

STERLING HEIGHTS MASTER LAND USE PLAN 2017-2040

EXECUTIVE SUMMARY REPORT



CITY OF
Sterling Heights

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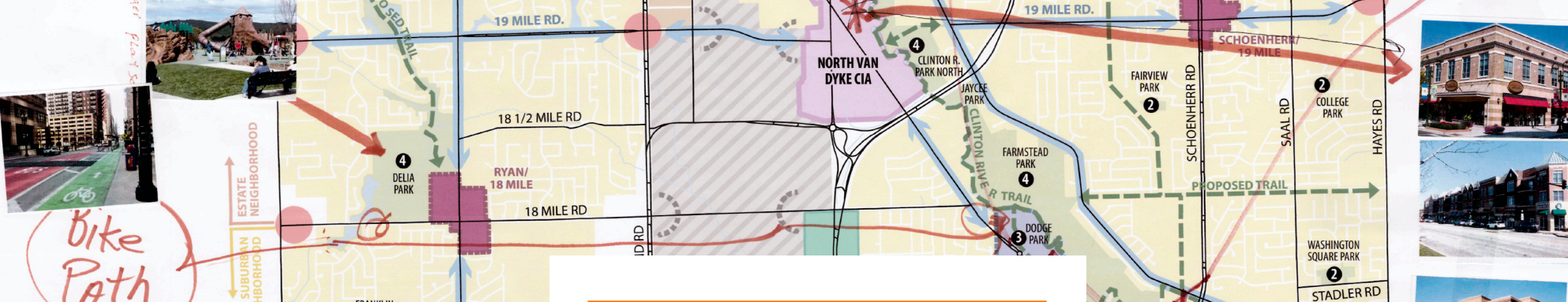
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1. VISION AND GUIDING PRINCIPLES

This report is an Executive Summary of the City of Sterling Heights Master Land Use Plan, which was adopted by the City Planning Commission on February 9, 2017. The Master Land Use Plan serves as a guide for land use and development within the City over the next two decades. This Executive Summary Report provides a broad overview of the Plan, including its guiding principles and recommendations. To review the complete Plan, including methodology descriptions and data sources for the information found in this executive summary, please refer to the Master Land Use Plan Technical Report, which is available on the City website.

INTENT OF THE MASTER LAND USE PLAN

1. The Plan provides a general statement of the City's goals and a comprehensive view of the community's preferred future.
2. The Plan serves as the primary policy guide for local officials when considering zoning, land division, capital improvement projects, and any other matters related to land development. Thus, the Master Plan provides a stable and consistent basis for decision making.
3. The Plan provides the statutory basis for the City's Zoning Ordinance, as required by the Michigan Zoning Enabling Act, Public Act 110 of 2006, as amended.
4. The Plan helps to coordinate public improvements and private development activities to assure the judicious and efficient expenditure of public funds.
5. The Plan establishes a common, united set of adopted planning policies, goals, objectives, and strategies to be utilized by City leadership.



VISION 2030 AS PLAN FOUNDATION

In 2014, through engagement of community members, business leaders, City officials and City employees, the City of Sterling Heights adopted a Visioning 2030 Plan. This strategic planning effort sought to ensure numerous outcomes for the future of the City, including stability, community growth, best practices, service excellence, and a stronger sense of community. The Visioning 2030 Plan established a vision statement and guiding principles for the City. The vision statement and guiding principles from the Visioning 2030 Plan serve as the foundation for this Master Land Use Plan.

City of Sterling Heights

Vision Statement

A vibrant, inclusive community for residents and businesses that is safe, active, progressive and distinctive. Sterling Heights – a bold vision for an exceptional quality of life.

- Vision 2030 Plan

KEY THEMES

The policies and recommendations outlined in the Master Land Use Plan are based on several key themes related to land planning and development. Developed by the community through the public input process, Planning Commission, City Council and the City administration, these key themes are as follows:

Sustainability

The City of Sterling Heights strives to become a sustainable place, meaning that it is economically, environmentally and culturally sustainable. Land use and policy decisions should reflect careful consideration of all three factors. Decisions made today should benefit – not burden – future generations.

Smart Growth

Smart growth is an overriding theme for the Sterling Heights Master Land Use Plan. As government finances become more strained, it will become ever more important to make better decisions about how and where Sterling Heights grows.

Guiding Principles

1. **Safe, well maintained and desirable neighborhoods enhanced by great schools**
2. **Plentiful leisure and recreation opportunities featuring fully utilized parks**
3. **Abundant pathways for biking and walking**
4. **Focal points that are both public and private to serve as destinations for residents and visitors**
5. **Well maintained and aesthetically pleasing roads and green spaces**
6. **Successful, vibrant and attractive commercial centers with unique offerings**
7. **Destination for high-tech and emerging industries and entrepreneurs**

- Vision 2030 Plan



What exactly is “smart growth”? The organization Smart Growth America defines it as:

“Smart growth is a better way to build and maintain our towns and cities. Smart growth means building urban, suburban and rural communities with housing and transportation choices near jobs, shops and schools. This approach supports local economies and protects the environment.”

Sense of Place

Development and redevelopment in Sterling Heights should help to foster a distinct character that helps continue to define Sterling Heights moving forward. Placemaking is a key component of determining what exactly is the character of Sterling Heights and how new development, redevelopment and preservation can work to celebrate that character.

Strong Economy

It goes without saying that a strong local economy positions the City to realize many of the goals and objectives of this Master Land Use Plan. The residents of Sterling Heights recognize the importance of a vibrant economy, jobs created for citizens by existing and new businesses and the type of investments that come from economic development. They also recognize the need to balance economic development with priorities for quality of life

in the neighborhoods, balanced transportation alternatives, and maintaining a community that has a sense of place/character.

Accessible Transportation

It is crucial to create a complete transportation system which includes mass transit, walking, and bicycling in Sterling Heights. The City does not have a robust network of mass transit and non-motorized opportunities that many Michigan peer communities have obtained. Furthermore, citizens have been vocal about the desire for more transportation choices to get around the City and to connect to regional destinations.

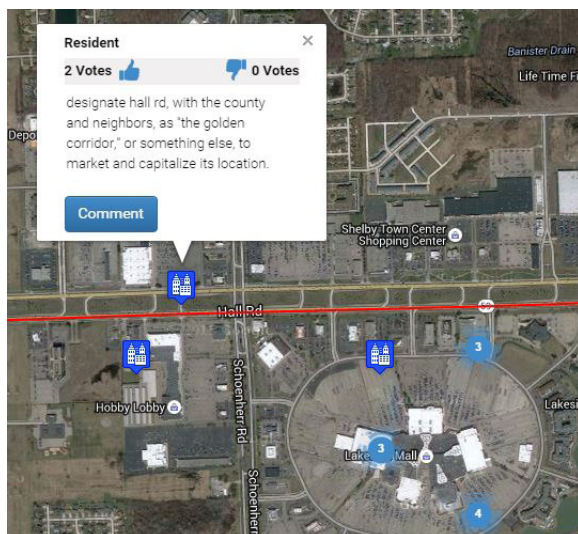
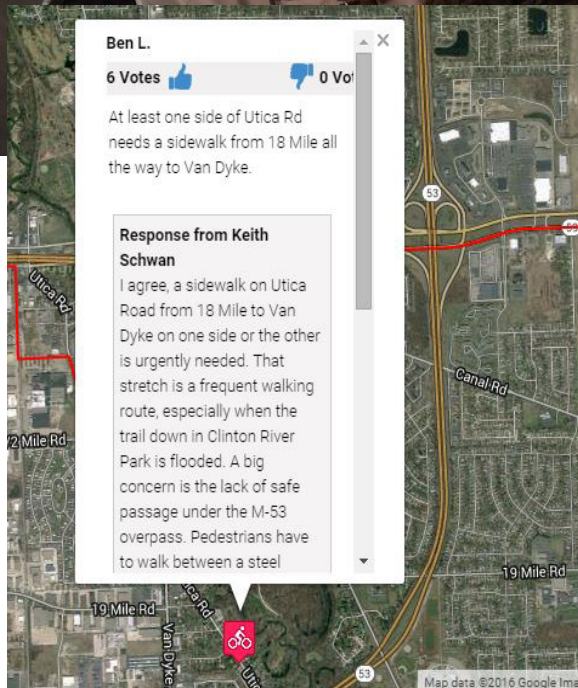


COMMUNITY ENGAGEMENT

In the development of the Master Land Use Plan, the City solicited citizen input through a variety of means, including a web-based “community comment map”, vision fair, community forums and other public meetings. Additionally, the City Planning Commission held a public hearing prior to adoption of the plan. Through the various community engagement opportunities, hundreds of citizens were able to directly participate in the planning process and provide meaningful input related to future planning policies and proposals.

Community Remarks

A web-based “community comment map” engagement tool was established for the Master Land Use Plan. This tool allowed citizens to share their thoughts and opinions specific to certain geographic locations within the City. Additionally, it allowed users to view and interact with the opinions of fellow citizens. To facilitate topic-based discussion, a total of eight pre-established categories were created, including: economic development; cultural and community services; parks and public spaces; public safety; housing; environment; motorized transportation; and, non-motorized transportation.



Examples of the feedback received from the Community Comment Map



Vision Fair

On a Saturday morning in December 2015, a Master Plan Vision Fair was held at the Sterling Heights Senior Center. This open house event allowed attendees to learn more about the project and offer their vision for the future of the City. "Information stations" were established to present data on each major technical element of the work plan, including parks and non-motorized facilities, population, land, placemaking, and market opportunities. Various City staff and consultant team members were on-hand, allowing for direct interaction between citizens and members of the project team. The vision fair also provided an opportunity for attendees to fill out general comment sheets related to the work products and any other topics related to the future of the City.

Community Forums

Two community forums were held during the planning process. The first community forum was held in March 2016 and focused on the development of goals, objectives and strategies. The second community forum was held in April 2016 and focused on the formulation of planning proposals related to development, land use, recreation and non-motorized networks. Both forums were held on a weekday evening at the Sterling Heights Senior Center.



Attendees at one of the Master Land Use Plan community forums



2. COMMUNITY PROFILE

This section provides a concise summary of community characteristics and trends that have an influence on future land use and development. The profile covers such topics as population, land development pattern, housing, market conditions, natural systems and infrastructure.

15 Mile Rd.

COMFORTABLE EMPTY NESTERS



Average Household Size: 2.50
Median Age: 46.8
Diversity Index: 30.6
Median Household Income: \$68,000
Median Net Worth: \$258,000
Average Household Budget Index:
Above US average in all but 1 category

RUSTBELT TRADITIONS



Average Household Size: 2.46
Median Age: 38.4
Diversity Index: 44.2
Median Household Income: \$49,000
Median Net Worth: \$79,000
Average Household Budget Index:
Below US average in all 9 categories

SALT OF THE EARTH



Average Household Size: 2.58
Median Age: 43.1
Diversity Index: 18.3
Median Household Income: \$53,000
Median Net Worth: \$134,000
Average Household Budget Index:
Below US average in all but 1 category

GREEN ACRES



Average Household Size: 2.69
Median Age: 43.0
Diversity Index: 24.0
Median Household Income: \$72,000
Median Net Worth: \$226,000
Average Household Budget Index:
Above US average in all but 1 category

GOLDEN YEARS



Average Household Size: 2.05
Median Age: 51.0
Diversity Index: 40.6
Median Household Income: \$61,000
Median Net Worth: \$140,000
Average Household Budget Index:
Above US average in all but 1 category

ALL OTHER
SEGMENTS
(10 TOTAL)
19.2%

PLEASANTVILLE

PARKS
AND REC

MIDLIFE
CONSTANTS

OLD AND
NEWCOMERS

RETIREMENT
COMMUNITIES

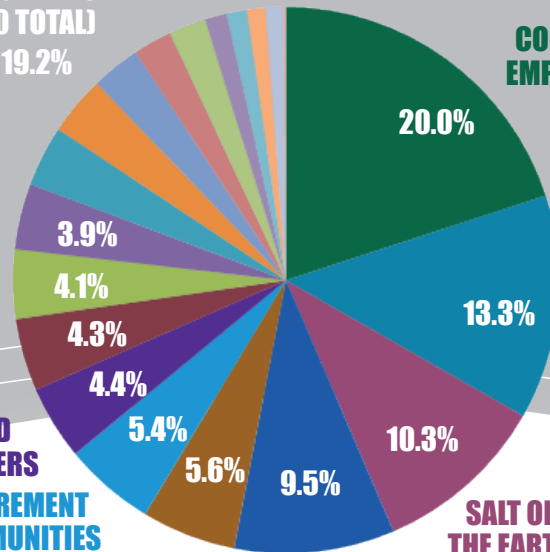
GOLDEN
YEARS

GREEN
ACRES

SALT OF
THE EARTH

RUSTBELT
TRADITIONS

COMFORTABLE
EMPTY NESTERS



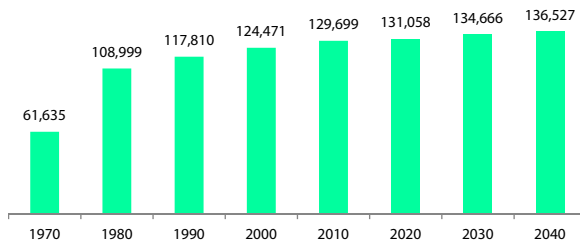
Source: Esri, Inc. Community Tapestry Profile; Image Source: Shutterstock

Sterling Heights - Community Tapestry Profile, 2015

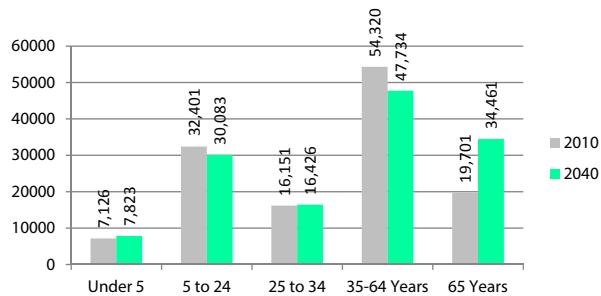
Esri's Community Tapestry segmentation is a geodemographic system that identifies 68 distinctive markets in the U.S. based on socioeconomic and demographic characteristics to provide an accurate, comprehensive profile of U.S. consumers. Of the 68 tapestry segments in the country, 20 are found in Sterling Heights. A Community Tapestry Profile graphic for Sterling Heights is provided above.



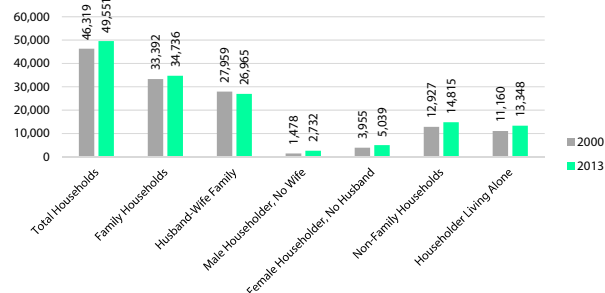
**Sterling Heights Population Trends and Projections
1970 to 2040**



**Age Group Projections
City of Sterling Heights, 2010 to 2040**



**Sterling Heights Household Characteristics
2000 to 2013**



POPULATION

Population Trends and Projections

The population of Sterling Heights steadily grew from 1970 to 2010. A total of 68,064 residents have been added to the population between 1970 and 2010, representing a growth of 110.4%. According to SEMCOG forecasts, the City's population is projected to continue to grow at a slow, steady pace and is expected to reach 136,527 residents by the year 2040 (5.3% increase from 2010).

Age Trends and Projections

Age group projections for the City through 2040 (SEMCOG forecast) indicate a gradually aging population. Through 2040, the City is expected to experience a shift in population in terms of age. The City's younger age groups (Under 5 Years, 5 to 24 Years, and 25 to 34 Years) are projected to remain relatively steady through 2040. The population of the City within the 35 to 64 year age group is projected to decline significantly, from 54,320 citizens in 2010 to 47,734 citizens in 2040 (-12.1% change). Conversely, the population of the City within the 65 years and over age group is projected to increase dramatically, from 19,701 in 2010 to 34,461 in 2040 (74.9% change).

Household Characteristics

As of 2013, 49,551 households were found within the City, according to American Community Survey estimates. Of these, 70% are family households, while 30% are non-family households. The City's household characteristics are slowly changing, as evidenced by the comparison of statistics from 2000 and 2013. Generally, the distribution of family households versus non-family households is steady; however, the trend shows slight increases in non-family households versus family households. Similar to national trends, within the family household group, the percentage of husband-wife families is declining, while the percentage of single-parent families is increasing.

Also following national trends, the City's average household size has declined in recent years (from 2.66 to 2.61 between 2000 and 2013). Through 2040, the City's household size is projected to continue to decline (reaching 2.50 by 2040, a -6.0% change from 2000).



Image Source: Bing Maps

HOUSING

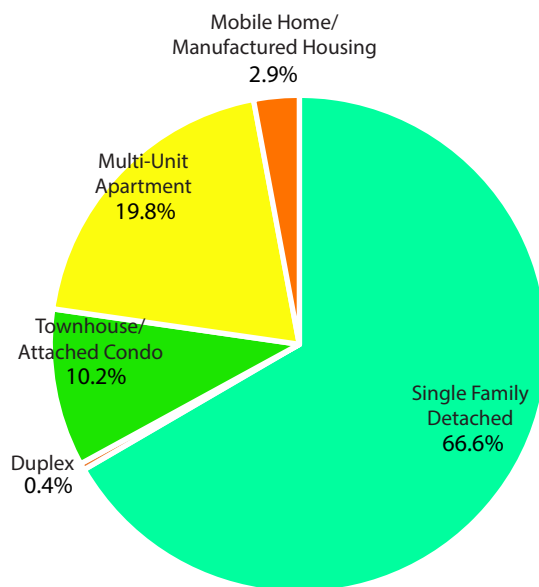
Consistent with the City's existing land use pattern, the housing stock within Sterling Heights is primarily composed of single-family detached housing (66.6% of the 51,626 total housing units in the City). Multi-unit apartments comprise just under 20% of the City's housing stock, while townhouse/attached condos comprise just over 10%.

A housing quality assessment (windshield survey) was conducted in 2015 in order to gauge the overall quality of the City's single-family residential housing stock. The survey results provided evidence of strong and stable single-family neighborhoods from a livability and quality perspective. Of the 34,735 single family detached homes surveyed, less than 40 were found to be in a deteriorating or sub-standard condition, representing less than one-quarter of one percent of all homes.

Future Housing Needs

In line with the City's projected population and household growth through 2040, the total number of housing units in the City is also projected to increase. By 2040, the City is projected to contain 54,116 total households. Assuming a 5% housing unit vacancy rate in 2040, the City would contain 56,964 total housing units. This is an increase of 4,774 housing units from 2010.

Sterling Heights Housing Stock, 2010

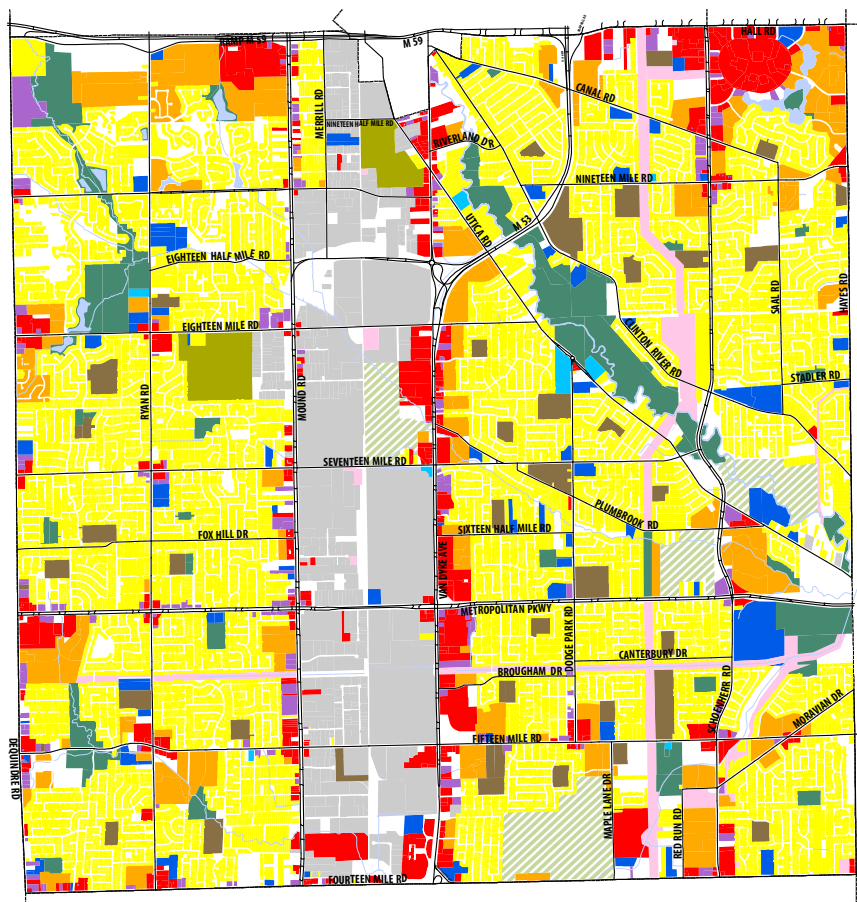


LAND DEVELOPMENT PATTERN

The City of Sterling Heights is a nearly fully built-out community. As of 2015, less than 7% of the City was vacant or considered unutilized land. The land use development pattern/distribution of the City is illustrated in the existing land use map and the pie chart on the following page. Between 1985 and 2015, the City witnessed a sharp increase in developed land acreage versus vacant land acreage. Residential land use increased from 29% to 46%, commercial land use increased from 3% to 6%, office land use increased from 0.5% to 2%, industrial land use increased from 6% to 11%, and institutional land use increased from 25% to 29%.

NATURAL SYSTEMS

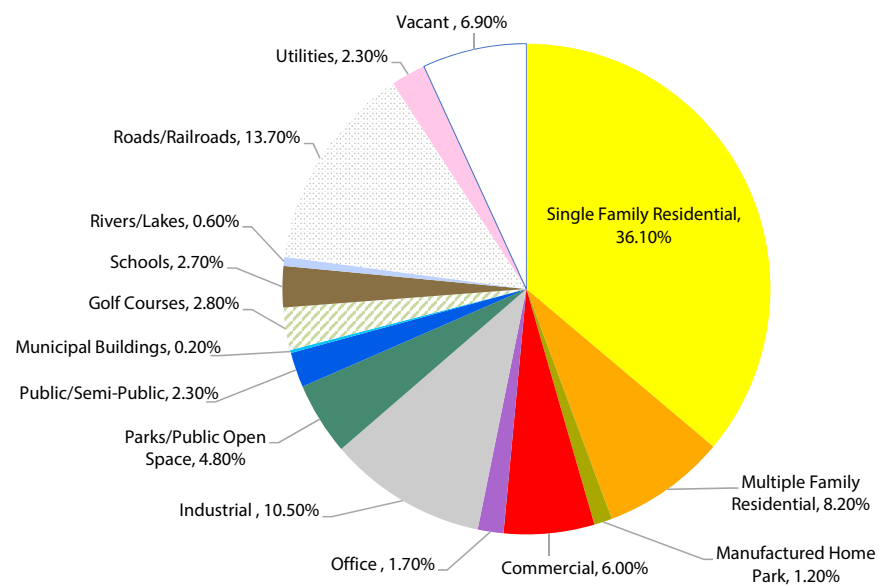
Although an urban community, Sterling Heights does boast significant natural features and amenities - notably, the Clinton River corridor. The Clinton River and connecting creeks and drains meander through the City, providing important riparian and wetland habitat as well as natural recreational/open spaces.

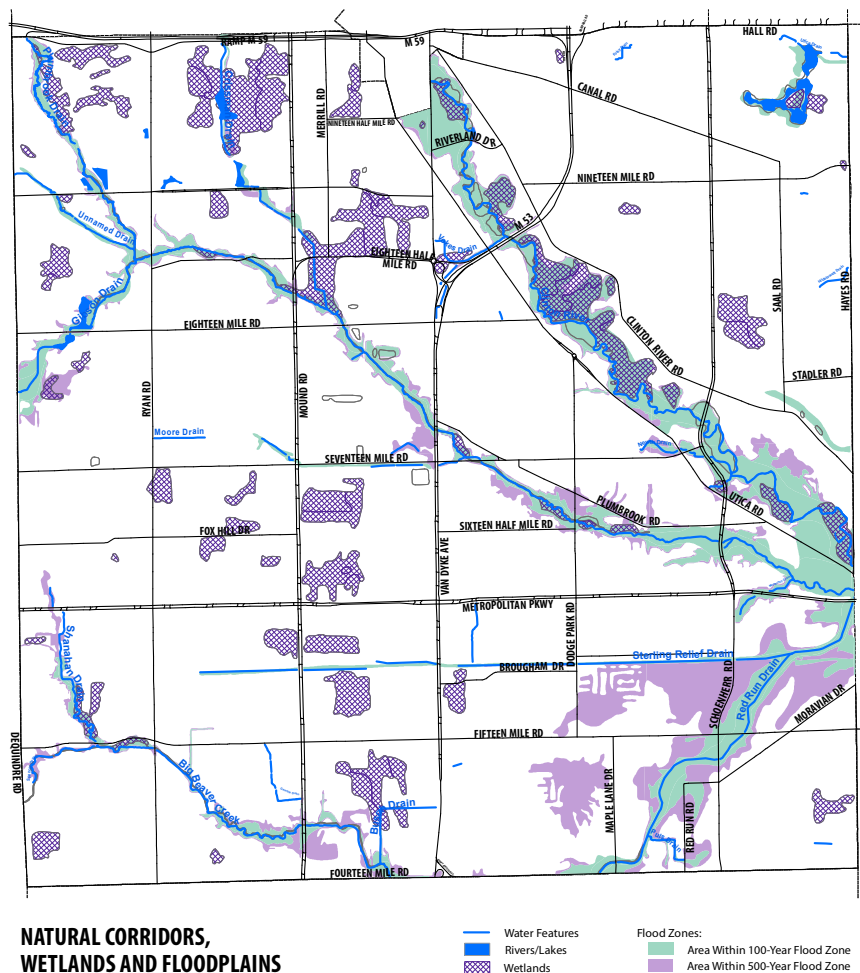


EXISTING LAND USE



Sterling Heights Existing Land Use, 2015





Blue and Green Infrastructure Vision

Regional planning agencies including SEMCOG and Macomb County have focused on the preservation and enhancement of green infrastructure elements at the county and regional level. In this context, green infrastructure refers to natural elements and related land uses including parks, lakes, ponds, existing and potential wetlands, riparian corridors and similar features. Green infrastructure is increasingly being recognized for its contribution not only to environmental quality, but also to placemaking, economic values, and healthy communities.

Macomb County has identified and adopted a blue and green infrastructure vision of interconnected water routes, trail and natural corridors, recreation areas, walkable downtowns and coastal city hubs. Key contributing elements of this vision within Sterling Heights include the Clinton River corridor, Clinton River Trail, Clinton River Water Trail, Plumbrook Nature Preserve, Red Run Drain corridor, Big Beaver Creek corridor, and the Iron Belle Trail.

INFRASTRUCTURE

Utilities and Public Services

The high quality of life within the City of Sterling Heights is supported by its efficient infrastructure systems and public services. Available to City residents, businesses and property owners is a full spectrum of public utility systems (water, sewer and storm sewer), energy and communication networks, emergency services, public services, and recreational facilities and programming.

Transportation

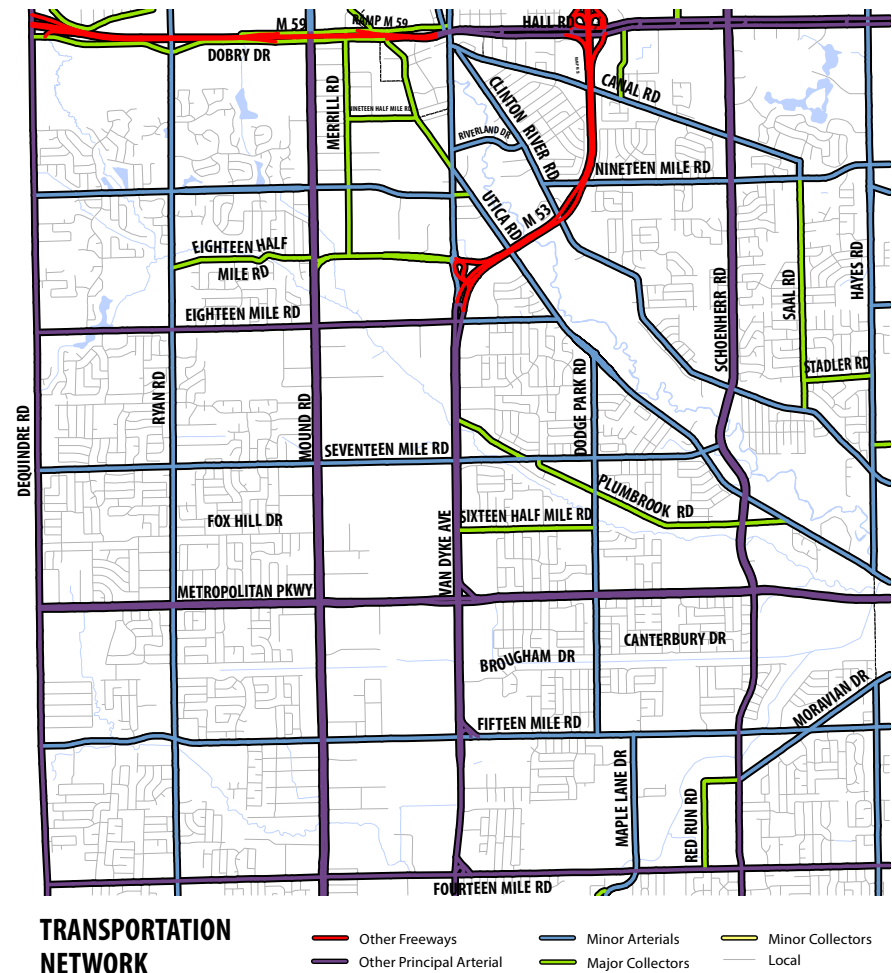
Mobility constitutes a vital part of the social and economic well-being of a community. A successful transportation system is one that enhances the mobility of residents by providing efficient access from home to work and to other facilities supplying basic needs.

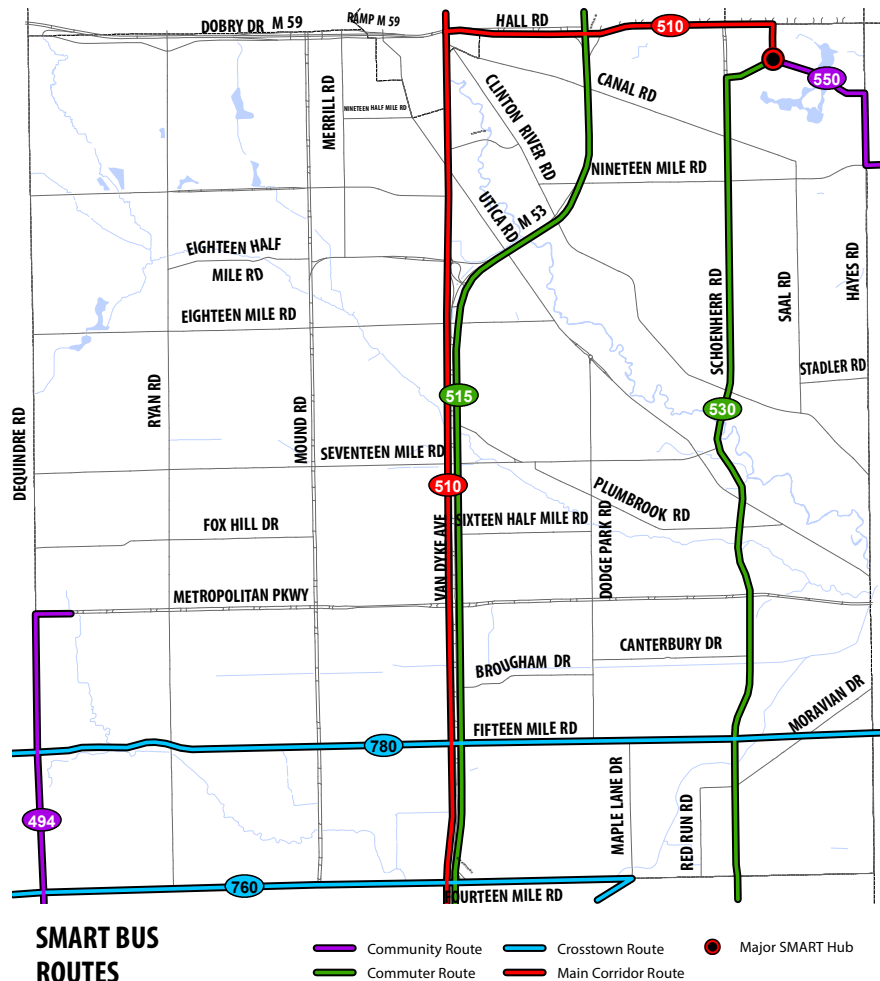
The vehicular transportation network of the City is illustrated on the map on this page. At the top of the network hierarchy are freeways. Portions of two freeways (non-interstate) extend into Sterling Heights: M-53 and M-59.

Numerous road segments in Sterling Heights are classified as arterials, generally forming a grid network of north-south and east-west roadways at one-mile intervals. Arterial routes are designed to provide for relatively high travel speeds and minimum interference to through movement.

Collector roads tend to provide more access to property than do arterials. Within Sterling Heights, collectors typically funnel traffic from residential areas to the arterial roadways. The remainder of the roads in the City are classified as local roads, which provide access to individual properties at low speeds.

The highest average daily traffic (ADT) volumes in the City are found on Hall Road and Van Dyke Avenue, both featuring segments with ADT greater than 50,000. Other high traffic corridors (with segments of 30,000+ ADT) include Dequindre Road, Ryan Road, Schoenherr Road, and Hayes Road.





Transit service is available within Sterling Heights through SMART. As shown in the map on this page, several SMART bus routes extend within and through the City.

Non-motorized transportation within the City is provided through an interconnected network of shared use paths, nature trails, sidewalks and water trails. The Clinton River corridor includes both the Clinton River Park Trail and the Clinton River Water Trail. Additionally, a segment of the Iron Belle Trail, a statewide trail planned to connect Detroit with the Upper Peninsula, extends through the City.



MARKET CONDITIONS

The Sterling Heights master planning effort included a full evaluation of market conditions from a national, regional and local perspective.

Retail Market Trends

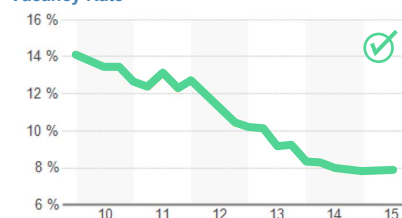
In Metro Detroit, Sterling Heights is known as a quality trade area for retailers. Sterling Heights is home to many national retailers, and is the home of Lakeside Mall. The City's retail market vacancy rate was 7.7% in 2015, a notable improvement from a high of 15.4% in 2008. Rental rates have remained stagnant at 11.24 per square foot as of the second quarter of 2015, a price it has hovered around since 2011.

Retail Market Opportunities

Because of retail's importance to both residents and employers, the Master Land Use Plan recommends that the City remain aggressive in keeping its retail portfolio up-to-date, including the Lakeside Mall. New retail should avoid enclosed malls and focus on upmarket facilities that project a positive image for the community.

Sterling Heights Retail Trends, 2010-2015

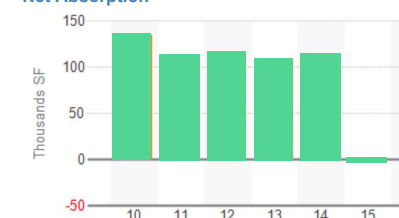
Vacancy Rate



NNN Asking Rent Per SF

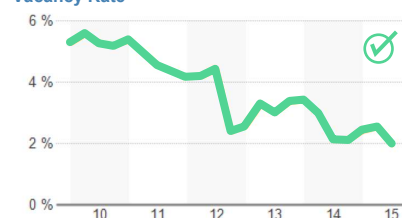


Net Absorption

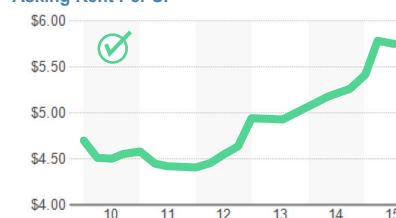


Sterling Heights Industrial Trends, 2010-2015

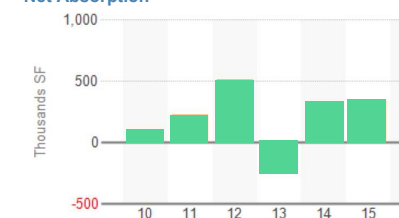
Vacancy Rate



Asking Rent Per SF

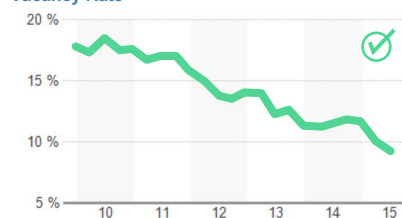


Net Absorption

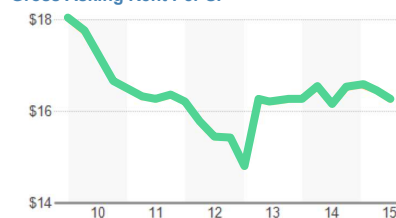


Sterling Heights Office Trends, 2010-2015

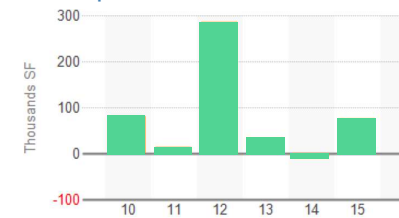
Vacancy Rate



Gross Asking Rent Per SF



Net Absorption



Industrial Market Trends

In Metro Detroit, Sterling Heights is known as one of the area's better industrial markets. Sterling Heights offers industrial users rail access, excellent highway access, rectangular and square shaped parcels, and proximity to other large industrial users. FCA and Ford Motor Company anchor the City's industrial market, drawing various other tool-and-die, suppliers and warehouse users to the market. Sterling Heights has also branched out beyond the automotive industry, becoming a nationally recognized hub for the defense industry. Sterling Heights' ability to lure defense contractors is a unique quality within Metro Detroit, as the region is still heavily reliant on the auto industry.

The City's industrial market vacancy rate is a very low 1.9%, with only 17,000 square feet of space under construction (as of 2015). This is one of the tightest markets in Metro Detroit. Rental rates have also reported significant growth, from a low of \$4.34 in 2011 to the current second quarter 2015 rate of \$5.85.

Industrial Market Opportunities

The Sterling Heights Master Land Use Plan recognizes industrial development as a priority opportunity. Sterling Heights is positioned to build upon its past track record of success, and has all the features industrial users look for in a market that demands more and better space.

Office Market Trends

The City's office market vacancy rate is 9.7% as of the second quarter of 2015, a tremendous achievement given the 19.9% vacancy rate in the fourth quarter of 2009. While spaces have filled up, rental rates have decreased since 2009. In the first quarter of 2009, rental rates were \$18.45 per square foot. Currently, office space averages \$16.09 per square foot.

Office Market Opportunities

Local market opportunities include the potential to capture new office and research and development facilities which are tied to the City's firmly established automotive and defense industry.

3. GOALS AND OBJECTIVES

In the broadest sense, the Master Land Use Plan is a policy, a set of goals and objectives designed to serve as a guide for consistent and rational public and private decisions in the use and development of land. The goals and objectives established in this Plan are rooted in the foundation established by the City's Visioning 2030 Plan, including its vision statement and guiding principles (stated on page 2 of this document). Included in this section are summary statements of the goals and objectives that have been adopted in this Master Land Use Plan.



10 Principles of Smart Growth Adapted for the City of Sterling Heights

1. Mix land uses, where appropriate
2. Take advantage of compact building design
3. Create a range of housing opportunities and choices
4. Create walkable neighborhoods
5. Foster distinctive, attractive communities with a strong sense of place
6. Preserve open space, natural beauty, and critical environmental areas
7. Strengthen and direct development towards existing developed areas
8. Provide a variety of transportation choices
9. Make development decisions predictable, fair, and cost effective
10. Encourage community and stakeholder collaboration in development decisions

Adapted from SmartGrowth.org

GENERAL POLICY GOALS AND OBJECTIVES

General policy goals and objectives are detailed below. Other goals and objectives specifically related to particular land uses are detailed later in this section.

Goal 1. Adopt a Master Land Use Plan Development Framework Based on the Principles of Smart Growth

These 10 principles are listed on the inset on this page.

Goal 2. Creative Placemaking through Nodal Development

The development of the urban design and placemaking component of this new Master Land Use Plan uses nodal development as a starting point for envisioning places that people will be drawn to and that have the opportunity of attracting all demographic groups.

The 2005 Master Plan Land Use Plan on p.150 states, "Concentrate commercial development in nodes as opposed to strips along major corridors." This was a good beginning strategy, but it still separates areas into land use zones. Current placemaking strategies call for a mixture of uses within a concentrated area. The reorientation of development into more concentrated areas (nodes) will help to create synergy between housing, retail, and commercial uses.

Goal 3. Strategy for Reducing the Carbon Footprint of Sterling Heights

To limit the City's carbon footprint, the City shall:

- Work to create a more robust network of non-motorized transportation routes that encourages pedestrian transportation and biking;
- Work to expand transit services within Sterling Heights;
- Encourage, through policies, requirements and/or incentives, energy efficiency within the City; and,
- Discourage unnecessary regulations, subdivision bylaws or other deed restrictions that might prevent or hamper energy conservation efforts.

Goal 4. Limit Human Impact on the Environment

Preserving the quality of the natural environment helps strengthen sense of place and neighborhood quality of life. Further, providing natural areas for stormwater infiltration and implementing standards regulating impervious surface help reduce flooding issues, reduce the cost of stormwater infrastructure and improve water quality.

Goal 5. Promote Cultural, Socioeconomic and Age Diversity

Diversity of all types is a building block for community resilience and sustainability. The City should focus on ways to increase socioeconomic diversity to ensure the City continues to be a wonderful place to live for citizens of all ages, races and cultural backgrounds.

RESIDENTIAL AND NEIGHBORHOOD DEVELOPMENT

Goal 1. Improve Livability within the City's Residential Areas

Livability is a critical component of a sustainable community. Successful communities are those in which people want to live and choose to stay.

OBJECTIVE 1.1 UTILIZE THE COMMUNITY LIVABILITY PRINCIPLES (SEE INSET AT RIGHT) AS A BASIS FOR REGULATORY REVISIONS

OBJECTIVE 1.2 CREATE A STRONGER SENSE OF PLACE THROUGH ZONING

OBJECTIVE 1.3 ENCOURAGE MIXED-USE DEVELOPMENT

OBJECTIVE 1.4 SEEK TO CREATE NEW HOUSING THROUGH DENSITY CHANGES

8 Principles of Community Livability Adapted for the City of Sterling Heights

1. Sense of place
2. Mixed-use development
3. Density
4. Regional transportation
5. Complete street design
6. Physical health and community design
7. Public safety, personal security
8. Sustainable approach to neighborhood and regional development

Adapted from Livability 101, American Institute of Architects



OBJECTIVE 1.5 ENSURE ACCESS TO THE REGIONAL TRANSPORTATION NETWORK

OBJECTIVE 1.6 CREATE A NETWORK OF COMPLETE STREETS

OBJECTIVE 1.7 PRIORITIZE DESIGN THAT ENCOURAGES AND PROMOTES PHYSICAL ACTIVITY

OBJECTIVE 1.8 ENSURE PUBLIC SAFETY AND PERSONAL SECURITY

Goal 2. Allow for a Broader Range of Housing Types and Products

The City's population is expected to grow while household size will shrink between now and 2040. It is vital that the City appropriately plan for additional housing development.

OBJECTIVE 2.1 PERMIT NEW HOUSING TYPES – THE MISSING MIDDLE

OBJECTIVE 2.2 ENABLE AGE-IN PLACE HOUSING

OBJECTIVE 2.3 ENSURE A MIX OF AFFORDABLE AND RENTAL UNITS

Goal 3. Create Human Scale Places

The only way to effectively create walkable districts is to make sure the district or node is built to human scale. Human scale refers to a size, texture, and articulation of physical elements that match the size and proportions of humans and, equally important, correspond to the speed at which humans walk. Building details, pavement texture, street trees, and street furniture are all physical elements contributing to human scale.

OBJECTIVE 3.1 CREATE FORM BASED ZONING NODAL DEVELOPMENT DISTRICTS

OBJECTIVE 3.2 REVIEW AND ADOPT HUMAN SCALE ZONING REQUIREMENTS IN OTHER AREAS

Goal 4. Provide Access to Natural Areas and Parks for All Citizens

Accept and implement the City of Sterling Heights Parks, Recreation and Non-Motorized Master Plan as the future vision for recreation services and facilities as well as non-motorized connections.

COMMERCIAL AND OFFICE

Goal 1. Create mixed-use nodes that include commercial, office, civic and residential use

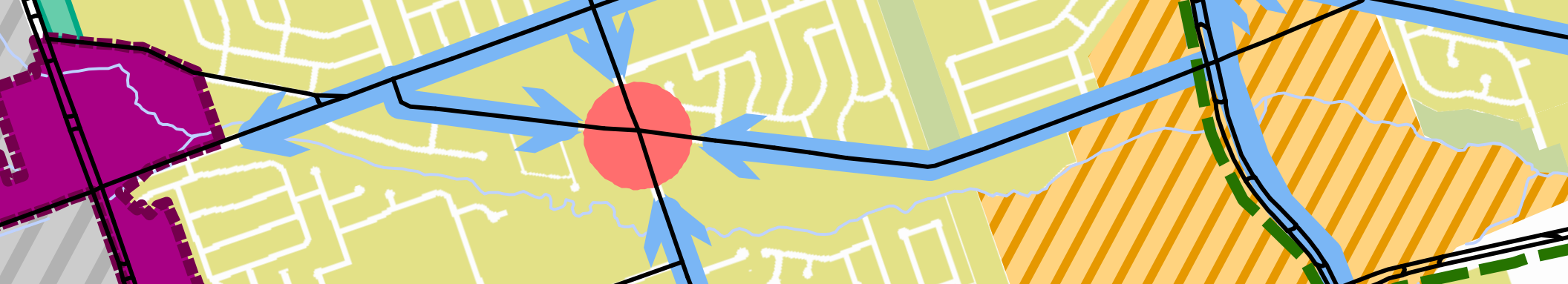
The City's placemaking strategy is based on nodal development as a starting point for envisioning places that people will be drawn to and that have the opportunity of attracting new demographic groups.

OBJECTIVE 1.1 IDENTIFY NODES WITH POTENTIAL FOR PLACEMAKING AND INCREASED ACTIVITY

OBJECTIVE 1.2 CREATE ZONING THAT ALLOWS MIXED-USE BUILDINGS AND DISTRICTS BY RIGHT

OBJECTIVE 1.3 EMPHASIZE FLEXIBLE USE AND ADOPT FORM BASED ZONING LANGUAGE

OBJECTIVE 1.4 ENHANCE AUTO-DEPENDENT COMMERCIAL CORRIDORS



INDUSTRIAL, MANUFACTURING, WAREHOUSING AND LOGISTICS

Goal 1. Build Upon the City's Track Record for Success in the Industrial Sector

Sterling Heights has all the features industrial users look for, and the market demands more and better space. Sterling Heights has all the fundamentals in place to attract and retain blue-chip industrial users, and should continue to build off of this track record of success.

OBJECTIVE 1.1 PROVIDE HIGH QUALITY INFRASTRUCTURE TO FACILITATE BUSINESS GROWTH

OBJECTIVE 1.2 TARGET THE CITY'S INDUSTRIAL CORRIDOR FOR ADDITIONAL INVESTMENT

Goal 2. Create Flexibility

Technology is changing manufacturing so quickly that traditional Euclidean zoning standards used to regulate industrial and manufacturing often become obsolete soon after they are adopted. While the market for industrial space is strong in 2016, the City should be working to ensure that a downturn in this market does not economically devastate the community.

OBJECTIVE 2.1 FOSTER A FAVORABLE BUSINESS CLIMATE FOR INVESTMENT

OBJECTIVE 2.2 CREATE A BUSINESS RECRUITMENT AND RETENTION PROGRAM

Goal 3. Mitigate the Impact of Industrial and Manufacturing Uses on Neighboring Property

The City should ensure that the impacts of higher intensity industrial and manufacturing uses on adjacent lower intensity uses will be mitigated.

OBJECTIVE 3.1 KEEP PERFORMANCE STANDARDS FOR INDUSTRIAL AND MANUFACTURING USES CURRENT

OBJECTIVE 3.2 INCREASE INDUSTRIAL GREENSPACE

TRANSPORTATION

Goal 1. Create Transportation Choices

The City shall work to create opportunities for all modes of transportation with a particular emphasis on expanding the opportunity for walking, biking and transit.

OBJECTIVE 1.1 PLAN AND IMPLEMENT NON-MOTORIZED CONNECTIONS

OBJECTIVE 1.2 REQUIRE NON-MOTORIZED INFRASTRUCTURE

Goal 2. Expand Public Transit

Cooperating with regional transit agencies, the City should work to expand transit services within Sterling Heights, connecting to the City of Detroit and suburban destinations.

Goal 3. Plan for Changes in Transportation Demand

Transportation is also changing quite rapidly. In the last decade, trends have emerged where the young (Millennials) and older adults are forgoing driving. In many communities, people are not opting to own cars, choosing instead to use car-sharing services such as Zip Car.

OBJECTIVE 3.1 *CREATE OPPORTUNITIES FOR NEW TECHNOLOGY AND TRENDS*

Goal 4. Maintain the Existing Street Network

Preventative maintenance is far more cost effective than reconstructing roads.

OBJECTIVE 4.1 *DEVELOP AN ASSET MANAGEMENT PLAN.*

INFRASTRUCTURE AND COMMUNITY FACILITIES

Goal 1. Develop an Asset Management Plan

The City should develop an asset management plan for all of its infrastructure – roads, water, sanitary and storm sewer.

Goal 2. Develop a City Forestry Plan

Trees play a vital role in so many aspects of civic life. They are, of course, a huge amenity for homeowners and renters as they shade our houses and streets. They also help to cool our buildings, reducing the need for air conditioning. Trees are also important for water quality and stormwater management as they play an important role in stormwater infiltration. Trees help improve air quality. Finally, trees boost our property values exponentially.

OBJECTIVE 2.1 *DEVELOP A CITY FORESTRY AND TREE PLANTING PLAN*

OBJECTIVE 2.2 *ENHANCE ROAD RIGHTS-OF-WAY THROUGH TREE PLANTINGS*

Goal 3. Provide Exceptional Public Infrastructure and Services

The City should endeavor to provide exceptional public infrastructure and services to serve existing and future development in a manner that practically and cost-effectively facilitates the implementation of the vision set forth in the Master Land Use Plan.

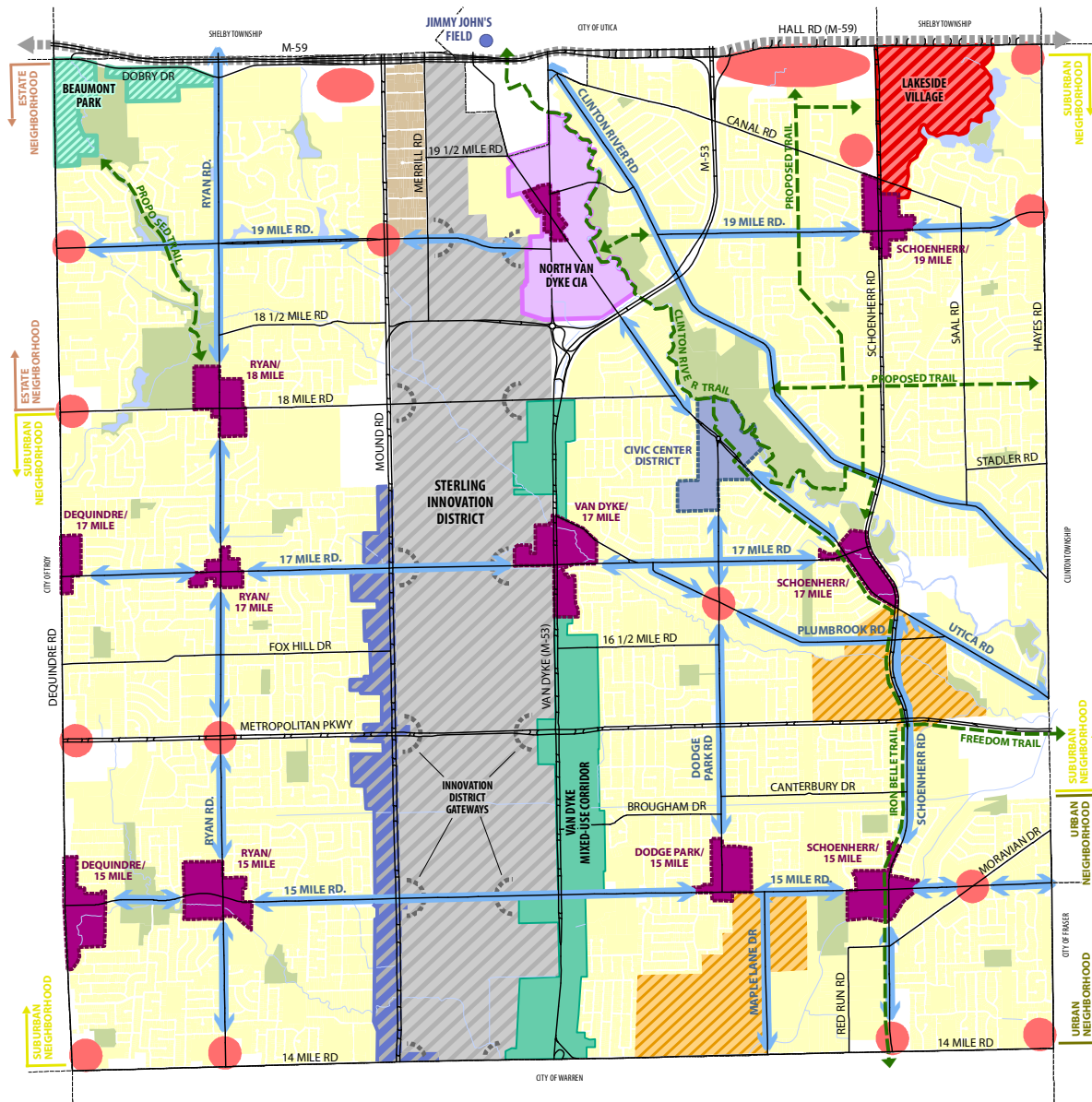
OBJECTIVE 3.1 *PROVIDE HIGH QUALITY INFRASTRUCTURE AND FACILITIES TO SERVE CITIZENS AND BUSINESSES*

OBJECTIVE 3.2 *MAINTAIN HIGH-QUALITY CITY BUILDINGS AND PROPERTIES*

4. PLANNING FRAMEWORK

The broad framework for the future physical development of the City is described on the following pages and highlighted on the Planning Framework Map. The planning framework narrative and map also provides the context for more specific proposals outlined in subsequent chapters, such as the Land Use Master Plan.

18 Mile Rd.



PLANNING FRAMEWORK

- | | |
|--|--|
| Traditional Mixed-Use Development Node | Neighborhood Development Area |
| Established Commercial Development Areas | Established Residential Neighborhoods and Supportive Land Uses (Churches, Schools, etc.) |
| Community Business District | Public Parklands |
| Regional Shopping District | Land Use Transition Areas |
| Mixed-Use Commercial Corridor | Primary Roads |
| Medical Office/Mixed-Use | Designated Pedestrian/Bike-Oriented Street |
| Industrial Innovation Corridor | Existing/Proposed Shared Use Trails |
| Innovation Support Corridor | Potential RTA Transit Route |
| Civic Node | |

Established Residential Neighborhoods and Supportive Land Uses

Safe, strong and vibrant neighborhoods are a major asset of Sterling Heights. The City's established neighborhoods, along with supportive uses such as schools and places of worship, are the foundation of the Planning Framework Plan.

Neighborhood Development Area

The Planning Framework Plan identifies two key opportunities to accommodate future neighborhood residential development. Both areas include existing golf course properties and surrounding areas which have the potential to be redeveloped and/or retrofitted to include residential development. Both are ideal locations to accommodate different forms of residential development not present in the City and which are increasingly in demand, along with supportive non-residential uses. Strong pedestrian connections to nearby amenities and neighborhoods are critical to facilitate access and recreational lifestyles.

Characteristics of a Great Neighborhood

1. Has a variety of functional attributes that contribute to day-to-day life, for current and future residents.
2. Accommodates multi-modal transportation and ensures ongoing access for transit-dependent residents.
3. Has design and architectural features that are visually interesting.
4. Is home to strong community and social organizations that reflect the diversity of the area's residents.
5. Engages the diversity of local residents in discussion of local planning issues.
6. Has local plans that reflect the engagement of the diversity of residents and respond to their concerns.
7. Promotes environmental and social sustainability and responds to climatic demands.
8. Has a memorable character, expressed through both physical features and social life.

Source: How Do We Create (or Preserve) "Great Neighborhoods"? Comment on Talen et al. (2015). By Elizabeth Mueller. Journal of the APA, Autumn 2015, Vol. 81, No. 4.



Traditional Mixed-Use Development Node

This Plan has established a placemaking strategy based on "nodal development" as a starting point for envisioning places that people will be drawn to and that offer an opportunity to attract new demographics. In total, eleven nodes have been identified within the City. Within these nodes, the City seeks to promote the following placemaking concepts:

- Pedestrian Usage
- Sense of Place
- Build Upon Existing Assets
- Integration of Varied Housing Types
- Green Spaces / Public Realm Amenities
- Mixed Uses
- Mobility



Established Commercial Development Areas

These existing commercial nodes (which may feature other non-residential uses such as offices) provide needed services to adjacent neighborhoods and users of the road network. Thus, they are expected to remain in-place in the long-term.



Community Business District

The North Van Dyke business district is strategically located near major transportation routes (M-53 and M-59), a regional trail route (Clinton River Trail), and Downtown Utica. With the construction of the new Jimmy John's Field, a minor league baseball stadium located just to the north of the district, there exists an opportunity for the North Van Dyke business district to capture customers who visit the ballpark. Increased demand for restaurants, sports bars and sports-related merchandise stores is likely and could be accommodated by existing or new businesses within the district.



Regional Shopping District

Given its size and importance as a regional hub for commerce, the Lakeside Mall and surrounding commercial uses is a key component of the City's planning framework. This Plan outlines a long-term vision to transform the Lakeside Mall into a mixed-use town center or urban district.

Mixed-Use Commercial Corridor

The Planning Framework recognizes the importance of the Van Dyke Avenue mixed-use corridor for the commerce and employment of residents of both the region and City, and recommends numerous enhancements to enhance the corridor's functionality, long-term marketability, access/mobility, and its overall aesthetic appeal.

Medical Office/Mixed-Use

The potential for development of this area for future medical and medical office use is high, given the presence of Beaumont Hospital, access to a freeway interchange (M-59 at Dequindre), availability of undeveloped land, and proximity to natural areas (the City's nature preserve). Thus, this Plan seeks expanded development of this area to accommodate medical and medical office related uses within a planned campus setting.

Industrial Innovation Corridor

This Plan seeks to continue a proactive approach in promoting the City's industrial corridor (6 miles long by 1 mile wide corridor framed by Mount Road and Van Dyke Avenue) as a premier location for innovation and investment within the City and region. A district "branding" and marketing effort is currently underway for this "Sterling Innovation District." A district identity and design theme has been established, and gateway treatments on major transportation arteries into the district have been established through a combination of landscaping, hardscapes and/or signage.

Innovation Support Corridor

The lands along the west side of Mound Road are closely tied to the City's industrial corridor, which fronts the east side of Mound Road. The success of the commercial uses in the corridor is dependent upon the employee base of the industrial corridor. Office and light industrial uses on the west side of Mound Road thrive on proximity to the major industrial operations across the road. This Plan seeks to establish a well-planned mixed-use "innovation support corridor" which supports the success and viability of the City's industrial corridor.

Civic Node

The Planning Framework recognizes the existing governmental "center" of Sterling Heights, located at the intersection of Utica Road and Dodge Park Road, and envisions additional municipal and civic facility development to serve the City's growing population and ensure high quality services for its citizens.

Public Parklands

Existing City-owned park facilities are recognized on the Planning Framework Plan for the role that they play in the quality of life of City residents. These include large recreational facilities which serve the entire City, as well as numerous neighborhood parks.

Land Use Transition Areas

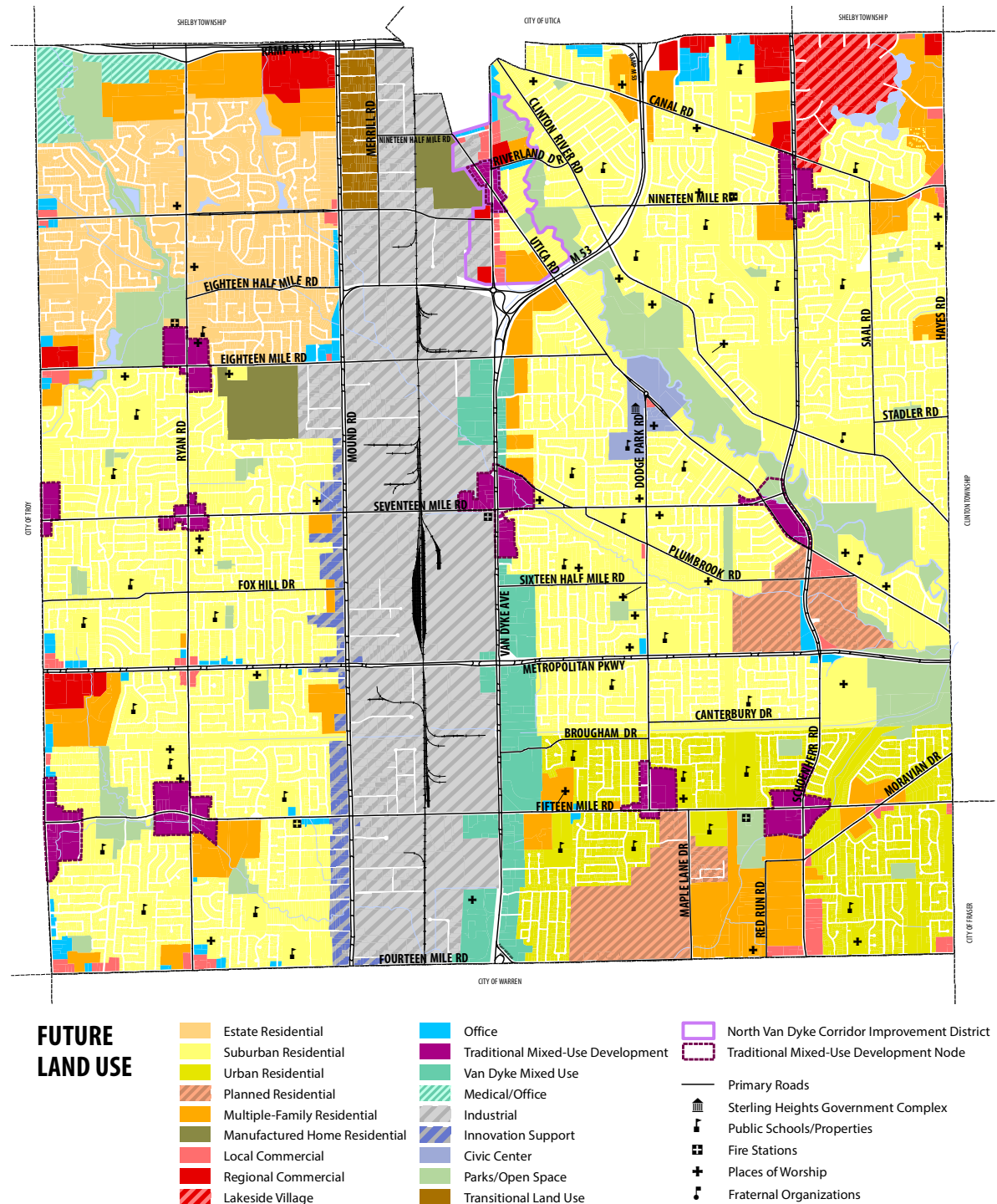
A land use transition area has been identified between Mound Road and Merrill Road in the northern portion of the City. Currently featuring detached single-family residential dwellings, this Plan envisions a transition to more intensive land use over time and in line with market demand. Such future land use may include a mixture of multiple-family residential, office, local commercial or industrial.

5. LAND USE PLAN

The Land Use Plan is focused on ensuring that development and redevelopment occurs in a manner that preserves and enhances the character and quality of the neighborhoods, commercial areas, and industrial areas in the City. This section presents and summarizes the citywide Future Land Use Map, Future Land Use Category Descriptions, Traditional Mixed-Use Development Node Concepts, and the Lakeside Mall Sustainability Assessment.

FUTURE LAND USE MAP

The Future Land Use Map expresses the City's vision for land use and development through the year 2040. The Future Land Use Map equips Sterling Heights Planning Commissioners and elected officials with a literal depiction of the desired land uses throughout the community. The Future Land Use Map is flexible and general in nature; the established future land use categories do not necessarily follow rigid boundaries or specific property lines. It should be used as a guide and tool on which to base zoning, development, community facility and capital improvement decisions, ensuring consistent and sound planning within the City.





FUTURE LAND USE CATEGORIES

A total of 18 future land use categories have been identified on the Future Land Use Map. Each is listed and briefly described in this section. More detailed descriptions for each category are found in the City of Sterling Heights Master Land Use Plan Technical Report.

Estate Residential

Protect existing and promote new single-family neighborhoods consistent with rural estate character. Typical lot sizes are 10,000 square feet or larger with approximate densities of 4 dwelling units per acre or less.

Suburban Residential

Protect existing and promote new single-family neighborhoods consistent with suburban character. Typical lot sizes range from 7,200 square feet to 10,000 square feet, with densities ranging from approximately 4 to 6 dwelling units per acre.

Urban Residential

Existing single-family neighborhoods with typical densities of 4 to 6 dwelling units per acre; but with the potential to accommodate, through infill development, a more diversified and dense mixture of housing with densities of approximately 6 to 8 dwelling units per acre.

Planned Residential

Unique opportunities to accommodate future residential growth. A planned mixture of residential housing types is encouraged in these areas along with supportive non-residential uses and recreational facilities as part of a well planned development.

Multiple-Family Residential

The multiple-family residential future land use classification seeks to accommodate a diverse stock of housing in the City to ensure housing choice for individuals of all ages and lifestyles.

Manufactured Home Residential

Intended to comprise a group of manufactured housing or mobile homes located on the same property in a park setting.

Local Commercial

Local commercial uses intended to meet the daily retail and service needs of the residents in surrounding neighborhoods. Retail, office, and residential uses (such as townhomes or upper-story loft units) are appropriate uses to be added to existing local commercial sites throughout the City, but especially those located within a designated mixed-use development node.

Regional Commercial

Commercial uses intended to serve a regional population, typically located along major thoroughfares such as Van Dyke Road or M-59.

Lakeside Village

The City has outlined a long-term vision to transform the Lakeside Mall into a mixed-use town center or urban district. To this end, a Lakeside Mall Sustainability Plan was prepared and is highlighted later in this section.



Office

Office uses are planned throughout the City along major roads, but generally not at road intersections. Office development may occur in stand-alone buildings on smaller parcels, or in planned office parks on larger parcels. Secondary uses compatible with office uses may be permitted on the upper stories of office buildings; such uses may include residential dwelling units.

Traditional Mixed-Use Development

The future land use plan envisions these traditional mixed-use development nodes to be characterized by compactness, walkability, connectivity, a mixture of land uses and a mixture of housing types. The character of development should reflect traditional development principles, including limited front yard setbacks, wide sidewalks, pedestrian-oriented architecture and site amenities, transit accommodations, clustered/attached buildings, multi-story structures, and vehicular accommodations in the rear. Residential uses may be integrated within the upper stories of mixed-use buildings or as stand-alone buildings which are integrated within the non-residential uses. Open spaces should also be integrated within the node in the form of a plaza, commons or park.

Van Dyke Mixed Use

The intent of this future land use category is to permit the continuation of predominantly regional commercial and related land uses within this corridor. However, this Plan outlines numerous recommendations to enhance the corridor's functionality, long-term marketability, access/mobility, and its overall aesthetic appeal.

Medical/Office

Medical and office related land uses, in a planned setting with high quality site and design standards to establish a uniform aesthetic character for the area. To promote healthy living and the protection of adjacent environmental habitats, the area should be characterized by pedestrian-oriented design and the integration of sidewalks and pedestrian connections to adjacent uses, recreational areas, and neighborhoods.

Industrial

Intended to permit traditional industrial uses including large manufacturing operations, research and development plants, hi-tech industries, smaller light industrial operations inside and outside of planned industrial parks, warehousing, light manufacturing, and other common industrial uses.

Innovation Support

The innovation support classification intends to establish a well-planned mixed-use corridor which supports the success and viability of the City's industrial corridor. Recommended land uses include light industrial (no outdoor storage), high-technology/innovation uses, commercial, and office uses.

Civic Center

Encompassing the governmental "center" of Sterling Heights, this category envisions additional municipal and civic facility development to serve the City's growing population and ensure high quality services for its citizens.



Parks/Open Space

This category includes a variety of public or private land, recreation facilities and natural resources such as floodplains, woodlands or wetlands which should be preserved.



Transitional Land Use

This category encompasses land which is recommended to transition, over time, to more intensive land use, including multiple-family residential, office and light industrial use.

TRADITIONAL MIXED-USE DEVELOPMENT NODE CONCEPTS

As shown on the Future Land Use Map, a total of 11 traditional mixed-use development nodes have been identified in the City. Presented in this section are specific conceptual plans for five of these nodes. These concept plans have been developed to illustrate how new/infill development buildings and civic/open spaces can be integrated with existing development to form a compact, walkable node.

Recommended Node Densities

Sterling Heights has a traditional suburban land use pattern with densities typically remaining below 8 dwelling units per acre. Successful mixed use nodes will require significantly higher densities within the concentrated areas within a quarter-mile of each node center. These densities may approach 25-30 dwelling units per acre and are reflective of the additional residents within walking distance who will be counted on to support the retail components of these mixed-use areas.

Qualities of Successful and Unsuccessful Traditional Mixed-Use Development Projects

SUCCESSFUL

A mix of uses

Connectivity to transportation and infrastructure

Cohesiveness with long-range community plans

A strategic vision that features a strong sense of place beyond a standard project

UNSUCCESSFUL

A single land use

A lack of public space and amenities

Dependence on one mode of transportation, usually the car

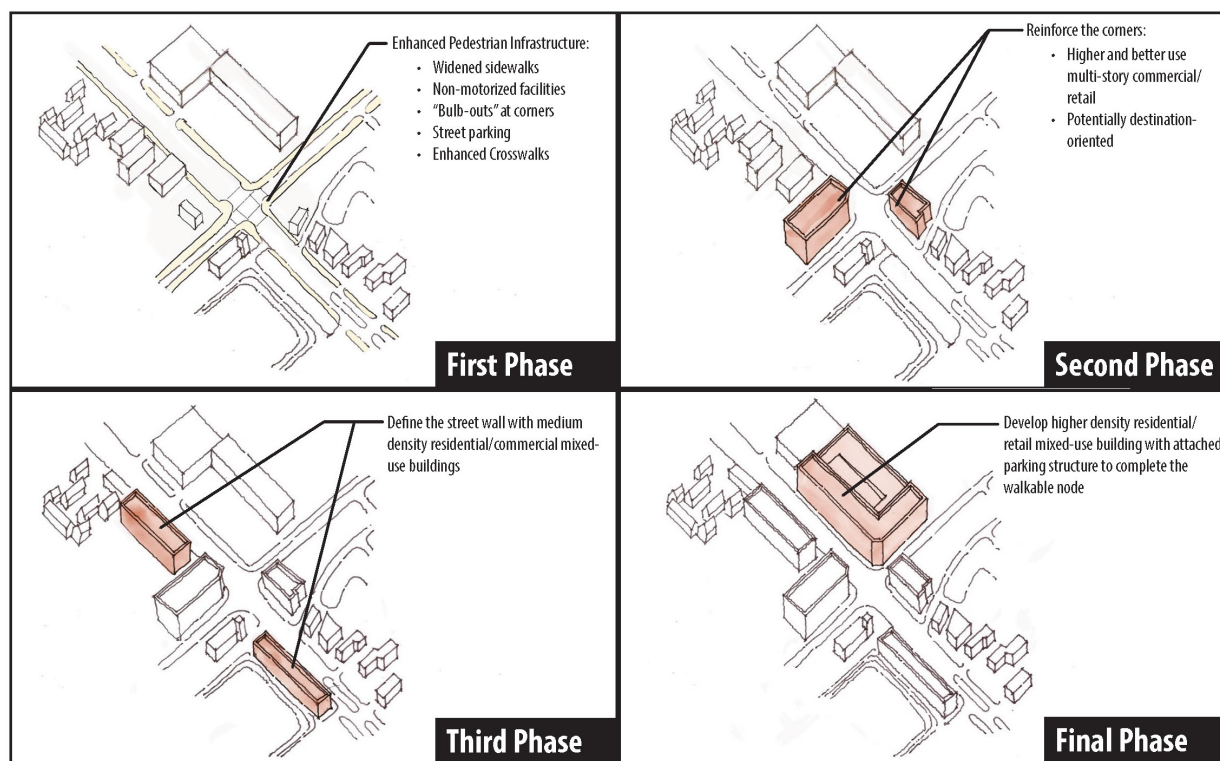
Failure to provide a safe, 24-hour environment

Source: Adapted from Brass, Kevin. "Drawing People In: Placemaking and the Density Discussion." Urban Land. February 29, 2016.



Recommended Node Phasing

The phasing strategy illustrated on the right can typically be applied to each of the proposed traditional mixed-use development concepts.

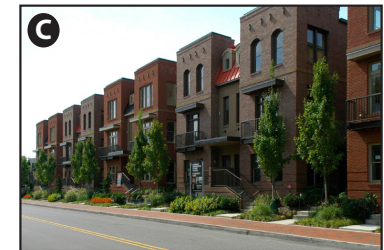
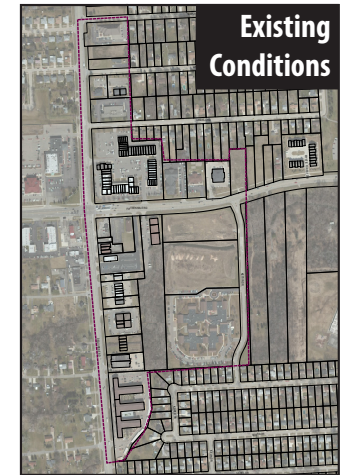
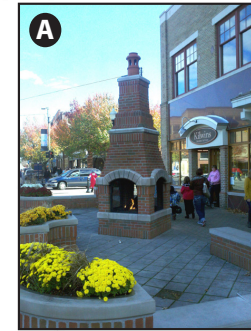


Traditional Mixed-Use Development Node Concepts: DEQUINDRE / 15 MILE

Node Concept



Representative Development Imagery:



Key:

- New/Infill Development
- Existing Buildings
- Civic/Open Space

Development Strategies:

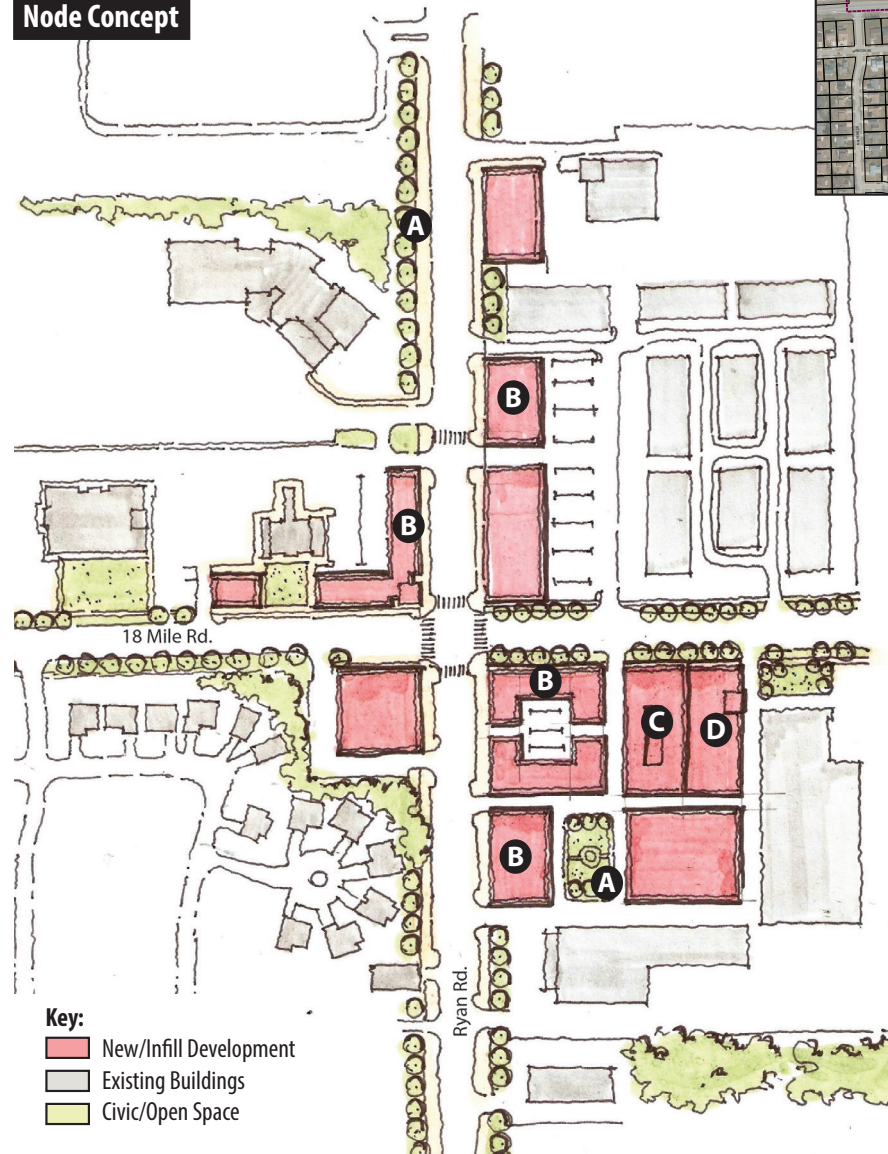
- A** Enhanced Pedestrian Infrastructure
- B** Mixed-Use Housing/Commercial
- C** Multi-Family Townhouse
- D** Multi-Story Commercial

**Traditional Mixed-Use
Development Node Concepts:
RYAN / 18 MILE**

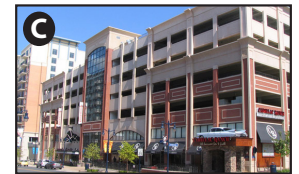
Representative Development Imagery:



Node Concept



- Key:**
- New/Infill Development
 - Existing Buildings
 - Civic/Open Space



Development Strategies:

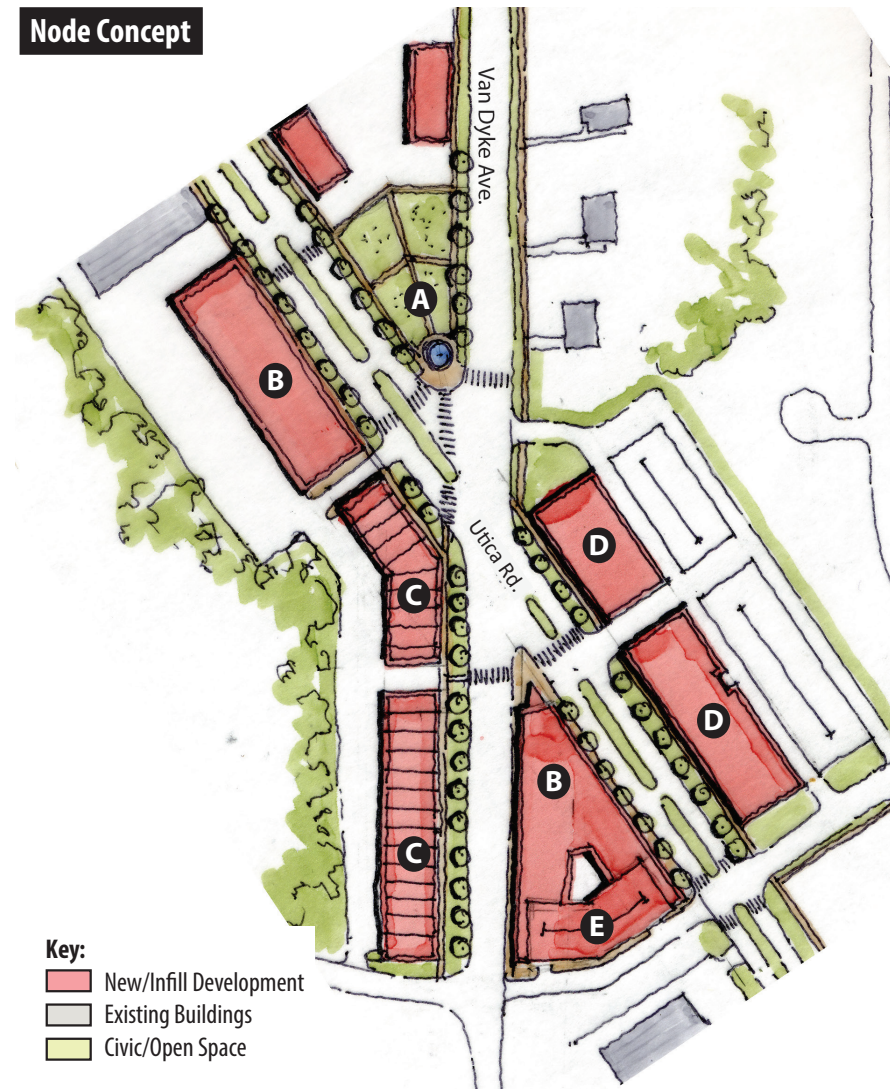
- A** Enhanced Pedestrian Infrastructure
- B** Mixed-Use Housing/Retail
- C** Parking Structure
- D** Multi-Family Housing

Representative Development Imagery:



Traditional Mixed-Use Development Node Concepts: NORTH VAN DYKE CIA DISTRICT (UTICA ROAD AT VAN DYKE AVE.)

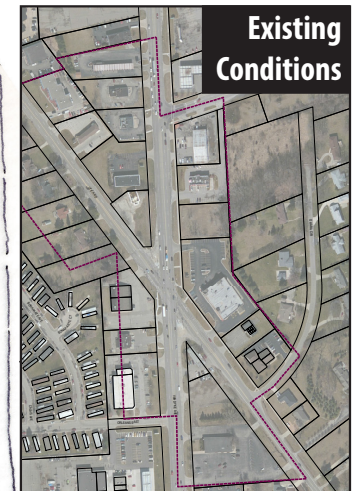
Node Concept



Key:

- New/Infill Development
- Existing Buildings
- Civic/Open Space

Existing Conditions



Development Strategies:

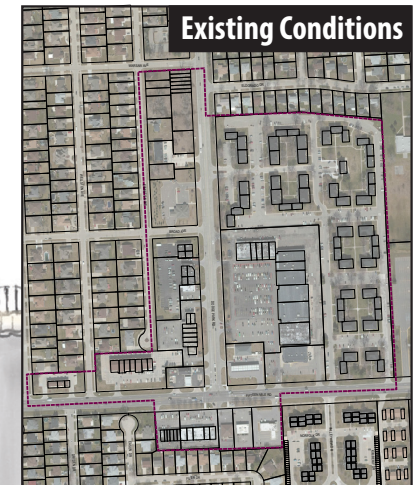
- A** Enhanced Pedestrian Infrastructure
- B** Mixed-Use Housing/Commercial
- C** Multi-Family Townhouse
- D** Multi-Story Commercial
- E** Parking Structure

**Traditional Mixed-Use
Development Node Concepts:
DODGE PARK / 15 MILE
INITIAL BUILD-OUT CONCEPT**

Representative Development Imagery:



Node Concept



Development Strategies:

- A** Enhanced Pedestrian Infrastructure
- B** Mixed-Use Housing/Retail
- C** Multi-Family Townhouse
- D** Multi-Story Commercial

- Key:**
- New/Infill Development
 - Existing Buildings
 - Civic/Open Space

Representative Development Imagery:



Traditional Mixed-Use Development Node Concepts: DODGE PARK / 15 MILE ADDITIONAL BUILD-OUT CONCEPT



Development Strategies:

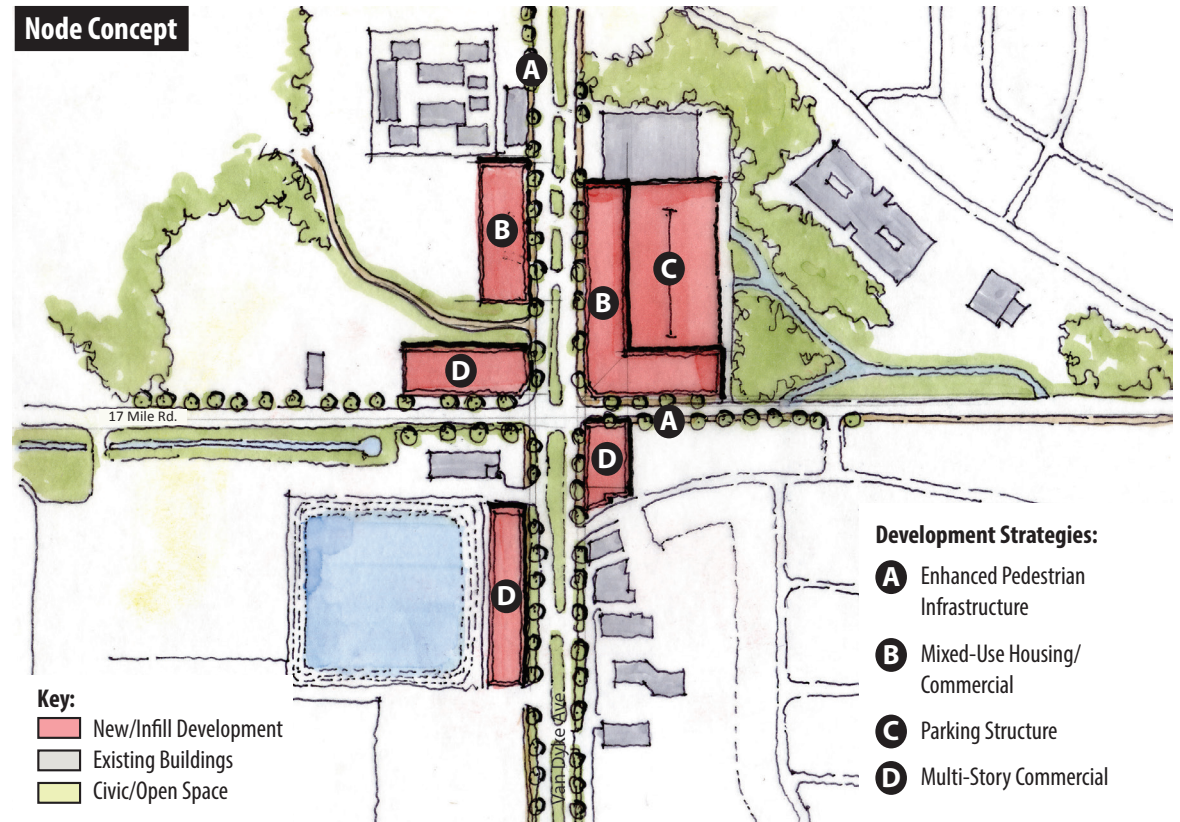
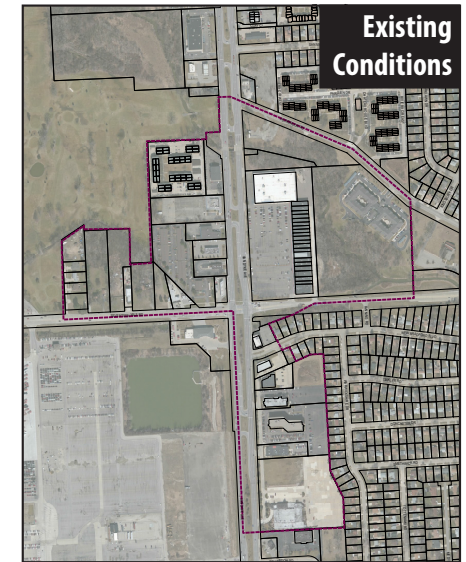
- A** Enhanced Pedestrian Infrastructure
- B** Mixed-Use Housing/Retail
- C** Multi-Family Townhouse
- D** Multi-Story Commercial

Key:

- New/Infill Development
- Existing Buildings
- Civic/Open Space

**Traditional Mixed-Use
Development Node Concepts:
VAN DYKE / 17 MILE**

Representative Development Imagery:





LAKESIDE MALL SUSTAINABILITY ASSESSMENT

Traditional enclosed shopping malls throughout the country, including Lakeside Mall in Sterling Heights, are facing many challenges, including changing customer preferences and increased competition through a variety of sources. In response to these challenges, the Lakeside Mall Sustainability Assessment was completed as a parallel effort to the Master Land Use Plan.

The Lakeside Mall Sustainability Assessment outlines a long-term vision to transform the Lakeside Mall into a mixed-use town center or urban district. Two concept redevelopment plans were prepared to illustrate the potential of the site to accommodate new development and to provide a general direction for a transformation to a fully-functioning mixed-use district.

Concept A generally keeps Lakeside Mall in place and provides development opportunities around the perimeter of the mall property. Concept B eliminates the mall concept and instead, incorporates a water feature into the site. Concept B retains the mall anchor stores, but allows for additional development opportunities within and throughout the mall property.

Keep the mall in place and provide development opportunities around the perimeter.

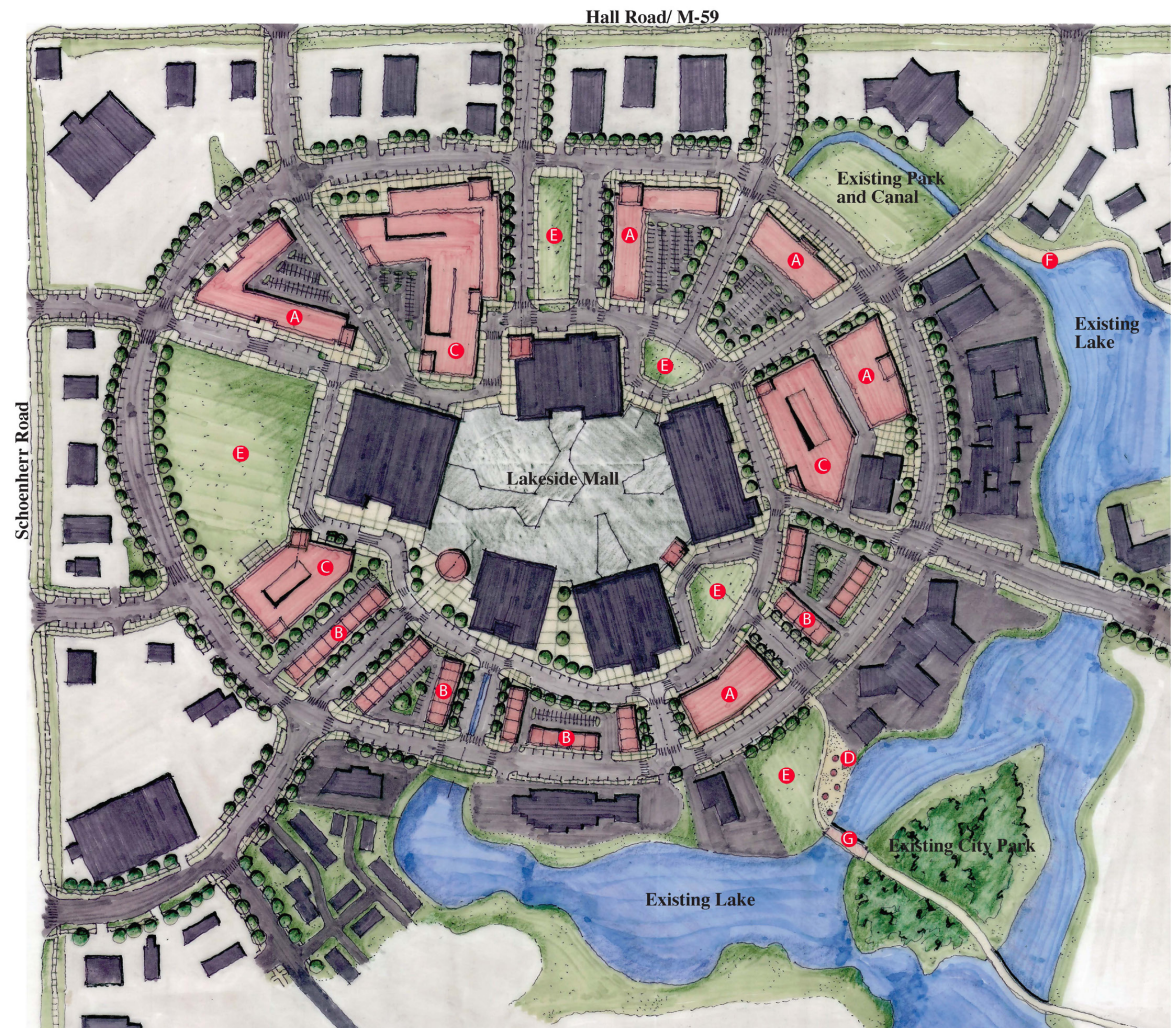
Proposed Elements:

- A** Developments - Options include: Residential, office, institutional, civic, first floor retail, etc.
- B** Higher density residential development: lofts, townhouses, etc.
- C** Parking deck with first floor retail
- D** Urban beach
- E** Greenspace - Active/passive
- F** Canal/water's edge and pedestrian path
- G** Bridge

Key:

- New/Infill Development
- Existing Buildings
- Civic/Open Space

Lakeside Mall Sustainability Assessment CONCEPT A



Lakeside Mall Sustainability Assessment CONCEPT B

Eliminate mall concept. Retain anchors while integrating water feature through the site and providing development opportunities around the perimeter.

Proposed Elements:

- A** Developments - Options include: Residential, office, institutional, civic, first floor retail, etc.
- B** Higher density residential development: lofts, townhouses, etc.
- C** Parking deck with first floor retail
- D** Urban beach
- E** Greenspace - Active/passive
- F** Canal/water's edge and pedestrian path
- G** Bridge

Key:

- New/Infill Development
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- Civic/Open Space

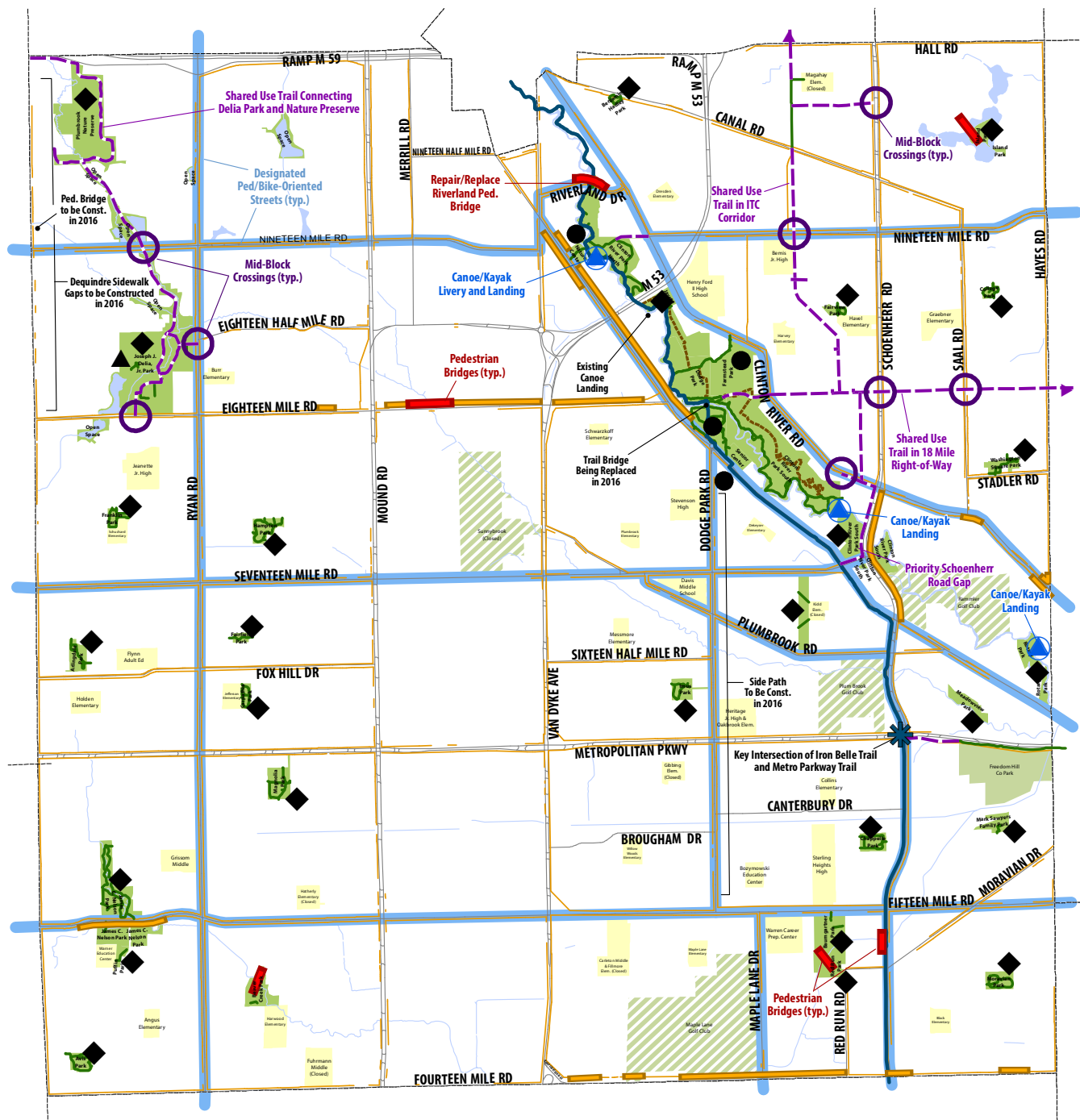


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A faint, light gray map of Sterling Heights, Michigan, serves as the background for the page. The map shows various streets, including Dyke Ave, and outlines of buildings and parks. The top portion of the map is overlaid with a solid red banner containing the section title.

6. PARKS, RECREATION & NON-MOTORIZED PLAN

Concurrent with the development of the Master Land Use Plan, the City developed and adopted a Parks, Recreation and Non-Motorized Master Plan (the first non-motorized plan in the City's history). This Plan established an aggressive strategy for improvements to City parks facilities and non-motorized transportation infrastructure. The related *Recreating Recreation* initiative sought to leverage the City's existing natural resource assets to provide City residents with year-round recreational opportunities. The *Recreating Recreation* initiative ultimately led to the approval of a dedicated parks and recreation millage that delivers a mix of recreational opportunities to the City's 130,000-plus residents.



PARKS & NON-MOTORIZED FACILITY IMPROVEMENTS


Proposed Parks Improvements:

- City Center/ Nature Center/
Senior Center/
Clinton River Improvements
- ◆ Neighborhood and Major Park Improvements
- ▲ Dog Park



Proposed Non-Motorized Improvements:

-  Shared Use Trail Extensions
-  Designated Pedestrian/
Bike-Oriented Street
-  Mid-Block Crossing
-  Pedestrian Bridge
-  Sidewalk Gap Priorities
-  Canoe/Kayak Facilities

Existing Parks Facilities:

-  City Park
-  Public School
-  County Park
-  Private Golf Course

Existing Non-Motorized Facilities:

-  Existing Iron Belle Trail Route
- Existing Shared Use Trails
-  Existing Sidewalks/Safety Paths
(Along primary roads)
- Existing Mountain Bike/Hike Trails



PARKS AND RECREATION PLAN

The location of key proposed parks improvements are highlighted on the Parks & Non-Motorized Facility Improvements Map and are summarized below.

City Center, Nature Center, Senior Center and Clinton River Improvements

Located in the heart of the City's civic center, several large-scale recreational facility improvements are proposed which would significantly enhance the recreational quality of life for the City's residents. These proposals include:

- Construction of a new 120,000+ square foot community center
- A permanent facility for the highly successful Dodge Park Farmers Market
- A refrigerated ice rink for winter enthusiasts seeking a place to enjoy outdoor skating
- An outdoor sprayground that will provide families with a great place to cool down
- A multi-use skatepark that will be a unique recreational opportunity for the more adventurous crowd
- Facilities for canoe and kayak enthusiasts to enjoy the best stretch of the Clinton River in Macomb County

- Access for City residents to enjoy an aquatics option for year-round water activity
- A mini turf soccer field for those who enjoy playing the world's most popular sport
- An enclosed bocce ball court

Neighborhood and Major Park Improvements

An array of capital improvements are proposed for nearly every one of the City's neighborhood parks and major parks. Major park improvements include enhanced internal vehicular and pedestrian connections and athletic field renovations at Delia Park, field renovation and lighting at Baumgartner Park, replacement of the existing pavilion/restroom at Dodge Park, and the renovation of the existing pavilions/restrooms at Farmstead Park, Nelson Park and Delia Park. Typical neighborhood park improvements include new signage, park path resurfacing, athletic court resurfacing, new play structures, landscaping, site amenities and accessibility improvements. With no currently existing facilities, a new dog park is proposed to be constructed within the City, potentially within Magnolia Park.



Proposed play structure at Washington Square Park

Overall Goals of the Parks, Recreation and Non-Motorized Plan

1. The City of Sterling Heights strives to become a sustainable place, meaning that it is economically, environmentally and culturally sustainable. Recreation policy decisions should reflect careful consideration of all three factors. Decisions made today should benefit – not burden – future generations.
2. Enhance and increase the quality of life for the residents of Sterling Heights by providing a full range of recreation programs and facilities, open spaces, natural features, and non-motorized pathways to meet their recreational needs.
3. Support and encourage accessibility to and within City parks, and development of the local, county and regional non-motorized systems.
4. Provide open space and recreational opportunities through a combination of both major and neighborhood park sites, which are easily accessible to the populations that they are intended to serve.
5. Provide a consistent level of funding to support maintenance of current facilities and development of new facilities throughout the community.
6. Conserve existing biodiversity and features and explore opportunities to increase the area's ecological value and our access to nature.



NON-MOTORIZED PLAN

The City is committed to continuing to improve connectivity, mobility and safety within the City of Sterling Heights in order to provide transportation choices, recreation, contribute to placemaking, economic development, and the health of residents. The location of key non-motorized infrastructure improvements are highlighted on the Parks & Non-Motorized Facility Improvements Map and are summarized below.

Sidewalks and Sidepaths

A high priority element for enhancing connectivity and walkability within the City is to systematically continue to eliminate gaps in the sidewalk/sidepath system along the major road corridors.

Iron Belle Trail

Michigan's Iron Belle Trail passes through the City of Sterling Heights for more than 7 miles via Schoenherr Road, Utica Road and the Clinton River Park Trail. Recommendations related to the Iron Belle Trail focus on improving the surface of the route to make it a consistent width and material, a pedestrian bridge over the Red Run Drain, pedestrian treatments at the major road crossings, and trail branding and wayfinding.

Shared Use Trails and Mid-Block Crossings

Four significant shared-use trail connections are proposed as part of the Plan:

1. Delia Park to Plumbrook Nature Preserve Trail Connection
2. ITC Corridor from Hall Road to Clinton River Road including connections to Lakeside Mall, Bemis, Browning, Harvey, and Havel Schools, residential neighborhoods and the Clinton River Path system
3. 18 Mile Vacant Right-of-Way from Hayes Road into the Clinton River Path system
4. Schoenherr Road gap between Clinton River Road and Utica/Seventeen Mile Road to provide a north south connection to and from the Iron Belle Route and the Clinton River Path system

Each of these additions includes locations where mid-block crossings (as opposed to at signalized intersections) would need to be considered in order to safely facilitate predictable crossings for pedestrians and bicyclists.

Example Pedestrian Oriented Treatment: PROTECTED BIKE LANES AND MID-BLOCK CROSSINGS



Designated Ped/Bike Oriented Streets

Several road corridors within the City have been highlighted as corridors that should be Ped/Bike Oriented. These are corridors where the needs of pedestrians and bicyclists should be accentuated and where a lower level of service for vehicles may be acceptable in order to provide better mode balance. Treatment details will be unique to each corridor and determined during design, but could include elements such as narrower vehicular lane widths, mid-block crossings, refuge islands, wide paved shoulders, on-street protected bike lanes, wide sidewalks, tree plantings, medians, bioswales, lighting, respite areas, etc.

Priority Amenities

There are a number of amenities proposed to enhance the comfort and safety of non-motorized users and encourage greater use of a connected network. These elements include:

- A comprehensive wayfinding signage system
- Bike “fix it” stations at key locations
- Bike rental at/near Dodge Park
- Secure and convenient bike parking at public parks, public buildings, schools, retail destinations, places of employment and major transit stops

Blue Infrastructure (Water-Related) Improvements

The Plan seeks to expand upon the County-wide blue infrastructure initiative as well as the successful efforts of the Clinton River Watershed Council to promote and improve the Clinton River Water Trail. Numerous water-related improvements have been proposed, including:

- A new canoe and kayak livery and landing, to include the purchase of a passenger bus, canoes, kayaks and related equipment
- New canoe/kayak landings along the Clinton River



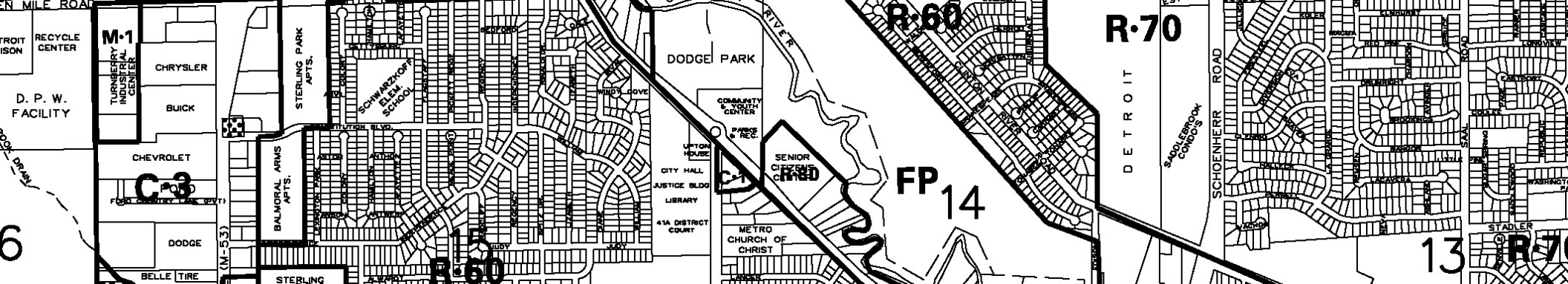
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7. ZONING PLAN

Throughout the Master Land Use Plan, a variety of action-oriented recommendations are laid out as a means to accomplish the City's vision for the future. The adoption of the Master Land Use Plan is but one part of the community planning process. Realization or implementation of the recommendations of the Plan can only be achieved over an extended period of time and only through the cooperative efforts of both the public and private sectors. Implementation of the Plan may be realized by actively pursuing a myriad of activities. From a general perspective, these include, but are not limited to:

- Continuing public involvement processes
- Auditing, analysis, revisions, and adoption of existing or new City ordinances or regulations pertaining to continued development and redevelopment within the City
- Supporting and ensuring enforcement and consistent administration of in-place policies, ordinances and regulations
- Providing a program of capital improvements and adequate, economical public services to encourage continued community growth
- Developing and then prioritizing municipal programs and joint public/private partnerships



ZONING PLAN

Zoning regulations are adopted under the local police power granted by the State for the purpose of promoting community health, safety and general welfare. Zoning consists of dividing the community into districts for the purpose of establishing density of population and regulating the use of land and buildings, their height and bulk, and the proportion of a lot that may be occupied by them. Zoning is an effective tool not only for the implementation of the Plan, but also benefits individual property owners. It protects homes and investments against the potential harmful intrusion of business and industry into residential neighborhoods; requires the spacing of buildings far enough apart to assure adequate light and air; prevents the overcrowding of land; facilitates the economical provision of essential public facilities; and aids in conservation of essential natural resources.

Based on the vision outlined in this Master Land Use Plan, a variety of revisions to the City's zoning ordinance and zoning map have been recommended. These revisions are summarized here.

Short-Term Zoning Implementation (1-3 years)

ESTABLISH A NEW ZONING DISTRICT TO ACCOMPLISH THE INTENDED LAND USE AND DEVELOPMENT CHARACTER OF THE PLANNED RESIDENTIAL FUTURE LAND USE CATEGORY.

ESTABLISH A NEW ZONING DISTRICT TO ACCOMPLISH THE INTENDED LAND USE AND DEVELOPMENT CHARACTER OF THE TRADITIONAL MIXED-USE DEVELOPMENT FUTURE LAND USE CATEGORY.

AMEND THE C-1 DISTRICT IN LINE WITH THE LOCAL COMMERCIAL FUTURE LAND USE CATEGORY, TO ALLOW ADDITIONAL BUILDING HEIGHT AND MIXTURE OF USES, AND TO PLACE A GREATER EMPHASIS ON THE DESIGN OF THE BUILDING AND LESSER EMPHASIS ON PRESCRIBING A PARTICULAR USE.

ESTABLISH A NEW ZONING DISTRICT TO ACCOMPLISH THE INTENDED LAND USE AND DEVELOPMENT CHARACTER OF THE CIVIC CENTER FUTURE LAND USE CATEGORY.

Mid- to Long-Term Zoning Implementation (3+ years)

ESTABLISH A NEW ZONING DISTRICT, OR AMEND AN EXISTING ZONING DISTRICT, TO ACCOMPLISH THE INTENDED LAND USE AND DEVELOPMENT CHARACTER OF THE LAKESIDE VILLAGE FUTURE LAND USE CATEGORY.

ESTABLISH A NEW ZONING DISTRICT, OR AMEND AN EXISTING ZONING DISTRICT, TO ACCOMPLISH THE INTENDED LAND USE AND DEVELOPMENT CHARACTER OF THE VAN DYKE MIXED-USE FUTURE LAND USE CATEGORY.

ESTABLISH A NEW ZONING DISTRICT, OR AMEND AN EXISTING ZONING DISTRICT, TO ACCOMPLISH THE INTENDED LAND USE AND DEVELOPMENT CHARACTER OF THE MEDICAL/OFFICE FUTURE LAND USE CATEGORY.

ESTABLISH A NEW ZONING DISTRICT, OR AMEND AN EXISTING ZONING DISTRICT, TO ACCOMPLISH THE INTENDED LAND USE AND DEVELOPMENT CHARACTER OF THE INNOVATION SUPPORT FUTURE LAND USE CATEGORY.

ESTABLISH A NEW ZONING DISTRICT TO ACCOMPLISH THE INTENDED LAND USE AND DEVELOPMENT CHARACTER OF THE TRANSITIONAL LAND USE FUTURE LAND USE CATEGORY.