to encourage development.
19. Consider the feasibility and desirability of offering innovative types of finance programs to encourage improvements to the infrastructure.

Recreational Land Use

20. Incorporate the proposed Bay City, Hampton Railtrail project in the Township's Recreation Plan and establish a funding priority.
21. Recreation Committee should meet with apartment complex owners adjacent to the railtrail to determine if they have interest in developing a direct connection to the trail.
22. Recreation Committee should give consideration to providing a neighborhood park adjacent to the Railtrail to serve the collegetown area.
23. Encourage private recreational development along the waterfront.
24. Undertake a feasibility study to determine if additional lands should be acquired along the Bay for development of additional recreational facilities.

PLAN REVIEW

It is important to remember that this Plan is not a static document. **It** should be continually utilized to guide the Township's growth. The Planning Commission should monitor changes in conditions or advances in planning technology and periodically review and update the Plan to take advantage of these factors.

It is recommended that five year updates be undertaken but that, as a minimum, they be timed to coincide with the release of decennial U.S. Census data. This

will allow the utilization of highly detailed and up to date demographic information as accurate benchmarks in monitoring and projecting community growth and change.