

## **Grand Blanc Creating Opportunities for Economic Development**

*Taking the next steps for Technology Village with a market study, development concept, and updated zoning standards.*

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**Grand Blanc Township, Michigan** – The township was ahead of its time when it prepared the Technology Village Area Study in 2008. Eight years ago, the township recognized that encouraging economic development in the township meant creating a place for technology-driven businesses and the people who work there. The area defined as Technology Village consists of approximately 4,103 acres, and is located in the south-central portion of the township. It includes the Genesys Health Park, industrial property, and undeveloped sites with unique natural features. The 2008 study provided an outline for a vibrant center that would incorporate knowledge-based employment with housing, recreation, culture, diversity and entertainment.

Timing can be everything. Following the completion of the first part of the study, the 2008 Recession hit and most development in the region and state ceased or slowed to a minimum for several years. However, recent local development and the planned extension of Dort Highway south to Baldwin Road are impacting growth. The township recognizes now is the time to be proactive by refining the Technology Village concept and ensuring zoning standards reflect that vision.

To understand and demonstrate the development potential for this area to the larger development community, a market study is underway. Following the market study, a conceptual development plan will be created for a 200-acre area bounded by I-75, Baldwin Road, and Saginaw Street. With a clearer understanding of what the market is and how the area could develop, the Zoning Ordinance will then be amended to provide building and site standards that will help achieve the conceptual development plan. The project will be led by the community planning firm, Clearzoning, Inc., who serves as the township's planning consultant and assisted the township with the development of the 2008 Technology Village Area Study.

Over the next few months, the Planning Commission and Township Board will review and discuss the market study, conceptual plan, and subsequent zoning amendments. The resulting package of market

and development information will be used in marketing efforts to attract experienced developers to the township.

The project kicks off with an online survey for residents to help the planning team understand the community's shopping, housing, dining, and entertainment spending. This survey is available at the following link: <https://www.surveymonkey.com/r/GBressrvy>. It will be open until May 31. The public is encouraged to participate in this process; opportunities for input and meeting dates will be shared on the township's website.

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Grand Blanc Township is located in Genesee County. With about 33 square miles, it has a population of 37,500. The township is easily accessible from I-75, US23, and M54, which provide connections to Oakland County, metropolitan Detroit, Ann Arbor, as well as Flint and destinations north. This connectivity has supported the development and expansion of the Genesys Health System along with other medical and financial offices, and several regional corporate offices and R&D industries. Questions about Grand Blanc Township can be directed to Dennis Liimatta, the Township Superintendent, at 810-424-2682, or visit their website at <http://www.twp.grand-blanc.mi.us/> .

Clearzoning, Inc. is a planning & transportation services firm with 26 years of experience in community planning, zoning codes, transportation, traffic and parking, downtown development, and recreation planning. Clearzoning has offices in Lathrup Village. Contact Rod Arroyo, President of Clearzoning, for more information on this project at 248.423.1776 or [www.clearzoning.com](http://www.clearzoning.com)