

1. Call to Order - THE MEETING WAS CALLED TO ORDER BY CHAIRMAN LARRY FOX AT 7:00 PM

2. Pledge of Allegiance

3. Roll Call

PRESENT: Joe Colaianne, Thomas Murphy, Larry Fox, Jeff Newsom, Sue Grissim, Michael Mitchell, Keith Voight
ABSENT:

4. Approval of Meeting Agenda

Motion to Approve the Agenda

A Motion to approve the Meeting Agenda was made by Commissioner Newsom and seconded by Commissioner Mitchell. Motion carried unanimously.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Jeff Newsom, Vice Chairman
SECONDER:	Michael Mitchell, Commissioner
AYES:	Colaianne, Murphy, Fox, Newsom, Grissim, Mitchell, Voight

5. Approval of Meeting Minutes

a. Planning Commission - Regular Meeting - Jul 26, 2018 7:00 PM

A Motion to approve the Meeting Minutes of July 26, 2018, was made by Commissioner Voight and seconded by Commissioner Colaianne.

Director Langer mentioned a correction for the minutes. The sentence should read “Hartland Township DPW would like to construct a 40 feet by 60 feet building next to the 113-foot tall water tower.”

The Maker and Seconder agreed. Motion carried unanimously.

RESULT:	ACCEPTED AS AMENDED [UNANIMOUS]
MOVER:	Keith Voight, Secretary
SECONDER:	Joe Colaianne, Trustee
AYES:	Colaianne, Murphy, Fox, Newsom, Grissim, Mitchell, Voight

6. Old & New Business

a. Gibbs Planning Group - Hartland Township Retail Market Analysis

Mr. Robert Gibbs introduced himself and his company outlining their proposal for a Retail Market Analysis of Hartland Township.

Commissioner Grissim expressed concern that a five year horizon for the Retail Market Analysis (RMA) might not be a long enough period of time to make a decision regarding zoning categories and uses. Mr. Gibbs stated they can do a 10 or 15 year horizon but the accuracy may change from the anticipated two to five percent to more like five to ten percent. He does not feel comfortable going beyond fifteen years because we may all be shopping on the internet by that time. They would be happy to do a ten to fifteen year horizon and can be pretty accurate.

Commissioner Colaianne asked if the other communities used the RMA information compiled by Gibbs Planning Group in conjunction with reviewing their Future Land Use Maps or downtowns.

What were their reasons for having a RMA? Mr. Gibbs replied most hire his company before they do a Master Plan so they can debate amongst themselves what the market is. Many cities hire his company because the downtown is distressed. They do not get called into many good cities. They did get called into Howell and they were told there is really nothing wrong. They have worked in many distressed areas around the country. They do work for Michigan Economic Development Corporation and the Michigan Municipal League but he likes staying about half in the private sector because it keeps them sharp. If he tells someone they can support 80,000 square feet, they build it and it does not work, he hears about it right away. His company is very trusted with those groups.

Commissioner Voight asked if they use an anticipation of growth or the existing population when compiling the data. Mr. Gibbs stated they buy three databases that forecast the growth and can forecast out to fifteen years. One is the US Census and two others that forecast growth. Then they look at a forth resource which is information on job creation. Residential development follows jobs. They dive deep into what kinds of jobs are likely being created in the next fifteen years. They also buy really good research that tells what people earn, what kind of job they have, where they went to school, where they go on vacation, what kind of car they drive, what kind of magazine they read, where they search on the internet, what they charge on their credit cards. They buy really accurate data gathered by zip code. Conservatively, right now, the people who live and work here, spend about \$500,000,000 on goods and services, purchased mostly somewhere other than Hartland Township which is what we need to figure out: where are they spending it and how much of it can we capture.

Chair Fox stated he is assuming from the proposal provided that we will want Option 2. Mr. Gibbs stated he would like to do the Level 2 but they can do either Level 1 or Level 2 depending on budgetary concerns. The Level 2 is more accurate but much more work. They can get pretty accurate with a Level 1; they do a lot of Level 1s.

Commissioner Voight asked if, since the Township is looking at a longer term, would he recommend one or the other. Mr. Gibbs replied yes, if the Township is looking at policy making, and planning and zoning, he would recommend the Level 2 as they can go out to 15 years with more accuracy.

Chair Fox asked about the cost of the focus groups, if that was included or charged at the hourly rate. Mr. Gibbs replied they are included. They pride themselves in giving a lump sum fee with no extras which includes all of the expenses, focus groups, meetings; there will be no additional charges. None.

The Planning Commission thanked Mr. Gibbs for his time and presentation.

RESULT: INFORMATIONAL

b. LandUseUSA - Hartland Township, Michigan Retail Market Analysis and Strategy

Sharon Woods of LandUse USA introduced herself and her company outlining their proposal for a Retail Market Analysis of Hartland Township.

Commissioner Colaianne asked if the most recent RMA her company had completed in Michigan was Comstock. Ms. Woods replied it was. Commissioner Colaianne asked what they did with the study. Ms. Wood stated John Iacoangeli of Beckett & Rader used her study to convince the township they needed to make revisions to their Plan.

Commissioner Colaianne asked if Roseville, an older community in Gratiot County, is looking to reinvent itself. Ms Woods replied they are not. They have a couple of infill parcels that are part of their core community so the work for Roseville is Urban Infill and very specific parcels that were two level

buildings that were destroyed by fire or other means. They do not want to build the wrong format on speculation.

Commissioner Colaianne asked if LandUse USA had dealt with communities like Harper Woods who had a large department store close. Ms. Woods replied she absolutely has. Repurposing dark boxes is very much a trend right now and is getting a lot of attention. She said she sees some issues with the vacant WalMart store. She is guessing it may have been overbuilt and the asking rent is too high, or something else is wrong because the location is very desirable. If it is not being filled, then something else is wrong either in the rents or the structure. Usually a WalMart is built to last between eight and fourteen years; that one is built to last longer. She thinks its future can still be retail; there may be some economics there that cannot be seen that are in the way and she is not sure what they are.

Commissioner Colaianne asked if landowners or tenants are readily giving information for what they charge or pay in rent. Ms. Woods replied they will not and she does not try to pull it out of them unless the township sees a way to add some stakeholder engagement to the scope, in that case she would. She would not take half of the budget and use it on focus groups; it is allocated to market research and analysis. She is certified by the National Charrette Institute and has done many developer forums; she knows how to communicate with developers and tries to educate them. If the Township invites LandUse USA to do a study, they will come back and do a developer forum, a roundtable study session where they will be taught how to interpret the study information with the hope that the developers will reshape their strategies.

Commissioner Colaianne asked as part of the analysis do you look at strategies of certain types of economic development tools that the Township could utilize effectively. Ms. Woods replied she gets asked that a lot and usually refers to it as an implementation plan, a grid of what the Township needs to do next. She also will write advisory reports in a narrative format to address such items as best business practices, marketing, placemaking, developer education, retail recruitment. There are some economic development tools available from our State agencies such as Redevelopment Ready Communities Program, the Redevelopment Ready Sites Initiative, Michigan Main Street Program which can offer assistance as well.

Commissioner Colaianne asked if, during her research for other communities, did she find any situations where the community might be better off not looking at commercial or retail, but should consider other uses such as medical care facilities. Does the study provide this information? Ms. Woods replied it absolutely does. Here she focused the work on retail as that was the request. Her firm can address any land use category. She has done many economic growth strategies; in fact some of the exhibits shown tonight for the City of Luna Pier are part of a larger economic growth strategy, they addressed retail, housing, entertainment venues, recreation, industry sectors, job creators and potential employers, educational advancement opportunities, hotels and overnight accommodations, as well as medical uses which are usually found under office uses. Ms. Woods stated the end result is in how the question is shaped to begin with. Is it an economic growth strategy or a retail strategy?

Commissioner Colaianne stated the focus is retail and does the Township have enough commercial set aside, should it expand or contract from a land use standpoint. She stated before she came and spent some time doing some field work, she had the sense that maybe it was time to right-size the amount of space allocated to retail. She arrived around the 5:00 PM rush hour and saw what you had here, visited the former WalMart site, and thought maybe it was not so much taking retail space away as deciding how you want to use it, possibly with some Mixed Use maybe. Aside from some very small areas, she would be disinclined to say pull it back; that could really close some doors on opportunities long term. She stated if developers are asking to use land set aside for commercial use for attached housing, she would advise the Township to be cautious because apartments can go anywhere. If they are asking to build townhouses or row houses or lofts, now we are talking about an urban place and retail is part of creating that urban space so the pieces fit together. Use based planning is either one thing or the other; what about something else that is a bit of both that still keeps the door open to retail in the right format and of the right scale in the right mixed use project.

Commissioner Grissim asked about the time frame as she stated she does all of the work, would Hartland have to wait to have this done? Ms. Woods stated she does her work in batches. For example she was in the Upper Peninsula doing nothing but field work for several communities, when she does her demographic analysis, she will pull information for several at the same time. She is often working on multiple projects at the same time. She stated with her current capacity she could start around the second week of October with a possible draft delivery date of December 1st with a final by Christmas 2018.

RESULT: INFORMATIONAL

Discussion

Director Langer stated ultimately the Planning Commission must provide a recommendation to the Township Board. The companies operate differently but in his opinion, they both are able to do the job. The Township Board has to decide whether they want to go ahead and what resources should be allocated. He is open to more discussion if the Planning Commission chooses, but ultimately a recommendation must be put together. Director Langer stated he felt this was a difficult choice.

The Planning Commission briefly discussed the time line for this process and their options.

- Commissioner Colaianne stated the Planning Commission wanted to hear from more than one firm and they are two very different approaches.
- Commissioner Voight stated he liked the LandUse USA approach to urbanism but concerned that one has to ask the right questions in order obtain the proper report; it seemed like Gibbs Planning Group report can be used for anything. Concerned the Township may not get all of that information in one shot from LandUse USA.
- Commissioner Grissim disagreed stating that she feels they would get the same variety of information from LandUse USA but what was appealing about Gibbs Planning Group was that they would be available for some time after the study for some guidance after the fact, some things we have not thought about yet.
- Commissioner Voight stated he thought Gibbs would have a more personal approach and be exposed to more business owners, going into the actual businesses. He is willing to survey residents and do more than just drive around and take pictures. He feels it would be a more thorough analysis.
- Commissioner Mitchell stated with either one, it is important that the Township be very specific with what the desire is, what Hartland Township looking for in this study. As questions are asked, they focus their attention in that direction but with either company the questions must be specific: what is the relationship of the commercial property relative to residential. Has the Township allocated too much? Do the amount need to be reduced? Once the Township defines what its desire is, either company can hone in on that. As mentioned earlier, he thinks both companies are very capable; they come at it from two different directions, but according to the handout, they ultimately come to the same results. He has concerns about the workload falling on one person and could that affect the outcome: will the Township get all of the information we are looking for or might it get cut short in order to meet a deadline.
- Commissioner Newsom stated he concurred, either group can handle it. He does like the idea that someone will look at the Township objectively because we have had our own designs on what we think we can handle for a long time some of which have not come to fruition. A good objective look is worthy. He knows which way he is leaning but would like to think about it a little more.
- Commissioner Murphy stated he liked the presentation by Gibbs. He looked over the staff and many of their projects. Could they both provide the same final conclusion? The Township needs to be sure to give clear objectives and what is expected from them. He thinks Gibbs, with their resources and ability to use them, might dive deeper in their own way. They may not be so

concerned with doing the whole project by himself. If he had to make a choice tonight, he would support Gibbs.

Chair Fox asked if the Planning Commission was ready to make a decision tonight or if they wanted more time.

The Planning Commission briefly discussed the options.

Chair Fox stated when asked, he believes both are highly qualified; that is the reason they are here, but he would lean toward the Gibbs proposal. For some reason it just clicked better, he bonded with it. Both could do a fine job. The LandUse USA opening statement spoke of her affection for urbanism and he would not want that whole work-live ideology to slant the proposal because of personal likes, he wants what we need. He would lean toward the Gibbs proposal.

Commissioner Grissim stated she is very happy both companies took the time to come in, to have this extra step. The Planning Commission agreed.

Commissioner Voight stated he would lean toward Gibbs.

The consensus of the Planning Commission was to recommend Gibbs Planning Group to the Township Board for the Retail Market Analysis.

c. Ordinance Amendments

Director Langer referred to the list from the Ordinance Review Committee (ORC) stating the following:

- The bottom of the list are items the Planning Commission has already addressed.
- At the top, in no particular order, are the items the ORC did not get to.
- He is looking for direction from the Planning Commission for items the ORC should focus on, whether they are on the list or not.

The Planning Commission discussed the list.

The Planning Commission chose to direct the ORC to review items 1. Outdoor storage/display within Commercial Developments, 4. Light Industrial and Industrial Architectural Standards, 7. Accessory Buildings and 8. Lot Coverage.

Chair Fox stated if that is too many and the committee decides they can complete two of them quickly, just come back with those.

RESULT:	INFORMATIONAL
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7. Call to the Public

None

8. Planner's Report

Director Langer reported the following:

Site Plan Review Committee discussed the Newberry development. Discussion was generally about the layout of the site. This layout seems like the direction they will be going. They will look at architectural and landscaping items next. This project is moving forward. They did have conversations recently about water which is a separate issue.

Commissioner Murphy asked if, with the timing of the Retail Market Analysis, the Newberry project would be included because some of his work seems to be similar to the conceptual material from early in the proposal. Director Langer stated he cannot comment on the timing; the last time Newberry was before the Planning

Commission as a whole was April 2016 and that delay was not due to anything the Township had control over. It is hard to say as this project has been in such a delayed mode.

The Planning Commission briefly discussed the timeline of the Newberry project, the impetus for the Retail Market Analysis and what material might be included.

9. Committee Reports

None

10. Adjournment

Motion to Adjourn

A Motion to adjourn was made by Commissioner Mitchell and seconded by Commissioner Newsom Motion carried unanimously. The meeting was adjourned at approximately 8:22 PM.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Michael Mitchell, Commissioner
SECONDER:	Jeff Newsom, Vice Chairman
AYES:	Colaianne, Murphy, Fox, Newsom, Grissim, Mitchell, Voight

Submitted by,



Keith Voight
Planning Commission Secretary