

**AGENDA
CITY OF LINDEN
ZONING BOARD OF APPEALS MEETING**

Wednesday, October 12, 2022

7:00 p.m.

I. CALL TO ORDER

II. ROLL CALL

III. MINUTES APPROVAL

(A) Minutes of the May 24, 2022 Special Meeting

IV. PUBLIC HEARING

(A) ZBA-04-22 Request for Use Variance: 152 West Rolston Rd.

V. CITIZENS' COMMENTS

Persons wishing to address the Zoning Board of Appeals on non-agenda items only are asked to state their name and address for the record and limit their comments to five minutes, or ten minutes if representing a group of persons. Opportunity will be given to address the Zoning Board of Appeals on agenda items as they are called on the agenda.

VI. COMMUNICATIONS

(A) 2023 Meeting Schedule

VII. UNFINISHED BUSINESS

VIII. NEW BUSINESS

(A) ZBA-04-22 Request for Use Variance: 152 West Rolston Rd.

IX. COMMISSIONER/COMMITTEE REPORTS

(A) Master Plan Update Progress

X. ADJOURNMENT

**CITY OF LINDEN
ZONING BOARD OF APPEALS
SPECIAL MEETING MINUTES**

Tuesday, May 24, 2022

7:00 p.m.

CALL TO ORDER

The special meeting of the Linden Zoning Board of Appeals was called to order at 7:02 p.m. by Chairperson Scott Ward. The meeting was held within Council Chambers, on the lower level of the Mill Building located at 201 North Main Street, Linden, Michigan.

PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was recited by all present.

ROLL CALL

PRESENT: Scott Ward, Esther McDaniel, Daniel McComb, Christine Kinyon, Daniel Cusson, Betty Ciesielski

ABSENT: None.

OTHERS PRESENT: Adam Young, City Planner/Zoning Administrator; Kristyn Kanyak, Deputy Clerk

MINUTES APPROVAL

Motion by Kinyon, second by McComb to approve the minutes of the January 11, 2022 Regular Zoning Board of Appeals Meeting. Motion carried 6-0.

PUBLIC HEARING

(A) ZBA-03-22 126 North Bridge St. – Sign Placement Variance

Kanyak verified no written correspondence was received. Young reviewed the purpose of the variance request for the proposed sign, as well as the purpose of the public hearing and notices provided.

Ward opened the public hearing at 7:04 p.m. Ward closed the public hearing at 7:04 p.m.

CITIZEN’S COMMENTS

None.

COMMUNICATIONS

None.

UNFINISHED BUSINESS

None.

Ward questioned the installation timeline of the State Bank Kiosk signage the ZBA reviewed at a previous meeting.

NEW BUSINESS

(A) ZBA-03-22 126 North Bridge St. – Sign Placement Variance

Timothy Gruber was present, representing the applicant, and reviewed the reasoning for the requested variance.

Ward questioned if the previous sign was grandfathered in. Young reviewed rules for replacement of non-conforming signage. Discussion regarding positioning of the new sign in relation to the presently placed city parking signage.

Young reviewed his Staff Report: We are in receipt of an application submitted by applicant and property owner G5 Capital (Tim & Kim Gruber) to install a new ground sign for the Balance Life Counseling business located at 126 North Bridge Street. The property is zoned CBD District. Ground signs are allowed in the CBD, but Section 154.158, (A), (3) of the City of Linden Zoning Ordinance requires ground signs to be set back at least 10 feet from the front property line. The proposed sign location cannot meet the minimum 10-foot setback; therefore, a variance from Section 154.158, (A), (3) is being requested.

The subject site is 0.258 acres in size and has approximately 80 feet of frontage on North Bridge Street. The existing principal building occupies the northern half of the property and is set back approximately 8 feet from the front property line. An existing off-street parking lot occupies the southern half of the property, the front edge of which is also set back approximately 8 feet from the front property line. The new ground sign will be 4 feet tall and 8.44 square feet in area (38" wide by 32" tall). The new ground sign is proposed to replace an old ground sign that was knocked down recently by high winds. The prior ground sign location was between the building and the sidewalk, located approximately 1 foot from the front property line. The applicant has offered three options for the placement of the new ground sign: Option 1 (preferred by applicant) would locate the new sign near the old sign location, oriented perpendicular to North Bridge Street, and set back 2.5' from the front property line; Option 2 would locate the new sign approximately 15 feet north of the old sign location, oriented perpendicular to North Bridge Street, and set back 5' from the front property line; or Option 3 would locate the new sign approximately 15 feet north of the old sign location, oriented parallel to North Bridge Street, and set back 8' from the front property line.

In evaluating the request and the existence of a practical difficulty, the Zoning Board of Appeals shall consider the standards of Section 154.218, (E), (2) of the Zoning Ordinance. These standards are as follows: a. That the ordinance restrictions unreasonably prevent the owner from using the property for a permitted purpose; b. That the variance would do substantial justice to the applicant as well as to other property owners in the district, and a lesser relaxation than that requested would not give substantial relief to the owner of the property or be more consistent with justice to other property owners; c. That the plight of the landowner is due to the unique circumstances of the property; and d. That the alleged hardship has not been created by any person presently having an interest in the property.

Board Members discussed the three options provided by the applicant in greater detail; dimensions provided; visibility for traffic and parking purposes.

Motion by Kinyon, second by Ciesielski to approve a variance from Section 154.158, (A), (3) of the City of Linden Zoning Ordinance to allow the ground sign to be located as depicted in Option 1, as it meets all practical difficulties.

AYES: Ciesielski, Cusson, Kinyon, McComb, McDaniel, Ward

NAYS: None

ABSENT: None

Gruber discussed the nature of the business, construction progress and history of the building.

COMMISSIONER/COMMITTEE REPORTS

None.

ADJOURNMENT

Motion by Ward, second by Cusson to adjourn the meeting. Motion carried 5-0. The meeting was adjourned by Chairperson Ward at 7:34 p.m.

Respectfully Submitted,

Kristyn Kanyak, Deputy Clerk

Approved: _____

DRAFT

**NOTICE OF PUBLIC HEARING
REQUEST FOR USE VARIANCE
CITY OF LINDEN – ZONING BOARD OF APPEALS**

PLEASE TAKE NOTICE The City of Linden’s Zoning Board of Appeals will conduct a public hearing as part of a regular meeting agenda on Wednesday, October 12, 2022 at 7:00 p.m. within Council Chambers on the lower level of the Mill Building located at 201 North Main Street, Linden, Michigan, 48451.

The purpose of the hearing is to hear citizens’ comments on a request for a use variance from Section 154.048 (Purposes and Uses within Zoning Districts) to allow a kennel on property that is zoned R-2, Single Family Residential District.

Petitioner: Monica R. Larner

Property Address: 152 West Rolston Road

Property Tax ID Number: 61-20-506-035 & 61-20-506-048

Legal Description: 61-20-506-035: LOTS 1 THRU 8 BLOCK 13 & VACATED FIRST ST & SHANNON ST ADJOINING SAID LOTS VILLAGE OF NORTH LINDEN (03) FR 61-20-506-023

61-20-506-048: PART OF BLK 6 & ALL OF BLK 7 & 1-4 & 7-10 BLK 8 & 1-4 BLK 11 & 1-15 BLK 12 & ADJ VAC FIRST ST & ADJ VAC HUNT ST & ADJ VAC SECOND ST DESC AS BEG S 0 DEG 41 MIN 09 SEC W 1765.02 FT & S 88 DEG 33 MIN 10 SEC E 707.06 FT & N 0 DEG 41 MIN 09 SEC E 280.17 FT FROM NW COR OF SEC 20 TH N 0 DEG 41 MIN 09 SEC E 250.27 FT TH N 88 DEG 33 MIN 10 SEC W 259.18 FT N 0 DEG 41 MIN 09 SEC E 491.81 FT TH S 61 DEG 35 MIN 22 SEC E 573.66 FT TH S 0 DEG 41 MIN 09 SEC W 481.82 FT TH N 88 DEG 33 MIN 10 SEC W 248.66 FT TO PL OF BEG MAP OF PART OF THE VILLAGE OF NORTH LINDEN 5.64 A (15) FROM 61-20-506-029, 61-20-506-047

Applications and supporting documentation are available for public review at City Offices. Persons wishing to comment may do so at the hearing. Written comments may also be submitted prior to 4:00 p.m. on Tuesday, October 11, 2022, and should be addressed to:

Kristyn Kanyak, Deputy Clerk
132 East Broad St.
P.O. Box 507
Linden, MI 48451

Post: Prior to September 26, 2022
Publish: September 25, 2022
Mail: Prior to September 27, 2022

ZONING BOARD OF APPEALS STAFF REPORT

MEMO NO.: ZBA-04-22

FROM: Adam Young, AICP, Zoning
Administrator

AGENDA: October 12, 2022, New Business (A)

TOPIC: 152 W. Rolston Road Use Variance

Background: We are in receipt of an application submitted by applicant and property owner Monica R. Larner requesting a use variance for a proposed animal rescue shelter (AuCaDo Rescue Mid-Michigan) on her property located at 152 West Rolston Road. The property is zoned R-2, Single-Family Residential District.

According to the ZBA application, the applicant has operated a non-profit, State-licensed animal shelter named AuCaDo Rescue Mid-Michigan out of their former residence (outside of Linden) for some time. The applicant intends to relocate this animal shelter to their new residence in Linden and, according to the application form, intends to house up to 6 rescued Australian Cattle Dogs at a time.

The City of Linden Zoning Ordinance does not define or address animal shelters. However, it does define a "kennel," as follows (see Section 154.007):

Kennel: Any place or premises where three or more adult dogs, cats, or other domestic pets are maintained, boarded, bred, or cared for in return for remuneration, or are kept for the purpose of sale.

The applicant's proposed animal rescue shelter fits within the Zoning Ordinance definition of kennel. According to Section 154.048,(E),(3),(i), kennels are only allowed as a special use within the C-2, General Commercial District. Kennels are not listed as being allowed within the R-2, Single-Family Residential District (see Section 154.048,(A)). Kennels are also expressly prohibited as a home occupation (see Section 154.064). Because kennels are not allowed within the R-2 District, the applicant is requesting a use variance from the Zoning Board of Appeals.

The applicant lists two properties on their application form. However, the applicant indicates that they intend to utilize the existing two-story detached building located on Property ID #61-20-506-048 (152 West Rolston Road) for the animal rescue shelter. This subject property is 5.64 acres in size (according to city/county assessment records). The subject property presently contains a principal residential dwelling (occupied by the applicant) in addition to several detached structures. The property has more than 550 feet of frontage on West Rolston Road. Two existing driveways access the property; one gravel driveway connects to the house and a second gravel/grass driveway connects to the accessory building where the animal rescue shelter is proposed. The existing principal residential dwelling and detached accessory buildings are located in the central and northwestern portion of the site. The southeastern portion of the site may be a wetland area, as indicated by National Wetlands Inventory data made available on the Genesee County GIS public access website.

The second property listed in the applicant form is Property ID #61-20-506-035, an undeveloped property containing 1.69 acres (according to city/county assessment records) that is owned by the applicant and is located immediately adjacent to subject site. There is no indication that the applicant intends to use this property for the proposed animal rescue shelter.

Variance request: As noted above, the applicant is requesting a use variance from Section 154.048 (Purposes and Uses within Zoning Districts) to allow a kennel on property that is zoned R-2, Single Family Residential District.

Standards for evaluation: In accordance with Section 604 of the Zoning Enabling Act (PA 110 of 2006), the standard to apply in the case of a use variance is an “unnecessary hardship.” This is a higher legal standard than what needs to be demonstrated for a dimensional (non-use) variance. To obtain a use variance, the applicant must show unnecessary hardship by demonstrating:¹

- The property owner demonstrates that the property cannot yield a reasonable return.
- The need for the variance is due to a situation that is unique to the property and would not generally be found elsewhere in the same zoning district.
- The property owner must show the zoning ordinance gives rise to hardship amounting to confiscation or the disadvantage must be so great as to deprive the owner of all reasonable use of the property.
- The hardship is not self created.

Section 154.218,(E) requires the Zoning Board of Appeals to additionally consider the following standards:

- a. That the ordinance restrictions unreasonably prevent the owner from using the property for a permitted purpose;*
- b. That the variance would do substantial justice to the applicant as well as to other property owners in the district, and a lesser relaxation than that requested would not give substantial relief to the owner of the property or be more consistent with justice to other property owners;*
- c. That the plight of the landowner is due to the unique circumstances of the property; and*
- d. That the alleged hardship has not been created by any person presently having an interest in the property.*

Action to be taken: The Zoning Board of Appeals must evaluate the request based on the standards of Section 154.218,(E),(2) and determine whether the unnecessary hardship test has been met. In granting a variance, the ZBA may attach conditions as it may deem reasonable in furtherance of the purposes of the Zoning Ordinance. According to Section 154.218,(B),(1), a concurring vote of two-thirds of the members of the Zoning Board of Appeals shall be necessary to grant a variance from uses of land permitted in the ordinance.

Planning Consultant Recommendation: As the City’s Planning Consultant, we have reviewed the project and offer the following findings related to the unnecessary hardship standard and the evaluation standards of Section 154.218,(E),(2):

- The subject site is zoned R-2, Single-Family Residential District, which allows single-family dwellings as a principal permitted use. The subject site is presently used and occupied for single-family residential purposes. This is evidence that a reasonable return is already yielded through the single-family residential use of the property, as allowed under the R-2 District zoning. There is a lack of evidence that the owner is deprived of all reasonable use of the property.
- The applicant points to the large size of the property and it’s setting outside of a residential neighborhood as unique aspects of the property contributing to the need for this use variance.

¹ *Planning and Zoning Essentials*. Michigan Association of Planning. Fall 2012.

However, there are numerous residentially zoned properties within the City that are generally larger in size (2+ acres) and are located outside of a residential neighborhood, including several properties to the west of the subject site along West Rolston Road.

- Allowing for an animal rescue shelter use on this residentially zoned property would confer a special privilege to this property owner that is denied other residentially zoned property owners.
- The need for the variance is driven by the applicant's desire to establish an animal rescue shelter on this particular property. There are numerous properties zoned GC, General Commercial District within the City of Linden where a kennel/animal rescue shelter use could be allowed without the need for a use variance.
- A kennel is listed as a special land use within the GC, General Commercial District. As a special land use, it is subject to review and approval by the City Planning Commission and may be granted only in accordance with specifically defined evaluation standards. Granting a use variance allowing a kennel on this residentially zoned property would circumvent the special land use review process as established by the Zoning Ordinance.

Potential motion: I move that the ZBA _____ [*approve or deny*] a use variance from Section 154.048 to allow a kennel on property that is zoned R-2, Single Family Residential District. This _____ [*approval or denial*] is based on the following reasons: [*the decision should be based on the presence or absence of an unnecessary hardship with reference to the specific standards of Section 154.218,(E),(2)*]

Attachments: ZBA application and supplemental materials, dated September 1, 2022

RECEIVED
SEP 6 2022
BY:



132 East Broad Street • P.O. Box 507 • Linden, Michigan 48451-0507
Telephone: (810) 735-7980 • Fax: (810) 735-4793

**ZONING BOARD OF APPEALS
APPLICATION**

SECTION TO BE FILLED OUT BY APPLICANT

Applicant's Name: Monica R. Larner Phone: 330-5147
Address: 152 W Rolston Rd City Linden State MI ZIP 48451

Property Owner's Name: Monica + Mark Larner
Address: 152 W Rolston Rd City Linden State MI ZIP 48451

Property Address: 152 W Rolston Rd Property Tax #: 61-20-506-048
Zoning District: R-2 61-20-506-035
Property Size: 8 acres OR _____ square feet 6 acres + 2 acres

Section of Zoning Ordinance Pertaining to Appeal: 154.048 ET. AL. (and others)
Variance Requested: ISSUE a zoning permit/ variance to all animal rescue at property with necessary fencing,
Reason for Appeal: cement, etc. Limiting to 6 additional rescues (in addition to 3 personal dogs)

Application for appeal must be filed and fees paid at least 28 days prior to the next regularly scheduled Zoning Board of Appeals meeting. Any dimensional variance requested within the City shall be accompanied by a survey representing the dimension (distance and/or area) which is deficient and nonconforming. The dimension shall be directly measured and certified by a professional surveyor licensed to practice in the State of Michigan. Additionally, the applicant must present evidence of practical difficulties by answering the questions on Page 2 of this application form.

Zoning Board of Appeals Application Fee: \$300

INCOMPLETE SUBMITTALS WILL NOT BE ACCEPTED

I certify that the information given herein is true and correct to the best of my knowledge:

Signature of Applicant: Monica R. Larner Date: 9-1-22

THIS SECTION FOR CITY USE ONLY

Fee Paid: _____ Date: _____
Referred to Zoning Board of Appeals: _____ Public Hearing/Meeting Date: _____
Date Approved: _____ Denied: _____
Signature of Zoning Administrator: _____ Date: _____

**ZONING BOARD OF APPEALS
APPLICATION (Page 2)**

SECTION TO BE FILLED OUT BY APPLICANT

Presentation of Evidence

1. *That special conditions and circumstances exist or create a practical difficulty and which are peculiar to the land, building or structure involved and which are not applicable to other lands, buildings or structures in the neighborhood or same zoning district.*

See Attached

2. *The literal interpretation of the provisions of this Ordinance would deprive the applicant of rights commonly enjoyed by other properties in the neighborhood or same zoning district.*

See Attached

3. *That the special conditions and circumstances do not result from actions of the applicant, financial consideration alone shall not be grounds for granting a variance.*

See Attached

4. *That granting a variance will not confer on the applicant any special privilege that is denied by this Ordinance to other land, buildings, or structures in the same zoning district.*

See Attached

5. *That the granting of the variance will be in harmony with the intent of this Ordinance and will not be injurious to the neighborhood, or otherwise detrimental to the public interest.*

See Attached.

Reason for appeal:

This 6-acre parcel plus 2-adjointing-acres (8-acres total) was purchase by the Larners in 2022. Special circumstances exist because these properties are not in the middle of a neighborhood and no major alterations have yet been made to the existing parcel or structures. The Larners purchased this property as it currently sits. These parcels neighbors a horse farm/ranch with multiple animals and is across the street from commercial property off of a main throughfare (N Bridge St and Rolston Rd) in town. These properties contain several buildings, the plan was to utilize the two-story detached building east of the residence on the property to house up to 6 rescued Australian Cattle Dogs at a time. The Larners purchased the additional adjoining 2-acre parcel to serve as a buffer zone between themselves and the neighboring community.

As a matter of background, the Larners have been operating a non-profit Animal Rescue named AuCaDo Rescue Mid-Michigan out of their former residence since gaining tax exempt status (501c3)in February of 2006. This organization has been a registered Animal Shelter with the State of Michigan Department of Agriculture and Rural Development since October 2014. Prior to 2014, AuCaDo Rescue was licensed by the County.

No profits are kept by the Larners, as this is not a money-making operation. All funds received come from donations and subsequent re-homing of the rescue animals. The Larners donate their home, time, and money to help support this animal rescue.

The Larners moved to the Linden community in 2022, after an extensive search, because Mr. Larner, a disabled Veteran of the Armed Forces, requires medical treatment at the Veterans Hospitals located in Saginaw Michigan / Ann Arbor Michigan with this properties geographical placement and existing structures seem tailor made (with a few upgrades) for their animal rescue. The Larners also fell in love with the town of Linden.

In July, 2022, a zoning permit application was sent by the Larners to the City of Linden for cement pads and fencing on the property (attached hereto). The zoning permit was denied as the zoning ordinance erroneously defines this rescue operation as “kennel”. The zoning ordinance is silent as to animal rescues, or the number of animals allowed in residential areas over 1-acre of land. It does state that parcels under 1-acre have a limit of 3 household pets and parcels over 5-acres may have horses as defined in the ordinance.

Because of the silence as to animal shelter, by default, the designation of “kennel” was stamped upon this particular circumstance, and it is a label that does not fit.

“ Kennel: Any place or premises where three or more adult dogs, cats, or other domestic pets are maintained, boarded, bred, or cared for in return for remuneration, or are kept for the purpose of sale.”§154.007

A “kennel”, however, is the closest thing to an animal shelter in the current ordinances. The literal interpretation of this provision in the zoning ordinance deprives the Larners of the right commonly enjoyed by the horse farm/ranch next door – because they own over 5-acres of land. Which, according to the zoning ordinance is appropriate. §154.069

Granting of this zoning variance would not confer upon the Larners any special privilege that is denied to others in the same district based upon the unique nature of the properties as they sit today, including but not limited to: 8 total acres of land, a two story out building, having a horse farm/ranch and several commercial properties (directly across the street) as neighbors, location on W Rolston off of N Bridge St in town, or for any other reason already outlined herein.

The granting of this Ordinance will be in line with the intent of the zoning ordinances on the books and will not be injurious to the neighborhood or detrimental to public interest. Quite the contrary is true, this animal rescue should serve as a symbol of pride for the neighboring community as unwanted dogs are nursed back to health and rehomed to loving families in communities such as Linden.

Addendum 9-1-22 per Adam Young instructions: That would be a variance from Section 154.048 (Purposes and Uses within Zoning Districts), which does not list kennels as a permitted use in the R-2 District.

Definition of Animal Rescue (by Wikipedia)

An animal rescue group or animal rescue organizations are dedicated to pet adoption. These groups take in unwanted, abandoned, abused or stray pets and attempt to find suitable homes for them.

Definition of Animal Protection Shelter (by MDARD)

Facility operated by a person, humane society, society for the prevention of cruelty to animals or any other non-profit organization, for the care of homeless animals.

501(c)(3) Mission Statement

Rescue-Rehabilitate-Rehome Australian Cattle Dogs



132 E. Broad Street • Linden, MI 48451 • P.O. Box 507
Phone: (810) 735-7980 • Fax: (810) 735-4793 • www.lindenmi.us

July 21, 2022

Mark & Monica Larner
152 W. Rolston Road
Linden, MI 48451

RE: Zoning Permit Application Determination Letter

Dear Mr. and Ms. Larner:

We are in receipt of your zoning permit application, dated July 15, 2022, to construct cement pads and fencing on your property at 152 West Rolston Road. After reviewing your application and based on our July 21, 2022 phone conversation, we have looked into the City of Linden Zoning Ordinance to see if what you are proposing is permissible and, if so, what the review process would be. Here is a link to the Zoning Ordinance:

https://codelibrary.amlegal.com/codes/linden/latest/linden_mi/0-0-0-3682

Although your zoning permit application only mentions the concrete pads and fencing, you indicated that these improvements are associated with the establishment of a new animal rescue shelter use on the property. This fits within the Zoning Ordinance's definition of "kennel," which is as follows:

Kennel: Any place or premises where three or more adult dogs, cats, or other domestic pets are maintained, boarded, bred, or cared for in return for remuneration, or are kept for the purpose of sale. (see Section 154.007 of the Zoning Ordinance)

Although we understand you are a tax-exempt non-profit, you do still meet the definition of kennel in that you are receiving compensation (adoption fees and donations) for boarding and caring for the dogs.

Your property at 152 West Rolston Road is zoned R-2, Single-Family Residential District. Kennels are not a permissible use within the R-2 District; they are only allowed within the C-2, General Commercial District (see Section 154.048 of the Zoning Ordinance). We also looked at the possibility of allowing this as a home occupation. However, the Zoning Ordinance specifically lists kennels as a prohibited type of home occupation (see Section 154.064 of the Zoning Ordinance).

Because a kennel use is not allowed in the R-2 District, we cannot process your zoning permit application for the concrete pads and fencing associated with the kennel. Further, any activities at the property related to the kennel use must be stopped. Because we cannot process your zoning permit application, we will refund your \$50 zoning permit application fee by check.

Please contact me at the above noted phone number or ayoung@wadetrim.com for further information. You may also contact City Manager Ellen Glass.

Sincerely,

A handwritten signature in blue ink that reads "Adam Young". The signature is written in a cursive style with a large, stylized "Y" and "G".

Adam Young, AICP, Zoning Administrator
City of Linden

PW\LDN6100\22D\Docs\Correspondence\152 W Rolston Road Zoning Permit Application Determination.docx



CITY OF LINDEN MASTER PLAN UPDATE TIMELINE

CITY PLANNING INITIATIVES

March 1, 2021
Joint Meeting
Council/PC/DDA

Reviewed purpose of the Master Plan Update process

THE STEERING COMMITTEE

May 24, 2021
Kick-off Meeting

Familiarized with objective
Discussed public engagement & communication methods

FOCUS GROUPS

April 14, 2022
Attended By 15
Diverse Stakeholders

Topics: Land Use, Redevelopment & Economic Development
Community Life
Youth

VISIONING WORKSHOP

July 14, 2022
Involvement from
City Officials, Residents
Business & Property Owners

Break-out Group Exercises:
Smart Growth Principles &
Identification of Redevelopment
Ready Sites

MARKETING & ECONOMIC DEVELOPMENT

May 31, 2022
Strategic Matrix

Presented by CIB Planning to Steering Committee & at July Grow Linden meeting

RECREATIONAL WORKSHOP

September 19, 2022
Participated by
City Officials, Parks & Recreation
Commission

Parks & Rec Plan Update
Brainstorming & Prioritization
Exercises

DRAFT PREPARATON

October 3, 2022
Joint Meeting
Council/PC/DDA/HDC/
Steering Committee

Gather input regarding concepts to be included within updated Draft Master Plan

NEXT STEPS

Steering Committee
Reviews DRAFT

Public Hearing Held for Adoption
(Date TBD)


COMMUNITY OUTREACH





Electronic/Paper Surveying: Community & Mill Building Surveys
Designated Web Page on City Website
Press Releases, Social Media, Event Booths, Public Meetings
Quarterly City Newsletter & Linden Schools Newsletter

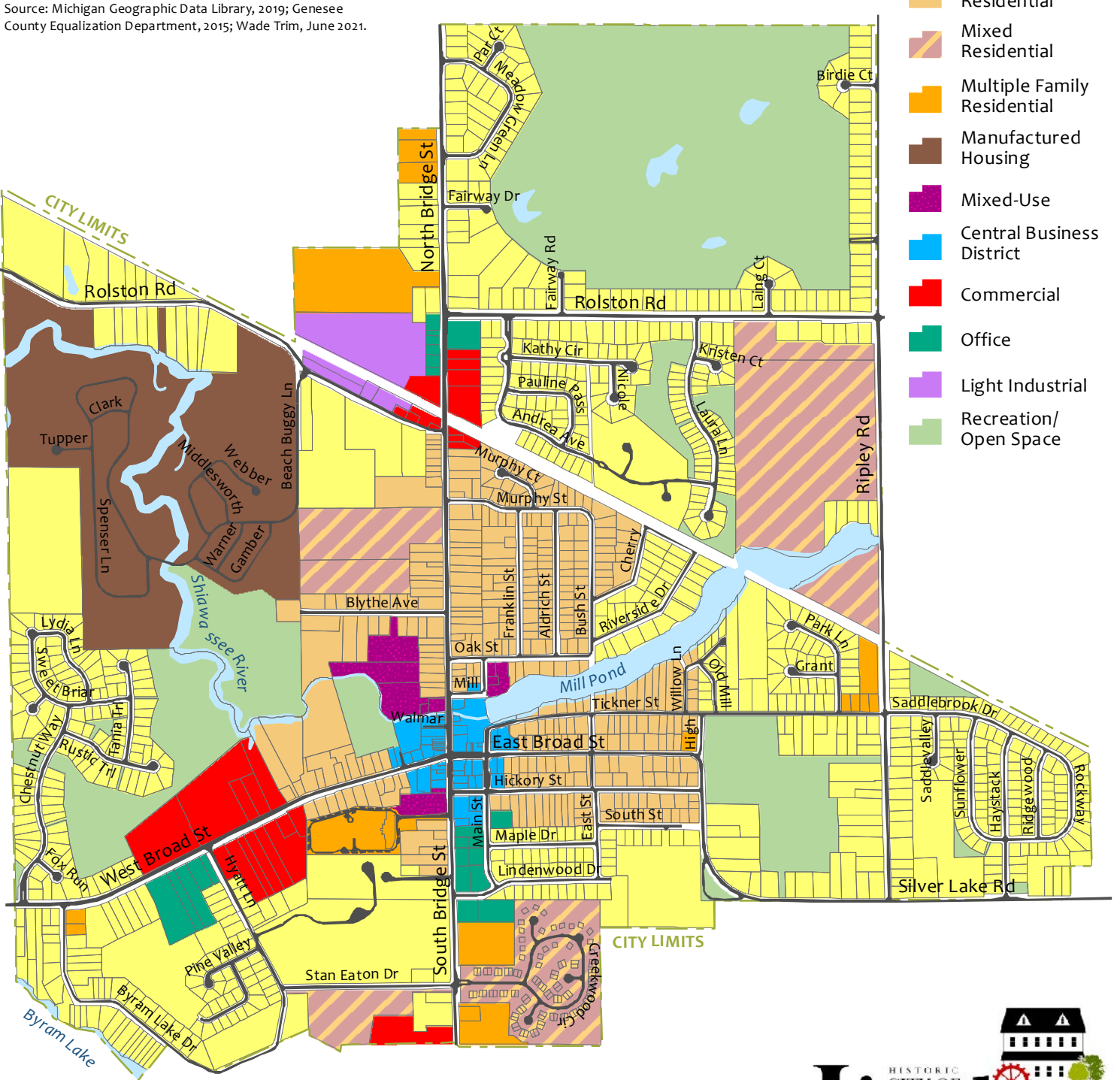
-  Streets
-  Rivers and Streams
-  Parcels
-  Water Bodies
-  Linden City Limits

September 2022

0 500 1,000 Feet



- ### Future Land Use:
-  Single Family Residential
 -  Historic/Core Residential
 -  Mixed Residential
 -  Multiple Family Residential
 -  Manufactured Housing
 -  Mixed-Use
 -  Central Business District
 -  Commercial
 -  Office
 -  Light Industrial
 -  Recreation/Open Space



Source: Michigan Geographic Data Library, 2019; Genesee County Equalization Department, 2015; Wade Trim, June 2021.





Future Land Use Category Descriptions

September 30, 2022

Single Family Residential

This classification is intended to create a location for single family residential detached housing developed on lots that are between eighty (80) and one hundred (100) feet in width. These lot sizes are typical for much of the single family residential properties in the community and should be maintained to continue the overall appearance of the district.

Historic/Core Residential

The intent of this district is to protect and preserve the integrity of the traditional neighborhood character of the City of Linden. Many intact, historic residential houses in Linden comprise this land use category. These houses are located primarily along Bridge Street, Broad Street and Hickory Street. However, not all of the houses located within the Historic Residential areas of the City are historic homes.

Mixed Residential

The intent of this future land use classification is to accommodate a mixture of residential use characterized predominantly by small lot detached single family development and attached single family development. This classification may also include housing developments catering to a senior population, including senior active living developments and residential care facilities. Development within this category will be carefully designed to ensure the protection of the natural characteristics of the property, encourage high-quality architectural design standards and facilitate the construction of site amenities to serve the residents of the development and community as a whole.

Multiple Family Residential

This land use classification is intended for multiple family developments up to six (6) units per acre. Developments are encouraged to be as complexes. The conversion of single family homes to multiple family units is discouraged.

Manufactured Housing

The intent of the Manufactured Housing land use classification is to provide an additional means of affordable housing in the City of Linden. Currently, the only location in the City with this land use classification is the Shiawassee Shores retirement community located off of West Rolston Road.

Mixed-Use

This land use classification is designed to accommodate a combination of uses either contained within an individual structure or among structures, generally housing a mix of residential, commercial, office, and quasi-public uses. Street levels are dominated by commercial, retail, and/or office uses with residential spaces on the floors above.

Central Business District

This district is intended for a mixture of retail, office and service establishments in a traditional downtown setting. The focus of the district is entertainment, specialty retail, small offices and government buildings. Residential uses, on the upper levels of buildings, also are located in the Central Business District. The Central Business District boundary is very similar to the Historic District boundary which requires a level of protection to the character of the downtown.

Commercial

This district is intended for the widest variety of retail and service businesses. Businesses could range from general retail, automobile service and restaurants to small commercial centers. The uses in this district are not intended to compete with larger commercial development located outside of the City or those retail uses located in the Central Business District. Properties designated as Commercial generally have a large enough property to accommodate parking and a stand-alone structure on the site.

Office

This land use classification is intended for low intensity, single story office uses. Specifically, it is envisioned that professional offices such as medical, dental, financial and personal services would be preferred uses.

Light Industrial

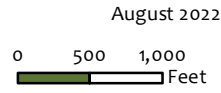
This land use classification is intended to accommodate limited, small-scale light industrial developments, such as wholesale activities, warehouses, and light manufacturing, whose external, physical effects are restricted to the area of the districts and in no manner affect in a detrimental way any of the surrounding districts.

Recreation/Open Space

Areas designated as Open Space are intended for those locations that are to remain undeveloped or for public and recreational use.

- City Parks
- Open Space/Recreation
- Public/Semi-Public
- Linden City Limits

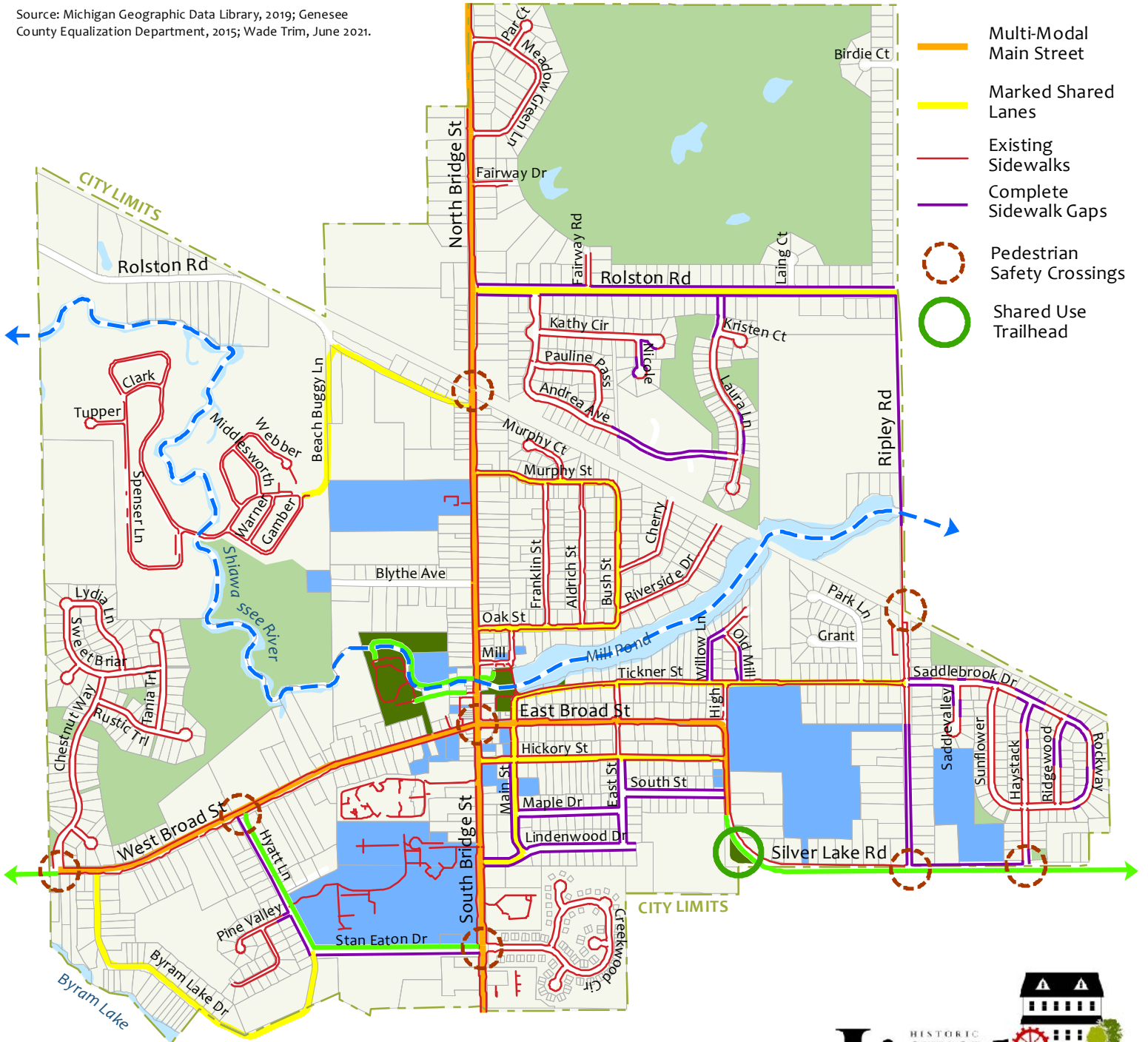
- Rivers and Streams
- Water Bodies
- Parcels
- Railroads



Future Circulation Plan:

- Shared Use Paths
- Water Trail
- Multi-Modal Main Street
- Marked Shared Lanes
- Existing Sidewalks
- Complete Sidewalk Gaps
- Pedestrian Safety Crossings
- Shared Use Trailhead

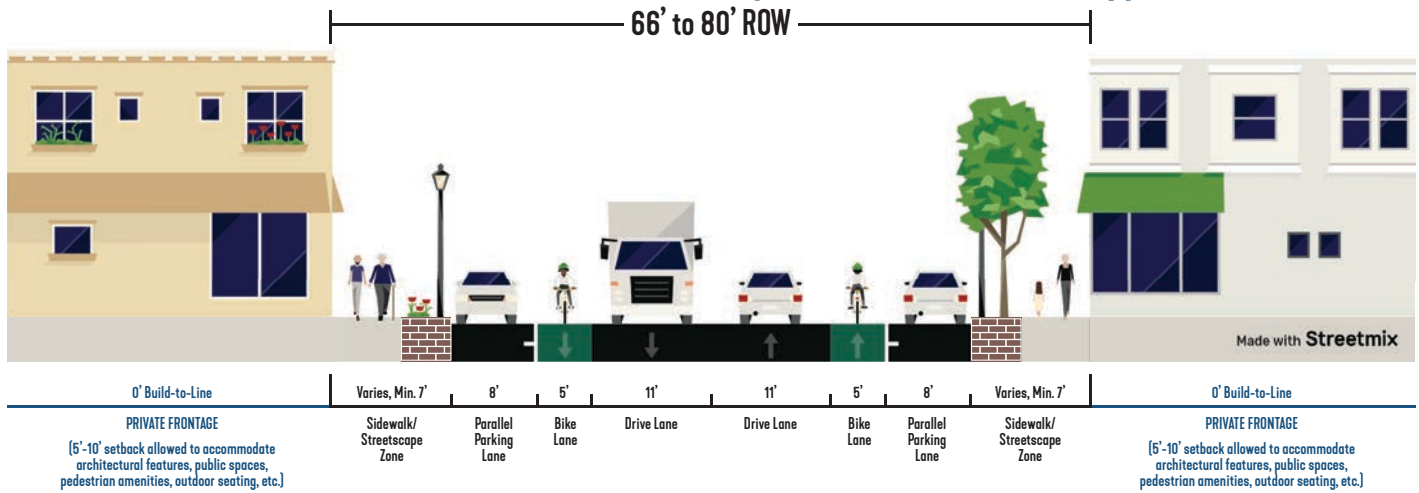
Source: Michigan Geographic Data Library, 2019; Genesee County Equalization Department, 2015; Wade Trim, June 2021.



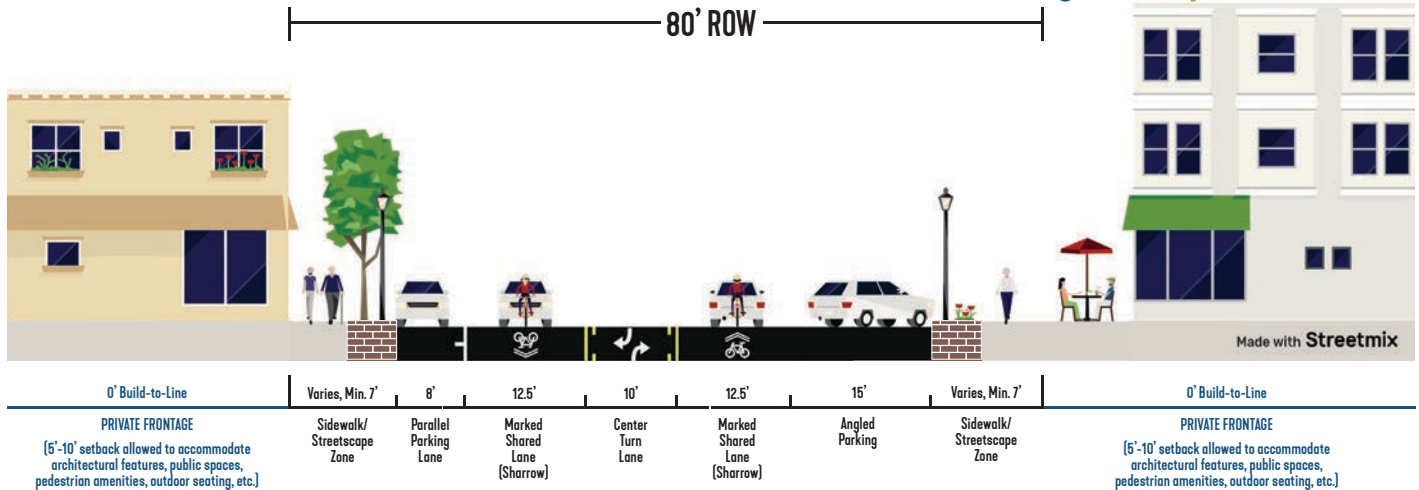
City of Linden Master Plan Update - Recommended Street Design

September 25, 2022 DRAFT

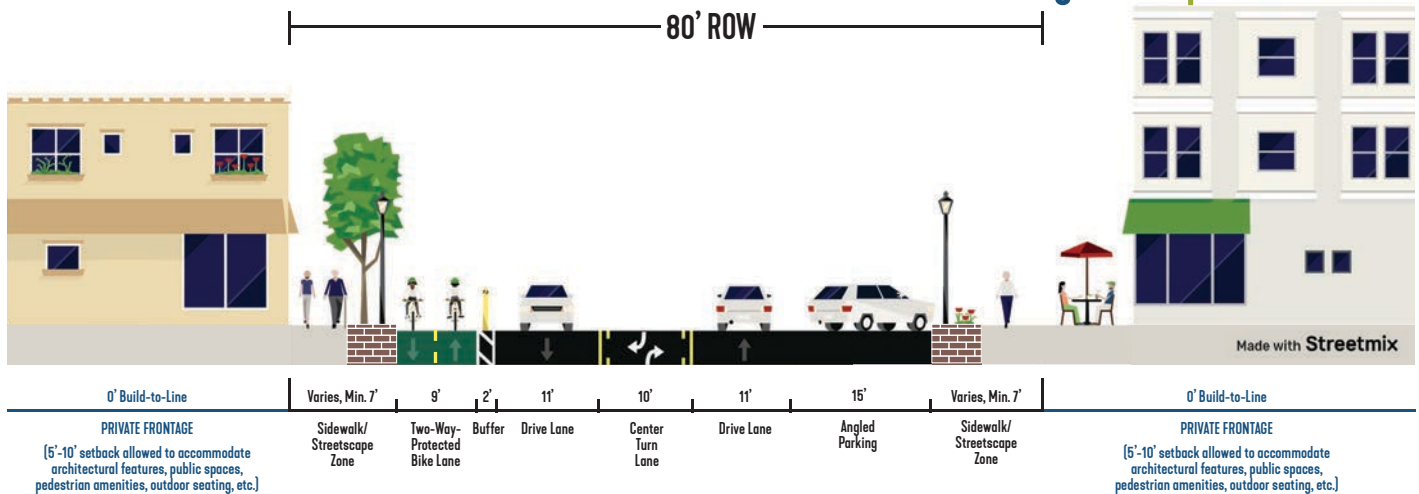
Multi-Modal Main Street: Bridge Street (Downtown typ.)



Multi-Modal Main Street: Broad Street (block east of Bridge St.) Option 1



Multi-Modal Main Street: Broad Street (block east of Bridge St.) Option 2

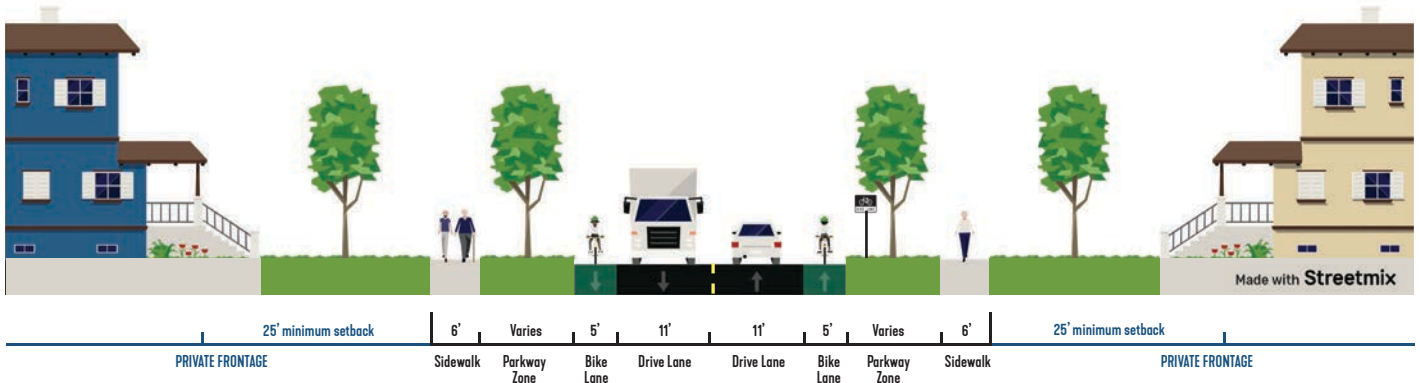


City of Linden Master Plan Update - Recommended Street Design

September 25, 2022 DRAFT

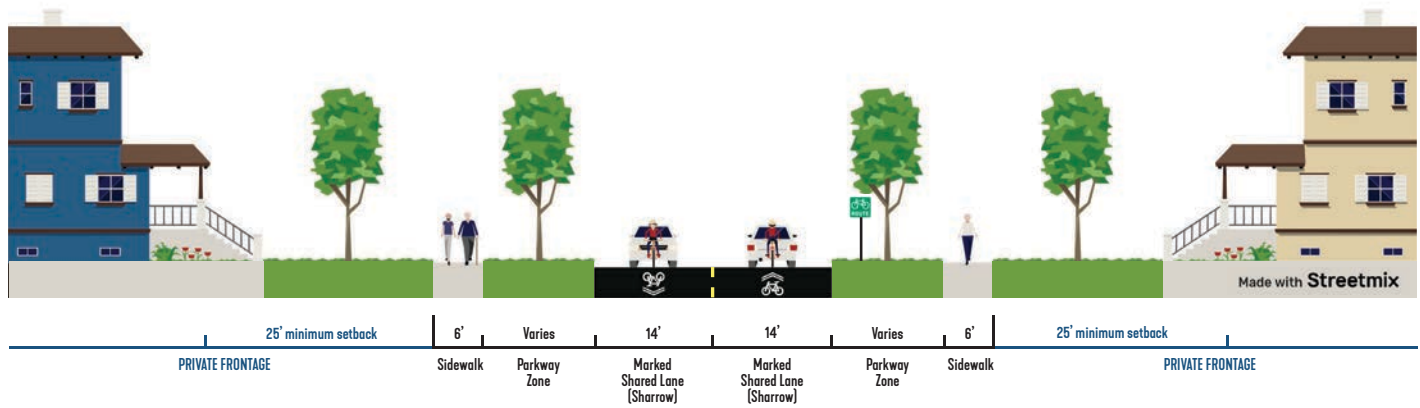
Multi-Modal Main Street: Bridge Street (outside of Downtown typ.)

66' ROW



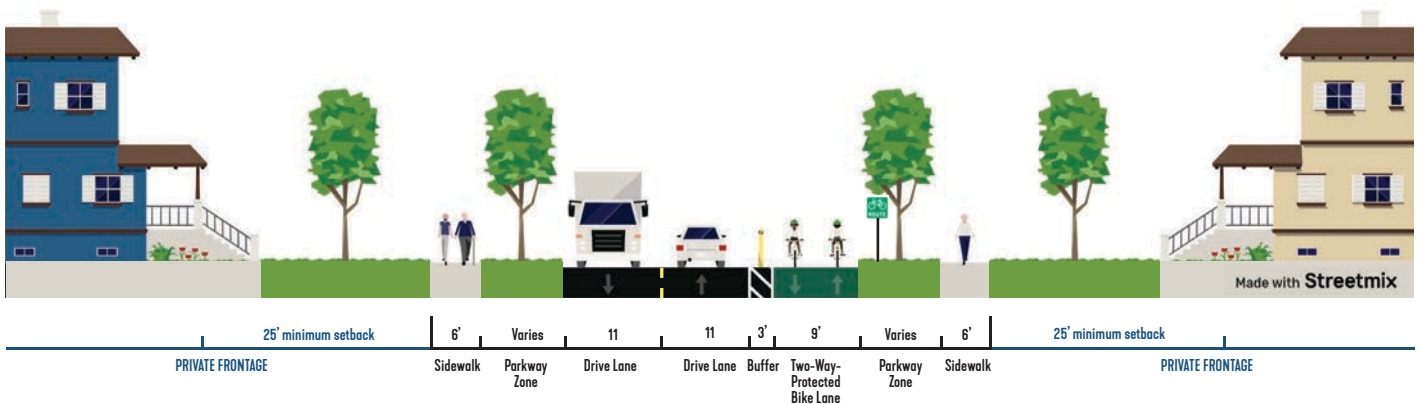
Multi-Modal Main Street: Broad Street (outside of Downtown typ.) Option 1

66' ROW



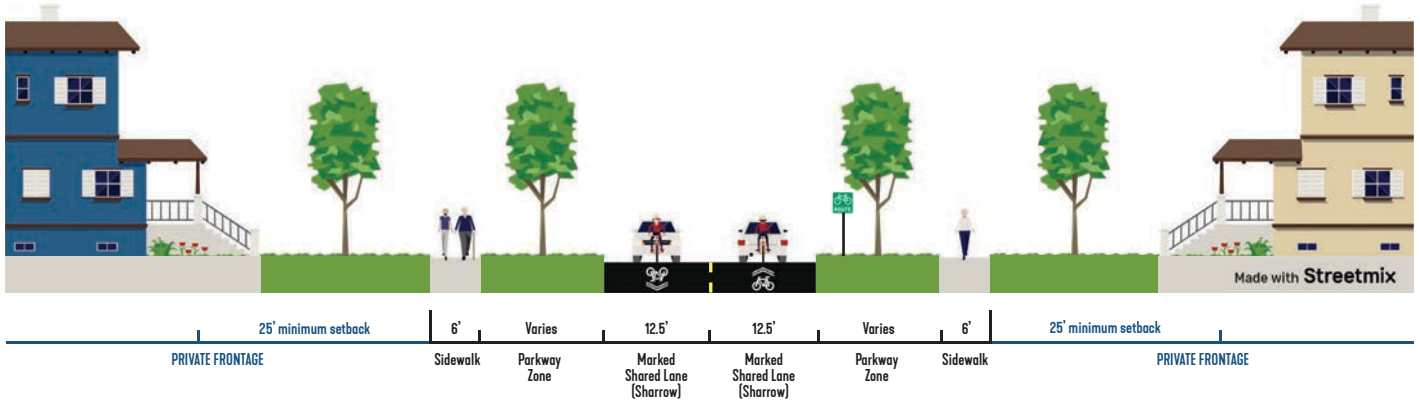
Multi-Modal Main Street: Broad Street (outside of Downtown typ.) Option 2

66' ROW



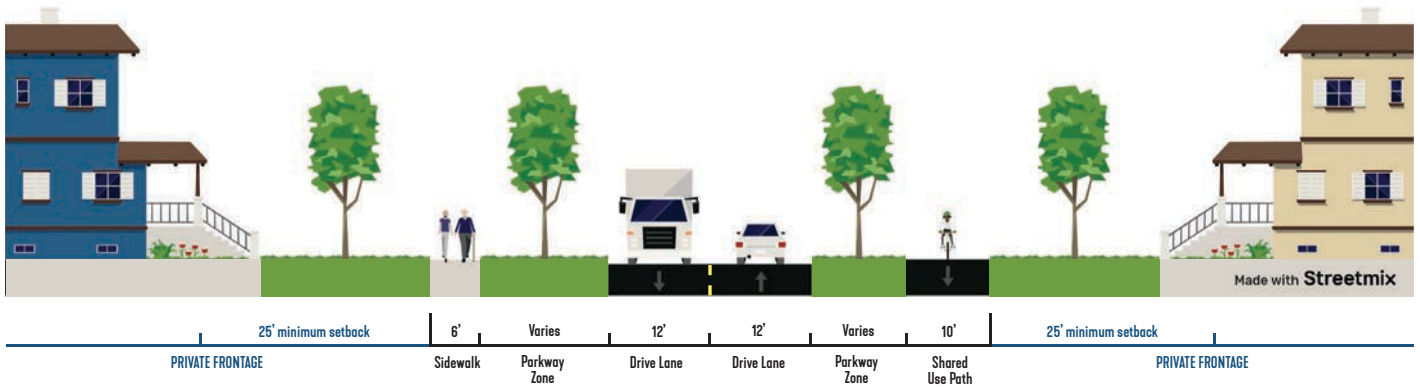
Residential Streets with Marked Shared Lanes (typ.)

66' ROW



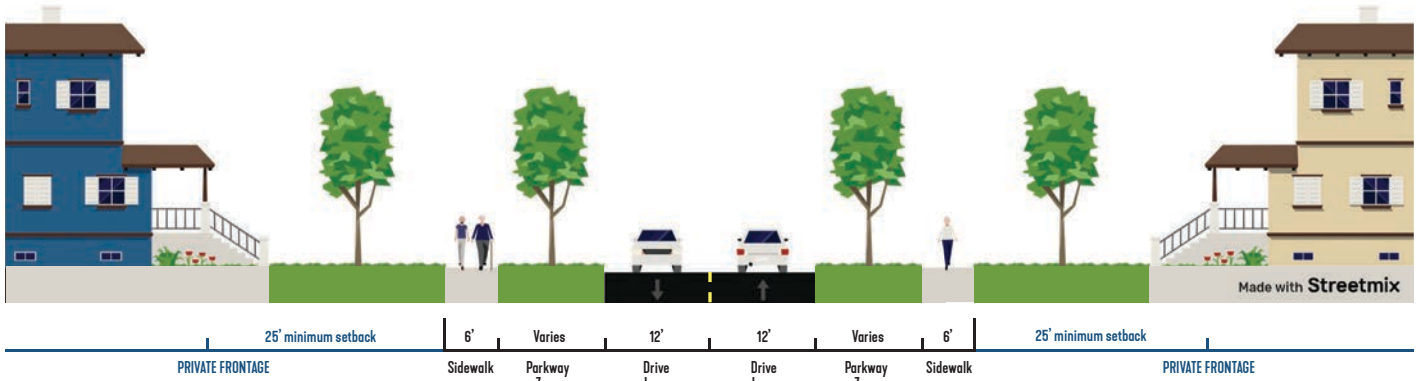
Residential Streets with Shared Use Path (typ.)

66' ROW



Residential Streets (typ.)

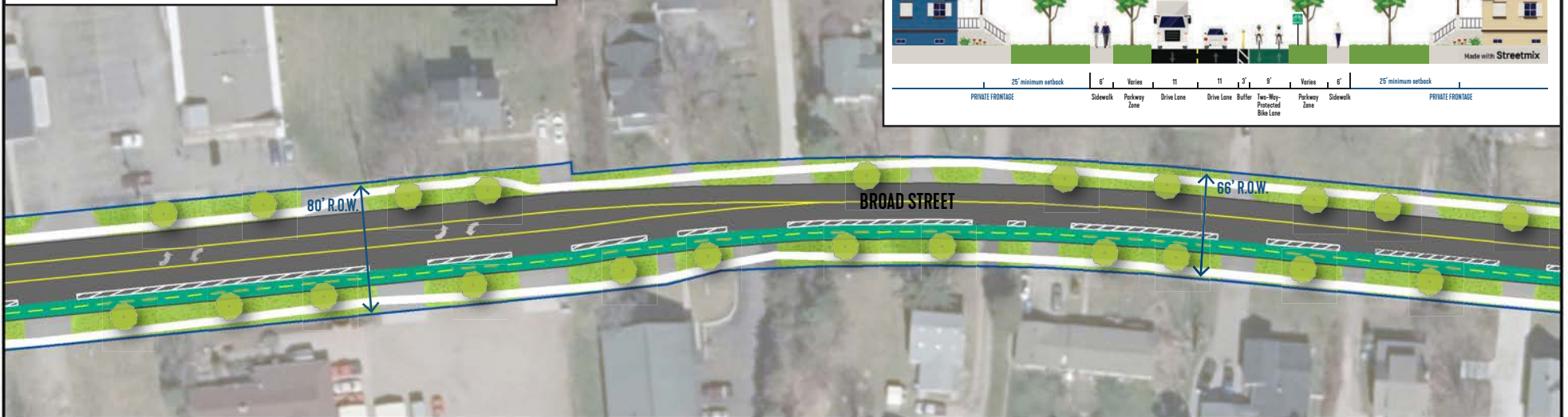
60 to 66' ROW



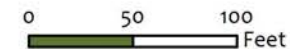
Option 1: Retrofit Marked Shared Lanes within Existing Pavement Cross-Section



Option 2: New Street Cross-Section with Two-Way Protected Bike Lanes




**Multi-Modal Main Street:
Broad Street (outside of Downtown typ.)**



-  Streets
-  Rivers and Streams
-  Parcels
-  Water Bodies
-  Linden City Limits

September 2022

0 500 1,000 Feet














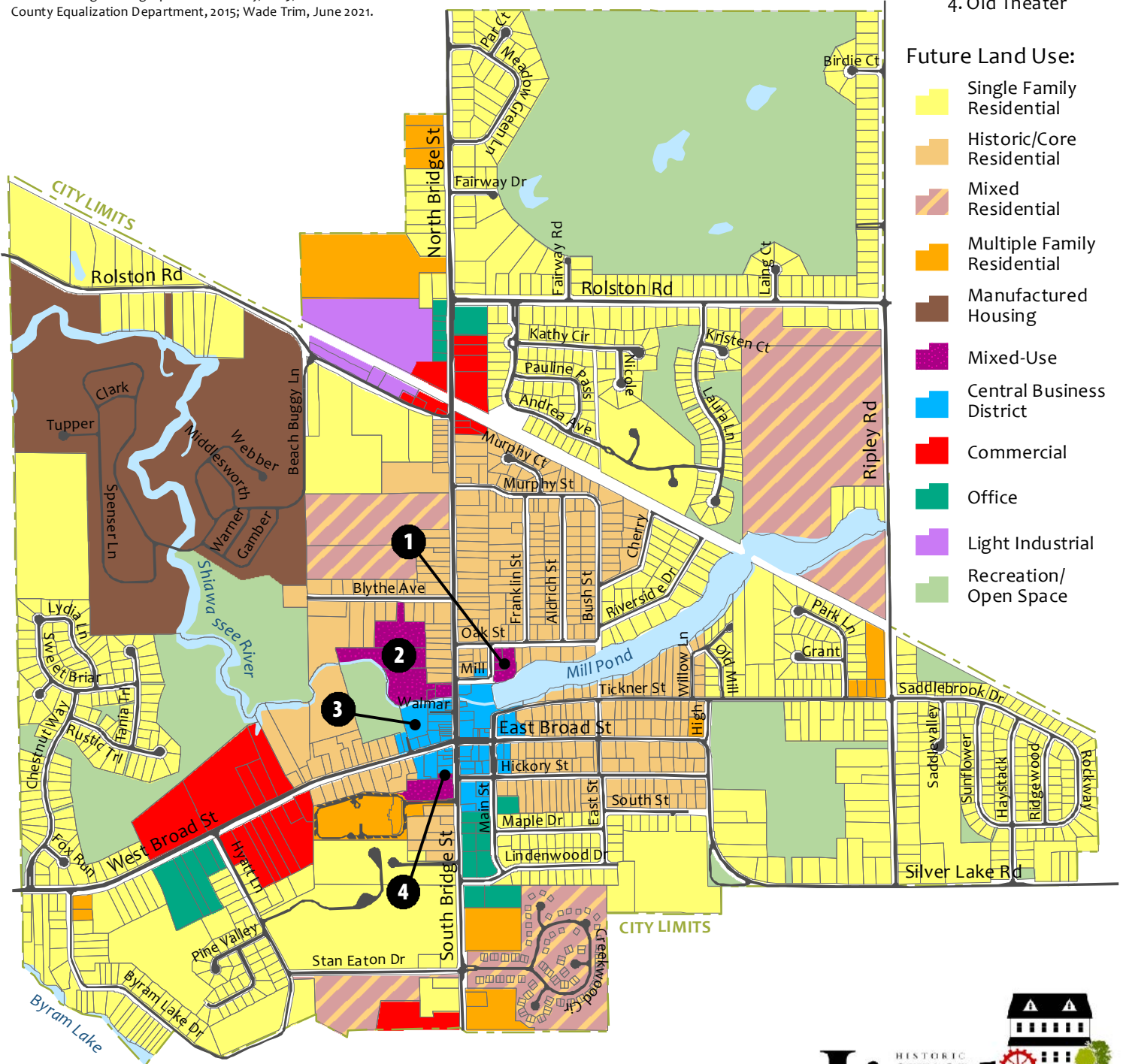
 Priority Redevelopment Sites

1. Evan's Building
2. DPW Yard
3. Parkside
4. Old Theater

Source: Michigan Geographic Data Library, 2019; Genesee County Equalization Department, 2015; Wade Trim, June 2021.

Future Land Use:

-  Single Family Residential
-  Historic/Core Residential
-  Mixed Residential
-  Multiple Family Residential
-  Manufactured Housing
-  Mixed-Use
-  Central Business District
-  Commercial
-  Office
-  Light Industrial
-  Recreation/Open Space





Priority Redevelopment Sites Recommendations

September 30, 2022

In General

Challenges

1. Need for additional public parking
2. Lack of 24/7 activities/uses - high percentage of professionally oriented business – healthcare, real estate, insurance in downtown. Not much for boutique shopping that is walkable – Lack a variety of retail options
3. Lack of experiential opportunities – cooking classes, galleries, family activities, etc.

Opportunities

1. Shiawassee River/outdoor recreation opportunities & businesses that cater to river
2. Downtown residential living opportunities
3. Variety in activities to create 24/7 environment
4. Pop-up sites to promote new retail development within the city
5. Events and special occasion opportunities within the downtown area to continue to drive traffic to the Downtown area
6. Target desired uses:
 - Dining
 - farm to fork
 - Microbrewery
 - Restaurants on the river
 - Food truck park
 - Apparel stores (shoes, children's and misc.)
 - Sporting goods (kayak, boating, golf...)
 - Fitness center
 - Family oriented
 - Events/banquet facility
 - Pop up shops

Tools

1. Zoning ordinance amendments to support mixed-use development by right
2. Identify and market redevelopment ready sites through the following tactics:
 - Dedicated webpage on the city's website
 - A Business Information Packet (containing successful business testimonials, redevelopment sites, demographics, incentives)
 - Site-specific one-sheets or brochures
 - Request for Qualifications (RFQs)
 - Partnering with MEDC
3. City incentives:

- Tax abatements
 - Liquor license
 - DDA façade/sign grant program
 - DDA funded capital improvements
 - DDA “gap financing” of impactful investment projects through the use of “project-specific” Tax Increment Finance
4. Funding opportunities:
 - State and locally authorized incentive programs
 - PA 198 abatements
 - Tax Increment Finance (DDA, CIA, Brownfield)
 - MEDC Business Development Program
 - MEDC Community Revitalization Program.
 5. New City Community & Economic Director position
 - Business recruitment, marketing, etc.
 - Small business resources

Site 1: Evan’s Building (tied #1 site per Visioning Workshop)

Challenges

1. Lack of control (privately owned property)
2. Substation (eyesore, impacts)
3. Adjacent to residential uses
4. Lack of parking
5. Property is split-zoned (commercial south/residential north)
6. Building condition (\$\$ to demolish, renovate or repurpose)
7. Existing overhead electric utility line above the central portion of the building
8. Environmental contamination potential

Opportunities

1. Entice new business uses
 - Restaurant uses along the Mill Pond with outdoor seating
 - Microbrewery
 - Food truck park
 - Retail uses
 - Banquet/events facility
 - Unique shops/pop-up shops
 - Mixed-use/residential (2nd and 3rd story residential; 3rd story stepped back from road and water’s edge)
 - Potential podium parking (ground level, development above)
2. New public amenities
 - Parking at rear
 - Community meeting space
 - Kayak/canoe docks
 - Bike rack
3. Corner house at Oak/Main could become part of site
4. Funding available from the MEDC for the private property owner

Site 2: DPW Yard (tied #1 site per Visioning Workshop)

Challenges

1. Existing DPW yard needs to be relocated (\$\$ of relocation and land clearing)
2. Existing house near N. Bridge Street (\$\$ of demolition, renovation or repurposing)
3. Existing water wells and test wells are currently in service
 - o Either need to keep and develop around, or need to find new water source
4. Site is not well connected to Downtown (across river)
5. Site is split zoned (commercial south/residential north)

Opportunities

1. City-owned properties, allows for City to control/influence redevelopment
2. Although some existing facilities are on property, additional land is owned by City which can be added to the site with no development limitation
3. Public amenities along the Shiawassee River
 - o Keep riverfront area accessible to the public
 - o Construct a bridge over the river to Eagle's Wooden Park
 - o Canoe/kayak livery
 - o Passive outdoor recreation space (picnic area, grills)
 - o Enhance nature opportunities (i.e., birding)
 - o Access point to launch kayaks portaging from east
 - o Farmers market and other outdoor events
 - o Restroom
4. Entice new mixed-use development
 - o Restaurant uses along the Mill Pond with outdoor seating
 - o Retail uses
 - Unique shops/pop-up shops
 - o Mixed-use/residential

Site 3: Parkside

Challenges

1. Contamination concern from prior gas station use
2. Site is not fully under City ownership

Opportunities

1. Mostly City-owned properties, allows for City to control/influence redevelopment
2. Transition zone from Eagles Wooden Park to Downtown – opportunity to connect the two
3. Shiawassee River frontage
4. Opportunity for new public amenities
 - o Public parking
 - o Shared-use pathway between park and downtown
 - o Restroom
 - o Farmers market and other outdoor events
 - o Canoe/kayak livery

5. Opportunity for new business development
 - Retail/restaurant/service along West Broad Street
 - Food truck park
 - Pop-up shops

Site 4: Old Theater

Challenges

1. Lack of control (privately owned property)
2. Building condition and poor appearance (\$\$ to demolish, renovate or repurpose)
3. No access to rear portion of property (without encroaching onto property to south)
4. No parking (except on-street parking)

Opportunities

1. Adjacent to Symphony of Linden (could become part of Symphony's contemplated "Phase 3")
2. Opportunity to reestablish or repurpose former theater building for performing arts
 - Live theater
 - Children's theater
 - Multi-use performance space
3. Add additional uses to building
 - Upper story residential
 - Upper story commercial/office



Site 1: Evan's Building



Precedent Imagery



Dockside Dining



Adaptive Reuse of Industrial Buildings



Pop Up Shops

Entice New Business Uses:

- Restaurants with waterfront seating
- Microbrewery
- Food truck park
- Banquet/events facility
- Unique shops/pop-up shops

New Public Amenities:

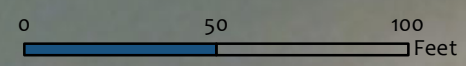
- On-site parking (north end)
- Community meeting space
- Kayak/canoe docks (customer use)
- Bike racks



Mill Pond Park

Potential Residential Uses:

- Upper-story loft apartments
- 2-3 story total building height
- 3rd story would require step-back from water and streets



Priority Redevelopment Sites

September 27, 2022 DRAFT



CITY OF LINDEN
MASTER PLAN UPDATE

Site 2: DPW Yard



Precedent Imagery



Pathway, bridge and recreational amenities



Farmers' market
Mixed-residential housing -->



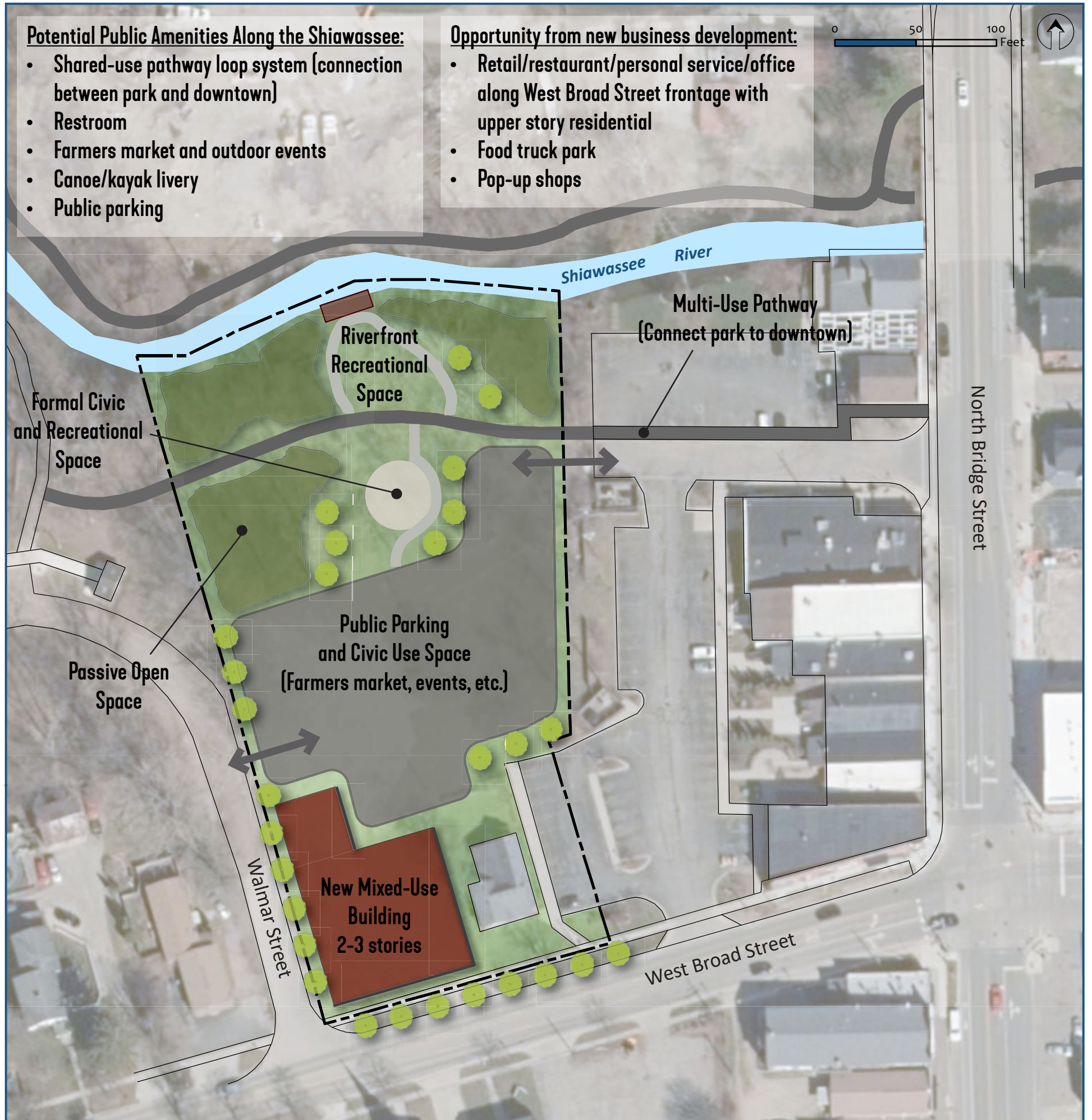
Priority Redevelopment Sites

September 27, 2022 DRAFT

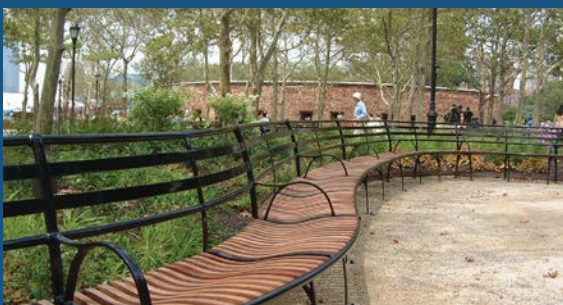


CITY OF LINDEN
MASTER PLAN UPDATE

Site 3: Parkside



Precedent Imagery



Civic and riverfront recreational space

Public parking and civic multi-purpose space

Mixed-use/unique commercial

Priority Redevelopment Sites

September 27, 2022 DRAFT



CITY OF LINDEN
MASTER PLAN UPDATE

Site 4: Old Theater



Precedent Imagery



Theater exterior improvements



Supportive living expansion



New mixed-use construction



CITY OF LINDEN
MASTER PLAN UPDATE

Economic Development & Marketing Strategy
Early Draft Recommendations for Discussion

May 27, 2022

Economic Development and Marketing Project Implementation Matrix

Action	Priority	Responsibility
Infrastructure & Community		
Upgrade water infrastructure systems		
Update roads, especially in neighborhoods as funding allows		
Update and improve Mill Site as funds allow		
Consider creation of Local Development Finance Authority or Neighborhood Improvement Authority to support reinvestment in infrastructure and neighborhoods		
Fully review and possibly amend residential zoning districts and uses to determine if any housing districts can be combined or allow for more flexible housing options in existing areas		
Fully review and possibly amend commercial zoning districts and uses to determine if they can be expanded or allow for more flexible uses in existing buildings and spaces		
Consider development of a community recreation center		
Industry Activities		
Create a small business resource center to identify service providers such as SBA, PTAC, MISBDC, MEDC and others that can assist small businesses with growth and establishment.		
Continue working with developers and property owners to redevelop key sites in town such as the Evans Building site or the City municipal site		
Utilize state and locally authorized incentive programs, PA 198 abatements, Tax Increment Finance (DDA, CIA,		

Action	Priority	Responsibility
Brownfield), MEDC Business Development Program and Community Revitalization Program.		
Develop an incentive implementation policy		
Create a process for economic gardening and growing existing business in the community		
Consider allowing pop-up sites to promote new retail development within the city		
Focus commercial attraction efforts on dining, apparel stores (shoes, children’s and misc.), sporting goods (kayak, boating, golf...) and potential a fitness center		
Prepare a business recruitment kit to identify successful business testimonials, potential investment sites and projects and potential incentives		
Celebrate business expansion and investments in the community through use of multiple platforms		
Identify redevelopment opportunities and reinvestment opportunities in the northern commercial district between West and East Rolston Roads		
DDA		
Create promotional materials for unique areas of the City to welcome new residents and businesses to highlight existing businesses and services throughout the Township		
Amend DDA Development Plan to allow for “Gap financing” of impactful investment projects through the use of “project-specific” Tax Increment Finance		
Expand events and special occasion opportunities within the downtown area to continue to drive traffic to the Downtown area		
Promote new housing development opportunities on infill sites downtown		
Identify potential properties for DDA acquisition for future redevelopment within the DDA Development District		
Community Marketing and Branding		
Work with a professional analyst to perform a Retail/Commercial Analysis Study to identify retail leakages, market opportunities, and gain a foundation of expert-generated data and analysis for investors, developers, entrepreneurs. This data can then be communicated in various marketing channels to support the case that Linden is the best choice for properly aligned members of the investment and development community.		

Action	Priority	Responsibility
Identify and market redevelopment ready sites through the following tactics: <ul style="list-style-type: none"> • Dedicated webpage on the city’s website • A Business Information Packet (containing successful business testimonials, redevelopment sites, demographics, incentives) • Site-specific one-sheets or brochures • Request for Qualifications (RFQs) • Partnering with MEDC 		
Work with DDA and leverage healthy base of volunteers to create a structured Linden Ambassadors program to spread the word of Linden		
Engage in content marketing through paid, earned, shared and owned media (example: celebrate and post about new business expansion and investment in shared or social media accounts on Twitter, Instagram, LinkedIn, Facebook, YouTube)		
Explore a cooperative advertising program with Fenton & Linden Chamber of Commerce		
Track and benchmark economic development		

Key Audiences / Key Marketing Messages / Outreach Tools Chart

Segment	Primary Interests	Outreach Tools	Established Key Messages to Segment
Investors, Entrepreneurs, Developers	<ul style="list-style-type: none"> • Return on investment • Reducing risk • Quality/style of development • Quick tenant placement • Predictable permitting process • Zoning and land use 	<ul style="list-style-type: none"> • Engagement in community building vision • Trade media and press • Briefings/tours • Website • Social media • Area business reports • Target Market Analyses (residential/retail) • Info sheets/brochures (i.e., Business development packets) 	<ul style="list-style-type: none"> • We have a healthy labor force of 58.9% • Linden has purchase power: The median income is well-above the county and state at \$72,933 • We are affordable: Linden has a lower cost of living than neighboring areas • We have excellent recreational opportunities: A beautiful natural feature of the downtown area is the Shiawassee River and historic Mill Pond. The State Bank Trail and LAFF pathway offer year-round recreational opportunities. • New commercial investment and development in downtown is happening • Families choose us for our excellent school system
Visitors/Potential Residents	<ul style="list-style-type: none"> • Entertainment opportunities • Fun activities for all age groups • High quality of life • High quality of education • Affordability • Accessibility • Convenience • Safety 	<ul style="list-style-type: none"> • Website • Social Media • Word of mouth • Advertisements and Paid media • Newspaper or media articles 	<ul style="list-style-type: none"> • Charming, historic downtown with retail and dining opportunities • Great for recreation and play--enjoy our Mill Pond, gazebo, and the State Bank recreational trail

			<ul style="list-style-type: none"> • Affordable while offering a great quality of life • Great school system • Linden’s small-town charm and agrarian heritage offer a perfect place to raise a family
Regional & Intermediary Organizations, Public-Private Partnerships (Chamber of Commerce, Schools, Foundations, Colleges and Universities, etc.)	<ul style="list-style-type: none"> • Promoting and expanding economic development in the region • Growing the organization’s reputation and credibility • Networking 	<ul style="list-style-type: none"> • Websites • Social media • Brochures/Fact sheets • Briefings, meetings • Engagement in community building vision • Community educational forums 	<ul style="list-style-type: none"> • Together we can make Linden a great place to do business and development projects • Forward-thinking leadership is open to change • We are leveraging your investment

Telling Linden's Story

The 30-second elevator pitch

Telling Linden's story to its target audiences, and more specifically, to potential investors and developers, is a critical first step for the community to attract the type of investment that fits. Developing a succinct yet complete 30-second elevator pitch that accurately illustrates the community and can be communicated through a variety of channels is the first step to successfully positioning and marketing Linden. Points of interest could be added in certain instances in bullet format depending upon the specific target audience and media (i.e., labor force size, median income, downtown traffic counts).

Linden is a community that has managed to keep the best of its Victoria-era charm while maintaining a forward-facing focus on continuing to provide its residents with the elements they need to build a wonderful life. Generations of families continue to choose Linden and call it home. It is the purist definition of community—neighbors look out for each other, kids can safely run around and explore, and families gather to take a relaxing breath away from the hustle and bustle of life.

As a town of about 4,000 people in the southwest corner of Genesee County, downtown Linden is home to thriving shops, restaurants, and professional services. Among many others, Linden's points of pride include its well-maintained parks and waterways, excellent schools, local businesses, charming atmosphere, senior center, and the intangible assets like safety, care, cooperation, and community support.

Linden is where Yesterday Meets Today.