





### ***Midland Urban Growth Area (MUGA).***

The MUGA was initially established in 1969 as the area around the City that could eventually be provided water and sewer service as the City Limits were expanded. Over the last four decades, the MUGA boundaries have been modified and the City limits have expanded incrementally into the MUGA. Accordingly, the MUGA is a band around the City limits that serves as the potential, long-range City limits. Properties in the MUGA must be annexed by the City if the land owners desire City water and sanitary sewer services for their property. The Future Land Use Map and plan illustrate recommended long-term land uses within the MUGA in the event that those areas are annexed into the City. Because development in the outlying MUGA areas may not occur for many years to come, the proposed Future Land Use Map boundaries are more general than the precise plan boundaries within the more significantly developed City limits. The policies that regulate the MUGA include requiring any area requesting water and sewer service be contiguous with the current City Limits, and ultimately annex into the City before services are provided. These policies allow the City to promote orderly growth by coordinating and controlling the type and pattern of higher intensity uses developing in the MUGA. To improve the compatibility of land uses between the City and adjacent Townships, the existing and planned land use patterns and current zoning designations of neighboring Townships were considered when determining Midland's future land use designations.

### ***Existing Zoning***

Existing zoning designation was another factor considered in determining the use categories and locations. However, there is no vested interest that guarantees existing zoning will remain unchanged. Throughout the Master Plan process, existing zoning regulations and district boundaries were considered to prevent as many conflicts as possible.

### ***Relationship of Incompatible and Non-Conforming Uses***

One of the objectives of the future land use plan is to prevent, reduce, or eliminate incompatible land use relationships throughout the MUGA. Providing a sufficient transition or adequate buffering between land uses, especially those with certain conflicting characteristics, is essential. Although some areas throughout the City and MUGA may presently be developed and/or zoned for a use that is more intense than or incompatible with the proposed future land use designation, redevelopment or reuse of these sites in the future will provide an opportunity to eliminate or improve these situations.

### ***Infrastructure and Public Facilities/Services***

In addition to the planned land use and current zoning, the intensity of use that can be developed is limited based on the availability and capacity of the infrastructure. This includes utilities, streets, parks, schools, and municipal services and facilities. Factors such as the quality and capacity of the road network limit the type and intensity of uses due to the potential impacts on traffic operations. The City's planned transportation improvements and those recommended in the Transportation Chapter of this Plan were considered in determining the land use boundaries and intensities on the Future Land Use Map.



### ***General Market Conditions***

While this Plan establishes the future land use designation for property throughout the City and MUGA, it also considers the total land planned for each future land use category. The current and future demand for any one type of land use must be compared to the planned land use area in the MUGA to promote sustainable, high-quality development throughout the City. The Master Plan process included consideration of current market conditions and opportunities being studied in the City. Future updates of this Plan should include a reevaluation of market opportunities to ensure that the City's near term economic development goals are adjusted to build on successes and include external influences. The market conditions in the Midland area are discussed in greater detail in Chapter 4: Local Economy and Market Strategies.

### ***Natural Features***

Wetlands, woodlands, rivers, floodplain areas, poor soils, steep slopes and other natural features all impact the types of land use that are most appropriate throughout the City and MUGA. Federal or State laws regulate many of these areas and will impact the intensity of development on a given site. While the natural features were considered in choosing the type of land use for a given area in the City or MUGA, the intensity and density of use will ultimately be constrained naturally by the development site features. The City's Natural Features are discussed in detail in Chapter 3: Natural Resources Inventory.

### ***Previous City Master Plan***

The previous City Master Plan, adopted by Midland in 2007, was used as a base for the Future Land Use Map and categories included in this chapter. Any major changes between the previous and new versions were evaluated based on the various factors discussed in this chapter to ensure a change was warranted.

### ***Desires of the City***

The land use categories and configuration desired by City residents and officials have been expressed through a variety of public open houses, meetings, and visioning sessions. The results of the Meetings-In-A-Box sessions have been incorporated throughout the document, most notably in the established objectives outlined in the beginning of this section. When the plan was updated in 2012, additional public open houses and a public hearing were held to review these goals.

### **Goals**

Based on the influential factors identified above, the following are the land use goals for the City of Midland and the MUGA. These should be considered along with the goals established in Chapter 6: Transportation, and Chapter 7: Community Facilities in future decision making.



- Goal 1: Promote efficient and coordinated capital improvements.
- Goal 2: Encourage integration or mixture of appropriate uses to create great places, promote a healthy, walkable community, and reduce vehicle trips.
- Goal 3: Protect the long term stability of existing, quality neighborhoods.
- Goal 4: Provide a diversity of housing types and costs to meet the needs of all age and income groups.
- Goal 5: Strengthen and diversify the major employment opportunities in the City.
- Goal 6: Expand and enhance the vibrancy of the Downtown by adding density, mixed-use developments, and incorporating the ballpark area.
- Goal 7: Promote housing that is inviting to younger professionals, especially in the downtown area.
- Goal 8: Accommodate small nodes of neighborhood commercial at major intersections where major residential development is taking place.
- Goal 9: Utilize office uses as a transition between higher and lower intensity land uses.
- Goal 10: Protect and promote the long term vitality of existing commercial districts including Downtown and Ashman Circle.
- Goal 11: Broaden restaurant and retail choices.



## Future Land Use Categories

In addition to the geographic delineation of land use categories on the Future Land Use Map, the text of this Plan provides further guidance when evaluating potential uses on a site. Table 5.1 summarizes the acreage of each future land use category and provides the acreage of similar existing land use categories for comparison. The location, uses, and general character of each category are outlined below.

<b>Table 5.1 - Future Land Use</b>				
<i>Source: City of Midland Planning Department, 2012</i>				
<b>Land Use Category</b>	<b>Planned Acreages</b>	<b>Percent of Total Planned</b>	<b>Existing Developed Acreage<sup>4</sup></b>	<b>Percent of Total Developed</b>
Low Density Residential	18,543	46.2	5,620	30.1
Medium Density Residential	1,789	4.5	72	0.4
High Density Residential	1,142	2.9	683	3.7
Public Parks and Recreation	2,952	7.7	2401	12.8
Institutional and Civic	1,981	5.0	3,196 <sup>1</sup>	17.1
Office Service	395	1.0	595	3.2
Commercial	1,656	4.1	728	3.9
Downtown <sup>2</sup>	160	0.4	na	na
Multi-Use Center <sup>2</sup>	99	0.3	na	na
Light Industrial	5,583	14.7	871	4.7
Heavy Industrial	5,753	15.1	4,490 <sup>3</sup>	24.1
<b>Total</b>	<b>40,053</b>	<b>100</b>	<b>18,656<sup>4 5</sup></b>	<b>100</b>

<sup>1</sup> Institutional & Civic existing developed acreage includes existing land use categories Public, Semi-Public and Parking/ Airport

<sup>2</sup> The Downtown and Multi-Use Center Future Land Use designations include a variety of existing land uses

<sup>3</sup> Heavy Industrial includes the existing land use categories Heavy Industrial and Waste Related Activity

<sup>4</sup> Please refer to the Existing Land Use Map and Acreage table in Chapter 2: City Profile for more detailed description

<sup>5</sup> The total acreage is a sum of all of the existing land use categories except No Activity (vacant/ undeveloped land areas), water and roads.



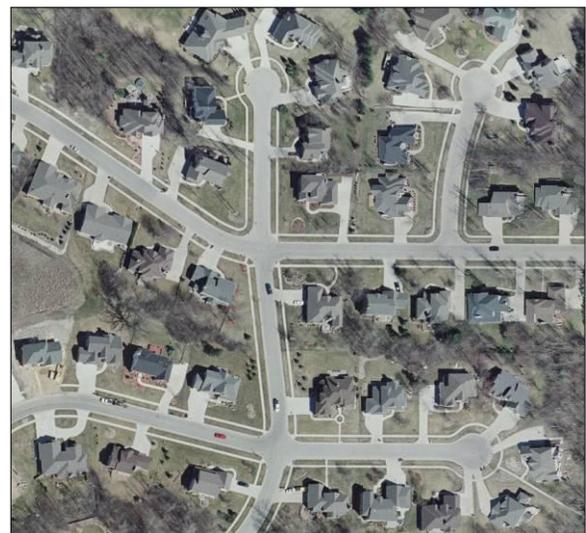
## Low Density Residential

**Specific Objectives.** Low Density Residential development in Midland should protect the vitality of existing, high-quality residential neighborhoods. In addition, areas developing as Low Density Residential that are located on naturally constrained lands (eg. woodlands, wetlands, floodplain) should promote use of an open space clustered design to allow a reasonable number of homes while preserving the area's natural resources and creating high-quality residential developments.

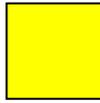
**General Location.** Low Density Residential is the predominant existing land use in the City, mostly concentrated within the loop formed by US-10, M-20, and North Saginaw Road. The Future Land Use Map provides for expansion of Low Density Residential development to the west, north, and east of the City limits. Low Density Residential should be buffered from higher intensity uses with Medium- or High-Density Residential or Office-Service land uses. Approximately 46.2% of the land area in the City and MUGA is planned for Low Density Residential land use.

**Intended Land Uses.** The Low Density Residential land use designation is intended to accommodate single-family residential development. In cases where natural features constrain the buildable area of a development, clustered development with permanently dedicated open space should be encouraged to preserve Midland's natural resources. Accessory and support uses such as small to moderate sized churches, parks, elementary and middle schools, neighborhood commercial, home occupations and small-scale care facilities may also be allowed. The neighborhood commercial nodes shall only be allowed as adjacent residential develops, and must be restricted in size and appropriately spaced to minimize the impact on the new neighborhoods. Many of the existing neighborhood commercial nodes, parks, schools and churches are identified on the Future Land Use Map. Residential density in these areas shall not exceed six dwelling units per acre.

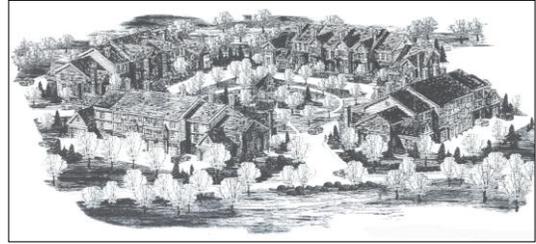
**General Character Description.** To protect the vitality of the existing Low Density Residential neighborhoods in the City, development in the Low Density Residential areas will continue to follow the traditional neighborhood design principles that currently prevail in these areas. Infill and redevelopment in existing Low Density Residential areas must be compatible with the surrounding environment, including the scale and character of the existing neighborhood. Street design in new Low Density Residential developments should include an interconnected street system, sidewalks, street trees and adequate lighting. Homes will generally maintain traditional design elements such as prominent front entryways, and recessed attached or rear yard detached garages.



*An example of Low Density Residential in Midland.*



## Medium Density Residential



*An artist's rendering of a Medium Density Residential development.*

**Specific Objectives.** Medium Density Residential development in Midland contributes to the goal of providing a wide variety of housing types and price ranges to accommodate residents in all lifestyle stages. This variety should include residential development designed to attract young professionals from other areas of the country into Midland to begin and grow their careers, especially in the planned Medium Density Residential areas near the Downtown. Furthermore, the higher density residential development allows for the design of developments with pedestrian connections to nearby commercial, institutional, and civic uses.

**General Location.** The main clusters of planned Medium Density Residential are located in the following areas:

- The neighborhoods north and east of downtown
- A strip located in between Wackerly and US-10 near Dublin
- Several areas that serve as transitional use between Commercial or Industrial and Low Density Residential adjacent to interchanges with US-10:
  - South of the Stark Road interchange
  - Northeast of the Eastman interchange and Midland Mall
  - East of the Waldo Road interchange

**Intended Land Uses.** The intended land uses within Medium Density Residential areas include single family houses, attached single-family buildings, or low density multiple family developments. This includes townhouses, attached condominiums, and senior housing developments. Other accessory and support uses such as churches, parks, schools, neighborhood commercial and home occupations may also be allowed. Residential densities in these areas shall not exceed ten dwelling units per acre.



*An example of Medium Density Residential in Midland.*

**General Character Description.** Medium Density Residential development should include high-quality design that emphasizes pedestrian connections with surrounding uses, provides alternatives to the Low Density and High Density Residential developments, and act as a buffer between Low Density neighborhoods and higher intensity use. The design and character of the buildings should complement any adjacent single family residential neighborhoods.



## High Density Residential

**Specific Objectives.** High Density Residential development in Midland contributes to the goal of providing a wide variety of housing types and price ranges to accommodate residents in all lifestyle stages. Higher density residential development allows for the design of developments with pedestrian connections to nearby commercial, institutional, and civic uses to provide both affordable housing in the City and homes for those seeking low and no maintenance ownership opportunities. These developments may also cater to the growing older age segments of the population.



**General Location.** The higher density developments should be convenient to arterial roadways (see Chapter 6: Transportation), public facilities and nearby shopping. There are several areas in the City that are already developed as High Density Residential. The main clusters of undeveloped planned High Density Residential are located in the following areas:

- Two areas, on the northeast edge of Downtown and on the east side of Jefferson
- Several areas that serve as transitional use between Commercial nodes or Industrial and Residential:
  - South side of the North Saginaw/Stark intersection
  - West side of Waldo north of the US-10 interchange
  - Northeast of Midland Mall

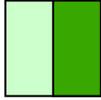
**Intended Land Uses.** The intended land uses within High Density Residential areas include high-density single family and various types of multiple family developments. This includes mid-rise apartments and condominiums, townhouses, and senior housing developments.



*An example of High Density Residential in Midland.*

**General Character Description.** New or infill High Density Residential should include high-quality, innovative design, that emphasizes pedestrian connections with nearby shopping and transportation.

**Key Changes.** The addition of a Medium- and High-Density Residential node adjacent to the US-10 interchange at Waldo Road should be designed as a new village cluster that is supported by the commercial and office components also planned in the area. Redevelopment of apartments in the Downtown area is also encouraged, and could include mixed-use opportunities with commercial uses on the first floor and apartments or condominiums above.



## Public & Private Parks & Recreation

**Specific Objectives.** The Parks and Recreation facilities in the City are intended to provide the full spectrum of park facilities in locations that are convenient for residents and visitors alike. As this Plan is not a parks and recreation plan, the designated areas on the Future Land Use Map only recognize existing parks and recreation facilities in the MUGA. The City currently has a Parks & Recreation Plan, which more specifically discusses the existing and planned facilities and outlines goals and objectives for maintaining the City’s Parks system as its boundaries continue to expand.

**General Location.** The Future Land Use Map illustrates, with two shades of green seen above, the location of existing Public (dark green) and private (light green) Parks & Recreation facilities. Both types of parks are located throughout the City. As residential developments occur, park space should be provided within each development. Currently, about seven percent of the City’s land is set aside for park space. This ratio should be maintained when future land develops as the City limits expand.

**Intended Land Uses.** Land uses that are included in the Parks and Recreational category are public and private recreation facilities such as playgrounds, pathways and nature trails, picnic areas, soccer fields, public softball and baseball fields, indoor sports facilities, and open space areas. Generally, these areas include uses that provide active and passive recreation sites. In addition, new private commercial recreational facilities may be located in certain commercial and industrial areas.

**General Character Description.** High-quality and diverse park offerings promote a higher quality of life for families and visitors alike. Parks and Recreational facilities should continue to be integrated into the City’s new and existing neighborhoods to create a comprehensive system. Parks and open spaces should offer opportunities for recreation, picnicking and



*An entrance to Pere Marquette*



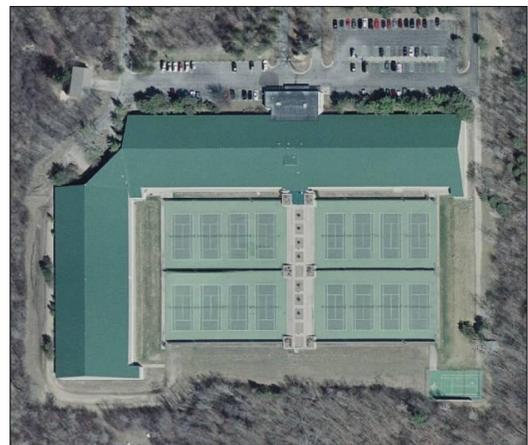
*Playground at a City Park*



*Public pathway along M-20.*



*A public park along the Tittabawassee River.*



*A private recreation facility along Wackerly.*



relaxing. As possible, the City should link park sites via a network of pedestrian and bicycle pathways.



## Institutional & Civic

**Specific Objectives.** The main objective of Institutional & Civic uses is to continue to provide high quality services, meet future needs of the population and employers, and to locate new facilities at accessible sites compatible with other planned land uses.



**General Location.** Institutional and Civic uses are scattered throughout the City and create a network of resources that make up the “City of Science and Culture.” These designations include City Hall, other County and City municipal buildings, the hospital, utility-related buildings, schools and churches, along with regional cultural amenities such as the Courthouse, the Midland Center for the Arts, Herbert H. Dow Historical Museum, Dow Gardens, the Herbert D. Doan Midland County History Center.



**Intended Land Uses.** Institutional uses include existing places of worship, community buildings, and public and private schools. This designation also includes publicly owned senior housing facilities, medical facilities, and non-commercial day care buildings.



**General Character Description.** In general, local Institutional uses are encouraged to have buildings located and designed to promote a neighborhood scale and character. This includes a building design that emulates residential structures, and a site layout with sidewalk connections to neighborhoods. In addition, landscaping promotes the feel of natural open space areas similar to residential yards and park land. In areas where the Institutional use is located adjacent to higher intensity uses, a more suburban, larger scale and form is acceptable.

*Above: Three examples of institutional uses in the City of Midland.*



*An example of an Institutional use in Midland.*



## Commercial

**Specific Objectives.** The location, design, and size of Commercial areas throughout Midland impact many areas of everyday life. The following goals and objectives should be considered in the size, location and development of planned commercial areas:

- Commercial centers should be sized and located to best interact with surrounding uses while also providing convenience and limiting unnecessary congestion.
- The impacts on the sustainability of the Downtown, City Center and Circle districts must be considered when planning for additional commercial in these areas of the City.
- Larger suburban commercial centers should be located near freeway interchanges to alleviate traffic impacts on City streets.
- As major new residential development occurs, small nodes of neighborhood commercial may be located at the intersection of some major roads (SEE Chapter 6: Transportation). Not every intersection of major roads will have a commercial node; the best locations for these nodes will be determined as the MUGA develops. One way to develop these commercial nodes that provides opportunity to require integration with neighboring residential is as part of a mixed-use Planned Unit Development (PUD).
- High intensity commercial uses should be buffered from Low Density Residential with a Medium- or High-Density Residential or Office-Service use, where practical.

**General Location.** The planned Commercial areas can be classified into two categories: large commercial centers/areas and small neighborhood commercial nodes. In addition, areas designated as Office-Service, Downtown, and Multi-Use Center on the Future Land Use Map all have a significant, but restricted commercial component. Planned Commercial comprises about-4% of the land area inside the MUGA.

Large Commercial Centers. Large concentrations of planned Commercial development are intended to include large scale commercial development, and are located along major thoroughfares in the City, including:

- South Saginaw from the Circle to Bay City Road
- North Saginaw at Ashman, Dublin, and Stark
- North of the Stark/US-10 Interchange
- North of the Waldo/US-10 Interchange
- East and West of the Bay City/US-10 Interchange
- Commercial centers should be sized and located to best interact with surrounding uses while also providing convenience

Small Neighborhood Commercial Nodes. Small nodes of neighborhood commercial are intended for the convenience of nearby uses. In areas planned for residential but not yet developed as such, these nodes are not illustrated on the Future Land Use Map. As residential development occurs in an area, the need for a compact node of commercial at main intersections (of 4-5 total acres per intersection) would allow their development as a supporting use in an area planned for residential (see the Low Density Residential Intended Uses). In areas with existing residential development, the largest (most sustainable) nodes are retained and illustrated on the Future Land Use Map at major intersections around the City, including:

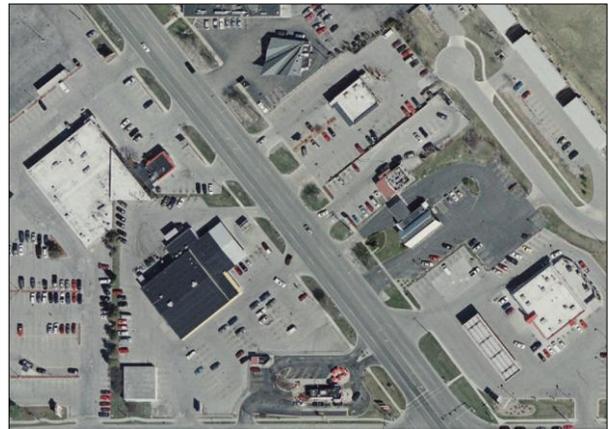


- Flajole and Midland Road
- Wheeler and Swede
- Wheeler and Jefferson
- Waldo and Bay City Road
- Monroe and Eastman

**Intended Land Uses.** The planned Commercial areas are intended to have a variety of uses, determined by the size and geographic location of the planned areas. The larger scale commercial centers will require a large amount of floor space and parking, and will cater to a regional market. These centers might include hotels, restaurants, movie theaters, drive-through restaurants, and large retailers, as well as complimentary office and service uses. Conversely, the small nodes of neighborhood-scale commercial are intended to include uses that support the nearby residential developments without adversely impacting the residents. These uses are naturally constrained by the small geographic size of the nodes, and might include small restaurants, carry-out convenience stores, or small strip commercial centers. The localized, neighborhood configuration of these nodes also promotes local trips and walkable alternatives.

**General Character Description.** The two main types of planned commercial areas in the City will take on a different character based on geographic size, location, and surrounding uses. Access management regulations will provide additional planning oversight as these areas are developed to provide safe travel and ease in general traffic circulation.

Large Commercial Centers. Large, undeveloped planned commercial areas along US 10 at Stark, Waldo and Bay City roads provide the opportunity for coordinated, high-quality commercial centers that can be integrated with neighboring office and residential areas and designed to minimize congestion and crashes. Design features should include internal circulation throughout the center, pedestrian connections to adjacent areas, overall consistent design elements, and City identification features to enhance the image of the City at these gateways.



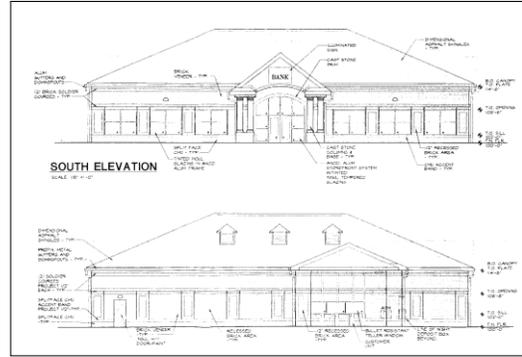
*Shown above, the South Saginaw corridor is an example of an existing Large Commercial Center.*

Neighborhood Commercial Nodes. Neighborhood commercial nodes are allowed to develop in residential areas (according to the objectives and location guidelines above). Existing neighborhood commercial uses may be consolidated into fewer locations. Any new commercial nodes in developing areas should be limited to 4-5 acres of total land at an intersection of main roads, and should include landscaping and design features to minimize impacts on adjacent residential neighborhoods.



### Office-Service

**Specific Objectives.** As Office-Service districts are frequently located to serve as a transitional buffer to single family residential, the design and uses of each Office-Service development must be carefully evaluated for compatibility with adjacent uses. The Office-Service designation is more restrictive than the Commercial designation, and limits the intensity of uses in certain areas around the City and MUGA.



*Above: A sample office building design compatible with single family neighborhoods.*

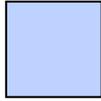
**General Location.** Office-Service uses are allowed in all areas planned with Downtown, Mixed-Use, Commercial, and Office-Service future land use designations. The areas limited to only Office-Service uses are primarily located south of the Stark/US-10 interchange, southeast of Waldo, and along Eastman and Wackerly near the interchange. Areas with the greatest freeway visibility are best suited for higher-profile corporate office uses. Planned Office-Service comprises less than 1% of the land area inside the MUGA.

**Intended Land Uses.** Commercial Office and Service uses serve both local and regional market areas. Typical uses found in these areas might include medical offices, personal service establishments, bank offices, law offices, and corporate offices including regional headquarters.



*One area of Office-Service use in the City of Midland.*

**General Character Description.** The Office-Service uses are often located in buildings that can be very compatible with Single Family neighborhood character. For smaller Office-Service uses, the incorporation of residential style design and building materials, appropriate lighting, and significant landscaping can significantly reduce the impacts on adjacent residents and promote high-quality commercial development. For larger Office-Service developments, emphasis should be placed on high-quality design and materials, including the design and activity taking place along rear property lines where residential developments may be abutting.



## Downtown

**Specific Objectives.** The area designated as Downtown on the Future Land Use Map supports the goals of expanding and enhancing the vibrancy of the Downtown by adding density, mixed-uses developments, and expanding to incorporate the ballpark area. The boundaries of this designation provide flexibility for a healthy variety of uses, including mixed-use buildings and developments, without identifying specific properties for each different residential, commercial, office, or civic use. The goal of the Downtown and Multi-Use Center designations is to jointly provide a wide range of density and complementary land uses.



**General Location.** The location of the Downtown designation stretches from Ripley on the northwest to Haley on the southeast, and from the River on the southwest to approximately Grove on the northeast. It includes areas previously planned for Downtown, Office, and Commercial, and also includes the ballpark and its parking facilities on the southeast edge.

**Intended Land Uses.** The Downtown is intended to include a variety of compatible and supporting uses important to a vibrant district, including dining establishments, mixed-use buildings and developments, residential, retail, offices, civic uses and lodging.

**General Character Description.** Downtown development should include high-quality, higher-density design and materials, with building facades that are close to the front lot line and on-site parking, if any, provided away from the street. Outdoor eating areas and other design features that promote interaction between the activity inside the building and on the street should be encouraged. Coordinated mixed-use developments are an excellent way to provide retail, office, and residential opportunities within the same building or property, and add to the vibrancy of the entire Downtown. As infill and redevelopment occur, streetscape enhancements should be expanded with development. Additionally, efforts must be made to enhance the connection with the ballpark and expand the Downtown core in the area between Cronkright and State to take advantage of pedestrian traffic headed to and from the ballpark.

**Key Changes.** Although the area delineated as Downtown on the Future Land Use Map is larger than the 2006 Downtown Zoning and DDA Boundaries, the public input offered strong support for expanding Downtown uses. In 2012, the DDA boundaries were expanded to include additional area abutting the ballpark. Including the new ballpark in the Downtown designation emphasizes its importance to the Downtown area. The Downtown Development Authority District and the Shopping Area Redevelopment Authority District will also serve as agencies for the future growth and redevelopment of the downtown.





## Multi-Use Center

**Specific Objectives.** The Multi-Use Center designation is intended to provide for the redevelopment and enhancement of four specific areas of the City. These areas are unique and will benefit from a multi- or mixed-use redevelopment pattern with an urban-oriented built form. These areas will allow for a coexistence of a variety of compatible land uses, while increasing density where appropriate. The regulatory approach must consider context of existing development, including existing residential, commercial, industrial and institutional uses, while also facilitating a future for new development that increases activity in these areas. The goal of the Downtown and Multi-Use Center designations is to jointly provide for a wide range of density and complementary land uses, while allowing for a flexibility of regulation that the market can work within.



**General Location.** Four areas in the City are designated as Multi-Use Center on the Future Land Use Map. The first is Ashman Circle, which is already developed with some commercial and office uses, but needs higher density development to establish a vibrant district. The second is the area southeast of the ballpark, on the edge of the area designated as Downtown on the Future Land Use Map. The third is the area surrounding the Midland Mall at Eastman Avenue, Joe Mann Boulevard and E. Wackerly Street; this area has seen rapid change and store closings as consumer preference is shifting away from regional shopping malls. The fourth is the Waldo Avenue Corridor south of Bay City Road; this area is continuing to undergo change as traffic patterns shift.

**Intended Land Uses.** While the four Multi-Use Centers designated each share overall design objectives, the intended land uses vary between the two. Each Center is outlined below.

**Ashman Circle Area.** The Multi-Use Center designation in the Ashman Circle area is intended to include a variety of compatible and supporting uses to increase the density and viability of the Circle. These uses should include dining establishments with outdoor eating areas, retail, office, service, and mixed-use buildings with first floor retail and upper floor office or residential. Civic and institutional uses with similar dense and urban-style design are also allowed. The Circle area should also incorporate pedestrian oriented design elements that promote a walkable district, when possible.



*A view of the Circle in 2005.*



*Midland's Plan for the Circle.*

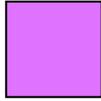
**South Midland Redevelopment Area:** The area east, southeast of the ballpark is currently home to a mixture of commercial and industrial uses. Redevelopment of this area will include a mixture of high-tech industrial, commercial and offices uses that compatibly bridge the area between residential uses to the north and the higher intensity industrial uses to the south and southeast. Immediate proximity to the U.S. 10 Business Route corridor positions this area well for connectivity to the rest of the city and the region, while close proximity to the downtown district provides easy access to eating, shopping, entertainment and recreational assets.



Northern Commercial Area: As consumer preferences shift, regional mall areas have found success in other markets by converting to a mixture of uses that support a life-style center. The Multi-Use Center designation of this area is intended to allow for a mixture of uses that are compatible with the surrounding commercial uses and the abutting residential uses to the south. This area should allow for a mixture of residential, office, commercial, retail, medical and recreational uses that can support a life-style center. Design elements within the center should facilitate access by people while allowing for ease of access to the center by automotive and public transit.

Waldo Avenue Corridor: As traffic patterns shift along Waldo Avenue and Bay City Roads, development along this corridor should be compatible with higher traffic counts while also fitting well within the context of an established residential neighborhood. New development should be designed to support the retail, restaurant, commercial, office, and service needs of the immediate neighborhood and the surrounding subarea of the city. The built form in this area must be compatible with existing institutional and residential uses that are within this designation or are in the immediate vicinity.

**General Character Description.** All of these Multi-Use Centers should focus on encouraging redevelopment and requiring consistent site upgrades as development occurs, including improved site design, access management, building facades and landscaping. Generally, parking areas should be in the rear or side rather than in the front of the building. The scale and size of the developments in these areas should be limited to promote a pedestrian scale environment, encourage buildout of the entire center, and include a lower density than Downtown developments.



## Light Industrial

**Specific Objectives.** Light Industrial developments are an important source of employment and tax base, and have significantly less impact on surrounding uses than Heavy Industrial. This designation is intended to provide concentrated areas throughout the City and MUGA that accommodate coordinated industrial parks with high-tech, low-intensity industrial uses. Existing Light Industrial uses located outside of these districts, especially those that are isolated or obsolete facilities, should be encouraged to relocate to planned Light Industrial areas when the opportunity arises. See Chapter 4, Local Economy and market Trends for more information on specific developments.

**General Location.** Planned Light Industrial comprises about 13.9% of the land area inside the MUGA.

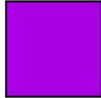
- North of the Stark Road interchange with US-10
- North of M-20/Waldo interchange, including the existing Eagle Ridge Industrial Park
- Along Schuette and Centennial Roads
- Southeast of the Bay City Road/US-10 interchange
- South side of Gordonville Road west of Mapleton
- South of US-10 along the M-47 corridor in Bay County, southeast of the City

**Intended Land Uses.** Appropriate intended uses for the Light Industrial district include high-tech industries, research laboratories, light assembly operations and corporate offices. Commercial uses that support industrial activities are encouraged in these areas. Heavy, smokestack industries and large warehouse operations dependent on heavy trucking or rail are not intended for this district. External nuisances, such as noise and odors, should be minimized through design and activity restrictions. These areas are intended to play an integral role in the community's desire to cluster complimentary industries in the general area of one another. These areas also support the public's desire for expanded employment opportunities in the City.

**General Character Description.** Redevelopment of existing Light Industrial development designated to remain Light Industrial on the Future Land Use Map should include improved site design, access management tools, attractive building facades and significant landscaping to establish a park-like setting. Similarly, new development should take the form of a design-controlled, industrial/research park, with integrated site planning. The planned industrial centers provide an environment for such mix office, commercial, light industrial, and research uses within a controlled environment.



*An example of a coordinated industrial park in the City of Midland.*



## Heavy Industrial

**Specific Objectives.** Areas designated as Heavy Industrial on the Future Land Use map include high-intensity industrial uses that require special buffering and consideration in the surrounding areas. These areas are not intended to expand beyond their current boundaries.

**General Location.** The only two areas of Heavy Industrial are located in the southeast quadrant of the City and on the City Landfill property east of US-10. Planned Heavy Industrial comprises about 14.4% of the land area inside the MUGA.

**Intended Land Uses.** The City's landfill located west of US-10 is producing methane gas, which is planned to be collected and converted to electricity in the near future. Areas with facilities involved in chemical production, heavy assembly, large warehousing and trucking are intended for this designation.

**General Character Description.** Areas with Heavy Industrial designations require special planning and site design. The operation of these uses may involve heavy truck traffic, outdoor storage, rail access, odors and noise. Development and redevelopment of these areas should minimize the impacts of these activities by requiring large setbacks and full screening of loading and outdoor storage areas.



*Above: Several examples of Heavy Industrial in the City of Midland.*



*Midland Cogeneration Venture is a Heavy Industrial Use.*