

CHANGES IN CENTER CITY: ZONING ORDINANCE UPDATES



In 2019, the Center City Authority received approval from the Midland City Council to begin implementing the Center City Redevelopment Plan. Under this plan, the first priority will be to develop a new streetscape along Saginaw Road from Dartmouth Drive to Patrick Road.

The Center City Redevelopment Plan focuses on reinventing space or adding infill development. Accommodating infill development requires an update to the City's Zoning Ordinance, which we've called the Center City Overlay District (CCOD).

Updating the City's Zoning Ordinance

This document includes a summary of the recommended changes being proposed for the Center City Overlay District. Once finalized and adopted, the revised Center City Overlay District zoning would apply to properties that change use or are redeveloped.

The Center City Overlay District adds design and development regulations to encourage the reactivation of vacant properties and promotes the district as a mixed-use environment. Additionally, the overlay enhances walkability and includes requirements that improve pedestrian safety and streetscape aesthetics. It promotes improved traffic flow and accessibility while providing an improved transition between denser areas and surrounding residential neighborhoods.

In total, these proposed changes are designed to make your Center City businesses and properties more accessible, bring aesthetic enhancements to the district, and add a sense of excitement and vibrancy to help re-energize the attractiveness of Center City.

What Does This Mean to You?

A review of the Center City Overlay District (CCOD) recommendations are beginning at the district level. **Now is the best time for you to help shape these recommendations.** If you would like to attend a meeting to discuss the recommendations in further detail and hear more about the overall Center City Redevelopment Plan, please contact Selina Tisdale via the information below. Meeting times will be developed to accommodate schedules.

Once recommendations are finalized at the district level, the CCO will move through approvals by the Center City Authority Board, Planning Commission, and City Council for consideration and inclusion as a City zoning ordinance. Once finalized, the CCO district zoning requirements will be applied to district properties experiencing a property change use, redevelopment or construction of a new building

FOR MORE INFO:

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OVERLAY DISTRICT RECOMMENDED CHANGES

Recommended changes to the Center City Overlay propose two (2) zoning overlay districts that would cohesively regulate new changes across the district. Read more about the specific provisions of these districts below.

When adopted, the requirement to comply with the new zoning changes would apply to vacant properties under redevelopment or properties experiencing a change of use. There would be no impact on existing structures or uses.

Center City Overlay-A (CCO-A) Saginaw Road, Circle to Dartmouth Drive

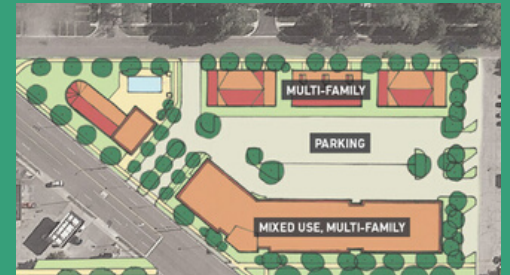
- Promotes residential standards to reinforce a more urban setting in the Circle and immediately-adjacent area.
- Allows zero to 10-foot building setbacks to reinforce pedestrian activity and make new buildings easily accessible to pedestrians via well-lit, aesthetically-pleasing walkways that encourage window browsing.
- Assigns ground floor window space allocation to encourage **activation of the street**.
- Limits parking to side and rear areas.
- Prohibits drive-thrus (except financial institutions).
- Reduces parking requirements and encourages shared parking lots.
- Introduces bicycle parking requirements and standards.
- Encourages **mixed-use development**.

Center City Overlay-B (CCO-B) Saginaw Road, Dartmouth Drive to Patrick Road

- Provides more relaxed standards than CCO-A to allow for more auto-oriented development.
- Allows for standalone residential-only buildings.
- Provides greater flexibility for building and parking lot locations than CCO-A.
- Permits drive-thrus for purposes including food service and financial institutions as a conditional use.
- Modernizes provisions for shared parking.
- Introduces bicycle parking requirements and standards.
- Prioritizes access management to reduce car/pedestrian conflicts and increase safety along S. Saginaw Road.
- Encourages **mixed-use development**.

IN THIS PLAN:

Infill Development



The process of developing vacant or underused property within existing areas that are already developed.

Activation of the Street



Sidewalks and streets benefit from seeing activity happening inside a retail store or restaurant. When pedestrians and motorists can see inside, new potential customers are introduced to the business' offerings.

Mixed Use Development



These developments blend multiple uses into one structure. An example might be a single building containing residential, retail and restaurant spaces.

REDEVELOPMENT PLAN PROCESS TIMELINE

September 2017

The City of Midland receives a \$1 million grant from Dow to be used for economic development initiatives in the Center City corridor.

December 2017

The Center City Authority appoints an 11-person steering committee to create a redevelopment plan that would provide oversight for long-term district planning and identify impactful short- and long-term projects for which Dow grant funding and other financial resources could be leveraged to redevelop the Center City corridor.

July 2018

Detroit-based urban design planning group MKSK is retained to create a redevelopment plan for the Center City district.

September 2018

Center City residents, businesses, and property owners attend workshops to provide input on for corridor redevelopment ideas.



May 2019

The CCA Board holds a redevelopment plan review and separates projects from the plan into two categories: Priority One – "Saginaw Road Streetscape" (Saginaw Rd from Dartmouth to Patrick) and Priority Two – "Circle Area Streetscape."

August 2019

Midland City Council approves the Center City Redevelopment Plan priorities and authorizes the steering committee to move forward with further study and funding concepts.

September 2019 - Present

Funding committee work begins. Center City Overlay District zoning recommendations are developed for review and input by district members.

STAY INFORMED!

Stay up-to-date on what's happening in the district:

- Update your contact info online: midlandcentercity.org, then click on "Join Us"
- Like "Midland Center City" on Facebook
- Join the private "Center City Business Group" Facebook page for district-related information
- Visit the Center City website: midlandcentercity.org