

Groveland Township

Cultural Heritage. Rural Values.

2021 MASTER PLAN



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INSERT RESOLUTION

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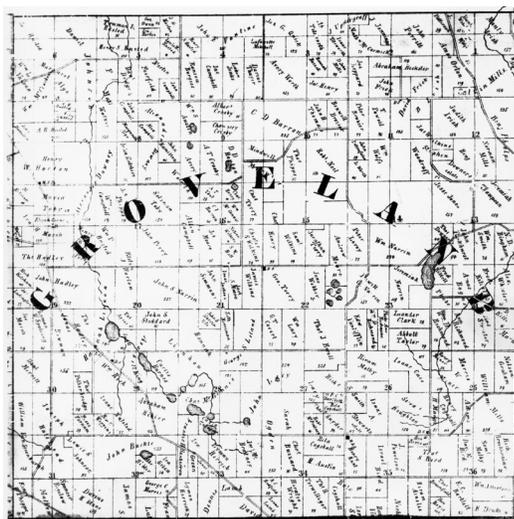
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Background & Project Process

Groveland Township is located in northwest Oakland County and is a standard six by six mile township. Its dimensions are the result of the land survey pattern used throughout all of Michigan and much of the Midwest called the Rectangular Survey System (except for two small cutouts of the long-lot survey systems used in and around both the City of Monroe and the Port Huron area). Unlike many townships in Michigan, Groveland has not had any part of its original land area reduced by incorporation of a city or village. Therefore it remains 23,083 acres.

Groveland Township was organized in April 1835 from a part of Pontiac Township, and until 1838 included what is now Holly Township. Three months after its organization, the first road was laid to connect to a highway leading to Genesee County known as



1857 Map of Groveland
Source: Oakland County

“People and nature
living together in
harmony”

- Township motto

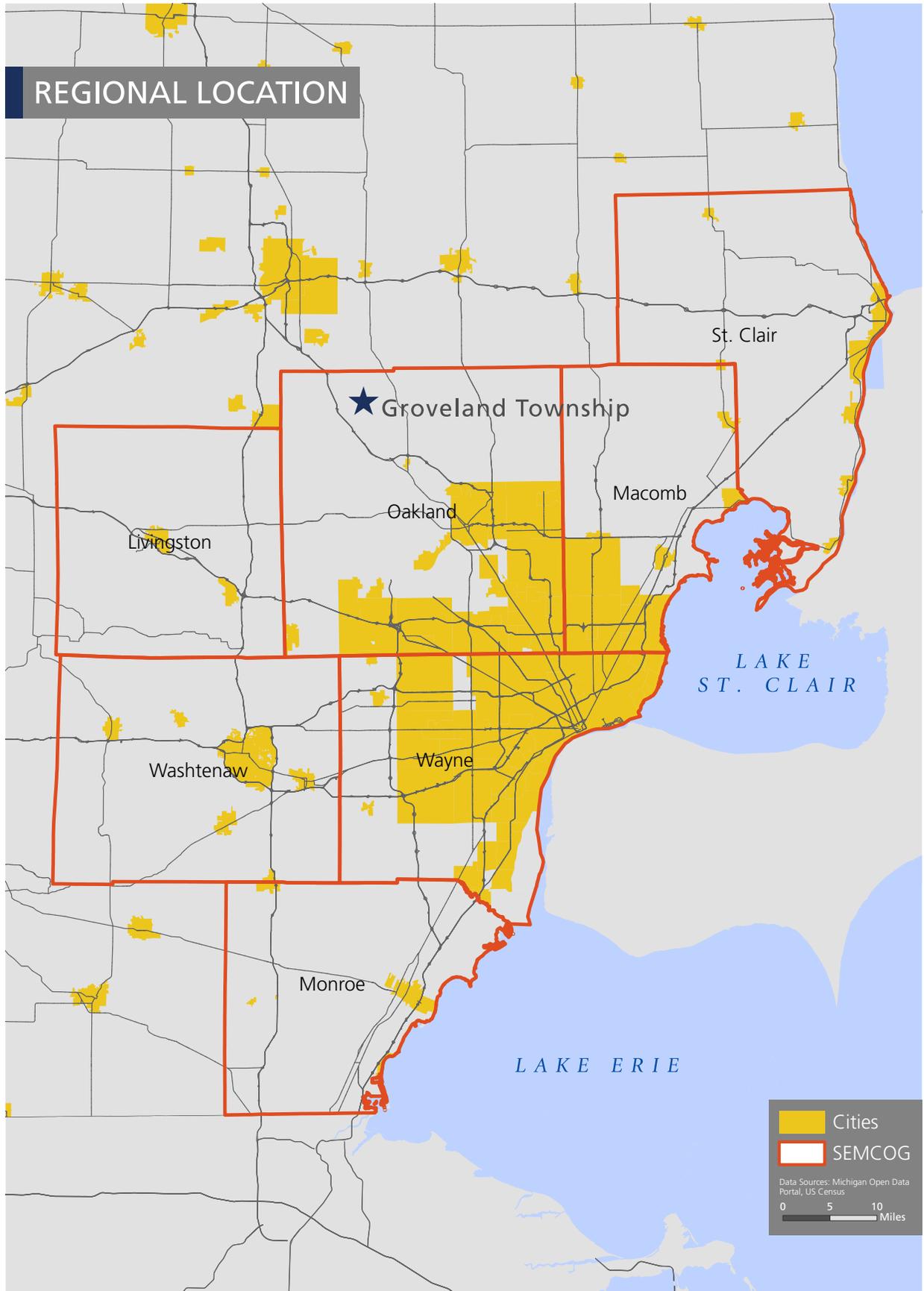
the Detroit and Saginaw Turnpike.¹ Prior to the development of the turnpike, the Saginaw Trail was a Native American trail that traversed Groveland, Pontiac, Flint, and ended in Saginaw. It was the oldest and most traveled trail system, used for over 500 years by Native Americans. Eventually, the trail was used by French fur traders and by 1841 Michigan completed its construction as the Saginaw Turnpike.² As a part of this construction, some sections of the Saginaw Trail became Dixie Highway. As the region’s road networks continued to develop, the Township’s location near Interstate-75, provides easy access to metro Detroit and Genesee County, making it conveniently positioned between two major employment centers.

PLANNING PROCESS & FOCUS AREAS

In 2017, the Board of Trustees of Groveland Township funded a demographic and Future Land Use Map update of the Township’s 2008 Master Plan. The 2005 Plan had depicted areas in the community that were designated exclusively for technical research-oriented

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Map 1: Regional Map



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land uses that were tied to large mineral mining sites. Because of the region's and state's static economic conditions in 2008, it was agreed that the 2008 Master Plan would allow for mixed use developments on the two sites previously set aside for technical research land use to expand development opportunity.

Besides changes in land use, one of the major differences between this Master Plan and previous ones was the increased focus on community engagement. In order to ensure significant community input, the Board of Trustees requested multiple engagement methods, most importantly, a visioning session. This opportunity allowed the community to review the current land polices within the Township and provide input on the future direction of the Township's growth.

The original visioning session was attended by many community members. At this session, consensus emerged that a main focus of the Master Plan should be on improving Dixie Highway Corridor, the major southwest-northeast arterial road in the Township (except for Interstate 75). Another focus area to emerge, although to a lesser extent, was the M-15 corridor. This corridor, in the far northeast quadrant of the Township, connects the Village of Clarkston to the south with Interstate 69 to the north.

In addition, each corridor contains distinguishing characteristics and similarities. The most significant common feature is heavy traffic use. Both of these corridors contain the majority of the Township's commercial uses, therefore they provide access to jobs for residents and commuters. Because of their location these two highways are a catalyst for development.

These highways have evolved from their original use. Interstate 75, due to its location less than a mile west of the majority of Dixie Highway, has diverted most of the commuter/long distance

traffic away from the Dixie Highway. M-15 has US-24 almost equally distant to the east. Although I-75 and US-24 have taken a large part of the long district through traffic, there is still development pressure to re-develop many of the properties on Dixie Highway, Grange Hall Road, and M-15 for various purposes including commercial, industrial, and residential.

PROJECT PURPOSE

The purpose of this project has grown from a demographic and Future Land Use Map update to the 2008 Master Plan to a strategic plan for protecting, preserving, and promoting significant cultural, historical, and environmental characteristics of Groveland Township.

This plan inventoried significant cultural, historical, and environmental resources and assets within the Township with specific focus on the Dixie Highway Corridor. The Township visioning session and the community engagement workshop identified a vision for this area, as well as a strategic plan that includes specific goals and objectives for achieving this vision. A prioritized list of recommendations and actions identified by the project participants for implementation are included in the action plan, along with suggested time frames and potential funding resources for their completion.

WHAT IS A MASTER PLAN?

Like many things, the Master Plan is only valuable if used consistently. The Master Plan process educated the community's residents about the numerous unique resources and assets within the area. The visioning and engagement sessions allowed residents, business owners, staff, and consultants to present and exchange information and ideas about the Township's focus areas in a structured and productive format. As a guide to an ever-changing world, this Plan should

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Table 1: Differences Between the Master Plan and Zoning Ordinance

	Master Plan	Zoning Ordinance
Scope	A general policy guide.	It is the law. Provides specific regulations.
Scale	Describes a broad direction for the entire Township to take over the next 20 years.	Describes what you are allowed to do on a site-by-site basis.
Partnership	Makes recommendations about how to meet future goals, which may involve partnerships with organizations besides Groveland Township.	Has no authority to address issues outside of the Township.

be reviewed annually by the Planning Commission to note any changes and/or challenges that arise that could affect how the Plan is implemented in the upcoming years.

The Groveland Township Master Plan is a comprehensive policy document designed to coordinate future development in the Township. While it is not a binding document per se, it is the legal basis for Zoning Ordinances which implement master plan land use goals as local law. The Zoning Plan, which is required by the Michigan Planning Enabling Act (MPEA), PA 33 of 2008, is the bridge between the Master Plan and Zoning Ordinance. The Zoning Plan provides a useful guide for how to remedy the inconsistencies between the current zoning map and the proposed future land use designations

The MPEA grants the Planning Commission the authority to adopt a new or amend an existing Master Plan. The

MPEA states the Planning Commission may prepare and adopt a Master Plan which best promotes the health, safety, order, convenience, prosperity, and general welfare of its residents. To keep the Master Plan relevant, the MPEA also requires the Planning Commission review its Master Plan every five years to determine whether the plan needs to be amended, rewritten, or kept without any changes.

This Plan takes stock of the Township’s current conditions, analyzes local and regional data, and addresses challenges and opportunities to create a set of goals, objectives, and recommendations to guide decisions pertaining to future land use, rural housing, and economic development. Because the Master Plan is based on community input and research, it is designed to assist Township leaders in making substantive, thoughtful decisions for the community while considering long-term implications.

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Community Engagement

VISION

With the continued out migration from the historic core of Detroit, Groveland Township has experienced growth and most likely will continue to experience even greater development pressure in the coming decades. One of the major statements heard throughout the visioning session was the desire to maintain Groveland Township as a desirable place to live. To residents that means to preserve its natural, historical, and cultural assets in the face of population growth and development demand. The goal of this document is to establish policies that not only preserve but enhance the qualities of the Township that residents, businesses, and visitors consider important.

Leading with its unique natural, cultural, and recreation resources, the Township can drive development in the desired direction, not only in terms of location but in alignment with its values. By opening up scenic vistas and creating a network of activities, while simultaneously changing zoning requirements to provide incentives for redevelopment, the Township can attract private investment that values

its assets. An important objective from the visioning session was to ensure the Township adapts to new trends and to develop Dixie Highway as a commercial corridor.

The successful implementation of this Master Plan will depend on strong public/private partnerships and the dedication of local residents, Township staff, and other public officials to achieve the vision. Working with Oakland County, a long dedicated partner to this process, will also help ensure success.

ENGAGEMENT OPPORTUNITIES

The community vision, used as a framework, can guide community leaders and residents toward developing its desired community. Groveland Township understands the importance of this and provided residents an opportunity on Monday, May 22nd, 2017 to take part in the development of its Master Plan. Participant input, ideas, and goals have been compiled and analyzed to develop a list of themes and strategies to help guide future development and redevelopment in the Township.

Groveland Township envisions a community that maintains its natural beauty and enhances its recreational and commercial potential on major corridors to preserve its rural character and serve its residents' need for commerce

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VISIONING WORKSHOP

Residents, business owners, community members, and Township officials attended the workshop to voice their ideas about Groveland Township’s future. Their top responses are shared in Tables 2 through 7. The session consisted of a series of brainstorming exercises in which small groups of participants worked together to compile their best ideas for the Township. During the workshops, participants started by outlining issues concerning the community. They focused on particular areas of concern, such as Dixie Highway, then recorded their ideas for improvements. They shared their results with the entire audience and established priorities by voting on the top responses they heard at the workshop.

VISIONING RESULTS

Proud: Table 2

It is reassuring to see a community that is proud of its local government and public services, as good relations with citizens is a perpetual goal. However, it is not strictly a Master Plan matter as this plan will be carried out by the Planning Commission. The other top results show that the direction the community is pursuing already aligns with their most “proud” responses. In fact, focusing on recreation development and projects is one of the major reasons the Township undertook this Master Plan update.

Sorry: Table 3

“Sorries” express a community’s disappointments and regrets. When looking at the most popular sorries, they correlate with the concerns and challenges the Township has attempted to address.

The Township had initiated steps to address the traffic generated by Renaissance Festival. Traffic issues tend to be focused on Dixie Highway, but recently traffic flow has improved.

Table 2: Visioning - What Are You Most Proud Of?

Comments	Times Mentioned	Votes
Focus on recreational development projects	3	8
Township government	4	7
Night sky, stars, no pollution	2	6
Police/Fire Department	2	6

Table 3: Visioning - What Are You Most Sorry About?

Comments	Times Mentioned	Votes
Renaissance Festival traffic	2	8
Development on Dixie Highway (nothing lasts)	2	6
Speed limits on narrow, curved, limited-sight-distance dirt roads	2	5
Lack of business revenue	2	5

Table 4: Visioning - Organizations that Play a Role Maintaining Groveland Township’s Current Lifestyle

Comments	Times Mentioned	Votes
Township Boards	2	13
Michigan Department of Natural Resources	6	10
Groveland Township officials	3	7
Business owners (Renaissance Festival)	2	6

The Township has also stressed the importance of a thorough evacuation plan that details the movement of people and automobiles on and off the site. In addition to traffic, residents are worried about public safety on narrow, curvy, unpaved roads. Should the Township desire to reduce speed limits, it will have to coordinate with the County and the Michigan Department of Transportation.

Another one of the goals is to bring development to Dixie Highway that will

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Table 5: Visioning - What Will Be the 2027 Vision for Groveland Township?

Comments	Votes
Recreational destinations for adults and children	16
Country feel	8
No motels or hotels	7
Any development should be made to better those who currently live here, not bring more developments here to accommodate others	7
Small downtown (community)	7

Table 6: Visioning - What Do You Think Impedes or Complicates Maintaining the Current Lifestyle?

Comments	Times Mentioned	Votes
Lack of quality commercial growth	3	7
Urban encroachment	2	6
Subdivisions	2	5.5
Need economic growth on M-15 and Dixie Highway	2	5.5
Lack of private land (lot of state land)	2	5
Not following Master Plan for growth and development	2	5

not only last, but complement other businesses, and boost the tax base. To do so, further examination of businesses that are growing and how they can fit into the Township is needed. In addition to recruiting desired businesses to Dixie Highway, the Township can require and enforce standards in a Dixie Highway Overlay Corridor to improve the overall quality of structures and the public realm. The requirement will require heavier upfront investment from applicants but this could mean development has greater longevity as a result.

2027 Vision: Table 5

The responses for the 2027 vision for Groveland Township mirror previous comments. With twice as many votes as any other item, recreational destination for adults and children was the clear leader. The comments reiterate a desire to stay “country,” and that development should center on the needs of the residents first.

The community’s vision reflects the development that has been happening on Dixie Highway. Mt. Holly and the Renaissance Festival have been complemented by Rotten Manor and the ORV Park. The Township’s focus should be on ensuring that all future development, recreational and otherwise, strengthens the existing businesses and fits in with the Township’s vision for growth.

Impediments to Current Lifestyle: Table 6

The responses show how delicately growth must be handled. While a lack of commercial development impedes their current lifestyle, residential growth is also seen as a hindrance. Yet, the two land uses - residential and commercial - typically rely on one another to succeed. The Township is working to ensure there is quality commercial growth on established corridors to improve overall economic growth within the Township. The recommendation to develop the

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Dixie Highway Overlay is an attempt by the Township to encourage commercial growth with the stated 2027 vision.

Collective Priorities: Table 7

It is not surprising that “country feel” was a top priority, as residents have expressed a desire to keep the township rural. When looking at the four priorities tied with seven votes, “recreational city” and “small downtown community” align with the development that is already taking place in the Township. Although there are seven votes for “no hotels or motels,” there were also four votes in their favor, representing a potential land use conflict among residents. This is an important type of land use to build consensus on (one way or another), because if the Township wants to be a recreation destination for tourists, associated land uses, like accommodations, are likely to follow.

However development will continue to happen, and eventually Groveland Township will see continued development pressure that will be difficult to stop. The goal is not to eliminate development, but to put policies in place for desired development, with appropriate controls, in designated areas.

COMMUNITY BOARDS

On March 27, 2018, the Township invited the community to share their thoughts about land use preferences. The “Community Boards” (Tables 8 through 12) exercises differed from the visioning session in many ways. One very important difference is that in the visioning session, people worked in groups and with Community Boards, participants worked individually. Yet, there was remarkable agreement between the two engagement sessions on the direction the Township should go. Attendees arrived to view six boards set up with a variety of questions. Participants walked between the boards and each individual used dot stickers to indicate his or her preferred answers.

Table 7: Visioning - Collective Priorities

Comments	Votes
Country feel	8
Recreational city/paradise	7
Small downtown community	7
No hotels or motels	7
Any development should better those who currently live there	7
Development with rural appearance	6
ORV Park and other activities (horse trails, disc golf, dog park)	6

Table 8: Community Boards - What Land Uses Are Preferred Within Dixie Highway - Grange Hall Road Corridor?

Comments	Votes
Family friendly commercial	4
Residential	3
Passive recreation	2
Active recreation	2
Accommodations for recreation users	2
Outdoor recreation commercial	1
Regional retail commercial	1
Light industrial	0
Other (condo)	2

Table 9: Community Boards - What Is the Most Important to You in Terms of the Look and Feel of Dixie Highway - Grange Hall Road Corridor?

Comments	Votes
Building setbacks from the road with natural landscaping	5
High quality building materials	5
High quality natural areas	2
Scenic overlooks	1
Attractive signage and welcoming gateways	1
Building close to the road with pedestrian parking spaces	0
Screen parking lots	0

Table 10: Community Boards - What Is the Most Important to You in Terms of the Look and Feel of M-15?

Comments	Votes
High quality natural areas	7
Attractive signage and welcoming gateways	1
Building setbacks from the road with natural landscaping	1
High quality building materials	1
Screening between uses	0
Screen parking lots	0
Other (condos)	4

Participants voted for their top two priorities for each question.

The participants' comments overlapped with the visioning session. For example, participants wanted the community to develop with proper design standards such as landscaping, building materials, and proper setbacks that allow development to occur, but add aesthetic beauty to the Township.

Dixie Highway - Grange Hall Road Land Use & Look: Tables 8 & 9

There was mixed responses for how to develop Dixie Highway. There was not a clear winner although the always popular, family-friendly commercial, received the most votes. When all of the different types of recreation are added together, it has the highest number of votes. Fortunately, those two are complementary uses. In terms of appearance are most concerned with building placement to preserve and showcase nature, and that the buildings are made with high quality materials.

M-15: Table 10

For the question about the "look and feel" of the M-15 Corridor, high quality natural areas was the runaway leader with seven votes. Interestingly, second place was condos, a high density use, with four votes. The challenge for having high quality natural areas is the fact that development will be attracted to the highway for its infrastructure and high visibility exposure. However the Township can maintain high quality natural areas as development occurs by establishing standards through the Zoning Ordinance and other regulations that require building setbacks from the road, natural landscaping, proper screening between uses, and preservation of scenic vistas with enhanced viewing areas. That way, when development happens, it will not detract completely from the corridor's beauty.

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Community Needs: Table 11

Housing rose to top with five votes. This corresponds to the housing research that shows the lack of housing variety and level of cost burden for renters and homeowners. Family restaurants and adventure recreation were tied for second with two votes each. Among the rest of the options, residents have communicated a need for recreation and entertainment.

The Township does not have many sit down family restaurants. This corridor will also likely see the first eatertainment establishments in the area. Eatertainment is defined as “guest experience that involves food and/or beverage dining before, after, or during other activities.”³ The Dixie Corridor will likely see development of diverse land uses that will have to be coordinated to benefit all users.

Gravel Pit Excavation: Table 12

The top two responses for how to redevelop the gravel pits were recreation-based: passive recreation, followed by active recreation (destination adventure park). With the number of gravel pits and the varied locations, there is a possibility that all of the uses listed as choice will actually be redevelopment options, but given the Township’s vision, recreation should be prioritized.

Assets

One Community Board asked participants to write on a post-it what they think are the most important historic- cultural structures / sites / facilities in the Township and place the post-in on the map. The following were the responses:

- » Cemetery in front of Mt. Holly
- » Stone School house
- » Historic barn

Table 11: Community Boards - What Community Needs Are Most Important to You?

Comments	Votes
More housing options	5
Adventure recreation	3
Family restaurants	3
Auto/ORV service	2
Social gathering spaces	2
Eatertainment	2
Entertainment	1
Grocery / food store	0
Other (condos, senior center, health center)	2

Table 12: Community Boards - What Is the Best Redevelopment Option for the Gravel Pits Once Excavation is Complete?

Comments	Votes
Passive recreation	6
Active recreation - destination adventure park	5
Residential	3
Some commercial	2
Active recreation - traditional athletic fields	1
Some light industrial	0
Other (condos for seniors and families, water park)	4

3

Demographics & Housing

This section describes the Township's population, socioeconomic, and housing trends to determine how to plan for and align development to meet its residents' needs. Responsible planning requires a clear understanding and description of its citizens before it can coordinate land use policy, zoning, and development. Figures in this section and throughout the report, have been taken from the U.S. Census Bureau, the Southeast Michigan Council of Governments (SEMCOG), ESRI Business Analyst, ArcGIS, and Envision Tomorrow.

A challenge for this plan is its distance from the last decennial census. Until the 2020 census is completed, the most reliable data is a decade out of date. The US Census Bureaus' American Census Survey (ACS) replaced the long form Census questions beginning in 2000. The survey asks the same types of detailed questions about social, economic, and housing conditions, however it is now performed on a rolling basis instead of once per decade. The statistical validity of the survey is dependent on sampling, with a sample being a subset of the population. In this section, ACS 2010 and 2018 data are used. Where possible, both ESRI ArcGIS Business Analyst and Envision Tomorrow software are used to provide more current data than what is provided by the Census.

Another challenge is the relatively small population size of Groveland Township. In communities of 65,000 or more people, it is possible to gain a valid sample

within twelve months. This is known as a "one-year estimate" by the ACS. For small communities such as Groveland Township, this process takes five years. This creates a statistical tradeoff between the reliability gained by increasing sample size and the accuracy that is sacrificed in the time it takes to do so.

To gain a solid depiction of the Township's context, other geographies were analyzed for comparison. In addition to the Township data, information was collected for Oakland County, the state of Michigan, and neighboring townships.

POPULATION

As of the 2010 decennial census, the Township's population was 5,476 people. The population of Oakland County was 1,202,362, making it the second most populous of Michigan's 83 counties. The most populous county, Wayne County, home to Detroit, had 1,820,584 people. This reflects a population decrease in Wayne County from 2,666,751 in 1970, the high water mark, by approximately 32%.

Groveland Township has also experienced population decline. Between 2000 and 2010, the population shrunk from 6,150 to 5,476 residents. A large part of this drop was due to the high number of (120) foreclosures in the Township's trailer parks. ESRI's 5-Year projections shows that in the next five years the Township is expected to grow by about 130 people.

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The forecasted rate of increase, shown in Figure 1 is anticipated to be small and steady. This ensures the community will remain much the way it is today and more rural than many of its southern neighbors.

The Township is the least dense municipality in Oakland County at just 152 persons per square mile. The County is almost ten times as dense with 1,327 people per square mile and Wayne County, at a population density of 2,831 per square mile, is the most densely populated in the state.

AGE

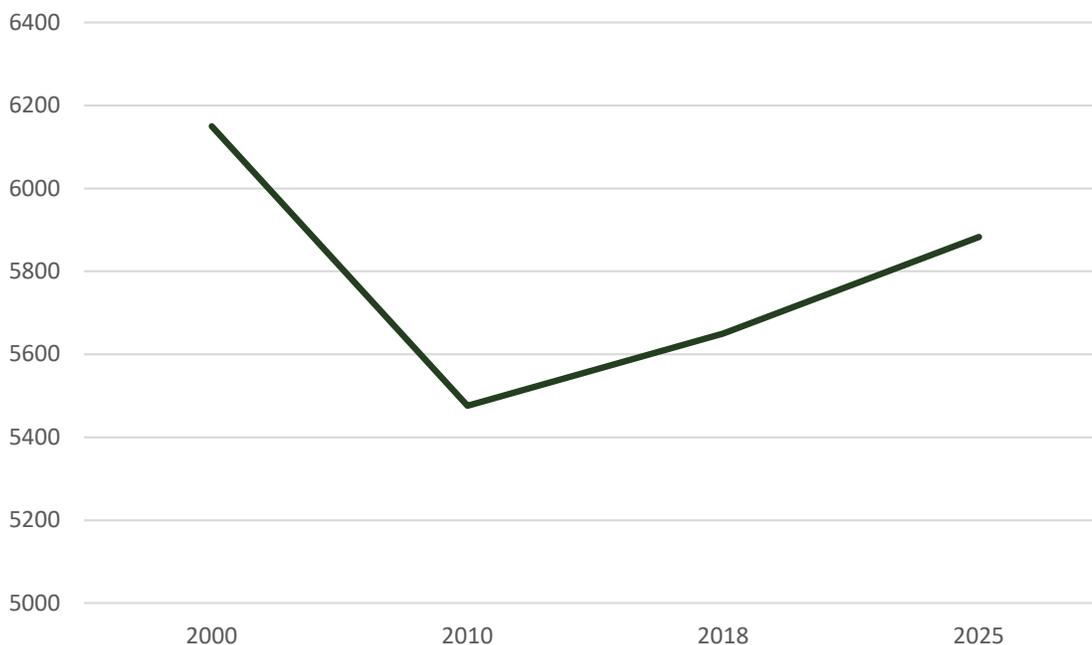
As of 2018, the median age in Groveland Township was 43 years old compared to 39.5 in 2010. The Township is aging quickly. When looking at population change by age groups, the median age will likely increase in the next five years (see Figure 2). The trend shows that the age cohorts for children and young adults (until age 24) has been on the decline since 2010 and are predicted to continue that trajectory through 2025.

By 2025, it is projected that some of the “family formation” age groups, 25 to 34, will grow which could help to boost the number of children in the Township as a result. The most populous age cohort, ages 45 to 49, is expected to see the largest drop; all of the senior age cohorts are anticipated to grow, as they have been since 2010, but at a faster rate. Over the next five years, the senior population will need greater specialized services and facilities to match their needs.

HOUSEHOLD COMPOSITION

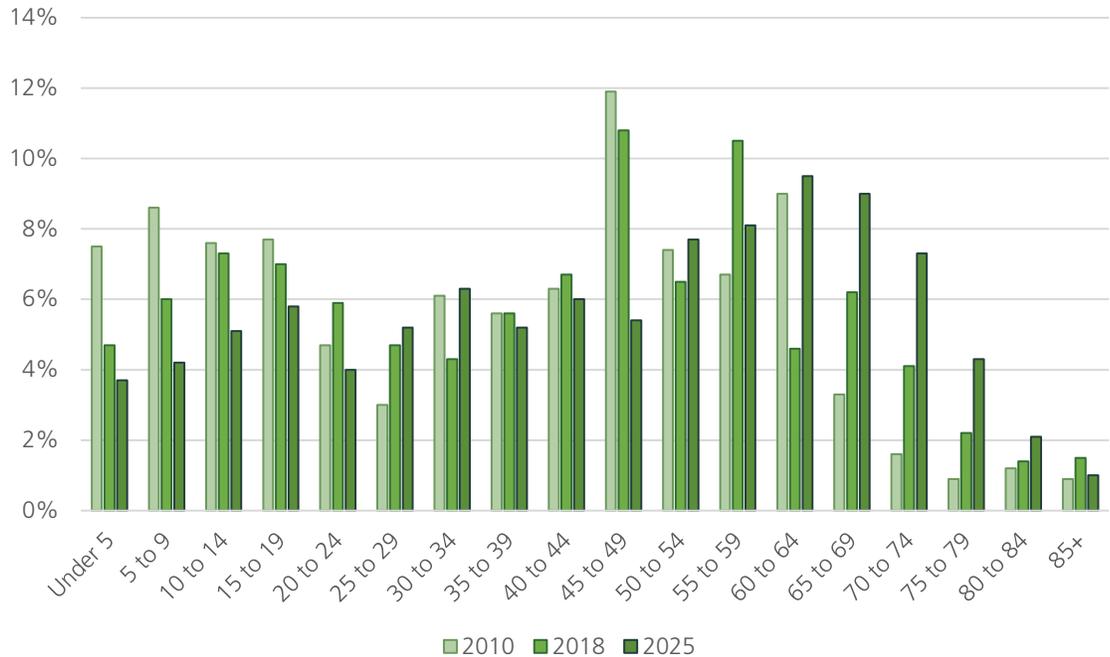
The household composition has not changed significantly over the eight year period 2010 to 2018, as shown in Table 13. The Township is primarily made up of families (79.7%), defined as a household that is either related biologically, by marriage, or adoption. Groveland Township is still following national trends but at a slower pace: nonfamily households are growing due to delayed marriage and householders living alone. This is also evidenced by a shrinking household size.

Figure 1: Population Change Over Time, 2000-2025



Source: Decennial Census, ACS 2018 5-Year Estimates, ESRI Projections

Figure 2: Age Change Over Time, 2010-2025



Source: Decennial Census, ACS 2018 5-Year Estimates, ESRI Projections

TAPESTRY SEGMENTATION

Esri’s Tapestry Segmentation provides a very detailed description of neighborhoods throughout the U.S. The tool looks at residential areas and divides them into 67 distinctive segments based on their socioeconomic, consumer, and demographic composition to provide greater insight into residents’ lifestyle, consumer choices, and how they spend their free time. Tapestry Segmentation helps identify the best customers, optimal sites, and know the underserved markets in our community. Using this information wisely, the community can invest its resources more wisely. By 2030, these groups are expected to stay roughly in the same proportion.

Groveland Township is much more homogeneous than more urban and suburban areas; only three segments make up the community in the Township: Green Acres (51%), Savvy Suburbanites (29%) and Southern Satellites (20%).⁴

Green Acres

There are 3,794,000 households in the subset Green Acres in the U.S. The population tends to be professional / management, white, and college educated. They are married couples, live in single family homes, have a median age of 43.9, and median income of \$76,800. They are described as “avid do-it-yourselfers” that tend to do home improvement and garden on their own. They engage in sports such hunting, fishing, motorcycling, watch TV by satellite, own a truck/SUV, and are a member of a veterans club or fraternal order.

Savvy Suburbanites

Overall there are 3,664,200 Savvy Suburbanites households in the U.S. Savvy Suburbanites tend to be professional / management, white, and college educated, similar to Green Acres. They also enjoy good food and wine, and

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Table 13: Household Composition, 2010 & 2018

Household Type	2010 Estimates	2010 %	2018 Estimates	2018 %
Total households	1,799	100%	1,883	100%
Family households	1,486	81.6%	1,500	79.7%
Married couple family	1,219	67.8%	1,294	68.7%
Male householder, no female present	85	4.7%	84	4.5%
Female householder, no male present	164	9.1%	122	6.5%
Nonfamily households	331	18.4%	383	20.3%

Source: ACS 2010 & 2018 5-Year Estimates

proximity to cultural amenities. They carry first and/or second mortgages, enjoy gardening and home remodeling, do most of their shopping and banking on line, and prefer late model SUVs, minivans, and station wagons. Just like Green Acres they too are married couples and live in single family housing as empty-nesters. They are slightly older than Green Acres at 45.1 years, however their income is quite a bit more at \$108,000.

Southern Satellites

There are 3,856,800 Southern Satellites households in the U.S. Just like the other two segments, they are white, married couples living in single family housing. Although one-third live in mobile homes. They are younger than the other two segments at 40.3 years old, make quite a bit less with median income of \$47,800, and only have a HS diploma. They tend to shop at Walmart, own a pet dog, listen to and watch country music, own a truck, and go hunting and fishing. They are generally late to adapting new forms of technology, and are typically more concerned about price than brand.

EDUCATION

Census data shows a direct correlation between the education attainment of residents and the financial wealth of the community. Typically, high levels of education correlate to greater financial

security by increasing their chances for advancement and giving them a sense of control over their destiny. Over 92% of residents age 25 and older have a high school degree which is a slightly higher graduation rate than the state of Michigan (90.5%) and just below Oakland County (93.9%). Educational attainment diverges markedly at the bachelor degree, where 46.4% of Oakland County residents graduated college compared to 27.4% of Groveland Township residents. The 2018 ACS estimates show that attainment of bachelor's degrees is similar among surrounding Townships (Brandon, Holly), except for Springfield Township that has a college graduation rate closer to Oakland County.

The Township could work to connect its youth with post secondary schools such as Oakland Community College, Oakland University, Mott Community College, UM-Flint, and Kettering University as well as online education program. The Township is fortunate to be surrounded by educational institutions, but may need to find a role in connecting its residents to programs that lead to greater financial stability.

INCOME & POVERTY

According to ACS 2018 estimates, the poverty rate for all people in Groveland Township was 8.6%, which is identical

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Table 14: 2020 Federal Poverty Guidelines

Size of Household	Income Threshold
1	\$12,760
2	\$17,240
3	\$21,720
4	\$26,200
5	\$30,680
6	\$35,160
7	\$39,640
8	\$44,120

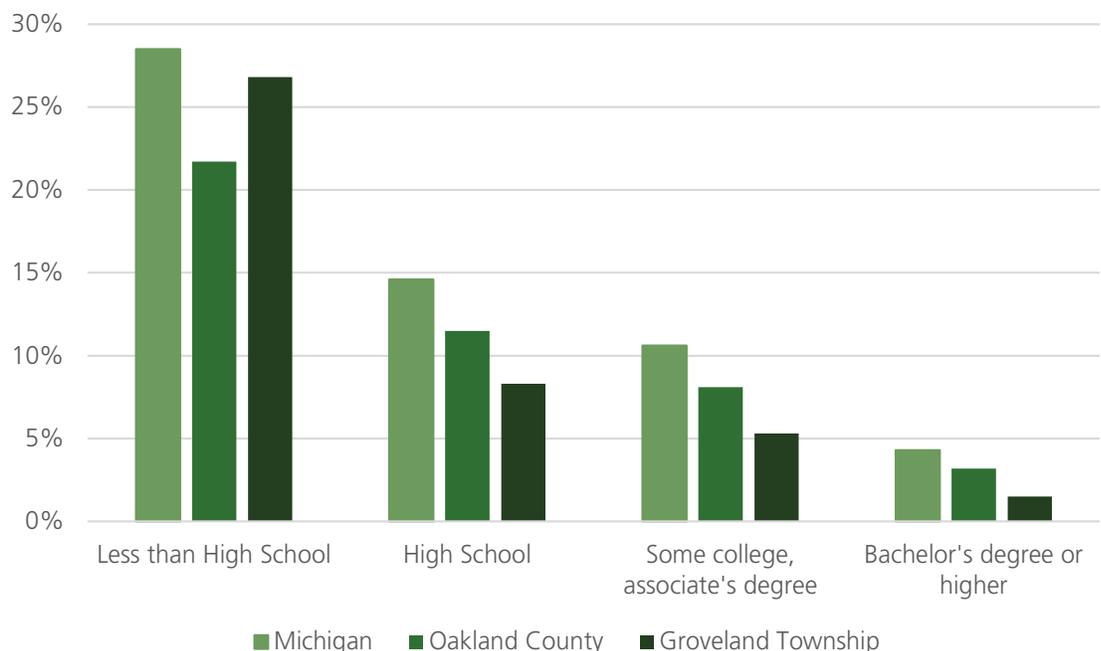
Source: <https://aspe.hhs.gov/poverty-guidelines>

to Oakland County, and significantly lower than the state of Michigan (15.0%). This represents a slight drop from poverty levels from 2010 (10.6%), which corresponds to the timeline of economic recovery post the Great Recession. The lower poverty rates are tied to the relatively high median family income of about \$103,000, which is only slightly higher than the Oakland County but over \$30,000 higher than the state. Figure 3 "Poverty Levels by Educational Attainment" illustrates the connection between the two variables, college graduates experience much lower rates of poverty compared to residents who did not graduate high school.

JOBS

The Township is not an employment hub; in fact as of 2017, about 78% of Groveland Township workers commuted up to 24 miles along that job corridor connecting metro Detroit and Flint.⁵ Despite the majority of workers leaving daily, the Township is predicted to see slow and steady job growth. In 2015,

Figure 3: Poverty Levels by Educational Attainment



Source: ACS 2018 5-Year Estimates

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Table 15: Employment Sectors Where Groveland Township Residents Work

Employment Sectors	2010%	2018%
Agriculture, fishing, hunting, mining	0.8%	0.6%
Construction	8.0%	8.0%
Manufacturing	23.0%	28.6%
Wholesale trade	3.0%	1.3%
Retail trade	10.9%	10.1%
Transportation and warehousing, utilities	6.4%	1.2%
Information	0.0%	1.2%
Finance and insurance, real estate, rental and leasing	2.5%	5.8%
Professional, scientific, management	9.2%	12.4%
Healthcare, education, social services	19.3%	17.0%
Arts, entertainment, recreation, food, accommodation	8.2%	8.4%
Other services	2.0%	3.0%
Public administration	6.7%	2.4%

Source: ACS 2010 & 2018 5-Year Estimates

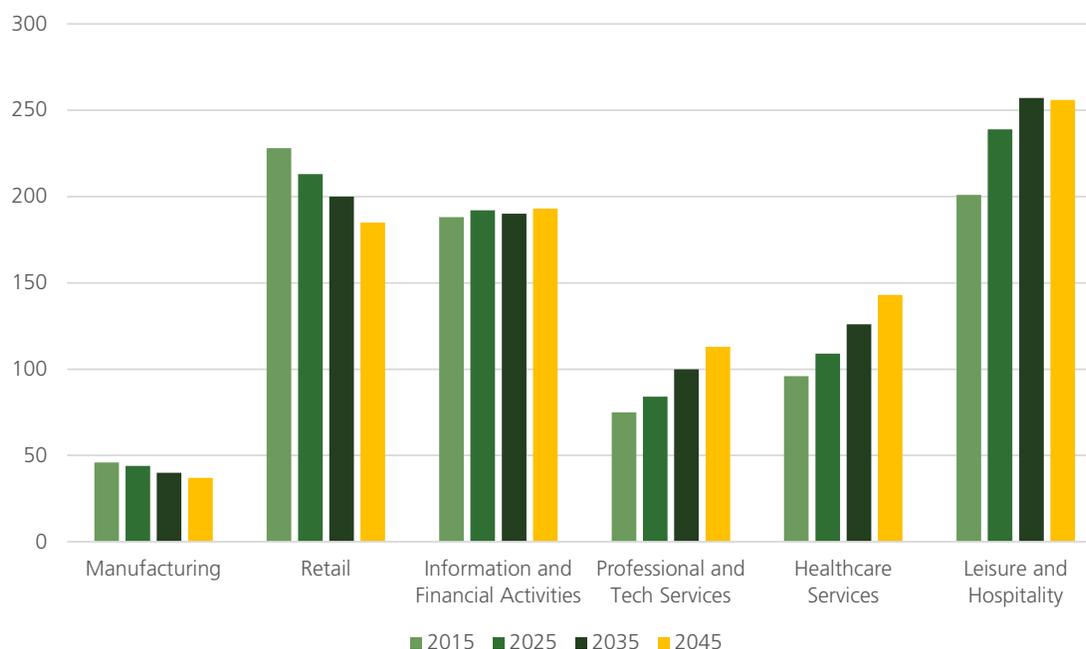
there were 1,694 jobs. By 2045, the number is predicted to rise to 1,862. Job growth is expected in almost all employment sectors except for manufacturing, retail, and other services. The decrease in manufacturing is the continuation of a decades-long decline as the economy at large transitions to primarily being service-based as opposed to commodity-based. This transition may continue to be difficult for the Township as 26.8% of its workers are in the manufacturing field, more than other fields. Interestingly, more Groveland Township residents work in manufacturing now than in 2010, which could be an uptick from a stronger economy. It is not expected to last as technological advancements reduce job demand,⁶ and students are less likely to be trained in traditional manufacturing roles.

SEMCOG anticipates Groveland Township’s greatest job growth will be in

healthcare services, leisure and hospitality, and professional and technical services, in alignment with the predicted job growth in Oakland County.⁷ As Baby Boomers continue to age, healthcare services will be an economic anchor for communities with that type of infrastructure established. Already 17% of the Township’s workforce is in education, healthcare, or social services, but in anticipation of that field growing, it would behoove the residents to train for such work. As the corona virus pandemic has shown, healthcare services were stretched thin, which may affect future staffing in this sector. It will be important for the Township to link its residents and educational institutions to employment sectors that are expected to prosper over the next twenty years by staying current on regional economic trends. Moreover, as education may move more online, the Township will have to address internet access as it becomes a greater medium for education and employment.

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Figure 4: SEMCOG Employment Sector Projections



Source: SEMCOG <https://maps.semco.org/forecast/>

HOUSING

In a community that is primarily residential, the housing market plays a large role in the community’s prosperity. It determines a large part of the tax base, what kinds of households will live there, and the neighborhood aesthetic. A successful housing market meets residents’ needs through their life cycles, when residents may not wish to or be able to buy a quintessentially rural large lot home. By knowing the makeup of the community, and the number and type of housing formats, the Township can determine the future housing needs which may include a greater variety of housing types for empty-nesters and retirees.

Housing Values, Age, and Type

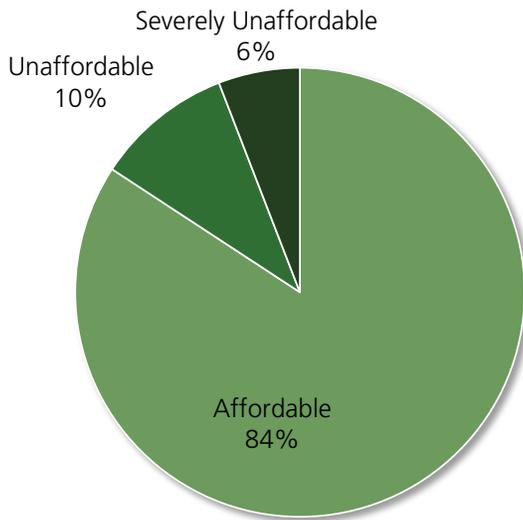
When home values are rising, households tend to spend more as they feel financially secure with their greatest asset appreciating. Known as the “wealth effect” appreciating assets is correlated to higher consumer spending and higher economic growth.⁸ The median housing

value in Groveland Township (\$247,800) is higher than Oakland County (\$228,800) and the state (\$146,200). While that figure remained fairly stagnant between 2010 and 2018, the median list price in Groveland Township in February 2021 was \$277,500.⁹ According to the Michigan State Housing Development Authority (MSHDA) study on the housing markets by region in 2019, this was not the case for the region at large. The metro Detroit region of Macomb, Oakland, and Wayne counties (with Detroit removed) showed that housing values rose by 90% between 2012 and 2017.¹⁰ In the region, the median sales price for a new construction single-family home that was built and sold in 2017 was \$391,400.¹¹

It is possible the Township’s home values have not seen significant growth because it has had very little new housing construction over the last 15 years and its older housing stock are suppressing housing values. Even though residential building permits have picked up after over a decade of depressed levels, they

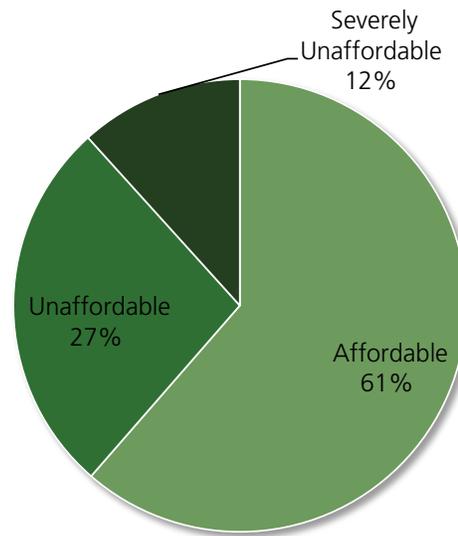
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Figure 5: Homeownership Affordability



Source: Envision tomorrow

Figure 6: Rentership Affordability



Source: Envision tomorrow

still have not recovered to pre-recession levels. There were 158 residential permits issued between 2000 and 2006, and just 59 between 2012 and 2020.

Based on when the majority of homes in Groveland Township were built, it appears to have had two larger growth spurts between 1970-1979 and 1990-1999. In those two decades, almost half of the Township’s housing stock was built. The age of the housing stock likely means that it does not meet the modern needs of newcomers, and could require additional money for renovations.

About 85% of all housing units are single-family detached units, and 90% of housing units are owner-occupied. The majority of the remaining housing stock is mobile homes (12.9%). Homeownership rates in Groveland Township are very high compared to both Oakland County and the state, both of which are about 71%. Despite high homeownership rates, Groveland Township is still following national trends of growing renter-occupied units. Since 2010, renter-

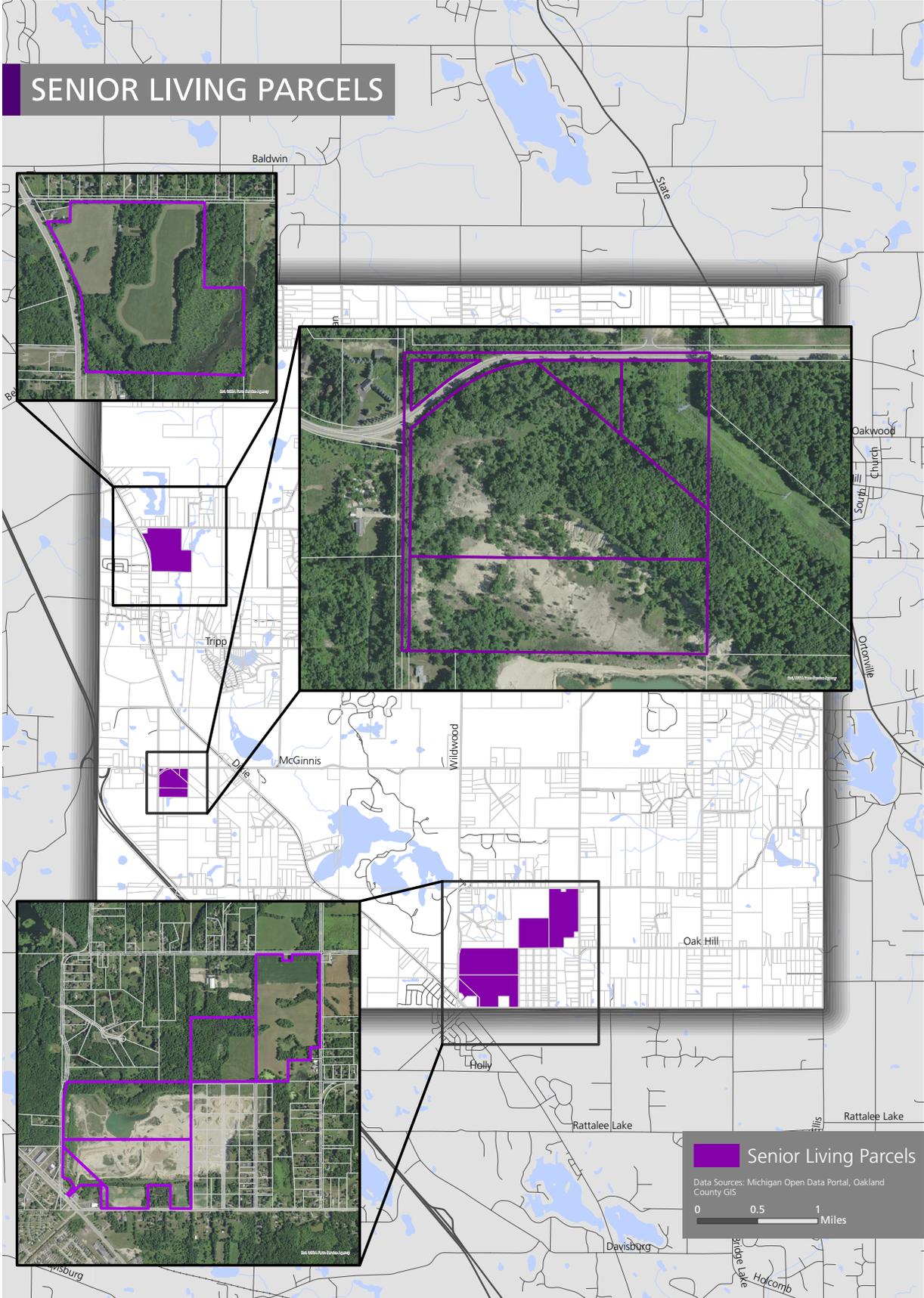
occupied units has increased by about four percentage point to 10%.

The Township’s housing market is fairly homogeneous in terms of type of housing product offered. This is largely driven by the Zoning Ordinance requirement of large minimum lot sizes. Esri data shows the greatest housing preference in Groveland Township is for standard large lot single-family housing. As of 2018, single-family homes are the greatest number of occupied housing supply in the Township. While this is in keeping with the rural character desired by the residents, it does make it difficult to move into the community if your needs deviate from the “norm.”

The three primary tapestry segments are all expected to shrink by 2030. The Township’s demographic transition, if it were to track the nation’s trends, could lead to a population with a preference for a greater variety of housing options that have smaller footprints. This change does not have to be drastic, but it should provide decent options for youth,

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Map 2: Senior Living Parcels



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adults, and seniors at prices that fit their household budget.

Housing Affordability

Housing affordability is a measure of the relationship of housing costs relative to the household's income. HUD defines affordability by a 30% threshold: if a household spends more than 30% of its income on housing costs (mortgage or rent plus utilities) then it is considered "cost burdened," making several housing options "unaffordable." "Severely cost burdened" households spend more than 50% of their income on housing costs, making several housing options "severely unaffordable." As expected, the level of cost burden increases with lower household incomes. As Figures 5 and 6 illustrate, there are still 16% of homeowners and 39% of renters who spend disproportionately on housing in the Township. Without a variety of house sizes and types that can lower housing costs, this scenario is expected to stay the same.

Age in Place

In an aging community, residential development for senior citizens is essential. While there are senior housing options nearby, Groveland Township would like to see residents age in place. The Township identified two general areas that are suitable for higher occupancy housing that could also provide necessary services. These two areas are located near nodes of development on the Township's western and southern borders, covering 114 and 293 acres, respectively for a total of 407 acres across 12 total parcels. To age in place well, senior residents must have access to medical facilities, common areas to socialize, and a range of manageable housing units on one site. Because of its mixed-use nature, the only option in the current zoning ordinance is a PUD overlay, which requires a 40 acre minimum.

4

Resource Inventory & Analysis

LAND USE

Using the assessor's codes for the Township, the primary land uses in Groveland Township are residential and agricultural. Residential uses account for 63% of the land. When broken down by vacant (no structure on the parcel) or improved (structure on the parcel), about 21.8% of residential parcels are vacant, meaning there are about 4,800 acres do not have a structure on it.¹²

About 29% of the land is classified as agriculture, the majority of which is labeled "farm conservation." Only 3.2% of agricultural land is considered improved. The remaining land is either commercial (2.5%) or industrial (5.3%), both of which are largely concentrated on corridors where they shall remain.

Recreation is not a separate category in the assessor's codes, but is a widespread land use in the Township. Recreational land is spread across several land use categories mentioned above, and is explained in more detail in the "Recreation" section.

NATURAL FEATURES

The Township's natural beauty is evident in the amount of forest, wetlands, lakes, and streams it contains. The abundance of natural features also bestows on the Township a suite of ecosystem services that purify the air and water, absorb stormwater, and provide animal habitat. In relation to land use planning, the Township wants to preserve natural features by concentrating commercial activity on the preexisting major

thoroughfares to prevent sprawl and environmental degradation. It is also proposed that new development, when possible, enriches the scenic beauty of the Township by requiring enhanced buffering, setbacks, and landscaping. While it is inevitable that development will occur, the appropriate protections mean that the Township's natural beauty shall remain, even on its major commercial corridors.

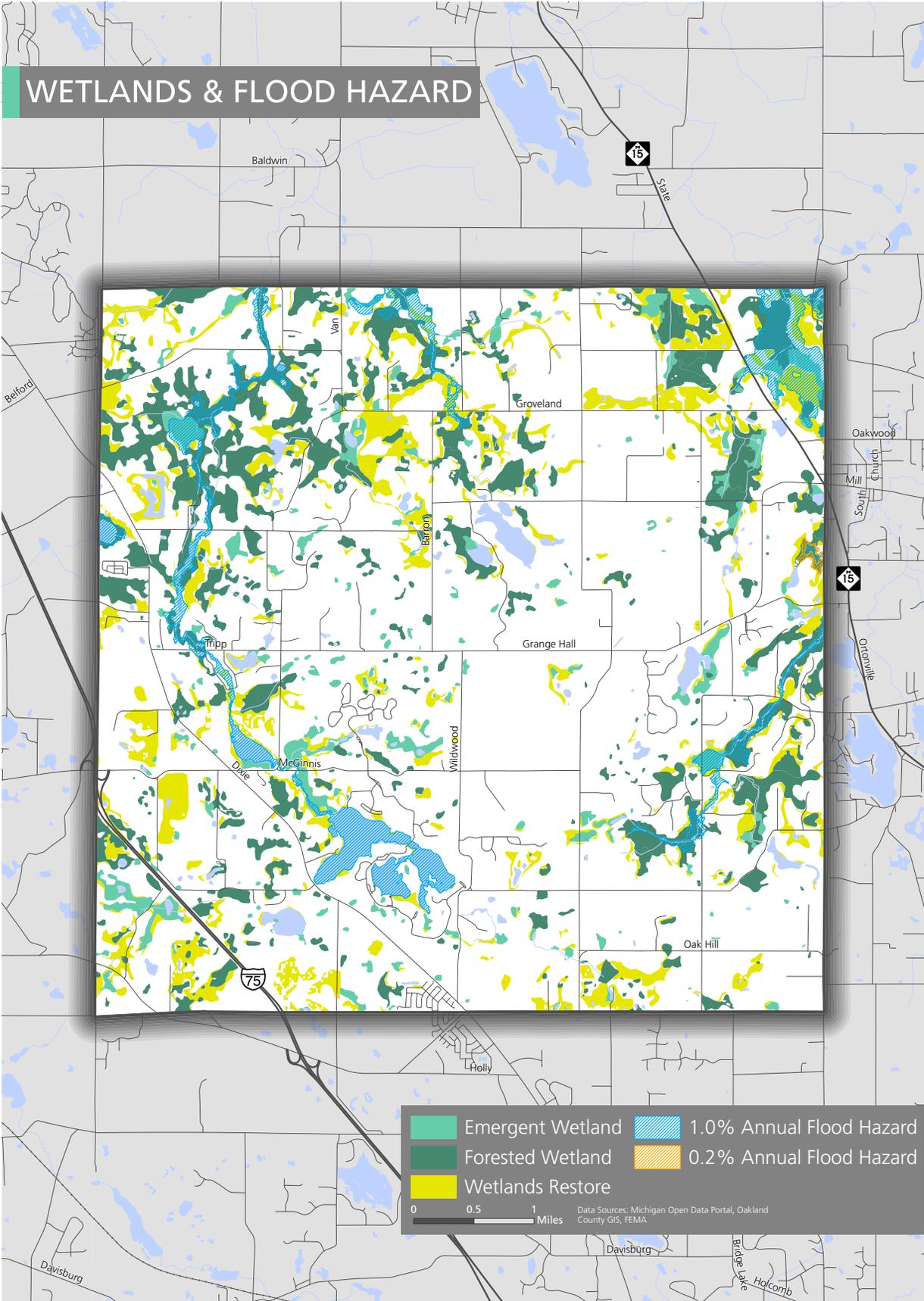
Wetlands & Floodplains

The Wetlands Map shows the Township's wetlands and FEMA designated annual flood zones. Logically, the 100-year flood zones surround bodies of water. There is a relatively large one east of M-15 in the northeast corner of the Township and along the chain of small inland lakes on the west side. A recent study found that up to 20% of properties outside of floodplains are vulnerable to flooding. In fact, it is estimated that in Oakland County, between 2020 and 2050, there will be an estimated 5.1% of properties affected by the 100-year floodplain. That's close to 17,000 properties at greater risk of flooding than previously expected.¹³ Therefore, it is up to local governments to protect floodplains and improve stormwater management practices to mitigate instances of damage to people, property, and infrastructure.

The Township is covered in wetlands. Almost 4,100 acres or 18% of the Township is covered in either emergent or forested wetlands. Another 10% of the Township has "restorative wetlands,"

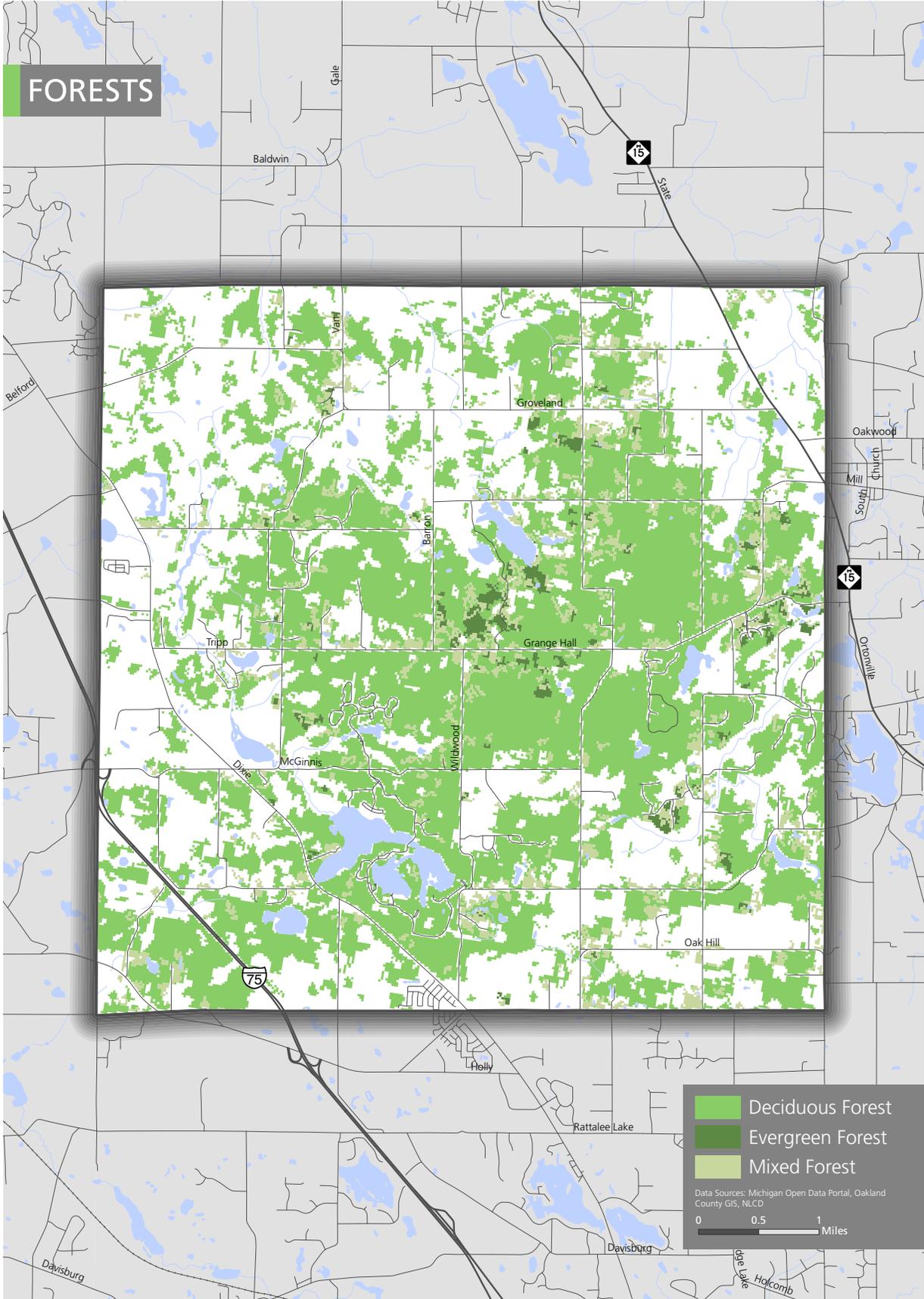
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Map 3: Wetlands and Flood Hazard



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Map 4: Forests



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wetlands that would require attention to perform their natural function again.¹⁴

Forests

Forests are a prevalent natural feature. Between deciduous, evergreen, and mixed forest types, 48% of the Township is forested. While the coverage is spread throughout the Township, it is concentrated in the center, corresponding to the abundance of parkland in the core. SEMCOG's goal for the region is to reach 40% tree canopy coverage.¹⁵ Because Groveland Township already exceeds that threshold, its primary goals will be to maintain its coverage through strong preservation standards.

RECREATION

A large part of the Township is comprised of parks, recreation, and open space. Most of the middle of the Township is purely dedicated to recreation. Starting east of Dixie Highway and moving northwest for approximately four miles are the boundaries to the core recreation zone. Included in this area are the Holly Recreation Area, Groveland Oaks County Park, and Tamarack Adventure & Retreat Center. Groveland Township has over 5,500 acres of public parkland and 1,710 acres of private recreational options, which accounts for over 31% of the Township's land. Because recreation is a dominant land use, Groveland Township maintains an "up north" feel and is influential in the residents' desire to stay "country." Alternatively, because so much land is occupied by recreation, there is limited space for commercial development, and therefore economic growth.

Many activities can be found within the Holly Recreation Area. Within the approximate 5,000 acres, there are three lakes, a campground, a boat launch, disc golf, and opportunities for hiking, camping, fishing, mountain biking, and snowmobiling.

Heritage Corridor
"Places where historic, cultural, and natural resources combine to form cohesive, nationally important landscapes. Unlike national parks, National Heritage Areas are large lived-in landscapes."

- National Park Service

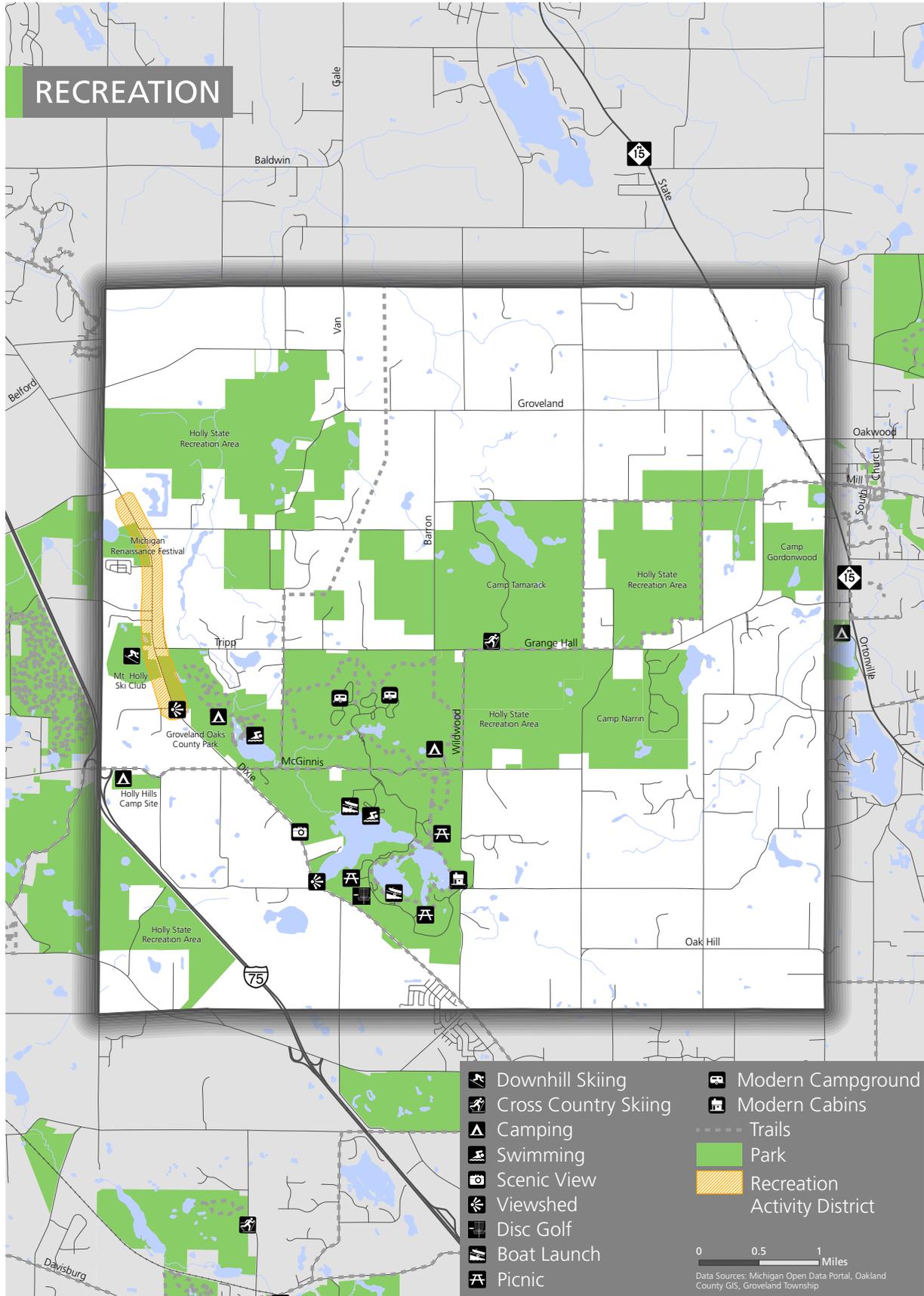
Groveland Oaks County Park provides large 50' by 50' hookup and modern campsites, group camping areas, eight cabins, four yurts, and two Island pavilions for group parties. Included in the park is Stewart Lake, a sandy beach, miniature golf, a campground recreation program, pedal boat and kayak rental, bike rental, a fishing pier, three large children's playscapes, a skateboard park, bike skills course, basketball and volleyball courts, paved trails and concessions and, campground store.

Tamarack Adventure & Retreat Center is an 1,100-acre property with expansive indoor and outdoor amenities for visitors to enjoy year-round. Facilities are available for day trips, overnight trips, and multiple-day retreats. The Center includes Farber Farm, a Sensory Garden, an Auditorium, an Arts & Crafts Center, an Amphitheater, the Teva Nature Center, and the Butzel Retreat Center.

In 2018, the Michigan Department of Resources (MDNR), purchased 235 acres of sand and gravel mines for the development of an Off-Road Vehicle (ORV) park in Groveland and Holly Townships. This acquisition was made with a \$2.9 million grant from the Michigan Natural Resources Trust Fund to develop an ORV facility in southeast Michigan. The intent of the grant is

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Map 5: Recreation



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for the MDNR to partner with Oakland County Parks and Recreation (OCPR) to operate the facility, which is across Dixie Highway from Groveland Oaks County Park and Campground.

Holly Oaks ORV Park opened to the public on September 12, 2020. The park is open to all types of off-road vehicles, including motorcycles, quads (ATVs), side-by-sides, and full-size vehicles. Over the first, short season (September to Thanksgiving), the park sold 7,800 tickets, for an average of 273 tickets per open day. Ticket sales were capped at 500 per day to ensure a safe and fun riding environment, but sold out three times.

The park has partnered with Mt. Holly Ski and Snowboard Resort to utilize its parking lot during the peak season (May – October), which alleviated parking or stacking congestion on busy days. When the rental period ended at the end of October, the park switched to utilizing the Dixie Ledge parking lot (off Shield’s Road) for the remainder of the season. OCPR received a grant of \$199,000 from the DNR in 2020 to help complete the parking area. This funding is anticipated to help develop approximately ½ of the total Dixie Ledge parking area, which will be developed in phases.

In September 2020, the Groveland Township Zoning Board of Appeals approved a two-year variance for 2020 and 2021 for site plan approval related to the Dixie Ledge parking lot, which is currently utilizing compacted asphalt millings for the parking lot surface.

This ORV park in the Township solidifies its position as a recreation destination. The “Recreation” map highlights part of the Dixie Highway Corridor that is most appropriate for greater activity.

Recreation as Economic Opportunity

Groveland Township residents are recreation-seekers. Esri’s “Recreation

Expenditures” report shows in Table 16 that in every single recreation category, residents spend higher than the national average. In the column, “Spending Potential Index” anything over 100 represents the amount spent for a product or service relative to a national average of 100. This is a fortunate scenario as economic development strategies can often leave a community questioning if growth and development is designed to service its tax payers or visitors instead. In this case, commercial recreation can service both groups.

Recreation is a huge industry, especially in Michigan; 63% of Michiganders participate in outdoor recreation each year and outdoor recreation has generated \$26.6 billion in consumer spending annually.¹⁶ As such, in 2019, the Governor’s office created the Office of Outdoor Recreation Industry under the Department of Natural Resources but in partnership with the Michigan Economic Development Corporation, illustrating the link between recreation and economic development.¹⁷ Groveland Township and the state’s goals are aligned: to be a recreation destination. This presents an opportune alliance and mutually reinforcing efforts for achievement.

INFRASTRUCTURE

Broadband

According to Connected Michigan, broadband refers to high speed internet that is always “on.” Michigan ranks 30th in the nation for broadband accessibility and access and speed tend to wane in more remote areas. Such a low ranking is problematic because households with broadband have an estimated economic benefit of \$1,850 per year, and businesses with high internet speeds can reduce costs, increase revenue, and more easily find skilled workers.¹⁸ The need for infrastructure improvements was exposed by the COVID-19 pandemic when many workers were abruptly forced to work from home. It was a test

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Table 16: RECREATION EXPENDITURES

Recreation Expenditure	Spending Potential Index	Average Spent
TV/Video/Audio	126	\$1,468
Entertainment/Recreation Fees and Admission	129	\$924
Toys/Games/Craft/Hobbies	122	\$149
Recreation Vehicle and Fees	140	\$218
Sports, Recreation and Exercise Equipment	127	\$258
Photographic Equipment and Supplies	121	\$62
Reading	127	\$137

Source: Esri Recreation Expenditures

to the limited bandwidth and revealed a demand for improved broadband infrastructure, especially if working from home or a hybrid approach will mean that households and businesses need more reliable internet connection.

For fixed broadband (not mobile service), Groveland Township’s internet speeds do not reach 1 gbps for downloads. It is estimated that in Oakland County over 280,000 households are unserved at this speed.¹⁹ While slower speeds may be adequate for households, larger businesses with a dozen employees or more need faster internet to operate. A report conducted by the Michigan Infrastructure Commission has a goal of providing all residents and businesses 1gbps by 2026. This is another opportunity to collaborate with the state as an economic development strategy for attracting businesses to the Township’s corridors that will last.

Water/Sewer/Stormwater

The Township runs on 100% septic system as its population density cannot feasibly support a sewer system. While the Township is studying the feasibility of providing sewer on Dixie Highway, it is not anticipating a change to the septic

system elsewhere. There is no shortage of water in the community; the Township sits on an aquifer with ample water supply. Stormwater is managed on a site by site basis.

CORRIDORS

Dixie Highway

Present-day corridor districts such as Dixie Highway and Grange Hall Road are looking to avoid strip development characteristics of their 1950’s and 1960’s predecessors. Parts of Dixie Highway remains mostly rural, while other parts have been individually developed for standalone commercial or office businesses. Dixie Highway resembles many older corridors in semi-rural areas that are on the next stage of development growth. These parcels along Dixie Highway are dimensionally sufficient to accommodate many of today’s large commercial uses, which need suitable off-street parking.

In addition, the past pattern of development was focused on vehicular accessibility resulting in numerous curb cuts, site-specific parking lots, minimal connectivity between adjacent properties, and virtually no pedestrian amenities. The

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annual average daily totals confirm its auto dominance as about 6,900 to 7,000 use Dixie Highway. Today, planners take a more holistic approach to development. The focus now is not just on automobile traffic, but on accommodations for all modes of transportation as well as when development occurs, makes it more aesthetically pleasing through proper screening and other buffering techniques. The next logical step if this corridor is to receive more development is to create a comprehensive nonmotorized plan so that it accommodates all users.

Oakland County helped fund a visit from Dan Marriott, a nationally recognized heritage corridor expert who toured Dixie Highway to provide insight and direction on how to establish and maintain its character. He presented his closing remarks on Thursday, August 3rd 2017 at the Groveland Township Hall.

Marriott's analysis revealed what many locals already know, Groveland Township has a lot of assets to protect! He also mentioned that for preservation, the Township must think simultaneously about the broad view and focus on the details. Some important points of Mr. Marriott's talk were:

- » Make water features more noticeable
- » Keep visitors for longer than a day
- » Soften transportation structure (utilities)
- » Install wayfinding
- » Improve connectivity and linkages between developments and facilities
- » Connect to nature / landscaping / water park. Use one point of interest to pull the others in.
- » Install a pedestrian bridge over I-75
- » Create a tree preservation ordinance

M-15

Ortonville Road, M-15, runs approximately 1.77 miles along the northeast border of the Township. This trunk line is a little more than five miles east of Dixie Highway and

about nine from US-24, Telegraph Road, in Oxford Township. M-15 is a remnant of the pre-expressway era where these regional highways connected adjoining communities and with time became industrial, commercial and business districts. However M-15 has stayed mostly rural, which establishes the perceived image of the general area. However, M-15 see over 14,200 vehicles daily on average.

A visual assessment of the area shows a small cluster of businesses along the Grange Hall - M-15 intersection, and a business of approximately 35 acres on M-15 and Auten Road. The rest of the corridor remains open space and rural. Although the advent of the interstate system changed arterials roads in general, development generally has always bypassed M-15. However change is more likely now than in the past. This is because of both development pressures from the south, and also from the north (Genesee County). So although rural is the dominant status, most likely the future of this corridor will contain more business and light industrial development. The following are considerations to prepare the corridor for future development:

- » Permit uses which rely on easy access and high visibility
- » Update site and building design when more intense commercial uses allowed
- » Prevent nearby parcels, especially in residential neighborhoods, to be converted to commercial uses
- » Maintain commercial and light industrial uses
- » Update standards to protect M-15 natural beauty. Visually enhance the corridor with landscaping, setbacks, natural feature preservation
- » Due to the potential for a more diverse group of uses along M-15, additional buffering requirements should be incorporated to ensure proper screening between any non-residential use and any residential zoned area.

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Safe Routes to School

Safe Routes to School (SRTS) is a U.S. Department of Transportation federal grant program that promotes walking and bicycling to school through infrastructure improvements, enforcement, tools, safety education, and incentives to encourage walking and bicycling to school. Nationally, 10%–14% of morning car trips during rush hour are for school travel.²⁰ SRTS programs can be implemented by a department of transportation, metropolitan planning organization, local government, school district, or even a school. This program offers an opportunity for collaboration across agencies to remove barriers to children arriving safely to school by nonmotorized means.

POTENTIAL RETAIL DEVELOPMENT

Esri compiles consumer data to determine where there are gaps in supply and demand for various retail categories at a local level. A retail category, such as clothing and accessories, where products are purchased outside of the Township is considered a “leakage” and a retail category that draws visitors to the community is considered a “surplus.” Of the 13 categories, there are only surpluses in the following three retail categories in Groveland Township:

- » furniture and home furnishing
- » food and beverage
- » health and personal care

Table 17: Groveland Township Retail Gaps

Retail Category (Number of Businesses)	Leakage/Surplus	Retail Gap
Motor Vehicle & Parts Dealer (1)	Leakage	\$15,214,550
Furniture & Home Furnishing (2)	Surplus	\$343,115
Electronics & Appliances (0)	Leakage	\$2,686,265
Building Materials, Garden Equipment, Supply (2)	Leakage	\$14,309
Food and Beverage (3)	Surplus	\$9,989,023
Health and Personal Care (2)	Surplus	\$1,393,024
Gasoline (2)	Leakage	\$1,678,164
Clothing and Accessories (0)	Leakage	\$4,450,545
Sports Goods, Hobby, Book, and Music (1)	Leakage	\$2,106,428
General Merchandise (1)	Leakage	\$12,608,887
Miscellaneous (3)	Leakage	\$2,33,609
Nonstore (1)	Leakage	\$318,239
Food Services and Drinking Places (8)	Leakage	\$6,275,489

Source: Esri Retail Market Potential, 2017

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For a rural township, this finding is not surprising, as people have decided to live farther away from retail to be closer to undeveloped land. These findings clarify where there is potential opportunity for retail growth; depending on local competition, retail categories with a leakage, a large retail gap, and demand from residents are in a good position to thrive. What the Township can provide is a location on a corridor with good visibility, proximity to a population hub, and a streamlined development process to entice potential investors.

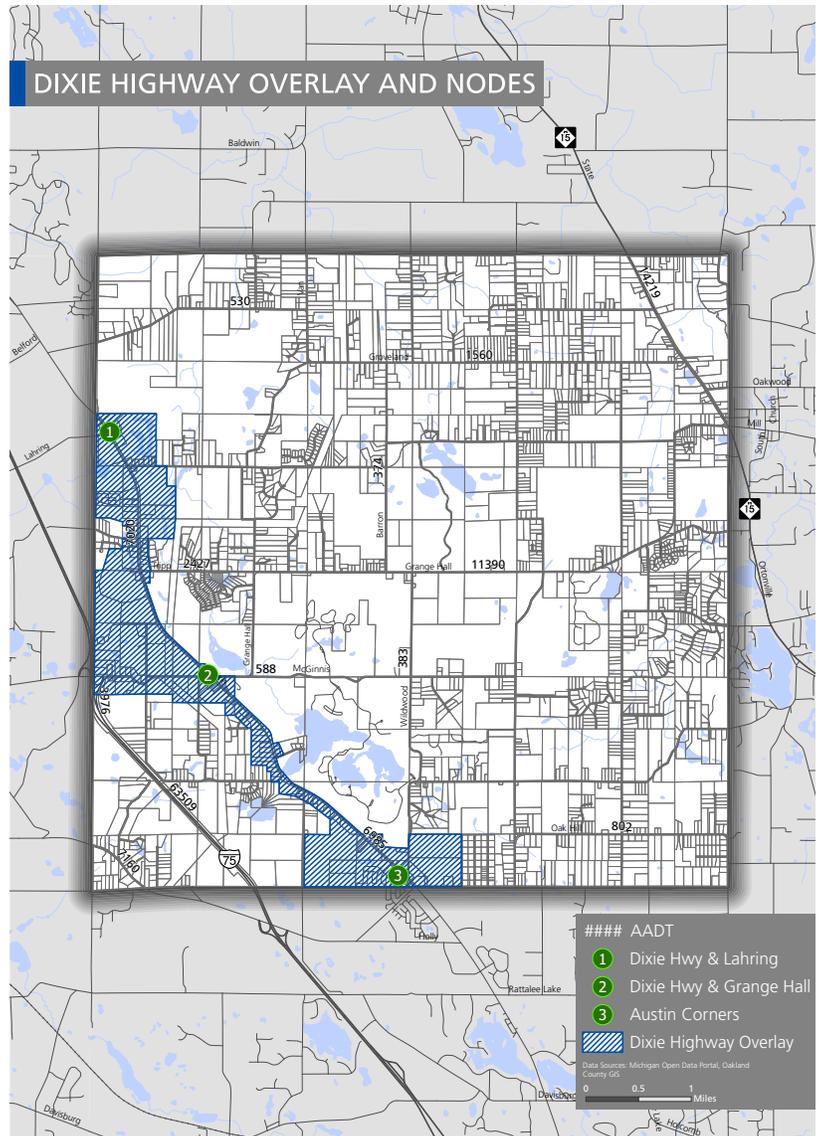
OPPORTUNITY NODES & SITES

Simply put, nodes are concentrated hubs of activity or development. While concentrating development often feels counterintuitive to preserving a rural landscape, the alternative is land consumption known as sprawl. The more densely a Township can locate development, the more land can be saved from development and remain in its natural state. Potential areas for growth should first be considered where there is existing development.

Austin Corners

Austin Corners is an existing development node with residential and commercial uses. This area, along the southern border crossing into Springfield Township, has a residential subdivision along the west side of Dixie Highway. The highway hosts a handful of commercial establishments that range in services: restaurant, gas station, fast food, storage, and office space that benefits residents and commuters. Growth has been stifled by restricted land - to the west of the housing are wetlands and on the other side of Dixie Highway is bounded largely by "extractive" sites. The long term plan for growth at this node is to convert the extractive site to usable land for residential and/or commercial development.

Map 6: Dixie Highway Overlay & Nodes



Recreation Activity District

The northern section of Dixie Highway has been designated as a recreation activity district. Due to its proximity to state and regional parks, and its capacity to handle vehicular traffic, land in this area is prime for recreational uses. This is where the County ORV park recently located and where complementary uses would likely locate. Clustering activities in this area facilitates tailored infrastructure improvements that serve visitors, for example, appropriate crossings between sites and road quality that can endure heavier vehicles.

Dixie Highway and Lahring Road

Recently, Holly Powersports moved near this intersection. It sits adjacent to an RV park and across Dixie Highway is vacant land. As a part of the recreation activity district, this area is apt for similar style development. And, as a part of the gateway to the northern entrance into the Township, development here could leave a strong impression to passers-by. Like other properties on Dixie Highway, it should conform to the overlay standards, but ideally would also align with the recreation theme or provide a complementary product or service to solidify this node's identity as such.

Extractive Sites

Former extractive sites in the Township are intended to be repurposed. They are positioned near or on Dixie Highway making them opportune for commercial or residential development. These sites are shown page 45 as potential brownfield sites because their history for mining may make them eligible for funding that would help to repurpose them.

Heritage Site as a Village Hub

The corner of Grange Hall Road and North Dixie Highway is considered a heritage site because of its former status as the little town of Groveland Corners and its position on the Heritage Corridor (Dixie Highway). There was a once a hotel called the Groveland Cottage, which was a stagecoach stop, and by the 1870s the village had two hotels, a store, a school, and several blacksmith shops. However, the buildings and that history has gradually faded away. Yet, its location at a juncture of two major corridors means this area requires special attention as it is likely to become a focal point of those corridors within Groveland Township.

In instances where the Township would like to preserve sites that exhibit its heritage, it must dedicate resources to the endeavor. For example, a Historic Commission that meets regularly and identifies heritage sites can work to preserve and convey its history. This body can also liaise with the County's Historic Commission that has ties to the Michigan Historic Preservation Network and other resources.

This intersection has a lot of potential for change. There is a 40 acre site nearby that could be transformative if developed to serve the community. It sits alongside the Township-owned property that will have government services, and it is also not far from a trail system that Oakland County is working towards (see map).

Map 7: Oakland County Pathway Concept

OAKLAND COUNTY PATHWAY CONCEPT



	Trail		Municipal Boundary
County Trail Concept*			County Parks
	Complete		HCMA Recreation Land
	Design/Development		State Recreation Land
	Under Consideration		
	Under Review		

*The county pathways system is comprised of a vision to link pathways and greenways throughout Oakland County and Southeastern Michigan. The county concept envisions a hierarchy of pathways consisting of primary and secondary pathways.

June 2008

Sources
 Roads: Oakland County GIS, 2008
 Trail Network: Oakland County GIS, 2008
 Recreation Lands: Oakland County GIS, 2008

0 1 2 3 4 5 Miles

OAKLAND COUNTY TRAILS MASTER PLAN

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5

Plan Implementation

This plan is designed to meet the Township's future needs. The actions noted may not seem possible now but to be successful in implementing the changes, the actions cannot be limited by the comfort level of today. Since the Master Plan is a long range guide, refinements or additional studies may also be appropriate in the future to review more detailed data to respond to unanticipated factors or to better meet changing demands.

TOOLS FOR IMPLEMENTATION

- » Future Land Use Map
- » Overlays
- » Zoning Plan
- » Capital Improvement Plan
- » Partnerships
- » Funding mechanisms

FUTURE LAND USE MAP

One tool used for land use planning is a Future Land Use Map (FLUM) that provides a visual with generalized desired land use patterns. It is an aspirational yet realistic base for guiding changes to local law: the Zoning Map and Zoning Ordinance. Over time, the FLUM and the Zonings map should align to ensure progress toward the Township's goals.

The 2021 FLUM for Groveland Township presents high level changes to the major land use categories: residential,

commercial, and industrial. The FLUM increases the presence of denser residential options near commercial nodes, reduces the number of commercial categories to a central node and corridor-style commercial uses, and eliminates extractive uses. The FLUM allows the "research" category to have mixed-use so that housing can be paired with medical facilities.

Detailed descriptions of future land use categories indicate what the land uses should be in Groveland Township twenty years from now. This does not mean that the Township should change its zoning districts immediately to correspond to the Future Land Use Map, but should adapt them over time. Some areas, in particular the Dixie Highway are recommended for greater design standards and flexibility in uses that should be prioritized as short term amendments. Each land use description includes recommendations to guide land use decisions and implement the intent of the different categories.

OVERLAY

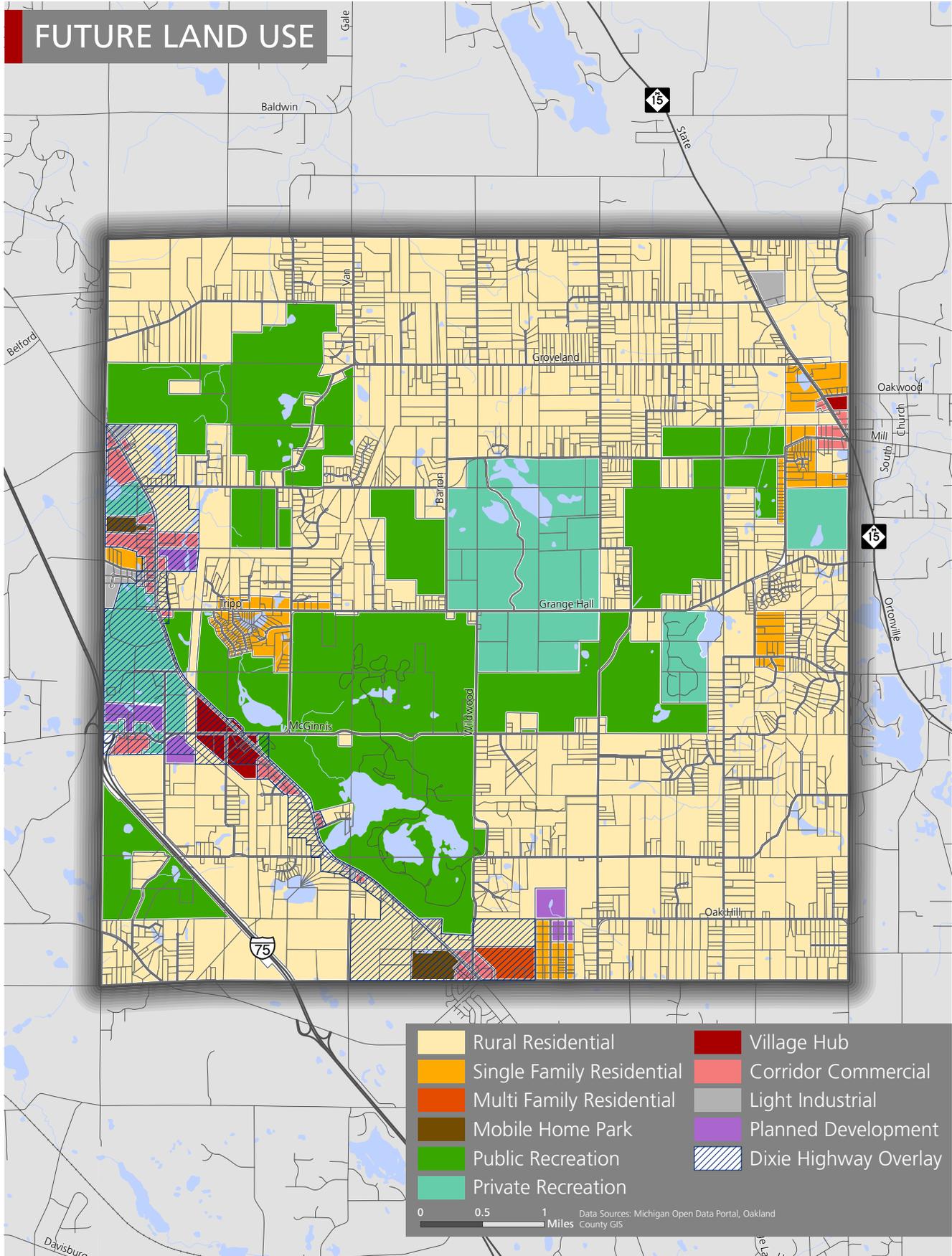
Overlay zoning is a regulatory tool that creates a special zoning district, placed over the existing zoning. The regulations of the underlying zoning remain in place while special provisions are added to the Overlay zone. The Overlay district can be drawn to parcel boundaries within the existing zone or cut across those boundaries. It is recommend that overlay zone has regulations or incentives attached to it in order to protect specific resources and/or to guide the look and type of development.

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Table 18: Future Land Use Descriptions

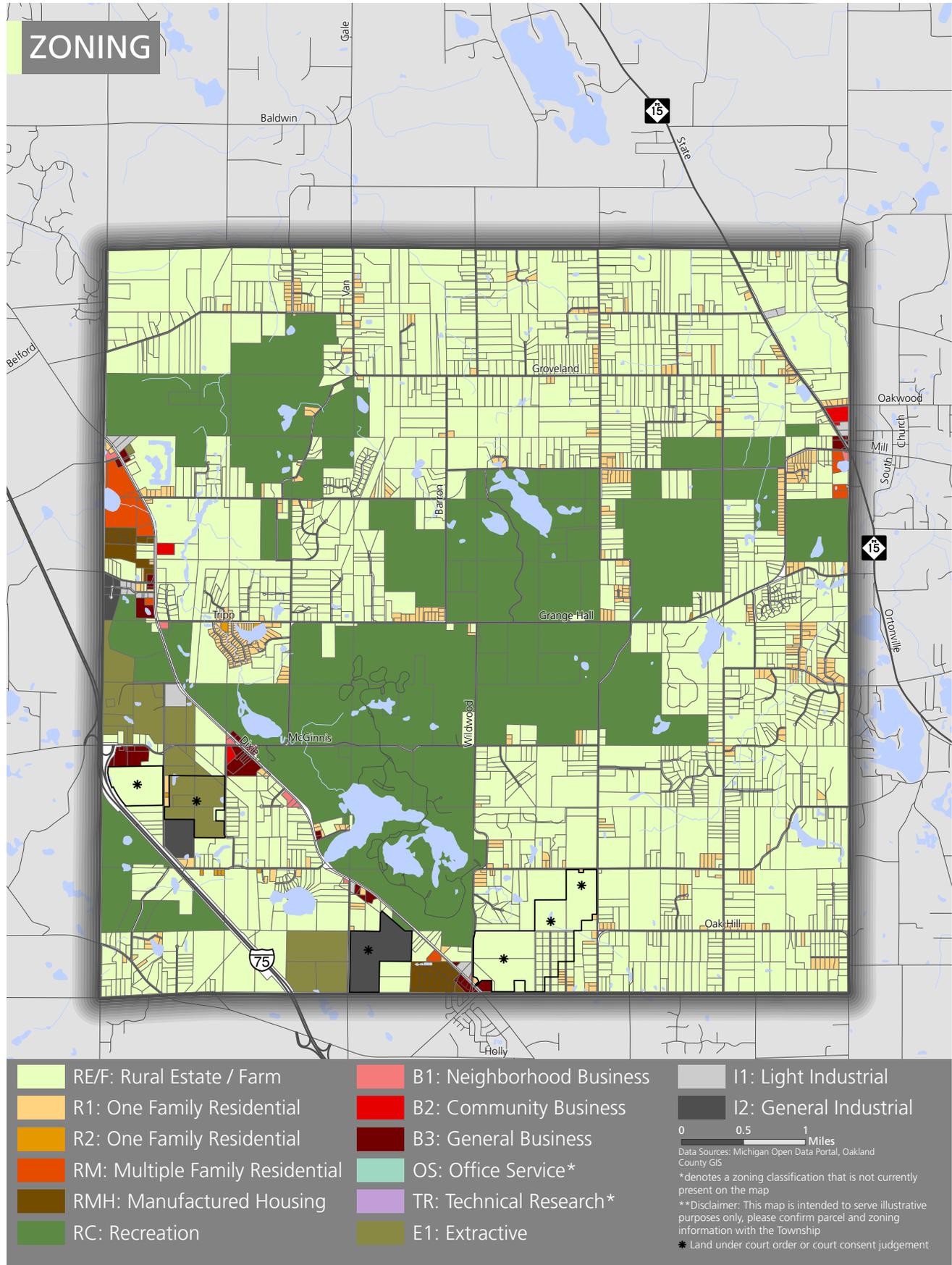
Future Land Use Descriptions	Corresponding Zone	General Characteristics	Proposed Actions
Rural Estate Farms	RE/F	Primary land use in Groveland (after parkland); backbone of community; 2.5 min lot	Promote preservation of existing farms
Single Family Residential	R-1 & R-2	Low density, detached homes, minimum lot size is 30,000 sq ft	Plan for demand pressure for single-family homes
Mobile Home Park	RMH	Limited land dedicated to this zone	Ensure maintenance of site and homes
Multiple Family residential	RM	Limited land dedicated to this zone, located near commercial nodes	Encourage a variety of housing types; maintain quality of apartment buildings; utilize attached residential as a transitional use between less intense single-family residential and non-residential uses
Village Hub Commercial	New	The most concentrated development with the highest design standards and nonmotorized accessibility; hub for retail and entertainment, and mixed uses	Use Dixie Highway and Grange Hall Road as a starting point, develop new “downtown” standards
Corridor Commercial	B-1, B-2, B-3, O-5	Designed for convenience shopping and services with an emphasis on spacing to reduce excessive curb cuts	Emphasis on aesthetics, desired uses, and circulation to prevent traffic jams
Industrial	TR, I-1, 1-2	Permit light and heavy manufacturing, warehousing, research and development, and related uses	Contain and buffer from less intense uses
Private and Public Recreation	RC	Public: designed to protect parks and open space from development Private: commercial recreation that supplements the natural recreation options	Buffering, screening, and greater setbacks should be required between any non-residential use and the parks and open space; maintain views and natural areas
Dixie Highway Corridor Overlay	–	See description of overlays	Improve aesthetics and create a uniform design along commercial corridors
Planned Unit Development	PUD Overlay District	Used for larger scale project that permit flexibility in use and design	–

Map 8: Future Land Use Map



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Map 9: Zoning Map



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Dixie Highway Overlay

This overlay district should straddle Dixie Highway on each side from Austin Corners at the southern end of the Township to the western border just north of Lahring Road. In Groveland Township, although Dixie Highway is where the commercial activity is centered, there are only a handful of active commercial sites. Since the question is not if development will happen, but when, the Township has created policies and goals that will, when enacted, make sure development not only maintains the rural character as much as possible, but also allows for development in an orderly and positive manner that respects and enhances natural features, allows new development that complements, incorporates, and conserves unique scenic vistas. Dixie Highway's scenic vistas could be enhanced through signage, parking location, and access through an overlay district.

Challenges

Dixie Highway comes with some challenges. The speed limit is 55 mph on much of the highway, which detracts from its scenic beauty.

Secondly, there are eight mining sites either bordering or in close proximity to Dixie Highway that must be restored, reclaimed, and creatively redeveloped to add value to the corridor. By code, since mining is a finite operation, this zoning district will change. The Township needs to ensure that any reclamation plan for future development adheres to the design principles for Dixie Highway. At a minimum, the plan shall address slope stabilization, agriculture, wildlife habitat, and outdoor adventure tourism.

Lastly, there is no water or sewer provided to new development. While water is abundant for new businesses to access, sewer presents a greater challenge. The cost to a developer to install sewer on site is high. The Township is working with Oakland County to determine which options

are feasible to provide municipal sewer to commercial uses on Dixie Highway.

Design Standards

Creating design standards along both M-15 and Dixie Highway will help to provide for more attractive corridors:

- » Enhance landscaping standards
- » Adopt Dark Sky standards
- » Rewrite the sign ordinance to prevent visual clutter that block the viewsheds
- » Develop a façade improvement program
- » Create building and site design guidelines in the Zoning Ordinance that address building materials, massing, architectural style, setbacks
- » Ensure parking lots are properly screened from the corridors
- » Keep curb cuts to a minimum
- » Concentrate density on the following nodes: Austin Corners, Dixie Highway and Grange Hall Road, and Dixie Highway and Lahring Road

Planned Development (PUD) Overlay

The PUD overlay is intended to permit the development of a mix of land use types on a large tract, or tracts, of contiguous land containing at least 40 contiguous acres that is under single or corporate ownership. The purpose of this district is to permit greater flexibility for new uses and design for development that achieve the Township's Master Plan goals. The PUD is designed to overlay standards to the following areas in the township:

- » Any former mineral mining site that is no longer being actively mined, and is available for development or redevelopment
- » Property lying between the I-75 freeway corridor, the west township corporate limit line and Dixie Highway
- » A site outside of those locations and that after special consideration has been approved by the township board after planning commission recommendation

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ZONING PLAN

Zoning regulations control the intensity and arrangement of land development through dimensional standards such as lot size or units per acre, setbacks from property lines, and building height. Various site design elements discussed in this Plan are also regulated through site plan review process to address landscaping, lighting, driveways, parking and circulation, pedestrian systems, and signs. Zoning can also be used to help assure performance in the protection of environmentally sensitive areas such as floodplains, state regulated wetlands, woodlands, and wellhead areas.

Groveland Township uses a traditional use-based Zoning Ordinance that delineates five categories of residential intensity, four categories of commercial intensity, and two categories of industrial intensity in addition to one technical research and one extractive classification. In addition to slight shifts in zoning districts, the Zoning Ordinance site plan review standards should also be updated to follow best practices. The following recommendations are the minimum alterations necessary to the current zoning ordinance to bring it into compliance with the recommendations in this Master Plan.

1. Revise the Zoning Ordinance to permit denser housing format for senior citizens (i.e. age in place facilities).

“the zoning plan shall include an explanation of how the land use categories on the future land use map relate to the districts on the zoning map”

- MPEA, 125.3833d

2. Develop the Dixie Highway Overlay that includes design standards for lighting, building design, fencing, landscaping, and parking.
3. Develop a comprehensive vehicle and bicycle pedestrian strategy for the Dixie Highway Overlay District. This may include trails connectivity, a road diet, and other traffic calming devices.
4. Update parking standards to include bicycle parking and reduce parking formulas where they produce an oversupply of spaces.
5. Integrate office uses and technical research into other commercial zones
6. Develop a village hub zone with an emphasis on density, walkability, and design

CAPITAL IMPROVEMENTS PLAN (CIP)

A CIP is a document that outlines planned capital improvements (given available financial resources) over the next six years. It deals with the physical improvement or replacement of Township owned infrastructure or facilities. The CIP is a spending blueprint based upon the most current revenue projections and project priorities. Planning for capital improvements is an ongoing process, the state statute says “...to further the desirable future development of the local unit of government under the Master Plan, a Planning Commission, after adoption of a Master Plan, shall annually prepare a capital improvements program of public structures and improvements.”²¹ The capital improvements program shall show those public structures and improvements, in the general order of their priority, that in the Planning Commission’s judgment will be needed or desirable and can be undertaken within the ensuing 6-year period. Annually the Township Supervisor presents the CIP for the Planning Commission’s review to ensure that it aligns with the Master Plan.

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PARTNERSHIPS

While the Township is in a position to coordinate many of the plan's implementation tasks, responsibility should not solely rest on the government. Instead, the vast array of stakeholders with key roles in either the county or region should all participate. Partnerships with the public and private sector, including the public schools, Oakland County, nearby higher education institutions, neighboring municipalities, major employers, and small businesses will also lead to success implementing the plan's initiatives. Partnerships may range from sharing information to funding and shared promotions and services. The spirit of cooperation through alliances and partnerships will be sustained to the benefit of everyone in the region. Only through collaboration can the plan's vision be realized.

FUNDING MECHANISMS

Historic Preservation

The Community Assessment Program through the Michigan Historic Preservation Network (MHPN) is designed to "gauge the historic preservation ethic of the community."²² In its entirety, it is a four-month, two-phase process that collects and analyzes data from resident surveys, community leaders, document review, and site visits to ultimately develop professional recommendations for improving historic preservation efforts

The State Historic Preservation Office's (SHPO) primary function is to provide technical assistance to local communities that wish to identify, evaluate, designate, interpret, and protect Michigan's historic resources. The SHPO also administers incentive programs that include the federal rehabilitation tax credits. It will be important for the Township to build a partnership with the state if it wishes to preserve its historic properties.

Brownfield Authority

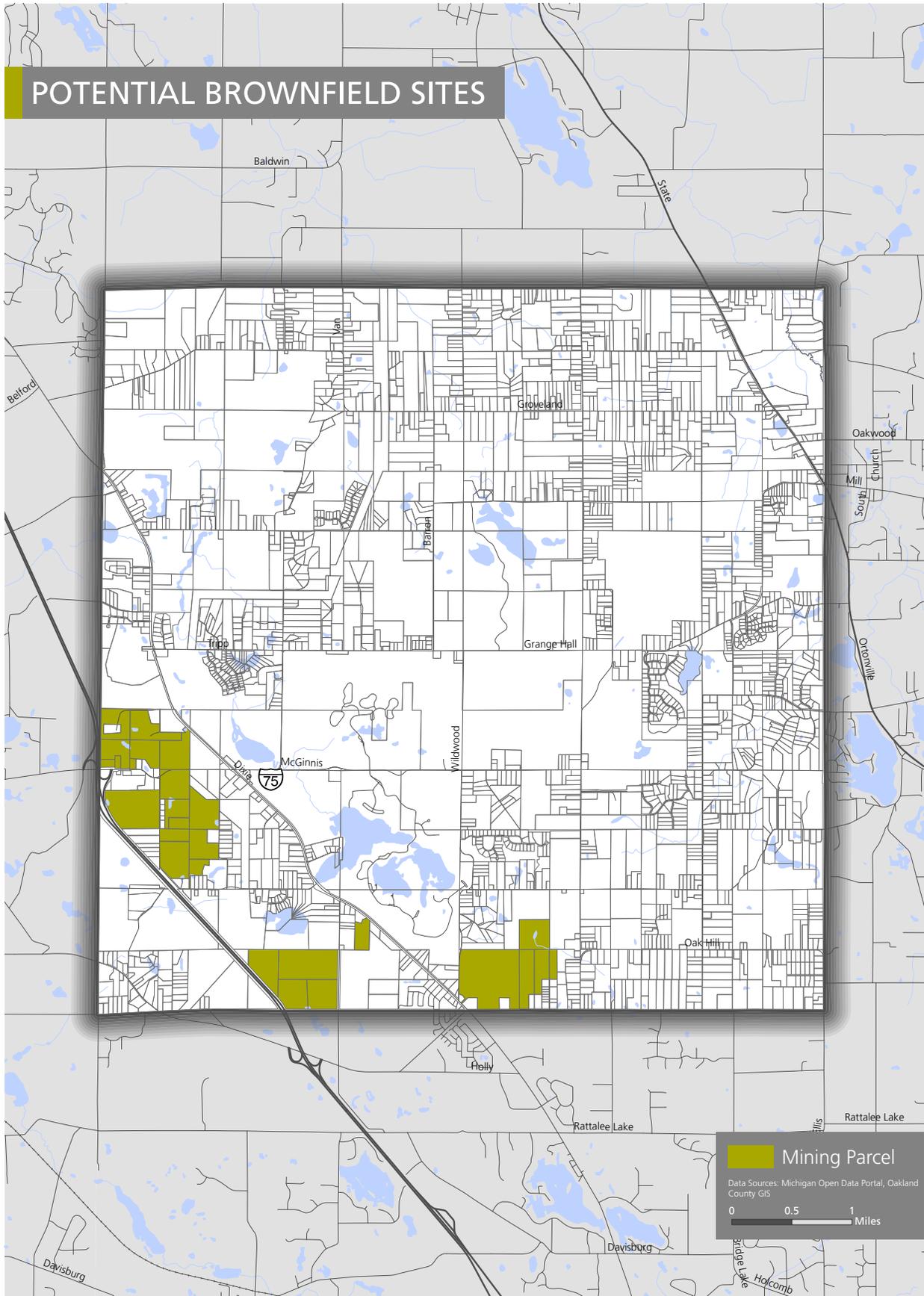
Another tax based program is the Brownfield Act (PA 381 of 1996) that provides funding for reuse of eligible sites. Though the common notion of a "brownfield" is a contaminated site, this is just one of the many definitions. In Michigan, a brownfield is also a blighted site, functionally obsolete property (a five story automobile assembly plant), and an historic property. Funding opportunities are through the Michigan Department of Environment, Great Lakes, and Energy (EGLE). Grants and loans are available for Environmental evaluations/assessments, Baseline Environmental Assessments, due care planning and implementation, response activities, and demolition, lead, mold, and asbestos abatement. In addition to the State of Michigan funding options, Region 5 (Chicago) of the Environmental Protection Agency (EPA) also offers funding options for brownfields (though the federal definition of a brownfield is not as broad as the State of Michigan).

ACTION PLAN

These recommendations address current needs and opportunities for growth. This section outlines recommendations, priorities, responsible parties for implementation, and potential funding, to be used as a reference before decisions affecting the public are made. Where appropriate, a timetable is suggested for execution of these strategies and actions consistent with available staff and financial resources of Groveland Township.

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Map 10: Potential Brownfield Sites



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Table 19: Action Plan Key

Priority		Time frame		Funding
A	Most important	1	<1 year	Primarily public
B	Very important	2	1-5 years	Primarily Private
C	Important	3	5+ years	Public/private

Table 20: Action Plan Responsible Parties

Responsible Parties			
OC	Oakland County	BT	Board of Trustees
PC	Planning Commission	TS	Township Staff

Table 21: Action Plan

Actions	Priority	Party	Funding	Time frame
Develop an overlay district for Dixie Highway in conjunction with neighboring communities that produces the desired design, circulation, landscaping, screening, signage, reduced parking, bicycle parking, and dimensional standards.	A	PC	Primarily public	1
Identify and promote scenic viewsheds along Dixie Highway and Grange Hall Road.	B	TS/PC	Primarily public	2
Explore nonmotorized connections between recreational sites.	B	TS/RC	Primarily public	2
Develop a Historic Commission to identify historic properties and location to display quilts along the corridors to work with the county on funding opportunities for preservation.	B	BT/OC	Primarily public	2
Provide incentives for concentrated development in three nodes: Austin Corners, Dixie Highway and Grange Hall Road, Dixie Highway and Lahring Road.	B	TS/PC	Public/private	2
Develop a comprehensive vehicle and bicycle pedestrian strategy for the Dixie Highway Overlay District.	C	TS/OC	Primarily public	3
Permit greater variety of uses along M-15 in the base zone.	C	PC	Primarily public	3

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Endnotes

- 1 History of Oakland County, Michigan. Pages 174 and 178.
- 2 Hardy, Mike. ThumbWind. "The Saginaw Trail." December 2018. <https://thumbwind.com/2018/12/07/saginaw-trail/>
- 3 Modern Restaurant Management. "Eatertainment Explained." December 2019. <https://modernrestaurantmanagement.com/eatertainment-explained/>
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- 6 Bureau of Labor Statistics. "Production Occupations." September 2019. <https://www.bls.gov/ooh/production/home.htm>
- 7 SEMCOG. "Groveland Township - 2045 Forecast Summary." <https://maps.semco.org/forecast/>
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- 9 Rocket Homes. <https://www.rockethomes.com/real-estate-trends/mi/groveland-township>. Accessed March 30 2021
- 10 Michigan State Housing Development Authority. "Homeownership Companion Report: Key Trends and Measures by Prosperity Region" March 2019. Page 292.
- 11 Michigan State Housing Development Authority. "Homeownership Companion Report: Key Trends and Measures by Prosperity Region" March 2019. Page 304.
- 12 Oakland County Assessor Office. Sent via email on 12.21.20
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- 15 SEMCOG. "Green Infrastructure Vision for Southeast Michigan." May 2014. Page 40.
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- 17 The Office of Governor Gretchen Whitmer. "New Office of Outdoor Recreation Industry Created in DNR." May 2019. <https://www.michigan.gov/whitmer/0,9309,7-387-90499-497782--,00.html>
- 18 Michigan Infrastructure Commission. "Michigan Broadband Roadmap." August 2018. <https://connectednation.org/wp-content/uploads/sites/13/2019/01/Final-Roadmap-8-8-18.pdf>
- 19 Connected Michigan. https://cn-maps.hatfieldmedia.com/US/MI/v1/mi_oakland-county_1G.pdf. Accessed January 5 2020.
- 20 U.S. Department of Transportation. "Safe Routes to School Program." <https://www.transportation.gov/mission/health/Safe-Routes-to-School-Programs>
- 21 Michigan Planning Enabling Act. PA 33 of 2008. Section 125.3865.
- 22 Michigan Historic Preservation Network. Historic Preservation Community Assessment Program. <https://www.mhpn.org/programs/historic-preservation-community-assessment-program/>

Appendix A

May 22, 2017 Visioning

What one word or phrase best describes Groveland Township?

Peaceful	Pleasant	Rural	Up-North feeling
Recreation	Privacy	Country	Rural
Scenic	Recreation	Adventure	Farmland
Quiet	Secret	Green	Camping
Relaxed	Equestrian	Peaceful	Activities
Wildlife	State	Serene	Accessible
Safe	Treasure	Beautiful	Gravel pits
Rural	Lush	Dark sky	Good
Beautiful	Freedom	Quiet	Peaceful
Country	Friendly	Picturesque	Growth
Outdoor recreation	Rural	Nature	Wildlife
Peaceful	*keep* dirt roads	Hunting	Nature
Safe	Recreation	Calm	Pleasant
Pristine	Community	Friendly	Rural
Wildlife	Family	Inviting	Safe
Agriculture	Fiscal responsibility	Wildlife	Friendly
Quiet	Nature	Unpolluted	Nice
Growing	Scenic	Recreation	Traffic
Friendly	Lifestyle	DNR-33%	Family recreational
Life-long	Safety	Peaceful	
Tranquil	Sportsman	Vacation	
Rural	Excited	Services	

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What has our community accomplished well?

Fire department	Finances
Small government	Keeping taxes low
Keeping it rural	Minimum lot sizes
Keeping taxes low	Benefits: no haz; dumpster; shred day; mosquito spray; energy eff. "stuff"
Parks and Rec	Battery recycle; paper recycle; trails F.D.=ISO Rated
Township manages finances well considering so much public land	Fiscal responsibility
Communicates well	Peaceful
Useful website	Privacy-min. acreage 2.5
Works well with other surrounding communities	Revenue generation
Fiscally responsible	Low ins. Rates re fire dept
Focused on safety	Communication!
Helping community	Open door policy of Twp offices
Approachable	Maintain roadways
Giving	Support surrounding rec programs
Aware of needs	Prudent planning and zoning
Good communication	Controlled the population
Municipal partner (plays well in sandbox)	Take residents' thoughts and opinions into consideration
Natural preservation	Keeping state land available
Kept out landfills	Better at communication-cable channel
Manage growth	

What has our community accomplished well?

Handles things in a timely manner	Kept accessibility good
Bringing fire department to meet needs of community	Knowing what our strength is
Bringing natural gas to the area	We are organized
We have access to amenities/businesses but not in our backyard	Put our residents first
Effort to avoid land fills	Maintained our rural atmosphere
Independent choices for garbage	Money-in-bank
Fire department	Manage our tax dollars
Taxes down	Community services
Welcoming for visitors	Great fire Depart.
Camping	Lack of conflicts
Activities coordinated well	State police
Kept natural beauty	Township government excellent
Low crime-safety	Great open door policy
Township projects for residents	Maintain unpaved roads
Township trying to keep balance of commercial and residents	No landfills

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What could Groveland Township have done better?

No responses	Promote cable channel better and youtube
Manage Renaissance Traffic	Having link on Groveland Twp. Website to Oakland County Road Comm.
Community gathering	Key roads paved
Collaborate community services	Infrastructure-internet
Develop commercial tax base	Maintain dirt roads
Manage gravel trains (hold Ridge/Tripp...)	Stop the chipper @ I-75 and Granger Hall on weekends
Reduce Ren. Fest Traffic Facilitate flow better	Need stoplight @ I-75 exit either side
Phragmites-control	More wifi
Re-eval the need for police presence	More cable competition
Lobby O.C. to better maintain pavement	How to better communicate with residents
More revenue generating properties on Dixie	More police stabilize the MSP
Limitation of types of vehicles and speeding vehicles of any type on narrow dirt roads. Size/speed	Development of gravel pits into productive uses
Better tax base attract more	Traffic management
Attract more lite industry and tech	Promote township recreation/activities
Cell service could be better	Promote business growth
Recycling/info about availability	Government buildings
Roads-maintenance mowing	
More lenient agricultural zoning for more livestock/farming	

What are you most proud of in Groveland Township? (number of votes)

Recreational activities available	6
Beauty of area (up north feel)	4
Township government and governance	4
Rural atmosphere	4
Privacy	3
Undeveloped natural resources	3
Fiscal responsibility	3
Fire dept and police station	3
Superior fire-ALS service	3
Public lands/access	2
Clean air/noises (wildlife)	2
Township officials	2
The up North experience here	2
Low taxes	2
people	1
Recreation-state land	1
Township government	1
Small government & governance	1
Natural resources (state and county parks)	1
Preservation of rural community	1
Focus on recreational development/projects	1
Night sky stars, no light pollution	1
Proud of the residents	1
Wildlife	1
Dark skies at night	1
Nice place to live	1
Comparison to peer groups	1
Putting residents first	1
Recreational opportunities	1
Bank accounts, debt free	1
Unpaved roads-keeps traffic down	0

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People	0
Good working relationship in township staff	0
Hard working people (fire staff incl...)	0
School districts	0
No visible human intervention area to experience (natural areas)	0
Sense of community	0
O.R.V. Park	0
Hydrants	0
Proud of no landfill	0
Supports youth recreation, education	0
Renaissance Festival	0
Having Mt. Holly close by	0
Safety	0
BHS kids' involvement in Haunted House	0
Smaller population	0
Recreation-Oakland County P&R	0
Community involvement	0
Preservation	0
Township	0
Green (trees)	0
Money township generates to keep taxes low	0
Beauty	0
Not a lot of traffic	0
Friendly residents	0
Road maintenance	0
Accessibility	0
Low incidents of conflicts	0
Free bug spray	0
Business's working to make it better	0
MABAS	0

What are you most sorry about in Groveland Township? (number of votes)

Renaissance Traffic	5
Speed limits, establish safe and reasonable speed limits for our narrow, curving, limited-sight-distance dirt roads	5
Lack of development on Dixie	5
Condition of roads, both paved and unpaved	4
Rena. Fest Traffic	3
Restrictions on farm animals	3
Need more small businesses	3
Development on Dixie Hwy (nothing lasts)	3
Noise pollution to come with ORV park	2
Chicken ordinance	2
Paving Barron Road in future	2
Lack of telecommunication (comcast)	2
Need more business revenue	2
Taxes too high-what do you get for your taxes?	2
Gravel trucks-detract from up North ambiance	2
Brandon school taxes	2
Consistant cellphone coverage	1
Unpaved roads	1
Speedway on Grange Hall & Groveland Rd	1
Change of speed limits-too fast	1

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Need better police presence	1
Inform residents of contacts for roads/improvements	1
Township not enough power to dictate stoplights (MDOT)	1
Convenience services	1
Gravel trucks	1
No community center	0
Lack of community events	0
Community sports fields	0
Golf course (lack of)	0
Blighted properties- too much junk	0
...that we didn't move here sooner	0
Gravel pits and gravel trucks	0
Damage to property from pipeline	0
Residual damage/future concerns because of pipeline	0
Limited dump access hours	0
Not enough man power to control DTE/consumers w/ falling trees	0
Wider diversity of services	0
Few more paved roads	0
Difficulties with relationships with surrounding communities	0

What do you think impedes or complicates maintaining the current lifestyle or development/growth in Groveland Township? (number of votes)

Lack of quality commercial growth	7
Urban encroachment	6
Need economic growth on M15 and Dixie Hwy	5.5
Not following Master Plan for growth/development	5
DNR property facing Dixie	4
Developing rather than protecting what we have	3
Traffic on M-15	3
Subdivisions	3
Lack of taxable land	3
Development of subdivisions complicates the current rural atmosphere	2.5
State land-lack of private land	2
Lack of telecommunications for information	2
No development on Dixie-rural	2
Renaissance traffic	1
Dev. Of the "Corridor" may impact	1
Higher property taxes	1
Chains/franchises	1
Changes in twp attitude	1
Power outages	0
The current semi-rural lifestyle	0
Ren. Fest. Parking/Traffic	0
Higher densities	0
Developers	0
Lawyers fighting for variances in lot sizes and development	0
Population	0
Leadership	0
Public vote, lack of	0
Not enough business'	0
Small population impedes with power w/county/state	0
Opposition of change	0
Oakland Cty. Parks	0
Topography of land "mining"	0
Lack of job opportunities	0

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List the reasons why you believe maintaining the current lifestyle or development/growth in Groveland Township is important (number of votes)

Maintaining the country feel (that's why we moved here)	8
Increase commercial development without negative impact on country atmosphere	7
More develop in order to keep lifestyle	6
Maintain current lifestyle to raise families and future generations	4
Sets Groveland Twp apart from other communities	4
Establish better tax base (D&G)	3.5
Undeveloped spaces	3
Maintain rural natural environment. It's pretty nice, here, now	2.5
We're surrounded by development-maintain the rural area as is-that's why we live here	2
Safety and security	2
Low population	2
Quality of life, retirement, lifestyle	2
Maintains property values	2
Keep it rural	2
Works good now, don't change it	2
Recreation	1
Can't get back rural atmosphere once it's gone	1
Like current direction	1
Maintain our sense of community by not developing the area	0
Keep crime rate low/safe	0
Keeping landfills out!!	0
Unique location in the county	0
Following Master Plan	0
Peace of mind	0
Quiet	0
Sense of community	0
Keep safe environment for families and animals	0
Wholesome lifestyle which isn't found everywhere	0
Less people=less pollution	0
Less crime	0
Keeping the community residents/feel	0
Keep Township relative	0
Job opportunities for younger kids	0
Increase in taxes	0
Controlled development and growth	0

List any organization (public or private) that plays a role in maintaining the current lifestyle or development/growth of Groveland Township. (number of votes)

Township Board	7
Township Boards	6
Township Board and BZA Planning Comm	6
Small business owners	6
DNR-State	5
Groveland Township Office (officials)	4
Our residents	4
Fire Department	3
Nature Conservancies (Local/Regional)	2
D.N.R.	2
Township Government	2
MDNR	1
Developers	1
Access to library	1
DNR	1
Township	1
Developers	1
DNR	1
Horse farms	1
County	0
County Parks	0
State police	0
Residents	0
State Parks	0
State	0
Oakland County Parks	0
Municipalities (neighbors)	0

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State police	0
Groveland Township Fire	0
Road Commission for Oakland County	0
Ex. Business owners (Renaissance Festival)	0
Oakland County Planning Economic Development	0
Oakland County (Parks) & (Planning)	0
Mt. Holly and other businesses	0
Revenue generating properties	0
Law enforcement	0
Fire department	0
Youth Assistance (Brandon, Holly)	0
DEQ/DNR	0
Police/Fire	0
State-County parks	0
Road commission	0
Oakland County	0
Bedrock	0
Mt. Holly/Renaiss Fest.	0
Camp Tamarack	0
Oats	0
Residents	0
Holly Rec.	0
Oakland County Parks	0
Camp tamarack	0
MI State Police	0
Agricultural property	0
Mt. Holly Ren. Festival	0

What does a “develop/grow/maintained” Groveland Township look like to you? What types of businesses/housing/event/improvements will exist? What will be the 2027 Vision for Groveland Township? (number of votes)

Country feel!!!	8
Any development made should be made to better those who currently live here not to bring more developments here to accommodate others.	7
No hotels or motels	7
Recreation city/paradise	7
Small downtown (community)	7
ORV park, horse trail, PC aircraft/drone, disc golf, racing BMX, dog parks	6
Development with rural appearance	6
Maintain minimum acreage (2.5 acres)	5
Incredible existing campgrounds (no new campgrounds)	5
Cont'd low densities	5
Limited and intelligent development	5
Regional recreation/destination	5
Resort town with limited franchises/no big box stores	5
The same as today	5
Business must maintain property appearance	5
No ORV park	4
Recreation destination adults/children	4
No big box stores	4
Wildlife	4
Hotel(s)	4
Build a wall around Groveland Township :)	3
Walkable community main corridor to connect to community	3
Small businesses that support tourism	3
Local mom and pop businesses	3
Small businesses	3
Business supporting rec developments	3
Dixie Hwy- not to look like Dort Hwy	3
Business does not impact neighborhoods	3
Maintain current style of living	2

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Senior housing	2
Golf course Oak Hill and Dixie gravel pit	2
Music venue at Mt. Holly	2
More festivals/runs/beer + wine	2
Up North not up North	2
Restaurants...	2
Recreation is our ace in the hole, don't blow it	2
Increased recreational developments	2
Less gravel mining pits	2
Follow same aesthetics appearance	2
No Renaissance Traffic!!	1
Maintain opportunity for chickens	1
Low growth	1
Keep property taxes reasonable, farming, larger tracts of land family-owned	1
Cluster development (housing)	1
Responsible agriculture	1
Livestock friendly grocery store	1
Maintain low taxes (property)	0
Develop a strong commercial tax base	0
Smooth traffic flow	0
Much like it feels today	0
Groveland Township fair	0
Vacation/property rentals	0
Increased property values	0
Biking Trails	0
Good restaurants	0
Farmer's markets, craft	0
Car wash (truck wash, camper)	0
More commercial parking	0

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Collective Priorities

Country feel!!!	8
Recreational city/paradise	7
Small downtown (community)	7
No hotels or motels	7
Any development made should be made to better those who currently live here and not to bring more developments here to accommodate others	7
Development with rural appearance	6
ORV Park (horse trail, PC aircraft/drones, disc golf, racing-BMX, dog park)	6
Businesses must maintain property appearance	5
Regional recreation destination	5
Resort town with limited franchises/no big box stores	5
The same as today	5
Incredible existing campgrounds (no new campgrounds)	5
Cont'd low densities	5
Limited and intelligent development	5
Maintain minimum acreage (2.5)	5
Hotel(s)	4
Dixie Hwy-not to look like Dort Hwy	4
Wildlife	4
Recreation destination adults/children	4
No ORV Park	4
No big box stores	3
Build a wall around Groveland Township :)	3

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Appendix B

March 27, 2018 Community Boards

What is most important to you in terms of the “look and feel” of the Grange Hall Road and Dixie Highway Corridors? (number of votes)?

Building set back from the road with natural landscaping	5
High quality building materials	5
High quality natural areas	2
Scenic overlooks	1
Attractive signage and welcoming gateways	1
Buildings close to the road with pedestrian parking spaces	0
Screen parking lots	0
Other (dog park, senior housing, community)	0

Which land uses are preferred within the Dixie Highway and Grange Hall Road? (number of votes)

Family-friendly commercial	4
Residential	3
Passive recreation	2
Active recreation	2
Accommodation for recreation visitors	2
Other	2
Outdoor recreation commercial	1
Regional retail commercial	1
Industrial	0

What is most important to you in terms of the “look and feel” of M-15 corridor? (number of votes)

High quality natural areas	7
Other	4
Attractive signage and welcoming gateways	1
Building set back from the road with natural landscaping	1
High quality building materials	1
Screen parking lots	0
Screens between uses	0

What is the best redevelopment option for the gravel pits once excavation is complete? (number of votes)

Passive recreation	6
Active recreation - destination adventure park	5
Other	4
Residential	3
Some commercial	2
Active recreation - traditional athletic fields	1
Some light industrial	0

What community needs are the most important to you? (number of votes)

More housing options	5
Adventure recreation	3
Family restaurants	3
Eatertainment	2
Social gathering spaces	2
Auto/ORV service	2
Other	2
Entertainment	1
Grocery/food stores	0
General retail	0

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