

**CHARTER TOWNSHIP OF MERIDIAN
PLANNING COMMISSION
AGENDA**

**WORK SESSION MEETING
November 4, 2013
7:00 P.M.**

**Nelson Room, Public Safety Building
5151 Marsh Road, Okemos, MI 48864**

Work Session Meeting

1. Call meeting to order
2. Approval of agenda
3. Discussion
 - A. 2005 Master Plan Goals and Objectives
4. Public remarks
5. Adjournment

CHARTER TOWNSHIP OF MERIDIAN

MEMORANDUM

TO: Planning Commission



Gail Oranchak, AICP
Principal Planner

DATE: November 1, 2013

RE: 2005 Master Plan Goals and Objectives

At the October 7, 2013 work session meeting, the Planning Commission began its review of the Economic Development Corporation's recommended revisions to the 2005 Master Plan Goals and Objectives. Attached are the changes the Planning Commission made at the meeting. Also attached are draft minutes from that meeting. Please bring previously provided documents such as the Township Board and Planning Commission versions of the 2005 Master Plan Goals and Objectives to the November 4 work session.

Attachments

1. Planning Commission October 7, 2013 Goals review
2. Draft October 7, 2013 work session minutes

MASTER PLAN GOALS AND OBJECTIVES REVIEW

GOAL 3: ENHANCE THE VIABILITY OF TOWNSHIP BUSINESSES

Objective A: Upgrade commercial areas.

Strategies:

1. ~~Update the Grand River Corridor Study by incorporating data from the Capital Area Transportation Authority's (CATA) Transportation Study. PARTICIPATE IN REGIONAL EFFORTS TO REDEVELOP THE GRAND RIVER CORRIDOR~~ **Incorporate and participate in regional efforts to redevelop the Grand River corridor.**

Participate in regional efforts to redevelop the Grand River corridor and incorporate results where appropriate.

2. ~~Conduct a study of the Haslett Road commercial area identifying strategies to maintain its traditional character through preservation, renovation and redevelopment where appropriate. In the course of the study, address traffic and parking conditions and non-conforming mixed use issues. IDENTIFY STRATEGIES TO MAINTAIN THE HASLETT ROAD COMMERCIAL AREA'S TRADITIONAL CHARACTER.~~ **Identify strategies to improve and enhance the Haslett Road commercial area.**

Improve and enhance the Haslett Road commercial area while maintaining its traditional character.

3. ~~Encourage implementation of the Okemos DDA Integrated Plan. ENCOURAGE REDEVELOPMENT OF THE DOWNTOWN OKEMOS AREA USING THE DOWNTOWN DEVELOPMENT AUTHORITY (DDA) INTEGRATED PLAN AS A GUIDE.~~

Encourage redevelopment of the downtown Okemos area using the Downtown Development Authority (DDA) Integrated Plan as a guide.

4. ~~Update the 2004 Newton Area Study to acknowledge approved land uses and evaluate opportunities for walkable urban design. EVALUATE OPPORTUNITIES FOR WALKABLE URBAN DESIGN.~~ **Adopt strategies for walkable urban design.**

Evaluate opportunities for walkable urban design in commercial areas.

5. ~~Encourage the use of the commercial planned unit development ordinance (C-PUD) for redevelopment of older commercial area. COOPERATE WITH REGIONAL PARTNERS AND OTHER ENTITIES TO PARTICIPATE IN STUDIES.~~

Encourage the use of the commercial planned unit development ordinance (C-PUD).

6. ~~Encourage attractive architecture which harmonizes with the environment through innovate design and landscaping.~~ **Encourage quality architecture that enhances the environment through innovative design and landscaping.**

Deleted.

6. Identify specific areas where the “form-based code” technique may be appropriately applied ~~and make recommendations based on the results of the study.~~

Identify specific areas where the “form-based code” technique may be appropriately applied.

Objective B: Develop the Township’s commercial core into a viable and vibrant district.

Strategies:

1. ~~Initiate a study of alternative design schemes to promote walkable urbanism. CONDUCT AND/OR PARTICIPATE IN STUDIES WHERE APPROPRIATE.~~ **The EDC recommends removing this strategy.**

Deleted.

1. ~~Conduct a market study to determine the viability of walkable urban land uses, such as upper floor rental apartments in the commercial core.~~ **EXPLORE THE VIABILITY OF UPPER FLOOR RESIDENCES IN THE COMMERCIAL CORE.**

Explore the viability of mixed use development in the commercial core.

2. ~~Conduct a visioning/charrette process to engage the public in deciding the direction for development in the commercial core.~~ **CONTINUE TO ENGAGE THE PUBLIC IN DECIDING THE DIRECTION FOR DEVELOPMENT IN THE COMMERCIAL CORE. Engage Township boards and commissions in determining the direction for development and redevelopment in the commercial core.**

Continue to engage Township boards, commissions, and the public in deciding the direction for development in the commercial core.

3. ~~Explore options for~~ **Initiate** public-private partnerships to revitalize the Township’s commercial core.

Explore options for public-private partnerships to revitalize the Township’s commercial core.

5. ~~Develop the Township’s center into a vibrant mixed-use district through the addition of planned or committed office and residential land uses in and adjacent to the core area.~~

Deleted.

Objective C: Improve the attractiveness of the Township’s entrances and transportation corridors.

Strategies:

1. ~~Investigate~~ **Seek** grant-based funding opportunities to improve landscaping along major thoroughfares.
2. Create a series of well-designed and attractively landscaped entrances along the main roads entering the community.
3. **Promote opportunities for public art.**

The following are all new goals recommended by the EDC to add to the goals, objectives, and strategies of the Master Plan. The intent is not to delete any existing goals but to renumber the existing goals (four through seven).

GOAL 4: ATTRACT NEW BUSINESS AND RETAIN EXISTING BUSINESSES

Objective A: Maintain an active department dedicated to economic development.

Strategies:

1. Maintain staff dedicated to economic development and business attraction and retention.
2. Provide the training necessary for the department to be successful.
3. Contract with private entities as needed to support economic and business development.
4. Establish performance metrics to measure success.
5. Communicate with and utilize the resources of the EDC, MABA, and DDA to encourage economic development.

Objective B: Provide the tools and resources necessary for business attraction and retention.

Strategies:

1. Provide businesses with the information necessary to make an investment in the community.
2. Provide businesses with a point of contact to walk them through the process of investing in the Township.
3. Provide pertinent information to businesses of the benefits to an investment in the Township (i.e. schools, parks, etc.).
4. Support the Meridian Asset Resource Center (MARC) and other regional resource organizations.

Objective C: Implement strategies to adopt results from recent Grand River corridor visioning project.

Strategies:

1. Create a Township economic development plan for the corridor to ensure development and redevelopment readiness.
2. Publicize and provide easy access of corridor findings to community at large.
3. Create a pipeline of grant ready projects.

GOAL 5: CREATE AND MARKET AN EFFECTIVE TOWNSHIP BRAND

Objective A: Harmonize and market existing Township branding efforts.

Strategies:

1. Coordinate efforts of the entities currently engaged in developing a Township brand.
2. Streamline implementation of a consistent message for Township branding.

Objective B: Partner with a private sector organization to develop a Township brand.

Strategies:

1. Create a workgroup to develop and market a Township brand.
2. Utilize the Township brand to promote the benefits of living and working in the Township.
3. Utilize the Township brand as an economic development tool.

GOAL 6: DEVELOP A SYSTEM OF METRICS TO GAUGE TOWNSHIP PERFORMANCE

Objective A: Identify, track, and review metrics.

Strategies:

1. Share and promote metrics.
2. Partner with EDC to create and publish annual report.

G:\planning\glo\2005 Master Plan\2005 Master Plan Update\Goals\PC 10-7-13 Goals Review

**CHARTER TOWNSHIP OF MERIDIAN
PLANNING COMMISSION
WORK SESSION MINUTES**

DRAFT

October 7, 2013

5151 Marsh Road, Okemos, MI 48864-1198
Town Hall Room, 517-853-4560

PRESENT: Chair Jackson, Commissioners Deits, Norkin, Honicky, Ianni, Salehi, Scott-Craig
ABSENT: Commissioners Cordill, Hildebrandt
STAFF: Principal Planner Gail Oranchak
PUBLIC: None

1. Call meeting to order

Chair Jackson called the work session meeting to order at approximately 7:00 P.M.

2. Approval of agenda

Agenda approved by consensus

3. Discussion

A. Master Plan Update Discussion

- Suggestion to review the Township Board's proposed revisions to the 2005 Master Plan Goals and Objectives starting with the strike-out version dated September 5, 2013
- Suggestion to return the Goals and Objectives to the Township Board as sent to the Planning Commission requesting approval to distribute the document to surrounding communities and agencies. Planning Commission intent to make revisions after receiving comments from surrounding communities and agencies and hold a hearing for public input.
- A discussion of the process and merits of revising first or sending it back without revisions ensued
- Operating in a vacuum without public input
- Consider reviewing and incorporating the Economic Development Committee's proposal before sending to the Board
- Lack of communication between Township Board and Planning Commission
- More time consuming to review and make revisions now and then make additional changes after distribution and public input
- Defer until comment is received from the public at which time EDC comments will be incorporated
- Using the Urban Service Boundary revisions as an example, could potentially prolong the process by leaving revisions until the after distribution and public hearing
- Planning Commission continue to work on possible revisions during work sessions between now and the end of the 63-day comment period
- Majority of the Planning Commission members present agreed to send the Township Board's version back with the request to approve the document for distribution and 63-day comment period. The Planning Commission would continue to review the Board's document and EDC recommendations during work sessions

- The Planning Commission began review of the Economic Development Corporation's recommendations to the Goals and Objectives beginning with Goal 3, Objective A, Strategy 1 and ending with Goal 3, Objective B, Strategy 5
- Goal 3, Objective A, Strategy 1 to read: Participate in regional efforts to redevelop the Grand River corridor and incorporate results where appropriate.
- Goal 3, Objective A, Strategy 2 to read: Improve and enhance the Haslett Road commercial area while maintaining its traditional character.
- Goal 3, Objective A, Strategy 3 to read: Encourage redevelopment of the downtown Okemos area using the Downtown Development Authority (DD) Integrated Plan as a guide.
- Goal 3, Objective A, Strategy 4: Evaluate opportunities for walkable urban design in commercial areas.
- Goal 3, Objective A, Strategy 5: Encourage the use of the commercial planned unit development (C-PUD) ordinance
- Goal 3, Objective A, Strategy 6: Deleted, renumber remaining
- Goal 3, Objective A, Strategy 6 (old 7): Identify specific areas where the "form-based code" technique may be appropriately applied.
- Goal 3, Objective B, Strategy 1: Deleted, renumber remaining
- Goal 3, Objective B, Strategy 1 (old 2): Explore the viability of mixed use development in the commercial core.
- Goal 3, Objective B, Strategy 2 (old 3): Continue to engage Township boards, commissions, and the public in deciding the direction for development in the commercial core.
- Goal 3, Objective B, Strategy 3 (old 4): Explore options for public-private partnerships to revitalize the Township's commercial core.
- Goal 3, Objective B, Strategy 4 (old 5): Deleted

5. Public remarks

None

6. Adjournment

Chair Jackson adjourned the meeting at approximately 9:30 p.m.

Respectfully Submitted,

Gail Oranchak, AICP
Principal Planner