PART I. BASIC STUDIES

SOCIQ-ECONOMIC CHARACTERISTICS

POPULATION GROWTH TRENDS

Table 1 illustrates that in the years between 1930 and 1980, Hampton Township saw a steady increase in its population. During this period the rate of growth climbed from an average of 70 new residents per year between 1930 and 1940 to 355 per year between 1970 and 1980.

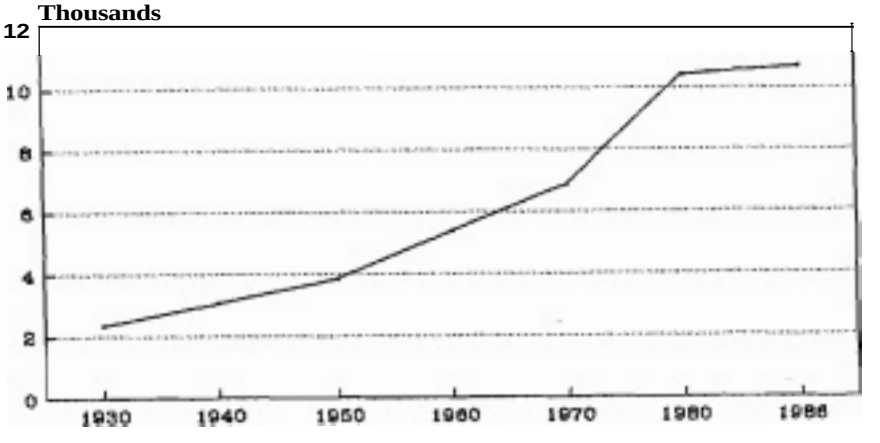
TABLE 1

HAMPTON TOWNSHIP
POPULATION INCREASE

Year	Population	Population Increase	Ave.Inc./Year	Percent
1930	2,347	-	-	-
1940	3,046	699	70	30
1950	3,857	811	81	27
1960	5,387	1,530	153	40
1970	6,868	1,481	148	27
1980	10,418	3,550	355	52
1986	10,670	252	42	2

Source: U.S. Census of Population

HAMPTON TOWNSHIP
GROWTH TRENDS 1930-1986



Since 1980 the estimated average increase has been 42 new residents per year. This decline in growth rate is attributed to the local and national economic conditions which prevailed in the early part of the 1980's and in more recent years to the continued sluggishness of local and regional economic conditions. Economic conditions and their role in effecting population growth rates are further evidenced in Table 2.

TABLE 2

BAY COUNTY
1970 - 1980 POPULATION COMPARISONS

Township	1970 Population	1980 Population	1986* Population	1970-1986 Population Increase	% Change 1970-1980
Hampton	6,868	10,418	10,670	3,802	55
Bangor	15,896	17,494	15,840	-56	0
Beaver	2,346	3,027	2,910	564	24
Frahkenlust	2,032	2,525	2,220	188	9
Fraser	3,412	3,954	4,170	758	22
Garfield	1,202	1,810	1,760	558	46
Gibson	815	1,068	1,120	305	37
Kawkawlin	4,135	5,077	5,220	1,085	26
Merritt	1,902	1,676	1,610	-292	-15
Monitor	8,743	10,143	9,190	447	5
Mt. Forest	1,094	1,444	1,450	356	33
Pinconning	2,577	2,984	2,950	373	14
Portsmouth	4,088	4,291	4,000	-88	0
Williams	4,296	4,414	4,380	84	2
Cities					
Auburn	1,919	1,921	1,700	-219	-1
Bay City	49,499	41,593	39,700	-9,799	-20
Essexville	4,990	4,378	4,310	-680	-14
Midland (portion)	255	234	---	-21	- 8
Pinconning	1,320	1,430	1,380	60	5
Bay County Total	117,339	119,881	114,800	-2,539	-2

Source: ECMPDR & MESC.

The comparison of Hampton Township to neighboring communities indicates that during the period between 1970 and 1980, Hampton's growth led all others on both a numeric and percentage basis. This occurrence has been largely attributed to Township policies which have encouraged well planned development, provided public utilities and excellent protective services and a generally excellent living environment. While Hampton Township may continue to have a relative edge in attracting growth, estimates for the period between 1980 and 1986 reflect the drop in growth rate for the Township and a population loss within many of the surrounding communities.

TABLE 3

BAY COUNTY POPULATION ESTIMATES

Townships	1980	1986	1980-1986 increase/decrease	Percent Change 1980 - 1985
Hampton	10,418	10,670	252	2
Bangor	17,494	15,840	-1,654	-9
Beaver	3,027	2,910	-117	-4
Frankenlust	2,525	2,220	-305	-12
Fraser	3,954	4,170	216	5
Garfield	1,810	1,760	-50	-3
Gibson	1,068	1,120	52	5
Kawkawlin	5,077	5,220	143	3
Merritt	1,676	1,610	-66	-4
Monitor	10,143	9,190	-953	-9
Mt. Forest	1,444	1,450	6	0
Pinconning	2,984	2,950	-34	1
Portsmouth	4,291	4,000	-291	7
Williams	4,414	4,380	-34	-1
Cities				
Auburn	1,921	1,700	-221	-12
Bay City	41,593	39,700	-1,893	-5
Essexville	4,378	4,310	-68	-2
Pinconning	1,430	1,380	-50	-3
County Total	119,881	114,800	-5,081	-4

Source: U.S. Census & E.C.M.P.A.R.

AGE GROUP COMPARISONS

Age group comparisons also help explain growth trends and normally give a fair indication of what will occur in the future.

TABLE 4

HAMPTON TOWNSHIP
1970 - 1980 AGE GROUP COMPARISONS

Age Group	Hampton Township		Bay County	
	1970 %	1980 %	1970 %	1980 %
0 - 4	9.5	7.7	9.7	7.7
5 - 9	11.8	7.8	11.0	7.8
10 - 14	12.4	8.8	11.6	9.0
15 - 19	9.5	8.6	9.9	9.9
20 - 24	6.6	10.5	7.2	9.2
25 - 34	12.3	17.4	11.9	15.9
35 - 44	11.8	10.5	20.7	11.1
45 - 54	10.5	9.5	11.1	9.8
55 - 59	4.0	8.2	4.8	9.4
60 - 64	3.1		3.9	
65 - 74	3.8	6.2	4.9	6.5
75 - Over	4.4	4.8	3.3	3.7
Median Age	24.8	28.4	25.4	28.7

The percentage distributions by age groups are very similar for Hampton Township and Bay County as a whole. In both instances the 1980 distributions indicated a smaller percentage of persons in the under 19 age groups which is a reflection of reduced birth rates during the previous ten years. Both units also showed substantial percentage increases for the 20 to 34 age groups. This is the primary family forming age group. Barring a major out-migration it would indicate that a substantial population increase is likely for the period 1980 - 1990. Finally, all age groups over age 55 show a substantial increase. The overall increase in the age of the populations for both units is further underscored by 1970 to 1980 increases in the median age. This trend is consistent with both state and national trends.

The comparison of basic age groups gives little indication, however, as to why Hampton Township receives substantial population increases while very little or no growth is occurring in the county as a whole. This difference in growth rates is the result of a net-in-migration for Hampton Township while the county is witnessing a net-out-migration. These general migration rates can be determined by taking the 1970 age groups and shifting them ten years. For example, a person in the 0 - 4 age groups in 1970 would be in the 10 - 14 age groups in 1980 if they stayed in Hampton Township or Bay County. The total for each age group shifted ten years can then be compared with the actual numbers for 1980. The difference in these numbers generally represent either a net-in-migration or a net-out-migration as illustrated in the following table.

TABLE 5

HAHPTON TOWNSHIP
1970 - 1980 MIGRATION COMPARISONS

	Hampton Township			Bay County		
Age Group	1970 Population Shifted 10 Years	1980 Population	Increase Decrease	1970 Population Shifted 10 Years	1980 Population	Increase Decrease
0 - 9		1,617	+1,617		18,631	+18,631
10 - 14	684	918	+ 234	11,393	10,810	- 583
15 - 19	812	894	+ 82	12,888	11,826	- 1,062
20 - 24	854	1,093	+ 239	13,641	11,077	- 2,564
25 - 34	1,101	1,811	+ 710	20,130	19,130	- 1,051
35 - 44	842	1,099	+ 257	14,007	13,330	- 677
45 - 54	807	985	+ 178	12,569	11,769	- 800
55 - 64	722	858	+ 136	12,976	11,239	- 2,037
65 - 74	483	644	+ 161	10,187	7,742	- 2,445
75 - Over	563	499	- 64	9,548	4,378	- 5,170
Total	6,868	10,418	+3,550	117,339	119,881	+ 2,542

The results of this analysis are most interesting. In Hampton Township the increase for the under 9 age group represents births, less deaths and recent migration into the Township. Each age group between 10 and 74 also show in-migration to be much greater than out-migration and deaths within these age groups. Only the over 75 age group shows a decrease which means out-migration and deaths exceeded in-migration.

The results for Bay County are much different. Again the under 9 age group shows a great increase which primarily reflects births. Every remaining age group, however, shows a substantial net decrease. This means the number of persons leaving Bay County along with deaths greatly exceeded the number of persons moving into Bay County.

The 1985 estimates of population for each unit are based on births, deaths and migration rates and in Hampton's case are further adjusted to reflect new residential building construction. Indications are that net-in-migration continues to be a significant negative influence on population growth for the county as a whole. Based on county birth and death rates there were about 9,000 more new births than deaths during the ten year period. It therefore appears that about 6,800 more persons moved out of the county than moved in. In Hampton Township there were about 900 more new births than deaths and therefore it can be assumed that about 2,700 more persons moved into the Township than moved out of the Township.

With nearly eighty percent of its work force employed outside of the Township, the Township should not expect a return to the more healthy past rates of growth unless areawide economic conditions improve. Based in large part on recent economic trends, Table 6 illustrates population projections for Hampton Township and other Say County communities. It shows the Township's population continuing to increase slightly through the year 2000. After the year 2000, population losses are projected.

TABLE 6

HAMPTON TOWNSHIP
POPULATION PROJECTIONS

Local Unit	1990	2000	2010
Townships			
Hampton *	11,182	11,420	11,291
Bangor	17,911	18,293	18,076
Beaver	3,081	3,129	3,074
Frankenlust	2,563	2,595	2,542
Fraser	4,048	4,135	4,086
Garfield	1,830	1,846	1,801
Gibson	1,009	951	867
Kawkawlin	5,198	5,309	5,246
Merritt	1,599	1,521	1,400
Monitor	10,385	10,606	10,480
Mr. Forest	1,455	1,462	1,421
Pinconning	3,042	3,093	3,043
Portsmouth	4,343	4,385	4,283
Williams	4,445	4,465	4,339
Cities			
Auburn	1,923	1,919	1,854
Bay City	38,116	34,843	31,229
Essexville	4,266	4,146	3,898
Pinconning	1,420	1,411	1,395
COUNTY TOTAL	117,300	115,003	109,799

Source: Mich. Dept. of Man. & Budget. & ECMPDR
* ECPHDR Proj. Adj. by Miller Assoc.

MIGRATION PATTERNS

As previously eluded to, a significant factor in the Township's population growth has been in-migration. The following Table indicates the sources of this migration.

TABLE 7

HAMPTON TOWNSHIP
1975 VS 1980 RESIDENCY
PERSONS 5 YEARS OLD AND OVER

	Number		Percent	
Lived in same house in 1975 and 1980.	4909		51	
Lived in different house in U.S. in in 1975.	4685		48	
Lived in Bay City		1545		33
Lived in Remainder of Bay County (incl. Hampton)		1570		33
Lived Outside of Bay County		1570		33
In different Fletropolitan Area			972	-
Not in a Fletropolitan Area			598	-
Abroad	92		1	
	9686		100	

Source: 1980 U.S. Census

Just over one half of the persons living in Hampton Township in 1980 lived in the same house in 1975. Of those who have moved, one third have moved in from Bay City and one third from outside of Bay County. The remaining one third have either moved into a second home within Hampton Township or have migrated to the Township from another community within Bay County, other than Bay City.

The following Tables are taken from the 1987 Hampton Township Resident/Property Owner Questionnaires. The responses given support the conclusions that the majority of persons and families migrating to the Township are originating from within the Bay City Metropolitan Area, and that there is a relatively strong tendency for persons already residing in the Township to remain here even when there is a decision to buy or construct a new home. The same results, combined with 1980 census data also indicates that Hampton Township is attractive, not only to those already living in the Bay County Area, but also to those which for various reasons chose to migrate to the Bay County from other areas.

TABLE 8

HAMPTON TOWNSHIP
QUESTIONNAIRE RESULTS - 1987

Places of Prior Residences	Number	Percent
Bay City	280	36
Elsewhere in Hampton Township	220	28
Essexville	96	12
Elsewhere in Bay County	91	12
Elsewhere in Michigan	64	8
Other	31	4
Total Responses	782	100
Length of Residency at Present Address		
Less than 3 years	105	14
3 - 5 years	53	7
6 - 10 years	176	23
11 - 20 years	193	25
21 - 30 years	134	17
Over 30 years	115	15
Total Responses	776	100
Anticipated Length of Residency in Township		
Less than 1 year	32	4
2 - 5 years	102	14
6 - 10 years	129	18
Over 10 years	462	64
Total Responses	725	100
If you move, where will you likely move?		
Another residence in Hampton Township	262	40
Out-of-state	162	24
Elsewhere in Michigan	144	22
Elsewhere in Bay County	95	14
Total Responses	663	100

Source: Hampton Township Resident/Property Owner and Apartment/Mobile Home Dweller Questionnaires, 1987

HOUSING CHARACTERISTICS

According to the 1980 census there were a total of 3888 year-round housing units in the Township in 1980. Of these 3765 were occupied. Of the total occupied units 61 percent were owner occupied and 39 percent were renter occupied.

Table 9, depicts the basic housing types within Hampton Township. It indicates a relatively high percentage of the housing stock (44%) is other than conventional detached single family homes and reflects the relatively recent construction of multi-family dwelling units and the creation of two mobile home parks.

TABLE 9

HAMPTON TOWNSHIP
HOUSING TYPES - 1980

	Number	%	% Owner Occupied	% Renter Occupied
Detached Single Family	2,191	56	93	7
Attached Single Family	159	4	8	92
Multi-Family	1,257	32	11	89
Mobile Homes	280	7	97	3
	3,888	100		

It also indicates that the vast majority of detached homes and mobile homes are owner occupied and the opposite for attached and multi-family dwelling units.

The tendency for the occupants of detached single-family houses and mobile homes to own their residence is shown to have continued through the present time as witnessed by responses to the 1987 Hampton Township Residential/Property Owner Survey. This survey shows that of those responding, 95 percent of households in a detached home or mobile home own their residence.

The overall housing stock within the Township is relatively new and reflects the rapid rate of growth during the period of 1960 to 1980.

TABLE 10

HAMPTON TOWNSHIP
HOUSING AGE

Year Built	Number	Percent
1979 - 1980	94	2
1975 - 1970	936	24
1970 - 1974	938	24
1960 - 1969	746	19
1950 - 1959	438	11
1940 - 1949	311	8
1939 - or Earlier	424	11
Total	3,888	100

Source: 1980 Census

Over 50 percent of all housing units have been constructed since 1970 and over 70 percent since 1960. Only eleven percent were constructed prior to 1940.

The occupancy characteristics illustrated in Table 11, are dramatic. They show that over 73 percent of the households in 1980, moved into their home since 1970. Only 13 percent have lived at the same address since 1950. What is even more telling is that over 52 percent of the total housing units occupied since 1970 are renter occupied

TABLE 11

HAMPTON TOWNSHIP
YEAR HOUSEHOLDER MOVED INTO UNIT
(OCCUPIED UNITS)

Year	Total	Renter Occupied
1979 - 1980	964	739
1975 - 1978	1,290	644
1970 - 1974	503	61
1960 - 1969	509	10
1950 - 1959	320	-
1949 or Earlier	179	10
	3,765	1,464

Source: 1980 U.S. Census

In 1980, the median housing value of owner occupied housing units in Hampton Township was $45,700.00. This is third to Monitor and Frankenlust Townships when comparing this figure to other Bay County communities. It compares extremely well to the Bay County average and to that of the State of Michigan. The figure is an indicator of the relatively young age of the single family home stock, its general high quality and good upkeep on the part of residents. Table 12, makes these comparisons.

TABLE 12

HAMPTON TOWNSHIP
MEDIAN VALUE OF OWNER OCCUPIED HOUSING

Community	Values
Hampton	$45,700
Bangor	42,400
Beaver	39,200
Frankenlust	48,600
Fraser	34,200
Garfield	43,800
Kawkawlin	40,500
Merritt	38,400
Monitor	49,000
Mr. Forest	36,500
Pinconning Twp.	34,700
Portsmouth	41,900
Williams	43,400
Auburn	42,900
Bay City	28,200
Essexville	42,700
Pinconning	27,200
Bay County	35,800
Michigan	39,000

Source: 1980 U.S. Census

INCOME

In terms of median household income, Hampton Township ranks near the bottom when compared to other individual Bay County communities but is nearly identical to the averages for the county and state averages.

TABLE 13

HAMPTON TOWNSHIP
MEDIAN INCOME COMPARISONS

Community	Hedian Household Income
Monitor Township	$23,776
Frankenlust Township	23,229
Williams Township	22,238
KawKawlin Township	21,954
Portsmouth Township	21,946
Essexville	21,555
Beaver Township	21,350
Auburn	21,038
Bangor Township	20,686
Fraser Township	20,526
Merritt Township	20,462
Pinconning Township	20,086
Garfield Township	19,643
Hampton Township	19,008
Mt. Forest Township	18,000
Bay City	15,565
Gibson Township	15,446
Pinconning	11,213
Bay County	19,043
Michigan	19,223

Source: 1980 U.S. Census

Household Income levels are greatly influenced by the make up and character of the household. 1980 Census Data for Hampton Township shows that family households account for only 71 percent of all households. Of the family households 14 percent have only one parent. One person households account for over 26 percent of the total number of households and 90 percent of non-family households. 18 percent of all housholds in the Township are headed by persons of 65 years of age or older and they account for 34 percent of the one person households. The relatively high numbers of single parent, one person and elderly households are seen as a major reason why median household income levels for the Township are relatively low, since household income is strongly dependent on the number of workers within the household. These conclusions are underscored in Table 14, which depicts the mean income of families in Hampton Township by the number of workers in each family.

TABLE 14

HAMPTON TOWNSHIP
1980 NUMBER OF WORKERS IN FAMILY

No. of Workers	No. of Families	Percent	Mean Family Income
0	301	11	$ 9,053
1	998	37	20,978
2 or More	1,365	51	27,967

Source: 1980 U.S. Census

As an indication of how Hampton Township income levels have changed since 1980, 40 percent of the households responding to the 1987 questionnaire saw an increase, 30 percent have seen a decrease and 30 percent have seen their incomes remain about the same.

OCCUPATIONS

The recent survey also provides data relative to the occupations and places of eniployment for residents of Hampton Township. This data indicates (Table 15 & 16) that there is a relatively high percentage of persons employed in the manager, administrative and professional sectors of the ernployment spectrum and a fairly even distribution of employment in all other occupations.

TABLE 15

HAMPTON TOWNSHIP
OCCUPATION - 1987

	Percent
Managers, Administrative, Professionals	25
Construction and Building	7
Public Service	8
Farming	5
Business and Clerical	2
Homemaker	9
Sales	10
Education	7
Transportation	4
Other	5

TABLE 16

HAMPTON TOWNSHIP
PLACE OF EMPLOYMENT

Place	Percent
Hampton Township	21
Bay City	39
Essexville	8
Elsewhere in Bay County	10
Other	21

Table 16, indicates that only 21 percent of the occupied work force is employed in Hampton Township. This indicates that Hampton Township continues to be what is termed a bedroom community, relying heavily on employment opportunities found elsewhere in neighboring or distant communties. Table 17, shows the travel times that Hampton residents encountered in 1980 on their way to work.

TABLE 17

HAMPTON TOWNSHIP
TRAVEL TIME TO WORK

Time	Percent
Less than 5 minutes	3
5 to 9 minutes	12
10 to 14 minutes	24
15 to 24 minutes	22
25 to 29 minutes	14
30 to 44 minutes	19
45 to 59 minutes	3
60 or more	2
Mean Travel Time	18.7

Source: U.S. Census

STATE EQUALIZED VALUATION COMPARISONS

Local tax base comparisons provide an excellent indication of the relative strength of the Township's economic base. All property in Flichigan is locally appraised at true cash value and then is equalized on a statewide basis at 50 percent of true cash value. Taxes for operating local units of government and school districts are then levied against properties on the basis of their state equalized valuation.

The total state equalized valuation for each local unit of government is provided in the following table. These valuations have then been divided by the total current population of each community to determine the average total per capita valuation for each community. Further per capita breakdowns are provided for agricultural lands, commercial land and industrial land uses.

TABLE 18

1986 PER CAPITA EQUALIZED VALUATION COMPARISONS

Assessing Unit	1986 Total Equalized Valuation	Total Per Capita	Per Capita (Agricultural)	Per Capita (Commercial)	Per Capita (Industrial)
Harnpton	350,914,954	32,059	1,287	2,507	22,177
Merritt	31,647,100	19,563	13,721	278	621
Frankenlust	44,258,200	17,570	4,221	624	94
Williams	60,219,900	13,726	2,984	430	2,378
Gibson	12,423,550	12,085	7,743	50	73
Clonitor	112,588,900	11,076	1,771	1,080	227
Kawkawlin	51,291,650	10,081	2,408	801	176
Pinconning 1.	29,892,200	10,017	3,718	563	130
Mt. Forest	14,156,400	9,865	4,583	30	93
Bangor	171,049,800	9,757		1,702	682
Garfield	17,390,500	9,651	4,163	125	48
Essexville	40,818,000	9,539		409	594
Portsmouth	40,473,600	9,468	2,556	826	157
Auburn	17,568,700	9,232		2,152	
Beaver	27,828,300	9,124	3,795	224	45
Fraser	35,979,600	9,081	2,870	624	41
Pinconning C.	11,752,200	8,329		257	383
Bay City	286,271,374	7,257		1,107	499
Total	1,360,257,578	11,529	1,334	1,274	2,498

Of most importance is the fact that the total state equalized valuation of $350 million for Hampton Township is greater than any other community within the county including the City of Bay City. The per capita valuation is also much higher and is nearly three times the countywide average.

Consumers Power Co. owns and operates power generating facilities within the Township and this is the primary reason for the high valuations. This is reflected under the "Industrial Per Capita SEV" column which shows Hampton's as being nearly ten times the county average.

All of the Townships in the county have relatively high agricultural valuations although the per capita valuation is much lower in Hampton than most of the other Townships. In fact, Hampton has the third highest agricultural valuation but because it is more heavily populated than most of the other townships its per capita valuation is significantly lower.

Hampton Township also has the third highest commercial valuation ranking behind only the City of Bay City and Bangor Township. Hampton has fewer people than either of these communities and in both instances has a much higher per capita valuation.

Because of these high Township valuations the portion of the Township within the Essexville-Hampton School District enjoys the lowest tax rate in the county with a total levy in 1985 of about 38.2 mills. The tax rate for other communities within the county range from a low of 40.8 mills in portions of both Gibson and Pinconning Townships to a high of 69.8 mills in the City of Bay City. The result of the high valuations and low tax rates enables Hampton to provide a greater level of service, than most of the other townships, and still maintain lower tax rates. This is one of the main reasons Hampton has had a high rate of growth during the last twenty-five years.

RACE

Ninety-seven percent of the residents of Hampton Township in 1980 were of the white race. Approximately one percent were Black and one percent Asian and one percent American Indian or other race.

EXISTING LAND USE & DEVELOPMENT TRENDS

In planning for the future orderly development of the Township it is important to understand how the Township is developed at the present time as well as the major factors that contributed to development. To help understand these trends, land use field surveys were conducted in 1963, 1970 and 1986, as part of the original Township Master Plan and the two subsequent updates. Additional information is available through the U.S. Census of Housing, beginning in 1940 and updated every 10 years.

RESIDENTIAL LAND USE

The following table shows the number of homes built for each 10 year period beginning in 1940.

TABLE 19

HAMPTON TOWNSHIP
HOUSING AGE

Year Constructed	Number	% of Total	Average Number Per Year
Before 1940	424	10	-
1940 - 1949	311	8	31
1950 - 1959	438	11	44
1960 - 1969	848	21	85
1970 - 1979	1,861	45	186
1980 - 1986	208	5	30
TOTAL	4,090	100	78

Ten percent of the homes were constructed prior to 1940. At that time the Township was primarily a rural farm community with limited urban development near the west boundary adjacent to Bay City and Essexville. Another 10 percent of the homes were built during each of the next two decades.

By 1960, Hampton had become an attractive community and a considerable amount of suburban type of residential development was occurring. To accommodate this growth the Township constructed extensive public water and sanitary sewer systems in the early 1960's. Because these were the only systems outside of Bay City and Essexville, considerable development began to occur. In addition, the Township was served by an excellent school system and had favorable tax rates in comparison with other communities. The low tax rates were made possible by the location of power generating plants within the Township. During the 1960's about 850 single-family homes were constructed. One apartment complex and one mobile home park were also constructed during that period.

The following table shows the total number of dwelling units, by type, for various years since 1960.

TABLE 20

HAMPTON TOWNSHIP
HOUSING TYPES

	1960	1970	1980	1986
Single-Family Homes	961	1,529	2,133	2,188
Apartments	110	288	1,459	1,482
Mobile Homes	0	102	290	420
TOTAL	1,173	2,021	3,882	4,090

During the 1960's the population of the Bay County increased by about 10,000 persons and the population of the Township increased by 1,500 persons. That represented a 37 percent increase which was the greatest rate of growth for any community in the county.

The greatest growth, however, occurred in the Township during the 1970's with 1,861 new dwelling units being constructed. During this period the Township's population increased by about 3,500 persons while the population of the entire county only increased by 2,500 persons. This was possible because some communities had a population loss which drastically reduced the increase of the entire county.

The growth of the 1970's was possible because of the progressive attitude of Township Officials and public improvement projects undertaken at that time. During the early 1970's the Township made improvements and extensions to the sanitary sewer system, undertook a major storm drainage project and made extensive street improvements. The Township also had a plan for orderly development and directed growth to those areas where services and facilities were available.

During the 1970's, approximately 600 single-family homes, 1,200 apartments and a mobile home park with 200 sites were constructed. The apartment complexes developed adjacent to the Center Avenue Business Area as a transitional use separating businesses from single-family homes and along Hampton Road adjacent to a county owned golf course. Some single-family homes were built on platted lots in the west portion of the Township, but for the most part, they were constructed on large parcels along existing roads. Generally, they are located west of Knight Road where public sanitary sewers are available.

Since 1980, residential activity slowed as a result of both a local and national economic recession. During this period, 208 dwelling units have been constructed which represents about 20 percent of the total new dwellings which have been built within Bay County.

Generally, the residential development trends have been desirable. Multi-family developments have taken place where services are available, in convenient loca-

tions and as transitional uses. Single-family homes have been of a high quality and are extremely well-maintained. The pattern of development, however, is based on projections made in 1970, which have not been achieved since 1980. If these projections are revised downward as part of the current planning program the Township should encourage a more confined or concentrated pattern of development. Development should occur where public utilities are presently available so that costly water, sanitary sewer and storm drainage extensions can be minimized.

COMMERCIAL LAND USE

There are four commercial areas within the Township.

1. Center Avenue Business Area.
   For discussion purposes, this area extends from the west Township boundary easterly beyond Pine Street. It is the major retail center within the Township. Because of its size and importance to the overall development of the Township it is discussed in more detail in a separate section.

2. Center Avenue between Wagner & Knight.
   This area contains a concentration of older commercial uses along with a few newer businesses that are located near the Knight Road intersection. The older structures are located close to the highway right-of-way and, as a result, have limited parking space available. Turning movements into and out of these businesses is difficult but because they generate low traffic volumes relatively few problems are encountered.

   A larger area surrounding these businesses has been zoned commercial for a number of years. The 1970 plan proposed that this area be used for longer range development after the vacant commercial land west of Pine Street is developed. It was also envisioned that the old existing structures will become obsolete and replaced with new buildings as part of the long-range plan.

3. 11-15, Tuscola Road.
   There are a few convenience types of businesses located in the extreme southwest portion of the Township. These include a bank, service station and a convenience type grocery store. They serve the local area and because of land constraints, little, if any, expansion is possible.

4. Bay Medical Center Area.
   This area is also in the southwest corner of the Township and generally includes land along Trumbull and Mulholland streets. This is a mixed residential and limited business area. Because of the close proximity of the hospital, the Township allows professional offices in this area upon the issuance of a special use permit. The size of these businesses is usually limited and they must be designed to blend in with the residential character of the area. There are a few remaining vacant parcels available in this area and they will likely be developed in the future for professional offices.

INDUSTRIAL LAND USE

Consumers Power Company is the largest industrial use within the Township. They operate power generating facilities on over 1,100 acres in the northwest portion of the Township along the Saginaw Bay and River. They also own several hundred additional acres throughout the Township on which their main transmission lines are located.

There are only two other industrial uses within the Township. H.C.S. Tool Company is located on a relatively small site on Powell Street just north of Center Avenue. The other industrial site is the Midland Ross plant site (formerly Bay City Shovels) which is located at the west Township boundary and on the north side of Center Avenue. This plant is not being used at the present time. This is an old facility which, except for the office wing, has become obsolete. Because of the high value of commercial frontage it is likely that this facility will be converted to commercial use sometime in the future.

While there is a considerable amount of land zoned for industrial use it has not been developed. While this land would be adequate for some larger industrial uses it does not offer complete industrial services and facilities. Host smaller, light industries desire sites with all utilities, improved streets, convenient access, some degree of site visibility and in an area of compatible uses. Most industries look for fully improved sites that are readily available. If the Township is going to be successful in attracting industry, which was a high priority in the residents questionnaire, the Township will probably have to provide assistance in establishing an industrial park. Such an area should contain a minimum of 40 acres and be able to offer all of the services described above.

PUBLIC LAND USES

Public land uses are facilities which are provided by a public agency and are generally available for public use. There are several different types of facilities.

Bay County Facilities

Bay County owns and operates several facilities on a 120 acre parcel located on the northwest corner of Hampton and Knight roads. The site is fully developed and the facilities include the Bay Medical Facility and Juvenile Home and a public golf course.

School Facilities

The northern portion of Hampton Township is served by Essexville-Hampton Schools and the southern portion is served by Bay City Schools.

Essexville-Hampton Public Schools.

The Verellen Elementary School is located on a 20 acre parcel on the north side of Borton Road between Jones and Knight roads. In addition to class rooms this facility has a gymnasium, playground equipment, two baseball

diamonds and outside basketball courts.

The Bush Elementary School is located on a 7 acre site on Nebobish Road. Facilities in addition to classrooms include a gymnasium, 2 baseball diamonds, playground equipment and outdoor basketball courts.

Garber High School and Cramer Junior High School serve part of Hampton Township. These schools are located just outside of the Township on a 40 acre parcel on the east side of Pine Street, north of Nebobish Road. Facilities at these schools include 6 tennis courts, 2 gymnasiums, an olympic size swimming pool, outside basketball courts, a soccer field, 4 ball fields, a lighted football field and an all weather track.

Bay City Public Schools.

The Hampton Elementary School is located on a 10 acre site north of Youngs Ditch Road and east of Tuscola Road. In addition to classrooms, facilities include a gymnasium, playground equipment, outside basketball courts and 2 baseball diamonds.

Other Schools.

In addition to the public schools, there are two smaller private schools in the Township which provide recreational facilities. These are the Bethel Lutheran Church on Pine Street and Totsville Childrens Center on Powell Road.

TOWNSHIP FACILITIES

The major Township facilities include the following:

* Administrative Complex - This complex, which includes five separate buildings is located at the corner of Center Avenue and Wagner Road. In addition to offices other facilities include a Hall for Wedding receptions and other events, a Senior Citizens Complex, Fire Station DPW building and Police Department.

* Landfill Transfer Station - A garbage and trash transfer station is located on Knight Road, north of Arms Road and is available for use by all Township residents.

* Parks - Three new parks have been developed since the plan was last updated in 1970. these are as follows:

  Pondside Park is located on a 30 acre parcel at the northwest corner of Ridge and Jones roads. This facility was constructed as a joint park and storm water retention basin. About 5 acres is a permanent basin and another 5 to 10 acres are flooded during the spring thaw. Major facilities include 3 ball diamonds, 4 lighted tennis courts, playground equipment and a picnic area.

  Ridge Road Park is located on the north side of Ridge Road just west of Pine Street. This 6 acre parcel is developed with 2 ball diamonds, playground equipment and a picnic area.

Finn Road Park is a 12 acre site at the end of Finn Road on the Saginaw Bay. Activities include a small boat launch and various support facilities. Additional development to take place in 1987-88 includes a recreational vehicle park, improved restrooms and various other support facilities.

AGRICULTURAL LAND USE

Farmland in Hampton Township is generally considered as being the best in the state. Host of the land is highly productive and used primarily for truck farming and the growing of potatoes. Almost all of the land that is not intensively developed is farmed. The only significant exceptions are a narrow beach ridge along the Bay, a few isolated woodlots and several small vacant parcels.

In 1985, over 11,000 acres or 65 percent of the total land within the Township was in cropland. About one-third of the cropland or 20 percent of the total land in the Township was enrolled in Public Act 116, which was enacted in 1974 to keep land in agricultural production. Under Act 116, the owners pay less property taxes by agreeing to keep the land in agriculture and not making it available for development.

CENTER AVENUE BUSINESS CORRIDOR

The Center Avenue Business Corridor is the primary business activity center within Hampton Township. It is a well-defined area that generally extends from the west township boundary approximately one-mile eastward to a 660 foot wide transmission line easement which serves as the east boundary and provides a buffer between business and residential uses of land. Several businesses are located immediately west of the Township boundary in the City of Bay City and they have been included in this analysis.

The Center Avenue Business Area is the first concentration of businesses east of the Bay City Central Business District. The area between the two business areas is a mature, high-quality residential area which provides an excellent and well-defined entrance to the Center Avenue Business Area.

Many of the businesses located in this area were constructed in the early part of the century and served a dual purpose of providing goods and services to the traveling motorists using 11-25 (Center Avenue) as well as serving the needs of nearby residents. The area has continued to develop throughout the years and continues to serve this dual purpose.

The business area is extremely important for several reasons. First, it conveniently satisfies much of the shopping needs of Township residents. Secondly, with over 140 individual businesses it provides numerous jobs and employment opportunities for local residents. Finally, businesses in the area make a major contribution to the local property tax base. For these reasons it is important for the Township to implement programs that help maintain the attractiveness and the economic vitality of the area.

EXISTING LAND USE

For purposes of analyzing existing land use a business corridor boundary was established which is illustrated on the accompanying Existing Land Use Map. The boundary was based on the existing zoning districts and development patterns.

As the following table indicates practically all of the land fronting on Center Avenue is developed at the present time.

TABLE 21

HAMPTON TOWNSHIP
CENTER AVENUE BUSINESS CORRIDOR

Existing Land Use - Center Avenue Frontage

	Vacant	Commercial	Residential	Industrial	Streets	Total
N. Side	200	3,784	175	345	266	4,770
S. Side	310	4,922	140	0	248	5,620
Total	510	8,706	315	345	514	10,390

EXISTING LAND USE

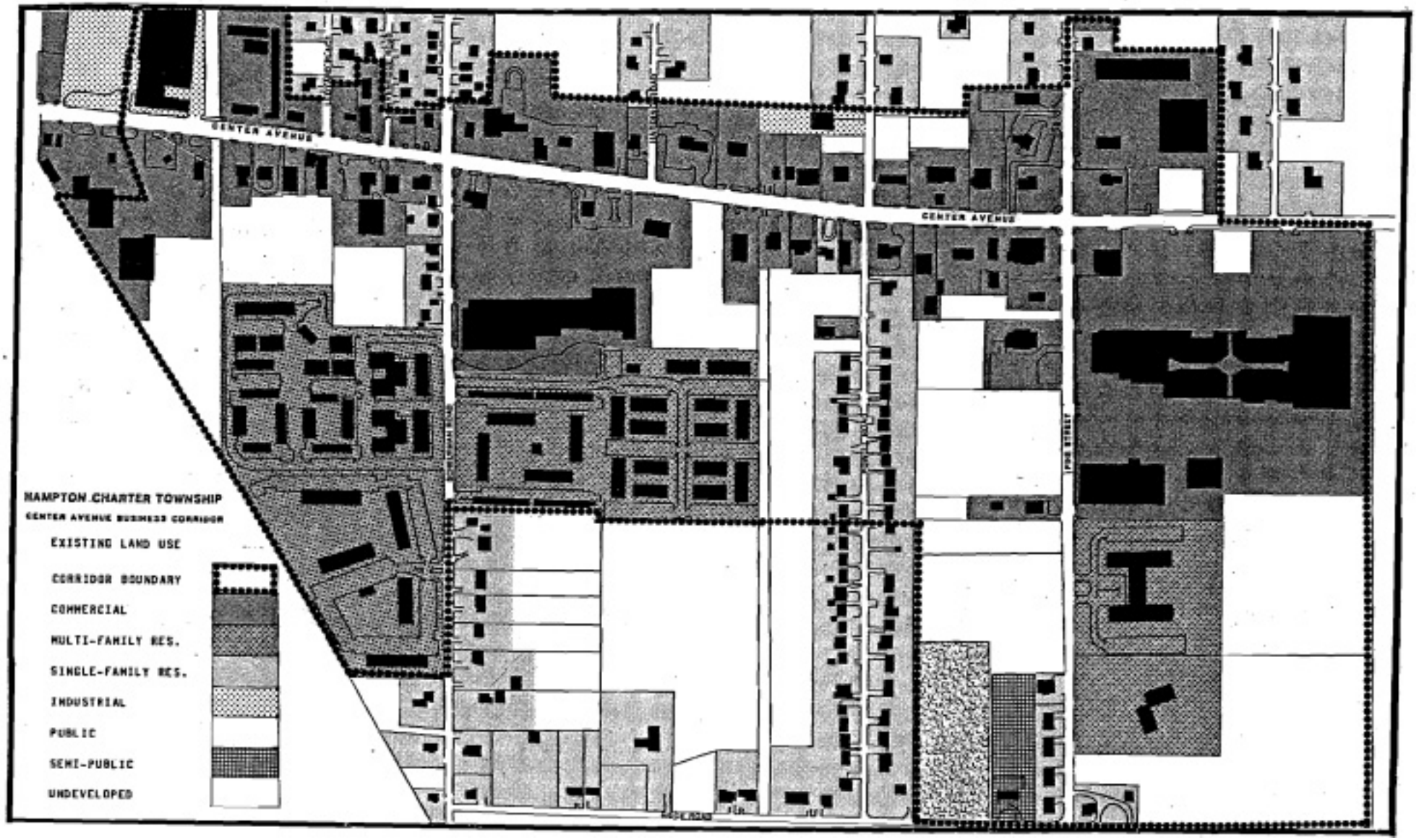
	Acres S. Side of Center	Acres N. Side of Center	Acres Total
Commercial	82.9	32.8	115.7
Industrial	.0	6.0	6.0
Multi-Family	70.6	.0	70.6
Single-Family	13.4	1.2	14.6
Public	6.0	.0	6.0
Semi-Public	3.0	.0	3.0
Vacant	71.0	2.4	73.4
Total	246.9	42.4	289.3

Source: Miller Assoc. Field Survey, 1987

Only about five-hundred feet of frontage or about 5 percent of the total frontage is undeveloped at the present time. Future development is therefore limited to these few available parcels, the re-use or redevelopment of existing developed parcels and the development of vacant non-frontage parcels.

Within the entire corridor there is approximately 75 acres or 25 percent of the total. which is presently undeveloped. These vacant parcels provide the greatest opportunity for future business development.

From a land use standpoint the business area is extremely well-defined. Commercial uses total 115 acres and multi-family residential uses, which were developed as transitional uses separating business and low density residential uses, total 70 acres. Together, these two major uses represent about 85 percent of the total' developed lands within the corridor. Most of the remaining developed land is occupied by single-family homes which were constructed before most of the business development occurred.


CENTER AVENUE
CENTER AVENUE
HAMPTON CHARTER TOWNSHIP
CENTER AVENUE BUSINESS CORRIDOR
EXISTING LAND USE
CORRIDOR BOUNDARY
COMMERCIAL
MULTI-FAMILY RES.
SINGLE-FAMILY RES.
INDUSTRIAL
PUBLIC
SEMI-PUBLIC
UNDEVELOPED

TYPES OF BUSINESS

Within the corridor there are approximately 140 individually operated businesses of which 38, are located within the Hampton Square Mall at the southeast corner of Center Avenue and Pine Street. Each of the businesses are identified on the following map and Inventory of Existing Businesses. In addition, each business is identified by the primary type of product or service offered.

TABLE 22

HAMPTON TOWNSHIP
CENTER AVENUE

INVENTORY OF EXISTING BUSINESSES

RETAIL:

Comparison Type Shopping

Appliances

Singer

Clothing/Shoes & Accessories

Carters (HSM)
Chess King (HSM)
Evenknit (HSM)
Fashion Bug Plus (HSM)
Foxmoor (HSM)
Jo Ann Fabrics
Kinney Shoes (HSM)
Lerner (HSM)
Mariannes (HSM)
Payless (HMS)
Roys Western Store
Sagebrush (HSM)
So Fro Fabrics
Stuarts (HSM)
Suzy Shops (HSM)
The New Shifrin (HSM)
Tom McAn (HSM)
Town & Country (HMS)

Computers/Cameras

Inacomp
Flashphoto (HSM)
Linns Camera (HSM)
Radio Shack (HSM)

Furniture

George & Taylor Furniture (Vacant)

General Merchandise

B. Dalton (HSM)
Color Tile
K-Hart
Lowrey's Organs (HSM)
Tepe's
Vacant

Convenience Type Shopping

Automotive

- Action Auto
- City Auto Parts
- Eastern Auto Parts
- Midas Muffler Shop

Drugs

- Perry Drugs (HSM)
- Rite Aid Pharmacy

Gas

- Action Auto
- Clark Gasoline
- Dawn Donuts
- Rebel Food Service
- Vacant
- Vacant

Gifts

- Fanny Farmer (HSM)
- Frontier Fruit (HSM)
- McCandless (Hallmark) (HSM)
- Something Special (Hallmark)

Grocery

- A & P
- General Nutrition (HSM)
- Grains & Greens
- Jacks Fruit & Meat Market
- Kroger
- Eleijers
- Rays Food Fair
- Rebel Food Service
- Tacey Bros. Fruit Market

Misc.

- Camelot Music (HSM)
- Circus World (HSM)
- Greenleaf Fence
- Nu-Vision (HSM)

FOOD & DRINK:

- Arby's (Vacant)
- Big Boy
- Bonanza
- Burger King
- City Dairy - Ice Cream
- Dawn Donuts
- Hot Sam (HSM)
- Kentucky Fried Chicken
- Kociba's Dairy (HSM)
- Little Ceasars
- Lil'Chef (HSM)
- Long John Silvers
- McDonalds
- Mr. Hot Dog
- Paisano's

Phil's Inn
Pizza Hut
Ponderosa
Saddlehorn Saloon
Taco Bell
Texan
Wendy's Hamburgers
Winter's Dairy Depot
Your Pizzeria
Vacant

SERVICES:

Amusement

Eastland - Lanes/Cinema
Eastland Cinema
Main Street (HSM)
PDQ Video Rental
Showtime Video

Automotive

Action Auto
Car Wash
Firehouse Car Wash & Gas
Tacey Auto Repair
The Oil House

Business

Metropolitan Insurance
State Farm Insurance

Financial

First of America (HSM)
Great Lakes Federal Savings
Manufacturers Bank of Bay City
Mutual Savings
New Century Bank
Second National Bank
Valley National Bank

Personal

Community Self-Service Laundry & Dry Cleaning
Dynamic Health World
Fiesta Hair Fashions
Great Expectations (HSM)
Great Lakes Hair Co.
Jacobs Laundry & Cleaning Village
Salsburg Cleaners
Mr. Howards Coif Salon
One Hour Martinizing
Pine Veterinary Clinic
P.S. Salon
Stapish East
Totsville Children Center
Tropical Tan

Professional

Alliance Medical
Bay Allergy Clinic

Bay Area Chiropractic Center
Bay Med
Bay Medical Center
Bay Physicans Hed Center
Group Health Services of Mich.
Gustafson & Associates P.C.
Hampton Chiropractic Clinic
Hampton Professional Center
Certified Public Accountants
Northeastern Foot Clinics
P.R. Dennison, D.O.
Vacant
Vacant
Vacant

Misc.

Deep Six Scuba Schools
Easy Self Service Storage
Vacant

INDUSTRIAL:

H.C.S. Tool Co.
Midland Ross

* (HSM) Hampton Square Mall

Source: Miller Associates Field Survey

There is a good distribution of businesses based on the types of merchandise or services offered as indicated in the following table:

TABLE 23

HAMPTON TOWNSHIP
TYPES OF BUSINESS

	Occupied	Vacant
Retail	55	4
Comparison	30	
Convenience	29	
Food & Drink	23	2
Services	49	4
Total	127	10

Source: Miller Associates Field Survey

Approximately 80 percent of the businesses offer convenience types of goods and services. These types satisfy day-to-day needs such as groceries, automotive parts, prescription drugs, fast food restaurants, banks and business and professional services. They serve the nearby population and the individual businesses generally do not draw customers from long distances. Collectively, they have considerable drawing power because shoppers may go to a number of businesses and satisfy much of their shopping needs on one trip.

Most new business areas start out by offering these basic types of convenience goods and services. As a business area continues to develop and as traffic flows increase, the area starts to attract businesses that offer comparison types of goods. These are generally larger ticket items and shoppers will go to several stores before making their final selections. This type of merchandise is not generally needed on a day-to-day basis and includes such things as major appliances, furniture, apparel, automobiles, etc.

About 20 percent of the total businesses along Center Avenue offer comparison types of merchandise. At the present time, the majority of these are located within the Hampton Square Mall. Comparison types of businesses have much greater drawing power than most stores offering convenience goods. People will travel much longer distances to shop for a television set than they will to have a prescription filled.

comparison and convenience types of businesses compliment one another. The major businesses draw shoppers to an area and once there, they often use convenience types of businesses such as service stations and restaurants. Therefore, to create and maintain a healthy business climate, it is important to maintain a balance of both types of stores.

SURVEY OF CENTER AVENUE BUSINESSES

In an effort to understand how business owners and operators feel about the Center Avenue Business Area, questionnaires were mailed to every business along Center Avenue. The questionnaires asked a wide range of questions about the owners individual business as well as the overall area. Approximately 20 percent of the questionnaires were completed and returned. Because of the limited total number of businesses and the relatively low rate of return the results cannot be considered conclusive; however, they do provide valuable insight as to how businessmen feel about the business community in general. A brief summary of the results follows:

* Approximately half of the respondents own their building. This is a relatively high number considering that nearly one-third of all businesses lease space in Hampton Square Mall.

* Nearly one-third of the businesses have been in operation less than five years.

* Nearly two-thirds were previously in business at another location. One-third of these were located in Bay City and only 15 percent were previously in business along Center Avenue. Most business owners and operators are being attracted to Center Avenue from outside the area, which is a healthy sign.

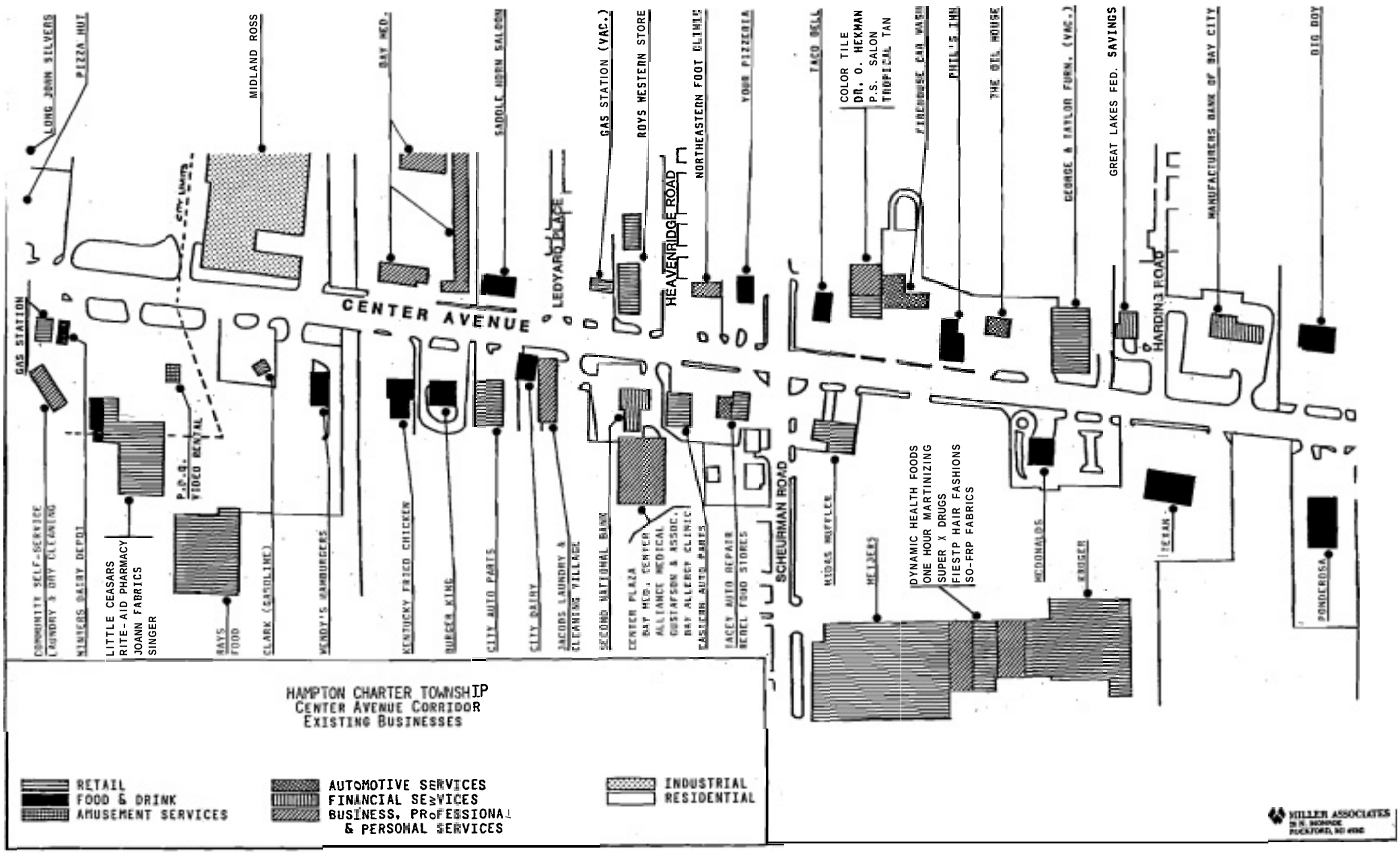
* Only one-third of the businesses have room available for expansion. In spite of this, about 60 percent indicated they had plans for expansion within the next five years. This indicates that there will be considerable shifting of businesses along Center Avenue in the near term.

* Three-fourths of all businesses stated that their business volume had either increased or stayed about the same within the last three years. This is a good sign in consideration of the somewhat depressed area economy during that period.

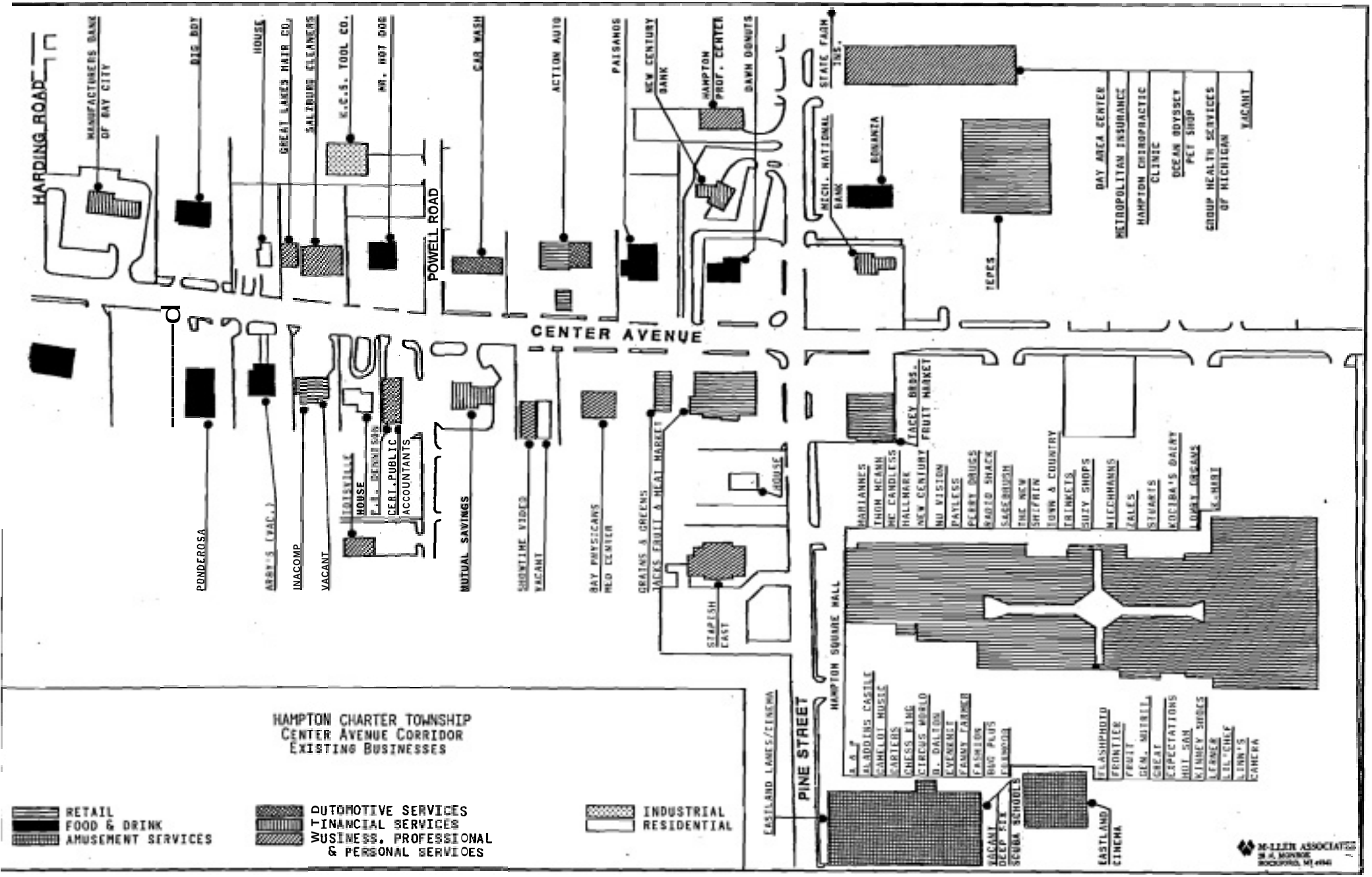
* Over 90 percent feel that they have adequate off-street parking facilities.

* The following indicates how business persons perceive problems along Center Avenue:

	Percent of Total Respondents		
	Not a Problem	Major or Minor Problem	No Opinion
1. Difficulty turning in & out of businesses.	23	67	10
2. Lack of Building & Site maintenance.	27	50	23
3. Physical Appearance of Center Avenue Corridor	37	46	17
4. Accidents along Center Ave.	43	44	13
5. Physical Condition of Center Ave.	47	43	10
6. Lack of Sidewalks.	40	37	13



LONG JOHN SILVERS
PIZZA HUT
MIDLAND ROSS
BAY MED.
SADDLE HORN SALOON
GAS STATION (VAC.)
ROYS WESTERN STORE
NORTHEASTERN FOOT CLINIC
YOUR PIZZERIA
TACO BELL
COLOR TILE
DR. O. HEKMAN
P.S. SALON
TROPICAL TAN
FIREHOUSE CAR WASH
PHIL'S INN
THE OIL HOUSE
GEORGE & TAYLOR FURN. (VAC.)
GREAT LAKES FED. SAVINGS
MANUFACTURERS BANK OF BAY CITY
DIG BOY
CITY LIMITS
LEDYARD PLACE
HEAVENRIDGE ROAD
CENTER AVENUE
HARDING ROAD
GAS STATION
P.O.Q. VIDEO RENTAL
COMMUNITY SELF-SERVICE
LAUNDRY & DRY CLEANING
WINTERS DAIRY DEPOT
LITTLE CEASARS
RITE-AID PHARMACY
JOANN FABRICS
SINGER
RAYS
FOOD
CLARK (GASOLINE)
WENDY'S HAMBURGERS
KENTUCKY FRIED CHICKEN
BURGER KING
CITY AUTO PARTS
CITY DAIRY
JACOBS LAUNDRY &
CLEANING VILLAGE
SECOND NATIONAL BANK
CENTER PLAZA
BAY MED. CENTER
ALLIANCE MEDICAL
GUSTAFSON & ASSOC.
BAY ALLERGY CLINIC
EASTERN AUTO PARTS
TACEY AUTO REPAIR
REBEL FOOD STORES
SCHEURMAN ROAD
MIDAS MUFFLER
MEIJERS
DYNAMIC HEALTH FOODS
ONE HOUR MARTINIZING
SUPER X DRUGS
FIESTP HAIR FASHIONS
SO-FRP FABRICS
MCDONALDS
KROGER
TEXAN
PONDEROSA
HAMPTON CHARTER TOWNSHIP
CENTER AVENUE CORRIDOR
EXISTING BUSINESSES
RETAIL
FOOD & DRINK
AMUSEMENT SERVICES
AUTOMOTIVE SERVICES
FINANCIAL SERVICES
BUSINESS, PROFESSIONAL
& PERSONAL SERVICES
INDUSTRIAL
RESIDENTIAL
MILLER ASSOCIATES


HARDING ROAD
MANUFACTURERS BANK OF BAY CITY
DIG BOY
HOUSE
GREAT LAKES HAIR CO.
SALTBURG CLEANERS
K.C.S. TOOL CO.
MR. HOT DOG
POWELL ROAD
CAR WASH
ACTION AUTO
PAISANOS
NEW CENTURY BANK
HAMPTON PROF. CENTER
DAWN DONUTS
STATE FARM INS.
MICH. NATIONAL BANK
BONANZA
TEPES
BAY AREA CENTER
METROPOLITAN INSURANCE
HAMPTON CHIROPRACTIC CLINIC
OCEAN ODYSSEY PET SHOP
GROUP HEALTH SERVICES OF MICHIGAN
VACANT
CENTER AVENUE
PONDEROSA
ARBY'S (VAC.)
INACOMP
VACANT
TOISVILLE
HOUSE
P.I. DENNISON
CERT. PUBLIC ACCOUNTANTS
MUTUAL SAVINGS
SHOWTIME VIDEO
VACANT
BAY PHYSICANS MED CENTER
GRAINS & GREENS
JACKS FRUIT & MEAT MARKET
HOUSE
STAPISH EAST
TACEY BROS. FRUIT MARKET
MARIANNES
THOM MCANN
MC CANDLESS
HALLMARK
NEW CENTURY
NU VISION
PAYLESS
PERRY DRUGS
RADIO SHACK
SAGEBRUSH
THE NEW SHIFRIN
TOWN & COUNTRY
TRINKETS
SUZY SHOPS
MIECHMANNS
ZALES
STUARTS
KOCIBA'S DAIRY
LOWRY ORGANS
K-MART
HAMPTON SQUARE MALL
PINE STREET
EASTLAND LANES/CINEMA
A & P
ALADDINS CASTLE
CAMELOT MUSIC
CARTERS
CHESS KING
CIRCUS WORLD
D. DALTON
EVENKMIT
FANNY FARMER
FASHION
BUG PLUS
FLASHPHOTO
FRONTIER
FRUIT
GEN. MUTRIT.
GREAT EXPECTATIONS
HOT SAM
KINNEY SHOES
LERNER
LIL'CHEF
LINN'S
CAMERA
VACANT
DEEP SEX
SCUBA SCHOOLS
EASTLAND CINEMA
HAMPTON CHARTER TOWNSHIP
CENTER AVENUE CORRIDOR
EXISTING BUSINESSES
RETAIL
FOOD & DRINK
AMUSEMENT SERVICES
OUTOMOTIVE SERVICES
FINANCIAL SERVICES
BUSINESS, PROFESSIONAL & PERSONAL SERVICES
INDUSTRIAL
RESIDENTIAL
M-LLER ASSOCIATES

7. Present types of Land Uses	53	33	14
8. Lack of Potential for Growth & Expansion.	47	30	13
9. Lack of Adequate Parking.	60	23	17

In the above results, the first three factors clearly indicate a consensus of a problem and the last three clearly indicate a consensus that there is not a problem.

* Business persons ranked the following services and facilities as follows:

	Poor	Average or Good	No Opinion
1. Police Protection	0	87	13
2. Fire Protection	3	83	10
3. Road Maintenance	10	77	13
4. Township Code Enforcement	7	73	20
5. Storm Drainage	17	70	13
6. Township Administration	13	63	24

Hampton Township has always been a leader in the provision of municipal services and facilities and this is obviously appreciated by local business persons. Police and fire protective services are particularly important to business because of the investment in facilities and inventory and, in both instances, over 80 percent of the respondents gave a rating of "average or good". These are extremely high percentages and indicates strong support for these services.

RESIDENTS SURVEY OF CENTER AVENUE

In addition to the business survey, residents were also asked questions about Center Avenue in a general attitude questionnaire that was sent to nearly all of the households within the Township. Their responses follow:

	Residents of Mobile Homes & Apartments %	Residents of Single-Family Homes %
* Where do you do "most" of your shopping? (% That indicated Hampton Twp.)	61	45

The fact that less than half of the residents do most of their shopping in Hampton Township, means that the majority of residents do most of their shopping elsewhere. This generally indicates a very low market penetration within the Township. It also indicates tremendous potential if the proper programs and necessary improvements are made to attract the business that is being lost.

	Residents of Mobile Homes & Apartments %	Residents of Single-Family Homes %
* How would you rate the Center Avenue Business Area?		
Excellent	24	11
Good	33	35
Average	20	32
Fair	13	16
Poor	0	3

Only about 10 percent of the total residents feel the Business Area is excellent and only 45 percent of the total feel it is either good or excellent. These are low percentages and probably relate to the low market penetration indicated in the preceding question.

* Residents rated the following possible problems as follows:

	% Residents of Apts. & Mobile Homes Rated Factor a Major or Minor Problem	% Residents of Single-Family Homes Rated Factor A llajor or Minor Problem
Traffic Safety	68	63
Difficult To Turn Into Businesses	50	63
Lack Of llerchandise	37	55
Types of Business	40	53
Prices Not Competitive	26	38
Lack of Parking	18	34

Residents feel that Traffic Safety & Difficult Turning movements are major problems. they also indicate that the Lack of Merchandise and the Types of Businesses are contributing problems. Pricing & Lack of Parking are clearly not problems.

* Residents were asked how they felt the Center Avenue Business Area could be improved.

	% Residents of Apts. & Mobile Homes Rated a Major Or Minor Factor	% Residents of Single-family Home Rated a Major or Minor Factor
Attract New Stores	59	72
Improve Traffic Flow	57	69
Flake Area More Attractive	47	55
Improve Parking	37	44

Residents strongly feel that there should be a greater variety of stores and that the traffic flow should be improved. Although to a lesser degree, the majority of residents also feel the area should be made more attractive. These results are consistent with the conclusions of business owners and operators which were previously discussed.

GENERAL APPEARANCE OF CENTER AVENUE BUSINESS AREA

A field survey of the Business Area was completed as part of the planning program. There are both positive and negative factors as follow:

* Positive Factors.

  The appearance and maintenance of most individual buildings is excellent.

  Host newer buildings are extremely attractive and well landscaped.

  Most businesses offer abundant off-street parking.

  Many older structures are being rehabilitated and modernized.

  Many of the vacant buildings are being fixed-up and occupied.

  Parking areas are well maintained and well lighted.

  Most business signs are attractive and well placed.

* Negative Factors.

  There are several older, structures located close to the road right-of-way which hinder the appearance of the area and contribute to traffic safety problems. These structures are shown on the following map which illustrates existing structures in relation to a 100 foot front yard setback line.

  Many older businesses have either numerous or continuous curb-cuts which detract from the appearance of the area.

  There is a proliferation of overhead power and telephone lines. While some of these are obviously major transmission lines and cannot be economically relocated, many of them are service lines and drops which, over a period of time, could be relocated or consolidated. llany parking areas have underground lines but are served by overhead lines.

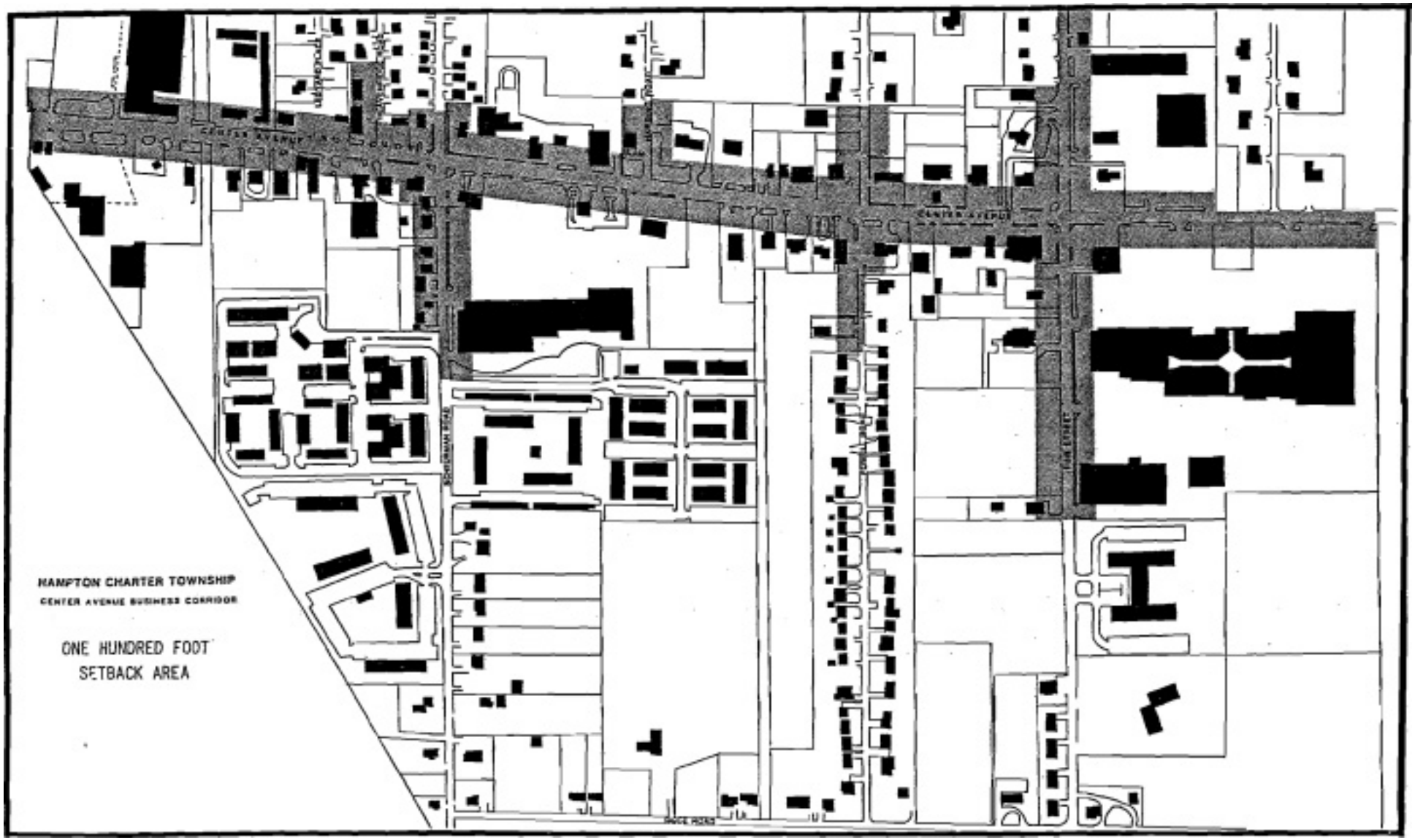
  A relatively low number of buildings and lots are ill-kept and poorly maintained but unfortunately these few greatly detract from the appearance of the entire area.

  In some instances businesses have made little effort to screen refuse storage or disposal containers from public view.

TRAFFIC FLOW & SAFETY

Two different types of conflicts exist with respect to the smooth flow of traffic along Center Avenue (M-25).

First, as a state trunkline, the primary function of Center Avenue is to carry


HAMPTON CHARTER TOWNSHIP
CENTER AVENUE BUSINESS CORRIDOR
ONE HUNDRED FOOT
SETBACK AREA

large volumes of through traffic safely and efficiently through the area. It also, however, provides access to abutting properties and as the number of curb-cuts to serve these businesses increase, they impede the smooth flow of traffic.

The second conflict exists between business owners and shoppers. Host businesses rely on high traffic flows as a base from which they draw their customers. This traffic flow is necessary to maintain attractive and competitive businesses. As shoppers, however, each of us would like to have the only car on the street.

Often the number of businesses and shoppers both increase up to a point where traffic becomes congested. If congestion becomes too great, shoppers start to go elsewhere and the business community begins to suffer. As Traffic increases, it is therefore imperative to make the necessary improvements to maintain a relatively safe and efficient flow of traffic. The conflict is best evidenced in the residents questionnaire where they are asking for a greater variety of stores and, at the same time, are becoming increasingly concerned about traffic flow and safety.

Much of the success of Center Avenue as a business corridor is a result of high traffic flows which, at the present time, range between 20,000 and 25,000 vehicles per day. This is about the same as the flow along Wilder Road east of Euclid Road (M-13) and only slightly less than the flow along Euclid Road just north of the 1-75 Business Loop. A comparison of traffic flow data is illustrated on the following map.

As The volume of traffic increases congestion, begins to occur and this often results in a greater number of accidents. The following table lists the intersections within Bay County which have the greatest number of accidents.

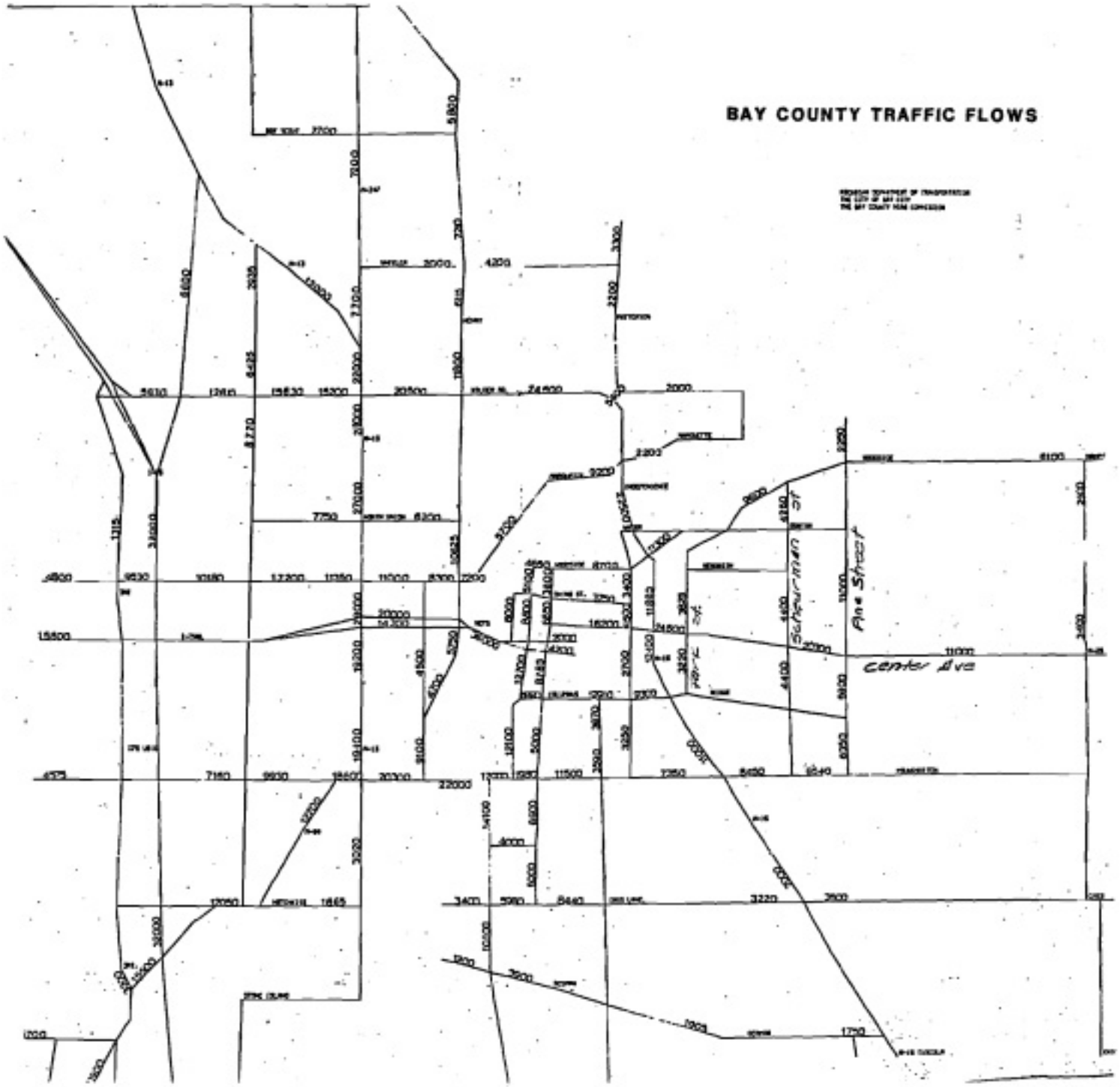
TABLE 24

BAY COUNTY
HIGH ACCIDENT INTERSECTIONS

Intersection	Number of Accidents 1984	1983	1982	1981	Total
1. Euclid / Plidland	28	23	34	34	119
2. Center / Scheurman	26	18	12	15	71
3. Wilder / Euclid	25	28	30	29	112
4. Euclid / Jenny	20	15	17	13	65
5. N. Union / Euclid	18	16	14	18	66
6. Euclid / Kiesel	18	10	11	12	40
7. Washington / Mckinley	17	10	12	13	52
8. Henry / Thomas	17	5	12	15	49
9. Center / Pine	16	14	20	16	66
10. Saginaw / Mckinley	16	11	11	4	42
TOTALS	190	150	173	169	682

Source: Bay County Annual Report
With Data Compiled From

Two intersections with high accident rates are Center at Scheurman and Center at Pine. The Center Avenue Business Area is generally located between these two intersections.

The volume of traffic along Center Avenue will greatly increase in future years as the area population increases and as additional business development occurs along Center Avenue. It is therefore imperative that various improvements be made to assure the safe and efficient flow of traffic and also to provide safe and convenient access to adjacent businesses.

BAY COUNTY TRAFFIC FLOWS