

# VILLAGE OF FOWLerville MASTER PLAN

## Highlighted by Category in Action Item Table

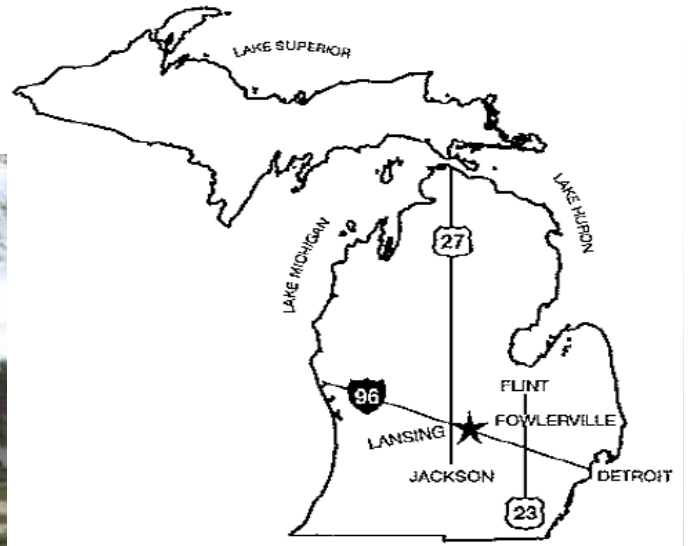
**Key:**

<b>Highlight Color</b>	<b>Category</b>
Purple	Ordinance
Green	Downtown
Blue	Residential
Pink	Commercial
Gray	Industrial
Yellow	Environmental
Orange	Recreation
Red	Transportation

# Village of Fowlerville

Livingston County, Michigan

## Master Plan



Adopted  
November 27, 2017



## Village of Fowlerville Master Plan

# Master Plan

Village of Fowlerville  
Livingston County, Michigan

Adopted by the Village of Fowlerville Planning Commission  
November 14, 2017

Adopted by the Fowlerville Village Council on  
November 27, 2017

This Master Plan represents over a year of dedicated work by the elected and appointed officials of the Village of Fowlerville, staff and consultants. Specifically, the following officials and staff deserve special recognition.

### Village Council

Carol Hill, President  
Scott Schultheis  
B. Jerry Bell  
Kathryn Heath  
Ken Bielous  
Everett DeGrush  
Theresa Mailloux

### Village Manager

Kathryn Arledge

### Village Clerk

Kathryn Arledge

### Planning Commission

Craig Curtis, Chairperson  
Scott Schultheis, Vice Chairperson  
Norman Allison  
David Kuehn  
Jerry Peach  
Mike Stock  
Susan Spagnuolo

### Planning Consultant

**SAFEbuilt.**  
**studio**

### Village Attorney

Cohl, Stoker & Toskey, P.C.

### Village Civil Engineer

Wolverine Engineers & Surveyors, Inc.

# Village of Fowlerville Master Plan



I hereby certify that the Village of Fowlerville Planning Commission adopted this Master Plan, in accordance with Section 43 of Michigan Public Act 33 of 2008, as amended. After holding a public hearing on November 14, 2017, the Master Plan was adopted by the Planning Commission.

---

Craig Curtis, Planning Commission Chair

Date: \_\_\_\_\_



**RESOLUTION**

**NO.: 17-32**

**VILLAGE OF FOWLerville**

**DATE: November 27, 2017**

**RESOLUTION OF ADOPTION  
FOWLerville MASTER PLAN**

**WHEREAS**, Michigan Public Act 33 of 2008, as amended, the Michigan Planning Enabling Act, provides for the preparation of a master plan for the physical development of the municipality, with the general purpose of guiding development of the municipality so it is coordinated, adjusted, harmonious, efficient and economical. The Fowlerville Master Plan considers trends in land and population development, local character, suitability for particular uses, present and future needs, and the public health, safety, morals, order, convenience, prosperity, and general welfare; and,

**WHEREAS**, development of a future land use plan within the Village of Fowlerville is pivotal in accommodating development in an organized manner while retaining its unique characteristics and promoting economic development; and

**WHEREAS**, the new Master Plan is needed to address health, safety and welfare concerns associated with unmanaged growth in the community; and

**WHEREAS**, a Master Plan update was necessary to respond to changing land use conditions in the Village, increases in traffic volumes, the desire to protect the Village's neighborhoods, the desire to provide a high quality of life for its residents, and offer residents and businesses the needed services and support to be successful; and

**WHEREAS**, a Master Plan is important to provide a sound basis for zoning, other related regulations, and community investments; and

**WHEREAS**, the Planning Commission has prepared a Master Plan for the Village of Fowlerville that contains recommendations for residential neighborhoods, commercial and industrial development, economic development, transportation, natural resources and public services; and

**WHEREAS**, the Village complied with required plan development steps of notifying and involving surrounding communities and outside agencies; and

**WHEREAS**, a public hearing was held on the Master Plan on Tuesday, November 14, 2017 to formally receive community input; and

**WHEREAS**, the Village of Fowlerville Planning Commission adopted the proposed Master Plan on Tuesday, November 14, 2017 and recommend the Village Council adoption and approval of said plan; and

**NOW THEREFORE, BE IT RESOLVED**, that the Village of Fowlerville Village Council approves and adopts the Village of Fowlerville Master Plan, in accordance with Section 43 of Michigan Public Act 33 of 2008, as amended on Tuesday, November 14, 2017; and

**NOW THEREFORE, BE IT FINAL RESOLVED**, that copies of the final adopted Master Plan shall be distributed as provided by the Michigan Planning Enabling Act.

Village Council Member Bell offered the foregoing Resolution, and moved its adoption. The motion was seconded by Village Council Member Mailloux, and upon being put into a vote, the vote was as follows:

Carol Hill, President	<u>aye</u>
Kathryn Heath, President Pro-tem	<u>aye</u>
Jerry Bell, Trustee	<u>aye</u>
Ken Bielous, Trustee	<u>absent</u>
Everett DeGrush, Trustee	<u>absent</u>
Theresa Mailloux, Trustee	<u>aye</u>
Scott Schultheis, Trustee	<u>aye</u>

The President thereupon declared this Resolution approved and adopted by the Village Council of the Village of Fowlerville this 27th day of November, 2017.

Carol K. Hill  
Carol K. Hill, Village President

Reviewed for Form and Legal Sufficiency:  
David G. Stoker  
David G. Stoker, Village Attorney

I hereby certify that the foregoing constitutes a true and complete copy of a resolution adopted by the Village Council of the Village of Fowlerville, County of Livingston, Michigan, at a regular meeting held on November 27, 2017.

Kathryn M. Arledge  
Kathryn M. Arledge, Village Clerk



TABLE OF CONTENTS

Chapter One: Introduction

Description and Purpose of the Master Plan..... 1-2
Legal Basis for the Plan..... 1-4
Comparison of the Master Plan to Zoning..... 1-4
Master Plan Process..... 1-5

Chapter Two: Community Profile

Population Characteristics ..... 2-1
Housing Characteristics ..... 2-4
Employment Characteristics..... 2-8

Chapter Three: Community Character

Existing Land Use ..... 3-3
Existing Natural Features..... 3-9
Existing Community Facilities..... 3-9
Existing Recreation ..... 3-11
Transportation Conditions..... 3-13

Map One: Existing Land Use

Map Two: Community Facilities

Map Three: Road Connectivity

Chapter Four: Critical Area Analysis

Downtown Subarea..... 4-2
Wayfinding and Signage..... 4-15
Neighborhood/Residential Needs ..... 4-23

Map Four: Core Commercial Subarea

Map Five: Highway Commercial Subarea

Map Six: Residential Neighborhoods

Chapter Five: The Plan

Future Land Use Plan..... 5-2
Zoning Recommendations ..... 5-12
Natural Features Protection Plan..... 5-16
Community Facilities Plan ..... 5-23
Transportation Plan..... 5-26



*Map Seven: Future Land Use*

*Map Eight: Wellhead Protection Areas*

*Map Nine: Natural Features*

## Chapter Six: Using The Plan

Let It Be Your Land Use And Zoning Guide .....	6-1
Be Flexible.....	6-3
Keep It Current.....	6-3
Use It As A Management Tool.....	6-4

## Appendix

Public Involvement Results .....	A-1
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# Village of Fowlerville Master Plan

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# Village of Fowlerville Master Plan

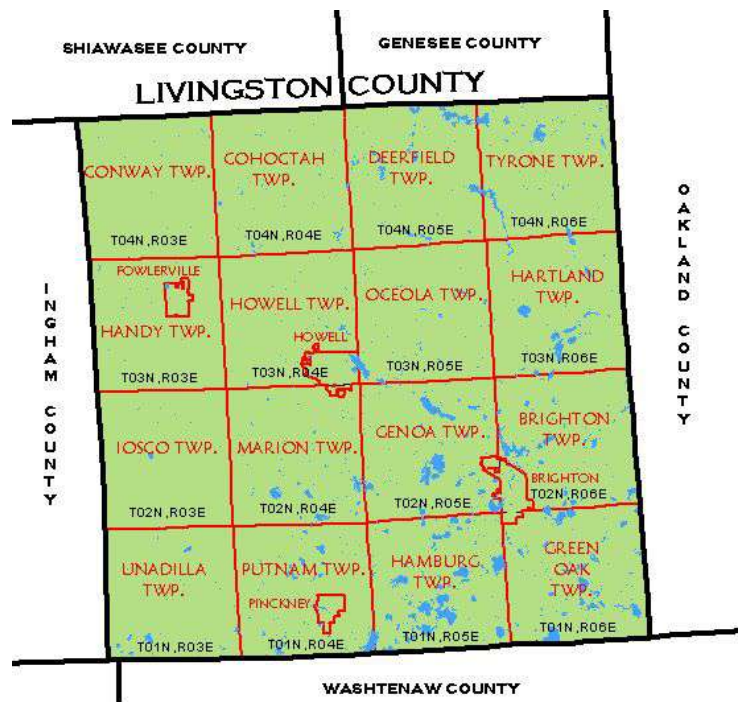


## Introduction



### Chapter One: Introduction

Located in the heart of Livingston County, one of Michigan's fastest growing counties, the Village of Fowlerville stands in the path of development as it grows from the surrounding cities of Lansing, Brighton and Flint. While much of the Village is already developed, recent activity includes redevelopment of the downtown and general commercial areas, and development within the industrial districts. This has led to additional attention from residential developers; however, the majority of activity remains in the Village's commercial areas. Most of the residential development occurred prior to 1940, leaving the Village with an historic charm and development pattern that has





## Village of Fowlerville Master Plan

contributed to the Village's close-knit, small town community spirit.

With this development interest brings the challenge to retain the desirable character that has emerged from the Village's historic development patterns. The Village contains a traditional downtown that is somewhat removed from the general commercial and highway activity. However, it remains as a local shopping destination and has the potential to grow into a thriving downtown. The desirability of Fowlerville allows the Village some advantages, as development interest in the area can become a catalyst for redevelopment and can help to improve the overall economic stability of the Village. This Plan strives to strike a balance between these two influences, and seeks to achieve quality development that supports rather than detracts from the existing traditional, small-town character.

### Description and Purpose of the Master Plan

The Master Plan is a guide for the future that recommends how the Village should develop in order to meet community goals. A sound Master Plan helps ensure a logical development pattern that will result in a highly desirable community in which to live or work. A Plan allows residents, business owners and developers to make investments with a reasonable expectation of what will happen in the future. In essence, the Plan represents a balance between the sometimes competing interests of the environment, individual landowners and the community overall.

The Plan directs the intensity and arrangement of various types of land uses and promotes design that complements the character of the Village. It should provide for a complementary mix of land uses intermingled with natural features to create a sustainable, livable community.

The Master Plan's goals and future land use plan will assist Village leaders in making decisions that can have long-term implications

# Village of Fowlerville Master Plan



for the community. These community-wide implications may not be immediately apparent to the individual property owner or citizen, but the impacts of each decision are linked and become visible over time. Sound, appropriate planning is necessary to ensure mistakes are not made that will be difficult to eliminate in the future. The Master Plan can be viewed as a community blueprint for the future, a mechanism to help ensure each decision fits as part of the whole.





## Village of Fowlerville Master Plan

Among the many reasons for the Master Plan are the following:

- Present a future land use map illustrating how the Village should develop over time with a balanced land use pattern.
- Provide a legal basis for zoning and other regulations for the type, intensity and timing of development.
- Ensure that the most significant natural features are preserved as development occurs.
- Outline specific strategies to address situations where one land use is not compatible with an adjacent land use.
- Recommend improvements to intersections and roadway sections needing attention due to increasing traffic volumes.
- Address the changing desires and needs of residents.
- Provide a sustainable community and a land use pattern which translates into a diversified tax base to support the desired facilities and services.
- Coordinate land use recommendations with anticipated development and infrastructure improvements with other agencies and the County.



## Legal Basis for the Plan

The Fowlerville Master Plan is prepared under the authority of the Michigan Planning Enabling Act (P.A. 33 of 2008) which authorizes the planning commission to prepare a Master Plan. The general purpose of this plan, as set forth in section 7 of the act, is to:

*...guide and accomplish, in the planning jurisdiction and its environs, development that is ... coordinated, adjusted, harmonious, efficient, and economical; considers the character of the planning jurisdiction and its suitability for particular uses, judged in terms of such factors as trends in land and population development; will, in accordance with present and future needs, best promote public health, safety, morals, order, convenience, prosperity, and general welfare; and includes, among other things, promotion of or adequate provision for ... a system of transportation to lessen congestion on streets; safety from fire and other dangers; light and air; healthful and convenient distribution of population; good civic design and arrangement and wise and efficient expenditure of public funds; public utilities such as sewage disposal and water supply and other public improvements; recreation; and the use of resources in accordance with their character and adaptability.*

## Comparison of the Master Plan to Zoning

The Master Plan provides general direction on the future development pattern in the Village. Some of the Master Plan recommendations will be implemented through amendments to the zoning ordinance text and map. However, the Master Plan itself does not change the zoning ordinance or zoning of any property. Some of the differences between the Master Plan and the zoning ordinance are listed in the following table.



# Village of Fowlerville Master Plan

MASTER PLAN	ZONING ORDINANCE
Provides general policies: a guide	Provides specific regulations: the law
Describes what should happen in the future, over the next 5 to 20 years, not necessarily the recommended land use for today	Describes what is and what is not allowed today, based on existing conditions
Adopted under the Michigan Planning Enabling Act, P.A. 33 of 2008	Adopted under the Michigan Zoning Enabling Act, P.A. 110 of 2006
Includes recommendations that involve other agencies and groups	Deals only with development-related issues under Village control
Flexible to respond to changing conditions	Fairly rigid, requires formal amendment to change

## Master Plan Process

This Master Plan update represents the efforts of the Planning Commission, Village officials and residents over a 9-month period, building on key insights made during the previous plan's formation and making improvements where necessary. Development of the Plan involved collection and analysis of data on population, land use, the environment, transportation, infrastructure and socioeconomic conditions. The recommendations of the Plan are based upon this information and input from the public. The process is more specifically described as follows:

# Village of Fowlerville Master Plan



## Visioning

The first step in the planning process was to determine the general vision of the community. This was established through a Planning Commission meeting held on April 11, 2017. These community leaders were asked to give their general opinions on the condition of the previous plan, including which sections needed specific changes made.

## Public Survey

An online survey was posted on the Village website in June 2017 to gather input on the planning process and allow for feedback on planning-related issues in the Village. Left open to residents and non-residents alike through the end of September, the Village collected a total of 217 responses.

## Analysis and Recommendations

Based on the data collected from the existing conditions report, public survey results and the experience of the Planning Commission, staff and consultants, information was analyzed and recommendations were made for the future of the Village. This information was presented to the Village and the public for review and comment in a draft version of the Plan.

## Public Hearing

A public hearing was held on November 14, 2017 to present the draft Master Plan, during the regular meeting of the Planning Commission. The Master Plan was adopted by the Planning Commission at this meeting and was subsequently adopted by the Village Council at their meeting on November 27, 2017.



## Community Profile



### Chapter Two: Community Profile

#### Population Characteristics

From the 1950's through the mid-2000's, Livingston County and the Village of Fowlerville experienced steady population growth. But where the Village is once again growing after a brief period of decline from 2000-2010, the County experienced a surge in development during the 1970's and 1980's that has played a role in its ongoing growth through present day. Centrally located between several of the State's metropolitan centers — Detroit, Lansing, Ann Arbor, and Flint — Livingston County has become an attractive place for residents looking for a less hectic lifestyle and for businesses seeking a location at the bustling crossroads of commerce. As development migrates eastward from Lansing and westward from Metro Detroit, the Village has emerged as a desirable location for commuters.



# Village of Fowlerville Master Plan

## Population Trends

**Table 2-1: Population Growth in Select Communities**

Community	2000	2010	% Change
<i>Village of Fowlerville</i>	2,972	2,886	-2.9%
City of Williamston	3,441	3,854	12.0%
City of DeWitt	4,702	4,507	-4.1%
City of Howell	9,232	9,489	2.8%
Handy Township	4,032	5,120	27.0%
Brighton Township	17,673	17,791	0.7%
Genoa Township	15,901	19,821	24.7%
Livingston County	156,951	180,967	15.3%

Source: US Census Bureau

Livingston County is among Southeast Michigan’s fastest growing counties, as reflected in communities across the county. Table 2-1 shows population growth for several Livingston County communities from 2000-2010, along with a few comparison communities outside the county. As shown, many of the townships studied have continued to experience high growth rates, which is largely due to the high availability of land.

Population growth is likely to occur in Livingston County as the availability of land diminishes in Oakland and Washtenaw Counties. Table 2-2 shows projected population growth for the comparable communities located in Livingston County. The townships surrounding Brighton, Howell and Fowlerville are projected to grow the most between 2000 and 2040.

**Table 2-2: Population Trends**

	Census 1960	Census 1970	Census 1980	Census 1990	Census 2000	Census 2010	Estimate* 2016	Forecast* 2040
<i>Village of Fowlerville</i>	1,674	1,978	2,289	2,648	2,972	2,886	2,990	3,236
Handy Township	1,216	1,578	2,392	2,840	4,032	5,120	5,513	6,052
Brighton Township	2,875	5,882	11,222	14,815	17,673	17,791	18,117	21,498
Genoa Township	2,402	4,800	9,261	10,820	15,901	19,821	20,266	23,061
City of Brighton	2,282	2,457	4,268	5,686	6,701	7,444	7,659	9,628
City of Howell	4,861	5,224	6,976	8,147	9,232	9,489	9,969	11,448
Livingston County	38,233	58,967	100,289	115,645	156,951	180,967	188,806	214,323

Source: SEMCOG\*, US Census Bureau

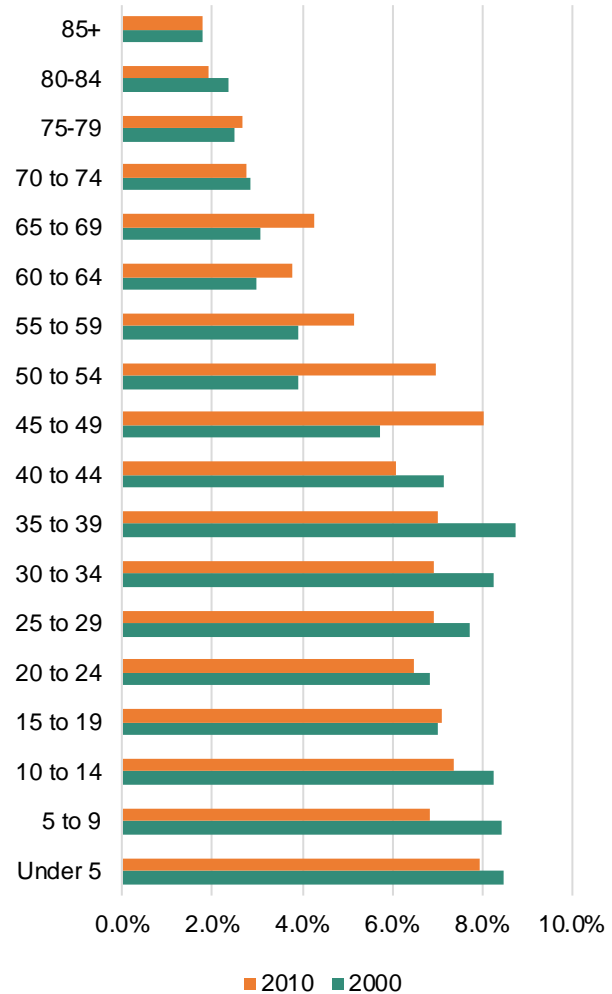


## Age Characteristics

Age growth within a community offers deeper insight into population trends. Communities can more easily predict future needs with the expectation that younger age groups eventually move into the older brackets. As shown in Figure 2-1, age distributions in Fowlerville suggest a decline in young families living in the Village as opposed to residents ages 45-69. An increase in senior residents will continue as time progresses and as those within the Labor Force group age, the Village will begin to see the effects of this change.

Most homes in Fowlerville were built on smaller lots within traditional neighborhoods. Statewide trends indicate that while the demand for single-family housing has slowed in recent years, so has the demand for larger lots. These larger trends may indicate that as some residents grow older their housing preferences have shifted over time.

**Figure 2-1: Age Distribution, 2000-2010**



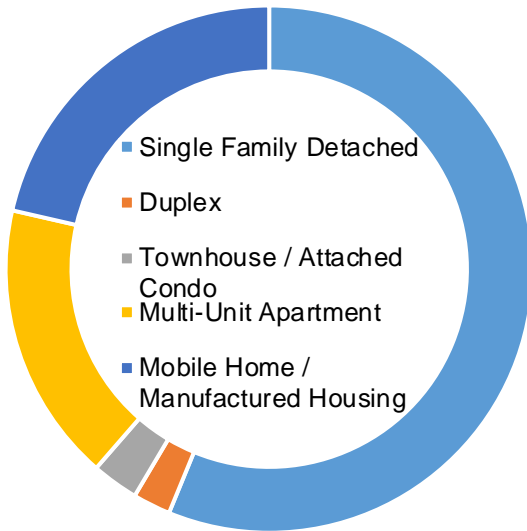
Source: SEMCOG



# Village of Fowlerville Master Plan

## Housing Characteristics

**Figure 2-2: Housing Types in Fowlerville, 2010**



Source: SEMCOG

As shown in Figure 2-2, the majority of homes in the Village, over 56%, are single-family detached homes. Most are located in the traditional, “central neighborhoods” that surround the downtown. Most of the lots in these neighborhoods are 66 feet wide and 130 feet deep, approximately one-fifth of an acre in size. This translates into homes that are relatively smaller in size than those on larger lots located outside the Village. The Village has seen some consolidation of lots within the central neighborhoods that have been redeveloped with larger homes; however, this practice is not encouraged since it can compromise the traditional character of the street. More appropriate is the development of new residential projects targeted toward families seeking larger lot and home sizes, or those seeking single family attached or multiple family options.

Multiple-family developments are scattered throughout the Village and not concentrated in any one location. This pattern is desirable, as these development types can better integrate into the surrounding neighborhoods while providing the additional density needed to support local businesses. Prior to the adoption of the 2009 Master Plan, the Village amended its zoning ordinance to permit conversion of single-family homes within the R-2 Village Core Residential District into duplexes, which has caused additional two-family structures to emerge throughout the district. The effects and suggested actions to address them are discussed in Chapter Six of this Plan.

There are two manufactured home parks located within the southwest portion of the Village. Cedar River Estates and



# Village of Fowlerville Master Plan



Grandshire Estates contain 119 and 150 units respectively, which represent almost 20% of the housing units in the Village.



# Village of Fowlerville Master Plan

## Housing Construction

As a result of the population growth discussed earlier, the number of housing units constructed within Livingston County increased by almost 18 percent between 2000 and 2017. Table 2-3 below shows that Fowlerville experienced the smallest increase (8.5%) in housing units during that time. Conversely, of the comparable communities within Livingston County, the townships experienced the largest increase since 2000. Again, this is largely due to the higher availability of vacant land in the townships. Fowlerville has seen only a few new residential developments proposed in the past several years, and with recent downturns in the Michigan economy and the construction industry, some of these projects have failed to come to fruition.

The Village will have opportunities for new single-family development once the economy rebounds from its current slump. There will also be opportunities for new loft and above-store units as the downtown continues to redevelop.

**Table 2-3: Livingston County Housing Construction Permits, Issued 2000-2017**

	Existing Units as of 2000					Total	Total Units as of 2017
	SFD*	SFA*	MF*	Total			
<i>Village of Fowlerville</i>	1,211	92	27	-	112	1,323	
Handy Township	1,334	521	2	-	523	1,857	
Brighton Township	6,207	792	53	-	845	7,052	
Genoa Township	6,334	1,116	368	502	1,986	8,320	
City of Brighton	3,206	197	259	-	456	3,662	
City of Howell	4,087	169	128	140	437	4,524	
Livingston County	58,919	9,745	1,963	1,052	12,760	71,679	

\* SFD = single family detached; SFA = single family attached; MF = multi-family

Source: SEMCOG

# Village of Fowlerville Master Plan

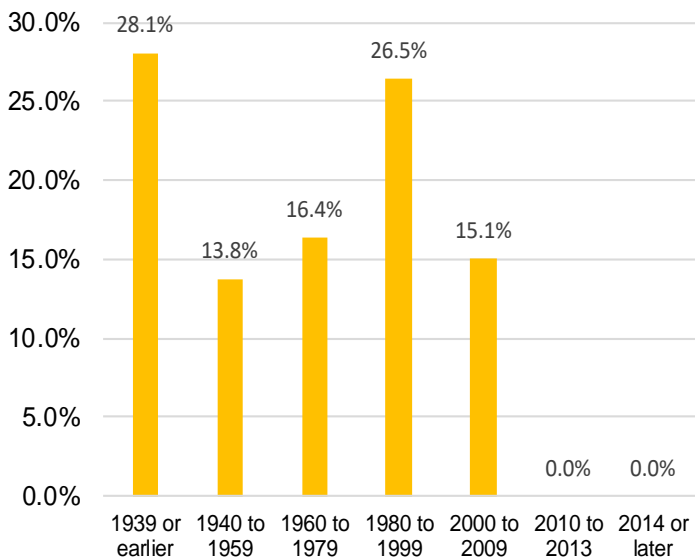


## Household Characteristics

Population change is only one of the factors that affects the rate of development in a community. As is true at the State and National levels, the makeup of households in Fowlerville is changing. Families now have fewer children than those in the past, and the average household size is less than in previous years. Household sizes throughout the State are projected to continue falling through 2030. As the average size of households continues to decrease in the future, the number of households is expected to increase at a faster rate, resulting in greater consumption of land as populations grow into smaller, more numerous households. Compounding this is the desire for larger parcel sizes and larger homes that are likely to contain even fewer people over time. This trend may not be as significant in Fowlerville where most of the residential land is developed; however, it may affect demographics in the future if residential redevelopment begins to combine the existing smaller lots into larger building sites, or if the few remaining parcels of vacant land

are developed.

**Figure 2-3: Age of Housing in Fowlerville, 2011-2015**



Source: 2011-2015 ACS 5-Year Estimates

## Age of Housing Stock

Housing within the Village of Fowlerville is older than most housing found in surrounding communities. Over one-quarter of the Village's housing was constructed in 1939 or earlier.



## Village of Fowlerville Master Plan

Handy Township and the City of Howell also maintain housing stock built prior to 1939, in contrast to other communities like Brighton, Brighton Township and Genoa Township. The highest percentage of housing in those communities was built in the 1970's. This is likely due to the fact that the Brighton area experienced drastic growth and expanded the amount of housing significantly during this period, while Fowlerville and the surrounding communities have not experienced such a boom.

The design of many of Fowlerville's neighborhoods reflects common designs which were popular prior to 1960; homes are placed on small lots in traditional blocks, constructed close together, and of a higher density than many newer neighborhoods, especially in suburban areas. Maintaining this traditional development pattern is important to sustaining the Village's downtown area.

### Home Values

Despite large gains between 1990-2000, the median value of owner-occupied homes within Fowlerville remains lower than that of its neighbors, at \$100,300. Communities with the highest median values were Genoa (\$218,500) and Brighton (\$234,600) Townships, according to ACS 2011-2015 5-Year Estimates.

**Table 2-4: Vacancy Rates, 2010**

	Owner-Occupied		Renter-Occupied		Vacant		Total
<i>Village of Fowlerville</i>	751	57.2%	447	34.0%	115	8.8%	1,313
Handy Township	1,604	83.9%	189	9.9%	119	6.2%	1,912
Brighton Township	5,945	87.9%	470	6.9%	350	5.2%	6,765
Genoa Township	6,440	76.5%	1,367	16.2%	611	7.3%	8,418
City of Brighton	2,123	54.4%	1,480	37.9%	302	7.7%	3,905
City of Howell	2,152	47.3%	1,876	41.2%	523	11.5%	4,551
Livingston County	57,503	79.0%	9,877	13.6%	5,429	7.5%	72,809

Source: SEMCOG

# Village of Fowlerville Master Plan



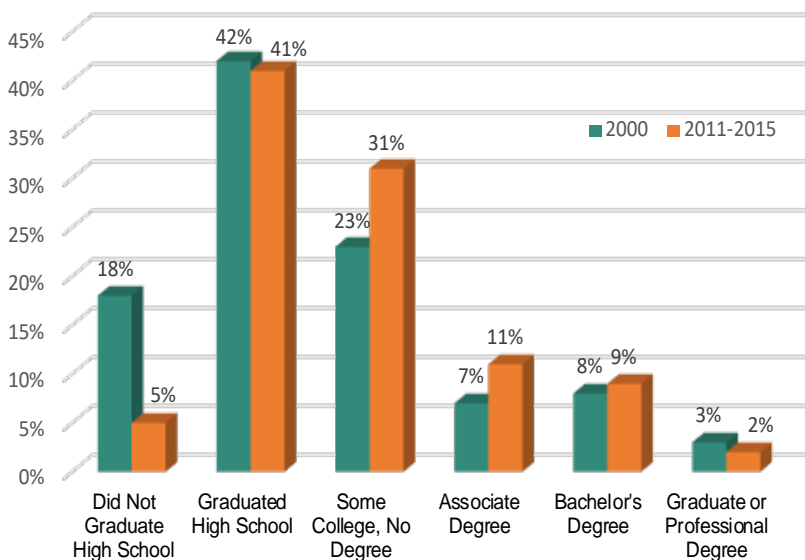
## Housing Occupancy

Occupancy rates within the Village are down from previous years, mirroring national trends stemming from the foreclosure crisis. Vacancy rates nearly doubled between 2000 and 2010, from 4.5% to 8.8% respectively, while the percentage of renters increased from 32 percent to 34 percent during the same period. The percentage of owner-occupied housing decreased from 64 percent to 57 percent between 2000 and 2010. This data suggests a shift in housing preferences that should be carefully monitored as conditions improve over the next decade.

Higher renter occupancy rates can be expected in more urbanized areas like Fowlerville as compared to surrounding townships. The availability of water and sewer infrastructure within the Village encourages higher density uses, including multiple family units and commercial uses which can be supported by such densities. Rental and multi-family units are present in other incorporated areas within Livingston County as well. In fact, each of the incorporated cities studied maintained a higher percentage of rentals than any of the townships (see table 2-4).

## Employment Characteristics

Figure 2-4: Educational Attainment in Fowlerville, 2000 and 2015



## Educational Attainment

The Fowlerville School District serves nine different townships in the counties



# Village of Fowlerville Master Plan

of Shiawassee, Ingham and Livingston. School enrollment has decreased by 9 percent within the past 10 school years, from 3,177 in 2006/2007 to 2,889 in 2016/2017. These figures are consistent with the trends seen in the age distributions, as discussed earlier in this Chapter. To address recent growth in the older student population, the Fowlerville School District added a new Junior High School and a Community Education Center that offers alternative educational options.

Education levels in the Village are improving among residents attaining Associate’s and Bachelor’s degrees. Figure 2-4 shows that in 2011-2015, fewer residents failed to graduate high school and more attained some college education than in the past. The education levels in Fowlerville are still below those in the County as a whole, but these recent figures show education levels are generally higher than they were in the past.

## Employment

According to the 2011-2015 American Community Survey 5-Years Estimates, the largest group of employed residents age 16 or older is involved in sales or office occupations (34%) and management, business, science, and arts (26.7%). This information can be useful when developing economic development programs since the strategies developed can draw upon specialized training of citizens.

Most residents are employed within Livingston County, and 30 percent of residents are employed by businesses located in Fowlerville. Likewise, the majority of employees commute from places outside the Village, but almost a quarter of people employed in Fowlerville live in

**Table 2-7: Median Income**  
2011-2015

	2011-2015
<i>Fowlerville</i>	\$ 42,325
Handy Township	\$ 58,911
Brighton Township	\$ 94,721
Genoa Township	\$ 77,067
City of Brighton	\$ 60,910
City of Howell	\$ 41,452
City of Dewitt	\$ 76,827
Livingston County	\$ 75,204

# Village of Fowlerville Master Plan



Fowlerville. On average, residents travel 25 minutes during their commute to work.

## Income

According to Livingston County, income levels in Fowlerville remain stable. Median household incomes increased by 1.5 percent since 2000. According to 2011-2015 ACS 5-Year Estimates, the median household and family incomes of the Village of Fowlerville were less than the medians of all other communities in Livingston County except the City of Howell. Until recently, Fowlerville has not been the focus of new development, which has resulted in older homes and buildings that may not be as attractive as larger, newer homes.

The low median age of Fowlerville's population (31.6 years) may also be a contributing factor to the reduced income levels. Residents within all of the other comparison communities maintain higher median ages. Lower education levels also contribute to lower income levels. Fortunately, in Fowlerville, these figures are on the rise, which should lead to increasingly higher income levels.



# Village of Fowlerville Master Plan

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## Chapter Three: Community Character

Most of the Village was developed prior to World War II, and still maintains the traditional character embodied by development of that time. The pattern of uses is fairly mixed throughout the community as is the random scattering of vacant lands. Like many communities, the Village contains residential neighborhoods, business districts, and pockets of industry, but there is not a distinct division between these activities. In many cases, integrated mixed use is desirable, especially near centers of business activity. However, in order to provide a quiet and attractive living environment, it is also desirable to maintain some distinct neighborhoods that contain limited non-residential uses. In Fowlerville, some land use conflicts exist in areas where commercial or industrial uses have intruded into residential areas.



## Village of Fowlerville Master Plan

Certain physical features have helped to shape the patterns of development throughout the Village:

- **Red Cedar River.** The presence of the Red Cedar River, which generally flows south to north along the western edge of the Village, provides a natural barrier to development. Only two road crossings exist within the Village that allow for east-west travel across the River: Garden Lane and Grand River Avenue. This natural barrier has caused development to generally locate east of the River.
- **Grand River Avenue.** This road runs east/west through the heart of the Village, and is arguably the most significant feature that has shaped development in the area. Historically, Grand River Avenue was one of the primary east/west routes used to traverse the State. It was this route that allowed the travel needed to access the Fowlerville area, and the Village established its core business district around the intersection of Grand River Avenue and Grand Avenue.
- **CSX Railway.** The CSX Railway runs southbound through the Village. Along with Grand River Avenue, this railway provided the primary means of access to Fowlerville. While the railway once carried traveling passengers, it is now used primarily to move materials to and from several industrial developments located off of National Park Drive. Like a river, rail lines provide a barrier to vehicular travel, and this line has essentially divided the community into two. Areas north of the tracks are predominantly residential in nature, while the areas south of the tracks are predominantly commercial.
- **I-96 Interstate.** After adoption of the National Interstate and Defense Highways Act in 1956, the I-96 interstate was developed. It followed the east/west orientation of Grand



River Avenue, but was located farther south to avoid the existing development located there. The construction of the Interstate was a key factor in the modern development that has occurred in Fowlerville and in most communities located along this route. These practices have made the interchange at Grand Avenue a desirable location for commercial uses. While some consider this as potential competition for downtown businesses, this location can actually become an asset to the community by providing areas for general commercial development that may not be consistent with the type and character desired in the downtown.

## Existing Land Use

In general, Fowlerville contains two fairly distinct sectors — the community that lies north of the railroad tracks and that which lies to the south of the tracks. On the north side is the original Village consisting of older residential neighborhoods surrounding the downtown business district. This downtown area occupies the four corners of the main intersection (Grand River Avenue and Grand Avenue/Fowlerville Road) and over time has spread further out in all directions, mainly along the frontage of these two streets. Recent activity shows new interest in redeveloping the downtown. Modern attitudes toward urban settings are evolving and downtown living opportunities are becoming more desirable for young professionals and empty-nesters. Rather than manufacture a new downtown, the Village sits in a unique position where it can capitalize on the existing infrastructure and character that was established in the days of early settlement.

Business activity has not been confined to the core district. A variety of service, retail, and industrial uses have infiltrated some of the residential areas southwest of the downtown's main intersection. In some locations, individual homes are situated near



## Village of Fowlerville Master Plan

or adjacent to various businesses. Likewise, various historic industrial uses have been maintained in areas where residential uses are planned. These land use conflicts are discussed further in Chapter Five, where strategies are provided to address the potentially negative impacts that can result from this arrangement. This pattern could lead to a deterioration of the residential uses, a gradual decline in the property values, and eventual domination by a host of non-residential uses.

The remaining areas north of the railroad tracks are fairly well balanced in terms of land use. Single family homes are the predominant use, although the greatest acreage is devoted to public and quasi-public lands (schools, churches, municipal facilities, parks, etc.). Some multiple family residential is found north of Grand River Avenue on either side of Grand Avenue. Some agricultural land in the northern portion of the Village is still actively farmed, particularly the land located at the extreme northern boundary near the fairgrounds.

Land south of the railroad tracks is dominated by non-residential uses that capitalize on the proximity to the freeway interchange. A large industrial area has emerged in the southeast corner of the Village, along E. Van Riper Road. Retail, office and service businesses line much of the frontage along Grand Avenue between the interchange and railroad tracks. A mix of residential, commercial and industrial uses is found adjacent to the tracks along Garden Lane, west of Grand Avenue. Senior housing is located north of the tracks, with the largest residential use is found in two adjacent manufactured home parks — Grandshire Estates and Cedar River Estates — both located in the southwest corner of the Village. Additional residential subdivisions include Ore Creek and Pinewood, as well as condominiums at Addison Circle.

# Village of Fowlerville Master Plan



Most of the vacant land identified in previous plans has been developed, with remaining vacant land predominantly located in the industrial areas, or in the extreme northwest corner of the Village. Remaining vacant land is sensitive to development, including many acres of wetlands and woodlands that line the Red Cedar River.

## Existing Land Use Categories

The following categories, which correspond to the Existing Land Use Map and Table 3-1, describe the existing land uses as found in Fowlerville today:

- **Single Family Residential.** Single family uses dominate the residential landscape in Fowlerville. While they comprise just under 23 percent of land in the Village, the compact, traditional nature of the neighborhoods create a density that provides a more efficient pattern of development. Therefore, less land is needed to accommodate more homes. In contrast, modern practices consume more land per dwelling than traditional patterns.

Most of the single-family homes are located on platted lots contained within the Village's core residential area that surrounds the downtown. The majority of lots contained therein measure approximately 66 feet by 130 feet. Single family residential is contained in two zoning districts within the Village: the R-2, Village Core Residential and R-1, Low Density Residential districts. Since adoption of the previous plan, the Village has expanded the permitted uses in the R-2 district to allow conversion of single-family homes into duplexes. This has created





## Village of Fowlerville Master Plan

a scattering of two-family uses throughout this predominantly single family area. Additional single family uses are found in the Village's two mobile home parks, both zoned MHP, Mobile Home Park, located west of Grand Avenue. This residential area provides even more density than is found in the core residential area, and are an attraction for young families and lower-income residents.

- **Multiple Family Residential.** Multiple family residential is generally characterized by apartments, duplexes and attached condominiums. These uses are not concentrated in any one area, but their presence is growing. Even though the amount of land used for multiple-family purposes is less than 2 percent of all land in Fowlerville, the amount more than doubled since 1990. This indicates a growing need for alternative housing options as demographic profiles begin to shift toward smaller families and empty-nesters.
- **Commercial and Office.** Commercial and office uses represent just over 6 percent of land in the Village. Not included in this figure is the new Wal-Mart store which was constructed in 2007-2008. Fowlerville has begun to see some redevelopment in the general commercial areas, primarily located near the I-96 interchange. In general, commercial uses are well contained and have not encroached drastically into the residential areas. A few

exceptions exist, however, at the eastern edge of the industrial districts. In particular, some smaller office and commercial uses have infiltrated the area at Veterans Drive and Frank Street, and along the railroad tracks. Retail uses are now allowed in the Office zoning district.



### Three: Community Character





It is important to distinguish between land use conflicts and desirable mixed-use patterns. In the cases described here, the existence of commercial uses is not especially desirable because it has the potential to disrupt the quality of local residential neighborhoods. Furthermore, appropriate building heights should be a consideration when new development is proposed so that heights are consistent with structures in the surrounding area.

- **Central Business District.** A mix of uses is desired in the Central Business District. Informally called the downtown, this area of the Village provides a significant opportunity. For several years, trends have shown Michigan residents are beginning to favor traditional downtown commercial environments over the shopping mall prototypes constructed in the 1970s. Fowlerville has already seen some redevelopment in the downtown that can create the catalyst needed for more widespread improvements. Uses in the downtown include retail, service, office and some limited residential. Incompatible uses from the past are beginning to be removed in favor of more retail uses which are likely to bring more synergy to the area.
- **Industrial.** While much of the planned industrial areas in the Village remain occupied, recent activity suggests resurgence in development is occurring. Perhaps due to its desirable location between Brighton and Lansing, or for its proximity to active rail lines, Fowlerville's industrial properties are beginning to attract attention. Industrial land uses increased the most, relatively speaking, since 1990, from 23 acres to 66 acres in 2000.



## Village of Fowlerville Master Plan

- **Public and Institutional.** This category includes institutional uses like churches and schools, as well as public lands that are not recreational in nature. Buildings like the Fowlerville water treatment lagoons and the Fowlerville School complex are examples of uses that are considered public and institutional. Local parks, however, are considered counted as part of the Recreation category.

- **Recreation.**

The primary uses in this category are Centennial Park, which is located near the Village's downtown,



and Fowlerville Community Park, located in the northern part of the Village. These parks provides both active and passive recreation opportunities.

- **Wetlands, Woodlands and Rivers.** The Red Cedar River, and its associated wetlands and woodlands dominate the land in this category. These lands are likely to diminish over time as they are converted to other uses. The Village should consider land in this category as an asset to the community because it not only provides for a pleasing natural environment, but acts to improve water quality as well by filtering sediments and nutrients before they reach the River. In addition, the Red Cedar River is the recipient of treated water from the Village's water treatment lagoons.
- **Agriculture.** Formerly the largest single use category, agricultural land still occupies a substantial portion of the



## Village of Fowlerville Master Plan



Village's boundary. This category includes any land, regardless of its zoning, that is being actively farmed. Over a quarter of the agricultural land that existed in 1990 has been lost to development. Again, not considered in this figure is the loss of land to the newly constructed Wal-Mart store. Other areas in active agriculture are likely to be converted as well. In fact, one area in particular, located at the Village's northern boundary, was planned for development, but was never realized. As a more urban center, Fowlerville should be a recipient of development; however, much of the Village's character has been defined by historic agricultural practices. Therefore, it will be a challenge to balance these two forces.



## Village of Fowlerville Master Plan

### Existing Natural Features

The most significant natural feature in Fowlerville is the Red Cedar River which runs north and south along the west edge of the community. While the river is a desirable natural amenity, it is also a constraint to development. Much of the adjacent land is low and subject to periodic flooding, making it impractical for development. On the other hand, such development limitations may present an opportunity for recreation and open space. Such is the case with the Red Cedar River, as local residents have expressed a desire for a passive, river walk and park along the banks of the river. Woodland and wetlands associated with the River may also be used for passive recreation, but should be preserved in large part, to ensure protection of the River's water quality.



Natural features in Livingston County can be protected and preserved in a number of ways. One in particular is through donations of land and/or conservation easements to the Livingston Land Conservancy. The conservancy maintains one preserve and one conservation easement in Handy Township. The Northumberland Nature Preserve is located off of Sharpe Road and provides 89 acres of land containing fields, oak-hardwood forest and wetlands. Donated by the Phillips family in 2003, this site is available for public use. The conservation easement was donated by the Kovacs family property, which is still actively farmed. Therefore, this site is not available to the public, but still provides a valuable natural resource that will be protected in perpetuity.



## Existing Community Facilities

The Village of Fowlerville provides many community services, including water and sewer utilities, police and fire protection and various community facilities including its two major parks. Other municipalities and agencies also provide facilities for the benefit and enjoyment of local residents. The sum of these facilities provides Fowlerville residents with many opportunities for recreation, education and protection, which are described in further detail below and illustrated on the Community Facilities Map.

- **Fowlerville Municipal Offices.** This building, located at 213 South Grand Avenue, is the central office for the Village. General administrative activities and police service are operated from this site.
- **Fowlerville Police Department.** As noted above, police services are provided from the main Village Offices. The police department consists of a Chief, Sergeant, four full-time officers, three part-time officers, and an administrative coordinator. This force of officers serves the community's general policing needs but can also be called upon to assist with zoning enforcement activity.



## Village of Fowlerville Master Plan

- **Fowlerville Fire Department.** The Village has joined forces with Conway, Handy and Iosco Townships to form the Fowlerville Area Fire Department. The department employs 30 paid on-call firefighters, among them are the Fire Chief, Deputy Chief, Assistant Chief, Captain and 4 Lieutenants. The Fowlerville Fire Department provides service to a long, narrow area (see map, left) that encompasses approximately 108 square miles. Due to the shape of the service area, the department maintains two fire stations, one located at 132 Mill Street, in the Village and a second station located at 810 S. Fowlerville Road, in Handy Township. The department currently serves the area, and large expansions are anticipated or required at this time.
- **Fowlerville District Library.** With eleven employees, the Fowlerville District Library offers an array of services to Fowlerville area residents, including wireless internet and computer access and adult, teen and youth programming. At the time of this update, the library is expected to experience either a large facility expansion or a relocation. The library was certified in August, 2005 by the Library of Michigan, and is open six days a week. Additional information on the library can be found on their website: [www.fowlervillelibrary.org](http://www.fowlervillelibrary.org).
- **Fowlerville Senior Center.** The Senior Center is located off N. Collins Street, north of Grand River Avenue behind



Fowlerville Fire Department Service Area



Centennial Park. It provides various recreation and educational services to senior residents of the area, including bingo, exercise classes, day and extended trips and computer instruction. It also offers health services such as blood pressure monitoring, hearing tests, and grief support groups. Bread deliveries are offered on Mondays and Wednesdays, and Meals on Wheels is offered through Livingston County's nutrition program.

- **Livingston Historical Centre.** This facility is located on the County Fairgrounds property, located just outside and west of the Village boundary on Grand River Avenue. The Historical Centre includes various historic buildings which have been spared from demolition and brought to the site for display. They include a one-room schoolhouse, railroad depot, farmhouse, barber shop, cobbler's shop and church buildings. The Historical Centre maintains its historic buildings through volunteer work and private donations.

## Existing Recreation

Fowlerville residents are fortunate to have recreational opportunities available within the Village limits. The Village operates two primary parks, the Fowlerville Community Park and Centennial Park. In addition, Livingston County and Fowlerville Community Schools provide parks programming available to Fowlerville residents. The Fowlerville Senior Center and Fowlerville District Library also offer specific, age-targeted programming. All of these combine to provide an enriching environment in which to live. The Village maintains an area-wide Recreation Plan with Fowlerville Community Schools, Conway Township, Cohoctah Township, and Handy Township.



## Village of Fowlerville Master Plan

While the recreational offerings are extensive for a community of this size, the distribution of the facilities is somewhat of an issue. All of the public recreation in Fowlerville is found in the northern one-third of the community. Additional opportunities are needed in the southern portions of the Village, where higher concentrations of residents are present.

There are some potential areas where such facilities could be provided, including existing vacant, but publicly-owned lands. Another potential location would be a portion of the land lying along the Red Cedar River. Most of this land is ill-suited for development, but could offer recreational possibilities for nearby residents and the community, in general. The following is a description of the primary recreation opportunities available to Village residents:



Fowlerville Community Park

- **Fowlerville Community Park.** Approximately 30 acres in size, this is the Village's largest park. The park offers 3 soccer fields, 2 ball diamonds, a picnic area and 3 shelters, a modern playground, 3 play areas, a garden and a war memorial next to the "Rotary Mile," a one-plus mile paved pathway that circulates through the park.

# Village of Fowlerville Master Plan



- **Fowlerville Centennial Park.** Centennial Park is a more urban park, nestled within the Village’s core neighborhood. The park is approximately 2.5 acres in size and offers public restrooms, 3 basketball courts, a track, playground, and picnic/shelter amenities including an enclosed public restroom.
- **Livingston County Fairgrounds.** This site is the location of the County’s annual fair, and is home to the Livingston Historical Centre. Events are held throughout the year including 4-H events, exhibitions, horse shows, auto swaps, harness racing and musical entertainment annually. It is also the location of the annual Fowlerville Fair held in July and Fallfest held in September.
- **Fowlerville Community Schools.** The Fowlerville Schools provides an extensive array of athletic fields at their campus located on the southeast corner of Grand Avenue and Sharpe Road. All of the district schools are located within this complex, which allows the district to provide common athletic facilities that are used by all. Because of this arrangement, there exist several ball fields and open spaces for all types of recreation.





# Village of Fowlerville Master Plan

## Transportation Conditions

A major factor in future planning in Fowlerville is the transportation system. While railroad lines originally provided access from Detroit, the roadway system is now a more dominant factor in the development of the community with I-96 and Grand River Avenue traversing the area. Transportation facilities need to be considered in relation to traffic volumes and roadway congestion, safety, non-motorized transportation, land use relationship and intensities, impact on community character, environmental impacts, air quality, noise and fiscal constraints.

**Table 3-2**

**Typical Traffic Volumes & Comparison of Trip Generation Rates**

	Trips in Peak Hour	Trips in Weekday
<b>Residential (per unit)</b>		
Single Family	0.75 (AM)	9.57
Apartment	0.51 (AM)	6.63
Condominium	0.44 (AM)	5.86
<b>Office (per 1,000 sq. ft. gross floor area)</b>		
General Office Building	1.56 (AM)	11.01
Medical Office Building	2.43 (AM)	36.13
<b>Commercial (per 1,000 sq. ft. gross floor area)</b>		
Shopping Center	3.74 (PM)	42.92
Supermarket	11.51 (PM)	111.51
Quality Sit-down Restaurant	7.49 (PM)	89.95
Service Station (per pump)	14.56 (PM)	168.56
Convenience Store	53.73 (PM)	737.99
Drive-in Bank	54.77 (PM)	265.21
<b>Industrial (per 1,000 sq. ft. gross floor area)</b>		
Light Industrial	0.92 (AM)	6.97
Note: A trip is a one-way movement, 10 trips = 5 in, 5 out		
Source: ITE, Trip Generation Manual, 6th Ed.		





Fowlerville possesses some strong transportation attributes along with some serious shortcomings. Its two greatest assets are the accessibility to the I-96 expressway and rail access for industry. However, the railroad tracks are also a detriment. Cutting diagonally through the community and across the Village's only north/south arterial, these tracks interrupt the flow of vehicular traffic several times each day. While crossings have decreased in frequency in recent years, the movement of trains through Fowlerville has contributed to a sense among some residents that the community is split into two parts, north and south of the tracks.

## Relationship between Transportation and Land Use

A well-developed master plan must consider plans for land use in the context of transportation planning. Future traffic patterns within the road network will be closely related to specific land use. The intensity of land uses should, in part, be considered in relationship to the suitability of the transportation system. Future traffic volumes will depend on the amount, type and intensity of development. Table 3-2 provides the estimated traffic generated by various land uses. The figures represent averages and are given for the peak morning hour and total trips within a typical weekday. The peak hour represents the AM or PM hour when traffic is greatest (i.e. rush hour). The figures provided below are intended only as a guide and should not replace more detailed traffic impact studies. Rather, they should be used to help evaluate the accuracy of such studies. The fractional numbers shown represent the average number of trips that can be expected from the various land uses listed. For example, the Village can expect apartments to produce 0.51 vehicle trips per hour, or roughly 1 trip every two hours during the peak morning rush.



## Village of Fowlerville Master Plan

### Conflicts Created By Trucking in Residential Areas

The residential areas of Fowlerville that are adjacent to heavy industrial and heavy commercial districts require specific attention to mitigate potential negative impacts, including safety and noise. Trucking uses can erode the viability of the residential areas. The Village has worked to reduce such conflicts through directing trucking uses to routes designed specifically for such vehicles along Garden Land to Gregory Road and Frank Street to Veterans Drive.

The pattern of zoning and design of individual sites and access can also help reduce the negative impacts of the important industrial uses. Access management best practices should be utilized during site design and review. As property becomes available, the Village should consider purchasing sites to increase right-of-way for truck turning radii in high conflict areas.

### Public Parking Lots

Shoppers and guests to the Village of Fowlerville's historical downtown and area parks enjoy free parking on the corner lot of N. Ann Street & Power Street (including overnight parking), the large DDA Parking lot in the Northwest Quadrant off of W. Grand River Avenue, the Mill Street Parking Lot in the Northeast Quadrant, and the Public Parking Lot located at the Village Municipal Offices (213 S. Grand Avenue). Both the Fowlerville Community Park and the Centennial Park have parking areas within each facility. Parallel parking is located on East and West Grand River Avenue in the downtown, as well as on North and South Grand Avenue. Unless otherwise posted, signage indicating 'No Parking from 3 AM to 6 AM' are posted on all lots (including downtown parallel parking areas).



## Traffic Circulation

While vehicular access to and from the Village of Fowlerville is made very convenient by virtue of the interchange at I-96 and Grand Avenue, getting around within the Village is less expedient. There is only one continuous north/south street and one continuous east/west street running through the Village. These streets, Grand Avenue and Grand River Avenue, intersect in the center of the Village, making it necessary for virtually all through traffic to use this main intersection. Further complicating traffic movement is the presence of a rail line running diagonally, northwest to southeast, through the middle of the community. Traffic backups from the tracks south to the freeway are not uncommon due to the lack of an alternative route.

While these factors present barriers to through movements within the Village, the traditional layout and design of the road system has afforded local residents the means to bypass these areas. The grid pattern of roads in the Village provides several travel routes through the Village, and County roads at the perimeter of the Village provide additional options to bypass downtown or the highway interchange, which are shown on the Road Connectivity map below.

The roads emphasized on the Road Connectivity Map are those most frequently used by traffic bypassing either the Grand River Avenue/Grand Avenue intersection or the Village altogether. While all of the roads in the Village are generally well designed to accommodate extensions and connections, the following roads are likely to be used more heavily:

- **Tier One:** These roads provide regional access to and from the Village of Fowlerville. They are designed and intended to carry heavier volumes of traffic at higher speeds. Roads in



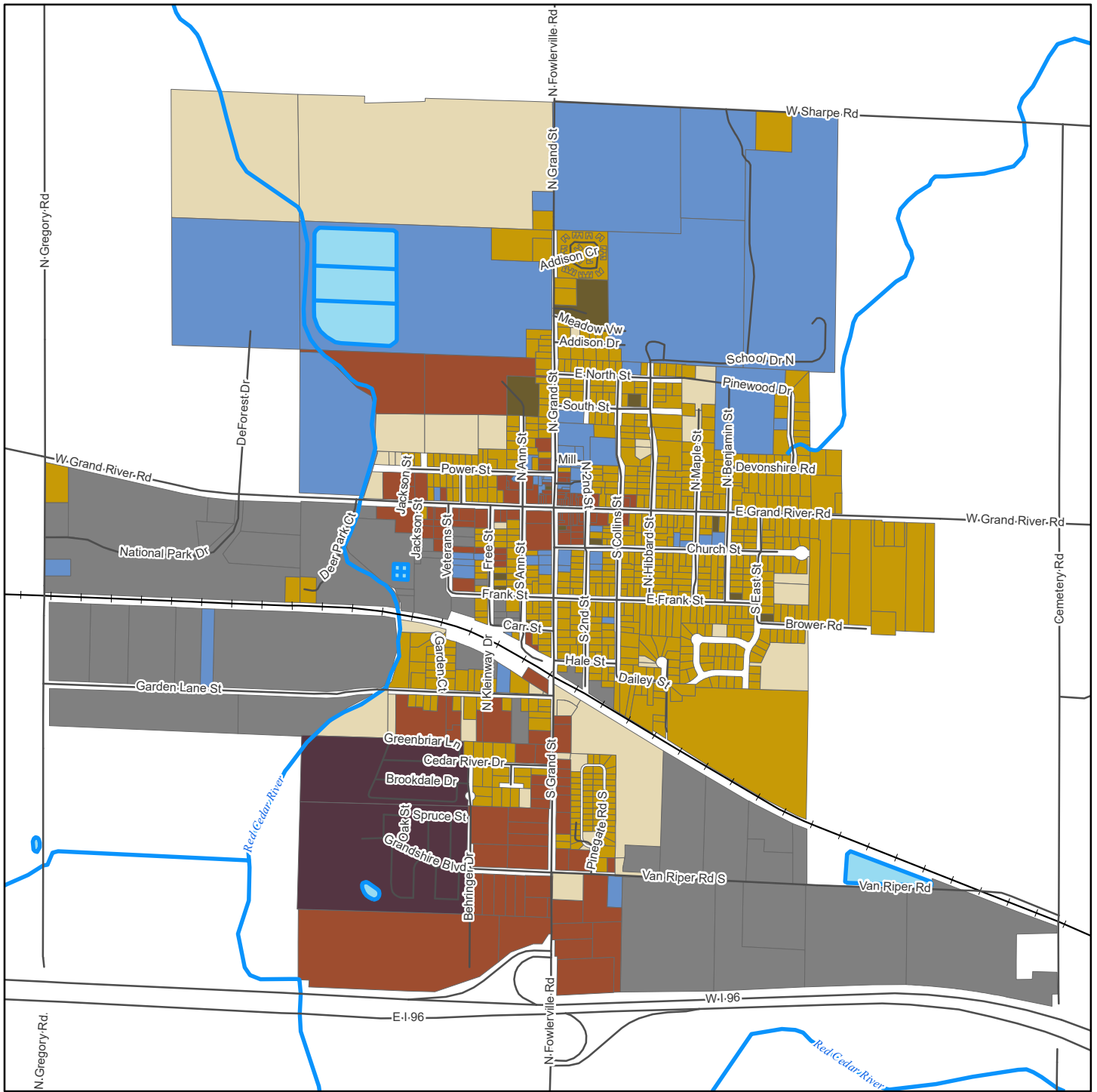
## Village of Fowlerville Master Plan

this category include I-96, Grand Avenue and Grand River Avenue.

- **Tier Two:** This category includes roads that generally serve businesses and residents of the Village; however, they tend to carry traffic from the freeway interchange to areas outlying the Village. They provide valuable connections to the more regional County roads. Included in this category are Van Riper Road and Garden Lane.
- **Tier Three:** Roads in this category serve the Village, and provide routes to bypass downtown Fowlerville. Veterans and Frank Streets have been improved to accommodate heavier truck traffic due to the higher intensity uses located there. This route provides a bypass of downtown for those traveling between the freeway and places west of the Village. Frank Street can be used as a bypass to the east, with Hibbard Street leading north to the various community facilities and school complex located there, while East Street carries traffic back to Grand River at the east end of the Village.
- **Boundary/Bypass Roads:** This category includes Gregory, Sharpe and Cemetery Roads, which provide access around the Village. While Grand Avenue will continue to provide access to the freeway, these roads allow alternative routes for those residing or traveling outside the Village.



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### Map One - Existing Land Use








0 0.25 0.5 Miles

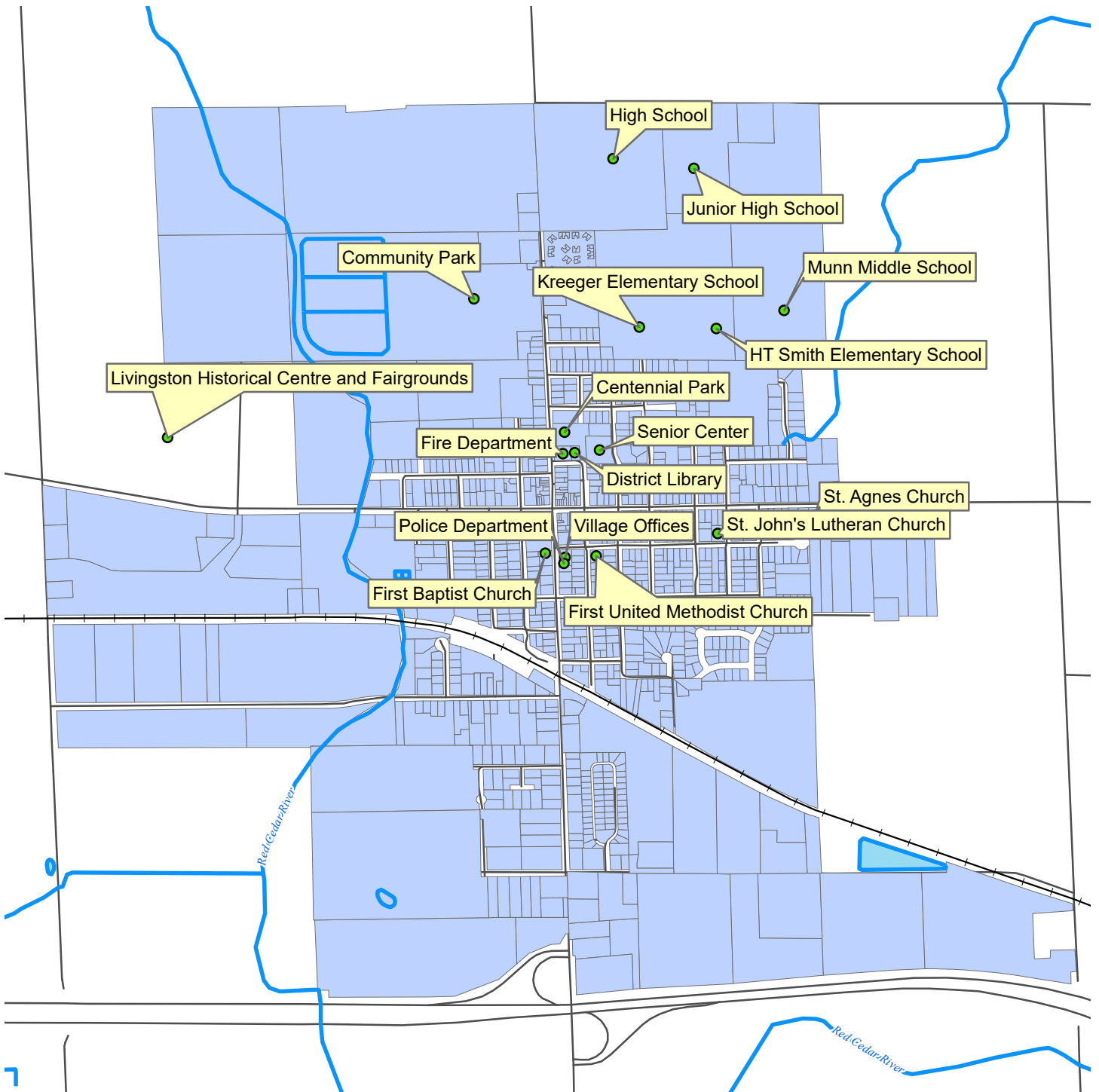


November 2017  
Data Sources: MCGI,  
Livingston County



### Fowlerville 2017 Master Plan

-  Single Family Residential
-  Multiple Family Residential
-  Manufactured Home Community
-  Public/Institutional
-  Commercial
-  Industrial
-  Vacant

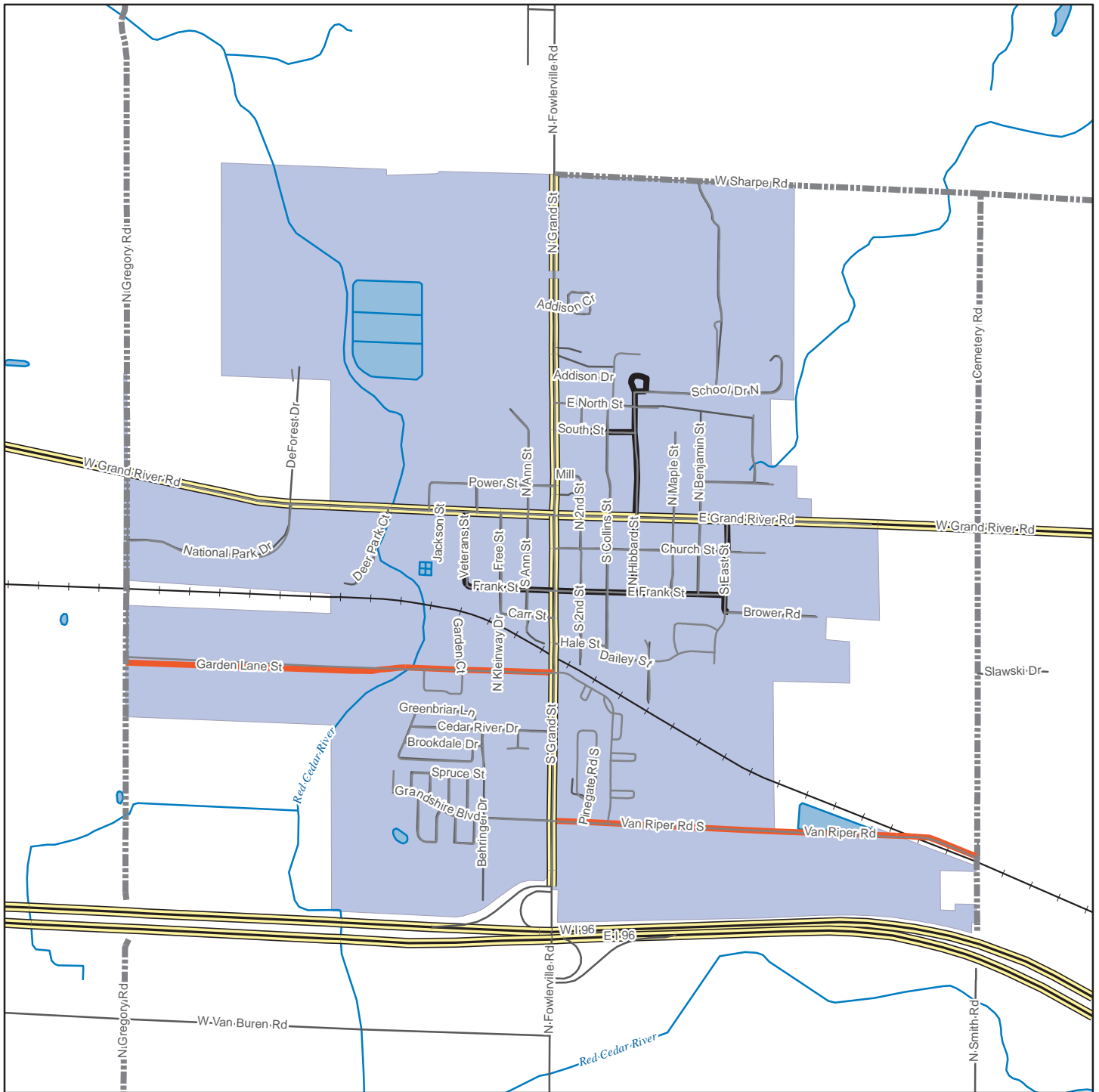






Map Two - Community Facilities



November 2017  
 Data Sources: MCGI,  
 Livingston County





-  Tier 1
-  Tier 2
-  Tier 3
-  Boundary/Bypass Roads

### Map Three - Road Connectivity



November 2017  
 Data Sources: MCGI,  
 Livingston County







# Critical Area Analysis

## Chapter Four: Critical Area Analysis

During the course of preparing the Master Plan, the Village Planning Commission identified various elements of the community as those instrumental to maintaining the small-town character desired by residents and businesses alike. The results of these discussions, combined with the Planning Commission's views, and input gained through public outreach efforts have been synthesized into a series of specific issues to be addressed by the Master Plan. These are described below.

An expanding population, both in the Village and surrounding communities, underlies all of the planning issues facing Fowlerville. Sustaining the growth that has occurred in the past; serving the new residents and businesses; and protecting the



## Village of Fowlerville Master Plan

community from the ill effects of growth are common concerns expressed during a master planning process.

Fowlerville is in the midst of a transition from a quiet, little village on the road between Lansing and Detroit to a bustling town caught in the ever widening circle of growth emanating outward from those same metropolitan regions. While growth has its benefits, it also has its disadvantages. The prospect of change, in general, may be one of the most serious concerns to long-time residents and newcomers alike.

### Downtown Subarea

Like many small cities or villages, Fowlerville grew around a core business district. Historically, this concentration of office, service, and retail activity was the hub, a central gathering spot which fostered a sense of community not only for those who lived “in town” but also those from the countryside. It served as a social, as well as a business center.

For many reasons – most notably the mobility of the population, proliferation of outlying commercial centers, changing social patterns and lifestyles, and even the advent of the computer – downtown business districts are no longer the central hub of community life. However, while the changing lifestyles of the 1970s and 1980s has created a more sprawling development pattern, the changing attitudes of today are beginning to reverse this focus from a more regional purview to one more local. Recent changes in the economy are causing citizens to look locally for food and other resources, and to reduce their consumption of fuel and other non-renewable resources. As people begin to seek local destinations in favor of longer trips, they will look to their downtown as a gathering place; a cultural and social center, rather

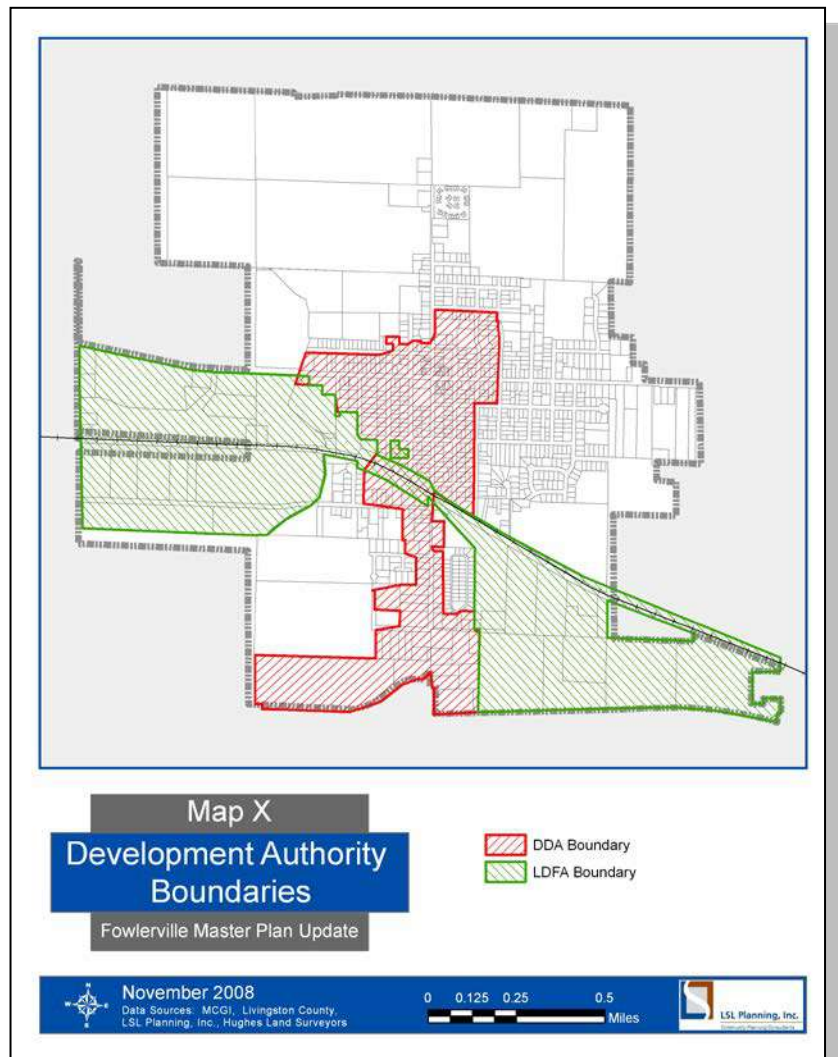
# Village of Fowlerville Master Plan



than just a center of business. It is possibly this facet of Fowlerville's downtown that will thrive most in the future.

Often the buildings remain sound and usable for a variety of purposes, possessing a historical and/or architectural character that symbolizes the community. They may still occupy prime locations at major crossroads. They may still be ringed by pleasant, inviting neighborhoods dominated by large, stately homes. Such is the case in Fowlerville. Fowlerville is fortunate to have retained the basic framework of its downtown. For these reasons, it is important to preserve the downtown area as a focal point of the Village and retain those distinctive qualities that separate it from other commercial sectors of the Village and surrounding area. Today, when most communities appear bland, with little distinguishing features and mile after mile of similar character, preserving Fowlerville's downtown is arguably one of the most significant goals of this Plan. It is this, the goal to restore the Village's central core, which provides the basis of the recommendations below.

Fowlerville has a Downtown Development Authority (DDA) and Local Development Finance Authority (LDFA). As land within each district (see map, right) is improved or redeveloped, taxes collected from the associated increase in value are captured and used for various improvements and programs planned by the DDA and Village. This provides an opportunity for the Village to use portions of its tax base





## Village of Fowlerville Master Plan

for targeted programs intended to improve areas within each district. These can include physical improvements or programs that offer funding for specific businesses or buildings. Many communities offer façade improvement programs or other incentives that encourage general upgrades to lighting, signage, etc. Improvements funded by the LDFA are likely to include infrastructure upgrades or other physical enhancements designed to promote the success of the industrial properties located within the district. Eventually, these opportunities can provide a catalyst and funding source for continued improvements, which then generate additional tax revenue and replenish the fund. For example, due to taxes received from the recently developed Wal-Mart building located within the district, the DDA was able to facilitate acquisition and redevelopment of several properties in the core commercial area. Improvements included development of two new downtown buildings which will eventually be sold or leased to private owners; new streetscape elements; general clean-up of legal documents and easements; and a new municipal parking lot that will serve the entire downtown. It is hoped that these improvements will generate additional interest in the area that will eventually lead to a more energetic downtown.

### **Downtown Boundary**

One ongoing discussion in the Village is the possible need to expand the downtown boundary. Some have expressed a desire to extend business and commercial uses along Grand River Avenue, especially to the east. There are several historic homes along East Grand River Avenue that help to anchor the residential character of the neighborhoods that surround the downtown. It is important to remember the desired character of the downtown when considering expansion requests. In addition, one must also consider the size and demographic profile of the Village. The downtown should embody the history of the Village, and should

## Village of Fowlerville Master Plan



generally represent the character of downtown as it was when originally developed. Conversion of homes along Grand River Avenue to commercial uses should not come before the core commercial area is fully revitalized. Generally, changes in any commercial district should not be approved unless most of the available land is developed. In other words, expansions of downtown could be considered in the future, once the core area is fully utilized and, due to ongoing demand for commercial space, additional land is needed to support market needs.

In addition, a significant concern is the use of downtown buildings. Local ordinances should encourage more retail-oriented commercial and civic uses in the core downtown, with more office and residential uses at the periphery. For this reason, this Plan suggests development of a core commercial district and a secondary, transitional district that surrounds it. The core district should include the higher intensity, non-auto-oriented commercial uses that are located in a building that supports a pedestrian-oriented downtown. The secondary district should be more residential in nature, with some compatible office uses allowed under certain conditions. Because the surrounding residential neighborhoods are critical to supporting downtown businesses, the established development pattern and architecture should remain largely as it is today. Further discussion of the proposed core and transitional districts is found later in this Chapter.

When expansions are considered, the following should be considered:

- **Regulatory Changes.** Additional land that is added to the downtown should be evaluated to ensure existing regulations are appropriate for the land in question. In many cases, property at the periphery of downtown contains residential structures or buildings which do not relate to the



## Village of Fowlerville Master Plan

commercial buildings downtown. Development patterns, architecture and uses should be appropriate for the area considered. If needed, revised regulations or even creation of a new district should be enacted before the designation of land is changed.

- **Historical Integrity.** Many of the existing homes along Grand River Avenue are historically significant and should be preserved if possible. The best way to do so is to maintain them as residential structures. Therefore, consideration of significant architecture should determine whether its inclusion in the downtown is appropriate, and whether such buildings should be regulated through an overlay district that restricts changes to the exterior façade, or that restrict uses to less-intense office uses.

### Downtown Districts

Commercial uses in Fowlerville's downtown are currently regulated by the BC, Business Center district and residential uses are regulated by the R-2, Village Core Residential district. The regulations currently contained in the BC district do not support the development pattern and use types desired downtown. As a traditional downtown, it should contain buildings built to the sidewalk that maintain the proper scale and rhythm needed to provide a comfortable pedestrian environment. Uses in the core commercial area should exclude auto-oriented uses as much as possible, as driveways and large parking lots are not compatible with pedestrian activity.

Core commercial areas, especially older downtown areas, must be supported by a strong local economic market. In Fowlerville, this is likely to occur in the way of higher-density development within and immediately surrounding the downtown. To help address the need to maintain a core commercial area, to promote housing

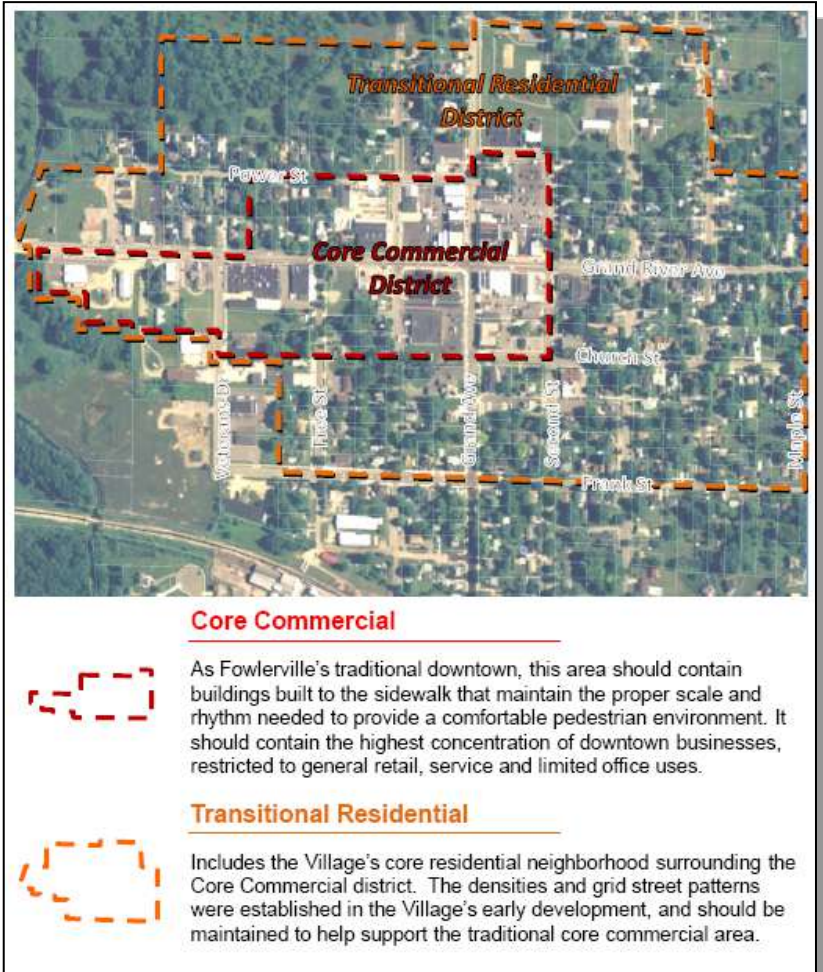


# Village of Fowlerville Master Plan



renovations and improvements that contribute to the core area, and to provide appropriate regulations for these two distinct uses, this Plan recommends implementing two compatible downtown districts. The boundaries and general purpose of these districts are discussed below. The remaining CBD Subarea recommendations relate to the entire downtown area (defined as including both of these districts), except where specifically noted.

- **Core Commercial District.** As noted, this area of downtown should contain the highest concentration of downtown businesses, but should be restricted to general retail, service and limited office uses. Some residential, in the form of mixed-use buildings, should also be allowed. Auto-oriented uses should be discouraged, except where longstanding uses are proposed to be redeveloped. It is envisioned that this core district will be centered around the intersection of Grand and Grand River Avenues and will



extend west to Free Street, with commercial uses on Grand River Avenue extending west to Veterans Drive, north to Power/Mill Street; east to Second Street, and south to Church, and will include the first row of lots on the perimeter of these roads.

**Downtown Subareas:  
Districts**  
Fowlerville Master Plan





## Village of Fowlerville Master Plan

- **Transitional Residential District.** This district is intended to include the Village's core residential neighborhood which surrounds the core commercial district. The densities and grid street patterns established in the Village's early development should be maintained to help support the traditional core commercial area. Most homes in these neighborhoods contain architecture that reflects the historic time when they were built. These features combine to create a charm and contribute to the overall character of the downtown. This transitional district should preserve the single-family residential uses to the extent possible, but permitted uses could be expanded to allow home occupations, live-work situations or low-intensity office uses that support the core commercial district uses. The Village should carefully review potential non-residential uses and may choose to require special land use approval for those that could pose a threat to the integrity of these residential neighborhoods. However, as the residential uses approach the core commercial area, it is expected that more office and hybrid residential uses will emerge to create a transition from the residential areas to the downtown core. This area should include traditional residential areas that contribute to the character and success of the downtown. The intended boundary of this transitional district is shown in the map on the previous page.

### Permitted Uses

Reiterated throughout this Plan is the need to locate auto-oriented uses outside the core commercial district. Automobiles are not compatible with traditional downtowns since they have a great potential to cause conflicts for the pedestrian and they require large facilities to accommodate their parking. Downtown commercial buildings should extend to the sidewalk and therefore



## Village of Fowlerville Master Plan



are not conducive to large retailers that require massive parking lots in front of their store. More intensive retail, service and light industrial uses should not be allowed, or should at least be regulated by special land use standards to help ensure they will not conflict with the less intense uses planned for the downtown.

Immediately surrounding the core commercial should be traditional neighborhoods that can support the businesses there. Existing development patterns are ideal for this purpose and existing homes surrounding the core downtown possess architecture consistent with the period of nearby commercial buildings. Land uses should remain predominantly single-family residential, with the potential for other uses as discussed for the Transitional Downtown District above.

Land use conflicts exist at the west end of downtown, along Veterans Drive, south of West Grand River Avenue. This area has been excluded from the core commercial district of downtown since the established uses are predominantly light industrial in nature. Some existing homes have been surrounded by non-residential uses, which detract from the residential quality there. Light industrial zoning extends to the west side of Veterans Drive, and there is demand for the small-scale light industrial buildings in this location, so they are planned to remain as an extension of the industrial districts located west of downtown.

### Redevelopment

To achieve the Village's vision for an attractive and vibrant downtown, restoration and redevelopment must occur. Many buildings along Grand River Avenue and Grand Avenue are in need of repair and general maintenance, while others are in need of structural repairs. Whenever possible, existing structures should be retained, repaired and renovated to present the original



## Village of Fowlerville Master Plan

character of the building. Modern facades and materials should be discouraged in favor of those more consistent with the time of construction. New buildings should also present a similar character, and may use more modern materials, but in a way which does not compromise the integrity of the overall downtown. However, more important to the success of downtown is the building form, or the placement and scale of buildings as it relates to the street. The charm of downtowns often results from careful consideration of the pedestrian and what building form is best to attract them to a storefront. Building design should be consistent with the recommendations provided later in this Chapter, and overall redevelopment should consider the following:

- **Dilapidated Commercial Buildings.** Some buildings, especially those on East Grand River Avenue at the periphery of the core commercial area, are in serious disrepair and need significant improvement. Some of these have been converted to non-retail uses and are not well maintained. Where they are planned to remain in the core commercial area, these buildings should be evaluated to ensure their form is consistent with that desired downtown, so they will not attract inappropriate land uses. If they will not contribute to the downtown atmosphere, they should be considered for complete redevelopment. Otherwise, significant buildings should be prioritized for façade improvement programs or other funding. Redevelopment within the downtown is somewhat related with overall commercial growth in the Village. The DDA was able to facilitate the redevelopment of a large downtown site with the tax increment funding provided with the recent development of Wal-Mart within the Village's DDA boundary. The plans for this site (see renderings below) include two retail/office buildings with a municipal parking lot located to the rear. On-street parking was also approved

# Village of Fowlerville Master Plan



along with streetscaping elements which contribute to the overall downtown appeal. It is expected that this initial redevelopment can become a catalyst for more in the future.

Northeast corner of Ann Street & Grand River Avenue



Northwest corner of Ann Street & Grand River Avenue



Images provided by: Lindhout Associates Architects and Fowlerville DDA

- **Dilapidated Residential Buildings.** Many homes in Fowlerville possess the desired architecture but are in need of attention. The Village may pursue the creation of a Neighborhood Improvement Authority, which would be similar to the DDA. It would allow the Village to capture tax revenue from property improvements and offer assistance to others seeking to improve or maintain their sites. Priority should be given to prominent homes along East Grand River Avenue, where they present a charming, traditional character, and in the areas immediately surrounding the core commercial area.



## Village of Fowlerville Master Plan

- **Streetscape Improvements.** As redevelopment occurs, the Village will see newer street elements like lighting, sidewalks, signage, etc. However, there will likely be a need for more comprehensive upgrades, as well as targeted improvements in areas not experiencing renewal. Streetscape improvements can sometimes provide the catalyst for redevelopment needed to spark overall progress. Specific recommendations for streetscapes are provided in Chapter Six.

### Parking Recommendations

Deep parking lots create a separation between the streetscape and the building, which lessens the possibility that a pedestrian will cross it to visit the business. For this reason, it is recommended that downtown parking be provided as on-street parallel parking or located in shared lots placed away from the roadway. This helps to create the needed pedestrian scale along the roadway at building storefronts. Other recommendations for downtown parking include:



Ann Street Parking Lot

Other recommendations for downtown parking include:

- **Parking organization.** Downtown parking should be located where it will support local businesses. Currently, there exists a municipal lot at the northeast corner of Ann Street and

# Village of Fowlerville Master Plan



Power Street. Municipal lots should be located within a shorter distance from the commercial buildings they serve. The lot, for example, located on Mill Street, is more highly used because of its proximity to nearby businesses. Downtown parking also has the potential to generate revenue for the DDA. Those parking in municipal lots can be charged a fee through meters or permits; however, these fees are more appropriate in areas where parking is scarce and in higher demand. In Fowlerville, these concepts should only be considered after more significant upgrades are seen.

- **Parking lot design.** Parking lots are an extension of the downtown buildings that surround it. Therefore, consideration of parking design and function is critical to contributing to overall growth downtown. While the Mill

Street parking lot is well located, its design could be vastly improved. Currently, it presents a dull,



Mill Street Parking Lot

disorganized appearance that has no visual separation from the roadway. Parking lots should include landscaped islands that define aisles or entries. Where they are visible from residences, parking lots should be shielded from view by a continuous hedge or brick knee wall. Parking lot lighting should complement its surroundings. Decorative streetlights should be installed in the core commercial area, and lighted areas within proximity to residential areas should be





## Village of Fowlerville Master Plan

regulated to prevent glaring light that can be intrusive to neighbors.

- **Regulatory Change.** Revised Standards are needed to allow the desired parking. Existing zoning standards do not allow for on-street parallel parking or shared parking unless the property is located in a downtown Planned Unit Development. In addition, many modern regulations and standards are applied to downtown environments, where they can actually detract from the downtown atmosphere. These include strict sight distance requirements and limitations on driveway locations. Traditional downtowns were built without these standards, and the lack thereof created desirable areas that were focused on accommodating the pedestrian rather than the automobile. In order to both enhance safety and preserve the design integrity of the downtown streetscape, the Village has lowered speed limits to 25 mph throughout downtown.

### Building Design

Fowlerville's downtown could benefit from general façade improvements throughout the core area. Various buildings have been rehabilitated, but when standing alone, they do not create the needed synergy to create a vibrant downtown. When funding becomes available, the DDA should consider implementing a façade improvement program that uses public funds as "seed money" for general façade upgrades. This will eventually lead to even more private investment, and pride of ownership downtown. The following building design elements should either be required or strongly recommended in the downtown:

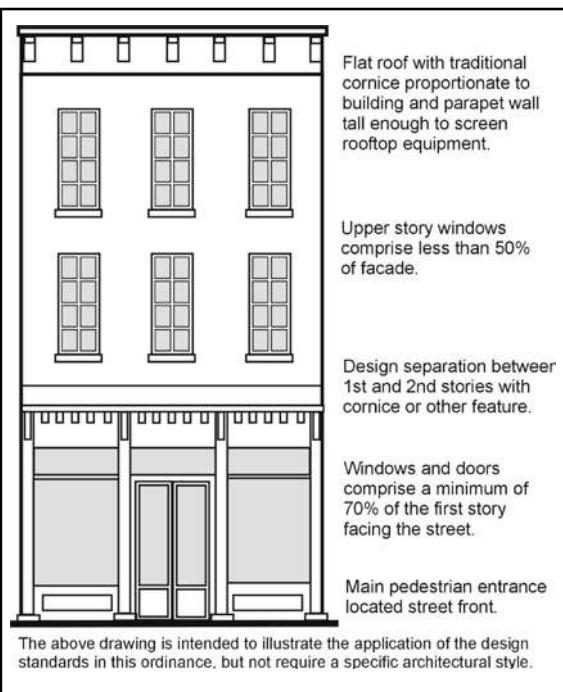
- **Location.** Buildings should be placed at the zero lot line front yard setback. The intent is to create a continuous

# Village of Fowlerville Master Plan



block face which is composed of buildings with similar proportions, setbacks, orientation, rhythm of fenestration, etc. Because buildings on corners are highly visible, they should be especially distinct in their architectural detailing. If possible, they should provide for outdoor pedestrian activity, such as café style seating in front of their building to entice visitors.

- **Pedestrian Scale.** Pedestrian scale can be achieved with large detailed windows at street level, awnings, and wall and column details to provide interest at eye level for pedestrians. All elements should be articulated to break down large structures into smaller components.



- **Architecture.** Building architecture and building materials should contribute to the overall small-town character as a place that has history and substance. Each structure needs to have its own identity and provide variety to the streetscape, but in general should consider the following:

- **Building materials** should be durable, high quality, natural

materials, such as stone or brick. Accent materials should be used to provide detail to enhance and not distract from the overall building design. Shiny, neon or loud colors should be discouraged.



## Village of Fowlerville Master Plan

- Transparent windows should comprise a large portion of the ground level façade of commercial uses. Upper stories should contain less glass: the ratio of void to solid of the upper story façade should create a consistent rhythm from one building to another.
- Because of the mixture of uses that are in close proximity, the appearance of the rear facades of nonresidential buildings needs to be considered in addition to the front facade. This is especially relevant when buildings back onto public parking areas.
- **Lighting.** Lighting should be shielded and used to softly highlight architectural features without glare. Only natural colored light should be used; neon or flashing lights should not be allowed.
- **Access.** Primary access to all buildings should be placed along the street. A rear entrance should be provided when the rear of the building is located near parking areas and public spaces. This entrance should be detailed appropriately to invite patrons.

### Wayfinding and Signage

Fowlerville desires to establish a wayfinding program to assist in locating public parking lots, public places and other landmarks in the downtown, such as Village hall, public schools, and the library. The intent of a wayfinding signage system it is to direct drivers and pedestrians to important destinations, heighten interest by







highlighting key attractions, and reinforce community identity with repeated forms, colors and text fonts. A wayfinding program should be designed to strengthen recognition of the Downtown shopping and business district as well as support the wayfinding needs for visitors to this area. The program should focus on major entrance points to the Downtown for vehicles, pedestrians and bicyclists.

## What is Wayfinding?

The concept of wayfinding is an important part of any well-designed community or environment. When visiting a new and unfamiliar place, travelers should be able to find their way to their destination and do so in a timely manner. A good wayfinding system will allow visitors to reach their destination easily, quickly and with as few headaches as possible. Ease of use will benefit not only the users but all others utilizing the same network of transit, as well as those seeking to attract visitors to their business or location.

Obviously the most important aspect of a good wayfinding system is its effectiveness in getting users to their destinations. Clear navigation paths with well-defined routes make it easy for users to move from their current location to their destination. Decision points, or places where travelers are faced with a directional choice, should be clearly indicated and marked in advance. Once a user reaches a key decision point, help should be available to provide directional choices and point the user where they need to go.

While good design is important, navigation is the first priority, with design used to enforce or enrich the message or information provided. Navigating a strange place is difficult enough without having to process a different design at each point along the way.





## Village of Fowlerville Master Plan



A consistent, recognizable design across all elements of a wayfinding system will reassure and relax the viewer, allowing them to focus on the information provided. A good system will also use the same typefaces throughout, a similar family of icons and consistent color and font hierarchy. The language and tone should be easy to understand. It goes back to the old adage — good design is invisible. Good information design is also crucial to a successful wayfinding system. Well-designed content will help the viewer retain information or easily find their destination, while poorly designed information will only confuse and frustrate them.

Good design may be invisible, but wayfinding should not be. Signs, directories and stations should stand out and be easily seen from any distance or angle. Signs and directional indicators should have good placement — vehicular signage should be visible from a distance while in a vehicle, pedestrian signage should be within eye level while walking. They should also be placed along clear sightlines, placed where visitors need to find them, to avoid getting lost in the clutter.

The best wayfinding systems are simple, telling a visitor what they need to know in as little language as possible. Necessary information should be brief, allowing a visitor to find their destination while in a hurry or in the flow of traffic. Clear, simple but limited navigation choices should be provided so as to direct the visitor without overwhelming them.

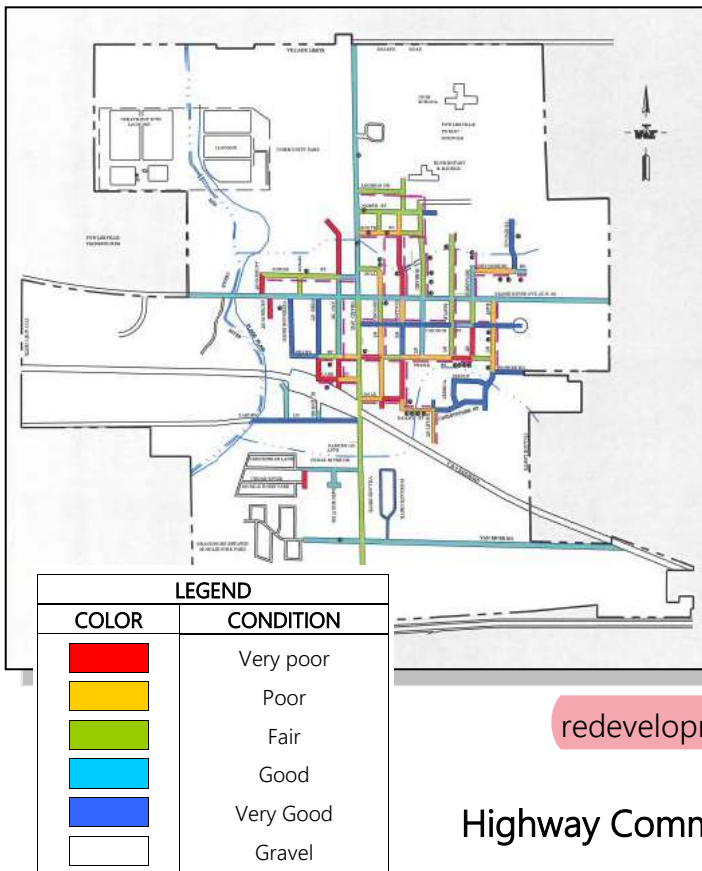
Perhaps the most important aspect of any good wayfinding system is that it should be based on sound research and strategy. Haphazardly placed signage can be extremely confusing and frustrating, often times even contradictory. Instead of causing a reactionary response or dealing with individual signs, a larger strategy and wayfinding plan should be used, outlining entry and exit points, destinations, decision points and clear visitor paths.



Wayfinding systems that consider these aspects will be well on their way to moving visitors quickly and efficiently to their destinations. Visitors that find their way easily will find the journey much more enjoyable and have a greater chance of visiting the Village more frequently. It is also important to note that proper wayfinding systems and signage can have other positive effects. If designed well, the signage can create a branding of the community. From a nice welcoming gateway to a comfortable feel throughout, the signage can leave a lasting impression that can speak volumes of the community as a whole.



# Village of Fowlerville Master Plan



## Infrastructure Investments

The Village currently implements utility upgrades and replacement along with any road reconstruction projects. Many of the existing water and sewer lines are older and are nearing the end of their useful life. The Village's civil engineer, Wolverine Engineers and Surveyors, has tracked the water and sewer main breaks that have occurred since 1979, which are considered when prioritizing road improvements (see map, left). The Village maintains a goal to improve all of the local roads, which when complete, will help to attract quality development and redevelopment.

## Highway Commercial Subarea

In addition to its regional location amongst several thriving cities, Fowlerville enjoys an excellent proximity to rail and freeway transportation routes. The interchange at I-96 and Grand Avenue at the Village's southern border is an enticement for many businesses.

Several industries have located in the area for the convenience of transportation access. Land near the highway has attracted more suburban and auto-oriented uses, including several gas stations, car dealerships and fast food enterprises. Some office and service uses are also present, but are generally located farther from the highway.

While the Village has historically been receptive to new industrial and commercial activity, there is a potential danger in allowing



such development to overshadow the small town character that is so prized by current residents. To balance the needs of a small town, livable community and actively encouraging new growth, the Village has provided two distinct and separate commercial districts. The core downtown district, discussed above, is intended to become a destination for local residents with businesses that serve a smaller market area, while the highway commercial area is intended to accommodate more regional commercial and auto-oriented uses.

## Organization of Uses

This plan envisions using the core neighborhood areas of the Village as a buffer of sorts between the downtown and highway commercial areas. As such, the Plan also suggests various transitional areas to allow a gradual shift from heavy commercial uses to residential. A general commercial area should remain near the highway, along Grand Avenue, with uses transitioning to office, then to residential as one travels north. The neighborhood will also provide a transition into the downtown as well.

To prevent an abrupt change of use from general commercial to residential, this Plan recommends implementing a distinct office district along Grand Avenue between Cedar River Drive and the railroad tracks. Many established office uses already present here provide a nice transition into the traditional areas of the Village. It is for this reason that the office designation is extended farther south on the east side of Grand Avenue – to protect the developing residential area located there. Some additional residential uses may be considered in the office area if they are determined to be compatible with the planned uses.

The office district could also extend along Garden Lane to provide a transition into the industrial property located there. Land use



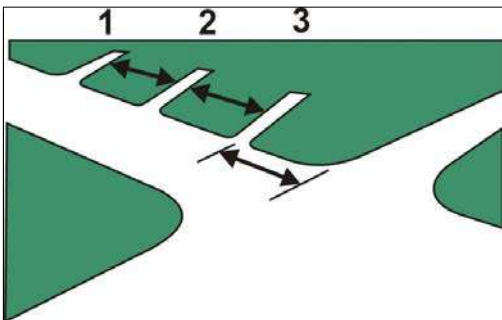
## Village of Fowlerville Master Plan

conflicts exist in this vicinity due to past zoning and development practices that have added some residential uses. These should be minimized along Garden Lane in the future, and office uses are ideal since they are generally compatible with both industrial and residential uses.

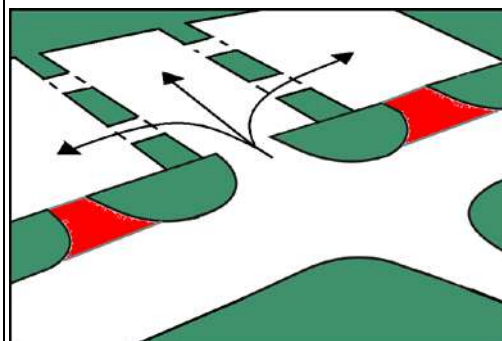
### Transportation

Many of the existing commercial sites in the highway commercial area were developed several years ago, when traffic was especially low in Fowlerville. Over time, traffic has increased to the point where some of these older development patterns are now starting to inhibit traffic flows and efficiency of travel. This is caused by additional traffic and established driveway locations, but also because of new traffic lights that have been installed to help handle the increasing volumes along Grand Avenue. Unlike areas downtown, the purpose of Grand Avenue in this highway commercial area is to provide for the efficient flow traffic and to carry traffic at a reasonable speed from place to place. As development practices have evolved over time, so has the understanding of its impact on the transportation system. To mitigate these impacts, the following recommendations should be considered for new development in the general commercial area:

- **Access Management.** Control of the location and spacing of driveways or access points along the main roads will improve safety and help preserve the roadway's ability to carry traffic. Access management guidelines have two functions, to protect the public investment in the roadway by minimizing congestion and crash potential and to provide property owners with reasonable access to property. The goal of access management is to provide standards that will facilitate traffic operations and improve



Driveway Spacing



Driveway Consolidation & Cross-Access



public safety along major roads. The Fowlerville zoning ordinance currently contains standards for access management, which regulate the following:

- **Number of Access Points:** Because the number of driveways allowed along major roads affects traffic flow, ease of driving, and crash potential, the number of driveways on a major road should be limited. Alternative access should be provided from side streets, shared driveways, or frontage roads, wherever possible.
- **Sight Distance:** Proper sight distance needs to be provided at driveways and intersections to ensure a vehicle can safely enter or exit the traffic stream.
- **Driveway Spacing:** Driveways need to be adequately spaced from intersections and other driveways to assist in the reduction of turning movement conflicts.
- **Cross-Access:** Providing cross-access between uses limits the number of turning movements onto the main roadway and reduces the potential for crashes.

The Fowlerville Zoning Ordinance currently contains access management standards that permit one driveway per parcel (more for those with excessive frontage width). The ordinance also contains driveway spacing standards that require driveways to be spaced at least 100 feet from the nearest intersection or driveway. Additional separation is required based on the road's posted speed limit. These regulations provide a good basis for access management; however, the Village should consider driveway spacing regulations from the I-96 interchange.

- **Grand Avenue Operations.** During the focus group meetings, it became evident that there are concerns regarding congestion along Grand Avenue during peak travel hours (rush hour). The road is especially congested in





## Village of Fowlerville Master Plan

the a.m. peak hour, when school busses coincide with daily commuter traffic. One area of special concern is the operations at the traffic signal located at the I-96 interchange, where Grand Avenue narrows as it proceeds toward downtown. This area is confusing to motorists because of poor pavement markings and signal timing. Use of proper signage, pavement markings and Intelligent Traffic Signals (ITS) that are actuated to sense the presence of traffic and adjust the signal phases accordingly, can improve this condition. Coordinating the signals along Grand Avenue will further improve operations along the entire corridor. Detailed traffic studies can also be done to assess the signal phases during peak hours and revise them to prioritize traffic and allow longer phases for roads like Grand Avenue that experience heavy volumes at certain times of the day. Eventually, larger-scale improvements are desired for this area, as shown in the Highway Commercial Subarea Plan (see Map Five). These include consolidation and removal of driveways, cross-access and better, safer access overall.

- **Streetscape.** Streetscape elements in the highway commercial area should be different than those implemented downtown. They should focus more on the motorist than the pedestrian, and should include welcoming elements that lead visitors to various places in the Village. In particular, it is recommended that Grand Avenue between the highway and downtown include signage, decorative lighting and landscaping that supports the downtown image and leads travelers downtown. Certain elements like street lighting with welcoming banners, could be implemented in both locations to provide community-wide continuity.



## Neighborhood/Residential Needs

### Housing Opportunities

A need which has frequently surfaced during the course of the planning process is that of providing a wide range of housing types to meet the demands of all segments of the population. An accommodation for all price ranges and life styles is desired. New housing is needed at opposite ends of the spectrum and in between, including single family homes on large lots, affordable single family homes, condominiums, and housing for the senior population.

The Village's housing stock tends to be relatively old. More balance in the housing stock is needed to attract and retain residents. There are several benefits to broadening the available housing opportunities, including:

- Accommodating a more diverse socio-economic population in the community;
- Retaining young people and seniors who cannot afford or for want of a more urban setting, do not want a traditional single family home; and
- Replacing older, deteriorating housing stock in order to maintain neighborhood viability.

### Land Use Conflicts

Several areas of the Village contain uses that are not considered compatible. These areas were investigated to identify the cause of the conflict so the Village may prevent future occurrences. The following areas of conflict were observed:



View of Industrial uses from Garden Court



## Village of Fowlerville Master Plan

- **Garden Court.** As noted above, uses along Garden Lane have started to change from industrial to more residential, office and commercial. In particular, several homes have been constructed on Garden Court, a north/south road that ends at the railroad. Unfortunately, land on the opposite side of the tracks is actively used for industrial purposes, with storage of large equipment and other items within view of these residences. This situation occurred as a result of a change in zoning from industrial to residential in this area, which suggests perhaps residential is the inappropriate use. However, since land use change is likely, the best the Village can do is encourage private property owners to add landscaping to create a buffer, and provide operational restrictions on future expansions. It can also learn from this example and discourage future rezonings that are not consistent with the Master Plan.
- **Grand Avenue at Railroad Crossing.** In general, uses at this location are varied due to the combination of past industrial uses associated with the railroad and more recent development of commercial and residential uses. This area is recommended for future office uses, which over time will present less of a conflict with established uses.
- **Mill Street Parking Lot.** The existing parking lot located along Mill Street, north of Grand River Avenue, is not well designed, and it has lowered interest in local residential structures, some of which have fallen into disrepair. This parking lot, and all downtown lots within proximity to residential uses, should be designed to enhance rather than detract from the area. The lack of appeal in this area does not present an attractive residential character, but if improved, it could provide a catalyst for renewal of nearby structures. The residences on the east side of Mill Street



could be considered for home office uses or some other compatible use, consistent with the goals of the Transitional Neighborhood District, as recommended above.

- **Southeast Quadrant Parking.** Parking areas in the southeastern quadrant of the Village are in poor condition. The Village has sought easements from business owners to revamp the parking behind businesses in this area.

## Property Maintenance and Neighborhood Revitalization

It is important that residences in Fowlerville present a tidy and safe appearance that attracts new residents. Some areas of the Village could use improvement and, with minimal clean-up and more effective regulations, could become highly desirable neighborhoods.

- **Code Enforcement.** The Village currently relies on the Police Department to enforce zoning and code violations. This system has worked well in the past, but as their general policing duties increase, their attention is understandably focused elsewhere. At some point, the Village may need to separate these duties and hire an enforcement officer whose sole duty is to identify and correct violations. Over time, vigilant enforcement will act as a preventative measure against inappropriate activity and blight in general.
- **Rental Inspection Codes.** An increasing concern in the Village is the emergence of additional rental properties throughout the core neighborhoods. Naturally, property renters do not feel the same obligation to maintain their home as property owners do. While the Village cannot regulate ownership of land, it can require regular inspections of rental homes, which are often the larger cause of



## Village of Fowlerville Master Plan

neighborhood blight. Rental inspections should be required annually, or at least when properties change renters or ownership. This will protect both the property owner and the renters by ensuring properties are properly maintained and contain the necessary safety items like smoke detectors and fire extinguishers.

- **Neighborhood Revitalization.** Blight discourages new, quality investment and makes it difficult to obtain voluntary compliance. Vehicular parking in yards and in the right-of-way of streets not designed for on-street parking, contributes to the blighted appearance of some older areas of the Village. Enforcement of local zoning regulations can help reduce or eliminate outdoor storage of unsightly items, unsafe conditions and general blight. However, the underlying issue remains the need for more private investment in neighborhoods, either through pride of ownership or through financial incentives aimed at improving residential structures. The following programs can help improve neighborhoods in Fowlerville:

- **Neighborhood Improvement Authority Act (P.A. 61 of 2007, as amended).** This law encourages redevelopment efforts aimed at correcting and preventing deterioration in designated neighborhoods and other areas by enabling communities to bond for or use tax increment financing to prepare plans for and implement needed repairs, maintenance or redevelopment of dilapidated neighborhoods.
- **MSHDA Homebuyer Programs:** The Michigan State Housing Development Authority (MSHDA) issues low interest loans and zero down mortgages for qualified buyers. In partnership with the Federal Housing Administration and the U.S. Department of Veterans

## Village of Fowlerville Master Plan



Affairs, MSHDA can help first-time and low-income buyers various options to help them purchase a home.

- **MSHDA Homeowner Assistance:** Community Development Block Grant (CDBG) funding is allocated to county governments and other designated “entitlement communities.” Counties can then make deferred loans available to low-income homeowners with an income at or below 80 percent of the area median.
- **MSHDA Property Improvement Program:** Funds are also available to low-income families for certain home improvement projects. The program targets first time homebuyers, senior citizens, disabled citizens and working middle class families. If a family qualifies, they can receive low-interest loans for projects including addition of insulation, replacement of the roof, windows or heating system, improvements to provide access to the disabled, new siding, paint, electrical upgrades, kitchen or bathroom remodeling, basement or attic finishing, or the addition of new rooms or a garage.

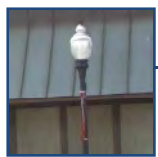


## Village of Fowlerville Master Plan

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# Key Elements/Guiding Principles



## Streetscape

- Unified Style and Design
- Improve Pedestrian Environment
- Improve Aesthetics
- Provide Public Gathering Areas



## Parking

- On-Street & Shared Off-Street
- Coordinated & Organized
- Efficient Locations Away from Streets



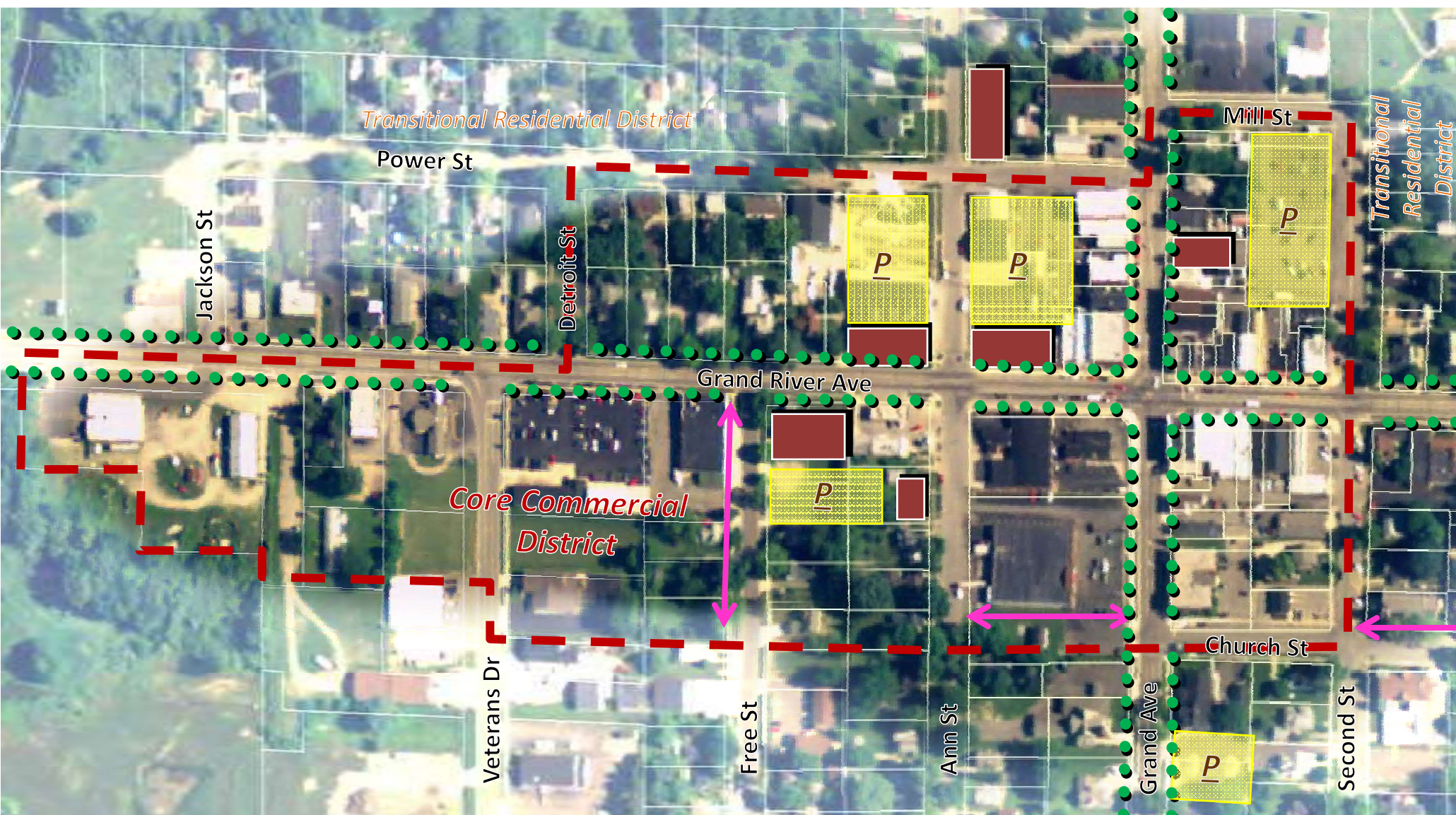
## Building Design

- Location - Close to the Street
- Compatible Scale & Architecture
- Access to Street & Parking
- Create Pedestrian Scale



## Commercial Uses

- Primarily Retail & Service
- Limited Office
- No Auto-Oriented Uses



# Recommendations



## Parking Strategy

- Improve Public Parking
  - ✓ Consider unique function and character of downtown district
  - ✓ Encourage on-street parking on Grand River Ave. and Grand Ave.
  - ✓ Ensure ample parking is available throughout downtown
  - ✓ Allow shared parking within Planned Unit Developments
- Mill Street Lot
  - ✓ Upgrade pavement
  - ✓ Increase landscaping
  - ✓ Define borders
  - ✓ Add ornamental lighting
- Ann Street Lot
  - ✓ Relocate inside core downtown
  - ✓ Redevelop residential compatible with downtown and neighborhood



## Streetscape Improvements

- Create connections to general commercial areas through consistency in design
- Improve aesthetics
- Provide on-street parking
- Widen sidewalks to encourage foot traffic
- Maintain safety levels
- Match road design with function



## Key Infill Redevelopment

- Target sites to fill gaps in street wall
- Repair and improve valuable existing buildings
- Redevelop obsolete or underutilized sites
- Strengthen building design to improve downtown perceptions and create a catalyst for more redevelopment



## Linkages to Neighborhoods

- Provide new, wider sidewalks and streetlights
- Encourage walking trips from surrounding neighborhoods
- Target key street crossings for improvements

Map Four

Core Commercial Subarea

Fowlerville Master Plan

### Legend

- Core Commercial District Boundary
- Streetscape Improvements
- Parking Opportunities
- Non-Motorized Likages
- Key Infill Sites/Buildings

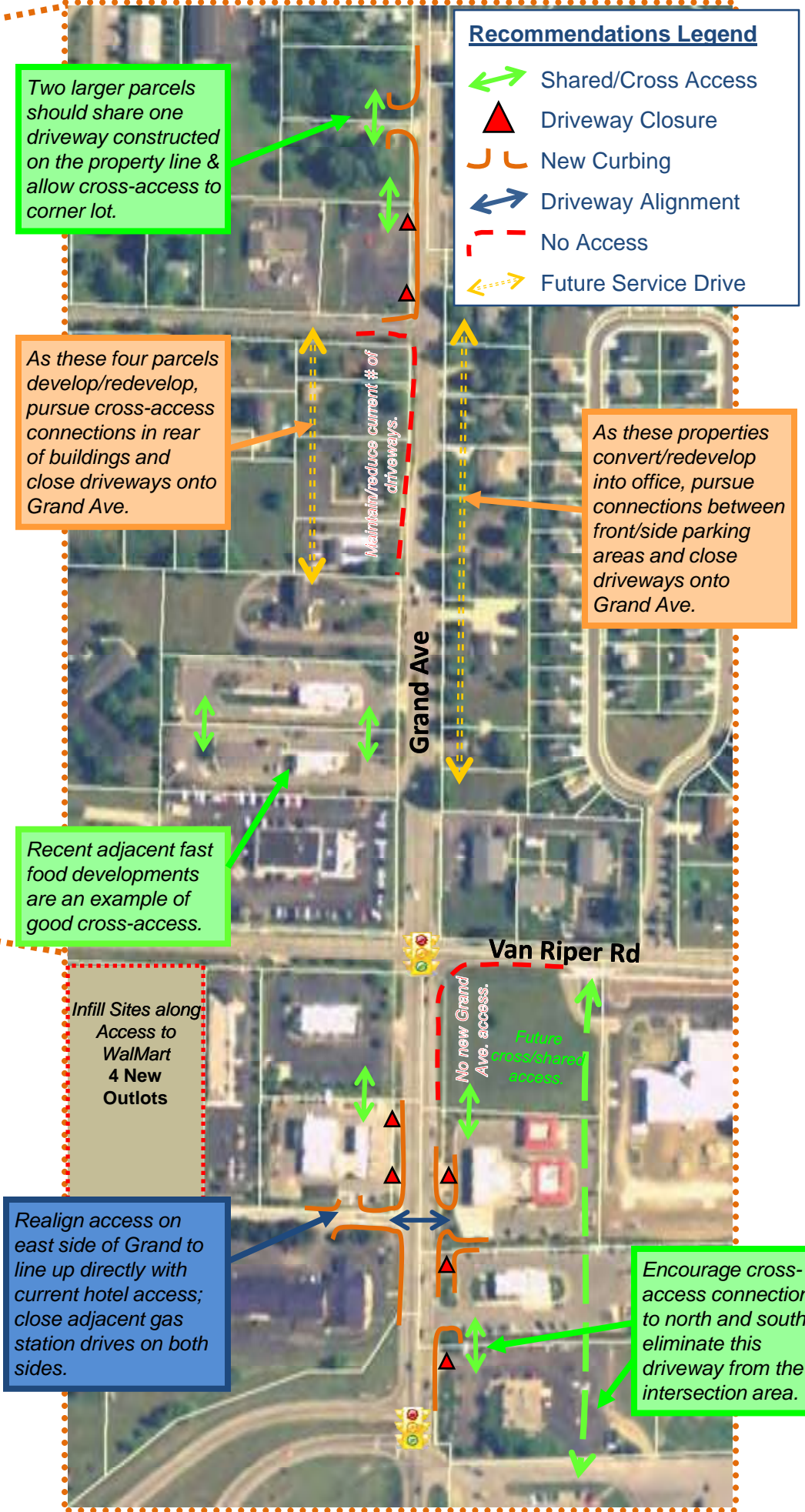
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Map Five  
**Highway Commercial Subarea**  
 Fowlerville Master Plan



**Access Management Inset**



**Highway Commercial**

- Encourage architectural quality
- Promote pathway connection to downtown
- Focus heavier commercial uses closest to I-96 interchange
- Promote coordinated, shared access to promote safety and aesthetics
- Provide for Fowlerville's necessary auto-oriented uses in this area
- Design streetscape improvements for safety & wayfinding into downtown

**Transitional Office**

- Encourage new/infill/conversion to office
- Character similar to existing residential-style office buildings
- Facilitate gradual transition from highway commercial to downtown
- Some residential permitted if compatible with existing/proposed office uses

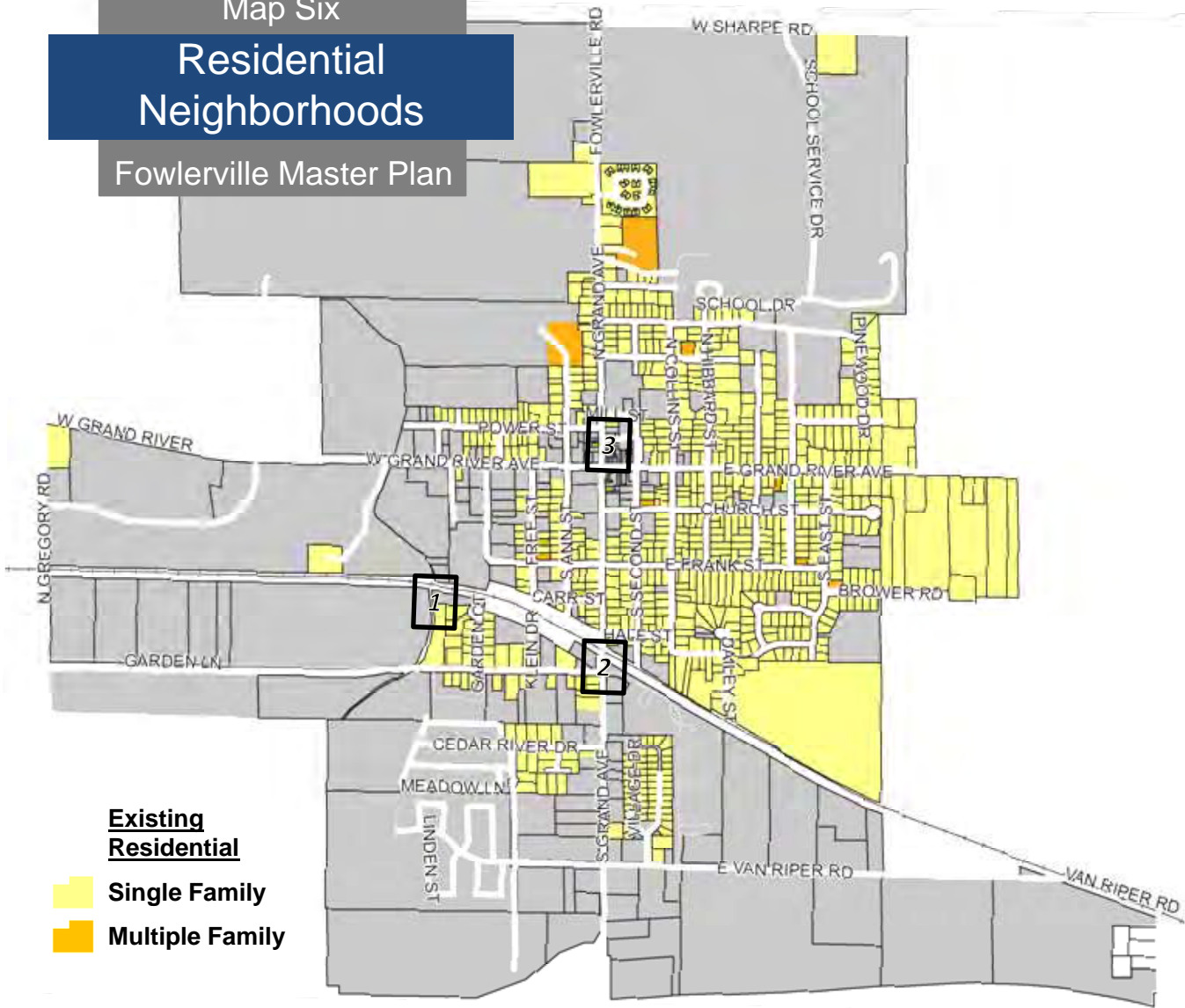
**Transportation**

- Enhance streetscape, especially along Grand Ave. to complement downtown
- Require (through regulations) the reduction of driveways and shared access agreements between adjacent businesses when feasible
- Promote pro-active access improvements consistent with recommendations in Access Management Inset shown to right
- Improve intersection of Grand Ave. at I-96 interchange to improve traffic flow & navigation



Residential Neighborhoods

Fowlerville Master Plan



Existing Residential

- Single Family
- Multiple Family

Land Use Conflicts

1. Garden Court

- Conflicting residential and industrial uses
- Additional buffering and screening needed

2. Grand Avenue at Railroad Crossing

- Existing non-conforming mills being used for retail and commercial
- Address land use changes with redevelopment
- Ensure non-conforming buildings and uses do not detract from surrounding neighborhoods

3. Mill Street Parking Lot

- Improve parking lot design & aesthetics
- Improve overall environment for local residential homes
- Aggressively promote home repairs and renovations for homes near this lot

Property Maintenance & Neighborhood Revitalization

Property Maintenance

- Enforce property maintenance and building safety codes to prevent and reduce blight
- Adopt a rental inspection program to ensure safe living conditions and higher property values

Neighborhood Revitalization and Homeownership

- Support housing renovations & expansions through Neighborhood Improvement Authorities (see *Bungalow Improvement Concepts below*)
- Encourage homeownership by promoting single-family attached developments over large apartment complexes
- Employ the resources of the Michigan State Housing and Development Authority to increase homeownership options
- Continue to invest in neighborhood infrastructure improvements and neighborhood parks.

Bungalow Improvement Concepts



The grid displays various floor plan layouts and exterior renderings. The 'Existing' plans show traditional bungalow layouts with living rooms, bedrooms, and kitchens. The 'Proposed' plans show updated layouts with features like optional decks, porches, and improved kitchen and bathroom designs. Exterior renderings show the corresponding architectural styles, including gabled roofs, dormer windows, and modern siding options.



## Chapter Five: The Plan

This Plan is more than a final report or summary of events leading up to its adoption. The words, tables, and maps contained herein represent the concerns, philosophies, and visions of the community, as expressed through the Planning Commission. A great deal of effort went into the formulation of this Master Plan, and to simply place it on a shelf and forget about it would be a waste of effort and time.

This document is intended to be used on a daily basis by the Village Council, Planning Commission and staff as they fulfill their duties. They should continuously refer to the Master Plan to ensure their actions and projects they review are in keeping with the goals and recommendations outlined in this Plan document.





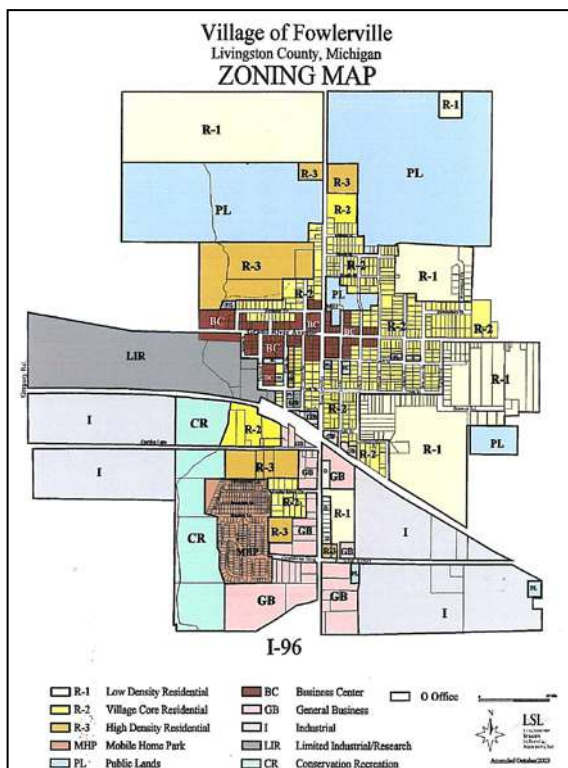
# Village of Fowlerville Master Plan

Ways to use the Plan are addressed in Chapter Seven, but in summary, this Plan should be referenced when making decisions regarding zoning changes, special land use and planned unit development requests, property annexation, or when developing ancillary Plans like a Capital Improvement or Parks and Recreation Plan.

## Future Land Use Plan

### Factors Considered

The Master Plan, and more specifically, the future land use map was prepared to reflect input received during the public involvement process, discussions with Village representatives, existing land use patterns, and the consideration of proper planning principles. This input and other factors affecting land use patterns were taken into consideration in preparing the future land use map and the Plan. These factors include:



**Existing Land Use.** Extensive changes to the existing land use pattern are not proposed. A significant amount of the land in Fowlerville has been developed for residential purposes, particularly single-family dwellings on individual lots. The location of most existing non-residential development is appropriate and will continue to serve as the primary business centers. The community land use patterns have evolved in a relatively orderly manner and will be built upon, with slight modification, rather than altered in a significant manner.

**Existing Uses and Zoning.** Existing uses and zoning designations were considered. There is no “vested



interest” that guarantees zoning will not change, and in fact changes are recommended in this Plan. However, such changes were carefully considered to ensure the general development arrangement remains consistent and landowners will retain a reasonable use of their land. Where buildings exist that will accommodate a limited number of uses, they were considered when identifying future land uses.

**Relationship of Incompatible Uses.** The future land use plan strives to reduce or eliminate incompatible land use relationships existing in the Village. Transition areas between land uses, such as the introduction of new Office and Heavy Commercial/Industrial Service future land use categories, are introduced in this Plan to help achieve such a transition. The Plan designates areas for uses that are considered most appropriate for the community’s long-term objectives, with the intention of eventually eliminating some existing uses that do not meet these objectives. However, where a community of uses exists, this Plan seeks to utilize them to take advantage of existing market forces that are not likely to change.

**Desires of the Village.** The land use pattern desired by Village officials and property owners has been expressed through a variety of venues. A summary of all public input and concerns can be found in Appendix A. Residents and business owners generally expressed the need for additional, local recreation opportunities, especially for the area’s youth and teens. Other concerns about excessive traffic on key roadways and the need for more general commercial development were also expressed. In general, residents feel a strong connection to the Village, and speak proudly to be a resident. This pride in the community is an important factor to the overall success of the Village.



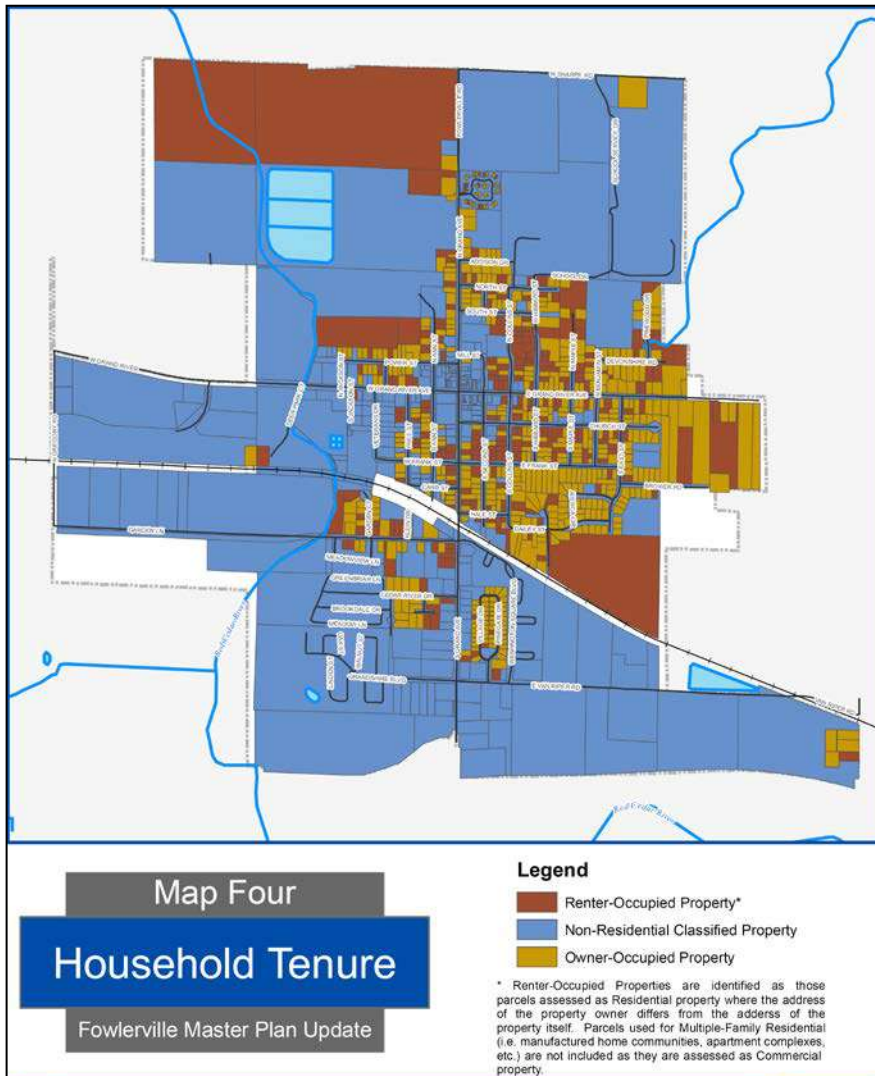
## Village of Fowlerville Master Plan

**Housing Diversity.** A relatively new trend in housing is the development of “attached single family” residential dwelling units. While the term attached indicates a multi-family setting, this type

of housing is considered a variation of single family housing because of the resident ownership possibilities and the patterns of use they create. In contrast to typical rental apartments with a common hallway and entrance, attached single family homes such as duplexes and townhomes maintain individual entrances and are often owner-occupied. In addition, due to their lower cost, both in home value and maintenance, these residential dwellings are particularly attractive to younger families. As such, they create similar patterns of traffic and activity as a detached single-family development, and sometimes

produces even less traffic since they are often occupied by empty-nesters and young couples seeking a more urban housing environment.

An important factor in the decision to promote attached single family uses was the Village’s currently high number of rental homes. The Household Tenure Map (see map, left) shows the







existing ownership in the Village. Development of attached single family housing will provide another alternative to renting for those in need of low maintenance or low-cost homes.

## Future Land Use Categories

Given the background information and detailed analysis provided in the previous chapters, this discussion of future land use synthesizes the land use elements discussed into one “future land use plan.” The Future Land Use Map shows the recommended future land uses for all property in the Village over the term of this plan, or roughly the next 20 years. Table 5-1 shows the breakdown of all land in the Village as they relate to the future land use map.

The Future Land Use Map is intended to accompany the following narrative and will relate to the “zoning plan” provided below. They were developed in consideration of the factors discussed above and represent the ideal land use configurations, given existing conditions and realistic expectations.

- **Low Density Residential.** This is the predominant land use category found throughout the Village. It recommends a density of up to four units per acre. Such a density limitation generally implies single family detached dwellings, though any form of housing would be acceptable provided it is within the density limits.

### Residential Goal:

Provide a mixture of housing opportunities for all age groups, incomes, and life styles. Review the Village Zoning Ordinance to ensure that all forms of housing are permitted, and that sufficient land is zoned appropriately for such uses.



## Village of Fowlerville Master Plan

The Low Density Residential designation is found throughout the Village and encompasses many of the existing single-family neighborhoods. Vacant lands adjacent to these neighborhoods are also included in this category. These areas represent the greatest areas of opportunity for future residential development.

- **Transitional Residential.** This category is discussed in detail in Chapter Five. It is intended to accommodate and support the traditional residential development pattern already established in the neighborhoods surrounding the core commercial area. Residences in this category should continue as single family detached homes; however, certain uses may be permitted if deemed compatible with the existing neighborhoods and core commercial area. These can include some attached residential, provided it does not alter the physical appearance of these traditional homes. Development of townhomes is preferred over duplex or apartment-style residential in this area since it promotes the style and character of development typical of a historic downtown residential neighborhood. Duplexes or apartments should be considered a special land use in the zoning ordinance to ensure they are compatible and should be considered primarily for new construction. Mixed-use buildings may also be considered when located within a



block of the core commercial area. Densities within the transitional residential areas should range between five and ten units per acre, depending upon the proximity to the core and relationship to other surrounding uses and

# Village of Fowlerville Master Plan



densities.

- **High Density Residential.** Intended to allow for a more diverse range of housing types in the community, the High Density Residential category is recommended to permit nine or more units per acre. Such density levels will obviously include forms of residential other than conventional single-family homes. Garden apartments, condominiums, nursing homes, and other forms of multi-family development are typically found in such areas.



Locations designated High Density Residential encompass the two existing manufactured home parks, and other sites are located around the Fowlerville Community Park and Fowlerville School complex on N. Grand Avenue. In most cases, lands designated for this type of use are already occupied by such development. One large, vacant site exists on the east side of N. Grand Avenue, south of the Fowlerville Community Park. However, this Plan envisions some redevelopment of various sites into attached single family or upscale condominiums, which would expand the variety of housing types currently available in the Village. This would also create opportunities to strengthen the local economy by providing owner-occupied high density residential to local residents and would improve the residential base and market for the core commercial area.





## Village of Fowlerville Master Plan

- **Office.** This designation provides locations for business activity which will not generate high volumes of traffic throughout the day or create noise or potentially obnoxious effects. Professional offices, banks, day care facilities, and similar uses are appropriate in the Office area. It is also a suitable buffer between residential and more intense commercial or industrial activities.



The primary area designated for office uses is located on S. Grand Avenue, between Cedar River Drive and the railroad tracks, with additional office uses planned for the east side of Grand Avenue extending farther south. Redevelopment here is discussed further in Chapter Four, which explains the Plan's vision for cottage-style offices with much the same character as what currently exists on the east side of S. Grand Avenue. Inclusion of offices in this location allows for a natural transition from the general commercial uses in the Highway Commercial area and the residential and neighborhood business uses north of the railroad. It also allows for a viable and appropriate re-use of some of the existing single-family homes along this segment of Grand Avenue.

- **Core Commercial.** This use category designates the Village's traditional commercial downtown area. It is intended to be the primary retail and service core for the entire community. Ideally, uses within this area should be of a type that allows interaction to mutually benefit a number of businesses. One of the keys to creating a successful downtown is synergy, ensuring that the whole is greater than the sum of the individual parts.

The emphasis should be on pedestrian movement, getting customers to park their cars and walk from one business to another. Auto-oriented establishments should be

# Village of Fowlerville Master Plan



discouraged from locating in this core area of the community, as they are not conducive to safe pedestrian activity.

The pattern of development in the Core Commercial area reflects existing, long-established uses that are an important part of the community. As such, this Plan respects these fixtures in the community, and encourages the core commercial area to grow with the existing character in mind. It supports development that is characterized by buildings located at the front property line, wide sidewalks that can accommodate cafes and outdoor gathering, on-street parking, and building facades that are compatible with the existing buildings.

## Commercial Goal:

Encourage the development of office and personal service establishments to serve the needs of the Village residents.

- Provide incentives for locating such businesses near the downtown area.
- Revise commercial zoning regulations, as needed, to distinguish office/service areas from general commercial and retail

- **Highway Commercial.** The most intense commercial activity should be located in this area which is clustered around the I-96 interchange on both sides of S. Grand Avenue. This is an advantageous location to serve both the community and the highway traveler.

Uses in the Highway Commercial area should be mainly auto-oriented — drive-in restaurants, gas station/convenience stores, vehicle repair establishments, car dealerships, motels, and similar uses. Generally, these uses do not enjoy the same level of interaction as is found and encouraged within the Core Commercial area. However, because of their location along the Village’s principal arterial corridor, care must be taken to properly manage access to and from these uses. Shared driveways, access roads, and driveway spacing standards should be employed by the







## Village of Fowlerville Master Plan

Village through its site plan review and other zoning approval processes to minimize congestion and conflicts between local and through traffic on this busy street. In addition, coordinated streetscaping is needed to ensure a visual connection that draws visitors from the highway along Grand Avenue to the Village's downtown area.

### Industrial Goal:

Encourage concentrated industrial development in appropriate locations.

- Locate industry in planned locations & enforce high standards of quality through access management, buffer, landscaping & sign restrictions.
- Concentrate industry near the freeway but ensure compatibility with surrounding land uses.

- **Heavy Commercial/Industrial Service.** This new category was established to give more specific direction for areas of the Village that have been historically developed and used as either heavy commercial or industrial service facilities. The nature of these designated areas will naturally dictate the use and operations that will locate within them. The lots in these areas are smaller than what would be required for a more intensive industrial use and offer lower visibility than what is desired for typical retail or commercial service uses. Many of the existing buildings have been designed for more intensive uses and maintain a more industrial appearance. Anticipated uses therefore include auto repair and service facilities, contractor's offices, limited warehousing, light industrial or manufacturing, professional service shops and utilities. Research and development facilities should also be encouraged to locate here, where their land and building needs are not large enough to require location in the Village's Industrial areas. Uses in these areas will typically be destination-oriented, with low traffic volumes and customer trips. Re-use of existing residential buildings may be considered to help maintain a more residential character that will reinforce the general transition from the Highway Commercial area to the core neighborhoods located north of the railroad.
- **Industrial.** Providing opportunities for employment and business growth in the community is an important part of

## Village of Fowlerville Master Plan



the Plan. Two large areas are designated for Industrial development. Many of the sites in these areas have been developed, and due to the Village's desirable location, near both I-96 and Grand River Avenue, and along an operable railroad, the Village continues to see development interest in these areas. In addition, the designated Industrial areas include most of the remaining large development sites in the Village.

Therefore, it is important that the Village maintain this area for true industrial uses, including manufacturing, processing, wholesale and distribution facilities, along with other large research and industrial uses.



- **Public and Institutional.** Lands owned by the Village and the school district for various functions are extensive. Add to this the smaller parcels owned by churches and other "quasi-public" organizations and the Public and Institutional designation becomes a dominant land use category.

The two largest areas designated for this use are found in the northern part of the Village. The Fowlerville School District developed a large complex of schools on their site, located in the extreme northeast corner of the Village. Opposite the school complex on N. Grand Avenue is the Fowlerville Community Park and wastewater treatment facility, the largest Village-owned site in Fowlerville.

Lands in this category should be chosen carefully, as the intensity of uses within can range significantly from low-impact parks to large institutional uses, like churches or schools that generate high traffic volumes. Most of the sites in this category were included because of their existing





## Village of Fowlerville Master Plan

development or ownership. Additional lands may be added only if they are compatible with the neighboring land uses and will not create detrimental off-site impacts, such as traffic or noise.



## Zoning Recommendations

### Zoning Plan

According to the Michigan Planning Enabling Act (P.A. 33 of 2008), this Zoning Plan was developed to provide a relationship between the future land use categories discussed above and recommendations presented in this Plan to the zoning districts of the Village's Zoning Ordinance.

The intent is that changes to the zoning map over time will gradually result in better implementation of the objectives encouraged in the Future Land Use Map. In some cases, the Village may wish to initiate certain zoning changes as part of an overall zoning map amendment. Other changes to the zoning map will be made in response to requests by landowners or developers.

The following table provides a zoning plan indicating how the future land use categories in this Master Plan relate to the zoning districts in the Zoning Ordinance. In certain instances, more than one zoning district may be applicable to a future land use category, or vice versa, and in other cases, revisions to the zoning ordinance are noted where they are needed to properly implement the strategies of the Plan.



# Village of Fowlerville Master Plan

		Zoning Plan									
		Future Land Use	Low Density Residential	Transitional Residential	High Density Residential	Office	Core Commercial	Highway Commercial	Heavy Commercial / Industrial Service	Industrial	Public & Institutional
Zoning											
Residential	R-1, low-density residential										
	R-2, village core residential										
	R-3, high density residential										
	R-4, mobile home park residential										
Commercial	O, office										
	BC, business center										
	GB, general business										
Industrial	LIR, limited industrial/research										
	I, industrial										
	PL, public lands										
	REC, recreation										



## Zoning Regulations

The Village Zoning Ordinance should be reviewed to ensure that it contains the provisions needed to implement the Plan recommendations.

While the ordinance contains basic provisions such as site plan review and special land uses which afford control over the quality of development, other provisions should be examined for consistency with the Plan. In general, the ordinance is in need of a comprehensive update; however, specific attention is needed in the following areas:

- **Parking.** As discussed in Chapter 5, the ordinance should be revised to allow downtown parking layouts that promote the character desired. This includes permitting on-street parallel parking and other standards regarding sight distances and access points.
- **Landscaping.** Review of landscaping requirements should be done considering the need and desired character within all districts. Presently, landscaping standards apply to all properties equally, when it may be more appropriate to tailor them to match the needs of the various districts. For example, more emphasis should be placed on buffering industrial uses from incompatible uses and less emphasis on frontage trees. Downtown landscaped buffer standards could be lessened in favor of more hardscape improvements like fences or walls. In addition, new residential



## Village of Fowlerville Master Plan

developments should be required to provide buffers for lots adjacent to railroads and incompatible adjacent uses.

- **Design Guidelines.** Aesthetic standards can ensure that the Village is attractive to visitors and residents, alike, increasing marketability and quality of life. The current zoning ordinance contains building design standards that have proven to be too restrictive for Village development. For instance, some discretion could be given to the Planning Commission to determine flexibility in the standards. Additionally, design standards for facades that do not face a public right-of-way or residential district may not need the same standards as front facades.
- **Land Uses.** Uses permitted downtown should not include auto-oriented uses like drive-through or auto service uses. These are not compatible with the pedestrian atmosphere desired downtown.

Land uses in the core residential neighborhood should be evaluated carefully to ensure they enhance their traditional nature and provide the proper support for downtown. The Village expanded the uses permitted in the R-2, Core Residential zoning district to allow for two-family uses, which may need to be reconsidered, or scaled back to exclude these uses within the "Transitional Residential District," which is intended to contain the Village's flagship residential buildings.

- **Incentives.** One way to encourage compliance with more progressive concepts is to offer regulatory incentives. These could include additional density, or consideration of undevelopable land within density calculations as incentives to preserve sensitive land or to provide desired amenities.



Other incentives could be offered to commercial businesses to encourage compliance with design guidelines or other additional standards. These could include swifter review processes, façade improvement grants offered through the DDA, or other approaches that save either time or money for the developer while providing some additional benefit to the public.

- **Property Maintenance.** Poor property maintenance or other factors can detract from the overall attractiveness of a neighborhood. The Village currently enforces a property maintenance code that addresses issues of severe property neglect including failure to maintain the yard or structure. However, additional regulations could address other factors like outdoor storage, parking of vehicles within the public right-of-way, etc. that can contribute to blight. The Village should review these standards to ensure they are effective. Rental inspections should be strongly considered not only to preserve the aesthetic integrity of rental properties, but also to protect the property owner and renters.

## Natural Features Goal:

Encourage redevelopment within strategic areas while ensuring the protection of valuable community resources.

- Protect the Red Cedar River from the potentially negative impacts of development.
- Encourage use of Low Impact and Cluster development to minimize

## Natural Features Protection Plan

The function of natural features can be affected by development around them. Wetlands in particular are dependent on an interaction between the wetland and its surrounding upland. Development adjacent to a natural feature can disturb the ecosystem and reduce its natural function. The following suggestions are intended to mitigate these impacts.



# Village of Fowlerville Master Plan

## Natural Features Setback

The Village should ensure local zoning standards require an appropriate setback from the Red Cedar River and wetlands.

Although the majority of the Village is already developed, some large tracts of land

exist that, if developed or redeveloped, should respect the River. One parcel in particular, located north of the core neighborhood and south of the Community Park has considerable frontage on the River, as do parcels west of the River on Garden Lane.

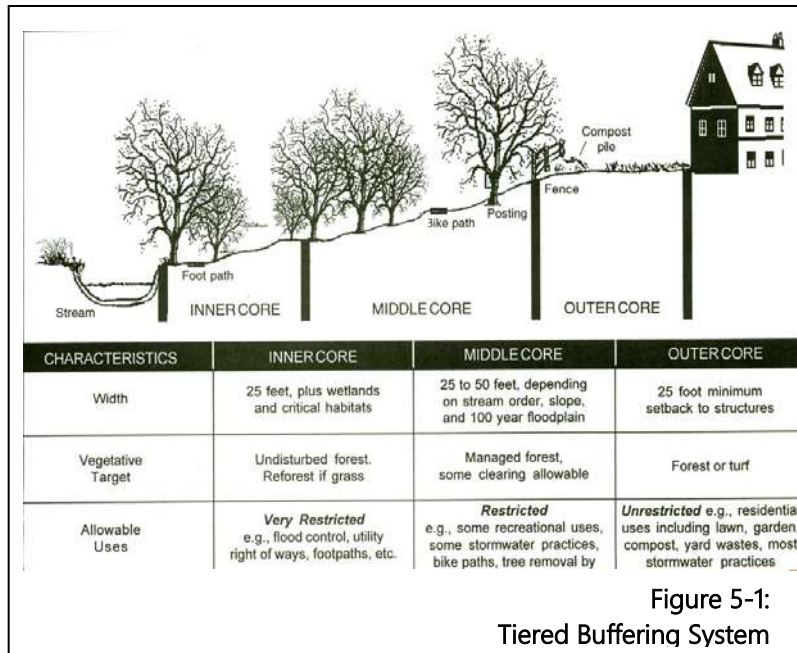


Figure 5-1:  
Tiered Buffering System

Provision of a protected buffer from water features can help reverse some impacts of development by improving the natural systems that filter sediment and nutrients and slow the speed of water runoff. Natural buffers also help maintain cold water temperatures, which are critical to sustaining aquatic life. Wider buffers in areas where they can be provided have been proven to help counteract narrower natural buffers in areas where vegetation is largely removed. On average, natural feature setbacks should be 100 feet from the high-water mark, or wetland boundary, and should be managed through Tiered Buffering System, as shown in Figure 5-1. This will allow for reasonable use of land as residential yards or green space in the outer edges of





the buffer, with gradually more restrictions on removal of natural vegetation and fertilizer use closer to the water's edge. Education of waterfront property owners may encourage some to re-vegetate their property frontage along the River; however, the best efforts will be to preserve a larger buffer if the larger parcels discussed above are developed.



## Village of Fowlerville Master Plan



### Storm Water Management

Increased development activity places additional burden on existing natural drainage systems. The overtaxing of drainage systems leads to localized flooding, environmental damage and costly storm drainage improvements to be borne by taxpayers. Storm water drainage can be managed by installation of and improvements to storm water drainage systems. Another way to manage storm water is through preservation of natural drainage ways and providing onsite storm water detention with controlled discharge. Wet ponds and storm water marsh systems should be used for detention instead of deep detention ponds that require security fencing, which should not be permitted. Storm water facilities should be landscaped with plantings adapted to hydric conditions to create a system that emulates the functions of natural wetlands and drainage ways both in terms of hydrology and natural habitat. Use of rain gardens is increasing in popularity and require little maintenance if designed correctly. Use of these types of measures will be much more effective in pre-treatment of storm water before it reaches a body of water or the groundwater supply.

### Environmental Site Design

The interrelation of the environmental component of the master plan with the land use component is most visible with the establishment of land use categories. While most of the Village is already developed, there remains the possibility of larger-scale development. Areas identified as having significant and fragile natural resources should be developed using lower impact/density and clustered development. Use of Leadership in Energy and

## Village of Fowlerville Master Plan



Environmental Design's (LEED) neighborhood development principles should also be highly encouraged.

The Village should endorse design methods such as cluster developments or Low Impact Development (LID) which provide strategies to improve the quality of receiving waters by encouraging on site storage and treatment of storm water.

Conventional methods to remove storm water use underground piping to mitigate natural drainage patterns and floodplains. This conventional removal of storm water creates pollution by discharging untreated water from urban runoff into local waterways. LID is a comprehensive technology-based approach to managing urban storm water. Storm water is managed in small, cost-effective landscape features located on each lot rather than being conveyed and managed in large, costly pond facilities located at the bottom of drainage areas. The source control concept is quite different from conventional treatment (pipe and pond storm water management site design). Hydrologic functions such as infiltration, frequency, and volume of discharges, and groundwater recharge can be maintained with the use of reduced impervious surfaces, functional grading, open channel sections, disconnection of hydrologic flowpaths, and the use of bioretention/filtration landscape areas. LID also incorporates multifunctional site design elements into the storm water management plan. Such alternative storm water management practices as on-lot microstorage, functional landscaping, open drainage swales, reduced imperviousness, flatter grades, increased runoff travel time, and depression storage can be integrated into a multifunctional site design.



## Village of Fowlerville Master Plan

### Overlay Zoning Districts

The impact to sensitive areas can be minimized through overlay zoning districts that limit the intensity of development and require clustered development to preserve these critical natural areas. Other regulations, such as protection of significant woodlots, vegetative corridors, or other significant environmental areas can also be incorporated into the overlay district or may become part of a general ordinance.

Utilizing clustered development is one of the most effective means of preserving existing vegetation and other valuable natural features. Specific standards can be applied to Planned Unit Development (PUD) regulations and site plan review to require preservation of open space, vegetative cover and natural topography. Clustering should also be utilized to preserve greenway corridors, buffers and natural open space. In addition to preserving natural features, the regulations can require the provision of landscaping and buffer strips to enhance the natural character of a site.

### Improve the River Corridor

For the most part, the Red Cedar River appears to be an untapped resource in the Village. While the lands adjacent to the river are generally not suited to building activity, it offers the potential for unique leisure opportunities. Provision of a possible river walk was examined and determined not to be feasible under present circumstances, due to design and placement concerns of necessary project infrastructure.

The River is the Village's primary natural resource which should be protected for future generations. The health of the River can be an indicator of the quality of groundwater resources, and it is also



an outlet for storm water runoff. Therefore, various development standards should address emerging methods to clean storm water runoff before it reaches the River. This can be achieved through use of rain gardens, strategic detention basin design, and inclusion of modern storm water structures designed to remove sediment from water before it enters the public storm water system.

## Wellhead Protection

The Village of Fowlerville relies on groundwater as a major source of drinking water. In response to the concern over safety of public water supplies, the Village has instituted a Wellhead Protection Program (WHPP). WHPPs develop long-term strategies aimed at protecting community drinking water supplies. The purpose of developing a WHPP is to identify the Wellhead Protection Area (WHPA) and develop long-term strategies aimed at safeguarding the area from contamination. A WHPA is defined as the surface and subsurface areas surrounding a water well or well field, which supplies a public water system, and through which contaminants are reasonably likely to move toward and reach the water well or well field within a 10-year time-of-travel. The State of Michigan requires communities to identify seven elements to be included in the WHPP. These elements along with a brief description are below.

- Roles and Responsibilities – Identify individuals responsible for the development, implementation, and long-term maintenance of the local WHPP.
- WHPA Delineation – Determine that area which contributes groundwater to the public water supply wells.
- Contaminant Source Inventory – Identify known and potential sites of contamination within the WHPA and include in a contaminant source inventory list and map.



## Village of Fowlerville Master Plan

- Management Strategies – Provide mechanisms which will reduce the risk of existing and potential sources of contamination from reaching the public water supply wells or well field.
- Contingency Planning – Develop an effective contingency plan in case of a water supply emergency.
- Siting of New Wells – Provide information on existing groundwater availability, the ability of the PWSS to meet present and future demands and the vulnerability of the existing wells to contamination.
- Public Education and Outreach – Generate community awareness in the WHPP by focusing on public education and the dissemination of WHPP information.

It is the intent of this Master Plan to encourage protection of the Village's public water supply wells through the establishment of a Wellhead Protection Zoning Ordinance. Within the ordinance, zoning regulations will limit land uses and practices that may degrade groundwater quality within and outside the WHPA.

The most significant sources of water supply contamination are landfills, surface impoundment areas, subsurface percolation from septic tanks and cesspools, open dumps, uncapped or improperly capped abandoned wells, injection wells and underground storage tanks. These uses represent both point and non-point contamination sources. Point source is the term used to describe contaminants, which originate in the immediate area of the well or tap. All of the above, if located in close proximity to the water supply source, are examples of potential point source polluters. Contaminants from these uses may seep directly down through the soil to the water source.

Non-point source contamination is much more difficult to control because the cause of the problem may actually be located a



considerable distance from the well. This type of contamination is caused by pollutants that filter into an underground aquifer and then migrate slowly through the groundwater aquifer to off-site wells and water sources. Prevention of this type of contamination must involve a collective effort on the part of property owners and local officials from a large geographic area. It is the recommendation of this Plan that all existing and future wells be protected from both point and non-point source contamination to the greatest degree possible. It is also the intent of this Plan to recognize the importance of groundwater protection within the Village of Fowlerville.





# Village of Fowlerville Master Plan

## Community Facilities Plan

### Downtown Development Authority

In 2007, the Fowlerville Downtown Development Authority (DDA) sought to install decorative street lighting to create a revitalizing, energetic and welcoming environment to attract people to the Village of Fowlerville, thus increasing focus on neighborhood safety and attractiveness. The decorative street lighting project allowed for 126 decorative street poles to be installed throughout the Village of Fowlerville.

### Local Development Finance Authority

The Local Development Financing Act (LDFA), Public Act 281 of 1986, as amended, allows eligible entities to establish area boundaries, create and implement a development plan, acquire and dispose of interests in real and personal property, issue bonds and use tax increment financing to fund public infrastructure improvements for eligible property. The tool is designed to promote economic growth and job creation. Communities across Michigan have used this tool to support companies in manufacturing, agricultural processing, and high technology operations.

#### Recreation Goal:

Expand the Village's cultural and recreational opportunities to ensure that all age groups and geographic areas are served.

- Maintain the Village's eligibility for available improvement grants from the State of Michigan by regularly updating the five-year Parks & Recreation Plan.
- Develop a river walk for passive recreation opportunities.
- Acquire land for recreation as opportunities arise, including purchase of larger, regional parks as well as smaller, neighborhood parks.
- Work in cooperation with local schools and neighboring communities toward the development of a centralized recreational facility.



## Recreation

As discussed earlier in this Plan, there is a need for recreational opportunities that are distributed more evenly throughout the community. Fowlerville Community Park acts as a wonderful resource for those seeking a destination for picnics, ball games or general play



and the other parks in the County offer adequate regional opportunities.

However, the best communities contain parks at the regional, community and neighborhood levels. Many of the neighborhoods in

Fowlerville could be improved with a central park or playground. Small parks that serve the immediate neighborhood are beneficial since they: a) are easier to attain than large parks due to their higher availability and lower costs; b) prevent the need for additional vehicle trips from the home to the park thus lessening congestion on main roads; and c) alleviate use of community and regional parks, allowing their use by others and lessening the need for more costly park acquisition and development. The following recommendations should be considered when planning for recreation:

- **Land Acquisition.** The Village should consider purchase of land in existing neighborhoods as it becomes available. Neighborhood parks can be as small as a platted lot or as large as a block. In any case, it should not be interrupted by streets or other barriers like railroad tracks.
- **Active Recreation.** With the numerous athletic fields and facilities already provided, the residents of Fowlerville are



## Village of Fowlerville Master Plan

generally well served by active recreation opportunities. One exception is the need to provide areas for youth activities. Local students and youth often congregate at Centennial Park or downtown after school or on weekends. These children need stimulated activities that provide a positive outlet for their energy. Several residents have expressed a desire for a skateboard park or rollerblading rink. The Village could consider developing such an amenity at the Community Park; however, they can be costly to build and difficult to police and maintain. Partnerships with the Fowlerville Community Schools and/or Handy Township could allow for shared facilities to serve the larger community. Any such facility should be highly visible, and safety and maintenance issues should be addressed up front. Many communities have worked through local schools or youth groups to create a self-governing youth council to monitor activities, so users of the park respect it through a stronger feeling of ownership.

- **Passive Recreation.** Passive recreation involves activities that are more soul satisfying than physically gratifying. Passive parks provide areas for nature viewing, scenic pathways, resting areas or other amenities that provide a pleasant atmosphere without the need for costly physical improvements. One particular opportunity for passive recreation is the Red Cedar River corridor. Because the river runs on the western periphery of the Village, most development is oriented away from the River. This has resulted in a well preserved riparian corridor that is currently not enjoyed to its fullest.

# Village of Fowlerville Master Plan



- **Cooperation.** A large asset to the community is the existence of the Fowlerville Community Schools complex located at the north end of the Village. The district provides organized athletic programming to its students during the regular school year, yet their facilities remain relatively unused for school functions during the summer. Some possibility for shared use should be pursued so the community feels welcome on school property and the school benefits from additional funding potential. Also, cooperative efforts should be pursued with local organizations like the Rotary Club, which funded development of a mile of pathway within the Community Park.

As land in the Village becomes scarcer, the Village could consider developing a Regional Recreation Authority to plan for future recreation. The authority could include surrounding townships or Livingston County. This would allow for consideration of population increases and development trends within a larger geographic area. Because population densities in the region are not excessively high, funding of regional recreational areas in this way provides more efficient use of funding for all municipalities involved. This allows the Village to provide recreational opportunities to its residents in areas located outside the Village limits where land is more readily available.

- **Regulation.** The Village should encourage or even require open space as part of the site design of new residential developments. An easy way to encourage them without adding additional regulation is to include incentives within the Zoning Ordinance that allows for reduction of lot sizes in favor of community open space. This would allow developers to seek the full density potential of their property

## Transportation Goal:

Improve safety & efficiency of movement on all Village streets.

- Continue to improve local Village roads & utilities as funding and need arises.
- Apply transportation management concepts to improve traffic flow & protect pedestrians while minimizing construction costs.
- Review off-street parking & access design regulations to ensure appropriate regulations apply for the various commercial areas of the Village.
- Increase connectivity between schools, parks and other public facilities with a system of sidewalks, bikeways and trails.



## Village of Fowlerville Master Plan

and still provide valuable open space that will also enhance the development's marketability.

### Transportation Plan

In order to attract and retain residents and quality business, the Village must ensure its road system is properly designed to serve their needs. The following recommendations are intended to ensure the transportation system in Fowlerville functions as it was designed.



#### Complete Streets

Planning the village transportation system involves more than just moving vehicles efficiently and safely. A transportation system needs to meet the needs of all types of users – motorists, pedestrians, bicyclists, and transit users. In some cases, this can be accomplished with lower vehicle speeds to be more supportive of bicycles and pedestrians, while in other places, wider vehicle lanes and higher speeds may be needed for vehicle and goods movement. The design of the transportation system also needs to reflect the context of adjacent land uses. Nationally, this approach is often referred to as “complete streets”, harmonizing streets with their surroundings while interlacing transportation networks to meet the mobility needs of all users.



#### Sidewalks and Pathways

Sidewalks have many benefits. When sidewalks exist, people walk more frequently which contributes to public health and neighborhood cohesion. In addition, sidewalks provide an alternative mode of transportation. Recent studies have also demonstrated that subdivisions with sidewalks tend to better sustain higher property

Examples of good streetscape design



values. Connections between neighborhoods and nearby activity nodes like schools, parks and commercial nodes also contribute to the village's quality of life.

The Non-Motorized Transportation map illustrates the location of existing sidewalks. While many areas of the community have a complete sidewalk network, there are many developed areas that lack a complete sidewalk network or lack sidewalks in general. As new development and redevelopment occurs, opportunities to construct sidewalks should be pursued, especially in close proximity to schools, parks and activity nodes and along major thoroughfares as indicated on the Non-Motorized Transportation map.

## Crossing Improvements

The design of crosswalks is critical to ensure proper safety for pedestrians and vehicles. Safety hazards exist whenever pedestrians or bicyclists intersect with individual driveways, or where they meet at an intersection.

Several crosswalks have been improved throughout the Village but many more need improvements to improve safety for users.

Village of Fowlerville should work with the Road Commission to improve crosswalks considering the following:

- Use pavement markings to clearly indicate where pedestrian activity will occur; vehicles must not be allowed to block these areas. Colored or decorative pavement treatments will bring greater visibility to crossings.
- Maintain clear vision zones at intersections to increase visibility.
- Provide adequate lighting at intersections so pedestrians are safe at all hours.
- Include overhead flashers to indicate non-signalized crossing points. Mid-block crossings can be further enhanced by using pavement markings or texture and signage at the motorists' eye level.





## Village of Fowlerville Master Plan

- Consider restricting right turns on red at high volume intersections, as most motorists fail to consider the pedestrian when turning.
- Include medians in the design of intersections, especially where a high volume of pedestrian activity is expected. Medians provide safer crosswalk options and refuges for pedestrians.
- Mid-block crossings should include pedestrian refuge islands.
- Decrease street width at crossing points by installing sidewalk flares and curb extensions, medians or raised islands to create a safe haven for pedestrians and bikers.



## Roadway Improvements

In 2003, the Village underwent a process to review the condition of all local roads as part of a long-term approach to improve overall road system. This process was repeated in 2017. The Village maintains a budget for road improvements and, based on a map prepared by the Village's civil engineer, Wolverine Engineers and Surveyors (see map, right), roads are improved on an as needed basis. The Village Manager has the discretion to initiate road improvements. His decision is based on advice from the civil engineer, Department of Public Works, along with an understanding of the road condition, potential for alternative funding, traffic volumes, and any history of underground utility breaks or drainage problems. This approach has been successful in the past; the Village has improved Maple Street, Hibbard Street and Free Street since the late 1990s, and East, Frank and N. Collins Streets more recently. Improvements are somewhat slow to proceed, since the road improvements are being coupled with utility improvements. Combining these efforts prevents the need to tear up newly constructed roads for utility breaks or maintenance.

In addition to the Village-initiated efforts, the Local Development Finance Authority (LDFA) has instituted improvements on E. Van Riper Road and Garden Lane.

## Transportation Management

The Village can help manage traffic through a variety of tools that reduce vehicle trips or lessen their impact. These efforts can often be implemented at a lesser cost than physical improvements and, as such, should be considered and weighed alongside physical improvement alternatives. The concept of transportation management is that some automobile trips can be eliminated by



## Village of Fowlerville Master Plan

giving people other travel choices, such as transit or walking, to help relieve congestion of the street system. Land use arrangements such as mixed-use and planned unit developments that shorten the length of vehicle trips, or interconnected streets that eliminate the need to use major roads can also help. Access management involving removal or re-design of driveways that are close to one another or to an intersection can help preserve capacity and reduce potential for crashes. Use of new technology, such as timed signals, actuated signals (those that detect the presence of a vehicle) or informational signage that alerts motorists to traffic conditions and alternate routes can further benefit traffic operations, especially during peak hours of travel. Collectively, these ideas can help address the Village's future transportation needs without large capital investments. More specific transportation management tools are discussed below.

### Traffic Calming

One of the biggest fears of a pedestrian or bicyclist is being hit by an automobile. Studies show that the speed of the vehicle is one of the primary factors in determining whether such a collision results in a few scrapes, a serious injury or a fatality. Research has shown that a pedestrian or bicyclist hit by a vehicle traveling at 20 mph or less has a 95% chance of survival, compared to a 55% survival chance for a vehicle traveling at 30 mph (and only a 15% chance if 40 mph or greater). In summary, it makes a big difference whether cars and trucks traveling through residential streets, where pedestrians and bicyclists most frequent, are traveling at 20, 25 or 30 mph.

Where high traffic volumes or excessive speeds do exist, traffic calming measures may help keep driver speeds at an appropriate level. Physical changes in the road design can affect the driver's psychological frame of mind, causing them to intuitively reduce



their speed of travel. Some of the common traffic calming measures described below may be appropriate in certain situations in the Village, such as in the central neighborhood where the grid pattern of roads may cause cut-through traffic, or

in areas where mixed-use, pedestrian-oriented development is planned. A number of factors need to be evaluated when such improvements are considered, including traffic volumes, cost, maintenance, and impact on emergency access. Traffic calming should not come at the expense of safety.



Example of Street Narrowing

- **Street Narrowing, Slow Points, or Chokers.** These features can include curb modifications, channelization, and landscaping features that narrow the street to a safer width, which allows pedestrians to cross at narrower points and avoid traversing wide lanes of traffic. They are often installed at intersections to reduce speed and/or redirect traffic. They can provide larger areas for landscaping, enhance the neighborhood, facilitate loading and unloading and optimize pedestrian crossing locations. Street narrowing or curb “bump outs” are most appropriate where high pedestrian activity occurs, such as downtown and in core residential areas.
- **Perimeter Treatments.** Visual and physical treatments can be used to communicate a message to drivers entering a residential neighborhood. Traffic signs, boulevards, and textured pavement surfaces, such as brick and landscaping features, are often used to create this effect. Entry treatments can be a visual enhancement and can be used to



## Village of Fowlerville Master Plan

increase driver awareness of changes in roadway environment. Landscaping located near the roadway can help to narrow the visually perceived road width and slow traffic. These types of elements should be coordinated with any larger streetscape projects or planned gateway improvements.

### Consideration of Land Use Patterns

Differences in land use patterns should be considered when determining where to apply these standards. For example, traditional development patterns exist downtown, while larger, more suburban-scale development exists along South Grand Avenue. These two patterns, along with the associated traffic speeds, demand vastly different approaches. Downtown streets function as part of the larger environment to create a destination, whereas roads in general commercial areas function more to carry traffic from place to place. Accordingly, roads downtown should be designed to slow traffic for this purpose and general commercial roads should be designed to allow free flowing traffic by eliminating barriers and potential points of conflict. The Village should consider adopting separate standards for each area that better relate to the desired result. In addition, general flexibility in these standards should be included so they do not actually discourage quality development or site design.

### Traffic Impact Analysis

Over time, increases in traffic can place strain on the road system. One procedure to help ensure that traffic impacts are properly evaluated during the development process is to require a traffic impact study. A traffic impact study allows for the evaluation of a development's potential impact on the local road system and the identification of roadway improvements needed to mitigate the



traffic impact, such as adding additional turn lanes or re-timing a traffic signal.

A detailed traffic impact statement should be required for larger developments that will generate higher volumes of traffic, such as more than 100 peak hour directional trips or 750 or more trips on an average day. This study needs to include an evaluation of traffic impacts at each of the site's access points and nearby intersections.

The traffic impact study should include trip generation rates based on the most recent edition of Trip Generation published by the Institute of Transportation Engineers. The traffic impact study should address site access issues, such as the potential to share access or use service drives and should identify the likely impact the project will have on local levels of service, either along adjacent roadways or intersections. The study should analyze options to mitigate traffic impacts, including needed changes to access or improvements to the roadway or intersection.

## Streetscape

Significant road corridors in the Village must be treated as design elements that represent its quality and character. Streetscape enhancements can also be utilized as a unifying element in the community to define Fowlerville as a unique place. Basic streetscape improvements are implemented with all Village road reconstruction projects, but certain areas of the Village could be especially targeted for additional attention, especially downtown and at the Village boundaries at Grand Avenue and Grand River Avenue. Streetscape improvements act to improve the aesthetic quality of the roadway, while creating a more attractive environment for new or redeveloped businesses. The following elements can be combined to present the Village's desired





## Village of Fowlerville Master Plan

character and can even differ among various areas or “districts” of the community to help identify them.

- **Landscaping.** Landscaping should be provided along all roadways. For commercial sites where visibility from the road is important, landscaping should be designed to enhance the aesthetics of the site and soften views of the parking lot with canopy trees and shrub plantings within a greenbelt along the road frontage. Clustering of landscaping may be allowed to maintain desired visibility. Residential streets should include canopy street trees. Use of street trees can help narrow the perceived road width, and also provides an aesthetic appeal that surpasses roads without trees. Any street tree plantings should consider the variety of trees to create continuity, yet still allow for a mix of species to avoid mass tree loss due to infestations.
- **Street Lighting.** Ornamental street lights are an important element to a streetscape design. These not only provide aesthetic enhancement, but also improve the comfort and safety of the roadway for pedestrians. Ornamental street lights should be required in any new downtown project. Ornamental street lights should also be considered for new residential developments within proximity to the downtown and for historic residential neighborhoods.
- **Signage.** Community wayfinding signs should be installed at strategic locations in the Downtown area to help further define the Village as a unique place. See Chapter 4 for specific recommendations on downtown wayfinding and signage.
- **Alternative Travel.** All streets need to be considered from a multi-modal perspective and be designed to that serve all users, moving by car, truck, transit, bicycle, wheelchair or foot. Sidewalks and non-motorized pathways need to be included as part of the streetscape. Sidewalks should be



required along all new residential streets while wider, non-motorized pathways should be constructed along major roadways.



## Village of Fowlerville Master Plan

### Transportation Goal:

Create a safe pedestrian circulation system that links residential neighborhoods with recreational facilities, employment centers & shopping destinations.

- Require upgrades or installation of sidewalks in all existing & newly developing areas of the Village.
- Work with the Township, County Road Commission & MDOT to promote pedestrian/bicycle access to destinations outside the Village limits & along major roadways.
- Develop streetscape & wayfinding programs that will visually link the Village's highway commercial area with the downtown.

### Wayfinding

Wayfinding is a way to lead people to destinations and points of interest throughout the community. In Fowlerville, these generally include the downtown, any historic buildings or districts, the interstate highway and the various places identified in the Community Facilities and Recreation portions of Chapter Three. The Village should establish a common theme for community entrance features, and more distinguished streetscape or signage package for key corridors that lead downtown or those within distinct districts. Specifically, a connection should be established between I-96 and downtown by applying consistent streetscape elements along South Grand Avenue. These should include street lights or signage that unifies the character of the Village's general commercial corridors with those downtown.

### Other Recommendations

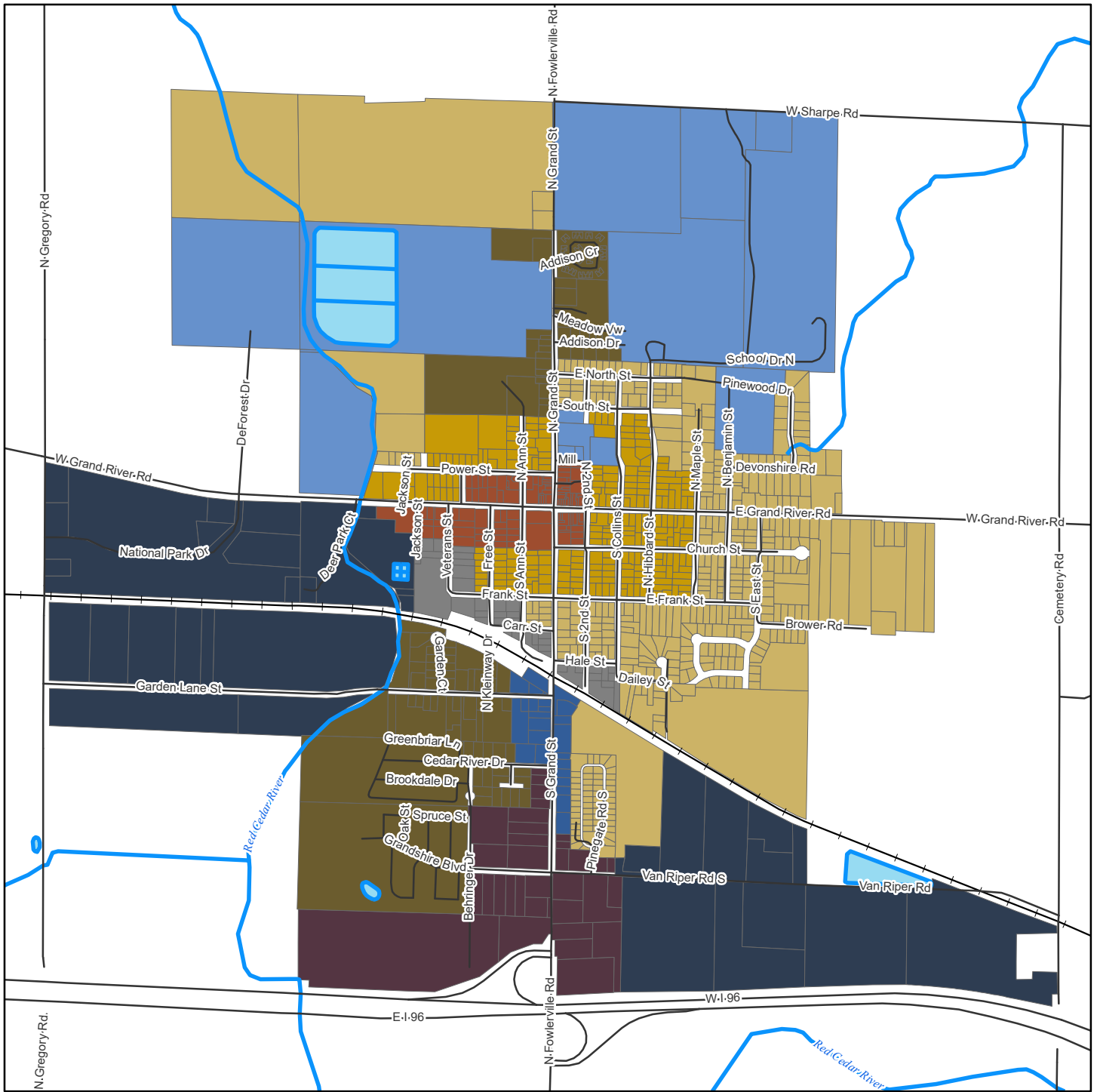
#### Cooperation with Handy Township





Fowlerville is surrounded by a single township, making coordination and communication easier than if several jurisdictions were involved. The Village should continue to pursue opportunities to work with Handy Township, especially regarding issues of mutual concern such as land use along common boundaries, sharing public services, future industrial development, consistent zoning regulations, regional recreation, and others described elsewhere in this document.





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-  Low Density Residential
-  Transitional Residential
-  High Density Residential
-  Public/Institutional
-  Office
-  Core Commercial
-  Highway Commercial
-  Heavy Commercial/Industrial Service
-  Industrial

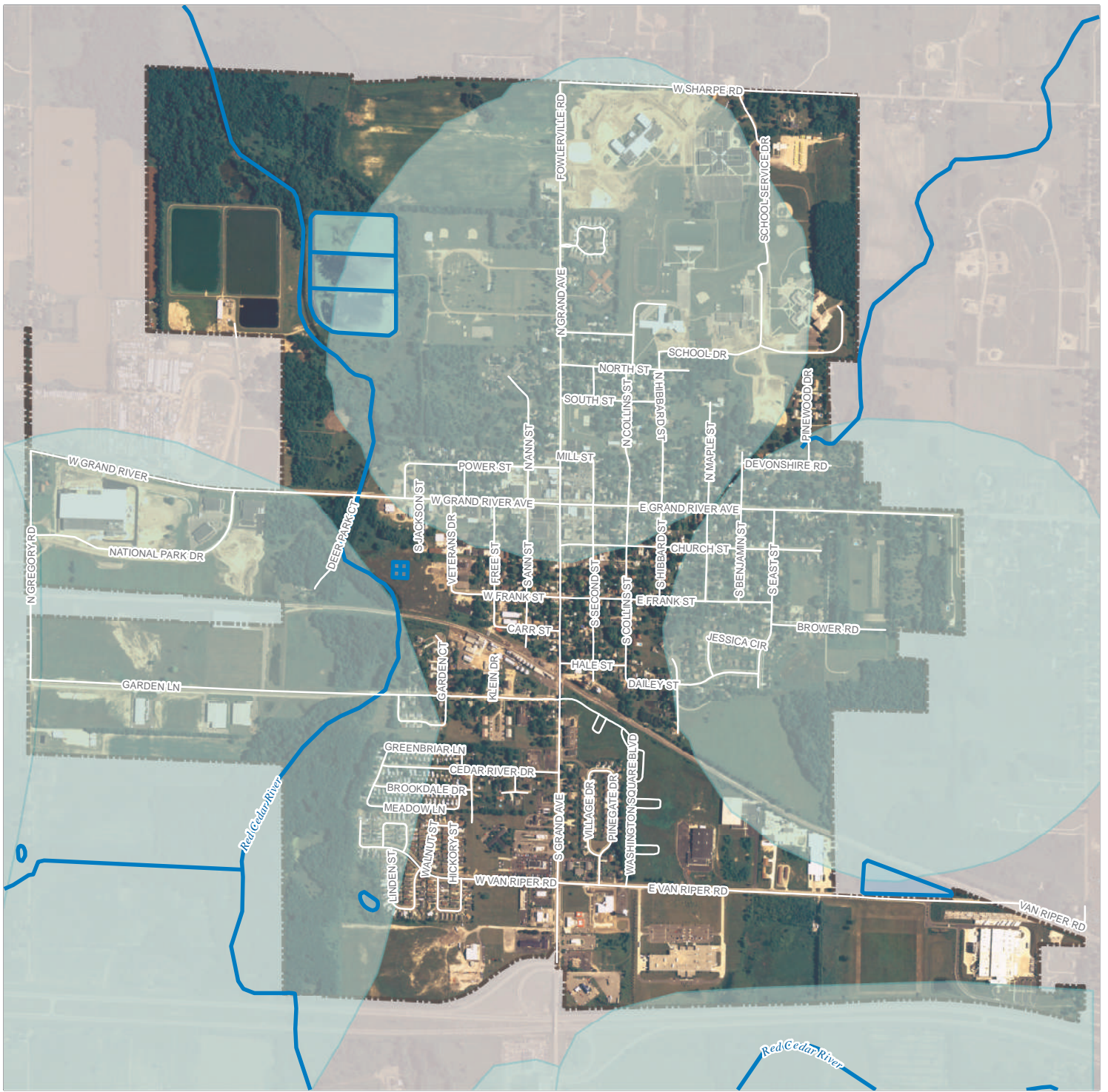
### Map Seven - Future Land Use



November 2017  
 Data Sources: MCGI,  
 Livingston County










Map Eight - Wellhead Protection Areas

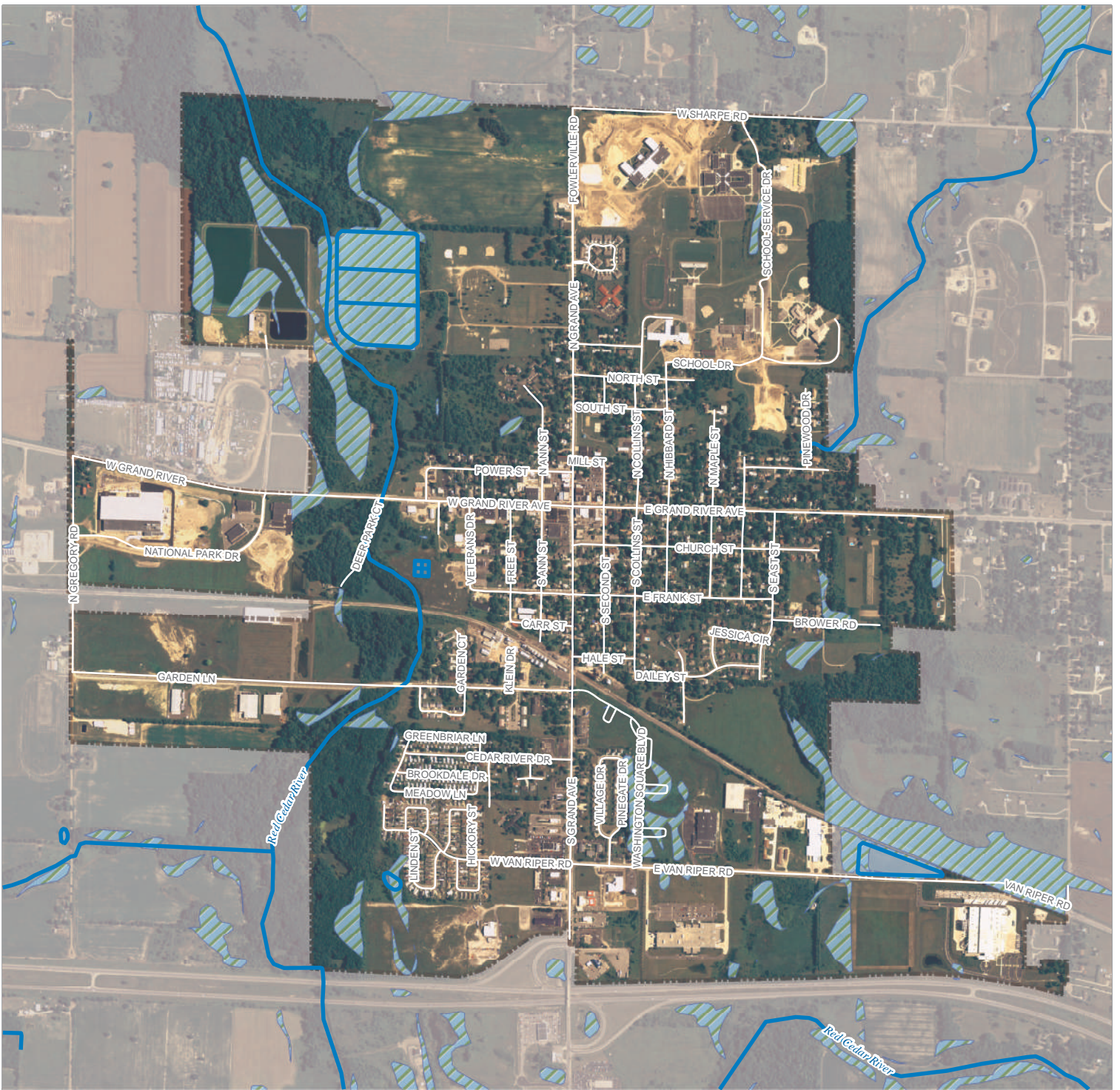


November 2017  
 Data Sources: MCGI,  
 Livingston County



-  Wellhead Protection Areas
-  Village of Fowlerville
-  Water






Map Nine - Natural Features



November 2017  
 Data Sources: MCGI,  
 Livingston County

SAFEbuilt  
**studio**

-  Village of Fowlerville
-  Water
-  Wetlands



## Chapter Six: Using the Plan

A Master Plan is only valuable if it is used as a reference for future planning decisions. This Chapter seeks to explain what is appropriate regarding use of the Master Plan. First, it is essential to understand that the Master Plan is only a policy guide. It is not an ordinance and does not replace zoning. The Plan is supposed to work hand-in-hand with zoning and other Village policies and ordinances. A few important things to know about the Plan are discussed below.

### Let It Be Your Land Use and Zoning Guide

**The Plan is a guide for future land use.** The Plan Map may not look like the zoning map or the existing land use map. It really shouldn't. The Plan Map is an illustration of the long-range land use pattern of the Village, based on the goals and strategies adopted as part of the Master Plan. It is not intended to be





## Village of Fowlerville Master Plan

implemented immediately, but rather over time. This Plan projects the Village's vision for the next 20 years, and as such, immediate changes in zoning may not be needed. The Planning Commission must therefore consider the timing of implementation as much as the relevance of policy or regulatory changes, as this can have just as much of an effect on future land use as the regulatory change itself. Furthermore, changes in policies and regulations should be logical and incremental. For example, land planned for commercial use that is remote from existing commercial districts may not be ripe for rezoning until those sites in between are converted to commercial use.

**The Plan is a foundation for zoning regulations.** One of the principal benefits of having an adopted Master Plan is the foundation it provides for zoning decisions. Just as the Master Plan is the policy guide for land use, zoning is the principal legal enforcement tool. The two should work in concert with one another; the Master Plan should lay the foundation for future zoning regulations.

As the Planning Commission and Village Council are faced with making zoning and land development decisions, whether rezoning, site plan review, special use permit, planned unit development, plat reviews, or otherwise, the relationship of those requests to the Master Plan recommendations should be a primary consideration. A request to construct a commercial use in an area planned for residential development, for example, would be contrary to the Plan and should not be approved, unless the Plan is determined to be in error for that particular location.

In some cases, it may be appropriate to initiate a change to existing zoning boundaries, so they more closely conform to the Plan recommendations. This could help avoid conflicts at a later date.



## Be Flexible

Following in the considerations of our forefathers, who recognized that laws and policies should and must change as time does, this Plan recognizes that changing circumstances, unanticipated opportunities, and unforeseen problems can require a shift in direction. Such mid-course adjustments to the Plan are not unusual but are anticipated as change is inevitable. And, while anticipated, such changes should not be a frequent or an easy occurrence without careful thought and research.

Because a deviation from the Plan may be appropriate in a specific instance, does not mean that the Plan is no longer relevant. When these conflicts arise, the Plan should be amended to reflect the change. Better yet, the Planning Commission should review the Plan regularly to ensure it remains current and consistent with Village philosophies. It should be the Village's goal to act proactively with respect to planning policies, rather than react to individual situations as they arise over time.

## Keep It Current

A common mistake made is to shelf the Plan after adoption. Failure to use the Plan makes it stale and irrelevant. Some communities use zoning requests as a justification to change the Plan, when really it should be the opposite - the Plan should justify changes to zoning. Other communities undertake a master planning effort with the idea that once the plan is completed the job is done for twenty years until it's time to do a new plan. With this philosophy, the community's plan will become obsolete very quickly.



## Village of Fowlerville Master Plan

As noted previously in this document, it is essential to keep the Master Plan current. On an annual basis, the Planning Commission should discuss and reflect on the past year and consider possible amendments to the Plan, discuss implementation opportunities, or deliberate on needed changes to the Zoning Ordinance. This meeting can also be used to craft the Planning Commission's annual report, as required by the Michigan Planning Enabling Act.

While this Plan was prepared to project the Village's vision for the next 20 years, it is unrealistic to expect the Plan will remain unchanged for that term. Neither the Planning Commission nor its professional advisors can predict the future with certainty. While the Plan provides a broad framework for land use decisions, site-specific issues may arise that were unanticipated and deserve close scrutiny. Where uses are approved contrary to the Plan, the Plan should be amended to reflect the change. By routinely following this procedure, the Plan will continue to be an up-to-date, reliable planning tool. The Michigan Planning Enabling Act has been amended to allow shorter review periods for Plan changes that are not broad-sweeping or that change the direction of Planning in a significant way. These changes make it easier for the Commission to maintain a Plan that is current, without being encumbered by unnecessary red tape.

### Use it as a Management Tool

Village decisions, as well as those of the private sector, should follow the Plan. New streets, parks, public improvements, etc. should be consistent with the land use policies adopted as part of the Master Plan.

The Municipal Planning Act requires the Planning Commission to review all public improvements for conformance to the Master

# Village of Fowlerville Master Plan



Plan prior to their final authorization. This provision is not intended to give the Planning Commission the authority over public improvements, but to ensure that formal consideration is given to the relationship of such improvements to the Village's Master Plan. In evaluating that relationship, the Planning Commission should look at consistency with land use, as well as the impact of the proposed improvement on other Plan recommendations.

In addition, unless exempted by Village Charter or resolution, the Planning Commission must also participate in the preparation of a Capital Improvements Program (CIP). This is an annual process conducted in many communities to prepare a continuing list of needed improvements, identify funding sources, and set priorities. The CIP can be an invaluable tool for implementing the direction set by the Master Plan.





# Public Involvement



## Appendix A: Public Involvement

Throughout development of this Master Plan, the Village made great efforts to ensure it represents the interests of the community. It is critical to gather public comments to identify issues that need to be addressed. It is also important to know their reaction to the recommendations presented to ensure they address the comments received earlier.

The Village began with a visioning session with the Planning Commission. Members present gave direction to the consultants regarding their desires for the Plan. Areas in need of more specific study were identified, along with the key themes of the Plan.

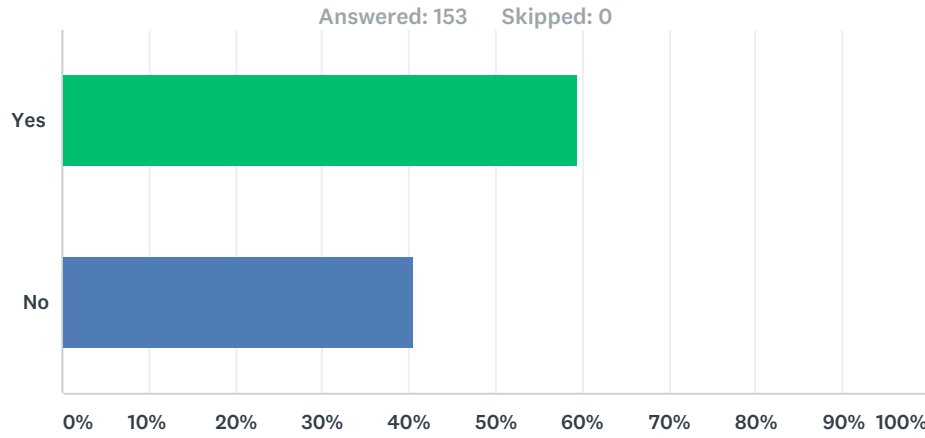


## Village of Fowlerville Master Plan

### Public Survey

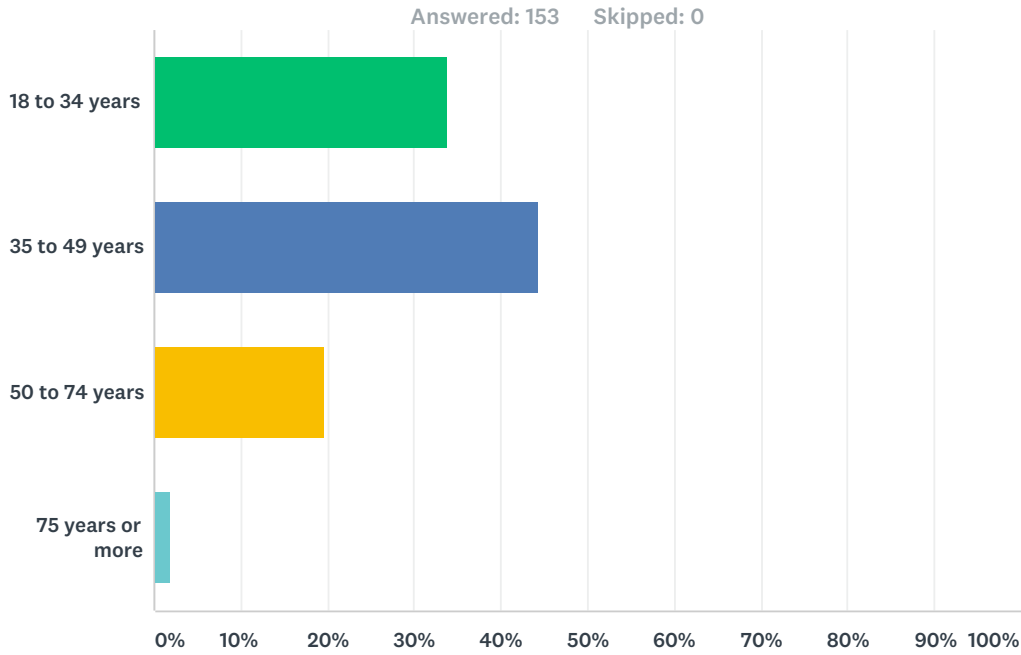
The following pages contain the results of the public survey. The Village received 153 total responses to the public survey.

# Q1 Are you a Village resident?



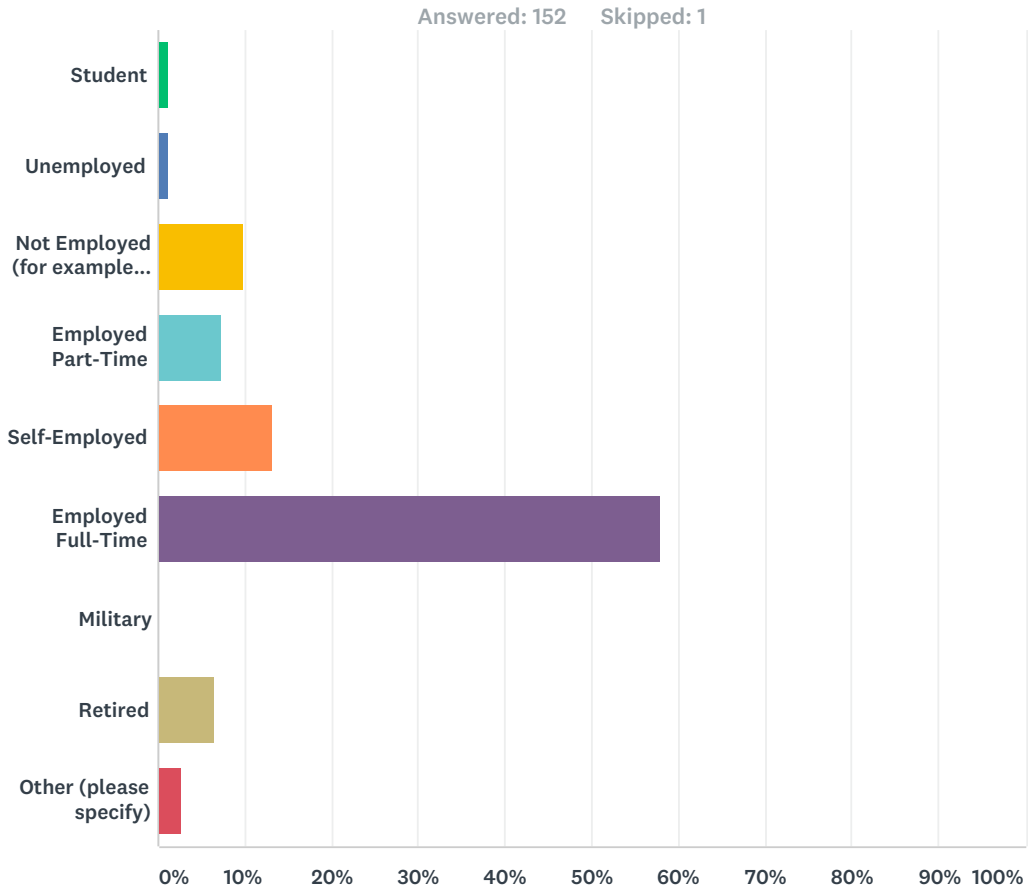
Answer Choices	Responses	
Yes	59.48%	91
No	40.52%	62
Total		153

## Q2 What is your age?



Answer Choices	Responses	
18 to 34 years	33.99%	52
35 to 49 years	44.44%	68
50 to 74 years	19.61%	30
75 years or more	1.96%	3
<b>Total</b>		<b>153</b>

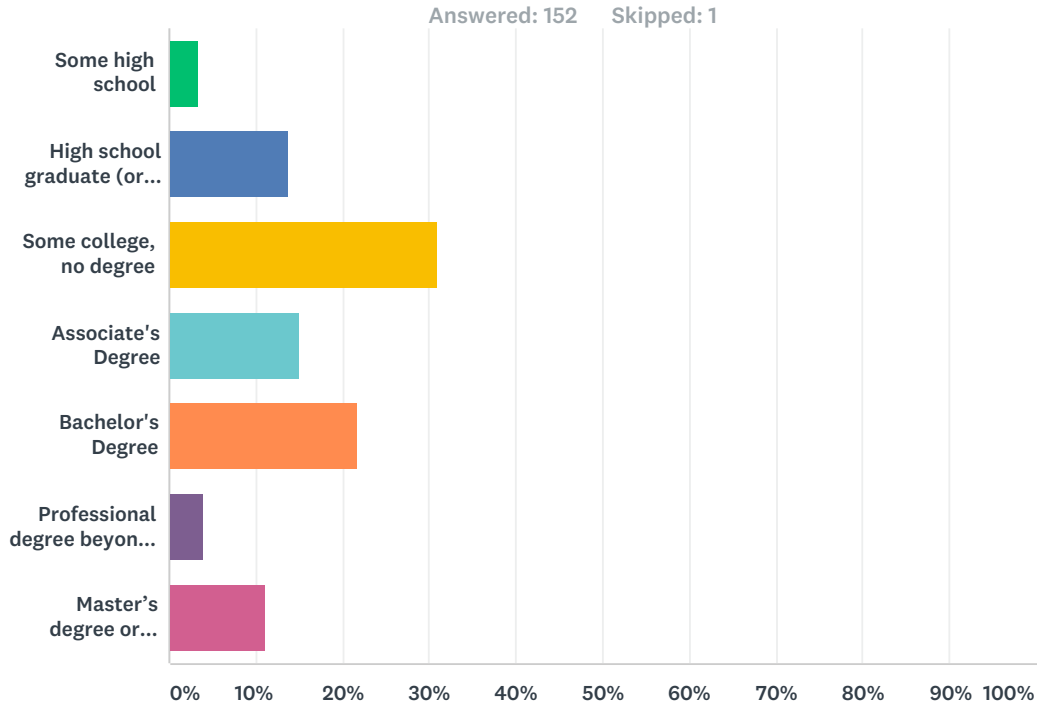
### Q3 What is your occupational status?



Answer Choices	Responses
Student	1.32% 2
Unemployed	1.32% 2
Not Employed (for example: stay-at-home parent, disabled, etc.)	9.87% 15
Employed Part-Time	7.24% 11
Self-Employed	13.16% 20
Employed Full-Time	57.89% 88
Military	0.00% 0
Retired	6.58% 10
Other (please specify)	2.63% 4
<b>Total</b>	<b>152</b>

#	Other (please specify)	Date
1	Work part-time from home/student	7/18/2017 7:45 AM
2	Homemaker	7/17/2017 11:26 PM
3	Full time Coldwell Banker Town & Country Realtor	7/17/2017 11:01 PM
4	Employed 3/4 time	7/17/2017 6:31 PM

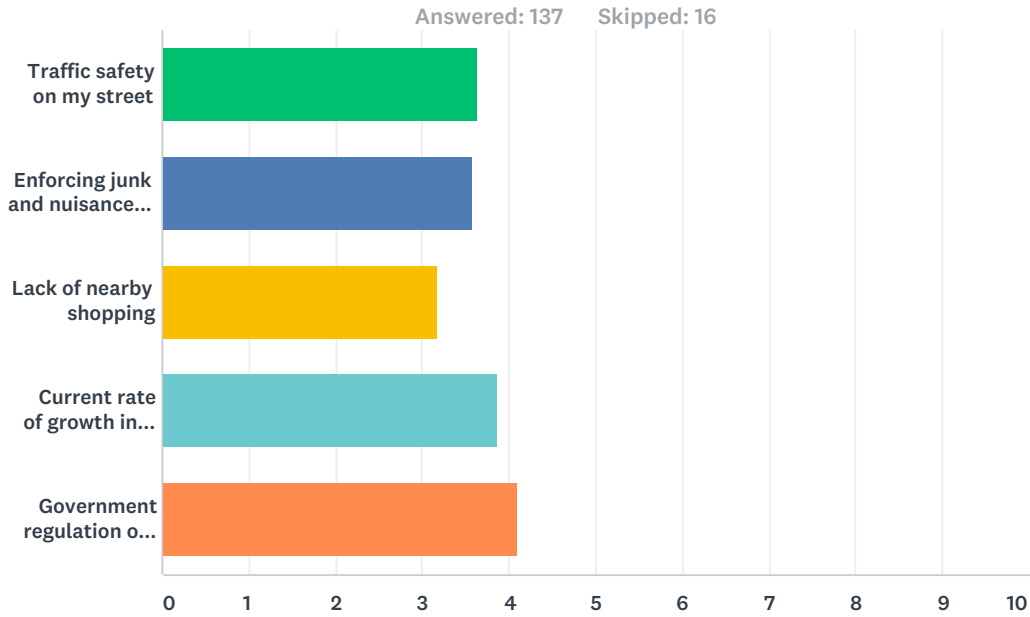
## Q4 What is the highest degree or level of education you have attained?



Answer Choices	Responses
Some high school	3.29% 5
High school graduate (or GED equivalent)	13.82% 21
Some college, no degree	30.92% 47
Associate's Degree	15.13% 23
Bachelor's Degree	21.71% 33
Professional degree beyond a bachelor's degree	3.95% 6
Master's degree or higher	11.18% 17
<b>Total</b>	<b>152</b>

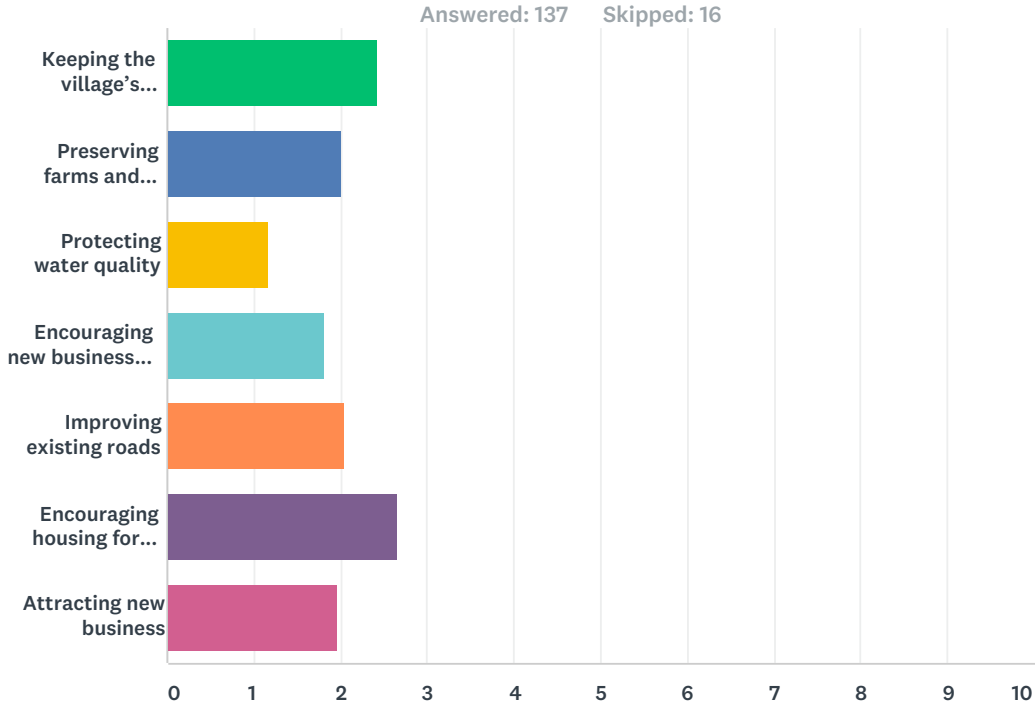


## Q5 How much of a problem TO YOU are the following conditions?



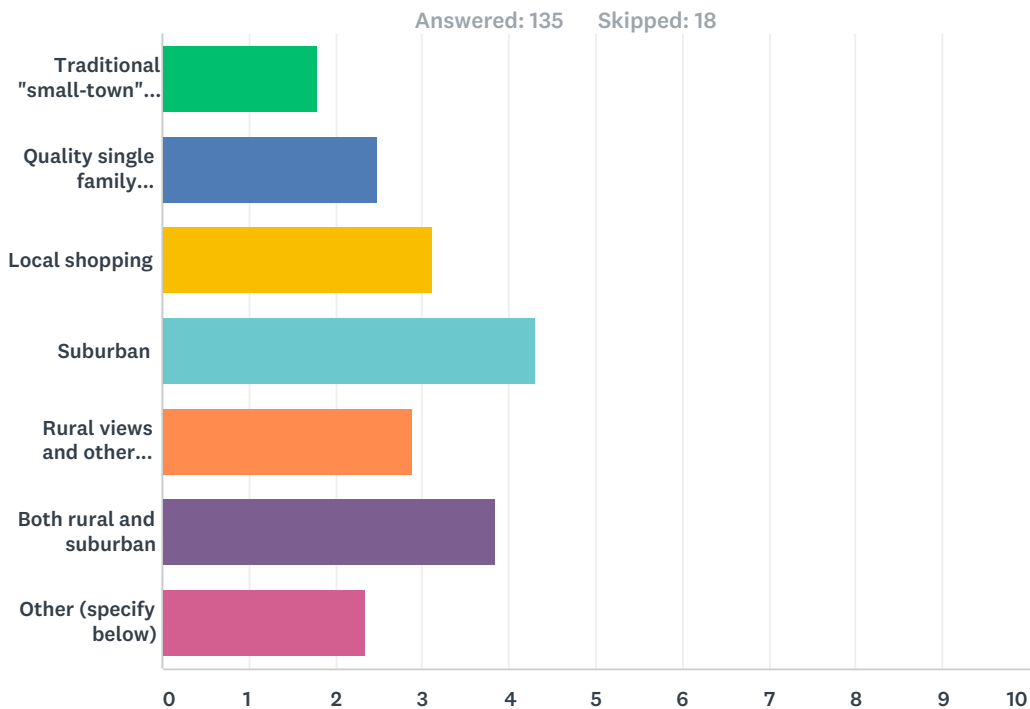
	A significant problem	A big problem	A problem	A very minor problem	Not a problem	Total	Weighted Average
Traffic safety on my street	13.33% 18	5.93% 8	11.11% 15	42.96% 58	26.67% 36	135	3.64
Enforcing junk and nuisance ordinances	14.71% 20	6.62% 9	16.18% 22	31.62% 43	30.88% 42	136	3.57
Lack of nearby shopping	15.56% 21	14.07% 19	25.93% 35	25.93% 35	18.52% 25	135	3.18
Current rate of growth in the community	5.97% 8	7.46% 10	17.16% 23	32.09% 43	37.31% 50	134	3.87
Government regulation on the use of my property	5.19% 7	7.41% 10	11.11% 15	24.44% 33	51.85% 70	135	4.10

# Q6 How important are these issues TO YOU for the next 10 years?



	Very important	Important	Somewhat important	Slightly important	Not important at all	Total	Weighted Average
Keeping the village's character the same	38.35% 51	18.05% 24	18.80% 25	12.03% 16	12.78% 17	133	2.43
Preserving farms and agriculture	49.26% 67	23.53% 32	12.50% 17	6.62% 9	8.09% 11	136	2.01
Protecting water quality	85.29% 116	13.24% 18	0.00% 0	0.74% 1	0.74% 1	136	1.18
Encouraging new businesses and services	57.35% 78	22.79% 31	8.09% 11	5.15% 7	6.62% 9	136	1.81
Improving existing roads	44.78% 60	28.36% 38	10.45% 14	10.45% 14	5.97% 8	134	2.04
Encouraging housing for seniors	22.06% 30	28.68% 39	21.32% 29	18.38% 25	9.56% 13	136	2.65
Attracting new business	52.59% 71	20.00% 27	11.11% 15	10.37% 14	5.93% 8	135	1.97

## Q7 What defines the CHARACTER of the Village of Fowlerville? Rank the following in order of importance by marking 1 for your first choice, 2 for your second, etc.



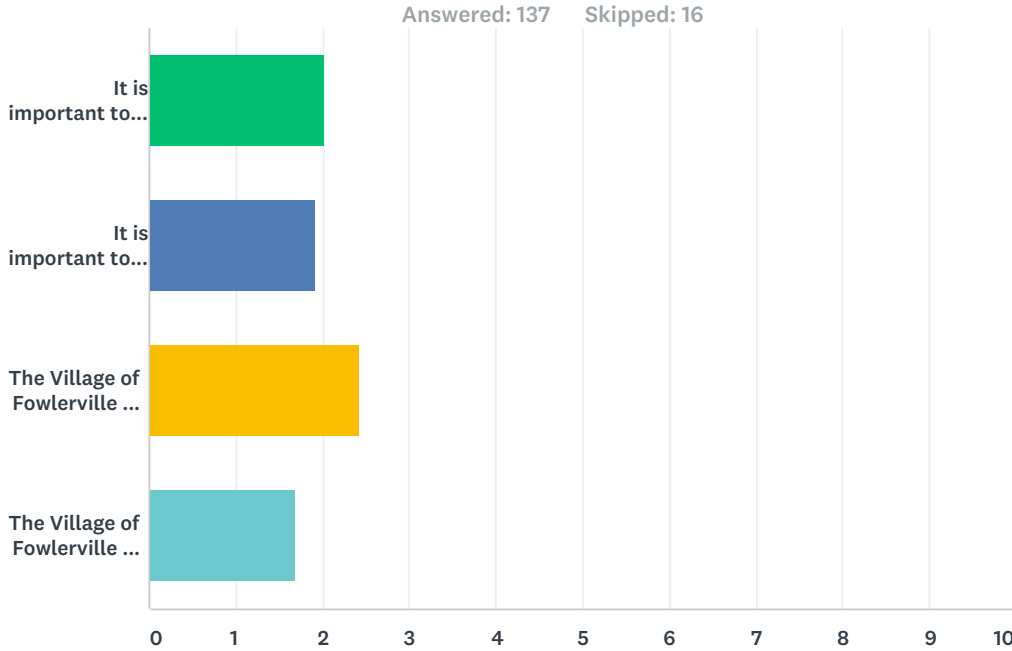
	1	2	3	4	5	6	Total	Weighted Average
Traditional "small-town" feel	59.84% 76	19.69% 25	11.02% 14	3.94% 5	2.36% 3	3.15% 4	127	1.79
Quality single family neighborhoods	29.55% 39	29.55% 39	18.18% 24	11.36% 15	7.58% 10	3.79% 5	132	2.49
Local shopping	22.40% 28	15.20% 19	24.80% 31	16.00% 20	9.60% 12	12.00% 15	125	3.11
Suburban	4.92% 6	9.02% 11	13.93% 17	18.85% 23	28.69% 35	24.59% 30	122	4.31
Rural views and other natural features	21.26% 27	22.83% 29	22.83% 29	16.54% 21	11.81% 15	4.72% 6	127	2.89
Both rural and suburban	10.66% 13	12.30% 15	17.21% 21	19.67% 24	21.31% 26	18.85% 23	122	3.85
Other (specify below)	64.71% 11	0.00% 0	11.76% 2	0.00% 0	5.88% 1	17.65% 3	17	2.35

#	Other (please specify)	Date
1	we thought of moving in the village, but too many house with JUNK in their yards! Too many run down places that look bad.	8/1/2017 6:42 AM
2	Declining	7/31/2017 8:59 AM
3	too many run down rentals in the village	7/24/2017 3:16 PM
4	Appearance of downtown businesses and the lighting.	7/19/2017 7:28 AM

Village of Fowlerville Master Plan / Parks and Rec Survey

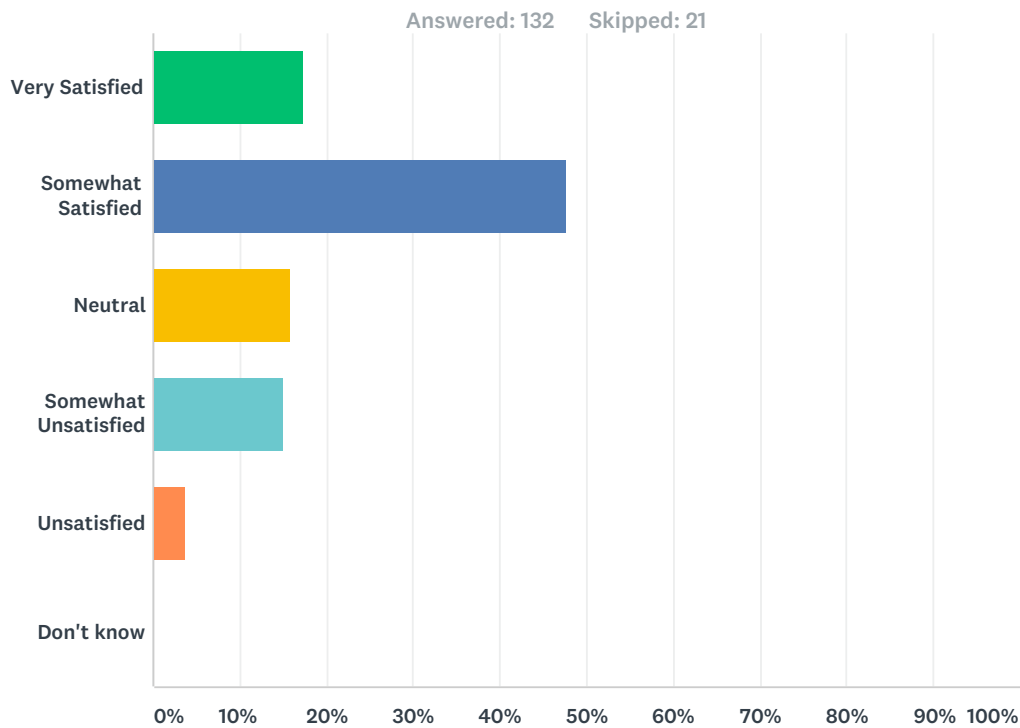
5	SLOW DOWN traffic- too much speeding!	7/18/2017 10:11 AM
6	recreation, nature trails,bathrooms in the community park.	7/18/2017 10:03 AM
7	High speed internet	7/17/2017 11:57 PM
8	Not becoming Novi or Brighton. Not sure where this survey is goibg, but pretty sure thats not a good idea. People come to this town for what it is.	7/17/2017 10:57 PM
9	Better schools	7/17/2017 10:51 PM
10	Quality dining (not fast food)	7/17/2017 8:22 PM
11	Town needs more things for kids...summer day camps through a community ed program. The library needs updated summer read programs. Our old library had an open invite policy to its kids program no pre-registration needed...I find it very odd that they only allow so many people per class...hopefully this will change with the new library. Fundraising throughout the community for a splash pad or updated park structures would be amazing	7/17/2017 5:38 PM
12	businesses other than party stores, bars, walmart and fast food chains. Locally owned specialty retail, rural services such as a farm coop, producers venue, farm & fleet store, etc. preferred to maintain support for rural endeavors	7/17/2017 5:07 PM
13	Allowing chickens on residential property inside village limit	7/17/2017 5:04 PM
14	Strong police presence	7/17/2017 2:40 PM

### Q8 Indicate your agreement or disagreement with the following:



	Strongly agree	Agree	Neutral / No preference	Disagree	Strongly disagree	Total	Weighted Average
It is important to preserve the Village of Fowlerville's rural heritage	38.97% 53	33.09% 45	16.18% 22	10.29% 14	1.47% 2	136	2.02
It is important to preserve the Village of Fowlerville's natural features	37.78% 51	42.22% 57	11.11% 15	7.41% 10	1.48% 2	135	1.93
The Village of Fowlerville is a bedroom community for larger communities along the I-96 corridor.	18.05% 24	32.33% 43	39.85% 53	8.27% 11	1.50% 2	133	2.43
The Village of Fowlerville is a good place to raise a family	47.45% 65	40.15% 55	8.76% 12	2.92% 4	0.73% 1	137	1.69

## Q9 How satisfied are you with the existing parks and recreation facilities in the Village of Fowlerville?



Answer Choices	Responses	
Very Satisfied	17.42%	23
Somewhat Satisfied	47.73%	63
Neutral	15.91%	21
Somewhat Unsatisfied	15.15%	20
Unsatisfied	3.79%	5
Don't know	0.00%	0
<b>Total</b>		<b>132</b>

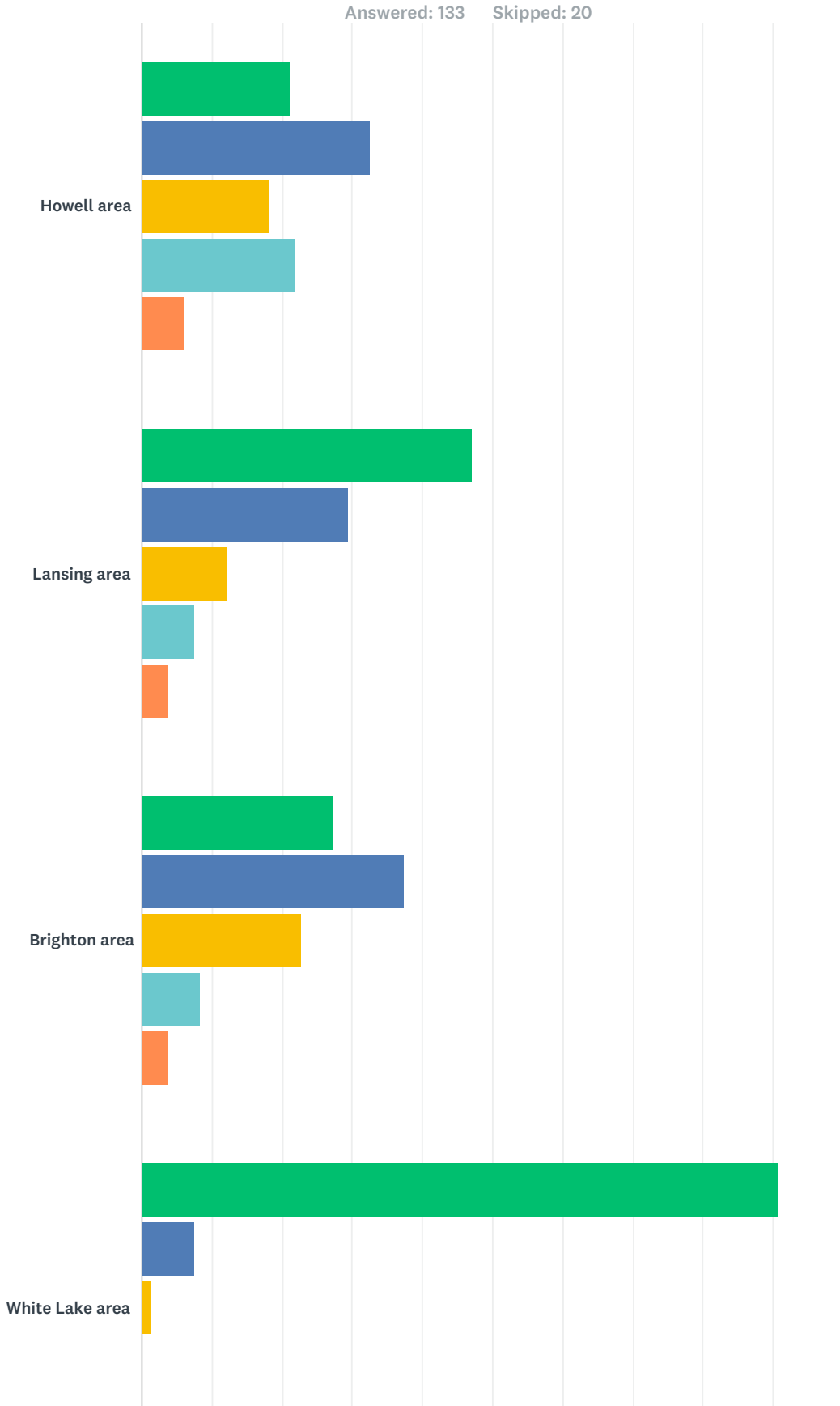
#	Comments	Date
1	Parks is NOT the villages problem- it's yards filled with boats, cars, and plain old JUNK.	8/1/2017 6:45 AM
2	We have a large are of unused land wating for a river walk to restore some semblance of nature back to GArdne Lane but nothing ever happens.	7/31/2017 9:01 AM
3	We don't need more parks- use your yard folks	7/31/2017 5:38 AM
4	There is a swing at the original park that has been broken for awhile. There should be new stuff added to the original park. We need a skate park too.	7/18/2017 9:47 PM
5	no bathrooms in the park, no place for youth to gather, i.e skate park, no swimming facility, or splash park, no water feature, need to clean up the retention ponds and allow public access to the riverfront.	7/18/2017 10:10 AM
6	We need more long trails through forests to hike/ ride bikes on.	7/18/2017 8:59 AM
7	The Fowlerville Community Park needs some work. No mulch, equipment is broken	7/18/2017 8:14 AM



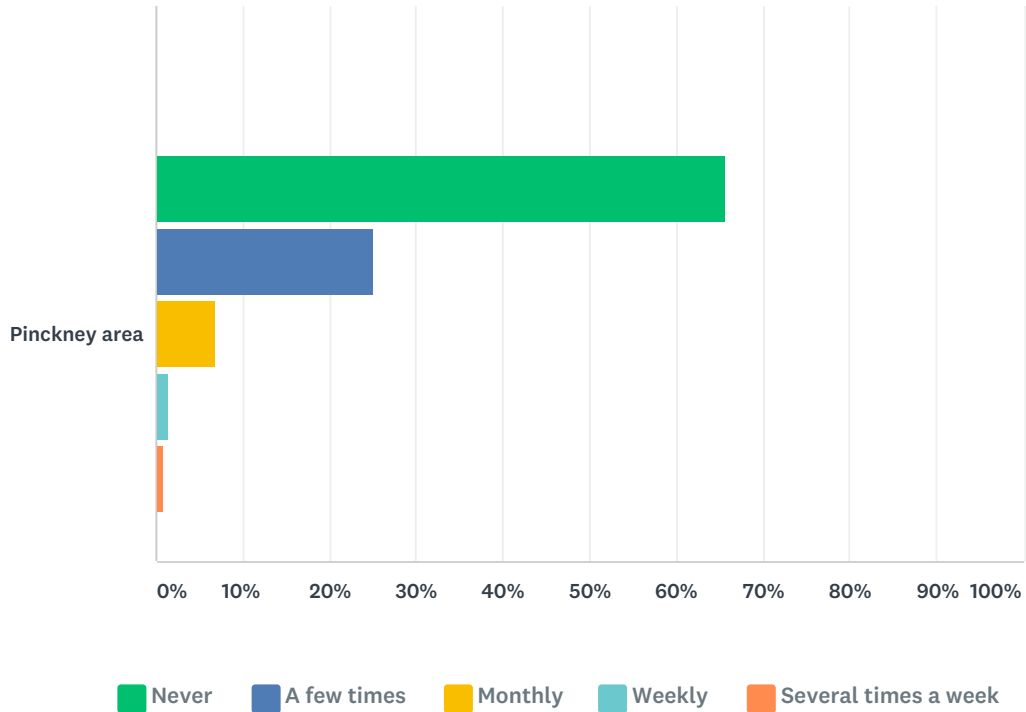
Village of Fowlerville Master Plan / Parks and Rec Survey

8	The parks are nice and not used allot so access is easy.	7/18/2017 5:57 AM
9	Love centennial park	7/18/2017 12:37 AM
10	We need better restrooms	7/17/2017 11:26 PM
11	I wish we had a dog park like the one in Howell.	7/17/2017 11:14 PM
12	Would be nice to see a skateboard parj, ice skating rink by sledding g hill with warming shelter!	7/17/2017 11:08 PM
13	Would really appreciate a dog park	7/17/2017 11:06 PM
14	My kids live our parks.	7/17/2017 10:59 PM
15	Need more stuff for older kids	7/17/2017 10:56 PM
16	Bathroom would be good and more equipment for kids to play on. I also really like parks that have one entrance in and one exit out (the same place) there's one in downtown Williamston that is very nice and the Brighton Mill Pond (to give some examples)	7/17/2017 10:49 PM
17	We need something for the teens to do.	7/17/2017 9:38 PM
18	U have to get more for kids to do	7/17/2017 7:28 PM
19	Need paths for walking and biking	7/17/2017 7:01 PM
20	We have a beautiful, large park that is under utilized, we easily could add volleyball courts, maybe a skate park, or a pool so we don't have to drive far to find a beach.	7/17/2017 6:59 PM
21	As a frequent user of parks in the village, broken equipment doesn't get fixed fast. We do love the community park though!	7/17/2017 6:46 PM
22	Need updating and a splash pad!!	7/17/2017 5:42 PM
23	Would like nice wooded hiking trails and places to take our dogs for a walk or swim in a clean lake/river/stream	7/17/2017 5:07 PM
24	Not enough to do for teens	7/17/2017 5:01 PM
25	We need more places for the older teenagers to hang out	7/17/2017 4:45 PM
26	I like in town with a very small lot so I rely on the parks to let my kids run and play. The Rotarty park has a broken swing and really needs mulch. Consider rubber mats under the swings so they don't end up giant mud puddles.	7/17/2017 4:10 PM
27	Wish more activities for smaller children under 5 at the parks	7/17/2017 2:43 PM
28	The walking trail in North Park, not enough trees. Too hot to walk during day	7/17/2017 2:43 PM
29	Bathrooms at the park by fire dept need to be open more and longer. Especially when the elementary kids do their halloween parade. Parnets and supporters stand waiting for and 1-2 hrs and they aren't open.	7/17/2017 12:49 PM
30	I do not know what more could be done as our two parks are nice but it would also be nice to see some kind of addition.	7/17/2017 12:25 PM
31	Need more shade areas	7/17/2017 11:28 AM

# Q10 In the past year, how often have you visited the following areas for recreational purposes?



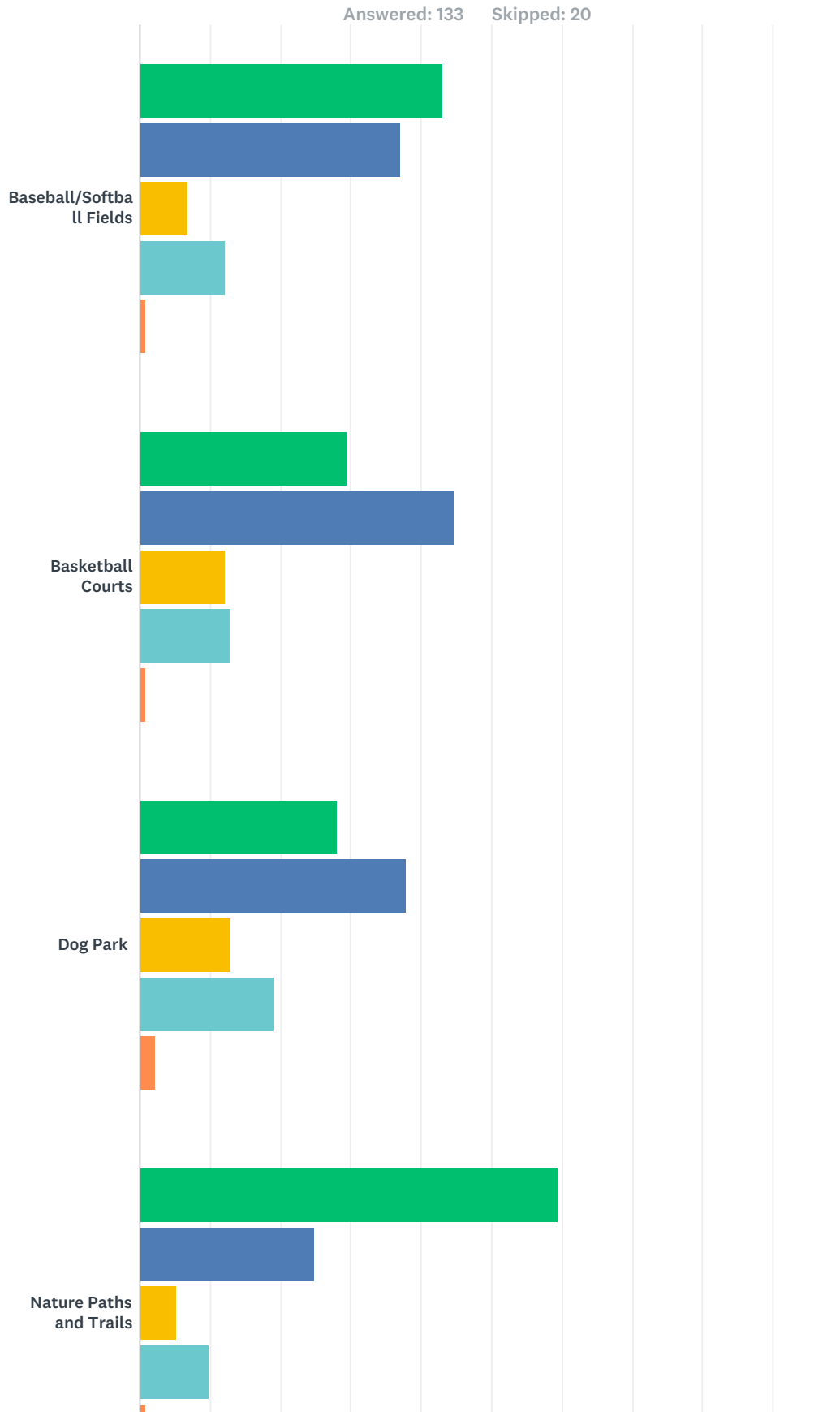
Village of Fowlerville Master Plan / Parks and Rec Survey



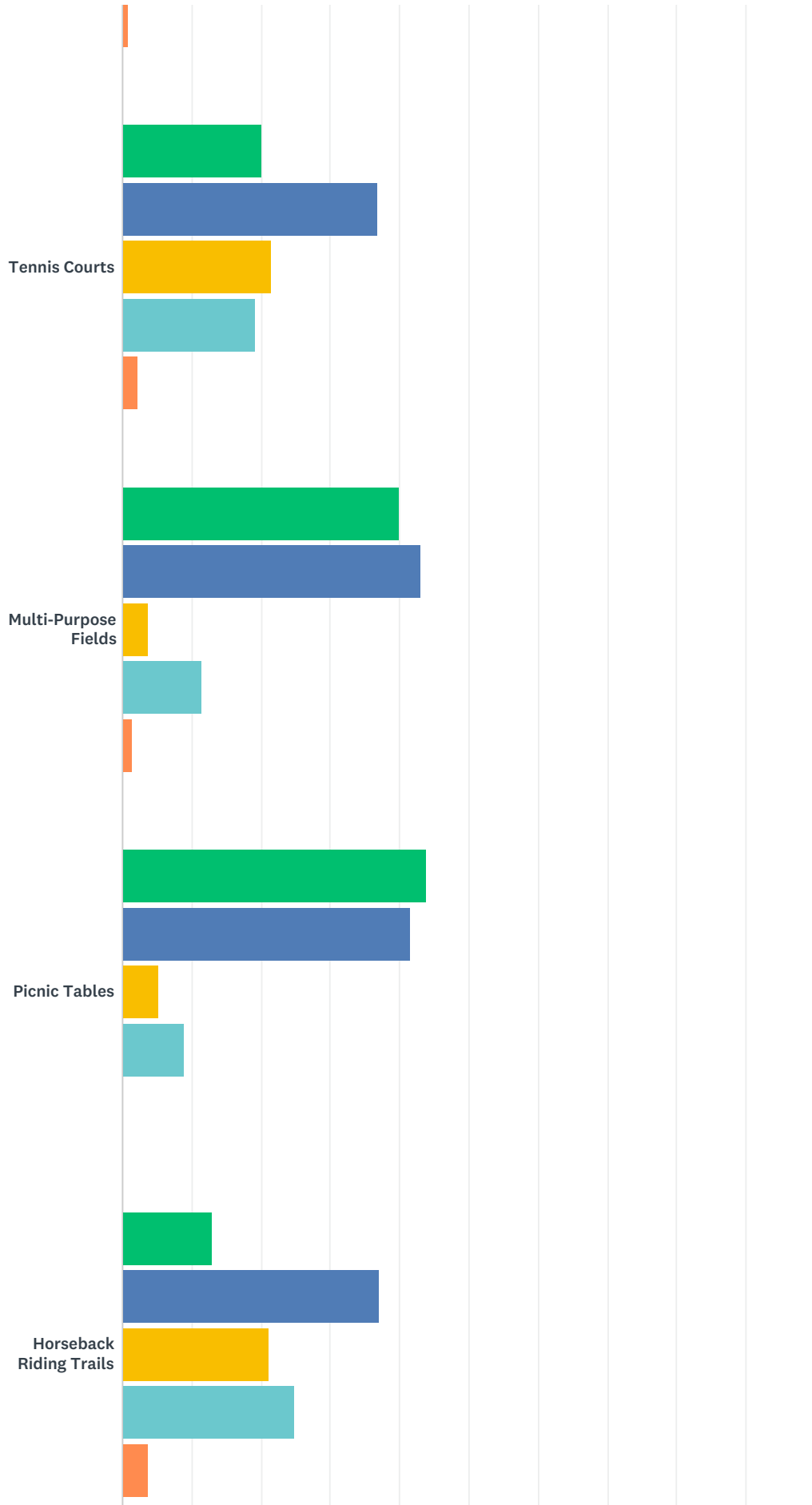
	Never	A few times	Monthly	Weekly	Several times a week	Total
Howell area	21.21% 28	32.58% 43	18.18% 24	21.97% 29	6.06% 8	132
Lansing area	46.97% 62	29.55% 39	12.12% 16	7.58% 10	3.79% 5	132
Brighton area	27.48% 36	37.40% 49	22.90% 30	8.40% 11	3.82% 5	131
White Lake area	90.84% 119	7.63% 10	1.53% 2	0.00% 0	0.00% 0	131
Pinckney area	65.65% 86	25.19% 33	6.87% 9	1.53% 2	0.76% 1	131

#	Other (please specify)	Date
1	prefer beaches near PALM trees! :) (They're outside Michigan)	7/18/2017 10:12 AM
2	Gregory area	7/18/2017 9:08 AM
3	Williamston- weekly	7/17/2017 10:49 PM
4	Kensington Metro Park	7/17/2017 8:00 PM
5	need paths for walking and biking	7/17/2017 7:01 PM
6	Howell weekly	7/17/2017 6:26 PM

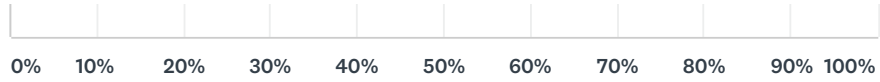
# Q11 How important are the following outdoor recreation facilities in Fowlerville?



Village of Fowlerville Master Plan / Parks and Rec Survey



## Village of Fowlerville Master Plan / Parks and Rec Survey



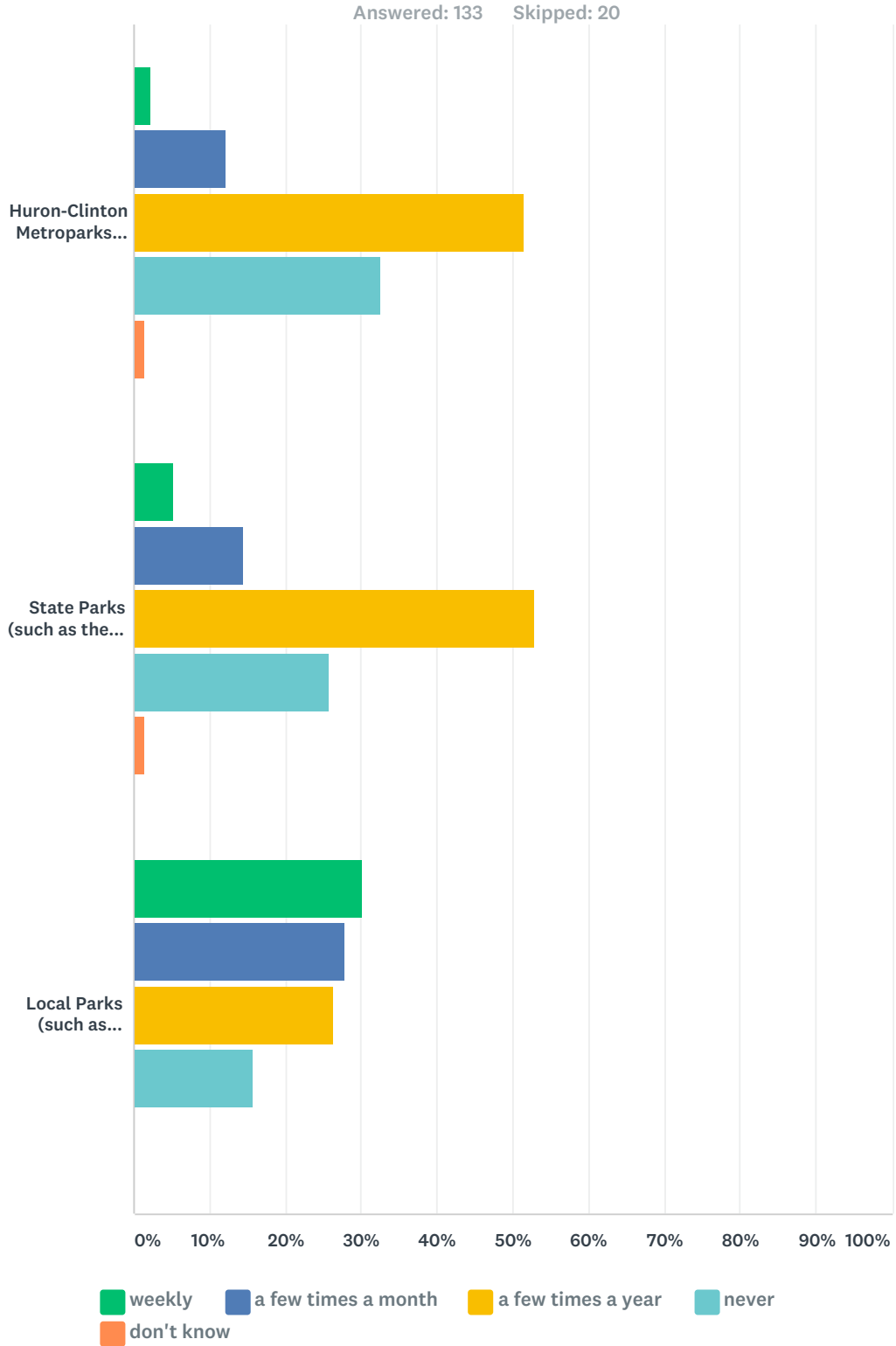
■ very important   
 ■ somewhat important   
 ■ not that important  
■ not important at all   
 ■ don't know

	very important	somewhat important	not that important	not important at all	don't know	Total
Baseball/Softball Fields	43.18% 57	37.12% 49	6.82% 9	12.12% 16	0.76% 1	132
Basketball Courts	29.55% 39	44.70% 59	12.12% 16	12.88% 17	0.76% 1	132
Dog Park	28.03% 37	37.88% 50	12.88% 17	18.94% 25	2.27% 3	132
Nature Paths and Trails	59.40% 79	24.81% 33	5.26% 7	9.77% 13	0.75% 1	133
Tennis Courts	20.00% 26	36.92% 48	21.54% 28	19.23% 25	2.31% 3	130
Multi-Purpose Fields	40.00% 52	43.08% 56	3.85% 5	11.54% 15	1.54% 2	130
Picnic Tables	43.94% 58	41.67% 55	5.30% 7	9.09% 12	0.00% 0	132
Horseback Riding Trails	12.88% 17	37.12% 49	21.21% 28	25.00% 33	3.79% 5	132

#	Other (please specify)	Date
1	Skate park	7/18/2017 9:47 PM
2	skate park, and natural trails along the river.	7/18/2017 10:10 AM
3	Walking trails	7/18/2017 9:08 AM
4	Golf course maybe?	7/17/2017 10:56 PM
5	Children's play structures	7/17/2017 12:25 PM
6	More shaded areas in parks	7/17/2017 11:28 AM



# Q12 How often do you use the following types of facilities?



	weekly	a few times a month	a few times a year	never	don't know	Total
Huron-Clinton Metroparks (such as Huron Meadows or Kensington, etc.)?	2.27% 3	12.12% 16	51.52% 68	32.58% 43	1.52% 2	132

Village of Fowlerville Master Plan / Parks and Rec Survey

<b>State Parks (such as the Seven Lakes State Park, Brighton Recreation Area, etc.)?</b>	<b>5.30%</b> <b>7</b>	<b>14.39%</b> <b>19</b>	<b>53.03%</b> <b>70</b>	<b>25.76%</b> <b>34</b>	<b>1.52%</b> <b>2</b>	<b>132</b>
<b>Local Parks (such as Centennial or Fowlerville Community Park)?</b>	<b>30.08%</b> <b>40</b>	<b>27.82%</b> <b>37</b>	<b>26.32%</b> <b>35</b>	<b>15.79%</b> <b>21</b>	<b>0.00%</b> <b>0</b>	<b>133</b>

**Q13 Please list any other park facilities you use not listed above including school facilities, county facilities, other communities' facilities, or privately owned facilities such as golf courses and bowling alleys.**

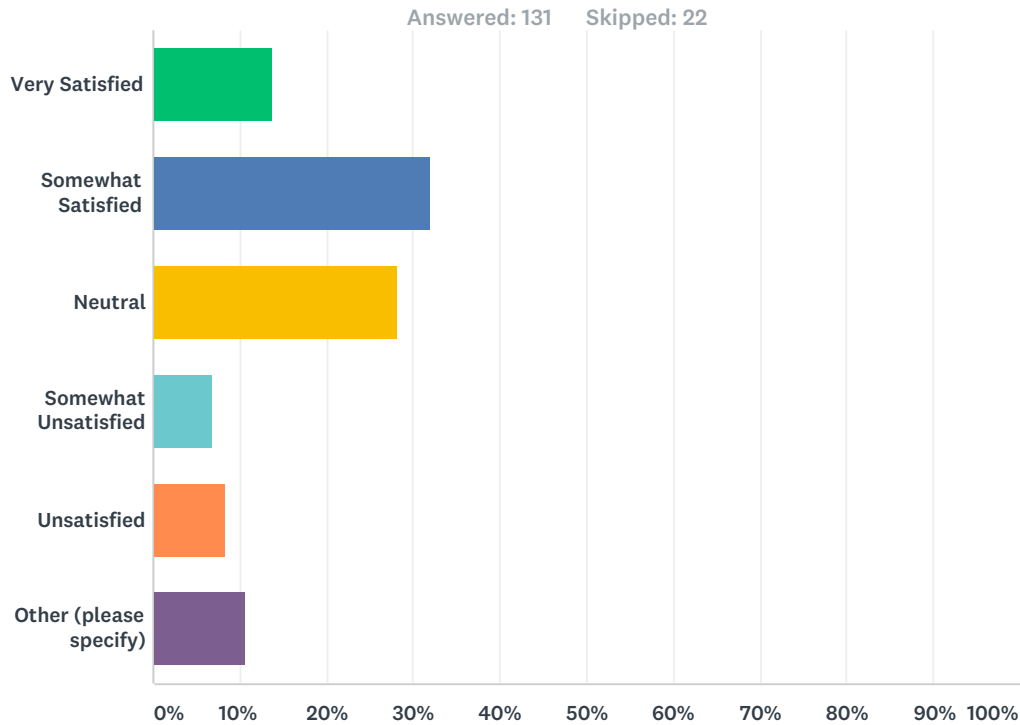
Answered: 38 Skipped: 115

#	Responses	Date
1	We use our own property for fun and get togethers.	8/1/2017 6:45 AM
2	Howel bowe e drome, Demmer center for archery, MAC at MSU, lake Lansing, east Lansing aquatic center, heartland indoor pool	7/19/2017 1:27 PM
3	I golf a couple times a summer, we go swimming at an indoor pool a few times a year and we let the kids play at the school playgrounds many times throughout the summer.	7/18/2017 10:35 PM
4	We use the school playgrounds a lot. They are very nice.	7/18/2017 9:47 PM
5	Lakelands Trail in Gregory.	7/18/2017 12:25 PM
6	Howell Pool, Grandchildren have to go to other communities for skateboarding.	7/18/2017 10:10 AM
7	School track and parking lot for parking.	7/18/2017 8:59 AM
8	Mjr movie theatre, crooked lake, howell bowling alley, school parks, tanger outlet mall	7/18/2017 8:53 AM
9	Howell bowl e drone Miniature golf courses Genoa park	7/18/2017 8:34 AM
10	Howell High School Pool Howell Library (more activities for kids)	7/18/2017 8:14 AM
11	School play grounds	7/18/2017 12:37 AM
12	Howell dog park	7/17/2017 11:14 PM
13	Bowling alleys and rec center for teens	7/17/2017 11:07 PM
14	Dog Park in Howell	7/17/2017 11:06 PM
15	Howell lake area Faulkwood Brookshire Brighton bowl Brighton movies Castaway	7/17/2017 10:56 PM
16	McCormick Park-Williamston Michigan- weekly	7/17/2017 10:49 PM
17	Fowlerville community park, munn softball field,	7/17/2017 9:48 PM
18	Soccer fields	7/17/2017 9:38 PM
19	Williamston park (includes wooden kids play structure) Hunters Ridge Golf Course	7/17/2017 9:36 PM
20	Howell City parks, Genoa township park	7/17/2017 8:31 PM
21	Thompson Lake Beach	7/17/2017 8:24 PM
22	bowling alley	7/17/2017 7:04 PM
23	Lansing River Trail	7/17/2017 7:01 PM
24	Smith Elementary playground	7/17/2017 6:59 PM
25	Bowling alley, putt putt	7/17/2017 6:32 PM
26	Taylor's beach - during summer - weekly	7/17/2017 6:26 PM
27	We choose to go to the school parks over the city parks	7/17/2017 5:42 PM
28	Splash pad in Owosso, and the imagination station in Brighton	7/17/2017 5:31 PM
29	Swimming Pools in Howell, Williamston, Hartland, and East Lansing. I think it would be amazing if we had those services available here.	7/17/2017 5:20 PM
30	dog training venues for AKC performance events such as sheep herding, agility, obedience and dock diving; Williamston park for hiking, state parks and forest service campgrounds	7/17/2017 5:07 PM

Village of Fowlerville Master Plan / Parks and Rec Survey

31	The schools and their play grounds	7/17/2017 5:01 PM
32	Lansing aquatic	7/17/2017 4:50 PM
33	We go to the Mill Pond in Brighton and Bishop Lake (which may be part of Brighton Rec) regularly	7/17/2017 4:10 PM
34	Playgrounds at Smith and Kreeger	7/17/2017 3:12 PM
35	Williamston community park has a great area for smaller childre	7/17/2017 2:43 PM
36	Would love to see a bowling alley in Fowlerville	7/17/2017 2:43 PM
37	Any place for water in the summer time. Lake, pool, splash pad etc.	7/17/2017 12:49 PM
38	Howell nature center.	7/17/2017 12:25 PM

## Q14 How satisfied are you with the existing recreation programs in Fowlerville?



Answer Choices	Responses	
Very Satisfied	13.74%	18
Somewhat Satisfied	32.06%	42
Neutral	28.24%	37
Somewhat Unsatisfied	6.87%	9
Unsatisfied	8.40%	11
Other (please specify)	10.69%	14
<b>Total</b>		<b>131</b>

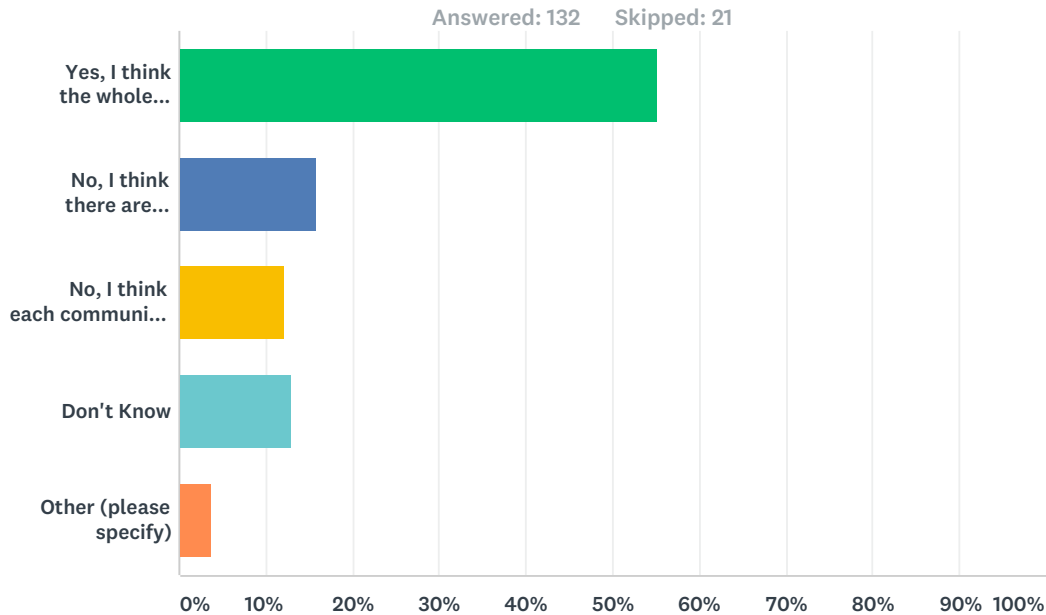
#	Other (please specify)	Date
1	Your focus is way off for what the village really needs.	8/1/2017 6:45 AM
2	whatever happened to neighbors having neighbors over	7/31/2017 5:38 AM
3	Unknown	7/19/2017 11:29 PM
4	There needs to be a community recreation program geared more toward seniors.	7/19/2017 7:32 AM
5	there a no programs for people who don't participate in sports. Such as youth creative programs like art in the park or other plans not affiliated with sports. , or adult recreation programs	7/18/2017 10:10 AM
6	The ppl running the Fowlerville Rec program are "Rude" and unorkids weren't so into sports I wouldn't sign them up here. And we do take advantage a lot of the Howell Rec programs. Just sad when my kids can't play with kids from their own town.	7/18/2017 8:34 AM
7	Not aware of program	7/18/2017 5:57 AM

Village of Fowlerville Master Plan / Parks and Rec Survey

8	Again, a dog park would be amazing.	7/17/2017 11:14 PM
9	I	7/17/2017 9:23 PM
10	Not aware of any	7/17/2017 7:41 PM
11	Not enough for kids to do	7/17/2017 7:28 PM
12	Moved to the area in November and have never received any information regarding any recreation activities for kids/adults	7/17/2017 5:42 PM
13	I	7/17/2017 12:26 PM
14	Very unorganized program. Needs major direction to help it become more successful	7/17/2017 12:09 PM



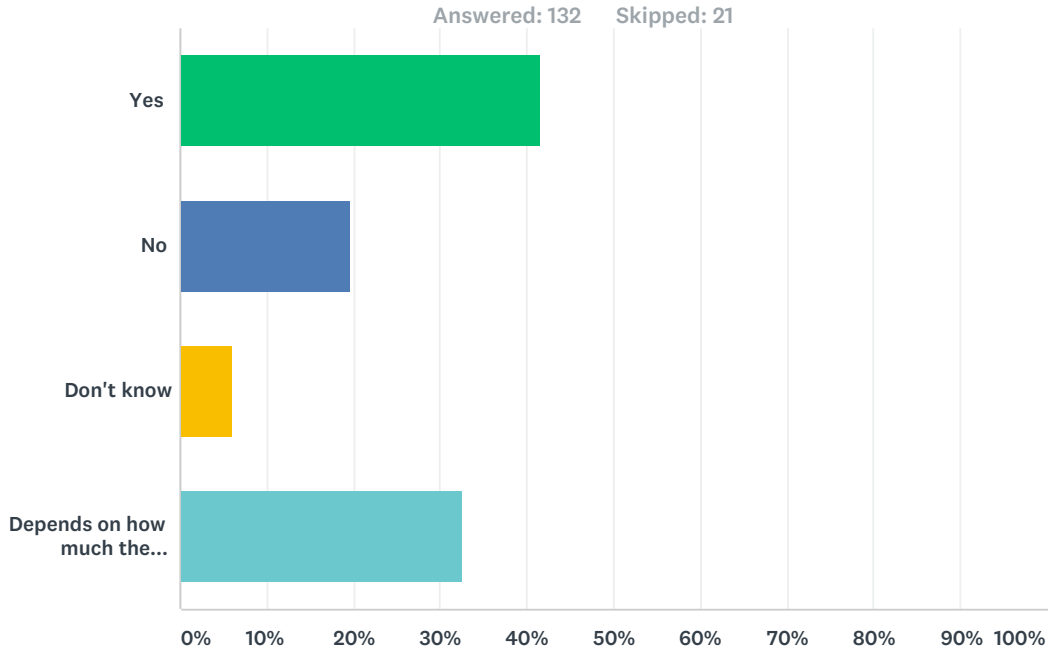
## Q15 Would you support the creation of a Regional Authority, comprised of residents from the Village of Fowlerville and surrounding communities, that would collectively maintain the parks and organize recreation programs?



Answer Choices	Responses	
Yes, I think the whole region should cooperate to provide parks and recreation	55.30%	73
No, I think there are enough parks and recreation programs now	15.91%	21
No, I think each community should provide for their own parks and recreation	12.12%	16
Don't Know	12.88%	17
Other (please specify)	3.79%	5
<b>Total</b>		<b>132</b>

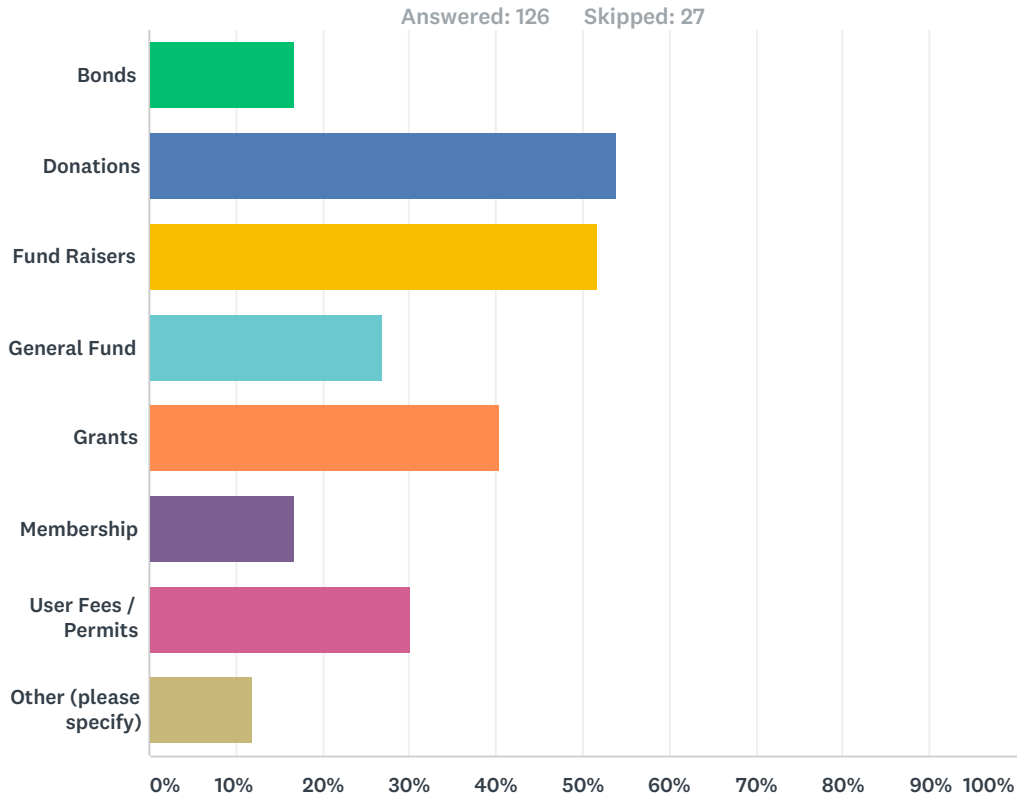
#	Other (please specify)	Date
1	I'm not sure. If it was not affiliated with the school it might be appropriate. A recreation authority with a millage and a budget might get some thing done in our area that would improve the overall appeal to the area. People want to live in an area where they can enjoy recreation close to home.	7/18/2017 10:19 AM
2	C	7/17/2017 6:01 PM
3	I think you lose small town feel when you "out-source" recreational activities	7/17/2017 5:43 PM
4	Regional cooperation via a new RA is fine, so long as the facilities are located throughout the Region, and not centralized into a very few locations. Diversity in offerings and locations is important for accessibility to all	7/17/2017 5:10 PM
5	No, I think the ideals of Fowlerville residents should be at the core of our small town parks and recreation programs.	7/17/2017 12:28 PM

## Q16 Would you support a small millage to help pay for parks and recreation facilities or improvements in the area?



Answer Choices	Responses	
Yes	41.67%	55
No	19.70%	26
Don't know	6.06%	8
Depends on how much the millage is	32.58%	43
<b>Total</b>		<b>132</b>

# Q17 How should Fowlerville fund parks without a tax assessment?



Answer Choices	Responses	Count
Bonds	16.67%	21
Donations	53.97%	68
Fund Raisers	51.59%	65
General Fund	26.98%	34
Grants	40.48%	51
Membership	16.67%	21
User Fees / Permits	30.16%	38
Other (please specify)	11.90%	15
<b>Total Respondents: 126</b>		

#	Other (please specify)	Date
1	I guess this is the only place I can voice this- the village would be convenient for living, but clean it up. Flowers on the poles downtown is not enough to compensate for all the junk in yards- extra cars, trailers in yards, parking all over the lawns, and tons of junk surrounding houses. That's why we remain outside the village.	8/1/2017 6:47 AM
2	With a strong recycling program.	7/31/2017 9:02 AM
3	forget the whole thing- fix up dumpy houses if you have extra money- downtown looks like the pits!	7/31/2017 5:39 AM
4	forget it- we don't need more parks	7/29/2017 6:57 PM
5	Forget it, spend money on enforcing clean up of dumpy houses	7/24/2017 8:03 PM

Village of Fowlerville Master Plan / Parks and Rec Survey

6	I don't know as funding is not my expertise. However, the current rec dept. supervisor, Wendy, Should NOT be the one in charge of it. She needs to be watched over and questioned more often to improve what we already have in place for kids.	7/19/2017 1:29 PM
7	How it is done now.	7/18/2017 10:36 PM
8	if we had the money that the LDFA & DDA have in the Village budget we could do a lot more for the residents of the village instead of a select few. Perhaps it is time to revisit our priorities.	7/18/2017 10:19 AM
9	forget it! we do not need more "parks"	7/18/2017 10:13 AM
10	don't need	7/18/2017 10:04 AM
11	Dog park yearly memberships	7/17/2017 11:07 PM
12	Figure out a way to make the Easytmsridera rodeo fund it... They pay, we play.	7/17/2017 11:00 PM
13	we already pay TOO MUCH in taxes for a small village and almost NO services services	7/17/2017 7:04 PM
14	Splash pad charge everyone a fee half day fee full day fee	7/17/2017 5:43 PM
15	State parks passes	7/17/2017 12:29 PM