



Top: Utilities Facility, Platt Road Greenway  
Bottom Right: Legacy Trail

## PITTSFIELD PROFILE

### LOCATION

Pittsfield Township has a land area of 27.4 square miles. The Township is located in southeast Washtenaw County, Michigan. It is bordered on the north by the City of Ann Arbor, and by the City of Saline to the southwest. The city of Ypsilanti is less than a mile to the east. The Township also shares borders with the Townships of Lodi, Ann Arbor, Ypsilanti, and York. Pittsfield is transected by I-94 and US-23.

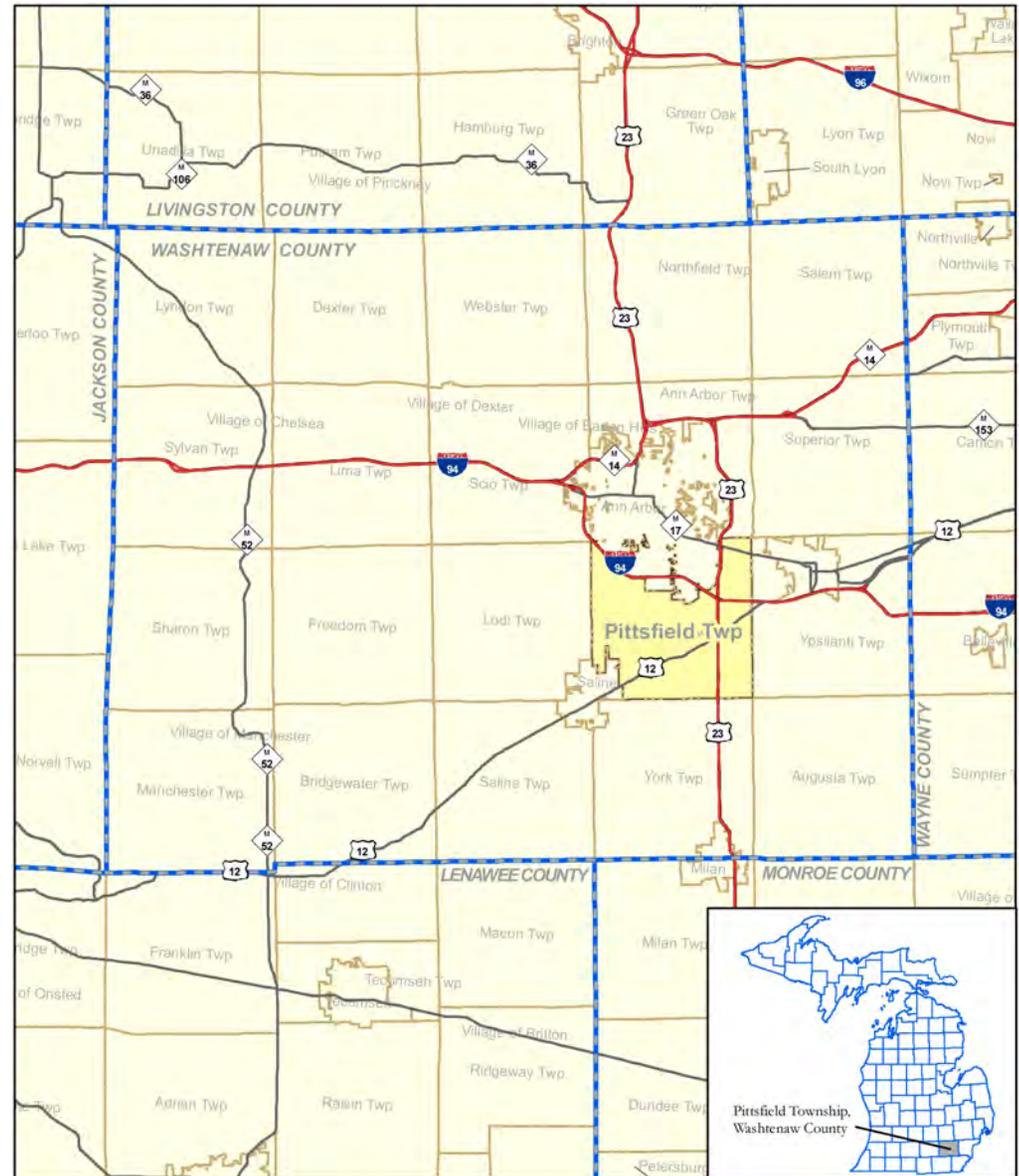
### HISTORY

In 1824, Geo. W. Noyes made the first purchase of the federal land that would later become Pittsfield Township. This land is located in what is now Section 10 of the Township; section 10 is located between Platt and Stone School Roads, bordered by Packard Road on the north and Ellsworth Road on the south. Most of this area has been annexed by the City of Ann Arbor.

This area, once part of Wayne County, became Ann Arbor Township in 1827. The population consisted of mostly immigrants from eastern states such as New York and Pennsylvania. By 1830, the land had been divided between Ann Arbor, Ypsilanti, and Saline Townships.

The Township was originally named Pitt Township for William Pitt, Earl of Chatham. The Sixth Legislative Council of the Territory of Michigan passed the Act enabling the organization of the "Township of Pitt" on March 7, 1834. This name was retained until March 22, 1839 when it was changed to "Pittsfield Township" by act of the Michigan State Legislature. One hundred and thirty-three years later in 1972, the residents of Pittsfield Township voted to become a charter township, at which time, our community became known, as it is today, as "Pittsfield Charter Township."

While there has been relatively steady population growth in Pittsfield since the turn of the 19th century starting at just over 1,000 residents, there was a tremendous increase when the population more than doubled between 1980 and 2000 going from 12,986 to 30,167. Between 2000 and 2010 Pittsfield Township's population grew to 34,663.



Source: McKenna Associates



# SNAPSHOT OF PITTSFIELD TOWNSHIP

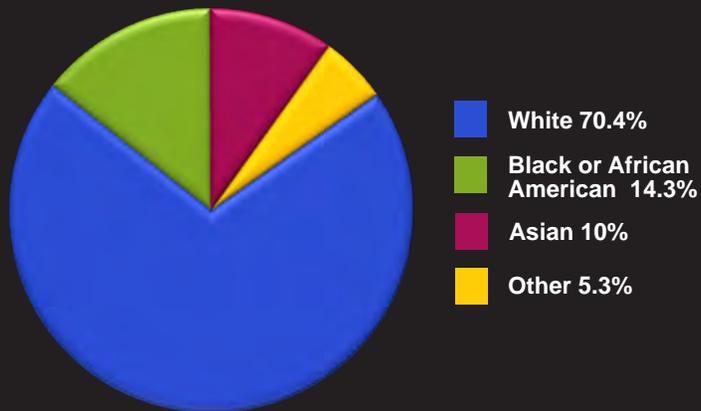
Total Population: 30,167

Median Age: 31.6

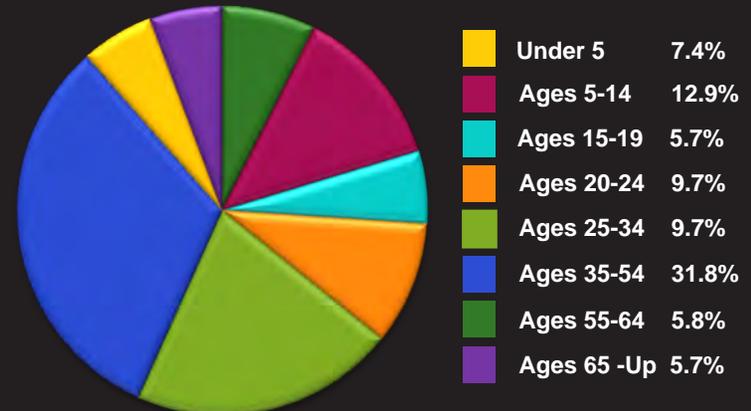
Average Household Size: 2.42

Median Household Income: \$61,262

2000 RACIAL AND ETHNIC COMPOSITION



2000 AGE COMPOSITION



52.3% of the population age 25 and older has a Bachelor's degree or higher

By 2035 20-25% of Pittsfield Township's population is projected to be over the age of 65

(SEMCOG, U.S. Census Bureau, Census 2000)

16.7% of the Township's population is foreign born

SOURCE: U.S. Census Bureau, Census 2000

The top 3 industries of employment in 2009 were:

1. Retail trade
2. Professional, scientific & administrative services
3. Education, health, and social services

These three account for 44% of employees in Township.

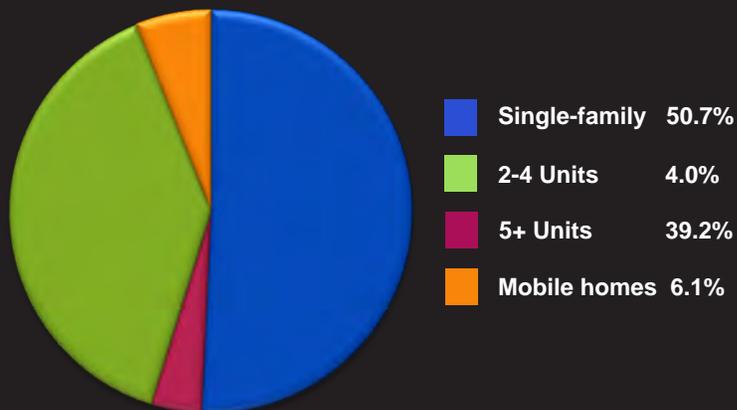
SOURCE: U.S. Census Bureau

	RANKING	EMPLOYER	NUMBER OF JOBS	DESCRIPTION
2010 Top Ten Employers *	1	CitiMortgage	800	Mortgage modification & refinancing
	2	Cayman Chemical Co.	175	Biomedical products supplier
	3	Warde Medical Laboratory	141	Reference laboratory offering esoteric testing for health care
	4	National Archive Publishing Co.	140	Microfilm, digital conversion
	5	All Media Guide	140	Online entertainment database & guides
	6	i3 Drug Safety	120	Clinical research organization
	7	Horba Instruments Inc.	115	Analytical instruments for automotive emissions monitors
	8	Fry Multimedia	125	Custom websites, intranet development
	9	Tecumseh Products Co.	100	Hermatic compressor manufacturing
	10	Audatex	100	Insurance company

\*Excludes major retailers and the public schools

SOURCE: Ann Arbor, SPARK, March 2010

2000 HOUSING UNITS BY TYPE



**TOTAL HOUSING UNITS: 12,338**

**Renter Occupied: 5,197**

**Vacant: 520**

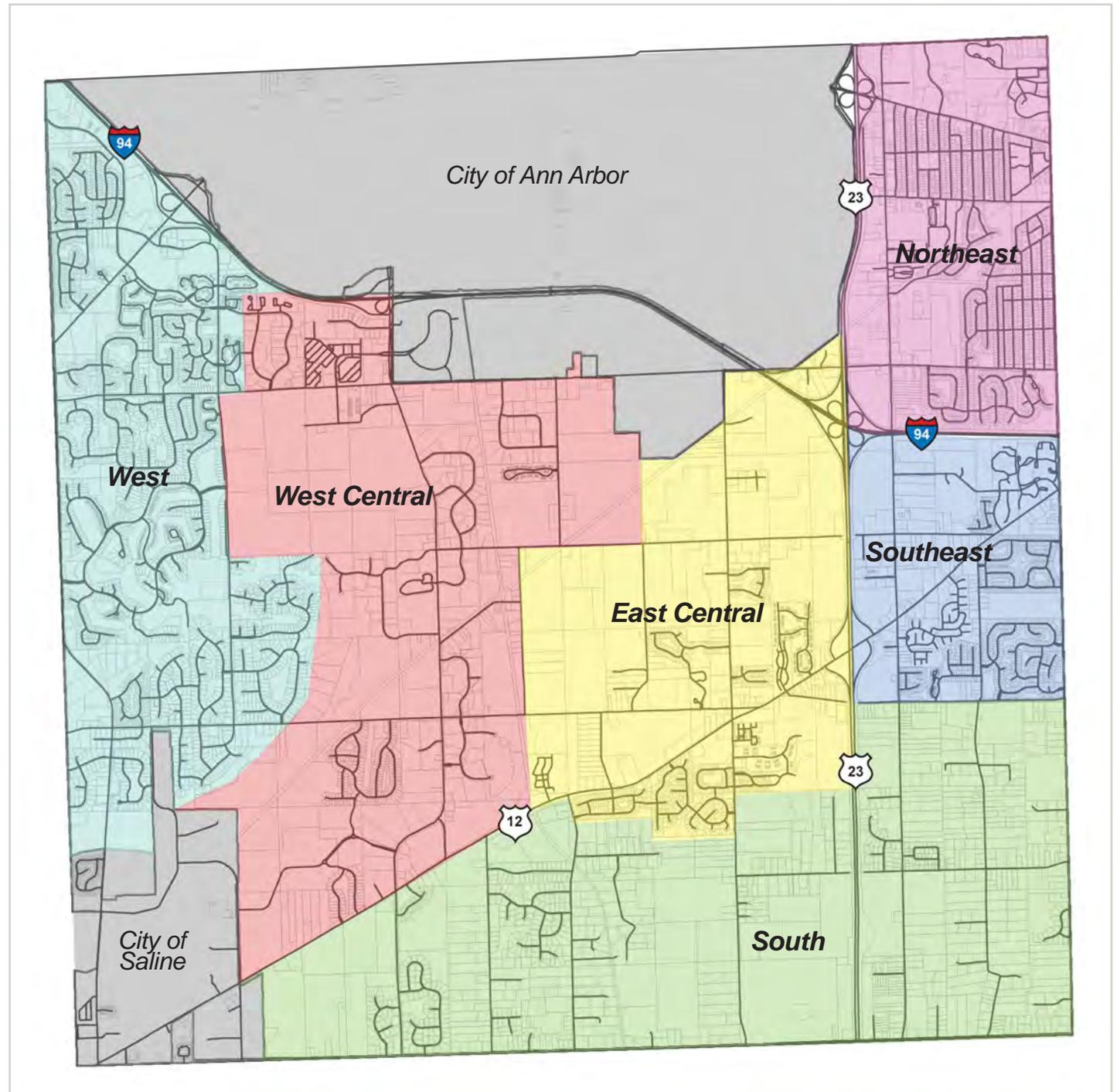
**Owner Occupied: 6,620**

SOURCE: U.S. Census Bureau, Census 2000

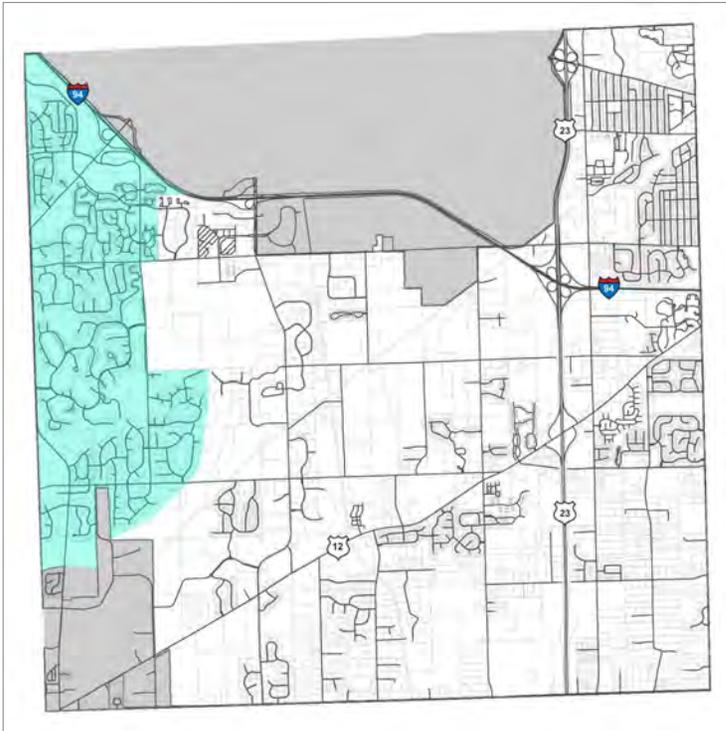
## GEOGRAPHIC CHARACTERISTICS

Pittsfield Township is characterized by distinctive land use patterns that are specific to certain geographic areas. This map depicts these areas based on existing land use patterns.

In understanding and respecting the existing land use patterns of Pittsfield Township, the following six generalizations and categorizations, based on geographic location, are useful.



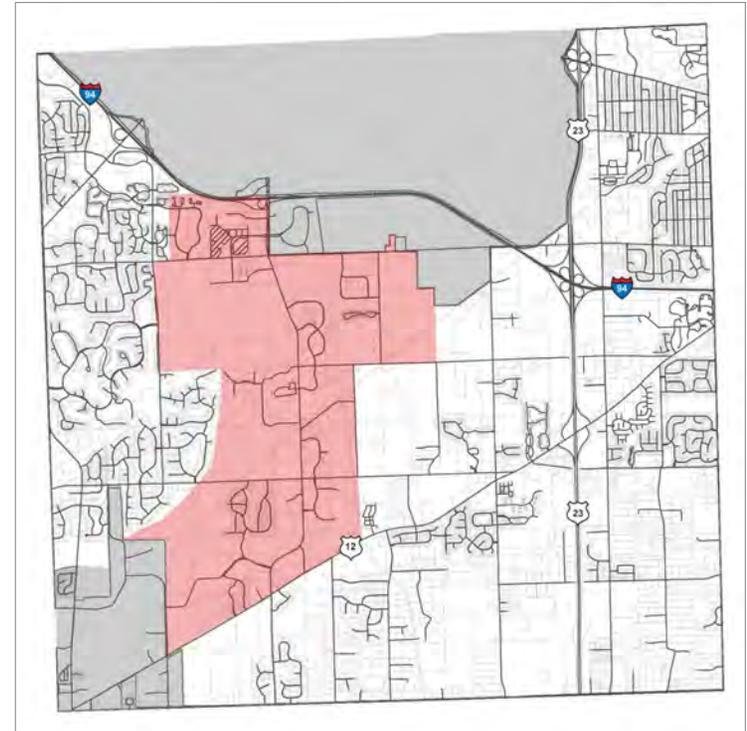
## WEST



This area represents diverse residential neighborhoods, including suburban and multi-family residential, which are interspersed with two vibrant retail centers in the Ann Arbor-Saline Road vicinity. The retail centers include big boxes and chain restaurants mixed in with local retail outlets.

There is not much green space in this part of the Township other than a few private parks within subdivisions. Even though the area can benefit from better multi-modal transportation, there are sidewalks and other non-motorized facilities, including bus transit, that connect residential neighborhoods to jobs, retail, restaurants, and a public library. The installation of the Lohr-Textile Greenway will provide connectivity between residential, recreational [the Saline Recreation Center located off Textile Road], commercial, and retail spaces in this area of the Township.

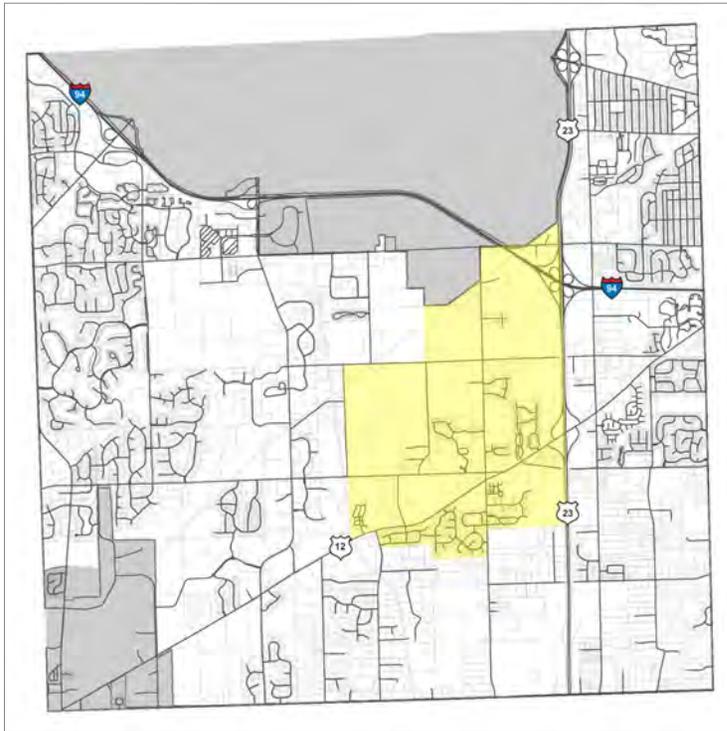
## WEST CENTRAL



This area is characterized by the business districts within it, particularly along State Street. The State Street corridor, between Ellsworth and Michigan Avenue, is a vibrant center for a diverse set of employers ranging from alternative energy and technology firms, to light manufacturing, such as printing and medical equipment facilities. There is an urgent need to redesign State Street to accommodate multiple modes of transportation and incorporate greenscapes. The Oak Valley Business Park (which has some Industrial Development Districts) is off of Ellsworth Road and becoming increasingly attractive to information and other technology-based firms, especially those seeking close proximity to residential units on the west.

This area also includes the Ann Arbor airport, which is owned and operated by the City of Ann Arbor, and some commercial activity toward the southern edge of the West Central area.

## EAST CENTRAL



The largest tract of preserved green space - the Pittsfield Preserve at approximately 500 acres - is located in this region along with one of the Township's most vibrant parks (Lillie Park), and a family-operated farm that incorporates agri-tourism. Public facilities, including the Township Administration campus, are located here. There are diverse residential neighborhoods within this area, including one of the largest subdivisions in the Township and several condominium complexes.

Even though the Township's first non-motorized pathway, the Platt Road Greenway is located in this area, there is a scarcity of non-motorized options. There is also a lack of public transit, particularly along Michigan Avenue. There is a need to revitalize the area along Michigan Avenue between Platt Road and the US-23 interchange not only to enhance one of the major gateways into the Township but also to leverage opportunities for infill development.

## SOUTH



The area of the Township south of Michigan Avenue is defined by rural residential, open space, and agricultural land. There are large lot residential neighborhoods interspersed into the landscape, however, agricultural uses and residential homesteads on parcels that are 2.5 acres or larger dominate this area.

## SOUTHEAST



This area contains a continuation of residential development from the Northeast area of the Township. It benefits from convenient access to both US-23 and I-94, along with the newest addition to the Township park system, Hickory Woods Park. The other predominant land use in this area (located along Carpenter and Morgan Roads) is industrial. Some of the few remaining industrial parcels in the entire Township are located here.

There is a scarcity of transportation choices in this part of the Township, specifically there is a lack of bus transit. The inability of the existing road network, especially Michigan Avenue, to accommodate non-motorized modes of transportation is a major hurdle to the vision of connectivity for the entire Township.

## NORTHEAST



This area comprises some of the original and most mature neighborhoods in the Township. It is characterized by a compact mix of urban residential along with commercial and retail spaces. Even more than West Pittsfield, this area is home to numerous big box retailers and chain restaurants, especially along Carpenter Road. The Carpenter corridor also contains residential units, including senior and multi-family housing complexes, and some employment centers. It is serviced by AATA bus transit and has a recently completed and upgraded network of sidewalks.

There is tremendous potential for economic revitalization along the Washtenaw Avenue corridor as the Township begins prioritizing infill and denser mixed-use developments in areas with existing infrastructure and public amenities.

## RESIDENT PERSONAS

To further understand and appreciate the geographic distinctions in Pittsfield, personas were developed using the community survey data so that we can better understand the lifestyles, wants, and needs of our residents. These personas were used to generate a narrative for understanding Township residents' perspectives and priorities with regard to their local government.

In analyzing the data and personas generated, three personas appear to dominate in Pittsfield: Balanced Bob, Nature Nancy, and Driver Dave.

For each of the three – Balanced Bob, Nature Nancy, and Driver Dave – two issues are of critical importance:

- 1 Maintenance of existing roads & improvement of the traffic flow
- 2 Preservation of the Township's natural features through infill development and construction of new pathways to enhance our non-motorized network

Additionally, Nature Nancy prioritizes maintenance of existing parks; Driver Dave highlights the need to expand the Township's water and sewer infrastructure; and Balanced Bob places emphasis on making our new and existing buildings energy efficient.

The 2010 Pittsfield Master Plan incorporates these priorities by: focusing preservation of green spaces south of Michigan Avenue, providing for mixed-use development nodes that maximize the use of existing infrastructure and provides for more green and recreational spaces, strongly supporting non-motorized and multi-modal transportation, and emphasizing energy efficient processes within our physical environment.

## Balanced Bob

**Age:** 40s

**Marital Status:** Married

**Children:** 2

**Housing:** My wife and I own a house.

**About Me:** My wife and I have college degrees and both work. We moved to Pittsfield because of the reputation of the Ann Arbor schools, close proximity to work, and being able to afford a larger home for our growing family. When people ask me where I live I say, "Ann Arbor" [not Pittsfield].



### EXPECTATIONS

My expectations for Pittsfield's governance center around taking care of infrastructure and resources. I think Pittsfield should have a good water supply, good stormwater drainage, good roads, protect natural resources, and offer high quality services. I feel it is critical to maintain roads, improve traffic flow, preserve natural features, and redevelop vacant properties. Pittsfield should spend its budget on a balanced set of priorities starting with the existing roads, and then on to energy efficient buildings, new pathways, expanded water/sewer, public transportation, aesthetic improvements to commercial regions and maintaining existing parks.

### REPRESENTATION

Balanced Bob is the most representative of Township residents, as captured within the community survey. Balanced Bob represents between 30-40% of Pittsfield residents in the Northeast, Southeast, Western and Southern parts of the Township.

## Nature Nancy



**Age:** 32

**Marital Status:** Married

**Children:** 1 toddler

**Housing:** I own a new small lot single-family house.

**About Me:** I have a college degree and worked up until the baby came, but now I'm a full-time stay at home mom. My husband is an engineer at a high-tech company in Ann Arbor. I am an avid walker and biker.

### EXPECTATIONS

I want Pittsfield to facilitate non-motorized transportation. I think Pittsfield should spend its budget on the existing parks as well as new parks, so there are more open spaces to visit and pathways to use!

### REPRESENTATION

Nature Nancy is representative of about 40% of residents in the East Central portion of the Township. In addition, she represents 30% of residents in the Northeast and 22% in the Southern portions of Pittsfield.

## Driver Dave



**Age:** 54

**Marital Status:** Divorced

**Children:** No

**Housing:** I live in the Western part of the Township in a newer house on a small lot.

**About Me:** I am an electrical technician at a local manufacturing plant. When people ask me where I live I say, "Saline" [not Pittsfield].

### EXPECTATIONS

I have one thing on my mind: roads! I am frustrated with the excessive traffic and condition of Pittsfield roads, which is not surprising, since I had to endure the construction and increased traffic from the new Wal-Mart. I have to drive Michigan Avenue everyday. I believe Pittsfield should do all it can to improve the roads. I am pro-development and unsupportive of buying land for new parks.

### REPRESENTATION

Driver Dave represents about 20% of residents in the Western portion of Pittsfield Township.