

February 1, 2024

Regarding: White Lake Township Master Plan Discussion Agenda


initiative

Dear White Lake Township Planning Commission,

Below is the agenda for the discussion of the White Lake Township Master Plan. It has been my pleasure to work with you over the past 12-months and while I won't be there to see you through adoption, my extraordinary colleagues, Liz Gunden, AICP, and John Iacoangeli, FAICP will take you to the finish line.

- i. December Open House Summary Report
- ii. Discussion of Revised Redevelopment Sites
- iii. Oakland County Comments on the Master Plan
- iv. Public Comments on the Master Plan during 63-day Public Review
- v. Vision for White Lake Township Magazine
- vi. Next Steps

Thank you,
Rowan Brady, AICP

MASTER PLAN OPEN HOUSE RESULTS

INTRODUCTION

On December 7th, 2023, the Planning Commission hosted an open house during a regularly scheduled meeting to gather public input on three aspects of the White Lake Township Master Plan: three sites of potential redevelopment, the Township's action plan, and the Township's Future Land Use Map (FLUM) and Future Land Use categories. At the time of the open house, the Township's Master Plan had recently entered 63-day review, meaning that a complete draft of the 2024 master plan was available on the Township's website for public review and comment. Approximately 100 members of the public were in attendance.

The rest of this report will summarize results gathered from the open house on each of the three areas. Feedback provided at the open house offers crucial guidance on the most actionable aspects of the 2024 master plan.

- Comments on the three redevelopment sites provide a nuanced perspective on the community input that was initially used to conceptualize developments at each space and support an iterative process of community feedback that will be used to ensure continued alignment with community-based visions.
- Observations of the Future Land Use framework (map and categorizations) allow for the reconsideration of proposed future uses alongside their applicability to the culture of the Township in both the present and future.
- Residential preferences related to the proposed action plan provide the opportunity to hone actions to the ones that are most needed.

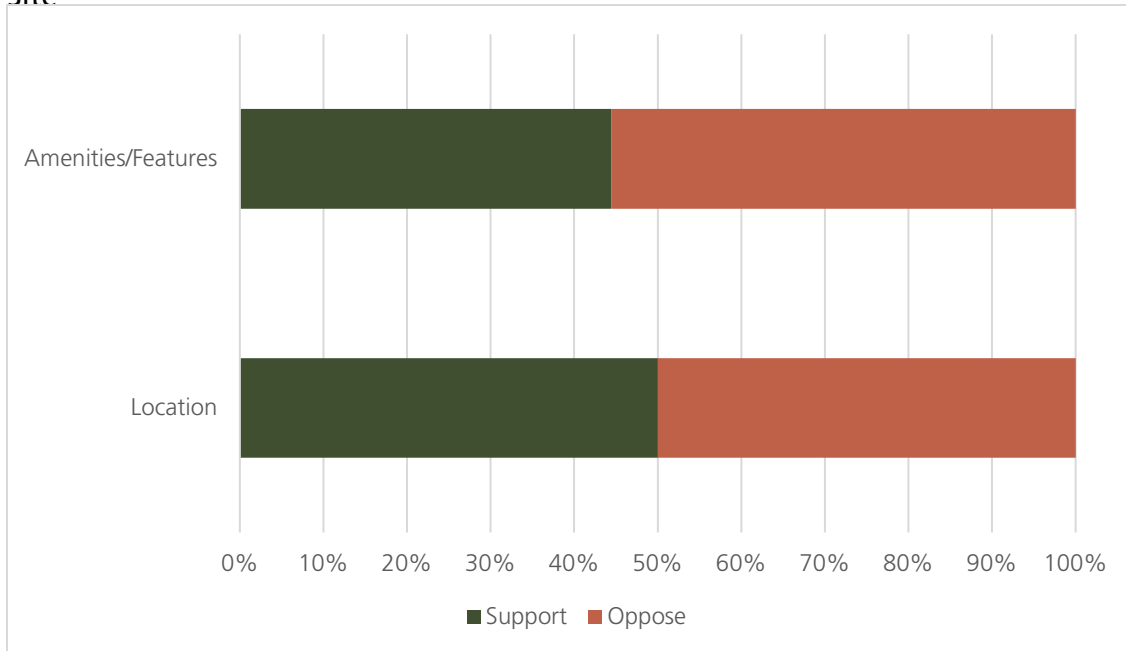
REDEVELOPMENT SITES

The three redevelopment sites presented to the public for review were conceptualized based on results and collective feedback gathered at a redevelopment workshop held in by the White Lake Township Planning Commission in August of 2023. Included with each site was a rendering, a brief description of the uses the site would include, and a series of questions to gauge sentiments related to the site's location, amenities and features, and the likelihood of whether attendees would engage with each component of the site (if at all). The following section details the results of community input and feedback for each redevelopment site.

Pontiac Lake Gateway Redevelopment Site

Open house attendees were asked to provide feedback on the Pontiac Lake Gateway Redevelopment Site based on the site's location as well as the amenities and features proposed to be included with the development. Of the three redevelopment sites, Pontiac Lake Gateway received the most support from Township residents. The location of the redevelopment site was supported by 50% of all respondents (and opposed by the other 50%). The site's amenities and features had similarly even rates of support and opposition with about 44% in support of the proposal and 56% in opposition.

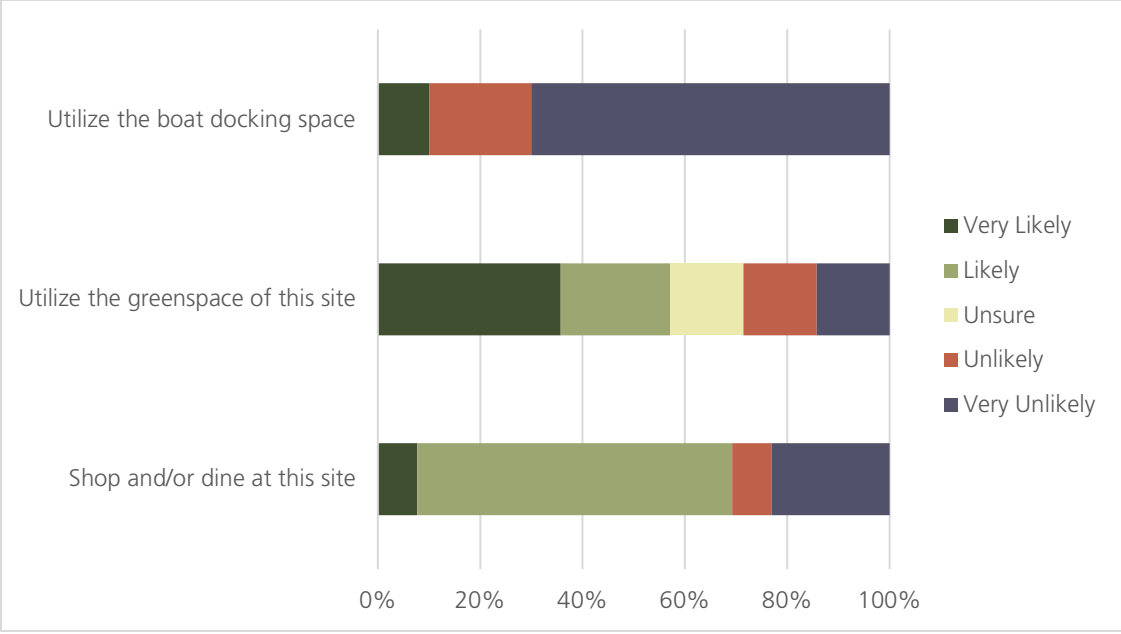
Figure XX: Location and Amenity Approval for the Pontiac Lake Gateway Redevelopment Site



In addition to indicating their general support for or opposition to these aspects of the redevelopment site, open house attendees were asked to further elaborate on their views by sharing specific comments about the site's location and amenities. In general, these comments provided additional suggestions for the site (such as a waterfront restaurant, boat rentals, and fishing areas with handicap access) as well as overall support for the vision of the redevelopment, especially in comparison to the current use of the site. Other comments stated that the waterway was already too congested and therefore needed to be protected.

The final activity to gather feedback on the Pontiac Lake Gateway Redevelopment Site asked open house attendees to indicate their likelihood of engaging with the site in several ways based on the proposed amenities. More than 50% of all respondents (69% and 57%, respectively) indicated that they would be "likely" or "very likely" to "shop and/or dine" and "utilize the greenspace" of the site. While 90% of respondents stated that they were "unlikely" or "very unlikely" to use the boat docking space proposed for the site, this is likely a function of which residents of the Township own a boat that does not already have a designated docking space.

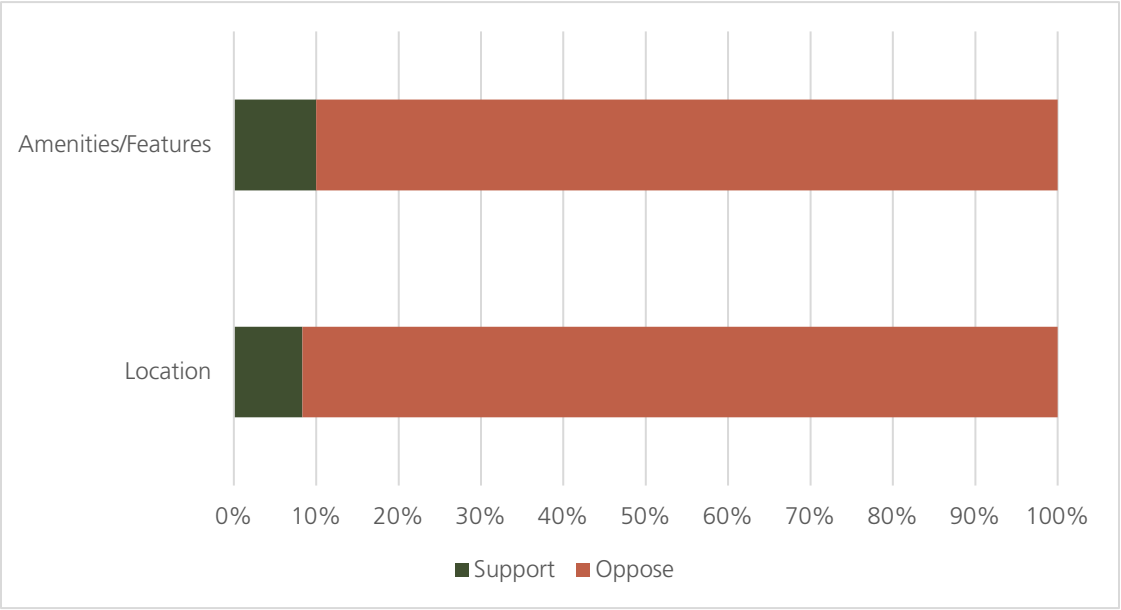
Figure XX: Likelihood to Engage with Site Amenities



Lakes Town Center Redevelopment Site

Open house attendees were asked to provide feedback on the Lakes Town Center Redevelopment Site based on the site’s location as well as the amenities and features proposed to be included with the development. The location of the redevelopment site was supported by just over 8% of all respondents, and the site’s amenities had similar rates of support with 10% of participating attendees indicating their support for proposed features.

Figure XX: Location and Amenity Approval for the Lakes Town Center Redevelopment Site

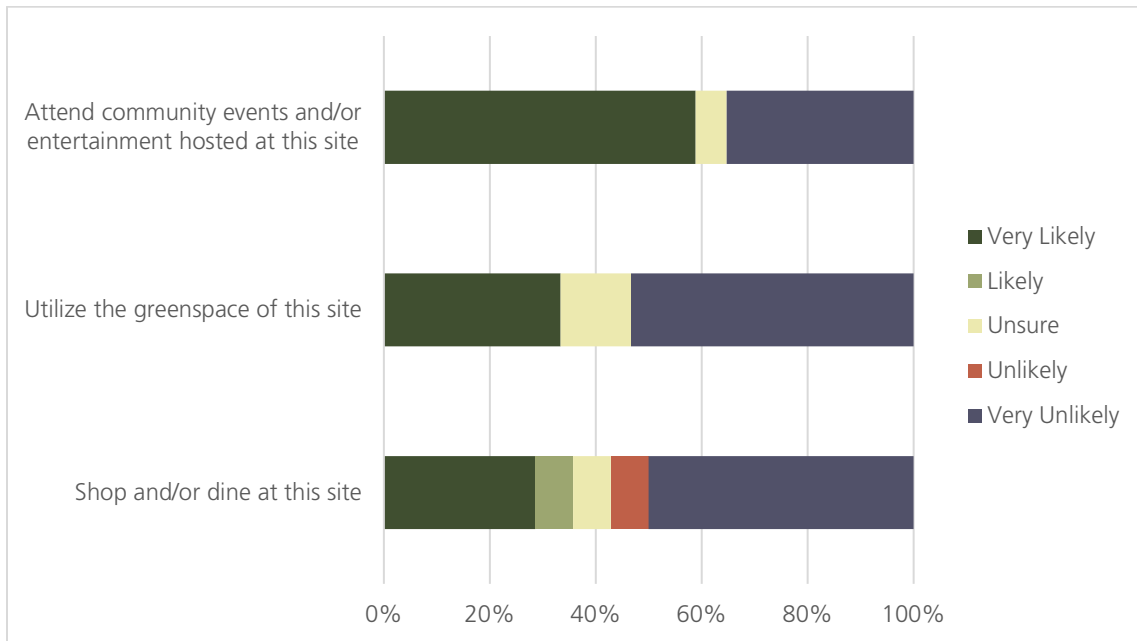


In addition to indicating their general support for or opposition to these aspects of the redevelopment site, open house attendees were asked to further elaborate on their views by sharing specific comments about the site’s location and amenities. The location of this redevelopment site presented

concerns to some attendees related to existing levels of congestion and traffic in the area as well as anticipated impacts on Brendel Lake in terms of light and noise pollution. More generally, concerns about the Township’s capacity to support new businesses were presented here along with the suggestion to utilize vacant buildings before developing new ones. Many comments about the proposed amenities and features of the site emphasized a desire to promote a farm stand, farmer’s market, and/or craft market to honor past uses common to the area. Other comments focused on the needs of the Township’s senior citizens, stating that a senior living facility may provide benefits to residents based on its proximity to the library and greenspace as well as parking accommodations that serve the needs of this population.

The final activity to gather feedback on the Lakes Town Center Redevelopment Site asked open house attendees to indicate their likelihood of engaging with the site in several ways based on the proposed amenities. Nearly 59% of all respondents indicated that they were “very likely” to attend community events/entertainment hosted at the site. Further, about 30% of all respondents indicated that they would also be very likely to utilize the site’s greenspace and to shop and/or dine at the development – however, about 53% and 57% (respectively) indicated that they would be “unlikely” or “very unlikely” to partake in the same activities.

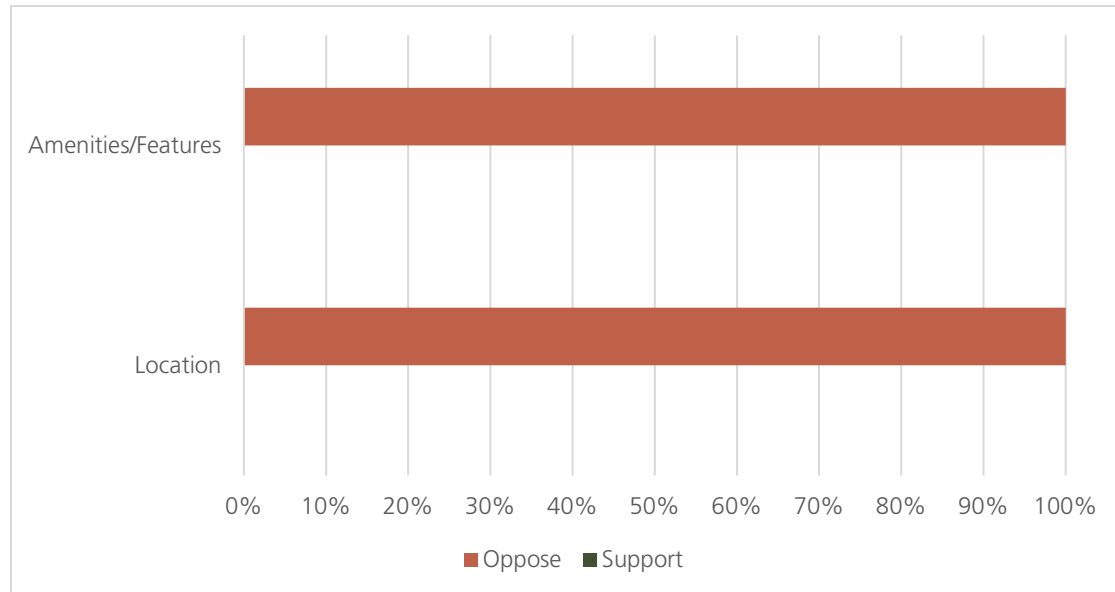
Figure XX: Likelihood to Engage with Site Amenities



Cedar Island Road and Bogie Lake Road Redevelopment Site

Open house attendees were asked to provide feedback on the Pontiac Lake Gateway Redevelopment Site based on the site’s location as well as the amenities and features proposed to be included with the development. Of the three redevelopment sites, the Cedar Island Road and Bogie Lake Road received the least amount of support from Township residents – virtually 100% of all open house attendees opposed both the site’s location and its proposed amenities and features.

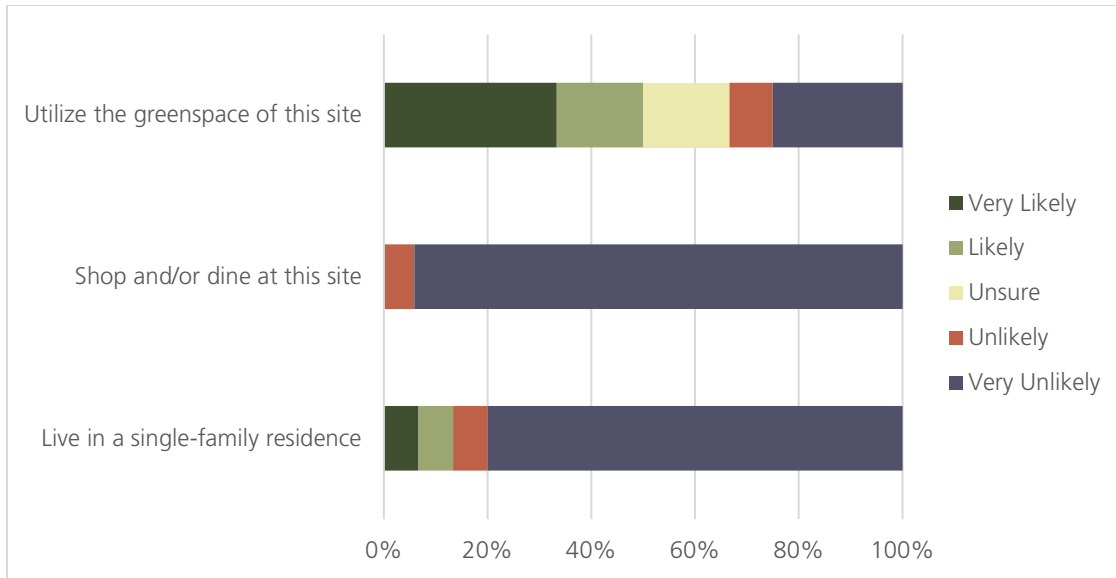
Figure XX: Location and Amenity Approval for the Cedar Island Road and Bogie Lake Road Redevelopment Site



In addition to indicating their general support for or opposition to these aspects of the redevelopment site, open house attendees were asked to further elaborate on their views by sharing specific comments about the site’s location and amenities. The location of this redevelopment site presented two primary concerns related to the types of residential housing that the site might offer and to the impact of both residential and commercial traffic in the area. Respondents voiced their opposition to rental housing units as well as residential units of mixed-use developments, instead supporting single-family homes on 1-acre lots. Existing traffic on Bogie Lake Road was cited as a specific hindrance to this redevelopment site, as was its proximity to three schools that do not have capacity for more students and that, in themselves, contribute to traffic during the school year. However, one comment emphasized the benefits of promoting walkability to and from the schools with additional residential developments in the redevelopment. Comments about the site’s features and amenities reiterated general opposition to apartments, commercial buildings, and mixed-use developments, again citing concerns with traffic and congestion as the primary drivers for these stances. One attendee suggested that the site’s land be sold to schools for them to use as a recreation space, or to be developed privately as an indoor recreation center.

The final activity to gather feedback on the Cedar Island Road and Bogie Lake Road Redevelopment Site asked open house attendees to indicate their likelihood of engaging with the site in several ways based on the proposed amenities. About 50% of all respondents indicated that they were “likely” or “very likely” to utilize the site’s greenspace, and about 13% shared that they would be open to living in a single-family residential unit on the site. However, 100% of all respondents indicated that they were “unlikely” or “very unlikely” to shop and/or dine at the site while the majority of respondents (about 87%) also indicated their unlikelihood to live on the site in a single-family residence.

Figure XX: Likelihood to Engage with Site Amenities



FUTURE LAND USE MAP

Community input for the Future Land Use Map (FLUM) was centered around opportunities to improve clarity in the descriptions of each categorization while also checking to see whether any proposed categorizations seemed misplaced on the FLUM.

In general, public input for this activity emphasized the appreciation that residents have for the Township as a community that is not overly focused on commercial or business development. One respondent shared that the commercial future land use designations seemed “overly inflated” and expressed the concern that the Township does not have the residents (workers and patrons) to support such an emphasis.

When asked whether the FLU framework (map and categorizations) was expected to support or hinder current or future plans within the Township, five attendees indicated that their plans were “supported” while four indicated that plans were “hindered.” Here, a comment from one attendee again emphasized their appreciation for the current feel of the Township as opposed to a “city feel with lots of business development.”

ACTION PLAN

As a culmination of the Master Planning process, 23 actions items were identified as priorities for White Lake Township. Each item is directly informed by the Master Plan’s findings, including community input and public opinion. At the open house, attendees were instructed to indicate the three actions items of the action plan they believed to be of greatest importance for the Township to pursue and/or prioritize in the near future. The results of this activity are described below.

Highest Priorities

The five most popular action items emphasize the preservation of open spaces and natural areas through several approaches that limit or redirect development to specific parts of the Township while also prioritizing strategies intended to protect environmentally sensitive areas.

1. Preserve natural and open spaces by pursuing commercial development in vacant buildings and/or retrofitting strip malls to support new commercial activities. **11 votes**
2. Encourage protection of wetlands and installation of green infrastructure along FEMA zones to mitigate harm caused by flooding. **10 votes**
3. Designated areas around floodplain as conservation areas to limited development and impervious surfaces. **10 votes**
4. Regulate lakefront development by mandating greenbelts with native vegetation in a buffer zone between the setback and the water's edge to reduce flooding impacts. **8 votes**
5. Support commercial development by revitalizing buildings that have become vacant and/or retrofitting strip malls to support new commercial activities. **8 votes**

Moderate Support

The following action items received some level of support from open house attendees and each garnered between one and six votes from White Lake residents. Among the most popular items in this category are those that emphasize transportation and mobility across the Township through non-motorized infrastructure, general safety on behalf of drivers, walkers, and pedestrians, and traffic calming measures to ease congestion across the Township.

1. Educate and share information with Township residents about implementation plans for non-motorized infrastructure that includes a signed bicycle route, bicycle lanes, and shared-use paths. **6 votes**
2. Address the volume of crashes that take place at intersections along M-59 by improving road safety measures and implementing biking and pedestrian infrastructure. **5 votes**
3. Implement traffic calming techniques along Cooley Lake Road and M-59 (east of Teggerdine Road) to ease commuter congestion in route to outside communities. **4 votes**
4. Encourage green infrastructure placement during the site plan review process and/or planned development process. **4 votes**
5. Ensure redevelopment plans align with community-guided ideas at Pontiac Lake Gateway, Cedar Island and Bogie Lake Roads, and around Lakes Town Center. **3 votes**
6. Provide information about voluntary conservation easements to residents, especially those living in environmentally sensitive areas. **3 votes**
7. Retain residents between the ages of 25 and 34 by responding to demand for more housing units, including affordable housing options. **3 votes**
8. Address increasing housing costs and the limited availability of starter homes valued between \$150k and \$250k by increasing the Township's supply of housing to match the demand. **2 votes**
9. Pursue CDBG funds to support the revitalization of housing units that are deteriorating and/or uninhabitable in order to put them back into the housing market. **2 votes**
10. Accommodate the needs of the Township's disabled population by enforcing ADA compliant design. **1 vote**
11. Recognize the economic hardship that faces households earning below the ALICE threshold by encouraging affordable housing and economic opportunities. **1 vote**
12. Ensure aging housing stock receives appropriate maintenance and renovation to promote its habitability to the greatest extent and to avoid deterioration and demolition. **1 vote**
13. Rezone commercial districts and corridors to allow for mixed-use developments. **1 vote**

14. Educate and share information with Township residents about public transportation options, including upcoming changes in operation. *1 vote*

Not Supported

The following four items did not receive support from any open house attendees. It is important to acknowledge that while these areas of focus may be considered lower priorities than previous items, input from attendees of the open house may not fully represent opinions from all residents of the Township.

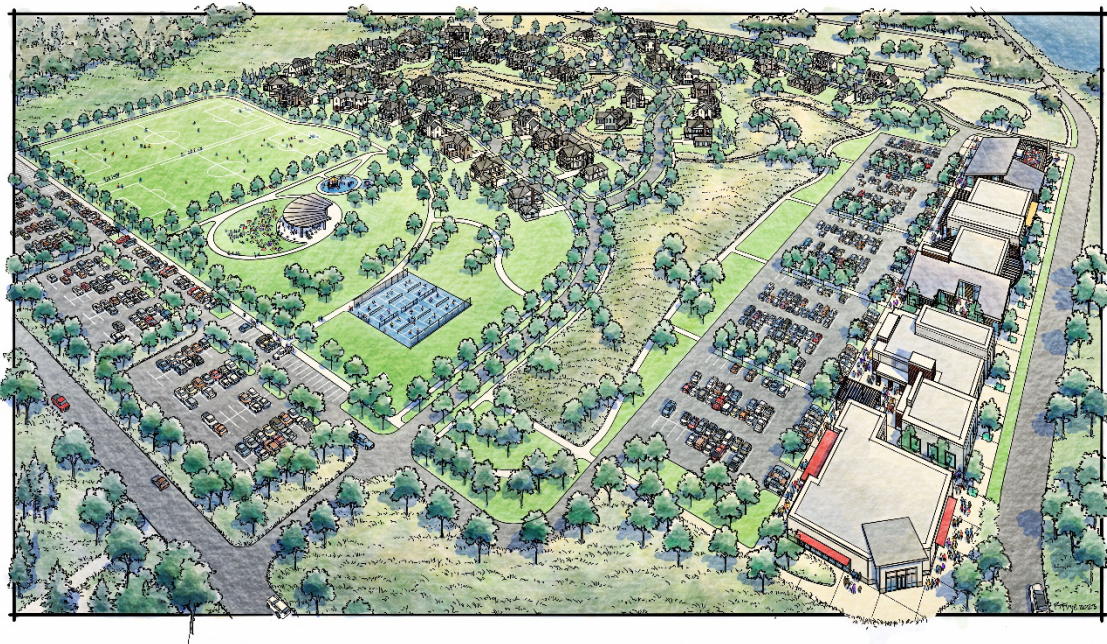
- Support an increasing senior population by assessing and responding to demand for additional assisted living facilities, nursing homes, and appropriate healthcare facilities.
- Increase housing supply to meet demand for residence in the Township.
- Accommodate future community housing preferences by matching the size and types of housing construction to needs. For example: while single-family homes remain the most prominent preference for Township residents, attached single-family structures (such as duplexes) can also be supported.
- Support the efforts of the Corridor Improvement Authority to promote a sense of place, connectivity, and various activities in commercial corridors across the Township.

Agenda Item II: Discussion of Proposed Redevelopment Sites

Based on the community feedback and staff discussions, all redevelopment sites need to be tweaked to align them more with the vision of the community and staff. Below is a summary of comments on each redevelopment site for the Planning Commission to consider when discussing how/where to adjust the concepts for each redevelopment site. The narrative about each redevelopment site will be revised based on the discussion of the Planning Commission.


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Bogie Lake and Cedar Island Rd



Staff Comments

- Reduce commercial land uses along Bogie Lake Rd, but keep some small commercial near the SE corner of the site.
- Multi-family along the NE corner of the site.

Public Comments

- "I personally disagree with putting retail/restaurants at the Bogie Lake / Cedar Island corner. Sure, it's an empty parcel looking for a development, but I think residential with some green space would be more appropriate. Just my 2 cents."
- See the Open House Report for additional comments.

Lakes Town Center

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Staff Comments

- Reduce commercial sq. ft., potentially along M-53 and Elizabeth Lake Rd.

Public Comments

- See the Open House Summary Report for additional comments.

Pontiac Lake Gateway

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Staff Comments

- Potentially scale back the development on the site.

Public Comments

- See the Open House Summary Report for additional comments.

Agenda Item III: Oakland County comments on the Master Plan

On Tuesday January 23rd, Township Staff (O’Neil and Quagliata) and consultant staff (Brady) attended a meeting of the Oakland County Coordinating Zoning Committee. Scott Kree, Oakland County Senior Planner, presented on the review of the White Lake Township Master Plan and Oakland County staff recommendations (see below and in the following materials). The Oakland County Coordinating Zoning Committee endorsed the county staff review. Beckett & Raeder, Inc. (BRI) comments about Oakland County’s recommendations are in red.

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1. Include West Bloomfield Township as a “Neighboring Municipality” and add the township to Table 01 on page 13 of the Master Plan. West Bloomfield Township shares a very small portion of border with White Lake Township, approximately 184 feet, at the Cooley Lake Road, Williams Lake Road, and Locklin Lane intersection. This border is mentioned as a component of the “Four Towns” area in the Introduction & Background section and the Transportation & Mobility section of the plan.

BRI supports including West Bloomfield Township as a “neighboring municipality” and adding information where relevant.

2. Acknowledge Crosby Lake on the border of Springfield Township and the Indian Springs Metropark. Other lakes of similar or smaller size have been shown on other maps. Crosby Lake appears inconsistently throughout the plan but is recognized as a named body of water in Springfield Township and Indian Springs Metropark. Confirm that the lake is or is not identified correctly as “Emergent Wetland” on the wetlands map, page 35.

Crosby Lake was not included as a hydrological waterbody in the State of Michigan’s GIS database, but it is included in the State of Michigan’s wetlands GIS database. The lake appears inconsistent on several maps throughout the plan because some maps were not produced by BRI and thus used an inconsistent data source. BRI recommends no action.

3. Consider the following changes to the Future Land Use (FLU) plan/map:
 - a. Consider moving the FLU map/plan into the Land Use section. Currently the FLU information is at the end of the Goals & Implementation section. The Land Use section acknowledges land uses and strategies which have a topic base correlation with the FLU plan and map.



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BRI is indifferent to the location of the future land use section, will defer to the judgement of the Planning Commission/Township Staff.

- b. Consider assigning the FLU classification of Suburban Residential or Neighborhood Residential for properties adjacent to Foley lake, Crosby Lake, Lake Ona and the residential subdivisions of Carla Hills Estates and Brentwood due to their consistent lot size and density. This change would be in lieu of the assigned Agriculture / Rural Residential classification which is interpreted to be designated for larger lots within the FLU plan that pose rural agricultural and/or woodland features not found in residential neighborhood developments.

BRI and Township Staff recommend changing the properties indicated above to "Suburban Residential" on the future land use map.

4. Expand on the community's development opportunities by including brownfield redevelopment information. The draft Master Plan promotes redevelopment and revitalization, and, in many cases, the implementation of these projects would involve brownfield protocols. White Lake Township does not have their own Brownfield Redevelopment Authority (BRA) but can partner with Oakland County through the Oakland County Brownfield Consortium which allows the township to access USEPA grants for site assessment work; including but not limited to Phase I, Phase II BEA, Due Care Plan, Lead/Asbestos abatement, surveys, and other such processes/tools. Please reference the Oakland County Economic Development, Planning Resources table at the end of this review which includes more information about the technical services provided by our office.

BRI supports adding this information to the Economic Development section of the Master Plan.

5. Incorporate information related to the Oakland County Cooperative Invasive Species Management Area (CISMA). The draft Master Plan promotes the preservation and protection of natural features including wetlands, floodplains, lakes, and woodlands. CISMA is a source for education/outreach materials, technical assistance, best practices, and funding for protecting and improving natural habitat. Collaboration with CISMA can help expand upon the lakes/wetlands protection and preservation effort promoted within the plan. This includes efforts to stop the spread of commonly known invasive species such as Phragmites and Purple Loosestrife, which are common in Oakland County.

BRI supports adding this information to the Economic Development section of the Master Plan.



BOARD OF COMMISSIONERS

1200 N. Telegraph Road
Pontiac, MI 48341-0475
Phone: (248) 858-0100
Fax: (248) 858-1572

January 23, 2024

Sean O'Neil, Community Development Director
White Lake Township
7525 Highland Road
White Lake, Michigan 48383

Dear Mr. O'Neil,

On Tuesday, January 23, 2024, the Oakland County Coordinating Zoning Committee (CZC) held a meeting and considered the following Master Plan Update:

White Lake Township Master Plan Update
(County Code Master Plan No. 24-02)

The Oakland County Coordinating Zoning Committee, by a 2-0 vote (with one member absent), endorses the Oakland County Economic Development, Planning & Local Business Development's staff review of the Master Plan Update. The staff review finds the proposed Master Plan changes to be **not inconsistent** with adjacent communities of Highland Township, Commerce Township, Springfield Township, Waterford Township and West Bloomfield Township. The changes are viewed as acceptable to recommend approval of the plan to the White Lake Township Planning Commission and/or Township Board. A copy of the staff review is enclosed.

The proposed [DRAFT 2024 White Lake Township Master Plan](#) is available through the White Lake Township website. Adjacent communities and other reviewing jurisdictions have been copied and are listed on the back of this letter. Please contact White Lake Township regarding the final adoption process.

If further documentation is necessary regarding the CZC meeting, the official minutes of the January 23, 2024, meeting will be available following the next CZC meeting. Draft meeting minutes are available upon request. If you have any questions or comments regarding the review and/or the outcome of the CZC meeting, please do not hesitate to contact me directly at (248)858-0389 or email me at krees@oakgov.com.

Respectfully,

Scott E. Kree | Senior Planner
Oakland County Economic Development
Planning & Local Business Development

(CC'd recipients are listed on the next page)

CC: Gwen Markham, Oakland County Commissioner, CZC Chair, District 15
Yolanda Smith Charles, Oakland County Commissioner, CZC Vice-Chair, District 17
Phil Weipert, Oakland County Commissioner, CZC Member, District 13
Bob Hoffman, Oakland County Commissioner, District 7
Karen Joliat, Oakland County Commissioner, District 8
Christine Long, Oakland County Commissioner, District 12
Rowan Brady, Planning Consultant at Beckett & Reader, Inc.
David Campbell, Commerce Township Planning Director
Beth Corwin, Highland Township, Planning Director
Laura Moreau, Springfield Township Supervisor
Amy Neary, West Bloomfield Township Director of Planning & Development Services
Jeffrey Polkowski, Waterford Township Superintendent of Planning & Zoning
Jason Bibby, Huron-Clinton Metroparks System Planner
Melissa Prowse, Oakland County Parks Manager – Planning & Development
Brad Knight, RCOC Director of Planning & Environment
Dan Butkus, WRC Engineering Technician, Plan Review & Permitting Unit
Lori Swanson, Oakland TSC-MDOT Manager
Adelaide Pascaris, ITC Area Manager
Jennifer Whitteaker, DTE Regional Manager
Lauren Royston, Consumers Energy Community Affairs Manager
Michael Spence, SEMCOG Administrator of Governmental Affairs

January 18, 2024

Commissioner Gwen Markham, Chairperson
Oakland County Coordinating Zoning Committee
1200 North Telegraph Road
Pontiac, MI 48341

SUBJECT: County Code No. MP 24-02, Oakland County Department of Economic Development, Division of Planning & Local Business Development's staff review of the draft [White Lake Township Master Plan Update](#).

Dear Chairperson Markham and Committee Members:

On December 5, 2023, the Oakland County Department of Economic Development (OCED), Division of Planning & Local Business Development (PLBD) received a mailed letter from White Lake Township that initiated the review and comment period for the proposed Draft **White Lake Township Master Plan Update, (County Code Master Plan No. 24-02)**. Under the Michigan Planning Enabling Act, Oakland County, adjacent municipalities, and other jurisdictional authorities have 63 days to submit comments on Master Plan updates. The letter was not dated but indicated that the review period would conclude on Wednesday, January 24, 2024.

This review of the Draft Master Plan will go before the Oakland County Coordinating Zoning Committee (CZC) on Tuesday, January 23, 2024, which falls within the community's specified comment period. It is assumed that adjacent communities were notified about the proposed Draft Master Plan and review period by White Lake Township. The White Lake Township proposed Draft Master Plan can be located and accessed online at: https://www.whitelaketwp.com/sites/default/files/fileattachments/planning/page/24452/white_lake_township_report_draft_112823.pdf

Staff Recommendation

Based on the review of the surrounding communities' master plans, the *White Lake Township Draft Master Plan* is **not inconsistent** with the plan of any city, village, or township that received notice of the draft plan. Oakland County has not prepared a countywide development plan, so there is no countywide plan with which to compare the draft changes. Following is an analysis and summation of the Draft Master Plan update.

Select Summary Analysis of Content

The information included herein represents a summarized analysis of the proposed draft Master Plan for White Lake Township. Select sections are highlighted in this review with a focus on changes to borderline conditions and future land uses. White Lake Township shares borders with five (5) Oakland County municipalities which consists of Highland Township, Commerce Township, Springfield Township, Waterford Township, and West Bloomfield Township. The township last updated their Master Plan in 2012.

Natural Features & Open Space

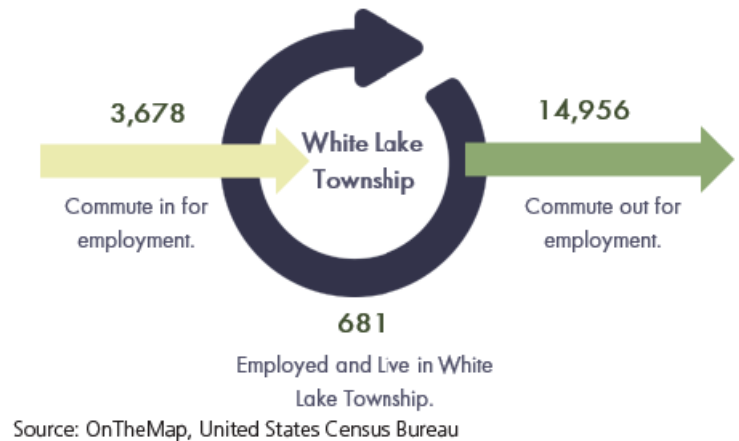
The plan acknowledges the importance of the natural features in the area. These features are specifically detailed when it comes to tree canopy, floodplains, soils, lakes, wetlands/watersheds, wellhead protection, and conservation areas. The plan promotes green infrastructure methods (Table 08, Page 37) and development that is sustainable and protects natural resources. More information can be found on the goals and objectives for the future of White Lake Township's environment on page 26 through 39.

Housing

A large section of the plan is dedicated to housing. Focusing on demographic trends, age of housing stock, housing values/costs, affordability, and rental options, the plan establishes future implementation of an increase of “Missing Middle Housing”, developments that can cater to low/middle income, and zoning reform that will allow for more mixed-use/multi-family developments in commercial districts. More information can be found on pages 40 through 54, that promotes implementation of these efforts beginning on page 100.

Transportation & Mobility

Information pertaining to transportation can be found on pages 56 through 67. Suburban Mobility Authority for Regional Transportation (SMART) and Western Oakland Transportation Authority (WOTA) are noted as the area's public transportation providers with information pertaining to the 2022 Transportation Millage and expansion of services in 2023. Data related to road safety, crash information, road quality, traffic volumes and commuter traffic is documented within this section. Complete streets, shared use paths and non-motorized pathways/bicycle options are goals within the plan and further promoted in the implementation portion of the plan beginning on page 100.



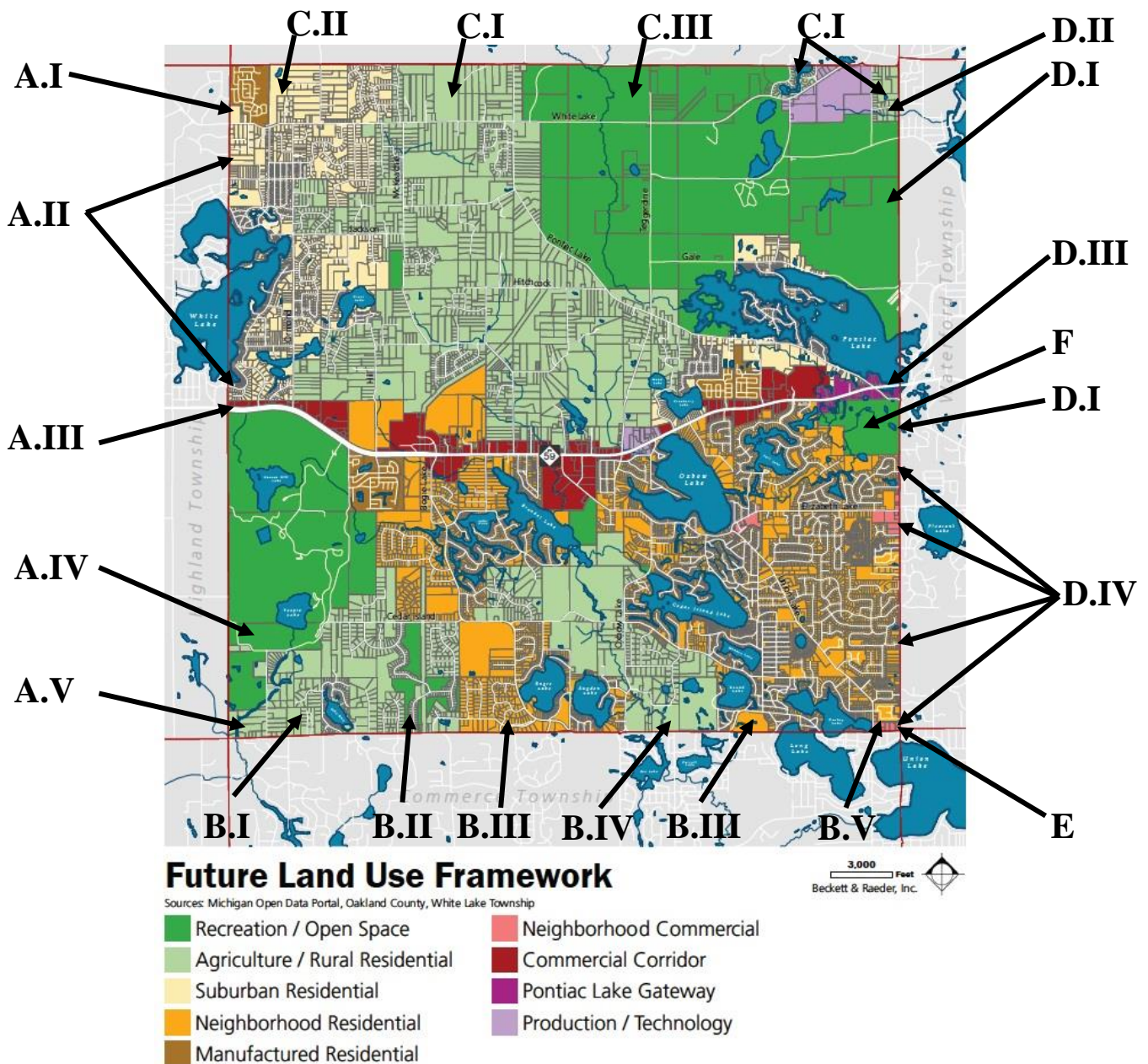
Future Land Use

The Future Land Use (FLU) plan has been moved to the *Goals & Implementation* portion of the document. Focus areas have been removed and similar FLU classifications have been combined, as compared to the 2011 FLU plan and map. Changes are as follows:

- Proposed Recreation / Open Space changes all/portions of four (4) classifications:
 - Rural Estates
 - Regional Parks & Open Space
 - Local Parks & Open Space
 - Utilities
- Proposed Agriculture / Rural Residential changes all/portions of five (5) classifications:
 - Rural Estates
 - Open Space Estates
 - Residential Resort
 - Local Parks & Open Space
 - Utilities
- Proposed Suburban Residential changes all/portions of five (5) classifications:
 - Rural Estates
 - Residential Resort
 - Planned Neighborhood
 - Multiple Family
 - Local Parks & Open Space
- Proposed Neighborhood Residential changes all/portions of six (6) classifications:
 - Open Space Estates
 - Residential Resort
 - Multiple Family
 - Public & Quasi-Public
 - Local Parks & Open Space
 - Utilities
- Proposed Manufactured Residential changes one (1) classification:
 - Mobile Home
- Proposed Neighborhood Commercial changes all/portions of Three (3) classifications:
 - Planned Neighborhood
 - Planned Community
 - Satellite Business

- Proposed Commercial Corridor changes all/portions of seven (7) classifications:
 - Planned Neighborhood
 - Planned Community
 - Satellite Business
 - Planned Business
 - Planned Commerce
 - Public & Quasi-Public
 - Utilities
- Proposed Pontiac Lake Gateway changes all/portions of two (2) classifications:
 - Planned Neighborhood
 - Planned Community
- Proposed Production / Technology changes all/portions of two (2) classifications:
 - Rural Estates
 - Planned Commerce

Table 29 on page 103 explains the correlation between FLU designations and current zoning. This will prove to be helpful as property owners and/or the township pursues future rezoning of properties. Below are border line changes that correlate with the borderline analysis that follow.



The following information is a review of changes to the FLU map (as labeled on the last page) and a borderline analysis of the surrounding townships' FLU classifications that are adjacent to White Lake Township:

A. HIGHLAND TOWNSHIP (Western Border): White Lake Township is proposing changes to the FLU classification along the Highland Township border. Highland Township's FLU plan map was adopted in 2000 and has had amendments of "micro-area" locations over the years. The changes along the border of these two communities are as follows:

- I. Reducing properties under the former *Mobile Home* designation. This change is correcting a mapping error which had a FLU of a Mobile Home designation on properties that were not part of the Meadow Lake (mobile home) development. The properties were reclassified under the *Suburban Residential* designation which is a lower density and is comparable to the adjacent properties in Highland Township which have a FLU classification of *Agricultural & Rural Residential* on the west side of Eagle Road. **This remains a compatible border.**
- II. Properties south of White Lake Road, surrounding White Lake, south to just north of M-59 (Highland Road) have all been reclassified from *Rural Estates* and *Residential Resort* to *Suburban Residential*. The properties involved are smaller in size, "single-family residential" type properties that are associated with the lake front community subdivisions of White Lake Hills, White Lake Highlands, White Lake Grove, Jackson Acres and/or front Eagle Road along this border. These properties have been established and mostly unchanged since the 1980's and are consistent particular to size, density and use as "single-family" properties in Highland Township. **This remains a compatible border.**
- III. The FLU classification of *Satellite Business* has been dissolved into the proposed FLU classification of *Commercial Corridor*. The development along the M-59 (Highland Road) corridor remains consistent into Highland Township with *Medium & Small Lot Residential* at the border and commercial uses moving further west. The change in FLU commercial classifications into one allows White Lake Township a more diverse opportunity for the development and use of commercial properties which will follow the proposed Master Plan and White Lake Township Corridor Improvement Authority (CIA) efforts. **This remains a compatible border.**
- IV. A combination of all recreational, open spaces, and parks FLU classifications are proposed to be under one FLU designation of *Recreation / Open Space* in the draft White Lake Township Master Plan. This has led to a reclassification of properties in this category along the western border of the township with Highland Township. The State of Michigan controlled Highland Recreation Area contains land in both townships. In this area, Highland Township's FLU designation of *Parks & Recreation* is consistent to the proposed *Recreation / Open Space* classification for White Lake Township. **This remains a compatible border.**
- V. The elimination of *Open Space Estates*, which was absorbed by the proposed *Agriculture / Rural Residential* FLU classification, created a change to the White Lake Township FLU map along the Highland Township and Commerce Township borders (see below). The changes are consistent for the FLU type, existing property use, and follows the White Lake Township zoning map. Highland Township maintains *Parks & Recreation* FLU classification in this area. The FLU map does not propose a change to the intensity in this area. **This remains a compatible border.**

B. COMMERCE TOWNSHIP (Sothern Border): The border between Commerce Township and White Lake Township is mostly separated by Cooley Lake Road. Commerce Township recently adopted a new Master Plan that went before the CZC on November 8, 2023 (County Code # 23-04) and was adopted by Commerce Township on December 4, 2023. The latest adopted plan by Commerce Township was used to analyze the changes along this border, as follows:

- I. The elimination of *Open Space Estates*, which was absorbed by the proposed *Agriculture / Rural Residential* FLU classification created a change to the White Lake Township FLU map along the Highland Township (see above) and Commerce Township borders. Commerce Township maintains a *Rural Residential* FLU classification which is very similar to *Agriculture / Rural Residential*. There are no foreseen changes to density in this area. **This remains a compatible border.**

- II. *Local Parks & Open Space* was absorbed by the combination of parks, open space and recreation designation into the proposed *Recreation / Open Space* FLU classification. The properties that fall under this FLU classification and are adjacent to the Commerce Township border are currently part of the Brentwood Golf Club & Banquet Center which extends into both townships. There is no foreseen density increase. In other areas along the Commerce-White Lake border two (2) properties were changed from *Parks & Open Space* to *Neighborhood Residential* which follows the use and zoning of the properties. Commerce Township's FLU classifications of *Rural Residential* and *Neighborhood Residential* are adjacent to these changes and are very comparable. **This remains a compatible border.**
 - III. An area that was originally classified as *Residential Resort* (eliminated in FLU plan) is proposed to be *Neighborhood Residential*. This area is adjacent to *Cottage Residential* in Commerce Township. In both townships, these FLU classifications represent smaller lots of single family residential in established neighborhoods and around small lakes. **This remains a compatible border.**
 - IV. A portion of what was *Residential Resort* was excluded from *Neighborhood Residential* because of larger lots sizes, heavily mature wooded areas that have more in common with *Agriculture / Rural Residential*. This is proposed to be a less intense area when compared to Commerce Township's *Cottage Residential* FLU classification. **This remains a compatible border.**
 - V. Commerce Township continues to promote the economic hamlet of *Union Lake / Four Towns* which is its designation of the FLU classification for the area. White Lake Township's proposed plan has put less emphasis on the area with the elimination of the *Focus Area*, which is assumed to do with fulfilling development goals for the area since the last plan. This area is proposed to be *Neighborhood Commercial* which has similar density and promotes mixed use and multi-family uses. **This remains a compatible border.**
- C. SPRINGFIELD TOWNSHIP (Northern Border): White Lake Township shares their northern border with Springfield Township, which is currently in the process of adopting a new Master Plan (County Code #24-01). At the time of this review, Springfield Township had not adopted their draft Master Plan, therefore, the existing 2009 plan with 2016 amendments was used for the borderline analysis. The changes reviewed are as follows:
- I. Three (3) areas along the border are proposing a change from what was *Rural Estates* to *Agricultural / Rural Residential*. These areas remain consistent and are adjacent to *Low Density Residential* and *Medium Density Residential* in most cases. In the northeast corner of White Lake Township, adjacent to the Springfield and Waterford borders, established industrial uses are present. There is no change in density and a designated "pocket" of residential use remains appropriate for this area. **This remains a compatible border.**
 - II. In the north-northwest portion of White Lake Township, a change in FLU classification to *Suburban Residential* which has absorbed the *Rural Estates* classification remains appropriate for this area. Springfield Township maintains a very similar *Low Density Residential* FLU designation along this portion of the township's border. **This remains a compatible border.**
 - III. A combination of all recreation and open space and parks FLU classification is proposed by the White Lake Township Master Plan to be under one FLU designation of *Recreation / Open Space*. This has led to a reclassification of properties in this category along the northern border of the township. Indian Springs Metropark straddles the border in this area and sits in both communities. The FLU designation in Springfield Township is *Recreation-Conservation* which is very comparable to the proposed *Recreation / Open Space* in White Lake Township. **This remains a compatible border.**
- D. WATERFORD TOWNSHIP (Eastern Border): Waterford Township's most recent FLU plan is from 2003. The township is in the process of creating a new Master Plan but to-date a review period of a proposed plan has not been initiated. The changes along the White Lake Township's eastern border are as follows:
- I. A combination of all recreational, open spaces, and parks FLU classifications are proposed to be under one FLU designation of *Recreation / Open Space* in the draft White Lake Township Master Plan. This has led to a reclassification of properties in this category along the eastern border with Waterford

Township. The State of Michigan controlled Pontiac Lake Recreation Area is situated in both townships. In this area, Waterford Township's FLU designation of *Public Lands* is consistent with the proposed *Recreation / Open Space* classification in White Lake Township. Another area with the same change is Oakland County Parks White Lake Oaks Golf Course (see Oakland County Property information below). The proposed change to the FLU classification will not change the existing use of the property as an existing golf course and banquet center. Adjacent property on the east side of Williams Lake Road and Pontiac Lake Road in Waterford Township is a telephone utility building with a FLU land use of *Quasi-Public Lands* and *Multiple Family*. **This remains a compatible border.**

- II. The northeast corner of White Lake township at the border with Waterford Township shows a proposed change from what was *Rural Estates* to *Agricultural / Rural Residential*. This area remains consistent given its existing land use while surrounded by *Production / Technology* (a light industrial classification) and *Recreation / Open Space*. Waterford Township has FLU classifications of *Multiple Family* and *Local Business* adjacent to the border. **This remains a compatible border.**
 - III. The FLU plan has designated a portion of the M-59 (Highland Road) corridor as the *Pontiac Lake Gateway* due to its proximity to Pontiac Lake and being adjacent to Waterford Township. The existing FLU plan had properties under *Planned Community*, *Planned Neighborhood*, and part of the *Focus Area* overlay which have all been reassigned under the draft plan. The current area on the south side of M-59 is a collection of properties hosting single-family, multiple family, parking lot (auxiliary parking for White Lake Oaks Golf Course and Banquet Center) uses and a targeted development area on the north side of M-59 on Pontiac Lake. This gateway on the M-59 corridor being under one FLU classification of *Pontiac Lake Gateway* is appropriate as it follows the Master Plan development projections and aligns with the goals of the proposed CIA. Waterford has a *Regional Commerce* FLU district that extends along M-59 for approximately 2 miles, similar to the FLU classification in White Lake Township. **This remains a compatible border.**
 - IV. The intersection of Elizabeth Lake Road and Williams Lake Road has changed at the border between the two communities. The existing White Lake Township FLU plan had *Satellite Business* and *Planned Neighborhood* properties in this area. Over the years residential developments have filled into the north and south of the intersection, with much of the border being under the *Residential Resort* FLU classification. Additionally, *Multiple Family* and *Planned Community* were part of the *Focus Area* of the "Four Towns" area that is in the southeast corner of White Lake Township. The draft plan has taken this opportunity to simplify the FLU by classifying a majority of the residential to be *Neighborhood Residential* with areas near major intersections of Cooley Lake Road and Elizabeth Lake Road allowing for commercial and mixed uses under the FLU classification of *Neighborhood Commercial*. It is expected that these changes will not affect the existing FLU uses of *Single Family*, *Community Business* or any of the "public and open space" FLU classifications that border White Lake Township in this area. **This remains a compatible border.**
- E. WEST BLOOMFIELD TOWNSHIP (Southeastern Border): This border is approximately 184 +/- feet at the intersection of Cooley Lake Road, Williams Lake Road and Locklin Lane. A heavily traveled area which has shared a name with the surrounding communities as "Four Towns". The elimination of *Planned Community* under the "Four Towns" *Focus Area*, White Lake Township is proposing a minor change to FLU designations along their eastern border to be *Neighborhood Commercial*. This FLU promotes mixed use and multi-family residential development. Given the existing autocentric nature of the area with strip-centers, gas stations, drive-thru restaurants, the proposed FLU would be no more intense than current uses. West Bloomfield Township maintains a multi-tenant office building at the entry to a single-family subdivision that was developed as a cottage community along the shores of Union Lake, before the 1940s and into the 1960s. Their Master Plan was adopted in 2010 and the FLU classification is *Neighborhood Business*. **This remains a compatible border.**
- F. OAKLAND COUNTY PROPERTY: Similarly, as compared to the Waterford Township information (above), Oakland County Parks White Lake Oaks Golf Course is adjacent to changes in this area of the FLU plan. Residential to the west and south has been changed from *Residential Resort* to *Neighborhood Residential*. Along the M-59 (Highland Road) and Pontiac Lake Road corridors, a unified *Pontiac Lake Gateway* FLU

designation has been assigned. Given the existing growth and opportunities under the gateway and future residential development, there are no foreseen issues that would be created from this change in FLU classifications. **This remains a compatible border.**

The FLU plan had many changes in an effort to simplify the plan while still offering a range of uses that would fit the zoning and/or promote the smart growth the Master Plan is trying to implement. The FLU classifications are well defined and are reactionary at times depending on current zoning or existing land uses. As mentioned, *Focus Areas* have been taken out of the plan but development areas that are similar to the focus areas are promoted in other areas of the plan which helps to keep the FLU map legible. The FLU plan and map remains a useful tool within the draft Master Plan and there are no foreseen issues at the borders of adjacent municipalities.

Public Engagement

Within the Appendices A and B of the draft Master Plan, the results of public engagement opportunities have been provided. White Lake employed a survey during the public and a Redevelopment Workshop. The workshop was hosted by the Planning Commission in August of 2023 with approximately 100 people participating. The shift in the vision for the Pontiac Lake Gateway is documented on pages 132 through 135 of Appendix B as it relates to the 2012 concept. This information was utilized to create the Pontiac Lake Gateway that is detailed within the Economic Development section of the draft Master Plan on pages 84 through 86.

Figure 31: Rendering of Proposed Redevelopment at Pontiac Lake Gateway



The identification of other redevelopment sites was an outcome of the workshop, including the expansion of a more walkable Civic Center/Lakes Town Center near the Elizabeth Lake Road, Teggerdine Road, and M-59 intersection/corridors and expanded upon the 2017 White Lake Township Civic District Development Study (CiDi). Information particular to this area and public participation on the topic can be found on pages 140-141. A multifunctional live-work-play type development at the intersections of Cedar Island and Bogie Lake Roads, northwest of Lakeland High School was also expanded upon within the new plan among other redevelopment endeavors.

Other highlights

The draft Master Plan has taken the opportunity to incorporate updated demographic information. In addition, Oakland County services and partnerships are referenced many times as well as cooperation with outer regional entities. These include working with SEMCOG, Oakland County Economic Development, Advantage Oakland, Oakland Chamber Network, Community Foundation for Southeastern Michigan – New Economic Initiative, to name a few. For economic development, the township is in the process of adopting a Tax Increment Financing (TIF) Plan to create the White Lake Township Corridor Improvement Authority (CIA) along M-59. The draft Master Plan recognizes the proposed CIA on page 89 and, within Table 23, provides information of proposed projects to be completed under the CIA between 2024 and 2035, as approved.

Demographics obtained from the United States Census Bureau and information provided by SEMCOG was utilized to update population statistics and to properly forecast growth in the area. A robust section was put together on pages 16 through 25, laying out the framework that promotes growth, current senior statistics, and household sizes.

Recommendations

As a function of this review, staff makes recommendations in an effort to strengthen the plan so it can be further utilized as a tool for the community. The following recommendations for the Draft Master Plan are listed below:

1. Include West Bloomfield Township as a “Neighboring Municipality” and add the township to Table 01 on page 13 of the Master Plan. West Bloomfield Township shares a very small portion of border with White Lake Township, approximately 184 feet, at the Cooley Lake Road, Williams Lake Road, and Locklin Lane intersection. This border is mentioned as a component of the “Four Towns” area in the *Introduction & Background* section and the *Transportation & Mobility* section of the plan.
2. Acknowledge Crosby Lake on the border of Springfield Township and the Indian Springs Metropark. Other lakes of similar or smaller size have been shown on other maps. Crosby Lake appears inconsistently throughout the plan but is recognized as a named body of water in Springfield Township and Indian Springs Metropark. Confirm that the lake is or is not identified correctly as “Emergent Wetland” on the wetlands map, page 35.
3. Consider the following changes to the Future Land Use (FLU) plan/map:
 - a. Consider moving the FLU map/plan into the Land Use section. Currently the FLU information is at the end of the Goals & Implementation section. The *Land Use* section acknowledges land uses and strategies which have a topic base correlation with the FLU plan and map.
 - b. Consider assigning the FLU classification of *Suburban Residential* or *Neighborhood Residential* for properties adjacent to Foley lake, Crosby Lake, Lake Ona and the residential subdivisions of Carla Hills Estates and Brentwood due to their consistent lot size and density. This change would be in lieu of the assigned *Agriculture / Rural Residential* classification which is interpreted to be designated for larger lots within the FLU plan that pose rural agricultural and/or woodland features not found in residential neighborhood developments.
4. Expand on the community’s development opportunities by including brownfield redevelopment information. The draft Master Plan promotes redevelopment and revitalization, and, in many cases, the implementation of these projects would involve brownfield protocols. White Lake Township does not have their own Brownfield Redevelopment Authority (BRA) but can partner with Oakland County through the Oakland County Brownfield Consortium which allows the township to access USEPA grants for site assessment work; including but not limited to Phase I, Phase II BEA, Due Care Plan, Lead/Asbestos abatement, surveys, and other such processes/tools. Please reference the Oakland County Economic Development, Planning Resources table at the end of this review which includes more information about the technical services provided by our office.

- Incorporate information related to the Oakland County Cooperative Invasive Species Management Area (CISMA). The draft Master Plan promotes the preservation and protection of natural features including wetlands, floodplains, lakes, and woodlands. CISMA is a source for education/outreach materials, technical assistance, best practices, and funding for protecting and improving natural habitat. Collaboration with CISMA can help expand upon the lakes/wetlands protection and preservation effort promoted within the plan. This includes efforts to stop the spread of commonly known invasive species such as Phragmites and Purple Loosestrife, which are common in Oakland County.

Oakland County Technical Assistance

A summary of programs offered by the Oakland County Economic Development Department that are relevant to White Lake Township has been included on the final page of this review.

Oakland County Technical Resources

Oakland County compiles existing and future land use statistics for the county as a whole and for each community using generalized land use definitions. We provide a snapshot of the Township's existing land use and development patterns. These documents are available upon request and/or can be accessed at our website: <https://www.oakgov.com/community/community-development/planning-services/current-and-future-land-use-maps-and-statistics>

Conclusion Summary

The draft *White Lake Township Master Plan Update* is comprehensive with expanded areas of interest that should prove helpful to forecast the future growth of White Lake Township. The plan places additional emphasis on mixed use developments, housing, mobility and the protection of the natural environment as compared to the previous plan.

Oakland County does not have a Planning Commission or County Master Plan, so a full comparison and contrast of the information to County-wide Plans is not possible. Our staff review of the proposed Master Plan and a cursory review of adjacent communities' Master Plans have found White Lake Township's Draft *Master Plan* to be **not inconsistent** with those plans.

White Lake Township has received a copy of this review. Additional copies have been emailed to adjacent municipalities and other reviewing jurisdictions for their review and/or comments. On January 23, 2024, this review will go before the CZC which will consider a motion on the recommendation of the submitted draft Master Plan. If there are any questions or comments about this review and analysis, please do not hesitate to contact me at (248) 858-0389 or email me at krees@oakgov.com.

Respectfully,



Scott E. Kree | Senior Planner
Oakland County Department of Economic Development
Planning and Local Business Development Division

CC: Yolanda Smith Charles, Oakland County Commissioner, District 17 & CZC Vice-Chair
Phil Weipert, Oakland County Commissioner, District 13 & CZC Member
Bob Hoffman, Oakland County Commissioner, District 7
Karen Joliat, Oakland County Commissioner, District 8
Christine Long, Oakland County Commissioner, District 12
Sean O'Neil, White Lake Township Community Development Director
Rowan Brady, Planning Consultant at Beckett & Reader, Inc.
David Campbell, Commerce Township Planning Director
Beth Corwin, Highland Township, Planning Director
Laura Moreau, Springfield Township Supervisor
Amy Neary, West Bloomfield Township Director of Planning & Development Services

Jeffrey Polkowski, Waterford Township Superintendent of Planning & Zoning
 Jason Bibby, Huron-Clinton Metroparks System Planner
 Melissa Prowse, Oakland County Parks Manager – Planning & Development
 Brad Knight, RCOC Director of Planning & Environment
 Dan Butkus, WRC Engineering Technician, Plan Review & Permitting Unit
 Lori Swanson, Oakland TSC-MDOT Manager
 Adelaide Pascaris, ITC Area Manager
 Jennifer Whitteaker, DTE Regional Manager
 Lauren Royston, Consumers Energy Community Affairs Manager
 Michael Spence, SEMCOG Administrator of Governmental Affairs

Oakland County Planning Resources

The Oakland County Department of Economic Development (OCED), Division of Planning & Local Business Development (PLBD) offers a variety of programs to support Oakland County communities with innovative programming and assistance to create attractive destinations in which to live, work and raise a family. The chart below details those programs offered by the PLBD (a division of the OCED). Current participation in these programs and opportunities for future involvement are noted on the right side of the chart. Additional information on all OCED programs can be found at www.oakgov.com/advantageoakland.

Program	Mission	White Lake Township's Opportunities and Current Participation
Environmental Stewardship	Provide information, plans and options to promote conservation of the natural environment while supporting sustainable economic growth, development, and redevelopment.	White Lake Township supports development that is cognizant of natural resource protection and management. County staff members are able to act in a supporting capacity with grant application identification, open space protection, and sustainable development practices as requested.
Historic Preservation Assistance	Support local efforts to maintain and enhance architectural and heritage resources through sustainable practices to enrich the quality of life for all.	County staff is able to assist with potential design concepts for adaptive reuse of any historic structures within the community.
Land Use & Zoning Services	Prepare and provide land use, zoning, and Master Plan reviews for communities to enhance coordination of land use decision-making.	White Lake Township continues to send Master Plan Updates and Amendments to the County for review fulfilling the legislative requirements. Other coordination services are available upon request.
Trail, Water & Land Alliance (TWLA)	Become an informed, coordinated, collaborative body that supports initiatives related to the County's Green Infrastructure Network	The County fully supports the expansion of non-motorized facilities and protection of the natural environment. Oakland County can aid the community in non-motorized planning efforts through education and the identification of potential funding sources.
Brownfield Redevelopment Authority (OCBRA)	Provide assistance in the County's Brownfield initiative to clean-up and redevelop contaminated properties	The OCBRA can assist and coordinate with the State of Michigan Department of Environment, Great Lakes and Energy (EGLE, formally MDEQ) along with the Michigan Economic Development Corporation (MEDC), as needed, in an effort to prepare designated brownfields for redevelopment with the County's BRA.

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Agenda Item IV: Public Comments received during the 63-day Public Review Period

Below is a summary of public comment received by Beckett & Raeder, Inc. during the 63-day public review period. Beckett & Raeder, Inc. comments, where necessary are in red.

Steve Woodward

Email communication to Justin Quagliata
Comments forwarded to Beckett & Raeder, Inc. on 12/1/2023.

"Hi Justin,

After talking with you, I took a longer look at the plan draft and have these comments to add.

As an overall comment, I felt like the document read more like a report than a plan. It was OK, because there were actionable items throughout, but it seemed like a reference / report document to me. Please don't take offense. I was an engineering manager in my past life and had to read a lot of reports and plans.

Pg 18: Recommend changing the scale of the graph to allow the Oakland County trend line to be above the White Lake trend line. It's good to see that the trends are similar, but having the lines close together makes it hard for a quick look to see that the scales are different. Keep the point labels. It should also include the projected population growth to 2045. It's important to know that growth is projected to be flat for the next 20 years.

Pg 23: I was surprised that White Lake had a higher median income than Oakland County. But then realizing we are only 2.5% of the Oakland County population, it made more sense.

Pg 24: Figure 11. 2nd box needs to be made clearer. Ex: People / house went down; Number of houses went up; Population stayed the same.

Can be cleaned up.

Pgs 59, 61, 65: The Elizabeth Lake round-a-bouts are done now, shouldn't this plan reflect that as an accomplishment.

This detail can be added to the Master Plan.

Pgs 56-65: In Transportation and Mobility I was surprised there was no mention of the Huron-Clinton MetroParks effort/goal to connect their parks with trails. Ref: <https://walkbike.info/metroparks> Two of the segments they are considering would be in



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White Lake. Their planning information shows examples of the multi-modal types of trails and bike paths.

This detail can be added to the Master Plan.

Pgs 68-75: In Community Facilities, why wasn't there a Key Takeaways summary at the end that mentions the Civic Center Project (Township Hall, Public Safety Bldg)? Clearly, this is coming to fruition and has been in the works for many years now. This should be touted as progress from the previous visionary planning. The Takeaways should also reflect the progress that has been made on the Sewer & Water infrastructure and future vision of where it should be developed in the future. I think the average person will scan through most of the text, but actually read the Key Takeaways. There should also be mention of the Phase 1 development of Stanley Park which is hopefully not too far in future.

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Agreed, a key takeaways section can be added to highlight the details mentioned above and other key elements from the section.

Pgs 74-91: In Economic Development – I felt that Development Opportunities should be its own section. The first part of the section is a good inventory of the current state and the changes attributed to COVID, but the Development Opportunities highlight what the vision is for the future in certain areas of the Township. It also needs to be made clear that these are not “developments”, but just “conceptual ideas” for what could be.

Clarity about the conceptual ideas can be added. If needed, the development opportunities can be their own section, but redevelopment/development is a key economic development tool.

Lastly

Pg 87: I personally disagree with putting retail/restaurants at the Bogie Lake / Cedar Island corner. Sure, it's an empty parcel looking for a development, but I think residential with some green space would be more appropriate. Just my 2 cents.

Comments added to agenda item II for discussion.

I hope to be at the meeting, but this was more that I wanted to dump on you there.

All in all, it was a huge task, and my hat is off to you and Beckett and Raeder for putting this all together. A lot of data and a lot of interesting information to think about.”

End of Steve Woodward's comments.

Michael Powell, Trustee

Email communication to Sean O'Neil

Comments forwarded to Beckett & Raeder, Inc. on 12/16/2024.

"Thank you very much for the reminder Sean. I have several areas that I am very concerned regarding the Master Plan. Some of them are just ideas, but, a couple would prevent me from actually approving the Master Plan.

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1. The area at Bogey Lake Rd. in Cedar Island Road needs to be more carefully presented in the drawing included in the MasterPlan. This drawing is way too dense with too much commercial. I would much prefer to see single-family along the west side of the parcel, condominiums in the middle part of the parcel that may be rentals along Bogie Lake Road. The commercial should be very limited to may be a quick pick/7-Eleven at the southeast corner.
 - a. *The shown site is a conceptual drawing not firm plans, but Planning Commission will discuss potentially revising this redevelopment site.*
2. The area at Elizabeth Lake Road and M 59 is shown absolutely incorrectly. I certainly do not mind the density in this area, but the open area needs to be at the intersection and or along the roadways, viewable from M 59 and Elizabeth Lake Road. Not tucked away in the middle of a development. The development also needs to be part of the campus setting that we are trying to establish on the Township property in this area.
 - a. *The shown site is a conceptual drawing not firm plans, but Planning Commission will discuss potentially revising this redevelopment site.*
3. The area at Cooley Lake Road and Round Lake Road needs to be studied. This may be an ideal location for a low intense commercial hub, may be with multiple residential along the wetlands to the South?
 - a. *This area can be flagged as an area for further planning work.*
4. Something needs to be done at the intersection of Elizabeth Lake Road and Union Lake Road. This area is somewhat rundown and can really use some additional commercial the upgrade the area.
 - a. *This area can be flagged as an area for further planning work with detail about various development tools.*
5. You think it would be helpful to add some planning in the area of the gateway at the eastern end of White Lake? This is going to be a major area of study between Waterford and White Lake and it might be beneficial to add some additional commentary in the master plan for this area.
 - a. *Additional commentary can be added, along with a mention of a potential corridor study.*

Thank you very much Sean for reminding me about these Master Plan items.

Another big issue, that I would like the Planning Commission to consider and possibly eliminate, is the prohibition of the roadway easement within the lot area for larger lots in White Lake. In no way should we change it for the small lots, but, for lots 1 acre or larger, the area of the road/ingress per egress easement should be able to be part of the gross lot area. It is a major hardship, because of the required frontage, to exclude the area of the road from the area of the lot itself. Bottom line, the area for the roadway should be an easement on the lot and not removed from the required area of the lot. This should be for any proposed partial split of an acre or more.



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Outside the scope of the Master Plan.

Thank you again very much for helping me and listening.
Mike"

End of Trustee Michael Powell's Comments.

Agenda Item V: Vision for White Lake

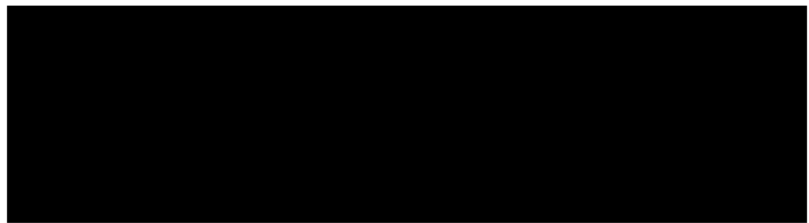
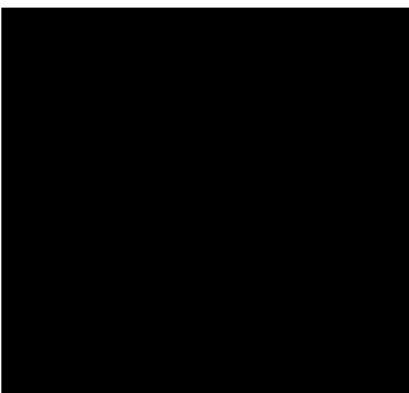
The Master Plan scope includes a “Vision for White Lake,” to outline the guiding principles, future land use plan, and implementation strategies. The Vision for White Lake Township will be highly visual, with limited narrative, and created in a magazine style. Once Planning Commission finalizes content but before the Public Hearing, Beckett & Raeder, Inc. will develop the “Vision for White Lake.” Below is a proposed outline of the “Vision for White Lake.”



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- Introduction
 - “What is a Master Plan?”
- Guiding Principles
- Summary of Community Engagement
- Plan highlights
 - Key takeaways from each section
- Future Land Use
- Implementation

Additionally, an example of a magazine Master Plan summary document is attached. The attached document is still in progress, so the community’s name is redacted.



A Comprehensive Plan for the 

TABLE OF CONTENTS

01	EXECUTIVE SUMMARY	6
02	ACTION PLAN	10
03	FUTURE LAND USE	XX
04	COMMUNITY ENGAGEMENT OVERVIEW	XX





01

EXECUTIVE SUMMARY



WHAT IS A MASTER PLAN?

A Master Plan is a community's policy document used to guide decisions that affect its land, people, and structures. It is often thought of as a long-term "road map" to guide officials and decision-makers when faced with difficult land use and infrastructure decisions that have long-term impacts on the community. The Master Plan inventories several systems to identify how they work together, how trends have affected these systems over time, and what improvements a [redacted] can make to strengthen these systems to positively influence residents' quality of life. These are among the major features discussed in the Master Plan:

- » Demographics
- » Housing
- » Natural features
- » Community facilities and services
- » Open space and recreation
- » Transportation systems
- » Economic development
- » Land Use

The plan then lays out "where we should go" based on a combination of residents' priorities and findings drawn from the inventory process. These priorities are the basis for actions that community leadership can pursue through policy, particularly through zoning ordinance updates.

The Michigan Planning Enabling Act (PA 33 of 2008) enables municipalities to create master plans to do the following:

- » Guide the use of limited resources efficiently;
- » Promote public health, safety, and general welfare;
- » Preserve the quality of the environment in the [redacted] and
- » Guide zoning decisions.

The plan is designed to be comprehensive, future-oriented, and accessible to the public, because, after all, it is a reflection of the community's aspirations. That way, busy [redacted] officials do not get swept up in short-term

gains at the expense of long-term progress.

The [redacted] Master Plan includes three components, the "Roadmap," the supporting documentation, and the appendix. The roadmap is the following XX pages that outlines the guiding principles, future land use, and action plan. This is the portion of the document that will be used by [redacted] officials and elected leaders to guide their decision making. The supporting documentation is all of the research, narrative, and recommendations that helped form the roadmap. These sections serve as additional resources to expand on specific elements of the future of [redacted] (housing, neighborhoods, etc.). Finally, the appendix includes the Mobility Action Plan and other documentation for the Master Plan.

GUIDING PRINCIPLES

The following guiding principles are the community's priorities for the future development and management of [redacted]. They were used as the basis for the formation of the Master Plan. The guiding principles started as a collection of statements from other planning work the [redacted] has done. They were then combined into ~10 statements. These statements were presented to the community through an online survey and the community had the opportunity to state if they felt that the guiding principles, as presented, were important to [redacted]. Based on the initial feedback the guiding principles were revised and five were again presented to the community at an open house. At the open house, the community was asked to provide feedback on what they liked, disliked, and/or found confusing about the revised guiding principles. The guiding principles were then revised a final time, resulting in the following:

1



Steward and cherish our natural resources and green spaces.

The [redacted] of [redacted] natural assets, including the shores of Lake Michigan, Boardman-Ottaway River, Kids Creek, trees, parks, water quality, and air quality, are vital to the character and well-being of everyone in our community. [redacted] land use and public works policy should ensure these assets are cared for so that current and future generations may enjoy them.

Honor our community heritage and create a welcoming environment for all people.

The area which the [redacted] of [redacted] now encompasses has a rich historical and cultural heritage, dating back millennia as the homeland and waters of Indigenous Nations and then settled by European immigrants in the early 1800s. Our community's challenges and successes are the result of the sacrifice, work, and ingenuity of individuals from all walks of life and with diverse experiences. [redacted] policy should respect, preserve, and incorporate this heritage into our community fabric and provide opportunity for people of all backgrounds, abilities, and experiences to be here and help make [redacted] the wonderful community that it is.



3



Encourage development and vibrancy in our commercial districts and corridors.

The [redacted] of [redacted] is an economic and cultural asset to the Grand Traverse region and is where public infrastructure is most densely available. [redacted] land policy should encourage development and infill/redevelopment in the commercial areas of the [redacted] to support businesses, provide additional housing, increase the [redacted] tax base, and maximize the use of existing public infrastructure. This will encourage community vibrancy and connection, preserve the provision of high-quality public services within our [redacted] and provide opportunity for healthy and balanced growth within our commercial core.

Maintain and connect our neighborhoods.

█ land use policy should encourage well maintained properties and infrastructure in residential neighborhoods and easy access within and between neighborhoods to goods, services, and amenities in the █. The █ should regularly seek feedback from neighborhoods regarding what is needed and desired within our unique neighborhoods.

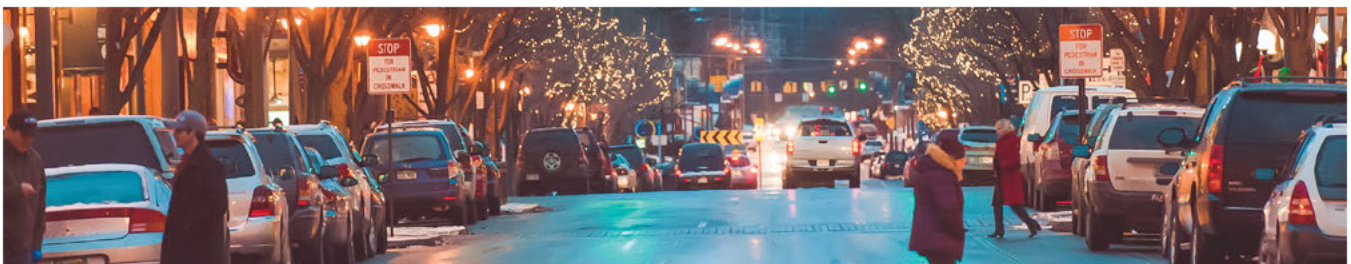


Encourage quality housing in locations of the █ with access to nonmotorized and public transportation.

█ land use policy should encourage a variety of quality housing types that local workers, young families, and retirees can afford, in locations which are easily accessible by foot, bike, wheels, or bus.

Create safe and enjoyable transportation and recreation options year-round.

People of all ages and abilities move around █ for work, shopping, school, recreation, and exercise in all four seasons. █ land use and transportation policy should promote safe, convenient, and enjoyable connections for all modes of transportation and recreation year-round.





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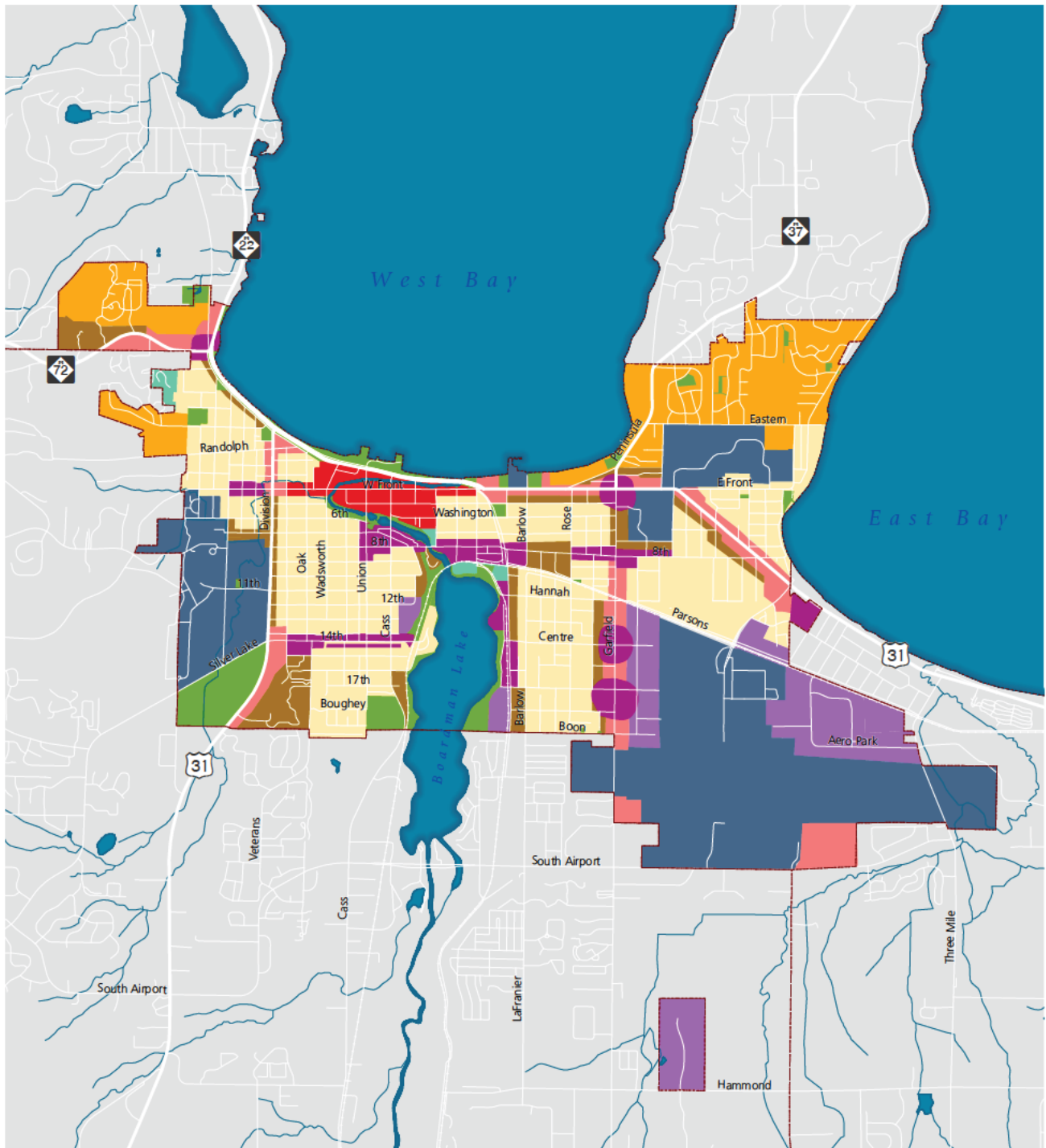
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ACTION PLAN

The future land use plan is the community's agreed upon development pattern, a visual guide to future growth. It should serve as the basis for updating the zoning map or rezoning individual properties. The [REDACTED] Future Land Use plan is intentionally fluid. The future land use districts are not drawn at a parcel boundary but instead follow general land use patterns and trends. It leaves the [REDACTED] of future land use decisions to the Planning Commission and Planning Staff while providing overall guidance. Additionally, the future land use categories themselves are fluid, multiple uses and land use types are appropriate in multiple future land use categories. This future land use plan prioritizes the function and atmosphere of land use over discrete classification.

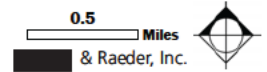


03 FUTURE LAND USE



Future Land Use Framework

Sources: Michigan Open Data Portal, [redacted]



- | | |
|--|---|
| Commercial Gateway | Innovation, Production, and Technology |
| Neighborhood Center | Institutional |
| Commercial Core | Public/Quasi-Public |
| Traditional Neighborhood | Recreation/Conservation |
| Contemporary Neighborhood | |
| Transitional Neighborhood | |

COMMERCIAL GATEWAY

As [REDACTED] grew and expanded beyond the downtown, strip commercial development became ubiquitous along the major corridors of the [REDACTED]. Presently the existing sprawl strip development is not functioning at its highest and best use, however, these commercial gateways provide value as regional commercial destinations and act as entryways into the denser parts of [REDACTED]. The Commercial Gateways are primarily located along the major corridors in [REDACTED] US-31 from the [REDACTED] boundary to the parkway, Division from the [REDACTED] boundary to the 14th St intersection, Division from the W Front St intersection to the parkway, and along M-71 and M-22. The Commercial Gateways are intended to function as regional commercial destinations with uses that generate higher volumes of automotive traffic than a local commercial business. The Commercial Gateways also provide the opportunity for dense development, with moderate- to high-rise commercial and mixed-use development being well suited for this future land use designation. While this future land use designation accommodates uses that generate higher volumes of automotive traffic, these areas are intended to support all modes of transportation.



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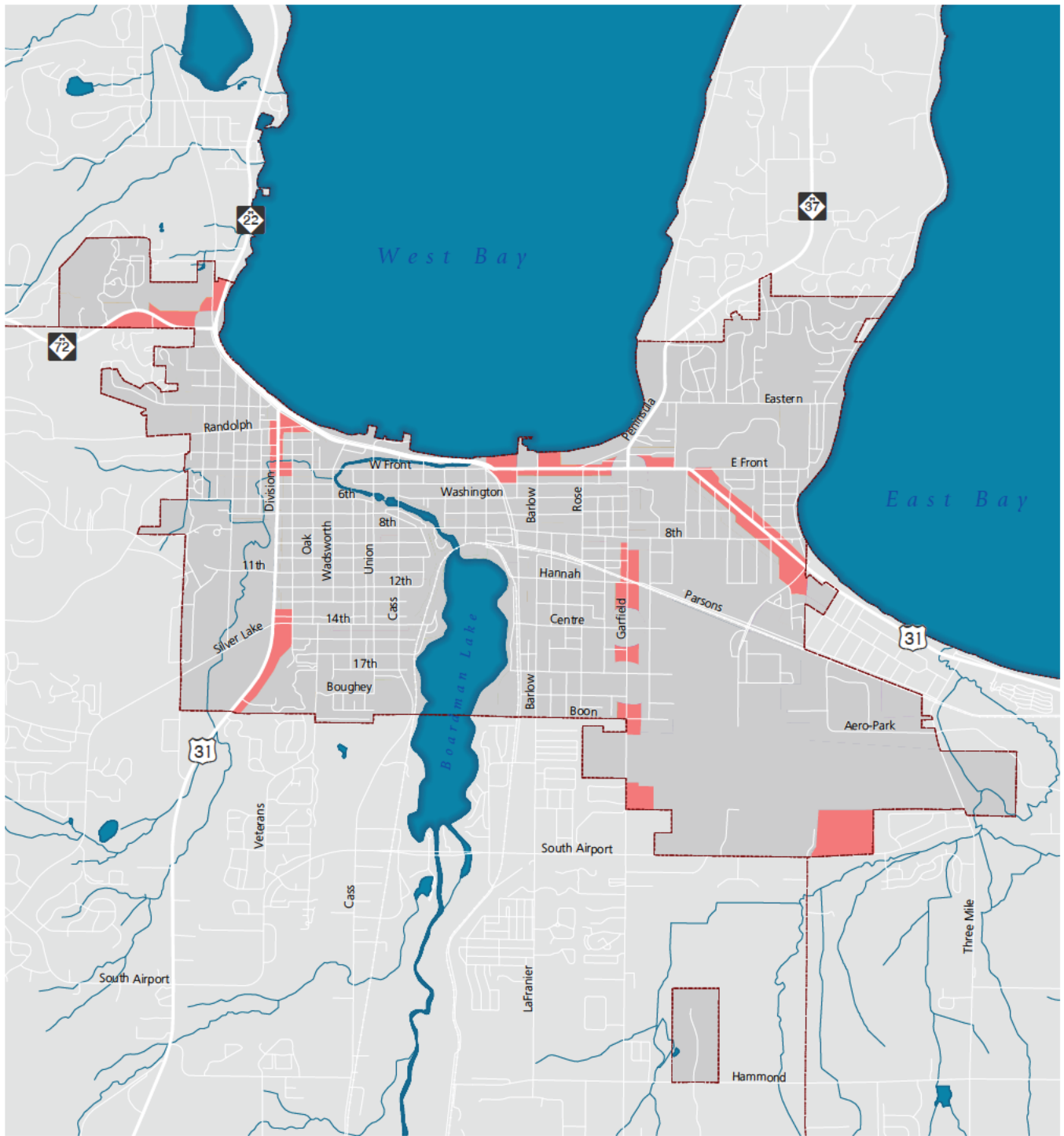
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Housing and Neighborhoods

While housing is not a primary element of a Commercial Gateway, the higher-density nature of the Commercial Gateway does suit larger multi-family developments. Additionally, mixed-use developments in the Commercial Gateways are strongly encouraged to have a residential component. The commercial uses, while intended to serve a broader regional consumer base, do support neighborhoods nearby by providing goods and services.

Transportation and Mobility

Currently, commercial gateways are dominated by automotive travel. As these are the main corridors in the [redacted] people traveling around or through the [redacted] often do it along the commercial gateways. However, future transportation planning should focus on holistic mobility, equally balancing all forms of travel while still maintaining the function of these corridors as main thoroughfares. Many of the commercial gateways are identified in the Mobility Action Plan as parts of the bike network.



Additionally, BATA runs fixed routes throughout all commercial gateways and BATA's continued service to these commercial gateways is essential for providing multi-modal transportation options.

Infrastructure and Energy

As Commercial Gateways are intended to have some of the highest densities in the [REDACTED] they have some of the highest infrastructure and energy needs. Infrastructure should be planned and built to support high-density development. Additionally, rooftop renewable energy installations are appropriate in Commercial Gateways.

Land Use

Commercial Gateways are a mix of regional commercial, local commercial, mixed-use, multi-family, and institutional uses. Regional commercial uses are the commercial uses that generate high volumes of traffic and have a regional consumer base such as clothing outlets, furniture stores, drive-throughs, hotels and motels, and banks. Local commercial uses are those that have a smaller geographic consumer base such as bakeries, healthcare offices, personal care businesses, and small-scale retailers. Mixed uses are those that have a combination of regional commercial, local commercial, and residential uses. Commercial Gateways are intended to support moderate to high-density development so large multi-family developments like high-rise apartments or condos are appropriate in the Commercial Gateway. Institutional uses, such as schools and churches, are appropriate in the Commercial Gateway in limited quantities.

Sustainability, Resiliency, and Natural Systems

With high-density development and high traffic comes a higher impact on the natural systems of [REDACTED]. Therefore, development/redevelopment in the Commercial Gateway should be done with appropriate controls on the impact on the natural environment, including stormwater management strategies, low-impact development techniques, and sustainable building materials and design.

Health, Safety, and Wellness

Many medical and health-oriented businesses are located in the commercial gateways. As the healthcare industry continues to expand in the region and nationwide, this pattern is expected to continue. Additionally, locating these types of uses in commercial gateways will help improve healthcare access especially for those who do not have convenient access to healthcare options, as the commercial gateways are main transportation routes in the [REDACTED].

Arts, Culture, and Recreation

Compared to other future land use designations, arts, culture, and recreation are not intended to be a central element of the Commercial Gateway. However, the businesses and uses within the Commercial Gateway can support the arts, culture, and recreation sectors. Several beloved parks and beaches are located adjacent to the commercial gateway and green spaces provide a respite in areas of high activity.

Economic Development

Commercial gateways provide some of the best redevelopment opportunities and support some of the highest densities in the [REDACTED]. As the development pressure continues to grow in the [REDACTED] the land along these corridors will transform. As multiple [REDACTED] priorities (transportation, economic development, etc.) are centered around the transformation of these corridors, the strategic use of TIF mechanisms can help leverage the increasing value from redevelopment and reinvest it into the commercial gateways.

Existing Zoning Districts

Several zoning districts are applicable to the Commercial Gateway, HR: Hotel Resort, C-1: Office Service, C-3: Community Center, and R-3 Multiple Family Residential. Many permitted commercial uses overlap between the zoning districts but the permitted height and building size, as specified by these zoning districts, do not achieve the intended function of the Commercial Gateway.

NEIGHBORHOOD CENTER



One of the major land use recommendations of this Master Plan is the development of distinct neighborhood centers. Neighborhood centers are nodes of local activity with businesses, services, and community spaces intended to serve the immediately surrounding neighborhoods. Unlike the other commercial-oriented future land use designations, which serve a more regional audience, the neighborhood centers are inherently local-oriented spaces. By allowing for a mix of uses and services, neighborhood centers provide essential goods and services within a 15-minute walk distance of most residential neighborhoods in the [redacted]. Neighborhood centers also alleviate pressure on the commercial core by providing retail and entertainment options outside of the downtown.



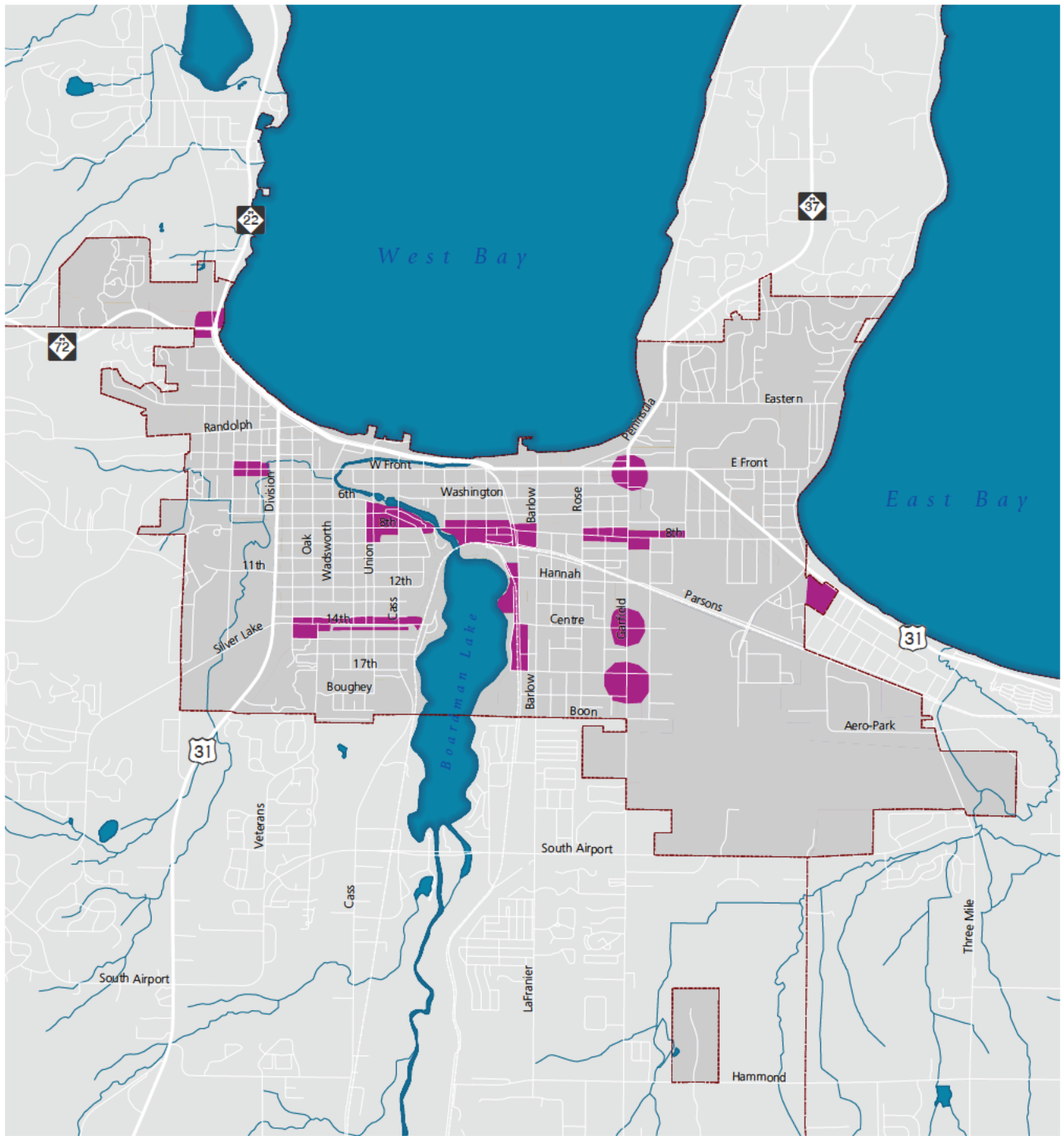
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Housing and Neighborhoods

As neighborhood centers are intended to be pockets of local activity within and near established neighborhoods, stand-alone residential structures are not the highest and best use of land within the commercial centers. Preference should be given to live-work buildings that provide commercial or office space and contribute more to the function of the neighborhood center. Moderate-density residential development, such as townhomes and mid-rise apartment buildings are appropriate as they also contribute to an active and lively space.

Transportation and Mobility

Neighborhood centers are hubs of internal activity, they are primarily oriented to residents and those who live near them. Therefore, transportation to and from neighborhood centers tends to be non-motorized. To support this mode of transportation, infrastructure in the neighborhood centers should be geared towards the pedestrian and cyclist. Dedicated bike lanes, bike racks, wayfinding, and pedestrian scale amenities,



will support the neighborhood transportation. Disincentivizing automobile traffic, through no/ stringent parking standards, will help promote non-motorized travel in and around the neighborhood centers. Additionally, coordinating with BATA to provide service to the neighborhood centers will provide residents with convenient access to public transportation and bring transit access into the heart of the [REDACTED]

Infrastructure and Energy

The infrastructure needs of the neighborhood centers are slightly higher than the surrounding residential neighborhoods as the neighborhood centers have commercial and office uses and are intended to have a slightly higher density than the surrounding neighborhoods. Some renewable energy installations may be appropriate in the neighborhood centers.

Land Use

Neighborhood centers are a mix of residential, retail, entertainment, office, and mixed-use land uses. The balanced mix of land uses provides a lively atmosphere that is essential for the function of the neighborhood centers. The neighborhood centers are intended to be a “third place” in [REDACTED] “Third places” are spaces for people to congregate outside of their homes and work and are vital for the function of the social fabric of the [REDACTED]

Sustainability, Resiliency, and Natural Systems

Similar to the commercial core, neighborhood centers contribute to a walkable accessible [REDACTED] reducing the need for a vehicle, and improving sustainability. Low-impact design, sustainable building materials, and design, and the incorporation of native landscaping should be priorities for new development.

Health, Safety, and Wellness

Medical offices and services are appropriate in the neighborhood centers, specifically on the upper floors of multi-story buildings. Providing medical services in neighborhood centers improves healthcare accessibility for residents by locating their providers closer to their homes.

Arts, Culture, and Recreation

Arts and culture are essential components of the neighborhood centers as they contribute to a vibrant and lively space. Public art installations, art studios, galleries, and instructional spaces are all highly encouraged in the neighborhood centers. Small public spaces and connections to non-motorized routes and trails are encouraged.

Economic Development

Neighborhood centers are primarily an enhancement of the existing character. Many of the areas designated on the future land use map as neighborhood centers have a mix of commercial properties and provide neighborhood services. The neighborhood center future land use classifications, encourages slightly higher density and promotes social spaces with entertainment and dining.

Existing Zoning Districts

[REDACTED] development districts (D-1, D-2, and D-3) are most similar to the intended function of the neighborhood centers. While these districts were created to support the transformation of specific areas the intention of the development districts is to provide a “mixture of land uses... Residential uses are to be combined with shopping, restaurant, office and entertainment uses to create a village-like atmosphere. Compact, pedestrian-friendly developments which integrate well with adjacent properties are characteristic of these projects.”



COMMERCIAL CORE

Downtown is the unquestioned center of [REDACTED]. The retail, entertainment, and social atmosphere is all centered around Downtown [REDACTED]. The commercial core not only includes Downtown [REDACTED] but the extensions down East and West Front Street and into the warehouse district. The Commercial Core is uniquely suited to support high-density mixed-use development at a scale not intended in other future land use designations. The intended function of the commercial core is to be a social and economic center by providing a mix of commercial, office, residential, and public uses. The commercial core is highly walkable and pedestrian scale with a focus on creating a lively street atmosphere. The commercial core should also serve as a transportation center where users can access the commercial core via a range of transportation options.



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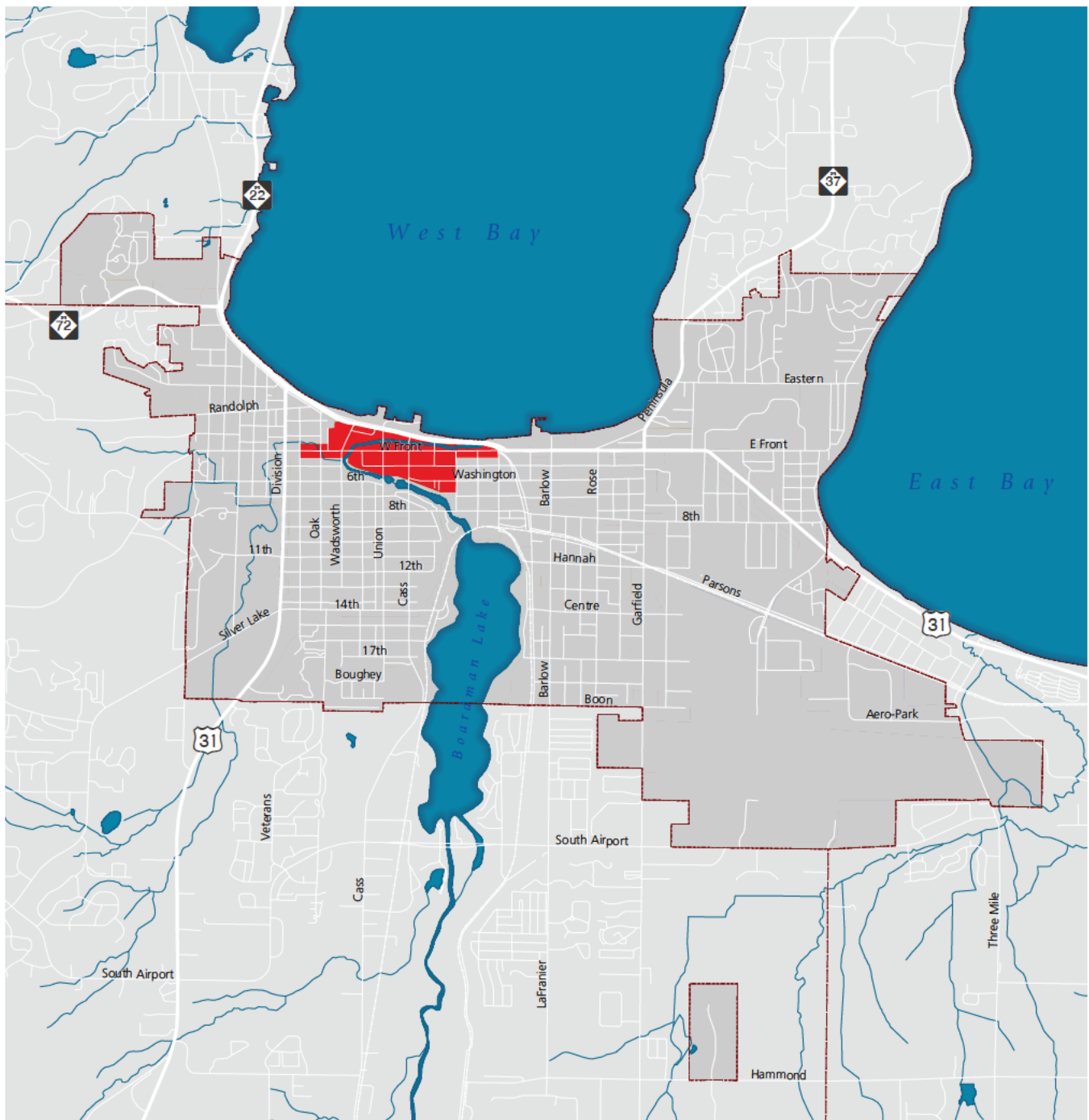
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Housing and Neighborhoods

The commercial core supports a variety of high-density housing types. Multi-family buildings and mixed-use developments with a residential component are highly appropriate in the commercial core. As the commercial core is intended to contain the majority of density in [REDACTED] high-density residential contributes to the function and scale of the commercial core. Low-density residential development is discouraged in the commercial core as these residential types are not the highest and best use of the land in the commercial core.

Transportation and Mobility

The commercial core is not short of transportation challenges and opportunities. A future priority for the commercial core is to continue to connect it with other parts of the [REDACTED] through non-motorized infrastructure. People walking or biking to the commercial core reduces the number of vehicles downtown, alleviating the perceived perception of traffic congestion and overcrowding in the commercial core. Additionally, reducing the number



of surface parking lots and promoting vertical parking (parking decks) will create development opportunities while providing the needed parking.

Infrastructure and Energy

As one of the densest areas of [redacted] the infrastructure and utility needs of the commercial core are great. Water, sewer, and stormwater systems should be designed and built to support high-density mixed-use development. Additionally, as building mass is intended to comprise the majority of lots

in the commercial core there is limited space for renewable energy installations.

Land Use

The commercial core has the highest degree of variety in land use types of all future land use designations. Retail, entertainment, other commercial, office recreation, high-density residential, public/quasi-public, and institutional are all appropriate in the commercial core. First-floor uses should be pedestrian-facing with high foot traffic and other uses

that generate less foot traffic should be on the upper floors. As properties in the downtown generate the most tax revenue, on a per-acre basis, non-taxable uses should be carefully balanced so the [REDACTED] is not sacrificing high-value taxable land.

Sustainability, Resiliency, and Natural Systems

Dense urban environments are some of the most sustainable land use types because of the lifestyle they allow. Those living in and around the commercial core do not need to travel via car to access daily needs reducing vehicles on the road and carbon emissions. Additionally, building vertically as opposed to horizontally preserves land on the fringes of urbanized areas, reducing land and natural features consumed by urban sprawl. However, the density and surfaces of the commercial core do generate a high degree of stormwater runoff so development should be done with consideration to stormwater generated. Additionally, sustainable building materials and design should be used where possible. Incentives for rooftop renewable energy systems is strongly encouraged.

Health, Safety, and Wellness

Medical offices and uses are appropriate in the commercial core, provided they are on the upper floors of the buildings in the commercial core. As they do not generate high volumes of traffic they do not contribute to the function of the commercial core if they are located on the first floor. Safety is a key concern for any area of the [REDACTED] where a high volume of people congregate. The [REDACTED] Police Department is headquartered just south of downtown in the municipal building and recent policies such as the Healthier Drinking Culture are intended to improve safety and community relationships in the commercial core.

Arts, Culture, and Recreation

The commercial core is where arts and culture shine. Arts and culture are vital to creating a vibrant and active space, an essential element of the commercial core. Arts and culture facilities are very appropriate in the commercial core and many existing assets, the Opera House, State Theater, etc., are already located in the commercial core. Additionally, arts and culture organizations and offices are aligned with the office uses on the upper floors of commercial core buildings. Public art, murals, sculptures, and temporary installations contribute to the function of the

commercial core, and public spaces without existing art installations should be evaluated for public art.

Economic Development

Development pressure in the [REDACTED] is highest in the commercial core, people want to live, work, and shop in the commercial core because it is a lively and active space with lots of amenities. However, those adjacent to the commercial core do not support the horizontal development of the commercial core. Future development in the commercial core should go up and in. Many of the buildings in the commercial core are 2 – 3 stories, moderately below [REDACTED] height limitations. This creates opportunities to build up or on existing buildings. To maintain the pedestrian scale and intimate feel of the commercial core buildings should “Step-back” after two stories – balancing the impact on the street and providing additional space above. Furthermore, surface parking lots are not the highest and best use of land in the commercial core, they actively detract from the atmosphere and consume valuable land. Overtime, parking should shift from surface parking to vertical parking and the land should be used for a purpose more aligned with the intent of the commercial core. The DDA is vital to the continued success of the commercial core. Over the past decades the DDA has fostered the commercial core, and its leadership cannot be understated.

Existing Zoning Districts

The existing zoning district of C-4 Regional Business is most aligned with the intended function of the commercial core. The intent of the C-4 zoning district is to accommodate a “broad variety of retail, office, and residential uses integrated with hotels, convention centers, and integrated common parking facilities. The internal linkage between stores is encouraged. It is extremely important that new development be integrated with historically significant buildings. The first floors of buildings are primarily for retail, restaurants, and other high activity uses. Dominant and striking visual features of the central area of the [REDACTED] should be maintained and enhanced. The upper stories of buildings are generally to be occupied by offices, services, and residences. High-density housing is also appropriate.” Portions of the land designated as the commercial core on the future land use map are also C-2, the Master Plan recommends an upzoning of these areas with appropriate measures to transition to lower-density land use patterns around the commercial core.



TRADITIONAL NEIGHBORHOOD

The Traditional Neighborhood's future land use designation encompasses [REDACTED] historic neighborhoods. This area is defined by gridded streets, smaller lots, high walkability, and street-facing residential design. The function of the Traditional Neighborhoods is to support neighborhood-scale living, with predominately residential uses with a mix of local commercial, public/quasi-public, and recreational uses throughout the neighborhood. The traditional neighborhoods are aligned with the concept of the 15-minute [REDACTED] where most everyday goods and services can be accessed within a 15-minute walk of where someone lives. To promote the function of the Traditional neighborhood future land use planning and [REDACTED] policies should support these Traditional neighborhoods as accessible to all people regardless of income, age, ability, or household composition.



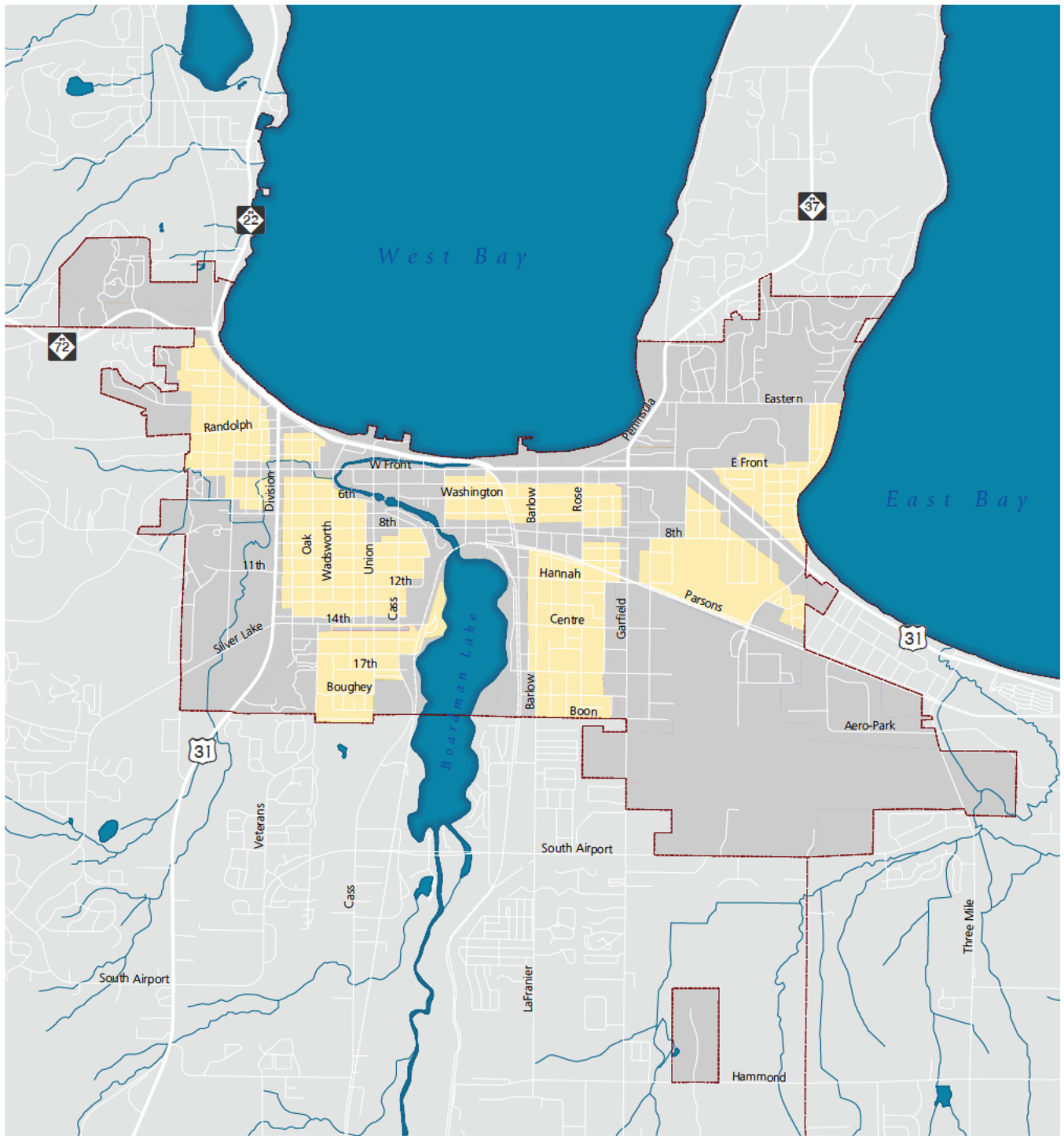
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Housing and Neighborhoods

Historically, the traditional neighborhoods in [REDACTED] contained a mix of residential styles and types. Over time due to [REDACTED] policies, the traditional neighborhoods slowly transitioned to predominate single-family development. It is the intention of the traditional neighborhood's future land use designation to enhance the traditional neighborhoods by encouraging a mix of residential types on appropriate lots. When allowing for a mix of residential types (single-family, duplex, subdivided single-family) it is important to ensure that new construction is compatible with the neighborhood context. A street with homes set near the sidewalk functions and feels different than a neighborhood with homes set near the rear of the property. Therefore, future land use planning and [REDACTED] policies in the traditional neighborhood designation should achieve the housing needs of the community and maintain the neighborhood scale.

Traditional neighborhoods are considered to be amenity-rich, meaning a high degree of access to retail, dining, entertainment, recreation, schools,



and community facilities. This makes the traditional neighborhoods an attractive place to live for those who want convenient and quick access to daily needs. The high levels of amenities are an essential part of the function of the traditional neighborhoods and should be planned accordingly.

Transportation and Mobility

Many of [REDACTED] traditional neighborhoods are incredibly walkable and the low traffic speeds and volumes are conducive to bike travel. However, deficiencies in infrastructure do remain and all traditional neighborhoods should be adequately served by sidewalks. Dedicated bike infrastructure is best reserved for the major crossing streets in the traditional neighborhoods, funneling bike traffic to specific streets.

Infrastructure and Energy

Infrastructure and energy needs in the traditional neighborhoods are primarily at the household scale. Water, sewer, and stormwater should be planned for moderate-density residential development to accommodate a mix of residential types in the traditional neighborhoods. Household-scale renewable energy systems are well suited in the traditional neighborhoods.

Land Use

Residential land is the predominant land use in the traditional neighborhoods and includes low/moderate to moderate density residential development. Residential lots should remain small as this is a defining feature of the traditional neighborhoods and residential types should range from single-family to small-scale multi-family. Most missing middle housing types are well suited for this future land use designation. Local commercial and public uses are also appropriate in the traditional neighborhoods, at limited quantities as these uses support the complete neighborhood function of the traditional neighborhoods.

Sustainability, Resiliency, and Natural Systems

As a predominantly residential district, sustainability and resiliency are achieved at the household level. The use of green building materials, energy-efficient appliances, low-impact design, and natural landscaping are household scale strategies that can help achieve the [REDACTED] sustainability, resiliency, and natural systems goals. The tree canopy and

street trees are major assets to the traditional neighborhoods and should be maintained. Additionally, the high level of walkability and proximity to goods and services means that residents in the traditional neighborhood are not as dependent on personal vehicles and can conveniently travel in more sustainable ways.

Health, Safety, and Wellness

Small medical offices are appropriate in limited quantities on the fringes of the traditional neighborhoods and provide accessible and convenient healthcare services to residents. Public fire and police departments provide public safety and public spaces should be designed with crime prevention through environmental design (CPTED) principles. CPTED principles prioritize design elements, like natural surveillance and barriers, that influence safety and security.

Arts, Culture, and Recreation

As the predominant land use is residential, arts and culture, are not the focus of the traditional neighborhoods. However, small public art and cultural installations should be included throughout the traditional neighborhoods to enhance the neighborhoods. Recreation assets include neighborhood parks and trails that connect the traditional neighborhoods to other parts of the [REDACTED]

Economic Development

Economic development priorities in traditional neighborhoods include creating a stable tax base/property values, selective housing density increases, and neighborhood scale businesses and services. Neighborhood amenities like community gardens and parks are key to supporting this economic development goal.

Existing Zoning Districts

The R-1 and R-2 zoning districts are most analogous to the intended function of the traditional neighborhood's future land use designation. However, the intent of the R-1 district is to provide for single-family dwellings and the traditional neighborhood future land use designation encourages a more diverse range of residential types. The R-2 district allows two-family dwellings that are designed to be compatible with the surrounding neighborhood, which is more aligned with the intended function of the traditional neighborhood but still limits residential type.



CONTEMPORARY NEIGHBORHOOD

The contemporary neighborhood land use designation is intended to capture the residential areas of [REDACTED] that have larger lots, lower-density residential development, curvilinear streets, and suburban development patterns. While these neighborhoods are walkable, they do not have a degree of connection to the amenities and assets of the core neighborhoods. The contemporary neighborhoods are intended to function as a more suburban neighborhoods while maintaining proximity to the urban amenities of the commercial core and core neighborhoods.



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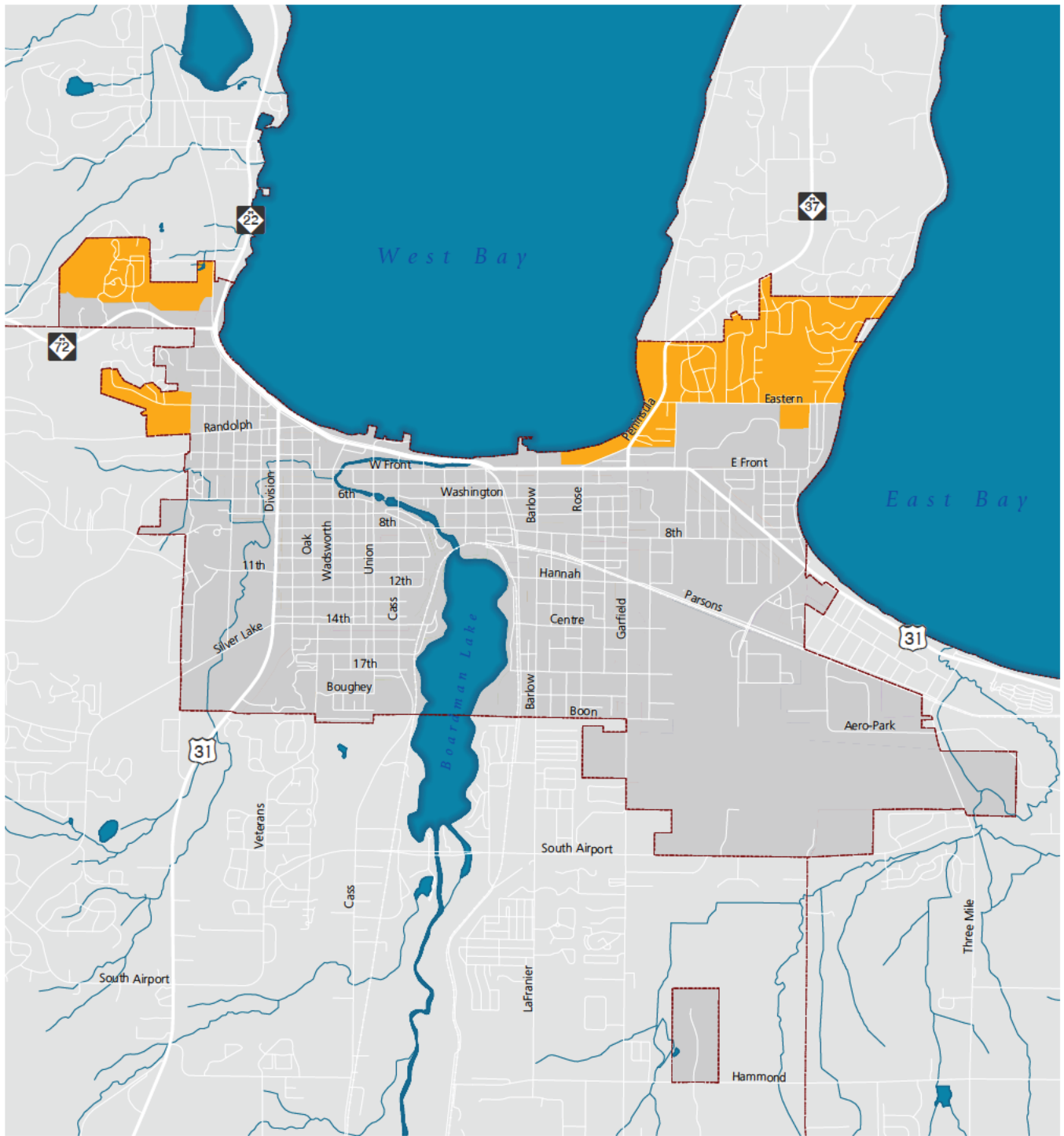
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Housing and Neighborhoods

The contemporary neighborhoods are some of the most recent residential areas in the [redacted] and as such are predominantly single-family. However, the large lots of contemporary neighborhoods can support two-family residential types that are in scale and context with the surrounding neighborhood. As the contemporary neighborhoods are intended to provide a more suburban atmosphere the residential types should remain low to low/moderate density. Additionally, contemporary neighborhoods have amenities that tend to support the more suburban lifestyle, including large neighborhood parks and public/institutional buildings.

Transportation and Mobility

Compared to the traditional neighborhoods, the contemporary neighborhoods are not as walkable and lack the dedicated infrastructure to support safely walking and biking in and around the neighborhood. Sidewalks and the appropriate bike infrastructure should be transportation and mobility properties for the contemporary neighborhoods.



Infrastructure and Energy

Infrastructure and energy needs in contemporary neighborhoods are primarily at the household scale. Water, sewer, and stormwater should be planned for low-density residential development to accommodate single-family and two-family residential buildings. Household-scale renewable energy systems are well suited in the core neighborhoods.

Land Use

Uses in contemporary neighborhoods should be predominantly single- and two-family residential. Contemporary neighborhoods have the highest percentage of residential uses compared with the other residential future land use designations that encourage a small degree of non-residential uses.

Sustainability, Resiliency, and Natural Systems

As a predominantly residential district, sustainability and resiliency are achieved at the household level. The use of green building materials, energy-efficient appliances, low-impact design, and natural landscaping are household scale strategies that can help achieve the sustainability, resiliency, and natural systems goals. The tree canopy and street trees are major assets to the contemporary neighborhoods and should be maintained.

Health, Safety, and Wellness

The contemporary neighborhoods currently have low levels of healthcare access, being located far away from existing medical offices and facilities. While medical offices are not appropriate within contemporary neighborhoods, medical offices should be considered in future land use planning of adjacent commercial areas.

Arts, Culture, and Recreation

Recreation assets are primarily provided through the neighborhood parks within contemporary neighborhoods. Regional trails should connect to contemporary neighborhoods to provide non-motorized connections to the neighborhoods.

Economic Development

Economic development priorities in traditional neighborhoods include creating a stable tax base/property values and selective housing density increases. Neighborhood amenities like community gardens and parks are key to supporting this economic development goal.

Existing Zoning Districts

The existing zoning district most aligned with the function of the conventional neighborhood classification is the R1-a zoning district. The R1-a zoning is intended to accommodate conventional single-family dwellings. The intention of the conventional neighborhood's future land use designation is to enhance the existing neighborhoods through amenity improvements and slight increases in residential density.



TRANSITIONAL NEIGHBORHOODS

The transitional neighborhoods are intended to function as a mixing between the more defined residential areas and the non-residential areas. This mixing is achieved through a varied composition of residential types, local commercial uses, and offices. The transitional neighborhoods are intended to provide a gradual scaling down from the higher intensity of commercial areas and the low-intensity residential areas. Additionally, the traditional neighborhoods support commercial uses that may not be appropriate on the high-trafficked streets of the commercial gateways and benefit from a more moderate-intensity environment (bakeries, coffee shops, bookstores, thrift stores, etc.).



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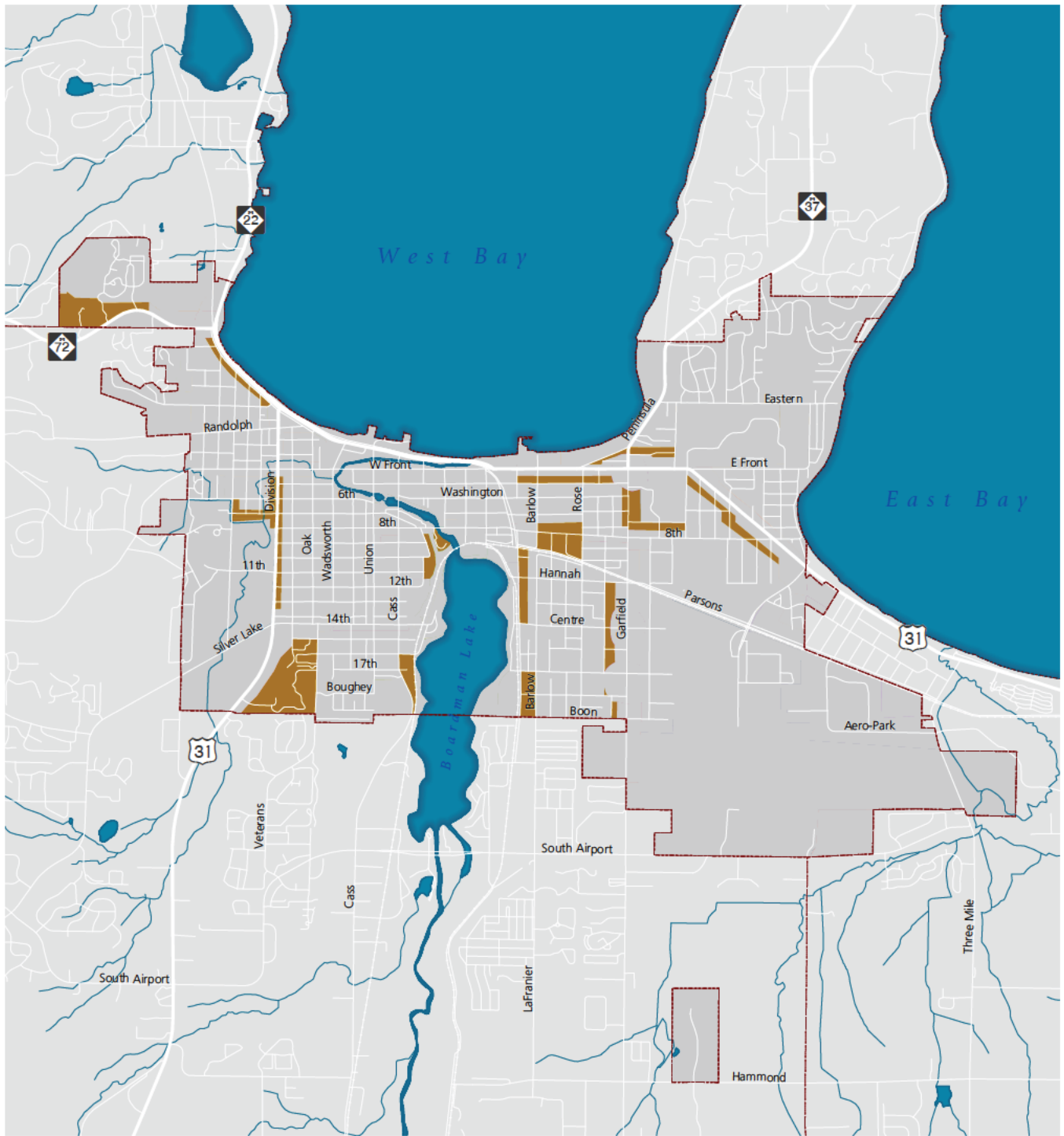
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Housing and Neighborhoods

Housing in the transitional neighborhood should be scaled as a transition point between the scale of the residential areas and the abutting commercial areas. Therefore, moderate-density residential types are most appropriate in the transitional neighborhood. On corner lots and larger parcels within the transitional neighborhood mid-rise residential developments may be appropriate. The mixing of local commercial businesses provide a wealth of amenities to the transitional neighborhoods and the transitional neighborhoods benefit from being between commercial-oriented areas and residential and amenity-rich areas.

Transportation and Mobility

As the transitional neighborhoods are the meeting point between the high trafficked non-residential areas and the low trafficked residential areas, the transitional neighborhoods serve an important mobility role. These areas are the gateways to the larger regional transportation systems so they should be adequately marked with wayfinding



that points to the local and regional centers and with information about how to use the larger transportation system (public transit, regional trails). Additionally, as people will be accessing the transitional neighborhoods by both the high-volume regional corridors and the low volume residential neighborhoods, there should be an appropriate scale of parking, less than that of the regional corridors, but more than that of the neighborhood centers and neighborhoods.

Infrastructure and Energy

Infrastructure and energy needs in transitional neighborhoods are primarily at the household scale. Water, sewer, and stormwater should be planned for moderate-density residential development to accommodate a mix of residential types and other local commercial uses in transitional neighborhoods. Household-scale renewable energy systems are well suited in transitional neighborhoods.

Land Use

Uses in the transitional neighborhoods should be a mix of moderate to high density housing and neighborhood retail and services. The transitional neighborhoods should offer the gradual scaling down of density from the regional corridors to the neighborhoods, so density even within the transitional neighborhoods will vary.

Sustainability, Resiliency, and Natural Systems

The use of green building materials, energy-efficient appliances, low-impact design, and natural landscaping are site-specific strategies that can help achieve the sustainability, resiliency, and natural systems goals. The tree canopy and street trees are major assets to the transitional neighborhoods and should be maintained. Additionally, the high level of walkability and proximity to goods and services means that residents in transitional neighborhoods are not as dependent on a personal vehicle and can conveniently travel in more sustainable ways.

Health, Safety, and Wellness

Small medical offices are appropriate transitional neighborhoods and provide accessible and convenient healthcare services to residents. These offices also provide service to nearby residential areas that may have limited access to healthcare services. Public fire and police departments provide public safety and public spaces should be designed with CPTED principles.

Arts, Culture, and Recreation


Arts and culture, especially arts and cultural businesses (art supply, instruction, galleries), are appropriate in the transitional neighborhood future land use designation. As these establishments benefit from the proximity to neighborhoods and are well suited to a moderate-intensity environment but may not succeed to the same degree if they were located on a high-intensity corridor.

Economic Development

Density increases in the transitional neighborhoods will be a slight deviation from the existing land use pattern. This will result in high taxable values and higher tax revenues. The neighborhood retail and services will contribute to the function of the transitional neighborhood as an attractive mixed-use land use category.

Existing Zoning Districts

The R-2 zoning district is most analogous to the intended function of the transitional neighborhood's future land use designation. The intent of the R-2 zoning district is to accommodate two-family residential dwellings. However, the future land use designation of transitional neighborhoods includes non-residential uses that are not currently permitted in the R-2 zoning district.



INNOVATION, PRODUCTION, & TECHNOLOGY

While industrial and manufacturing are not the prime industries of [REDACTED] they are essential businesses that provide needed services and offer jobs to residents. The innovation, production, and technology future land use designation is intended to accommodate existing industrial land uses and expand on the emergence of technology and science in the [REDACTED]



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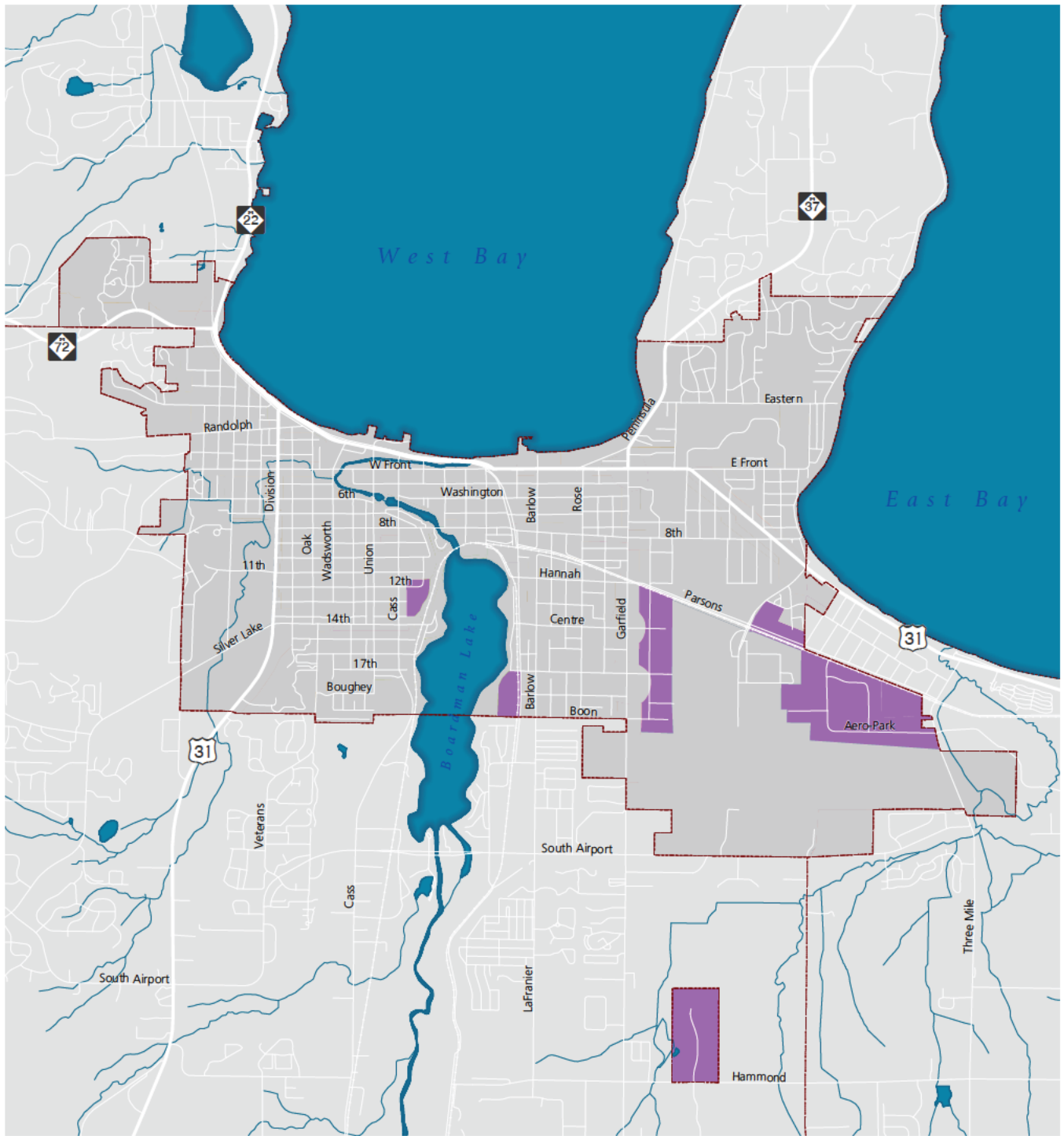
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Housing and Neighborhoods

Housing is not the prime focus of the innovation, production, and technology future land use designation. However, larger multi-family developments may be appropriate in the innovation, production, and technology designation. Where residential is allowed in this district it should be appropriately buffered and screened from the other noxious uses in this district including but not limited to manufacturing, transportation, and utility.

Transportation and Mobility

As most of the other future land use classification focuses on the movement of people, the innovation, production, and technology classification focuses on the movement of goods and materials. Freight traffic is heaviest in this future land use so roads and intersections should be designed with this in mind. Walkability and bikeability within this future land use classification is not a high priority but these areas should be connected externally via non-motorized infrastructure.



Infrastructure and Energy

The large building footprints and intense uses (manufacturing, technology) mean high utility needs. Despite the high utility needs, the land within the innovation, production, and technology presents an opportunity to expand renewable systems in the [REDACTED]. The large buildings and larger tracts of land are well suited to small-scale wind and solar installations and as there are not many residential uses or high-trafficked areas around the innovation, production, and technology areas renewable systems can be built at a larger scale than what would be appropriate in more residential areas of the [REDACTED].

Land Use

Innovation, production, and technology are a mix of industrial, office, and institutional uses. Industrial uses are light manufacturing, research and development plants, warehousing, and similar clean industries. Often these uses are supported by offices and other similar spaces where support and administration staff work. Additionally, technical/trade schools and instructional spaces are appropriate in this district as the proximity to the working industries provides an opportunity for hands-on learning and a strong connection between the educational system and the workforce.

Sustainability, Resiliency, and Natural Systems

The Innovation, Production, and Technology future land use does have the potential to negatively impact the environment as some of the uses in this district use chemicals and products considered harmful to the environment. Therefore, ensuring proper controls such as setbacks, landscaping, screening, and chemical regulations are essential. Also preserving the existing natural features on these sites is a priority. However, the uses within the Innovation, Production, and Technology future land use designation also can positively contribute to the environment in the work and products that are created. Many of the current environmental challenges will have to be addressed with new solutions and technology, which can be supported by the work happening in [REDACTED] Innovation, Production, and Technology areas.

Health, Safety, and Wellness

The Innovation, Production, and Technology future land use also has the potential to negatively impact human health. Therefore, strategies to preserve environmental health, and proper controls such as setbacks, landscaping, screening, and chemical regulations are essential.

Arts, Culture, and Recreation

As primarily a working district, the Innovation, Production, and Technology future land use designation has limited contributions to arts, culture, and recreation in [REDACTED]. However, some indoor recreational uses, like gymnastics centers, trampoline parks, etc. may be appropriate in this district as they require large buildings like those found in this designation. These areas should also be connected to the larger non-motorized system through trail linkages. Selected locations for recreation and exercise and reflection in areas that may be physical and emotionally stressful to workers are encouraged.

Economic Development

The innovation, production, and technology future land use classification allow uses not permitted in any other future land use classification (manufacturing, assembly, etc.). Therefore, this classification plays an important role in the local and regional economy. High tech manufacturing and research and development businesses are relocating to or opening in [REDACTED] providing high quality high paying jobs.

Existing Zoning Districts

The I: Industrial zoning district is most analogous to the Innovation, Production, and Technology future land use designation as the intent of the industrial zoning district is to accommodate "light manufacturing, research and development plants, warehousing, and similar clean industries. Industrial areas are envisioned to be attractively developed and landscaped with emphasis placed on maintaining and enhancing existing vegetation."



INSTITUTIONAL

The Institutional future land use designation is intended to capture the areas in [REDACTED] that are governed by a governmental or quasi-governmental agency or have their own land use plans. These areas include the Munson Medical Campus, Grand Traverse Commons, Cherry Capital Airport, Northwestern Michigan College, and the Grand Traverse Civic Center. The [REDACTED] has little influence over the management or direction of these spaces, but they are essential parts of the urban fabric of the [REDACTED]



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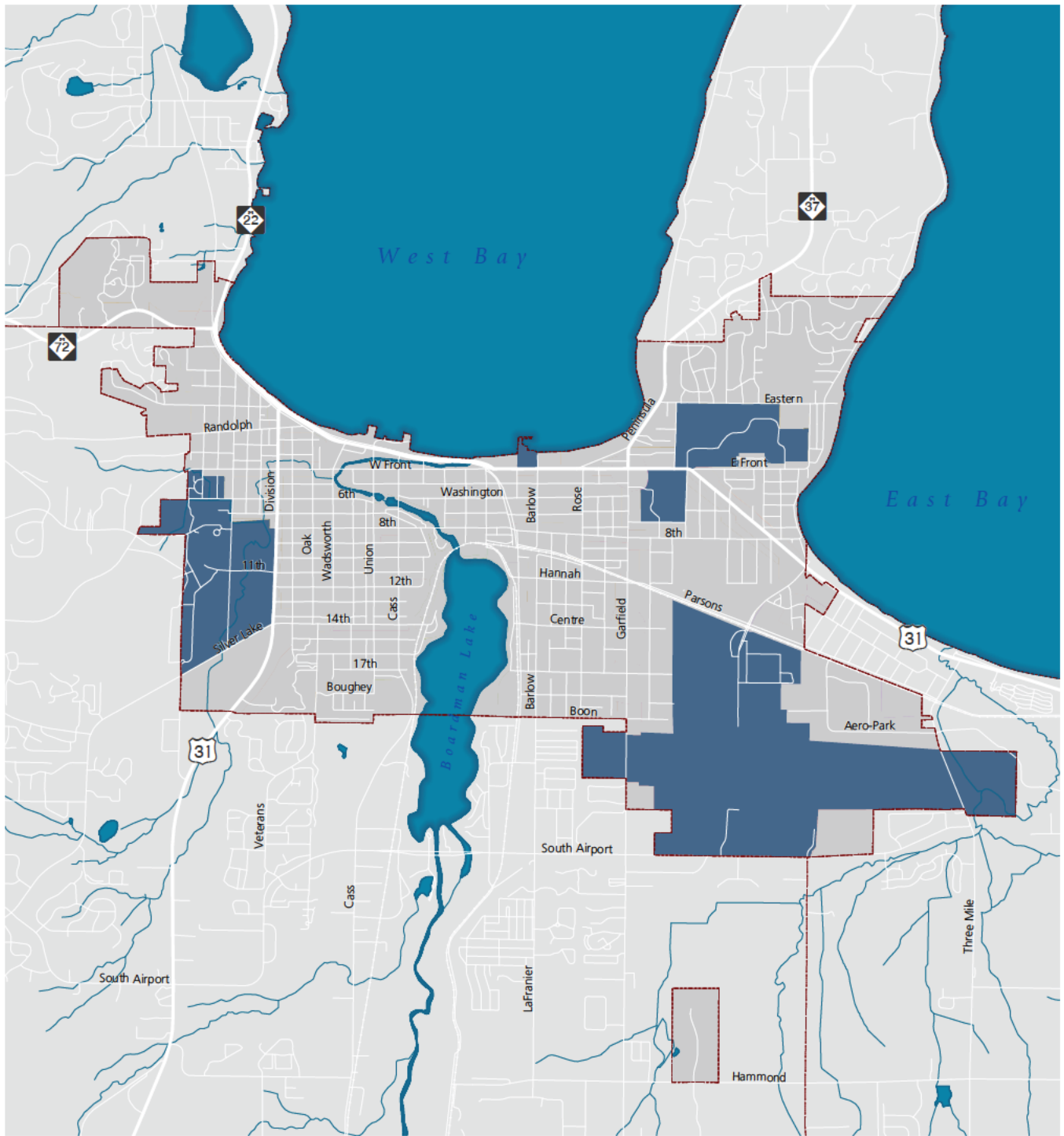
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Housing and Neighborhoods

Several of the institutional areas have housing, Northwestern Michigan College, Munson Medical Campus, and the Grand Traverse Commons. Housing at Northwestern Michigan College (NMC) is intended for students of NMC and includes dormitories and apartment-style living. The Grand Traverse Pavilions is a skilled nursing facility owned and operated by Grand Traverse County. Munson also has additional housing units for those with loved ones in the hospital. The Grand Traverse Commons includes senior living apartments and affordable housing units in several of the outbuildings around the core of Building 50.

Transportation and Mobility

The institutional future land use classification includes a lot of services and institutions that people rely on. Therefore, the institutional areas should be connected and served by all types of transportation so that anyone regardless of how they travel can access these essential services/uses. This means that the institutional areas should be



connected to the sidewalk system, internal bike network, regional trails, and public transportation. These areas are often served by an ample supply of parking.

Infrastructure and Energy

As the institutional areas have some of the largest buildings and campuses in the [REDACTED] these buildings and campuses have high infrastructure and energy needs. However, most of the institutional uses have their own infrastructure or energy systems that operate independently or in combination with the [REDACTED] system. Given that the Institutional future land use areas cover significant areas of the [REDACTED] they are prime candidates for renewable energy installations. However, any enhancements to the institutional designations must be done in coordination with the governing body.

Land Use

Land use in the Institutional land use designation is predominately public and institutional. There are limited other uses within these areas and non-public or non-institutional uses are generally included to support the institutional uses.

Sustainability, Resiliency, and Natural Systems

Institutional uses are great partners to help the [REDACTED] achieve its sustainability and resiliency goals. NMC's educational resources provide a talent and knowledge base to tackle complex and challenging climate change issues. Additionally, Munson, as one of the largest [REDACTED] users, implementing progressive energy policies would significantly reduce energy consumption across the [REDACTED]

Health, Safety, and Wellness

Munson Medical Center, the largest healthcare provider in the region is included in the Institutional future land use designation. Munson provides a range of healthcare services, as detailed in the health, safety, and wellness chapter. Additionally, NMC's nursing and healthcare programs are essential to training and developing the next generation of healthcare workers.

Arts, Culture, and Recreation

The entities within the Institutional future land use designation greatly contribute to the arts, culture, and recreation assets of the [REDACTED] NMC's campus includes the Denno Museum, the primary art museum in the [REDACTED] Additionally, NMC offers classes to anyone on a wide range of topics. The Grand Traverse Civic Center is one of the largest recreational assets located in the [REDACTED] (although it is managed by Grand Traverse County). The Grand Traverse Commons includes a wide range of artists and artistic retail stores. The Commons is also an outstanding example of adaptive reuse, preserving the historical character of the historical medical buildings yet adapting them to modern use. The Historic Barns are home to the Botanic Gardens, labyrinth, and healing gardens.

Economic Development

While the [REDACTED] has limited influence on how the institutional areas develop, the institutional areas heavily contribute to the attractiveness and desirability of [REDACTED] People visit and relocate to the [REDACTED] for these areas. Additionally, several of the institutions are major employers in the [REDACTED]

Existing Zoning Districts

Many of the institutional areas have their own zoning districts, including NMC-1, NMC-2, H-1: Hospital, H-2: Hospital, GTC: Grand Traverse Commons, and GP: Government Public. Their current zoning aligns with the intent to categorize these areas as distinct quasi-self-governing areas within the [REDACTED]



PUBLIC/ QUASI-PUBLIC

The public/quasi-public future land use designation is intended to encompass the core [redacted] and other public properties that are essential for the function and operation of the [redacted]. Not all [redacted] or publicly owned properties are included in the public/quasi-public designation as not all [redacted] owned properties are essential for the function of the [redacted].



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Housing and Neighborhoods

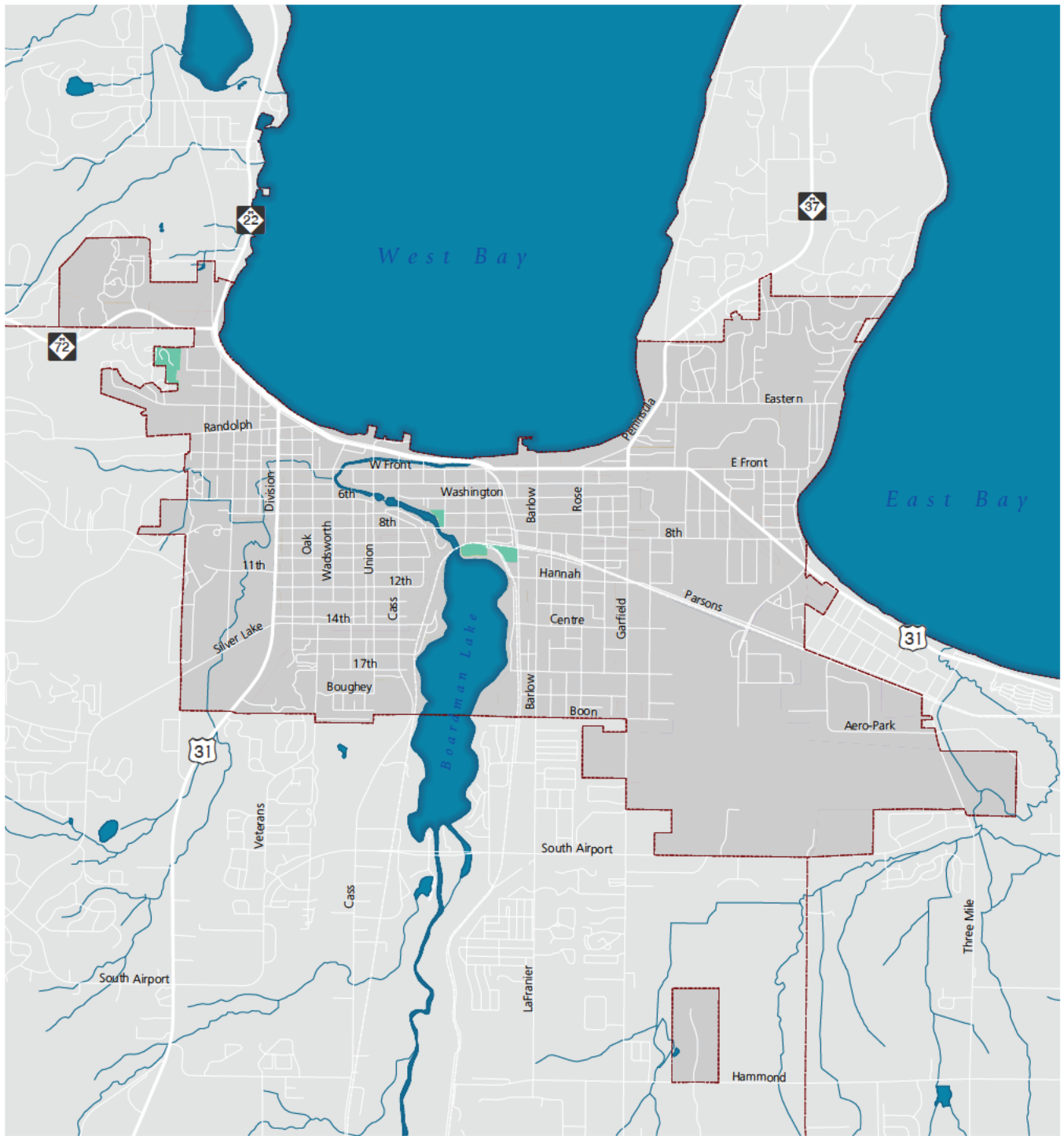
Housing on public/quasi-public lands is not appropriate. However, public facilities like the Traverse Area District Library, are valuable neighborhood amenities.

Transportation and Mobility

The public/quasi-public future land use classification includes all essential government services that people rely on such as police, fire, power (TCLP). Therefore, the public/quasi-public areas should be connected and served by all types of transportation so that anyone regardless of how they travel can access these essential services/uses. This means that the institutional areas should be connected to the sidewalk system, internal bike network, regional trails, and public transportation.

Infrastructure and Energy

Many critical pieces of infrastructure are located on public/quasi-public lands, such as the wastewater treatment plant. Public buildings also tend to have



high energy needs. As publicly owned land, the [REDACTED] has a great deal of influence over the maintenance and improvements of public land and could install publicly owned renewable energy systems on public land.

Land Use

Uses in the public/quasi-public future land use designation should be public uses that are necessary to support the operation of the [REDACTED]

Sustainability, Resiliency, and Natural Systems

Public land presents an opportunity for the [REDACTED] to be a leader in green development and design and new public buildings should be designed and built with higher energy performance standards and sustainable techniques.

Health, Safety, and Wellness

Essential public safety services, police, and fire, are located within the public/quasi-public designation and serve as hubs for community safety.

Arts, Culture, and Recreation

Public art and other installations are appropriate on public land, especially in areas that receive a high volume of foot traffic.

Economic Development

While there is limited economic development opportunities in the public/quasi-public areas of the [REDACTED] these areas heavily contribute to the attractiveness and desirability of [REDACTED]

Existing Zoning Districts

The existing zoning district GP" Government/Public is most aligned with the intended function of the public/quasi-public future land use designation. The intent of the GP zoning district is to accommodate "specialized public buildings while encouraging that the public properties reflect the community's values in the design and maintenance of the buildings and grounds."



RECREATION/ CONSERVATION

Green spaces, parks, and conservation areas are some of the most loved parts of ██████████. They operate as a necessary space for recreation, environmental protection, wildlife refuge, and community health. The recreation/conservation spaces are more defined than other future land use categories as the parks and natural areas have defined boundaries. The largest recreation/conservation space in the ██████████ is the wetland at the southwestern corner of Division and 14th Street. Boardman Lake is also surrounded by recreation/conservation space. Future land use planning for these areas should be consistent with the ██████████ Parks and Recreation Master Plan and the environmental goals of the ██████████.



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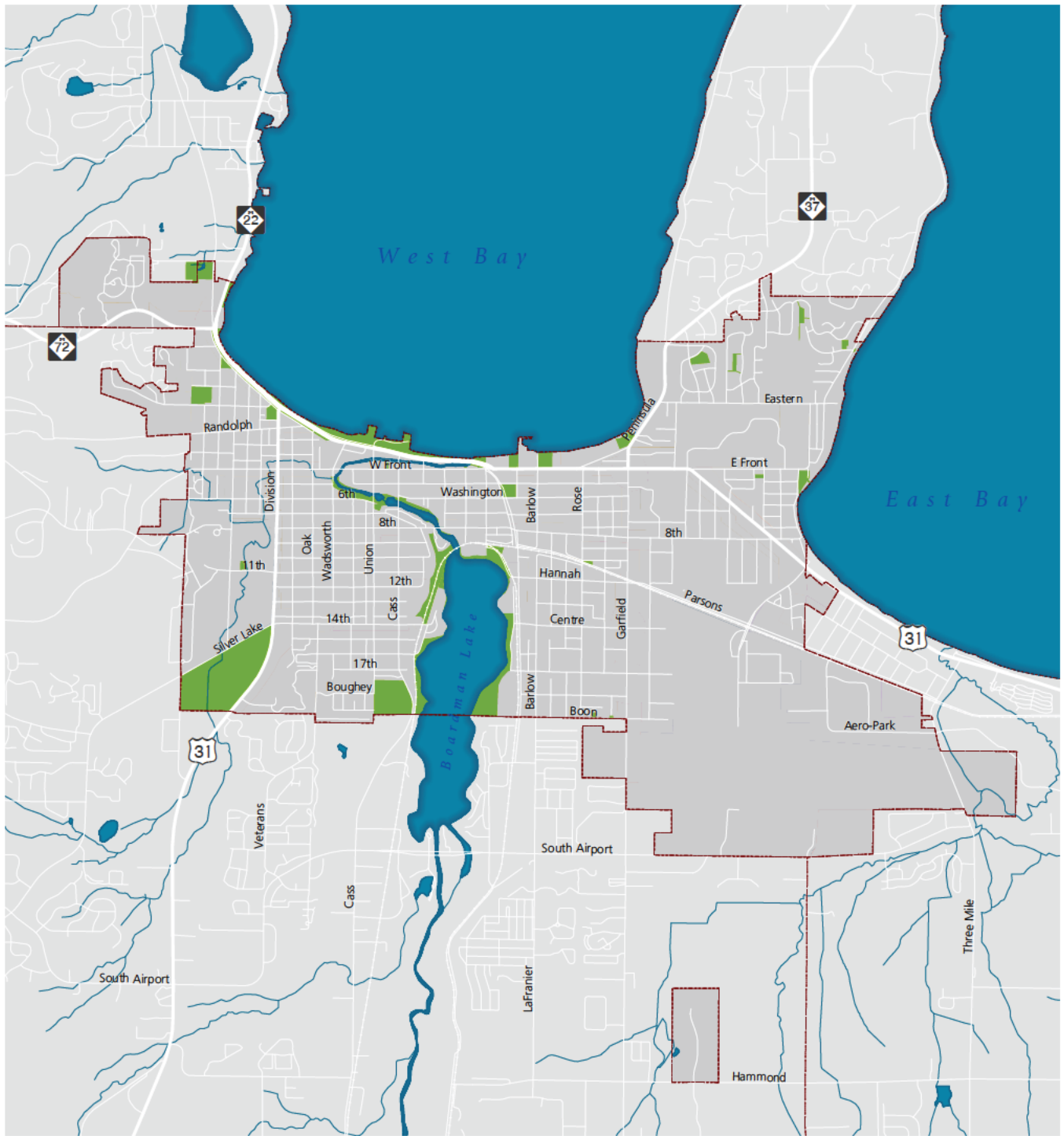
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Housing and Neighborhoods

Residential development is not suitable in this future land use category as any development in the recreation/conservation spaces would be in conflict with their intended function. However, the recreation/conservation spaces are important neighborhood assets as they provide residents with recreation opportunities. It is important to ensure that neighborhoods have equitable and convenient access to recreation/conservation spaces. Future expansion of recreation/conservation space should be prioritized in areas of the [redacted] with lower levels of access.

Transportation and Mobility

The recreation and conservation spaces in [redacted] are destinations. People want to visit the parks and natural areas. Therefore, the recreation and conservation areas should be connected to the larger transportation system by sidewalks, bike infrastructure, public transportation, and automotive. The internal transportation system should be dependent on the context of the



space. For example larger parking lots are likely not appropriate in natural areas but would be appropriate in large developed parks.

Infrastructure and Energy

As recreation/conservation land lacks substantial development, the infrastructure and energy needs of these spaces are minimal. However, the recreation/conservation spaces operate as an extension of the [REDACTED] infrastructure network. The wetlands and open spaces capture and infiltrate stormwater, reducing the load on the pipes and wastewater treatment plant. Future land use planning on designated recreation/conservation land should maintain and enhance the stormwater benefits that green spaces provide.

Land Use

Land use in the recreation/conservation classification should be almost exclusively parks or conservation/natural areas. Small to moderate public development is appropriate in this future land use category but it should be limited to uses that support the function of the land as a recreation/conservation space such as nature centers, public bathrooms, etc.

Sustainability, Resiliency, and Natural Systems

As a developed community, most of the natural features in [REDACTED] are found in parks and conservation areas. While trees do line most [REDACTED] streets, substantial pockets of natural features (wetlands, riparian environments, etc.) are found in [REDACTED] parks and conservation areas. These spaces play a vital role in overall community sustainability and resiliency. As stated in the discussion on infrastructure, the natural spaces in [REDACTED] operate as an extension of the [REDACTED] infrastructure system. These areas also operate as a carbon sink, removing carbon dioxide from the atmosphere and storing it in plant mass. However, as the climate continues to change, the natural environments in [REDACTED] will be facing increased pressure and stress. Therefore, it is vital that the planning and management of these spaces is done within the context of climate change. Additionally, where possible the recreation/conservation spaces should be restored to their natural state while still maintaining their function and benefits to the [REDACTED]

Health, Safety, and Wellness

As most of the recreation facilities are located in this future land use category, the recreation/conservation future land use designation has a large deal of influence on public health and wellness. As outlined in the health, safety, and wellness chapter. Outdoor public spaces like parks and conservation areas are essential for the physical and mental health of a community. Parks provide people with an opportunity to exercise outside of their homes and the natural settings of parks and conservation areas have been shown to have positive benefits on overall wellbeing.

Arts, Culture, and Recreation

The recreation/conservation land accounts for the bulk of the [REDACTED] recreation space. All major parks and recreation facilities are included in this future land use designation. Parks and conservation are also an opportunity to incorporate public art and cultural assets that highlight the region's history and communities.

Economic Development

While there is limited economic development opportunities in the recreation/conservation areas of the [REDACTED] these areas heavily contribute to the attractiveness and desirability of [REDACTED]

Existing Zoning Districts

The existing zoning district OS: Open Space is included in this future land use category. The intent of the OS district is to accommodate natural or park-like settings including parks, playgrounds, athletic fields, wetlands, floodplains, natural areas, and cultural buildings, often linked with pedestrian and bicycle paths.

COMMUNITY ENGAGEMENT OVERVIEW

The cornerstone of any planning process is community engagement. The Master Plan is a community driven land use policy document, and it would not have been possible to conduct this Master Planning Process without the continued, engaged, and enthusiastic support of the community. The community engagement for this process was broken into three phases, Phase 1: Initiation, Phase 2: Investigation, and Phase 3: Evaluation. After the conclusion of each phase a report was generated, and the results were presented to the [redacted] Commission. The following overview will provide context and brief descriptions of all community engagement, full results can be found in the appendix of the [redacted] Master Plan.

Project Website

At the beginning of the project, a website created to serve as the hub for all Master Plan content. The website includes a brief overview on what is a Master Plan, the planning process, community engagement opportunities and results, Master Plan content, and information about the leadership team. On the website community members can sign up to receive regular communication about the Master Plan. By the end of Phase 2, the website received almost 3,000 unique interactions.

Leadership Team

[redacted] is a community of diverse interest, backgrounds, and experiences and it was important that the Master Plan be vetted by a group of people who represent the overall community. Therefore, a leadership team was formed to review content as the plan was developed and provide feedback and advice. The Leadership Team consisted of three [redacted] residents at large, a youth representative, two Planning Commission Members, two [redacted] Commission Members, four [redacted] staff members representing various departments, and a staff member of the DDA.

PHASE 1: INITIATION

- POP-UPS**
August – October 2022
- COMMUNITY WIDE SURVEY**
September – October 2022
- STAKEHOLDER SESSIONS**
September 2022
- OPEN HOUSE**
October 2022

PHASE 2: INVESTIGATION

- SUSTAINABLE TOURISM WORKSHOP**
February 2023
- NEIGHBORHOOD LISTENING SESSIONS**
April 2023
- DESIGN WORKSHOP**
April 2023

PHASE 3: EVALUATION

- STAKEHOLDER SESSIONS**
August 2023
- OPEN HOUSE**
TBD

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PHASE 1: INITIATION

The first phase of community engagement built awareness for the Master Planning Process, got initial ideas/feedback, and solicited feedback on what direction the community sees the [redacted] going over the next 10 – 20 years.

POP-UPS, AUGUST – OCTOBER 2022

The first engagement approach in Phase 1 were community pop-ups. These pup-ups built awareness about the process and got community members to engage with the conversation of what does [redacted] look like in 10 – 20 years? It was important that the individuals staff this process were those who would be working with the Master Plan after it is adopted. Therefore, a pop-up kit was created so that Planning Commission Members, [redacted] Staff, and members of the Master Plan Leadership Team could “check-out” the kit and go into the community to build awareness of the Master Plan. In total 24 pop-ups were held from August 2022 to October 2022 and over 400 community members were engaged – resulting in 1,000 sign-ups for project updates.

COMMUNITY WIDE SURVEY, SEPTEMBER – OCTOBER 2022

To solicit community wide input, an online survey was distributed to the community. The survey was included in the [redacted] weekly communication, advertised on social media, and sent to all individuals who signed up for project updates. The survey was a joint effort between the Mobility Action Plan and the Master Plan and included questions relating to both projects. For the Master Plan, questions covered the Master Plan guiding principles and asked for feedback on how the [redacted] has been doing on its goals. The survey also included questions about how people would like to participate in this process, so that future engagement could be tailored to the needs/desires of the community. Over the three weeks that the survey was open, 1,910 individuals took the survey. The survey included demographic questions so that the demographics of those who responded could be compared to the entire population. The age of respondents aligned fairly well with the age of the [redacted] only the 15 – 19 year and 60+ year age cohorts had higher representation in the survey compared to the population, but neither by more than 5%. Respondents skewed towards higher incomes, with those earning more than \$50,000 overrepresented and those earning less than \$50,000 underrepresented.



STAKEHOLDER SESSIONS, SEPTEMBER 2022

_____ has a wealth of community organizations, non-profits, and engaged groups that were vital to engage in this process. In September 2022, a list of stakeholders was invited to participate in listening sessions where project staff had the opportunity to hear what the stakeholders are currently working on and what they see are the critical issues in _____. An early draft list of Master Plan Guiding Principles was also vetted by the stakeholders. In total 65 stakeholders participated across two-days of listening sessions. Stakeholders were also asked who is missing from this group to ensure that moving forward the group of stakeholders is as representative as possible.

OPEN HOUSE, OCTOBER 2022

The first in-person community event for this process was an Open House held on October 26, 2022. The open house was held at the Hagerty Center, a venue located on the shore of Grand Traverse Bay. The open house included content for both the Mobility Action Plan and the Master Plan. At the open house participants had an opportunity to review the results of the community-wide survey and provide their comments using sticky notes. Participants were also asked to carefully consider each neighborhood in _____ and indicate if they thought the neighborhood should be “preserved”, “enhanced”, or “transformed.” The guiding principles were also presented to the community, and they were asked to identify what they liked, disliked, or found confusing about each guiding principle. Finally, participants were asked to identify the major challenges that _____ will face over the next 10 – 15 years. Over 200 people participated. An online survey was posted after the open house and included the same questions, ensuring that those who were not able to attend the in-person engagement were still able to participate. The online survey totaled almost 700 responses.

2

PHASE 2: INVESTIGATION

The second phase of community engagement refined results from the first phase, conducted specific topic-focused engagement, and was more proactive in engagement.

SUSTAINABLE TOURISM WORKSHOP, FEBRUARY 2023

Throughout early community engagement, the community communicated a need to carefully and comprehensively think about and plan for the tourism industry. Two sustainable tourism workshops were held in February 2023, one online and the other at the [redacted] Area District Library. The sessions provided an overview of the tourism industry in [redacted] and the concept of sustainable tourism. The workshop was interactive allowing participants to provide their feedback and ideas in real time.

NEIGHBORHOOD LISTENING SESSIONS, APRIL 2023

To further refine large overarching goals, it was important to go into the residential neighborhoods to hear what residents had to say about the neighborhoods that they live in. All residents in the [redacted] were mailed postcards with the dates and times of the neighborhood listening sessions. The sessions were held in cafes, schools, churches, and other community spaces. Residents were asked what they would preserve, enhance, or transform about their neighborhood. In total, 124 people participated in-person, 34 people participated in the virtual sessions held the weekend after, and 505 people participated in the follow up survey.

DESIGN WORKSHOP, APRIL 2023

Based on the results of the open house, several areas of the [redacted] were identified as in need of transformation. To identify the community's vision for these areas was a design workshop was held at Hickory Hills Lodge in April 2023. Participants were asked to use sticky dots to vote on images of buildings that they thought would be appropriate in these transform areas. Additionally, participants could vote on specific elements of the buildings (façade, height, etc.) if they thought it was appropriate. Participants were also asked what is working well, what is not working well, and what is possible in all of these transform areas. Roughly 30 people participated in-person and almost 200 participated in the follow-up survey afterwards.

3

PHASE 3: EVALUATION

The third phase of community engagement...

STAKEHOLDER SESSIONS, AUGUST 2023

Once the Master Plan was compiled it was important to vet the action steps/implementation plan of the Master Plan with the same group of stakeholders that were engaged at the beginning of the process. As these stakeholders are important partners for the [redacted] their support is vital to the implementation of the Master Plan. In August 2023, online sessions were held with stakeholders and the action items were discussed in small groups. The stakeholders were asked to what degree do they support the action items, how involved they would like to be in implementation, what metrics they think could be used to track progress, and any other comments they had about the actions. They were also asked what is missing from the action list to ensure that no important actions/implementation steps fell through the cracks.

OPEN HOUSE, TBD

To present the full Master Plan to the community and open house was held during the 63-day public review period of the Master Plan. The community was shown the future land use plan and the action items and encouraged to provide feedback. Small postcards with the link to the Master Plan and contact information for the project team was provided so that community members could easily access the plan after the fact and provide comment.

Agenda Item VI: Next Steps

- Planning Commission feedback on the Master Plan
- Incorporate all feedback into the Master Plan per Planning Commission's requests
- Hold a public hearing
- Make any additional revisions as needed
- Recommend approval of the draft Master Plan to the Township Board
- Township Board approves the draft Master Plan



initiative