

MAKING THE MASTER PLAN WORK

Implementation of the Ross Township Master Plan is the most challenging part of this important community land use planning effort. Following through on addressing the issues, goals and objectives noted in the previous sections will require a coordinated effort between individuals, local boards/commissions, community organizations, business owners and governmental agencies. General implementation strategies for Ross Township include:

Active Planning

- Review and update the Master Plan every five years, at a minimum.
- Periodic adjustment to the Master Plan will be required. Supplemental plans for specific issues or areas may be prepared as amendments to the Master Plan, such as a corridor plan or a character area plan.
- Establish/update the Planning Commission Annual Report/Work Plan every year and develop work items based in part on the implementation elements of the Master Plan.
- Pursue and support cooperative regional and sub-regional planning efforts with neighboring communities, Kalamazoo, Barry and Calhoun Counties, and the Region.

Strategic Zoning

- Periodically conduct a technical review the Zoning Ordinance to ensure that it effectively translates into the implementation of the goals and objectives of the Master Plan.
- Routinely review and update the Zoning Map to ensure consistency with recent zoning amendments or changes to the Master Plan or Zoning Ordinance.
- Use the Zoning Plan set forth in the Master Plan to periodically evaluate the relationship between the Master Plan and the Zoning Ordinance and the planning/zoning decisions of the Township.

- Periodically review the dimensional, subdivision, land division, site condominium, and planned unit development regulations of the Township to confirm that they are designed to achieve the vision/intent of the Plan.
- Continue to build site plan review skills to take advantage of the opportunity to impact site design and fully realize the objectives of the Township's zoning standards, especially those designed specifically to address key land use issues.
- Remain familiar with the zoning methods available to integrate land uses into their surrounding environment, such as building design standards, sensitivity to building mass and architecture, lighting techniques, or signage metrics.
- Continue to investigate best management practices and successful approaches to the protection of the area's water resources, soils and natural vegetation, the overriding objective of the Master Plan.
- Master the conversation regarding cluster/open space development as a mutually cost-effective approach to residential land development, saving taxpayer dollars on infrastructure and development costs on large-area parcel acquisition, to better advance this development option preferred by the Master Plan.

Communication/Education/Advocacy

- Continuously strive to inform and educate the public on the overall planning goals of the Township and the regulatory measures developed to achieve those goals.
- Pursue community outreach whenever possible to get public input on Ross Township land use issues.

- Respect individual citizen interests and community interests equally. The voice of the minority and majority should be weighed in a fair and even-handed manner concerning any land use planning effort.
- Engage in continuing educational development regarding land use planning techniques, practices and policies.
- Participate and/or continually monitor active area advocacy and service organizations. Invite representatives of these organizations to Ross Township Board of Trustees and/or Planning Commission meetings to share ongoing projects, programs and new land use concepts and proposals.

ACTION PLAN

The Action Plan outlines and prioritizes specific actions identified to successfully implement the Plan. Each implementation action is listed with a 'priority number' and assigned a general time frame for completion. The body primarily responsible for moving the action forward is also identified.

The 'prioritization scheme' applied within the Action Plan is as follows:

Priority 1: These projects should be given immediate and concentrated effort. They are the first projects that should be started after the Master Plan has been adopted.

Priority 2: These projects are those necessary to implement the Plan, but either depend on the completion of Priority 1 projects or require more complex or coordinated effort.

Priority 3: These projects implement elements of the Plan but are not urgent and can be delayed for a longer period of time. Further, these projects may be limited by budgetary constraints

ACTION PLAN

PLANS, POLICIES AND ORDINANCES

Action	Responsibility	Action Period	Priority
<p>1. Conduct a technical review of the Zoning Ordinance:</p> <ul style="list-style-type: none"> - Identify provisions that inhibit or prohibit implementation of the Plan. - Identify zoning standards needed to implement the Plan. <p>Create a Z.O. Amendment Work Plan & Schedule.</p>	PC	6 months	1
2. Proceed with the Z.O. Amendment Work Plan	PC TB	1-5 Years	1
3. Review and initiate Amendments to the Zoning Map that will implement the Plan.	PC TB	As Needed	2
4. Develop a Capital Improvement Plan w/ TB that coordinates Township funding with implementation priorities.	PC TB	1 Year annually	1
5. Work with adjacent Gull Lake communities to develop common waterfront/shoreline protection approaches that incentivize low-impact development, waterfront setbacks and vegetative buffers.	PC	2-3 years	2

6. Work with adjacent communities to develop/adopt a joint recreation Plan to create funding opportunities for area-wide non-motorized improvements.	PC TB Richland	2-3 Years	2
7. Incorporate a ‘pathways plan’ in the Recreation Plan that coordinates planned bike lanes and non-motorized paths with area-wide trail systems and provides connectivity between community activity centers.	PC TB Kal Co	2-4 Years	2
8. Engage in a review or rewrite of the Master Plan to respond to changing conditions and priorities.	PC TB	5 years	3

TRANSPORTATION

Action	Responsibility	Action Period	Priority
1. Adopt a Resolution of Support as a Complete Streets Community	TB	1 year	1
2. Work with KCRC to incorporate ‘Complete Streets’ elements on M-89 and M-43.	Staff PC	1-2 Years	1
3. Develop, fund and implement a wayfinding sign program.	TB	2-4 Years	3

ECONOMIC DEVELOPMENT

Action	Responsibility	Action Period	Priority
1. Work with State of MI in Pure Michigan campaign to establish recreational/ tourism marketing initiatives.	TB	1 year	2

EDUCATION - ADVOCACY

Action	Responsibility	Action Period	Priority
<p>1. Host education sessions on topics related to identified Work Plan Items – obtain information; promote public education; encourage partnerships.</p> <p>: cost-benefit analysis of OSPDs; how to advocate as preferred approach : PDR as a zoning tool; use feedback to determine next steps : conservation easements to protect open space : identifying prime farmland : working w/ KCRC for bike lanes; Natural Beauty Road designations : 4TWRC – joint watershed protection options</p>	PC	1 year	1
2. Receive training to build site plan review skills to effectively apply site design and take advantage of the opportunity to realize the objectives of the standards.	PC ZBA	1 year	1