

Chapter 1

Goals and Objectives

Goals and objectives form the essential direction of a Master Plan. A goal is a desired future state, while an objective states the measurable step required to achieve the goal.

The following pages include goals and objectives by topic. The ten topic areas include:

- Environmental and Natural Resources
- Community Character and Neighborhoods
- Parks, Recreation and Trails
- Economic Development
- Transportation Choices
- Civic Engagement and Collaboration
- Infrastructure
- Land Use
- Sustainability
- Housing

ENVIRONMENTAL AND NATURAL RESOURCES

GOAL 1: PROTECT THE TOWNSHIP'S VITAL ENVIRONMENTAL RESOURCES, INCLUDING ITS RIVERS AND TRIBUTARIES, MICHIGAN STATE GAME AREA, WETLANDS, FLOODPLAINS AND RIPARIAN AREAS, WOODLANDS AND IMPORTANT HABITAT.

Objective A: Direct development to areas of minimum environmental sensitivity; prohibit development in areas of heightened environmental sensitivity such as wetlands, floodplains, riparian areas and steep slopes.



Objective B: Manage water resources through improved storm water management.

Objective C: Preserve natural woodlands within the Township, especially north of the Muskegon River, through zoning and conservation techniques.

Consider requiring the use of native plant species for landscaping, and minimize the proliferation of invasive plants.

COMMUNITY CHARACTER AND NEIGHBORHOODS

GOAL 2: STRENGTHEN THE TOWNSHIP'S RESIDENTIAL NEIGHBORHOODS AND IMPROVE CLEANLINESS, SAFETY AND WALKABILITY FOR CHILDREN AND FAMILIES ALIKE.

Objective A: Create and support neighborhood associations throughout the Township, which will become educated and aware of local nuisance and property maintenance laws.

Objective B: Retrofit key residential blocks with sidewalks; connect sidewalks to main roads, pedestrian paths and roads having bus service.

There is a desire for senior housing north of the river, where these types of developments are not available.

Objective C: Continue to focus new housing to areas served by utilities, transit and services.

Objective D: Update laws and ordinances to require aesthetically pleasing, high-quality development, which is desired in the Township.

PARKS, RECREATION AND TRAILS

GOAL 3: PROVIDE QUALITY RECREATIONAL OPPORTUNITIES TO RESIDENTS AND VISITORS OF MUSKEGON CHARTER TOWNSHIP THAT MEET VARYING NEEDS AT ALL TIMES OF THE YEAR.

Objective A. Improve access to the Muskegon State Game Area and the Muskegon River.

Objective B. Broaden recreational opportunities in the Township to include winter sports, such as snowmobiling, skiing, snowshoeing, ice skating, sledding and others.

Muskegon Township residents appreciate the vast recreational opportunities located within their Township.

ECONOMIC DEVELOPMENT

GOAL 4: MAINTAIN AND BROADEN THE TOWNSHIP'S MIX OF EMPLOYERS TO ENSURE JOB GROWTH AND CONTINUED OPPORTUNITY FOR THOSE ENTERING THE WORKFORCE.

Objective A. Continue to support small and large-scale businesses in the Township.

Objective B. Improve the functionality and appearance of the Township's commercial corridors.

Bringing jobs to Muskegon Township is a priority by helping to employ skilled labor and recent graduates.

TRANSPORTATION CHOICES

GOAL 5: ENSURE THAT ALL RESIDENTS HAVE ACCESS TO SAFE, CONVENIENT AND AFFORDABLE MOTORIZED AND NON-MOTORIZED TRANSPORTATION IN THE TOWNSHIP AND THAT ROADWAYS ARE PLANNED, DESIGNED, AND MAINTAINED IN A MANNER THAT SUPPORTS LOCAL DEMAND.

Objective A. Continue to support the Muskegon Area Transit System through financial contributions as well as collaboration towards future planning and development.

Objective B. Provide sidewalks along major arterials and in areas of sufficient population and housing density to enable walking and biking to area amenities, such as schools, places of worship, retail establishments and major employers.

Bus transit is facilitated through the provision of sidewalks, mixed use corridors and increasing residential densities.

Objective C. Study and regulate access along major commercial corridors of the Township, as well as improve traffic congestion related to education institutions.

CIVIC ENGAGEMENT AND COLLABORATION

GOAL 6: RESIDENTS, VISITORS, BUSINESS OWNERS, AND AREA JURISDICTIONS WILL FEEL WELCOME IN MUSKEGON CHARTER TOWNSHIP AND BE PROVIDED OPPORTUNITIES TO PARTICIPATE IN COMMUNITY DECISIONS BY BEING INFORMED AND EDUCATED ABOUT THEIR GOVERNMENT, WHICH WILL CONTINUALLY STRIVE FOR EFFICIENCY AND TRANSPARENCY IN ITS OPERATIONS.

Objective A. Pursue collaboration and service-sharing with area Townships and municipalities when feasible and practical.

Objective B. Ensure that the Township, in its operations and practices, is a model for efficiency and transparency.

Collaboration and sharing services can benefit all parties involved.

INFRASTRUCTURE

GOAL 7: PROVIDE QUALITY WATER AND SEWER SERVICE TO TOWNSHIP RESIDENTS AND CONTINUOUSLY EXPLORE OPPORTUNITIES TO CREATE MORE EFFICIENCY IN PROVISION OF SERVICES.

Objective A. Become a leader in regional infrastructure planning.

Planning for regional growth provides greater opportunities for efficiencies and cost sharing.

Objective B. Adhere to a strict policy of having new development shoulder the burden of utility needs they create.

Objective C. Explore opportunities for utilizing renewable energy sources to power Township utilities.

LAND USE

GOAL 8: MUSKEGON CHARTER TOWNSHIP WILL PRESERVE ITS CHARACTER BY MANAGING GROWTH TO FOSTER DEVELOPMENT THAT PRESERVES AND COMPLEMENTS THE NATURAL FEATURES OF THE COMMUNITY. APPROPRIATELY SCALED RESIDENTIAL, COMMERCIAL, INDUSTRIAL AND OFFICE DEVELOPMENT THAT IS CAREFULLY INTEGRATED WITH NATURAL FEATURES WILL BE ENCOURAGED WHERE SERVED BY PUBLIC UTILITIES AND EFFECTIVE ROADWAY CONNECTIONS.

Objective A. Utilize the Master Plan to guide growth and development and avoid land use conflicts.

SUSTAINABILITY

GOAL 9: MUSKEGON CHARTER TOWNSHIP WILL ENHANCE ECONOMIC OPPORTUNITIES AND COMMUNITY WELL-BEING WHILE PROTECTING AND RESTORING THE NATURAL ENVIRONMENT UPON WHICH PEOPLE AND ECONOMIES DEPEND.

Objective A: The Township will see a ten percent increase in LEED certified buildings, while renovations to existing structures will include porous pavement, green roofs and wind generation technologies.

“The frog does not drink up the pond in which he lives.” -Sioux proverb

HOUSING

GOAL 10: MUSKEGON CHARTER TOWNSHIP WILL STRIVE TO PROVIDE A RANGE OF ATTRACTIVE, SAFE, AND CONVENIENT RESIDENTIAL SETTINGS WHICH HARMONIZE WITH SURROUNDING LAND USES.

Objective A. Maintain an efficient pattern of residential land use within the Township.

Objective B. Support housing that incorporates facilities and services to meet the health care, transit or social needs of seniors.

Enforcement of property maintenance codes continues to be a priority for Township residents.

Objective C. Ensure neighborhood stability and home occupancy throughout the Township.

