



Mayfield Township Master Plan

Adopted by the Mayfield Township Board on September 9, 2024

Grand Traverse County, Michigan

Resolution of Adoption by the Mayfield Township Board

2024-09-09
RESOLUTION ~~XXXXXXXXXX~~

Approving new Mayfield Township Master Plan

At a regularly scheduled meeting of the Mayfield Township Planning Commission held on September 9, 2024, the following resolution was adopted approving a new Mayfield Township Master Plan.

WHEREAS, the Michigan Planning Enabling Act (Act 33 of 2008) authorizes Municipal Planning Commissions to prepare a "Master Plan" pertinent to the future development of the municipality; and

WHEREAS, in accordance with P.A. 33 of 2008, as amended, before preparing the Master Plan, all required written notices to required adjacent governments and other organizations stating the Planning Commission's intent to prepare a new Master Plan and requesting cooperation and comment were sent; and

WHEREAS, the Planning Commission held a public input session and distributed a survey in the process of preparing a Master Plan; and

WHEREAS, the Planning Commission in accordance with P.A. 33 of 2008, as amended, submitted the proposed Master Plan to the Township Board for its initial review and approval of distribution of the Master Plan for review and comment; and

WHEREAS, the Planning Commission sent the proposed Master Plan to required adjacent governments and other organizations for review and comment; and

WHEREAS, comments on the proposed Master Plan were received and considered by the Planning Commission for possible revision to the proposed Master Plan; and

WHEREAS, the Planning Commission held a public hearing on the proposed Master Plan, as provided by P.A. 33 of 2008, as amended, and received public comment for consideration and possible revisions to the proposed Master Plan; and

WHEREAS, the Planning Commission finds the proposed Master Plan as submitted for and revised pursuant to the public hearing as desirable and proper, and furthers the land use and development goals and strategies of Mayfield Township; and

WHEREAS, final edits to the Master Plan will be incorporated as noted in the Mayfield Township Planning Commission's minutes for the public hearing that took place on September 9, 2024.

NOW, THEREFORE, the Mayfield Township Planning Commission hereby resolves to approve the new Mayfield Township Master Plan as submitted and revised pursuant to the public hearing, including all of the text, charts/tables, maps, and descriptive and other matter therein intended by the Planning Commission to form the complete Master Plan, including the Mayfield Township Future Land Use Map, and recommend final adoption of same by the Mayfield Township Board.

MAYFIELD TOWNSHIP PLANNING COMMISSION:

Moved to adopt the resolution by DeKert, seconded by Jeffrey. PASSED and ADOPTED by the Mayfield Township Planning Commission on September 9, 2024 by the following vote:

AYES: 5

NAYS: 0

ABSTAINING: 0

ABSENT: 0

MOTION:

I, _____, Recording Secretary of the Mayfield Township Planning Commission certify that the foregoing resolution was adopted by a majority of the members of the Mayfield Township Planning Commission by a roll call vote at a regular meeting of the Commission held on September 9, 2024 in compliance with the Open Meetings Act.

 _____ (signature)

Acknowledgments

Mayfield Township Planning Commission

Brandon Bogard ▲ Chairperson

Rick Bach ▲ Vice Chair

Bill Crain ▲ Secretary

Rick Vanpelt ▲ Member

Charlie Jetter ▲ Member

Mayfield Township Board

John Ockert ● Supervisor

Jamie Hansen ● Clerk

Dean Bott ● Treasurer

Charlie Jetter ● Trustee

Nicole Miller ● Trustee

Mayfield Township Zoning

Tim Lueck ■ Zoning Administrator

Prepared by



**Networks
Northwest**
Talent / Business / Community

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Glossary of Acronyms

ACS. American Community Survey

BAO. Business Analyst Online

BEA. Bureau of Economic Analysis

BLS. Bureau of Labor Statistics

LQ. Location Quotient

MPEA. Michigan Planning Enabling Act

NAICS. North American Industry Classification System

NRCS. Natural Resources Conservation Service

REAP. Regional Economic Analysis Project

Note: Throughout this document you will see the word “township” sometimes capitalized, and sometimes not. When capitalized, “Township” refers to the local unit of government. When lower case, “township” refers to the geographic area.



Chapter 1

Planning for Growth

Location, Location, Location

Many factors can influence a community and the topics driving its planning efforts. For Mayfield Township, the factors are straightforward. The community is home to some of the most important prime farmland in the state of Michigan. Discussed throughout this plan, the landscape, identity and economy of the township are centered around its agriculture. Similar to many areas throughout the Midwest, Mayfield seeks to protect its agricultural lands from the type of sprawling development that can drastically change the makeup of the community.

Mayfield's geographic location means that planning for agricultural protection has never been more important. Traverse City is the region's most populated jurisdiction and lies just 10 miles north of Mayfield Township. From 2000 to 2020, Traverse City has grown by nearly 8 percent, while Grand Traverse County as a whole has grown by 22.6 percent during the same period (U.S. Census). During that time, development pressure has moved outwards from Traverse City, into the neighboring townships. Some communities have planned for this shift, while others have not.

This plan is largely focused on Mayfield Township remaining an agricultural hub above all else. This decision was informed by public input with directional leadership coming from the Planning Commission. The plan discusses opportunities for Mayfield going forward, understanding the context in which the community sits.

MAYFIELD TOWNSHIP IS AN AGRICULTURAL HUB,
HOSTING SOME OF THE BEST FARMLAND IN MICHIGAN

ITS CLOSE PROXIMITY TO THE MORE URBANIZED
TRAVERSE CITY MEANS THAT ZONING WILL BE AN
IMPORTANT TOOL IN PRESERVING THE TOWNSHIP'S
RURAL CHARACTER

PARTICIPANTS IN THE PLANNING PROCESS REPEATED
THE SENTIMENT THAT AGRICULTURAL PRESERVATION
SHOULD BE THE FOCUS OF THE MASTER PLAN

Land Use Patterns

What Mayfield Township Wants to Avoid

Figure 1-1 to the right depicts the sprawling development that Mayfield Township would like to avoid over the next 50 years. Sprawl refers to land use patterns typically defined by single-family housing on large lots where uses are separated from each other (i.e. not mixed).

This type of development pattern eats up farmland, open space and forest land; is less efficient in terms of providing water, roads, electric and other infrastructure; and can fragment natural areas and habitats.

Mentioned previously, many areas surrounding Traverse City are experiencing sprawling developments. Mayfield Township seeks to get ahead of the curve to amend its land use regulations to prevent this from happening locally.

What Mayfield Township Wants to Promote

Figure 1-2 is a rendering of cluster development. Through this oft used land use regulation, parcel size minimums are increased greatly. Land owners are still able to develop part of their parcel (25%, for example) as long as they meet the minimum parcel size set by the Township.

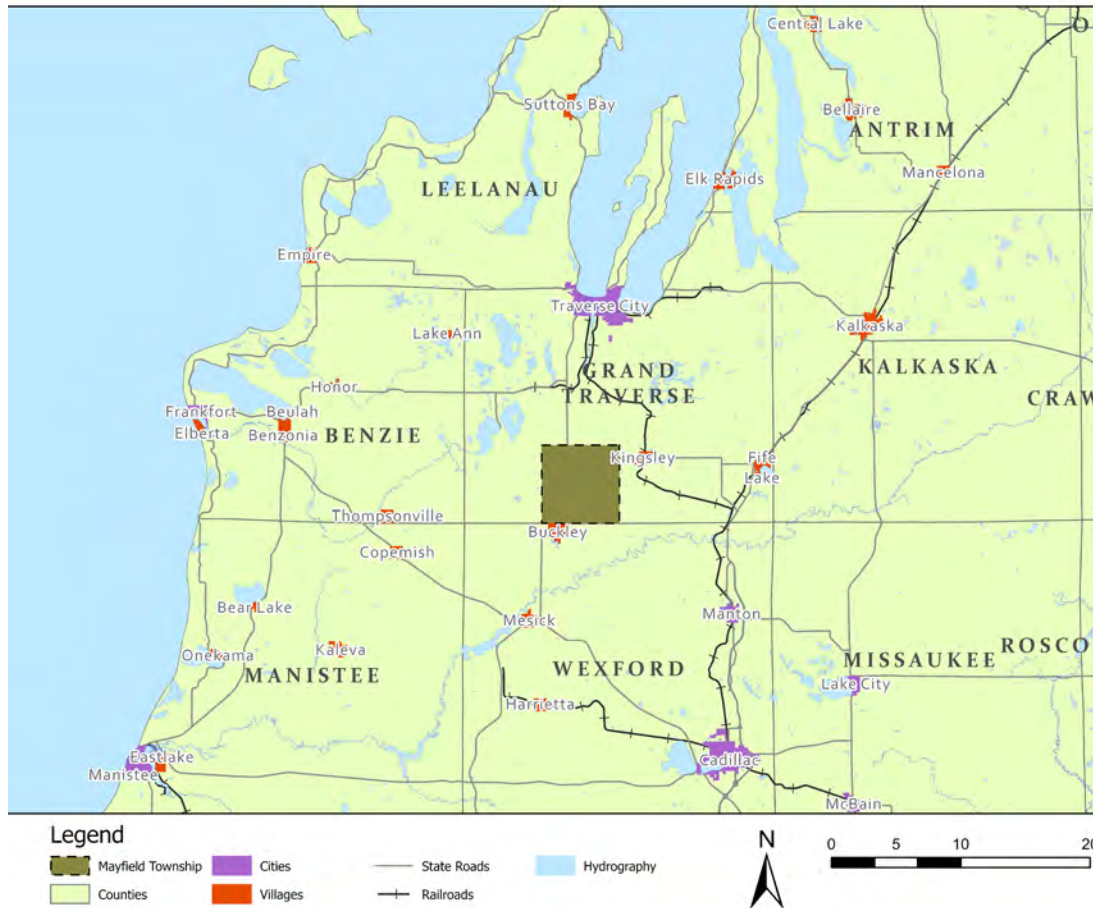
That 25 percent can fit a greater number of lots through what's called a density bonus. The other 75 percent of the parcel is then deed restricted as agricultural use, open space, recreation space or civic space. This allows development to occur while greatly preserving the area's farmland.

Figure 1-1. Rendering of Suburban Sprawl



Figure 1-2. Rendering of Cluster Development & Farmland Preservation





Old Mission Peninsula



Image source: Pure Michigan (michigan.org)

Huron-Manistee National Forest



Image source: USDA Forest Service (fs.usda.gov)

Leelanau Trail



Image source: TART Trails Inc (traversetrails.org)

The Village at Grand Traverse Commons



Image source: City of Traverse City (traversacity.com)

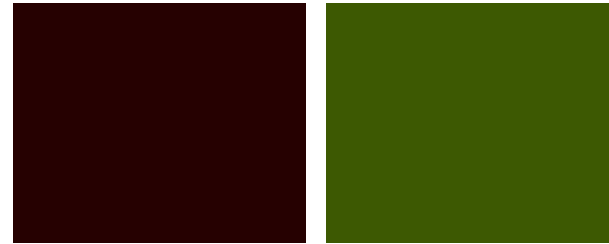
Regional Location

Map 1-1 (above) shows Mayfield Township’s location within Northwest Lower Michigan. Mentioned previously, the region is growing at a fast pace, due in large part to its tourism economy, natural appeal and proximity to Lake Michigan. Some of the nearby regional destinations are shown in the images on this page.

Northwest Lower Michigan is well-known for its views of Lake Michigan, vast forest lands, trail systems, vineyards and wineries. It has become a year-round destination. Because of these attractions, Mayfield Township anticipates pressure for more year-round, seasonal and short-term housing. Chapter 7 in this plan addresses these issues, and potential solutions, in actionable language.



Community Input



MAYFIELD TOWNSHIP'S LEADERSHIP RECOGNIZES THAT DECISIONS MADE FOR THE PUBLIC SHOULD BE GREATLY INFORMED BY MEMBERS OF THE PUBLIC. THIS IS IMPORTANT FOR TWO KEY REASONS. FIRST, IT IS WELL CITED IN COMMUNITY PLANNING LITERATURE AND CASE STUDIES THAT PROJECTS HAVE A GREATER CHANCE OF SEEING ACTUAL IMPLEMENTATION WHEN ALL RELEVANT STAKEHOLDERS ARE INCLUDED THROUGHOUT THE PLANNING PROCESS. SECOND, THE PLANNING PROFESSION NOW RECOGNIZES THAT ROBUST PUBLIC INPUT IS AN IMPORTANT ETHICAL CONSIDERATION.

FOR THESE REASONS, MAYFIELD TOWNSHIP'S PLANNING COMMISSION WORKED WITH PLANNERS AT NETWORKS NORTHWEST TO DEVELOP THREE FORMS OF INPUT OPEN TO ANYONE LIVING, WORKING, OR RECREATING IN THE COMMUNITY. THESE INCLUDED A SURVEY, A PUBLIC OPEN HOUSE AND A PUBLIC HEARING.



Open House

On November 8, 2023, the Mayfield Township Planning Commission invited members of the public to provide their sentiments on their preferred future for the community.

Participants worked through a series of activities including a gallery walk of character images, sticky note prompts and a discussion about the potential use of cluster development to preserve farmland. Attendees were also encouraged to take the online survey. Around 25 people attended the Open House, which lasted for 3 hours. Many stuck around after answering the prompted activities to discuss the future of the community with Planning Commission members.

The Open House held on November 8, 2023 at the Mayfield Township Hall confirmed much of what the Planning Commission had discussed during the process to that point. The summarized input stated a strong desire for Mayfield to protect its agricultural lands from both residential and commercial development. There were 4 activities in which participants could provide their sentiments. These included:

A gallery walk of images from other communities. Attendees used green sticky dots to indicate that they liked the design concept(s) shown in the image, red dots to state their disapproval and sticky notes to write any specific thoughts on the images. Participants mainly showed unfavorable sentiments towards corridors with many lanes and curb cuts, dense suburban-type residential development and busy signage. Results showed support or approval for green spaces (including trails) and farmland.

Open-ended questions. The facilitator listed three questions that respondents could answer using a word or phrase. “Understanding that development pressure is likely to occur as Traverse City builds out, what is your greatest concern for Mayfield Township’s future?” | “Think about the best place you’ve ever visited. What aspects of that place do you think could be introduced in Mayfield Township?” | “What is one idea that you would like the Mayfield Township Master Plan to discuss?”

Introduction to Cluster Development. The facilitator provided a visual and written description of cluster development (discussed further in Chapter 7). The station prompted good conversations, though only three people answered what their preferred clustered development would look like. Of these, all three depicted a 40-acre parcel with 75 percent preserved for agriculture/open space.

Survey link. The final station held the QR code and link to the online survey. Those who had not taken the survey yet were encouraged to do so before leaving.

A full set of Open House results can be found in Appendix A.



A Note on Survey Demographics

- OF THE 67 RESPONDENTS, 59 WERE FULL-TIME RESIDENTS.
 - OF THE 57 RESPONDENTS WHO GAVE THEIR AGE, 22 WERE BETWEEN 25-44 YEARS OLD, 22 WERE BETWEEN 45-64 YEARS OLD AND 13 WERE AGE 65+.
 - OF THE 53 RESPONDENTS WHO NOTED THEIR TENURE IN MAYFIELD, MOST (27) HAD LIVED IN THE TOWNSHIP FOR MORE THAN 15 YEARS. ONLY 1 RESPONDENT HAD LIVED IN MAYFIELD FOR LESS THAN A YEAR.
 - THE SURVEY RECEIVED INPUT FROM EACH OF THE INCOME CATEGORIES LISTED. FORTY-TWO OF THE RESPONDENTS' HOUSEHOLDS EARNED AT LEAST \$75,000 PER YEAR.
 - AROUND HALF (25/57) OF RESPONDENTS WORKED IN GRAND TRAVERSE COUNTY BUT IN A DIFFERENT TOWNSHIP THAN MAYFIELD. TEN WERE RETIRED.
 - OF THE 57 RESPONDENTS WHO INDICATED THEIR HIGHEST LEVEL OF EDUCATION, 39 OUT OF 57 HAD EARNED AT LEAST AN ASSOCIATE DEGREE.
-

Community Survey

The Mayfield Township Planning Commission, in coordination with Networks Northwest, developed a survey instrument to gather public sentiments for this planning process. The survey was available on Networks Northwest's website and by using a QR code distributed by the Township from March to November, 2023. The survey received 67 respondents, or about 3.8 percent of the population. Because this survey represents less than 20 percent of the population, it cannot be said to be statistically significant. However, when combined with Planning Commission meeting discussions and the results derived from the Open House, one can see common patterns in thought. These survey results helped to inform the Goals & Objectives found in Chapter 7. This section describes key findings from the survey. A complete set of survey questions and responses can be found in Appendix B.

Mayfield Township Generally

The survey was broken into various question categories. The first of these categories is represented by the results shown on page 1-7. These questions sought a general understanding of how people feel about Mayfield Township.

- On a scale from "Poor" to "Excellent", most (44/67) rated the quality of life in Mayfield as "Good" with another 20 saying "Excellent". No one who took the survey rated the quality of life as "Poor" (Figure 1-4).
- 61 out of 67 people said that "Mayfield Township is a community suitable for people of all ages" (Figure 1-5).
- 11 people disagreed with the statement, "There are ample opportunities to get involved in the community (local government, volunteering, recreation, etc.)". Another 29 were neutral (Figure 1-5).
- The top three reasons respondents choose to live in Mayfield Township were "Northern Michigan Location" (44), "Environmental/natural features" (42) and "Friends and family" (40) (Figure 1-6).

Figure 1-3. Which of the following best describes your association with Mayfield Township?



Figure 1-4. How would you rate the overall quality of life in Mayfield Township?

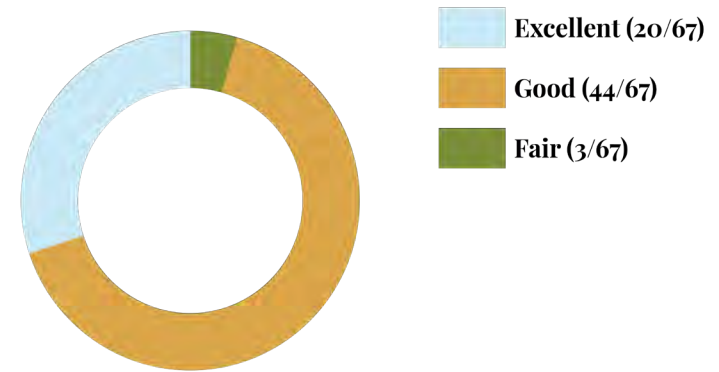


Figure 1-5. For each of the statements listed below, please select the response that best describes your point of view.

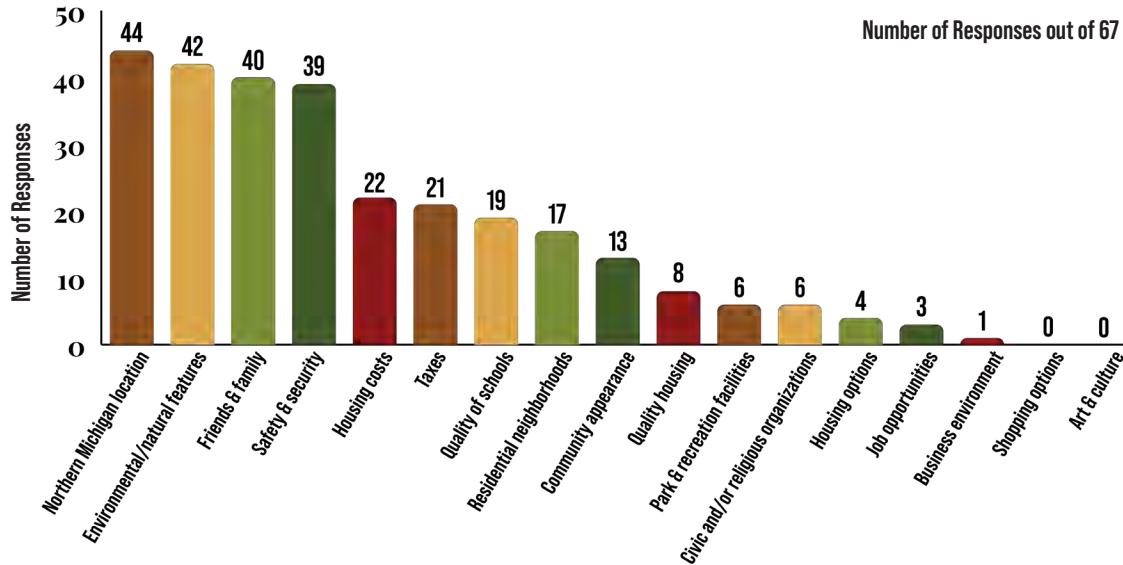
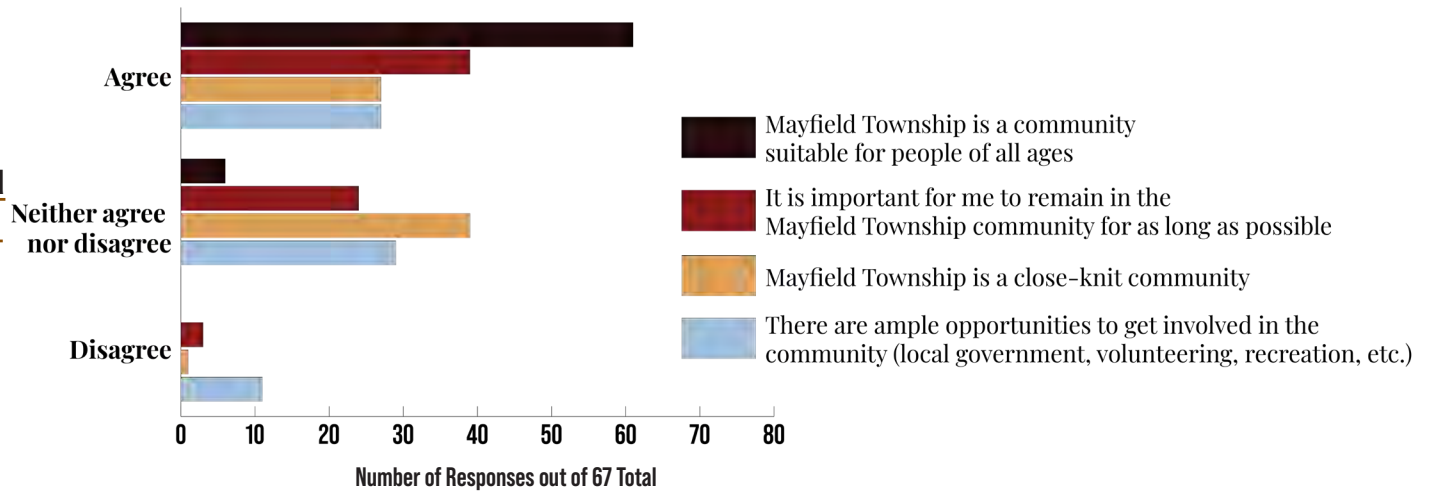
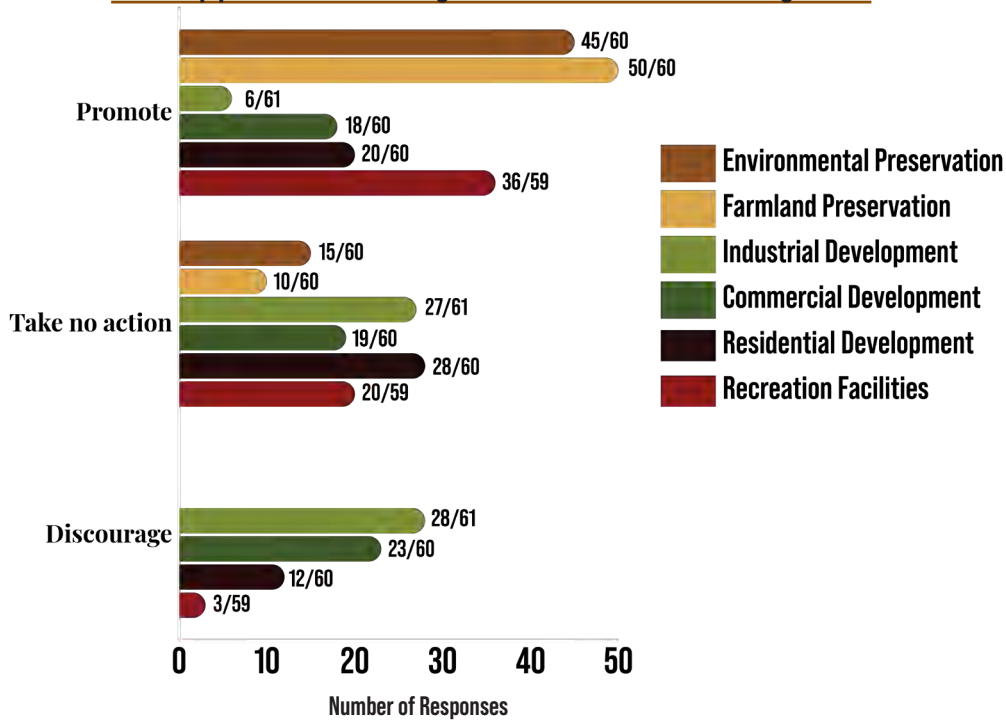


Figure 1-6. From the list below, what are the top 5 factors that inform your decision to continue residing in Mayfield Township? (select 5)

Figure 1-7. In planning for future development, to what degree should Mayfield Township promote or discourage action in each of the following areas?



Farmland Future

- 50 out of 60 respondents stated that the Township should promote farmland preservation.
- 45 out of 60 respondents said that the Township should promote environmental preservation.
- Results were mixed on whether the Township should encourage, take no action or discourage commercial development and residential development.
- 36 out of 60 respondents stated the Township should promote recreation facilities.
- 55 out of 66 people agreed with the statement, “The community should strive to maintain its rural character.”
- The top words or phrases used to describe Mayfield were “Rural”, “Community”, “Friendly” and “Beautiful”.

Figure 1-8. For each of the statements listed below, please select the response that best describes your point of view.

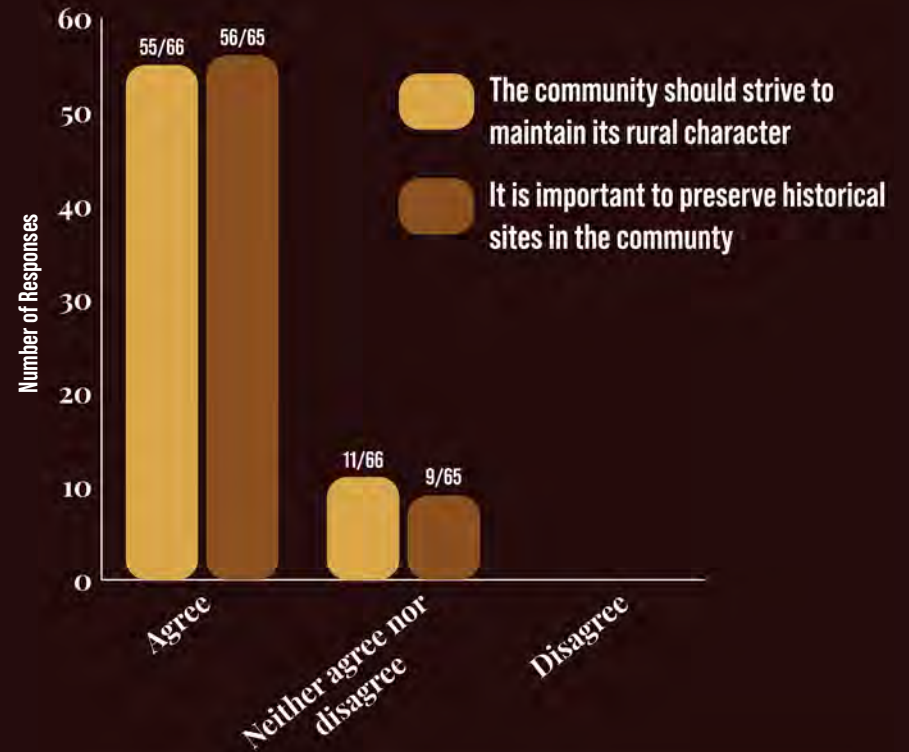


Figure 1-9. What words or phrases would you use to describe the Mayfield community?



Figure 1-10. As the population of Mayfield Township continues to increase, additional housing will be required. Should Mayfield Township promote the following housing types?

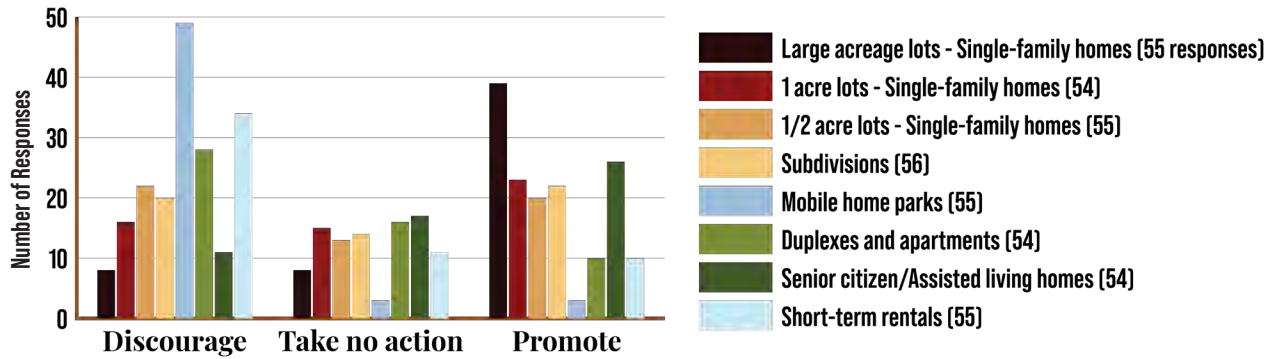
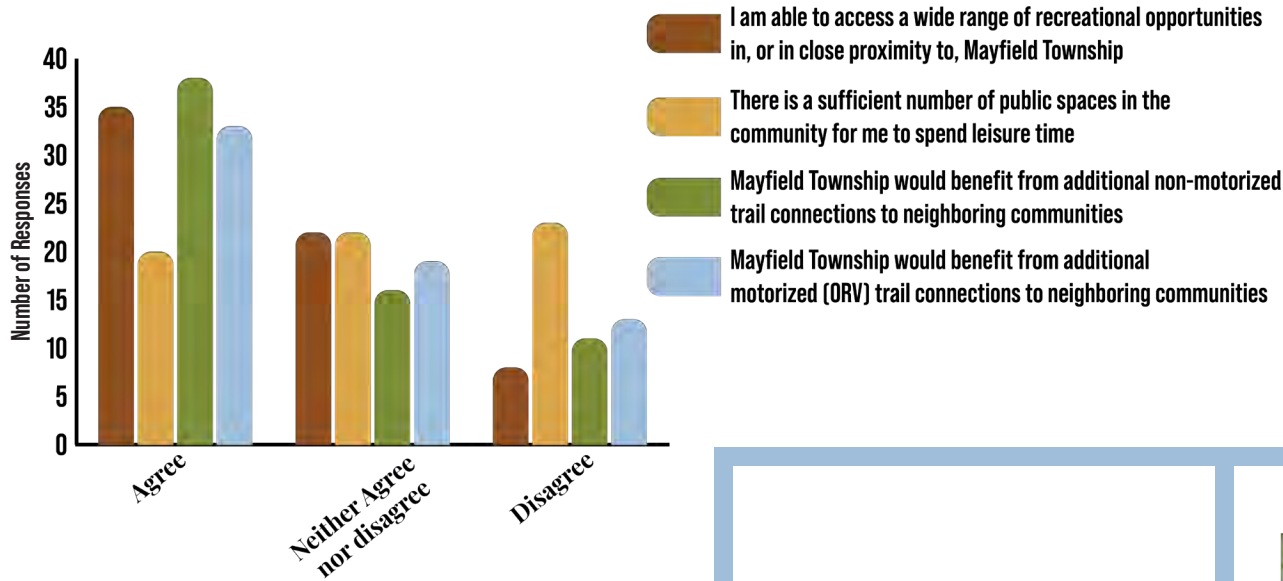


Figure 1-11. For each of the statements listed below, please select the response that best describes your point of view.



The questions shown on this page gauged the community’s opinions on Mayfield Township’s development future. Figure 1-10 shows high approval for large acreage residential lots and housing for senior citizens. There was large disapproval for mobile home parks and short-term rentals. Figure 1-11 shows that people largely agreed that Mayfield would benefit from additional trail connections, both motorized and non-motorized. There was little consensus on the availability of public spaces for leisure time. Figures 1-12 and 1-13 asked about current development in two locations in the Township. The results show that the community thought these spaces should continue developing in their current manner.

Figure 1-12. In planning for future growth and development, the current master plan and zoning ordinance provide for commercial development at the intersection of M-113 and M-37 North to Clous Road with access controls such as shared access and service drives. Do you support the continued development of commercial uses in this area?

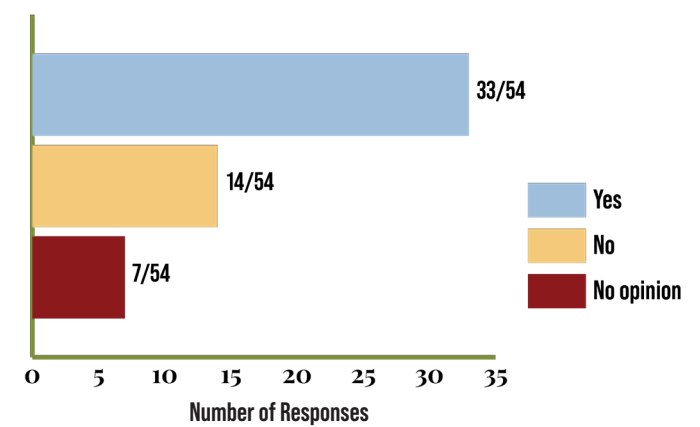
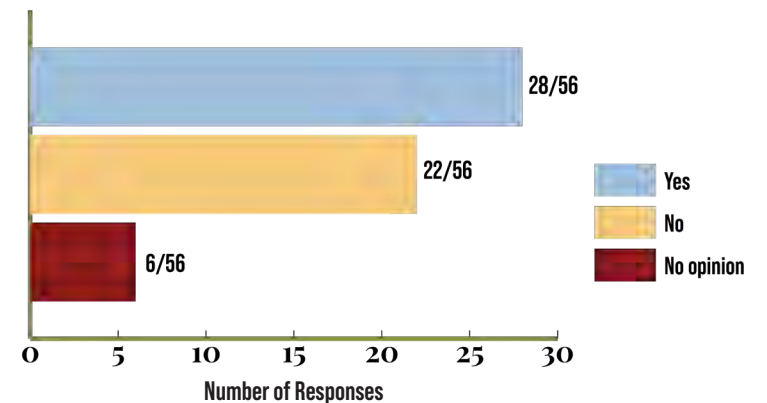
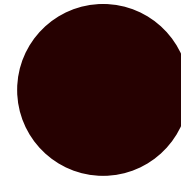
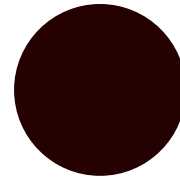
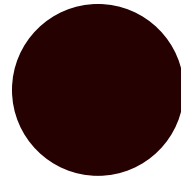
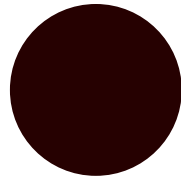


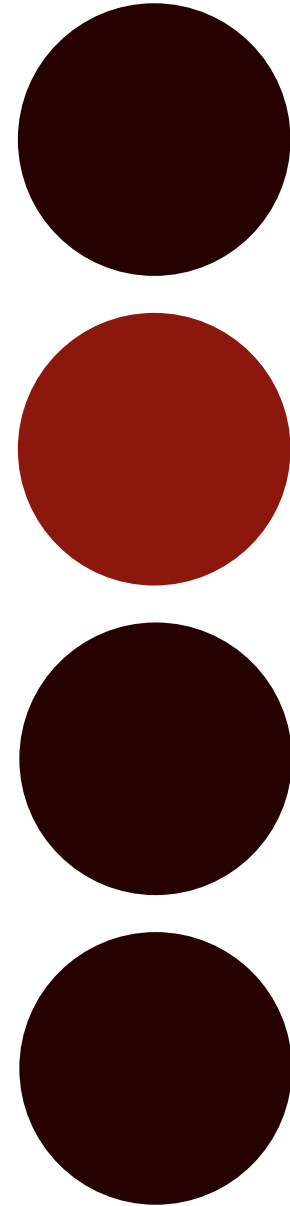
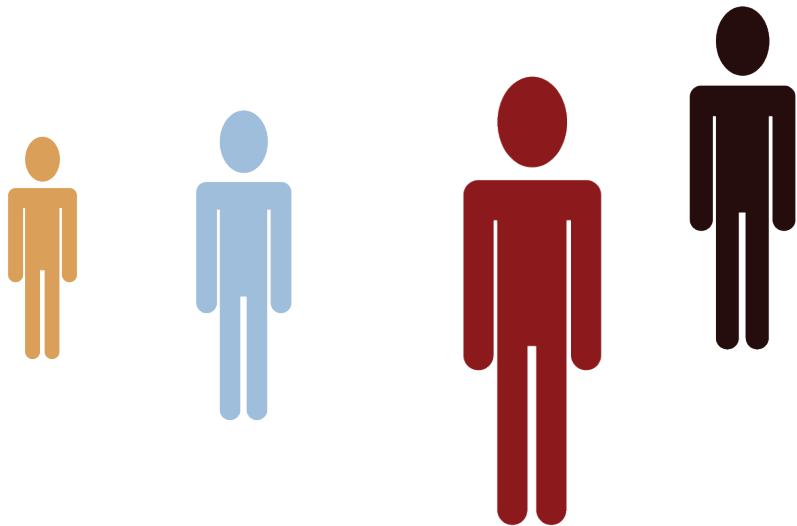
Figure 1-13. In planning for future growth and development, the current master plan and zoning ordinance provide for light industrial development on M-37 between the curves, i.e Fox Road and Center Rd. Light Industrial uses may be the assembly of components, Fabrication, etc. but not heavy industry such as a foundry, etc. Do you support the continued designation of this area for light industrial uses?





Chapter 2

Demographics & Households



People & Place in Mayfield Township

Demographics and household data points are some of the most important in planning for the future. Communities that are growing have very different targets for success than those that are experiencing population decline. Similarly, communities have various challenges related to age, education, employment and more. The boom of a new generation can spur a need for more childcare, schools and youth programming. A rising median age, which we are seeing across Michigan as the Baby Boomer generation is into retirement years, means high demand for passive recreation, smaller housing units, increased medical services and transportation considerations.

In other words, the built environment is greatly impacted by shifts in demographic makeup. This chapter describes those changes over the past 10–20 years in Mayfield Township. This includes information related to: age, household makeup, household size, tenure in household, education and school enrollment.

In summary, Mayfield’s population has grown drastically in the past two decades, though school enrollment has remained largely the same; household size has changed very little. This indicates that many of the people moving to the community are without children in the household. The proportion of people age 60+ has nearly doubled in the Township since 2000. This is reflected by a relatively high median income and smaller average household sizes.



Population Change

A Growing Mayfield

Mayfield Township’s population grew from 1,266 people in 2000 to 1,786 people in 2020 (Table 2-1). This represents a 41.1 percent increase, outpacing Grand Traverse County’s 22.6 percent growth during the same period.

Age Distribution

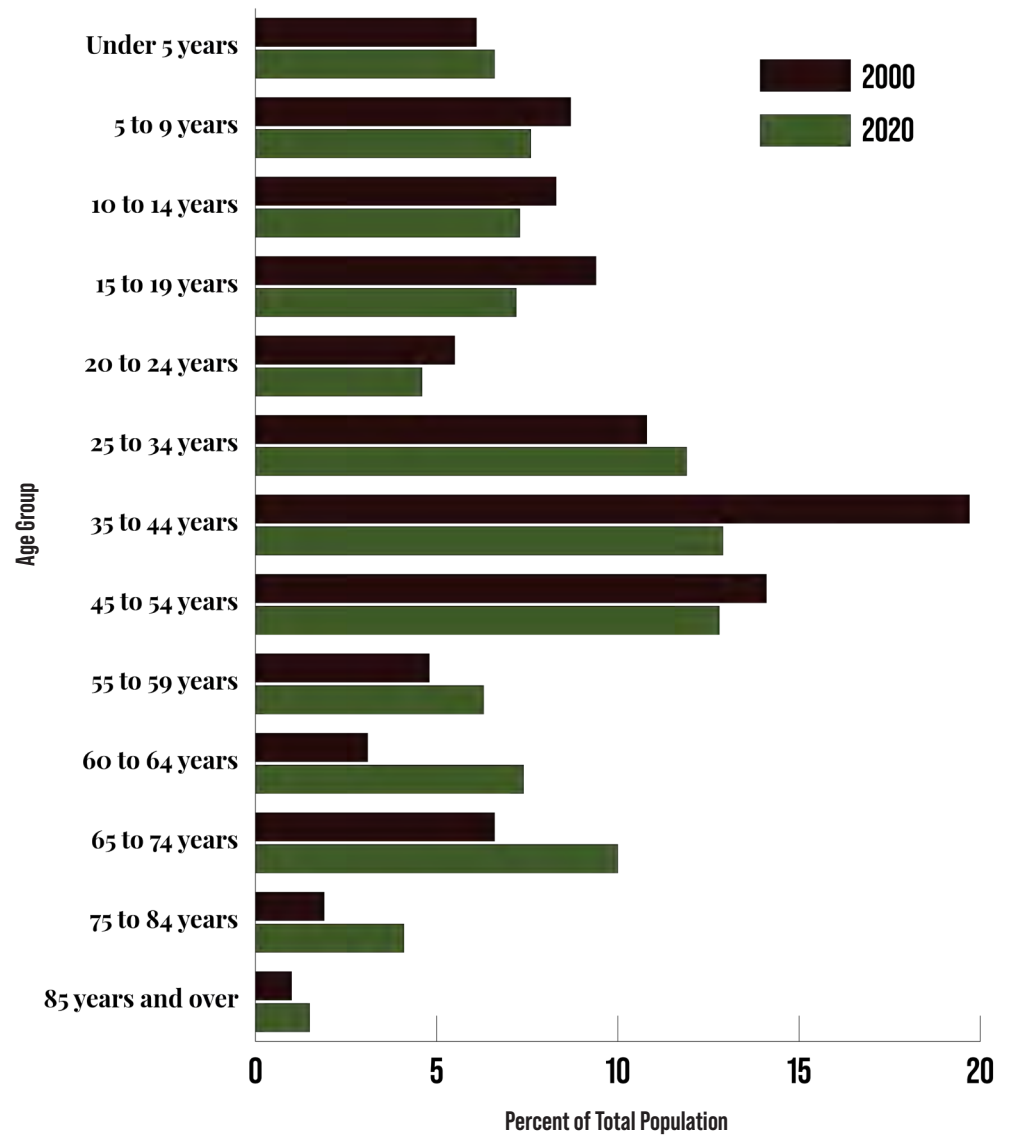
Communities across Michigan are seeing growth in their retirement-aged populations as the Baby Boomer generation (1946-1964) is now entirely age 60+. This phenomenon is true for Mayfield Township as well, which saw its median age rise from 35.5 to 38.1 since the year 2000 (Table 2-1). Figure 2-1 shows that since 2000, Mayfield’s share of 35 to 44 year olds has drastically decreased as a proportion of the total population. Individuals age 65+ has nearly doubled.

Table 2-1. Population & Median Age, 2000-2020

	Mayfield Township	Grand Traverse County
Population, 2000	1,266	77,654
Population, 2020	1,786	95,238
Population % Change, 2000-2020	41.1%	22.6%
Median Age, 2000	35.5	37.7
Median Age, 2020	38.1	43.4

Source: 2000 & 2020 Decennial Censuses

Figure 2-1. Age Distribution, Mayfield Township, 2000-2020



Source: 2000 & 2020 Decennial Censuses

Households

Table 2-2. Households by Type

Total	630	100%
Married Couple Households	391	62.1%
With Own Children <18	161	25.6%
Without Own Children <18	230	36.5%
Cohabiting Couple Households	41	6.5%
With Own Children <18	12	1.9%
Without Own Children <18	29	4.6%
Male Householder, No Spouse/Partner	107	17.0%
Living Alone	62	9.8%
65 Years and over	18	2.9%
With Own Children <18	19	3.0%
Without Own Children <18, With Relatives	19	3.0%
No Relatives Present	7	1.1%
Female Householder, No Spouse/Partner	91	14.4%
Living Alone	46	7.3%
65 Years and over	24	3.8%
With Own Children <18	14	2.2%
Without Own Children <18, With Relatives	19	3.0%
No Relatives Present	12	1.9%

Source: Business Analyst Online 2020 Census Profile

Makeup of Mayfield Households

Households by type data is useful for various planning reasons. First, the makeup of households can help inform which housing developments may be introduced to meet demographic preferences. For instance, many retirement age people seek to downsize their housing both in terms of acreage and building footprint in order to more easily care for their property. This is also sometimes true for families whose children have moved out and who no longer need as much space as before.

In Mayfield, there are 108 households with one person living alone. Of these, 42 are age 65+.

Additionally, housing by type can give some information on the need for childcare, busing and other services for children. In Mayfield, there are 33 households with a single parent of one or more children and 173 households with married or unmarried couples with children under the age of 18.

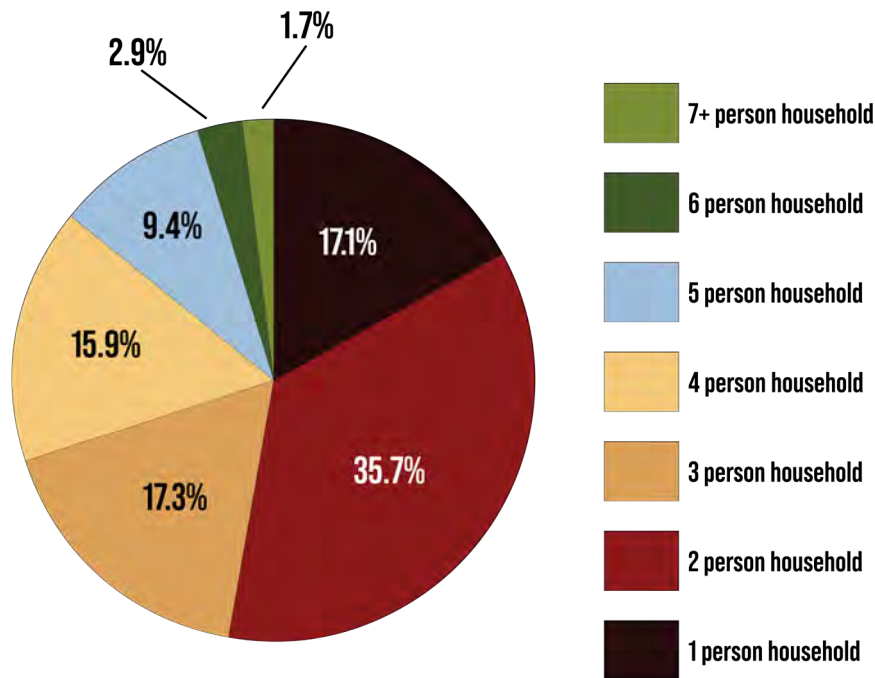
Around a third (32.7%) of all households in Mayfield have at least one child under the age of 18. Mayfield’s attractiveness to families in this regard is consistent with the stable school district population, described later in this chapter.

Table 2-3. Households by Size, Mayfield Township

	1 Person	2 People	3 People	4 People	5 People	6 People	7+ People	Average Household Size
2010 Census	92 (16.5%)	215 (38.5%)	100 (17.9%)	86 (15.4%)	40 (7.2%)	18 (3.2%)	8 (1.4%)	2.73
2020 Census	108 (17.1%)	225 (35.7%)	109 (17.3%)	100 (15.9%)	59 (9.4%)	18 (2.9%)	11 (1.7%)	2.79

Source: Business Analyst Online 2010 and 2020 Census Profiles

Figure 2-2. Households by Size, Mayfield Township



Source: Business Analyst Online 2020 Census Profile

Size of Households, Past and Present

One-Two Person Households Prevail

The size of households, similar to households by type, can help determine some trends that may be useful in planning for the future. Taken over time, drastic changes in household size may indicate a shift in age or family demographics, or even the availability of housing (roommates). However, from 2010-2020, Mayfield Township’s household sizes have remained consistent.

In that timespan, the average household size has remained almost the same (2.73 to 2.79) and households primarily consist of one or two people (17.1% and 35.7%, respectively). According to the 2020 Census, just 14 percent of households have 5+ people.

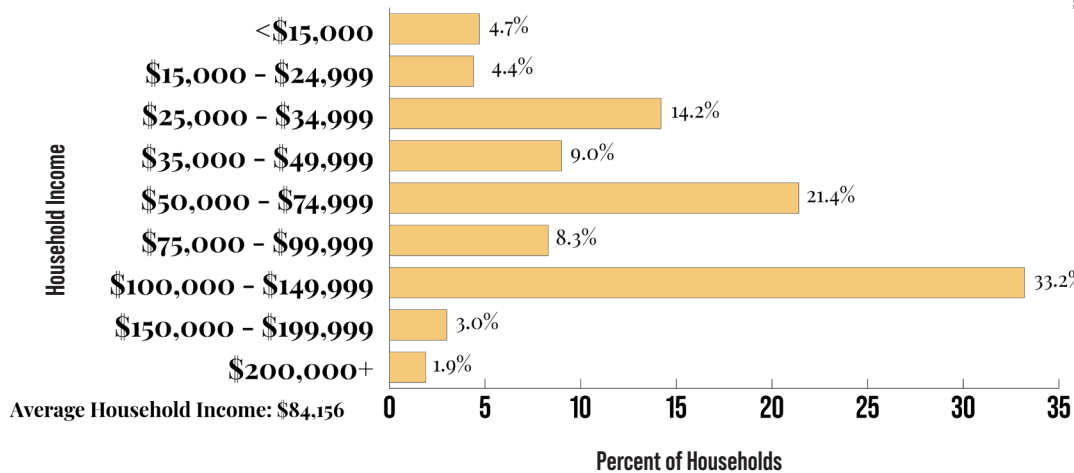
Household Income

Household income is an important measure for local leaders to understand the degree to which their population is vulnerable to unforeseen changes. For example, the importance of public transportation is emphasized in communities where the loss of a personal automobile is the difference between making ends meet and failing to do so. At the other end, a wealthy populace has implications for desired housing types and local amenities. If there is high demand for housing, the community may choose to build around what it is doing well.

One third of Mayfield Township’s households have an income between \$100,000 and \$149,999 (Business Analyst Online). This is higher than Michigan’s estimated mean household income of \$92,835 and its median household income of \$68,505 (ACS 2022 5-year).

The township has an estimated 16.5 percent of its population living below the poverty line.

Figure 2-3. 2023 Households by Income

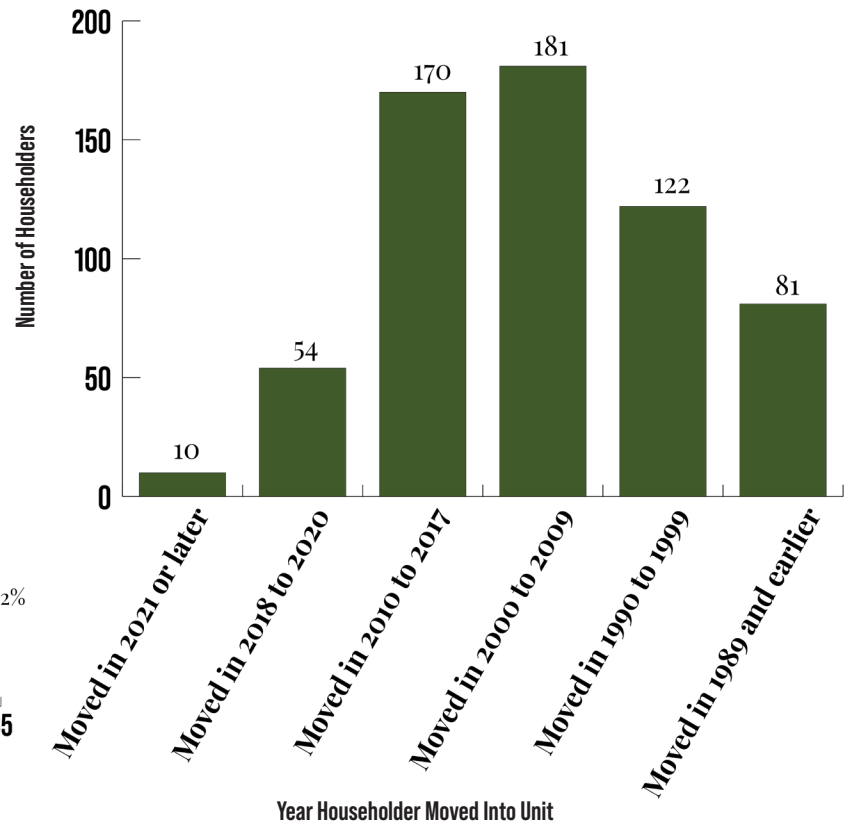


Source: Business Analyst Online Community Profile, 2023

Tenure in House

Most of Mayfield Township’s residents have lived in the community for more than 10 years, according to the 2022 ACS 5-year estimates. The ACS estimates that 303 out of 618 primary householders moved to Mayfield from 1990 to 2009, with another 170 arriving from 2010 to 2017. Since the year 2018, just 64 new householders have moved into Mayfield. This information is consistent with the demographic who answered the survey during the master planning process. Nearly all had lived in the township for at least 10 years.

Figure 2-4. Housing Tenure by Householder



Source: 2022 ACS 5-Year Estimates

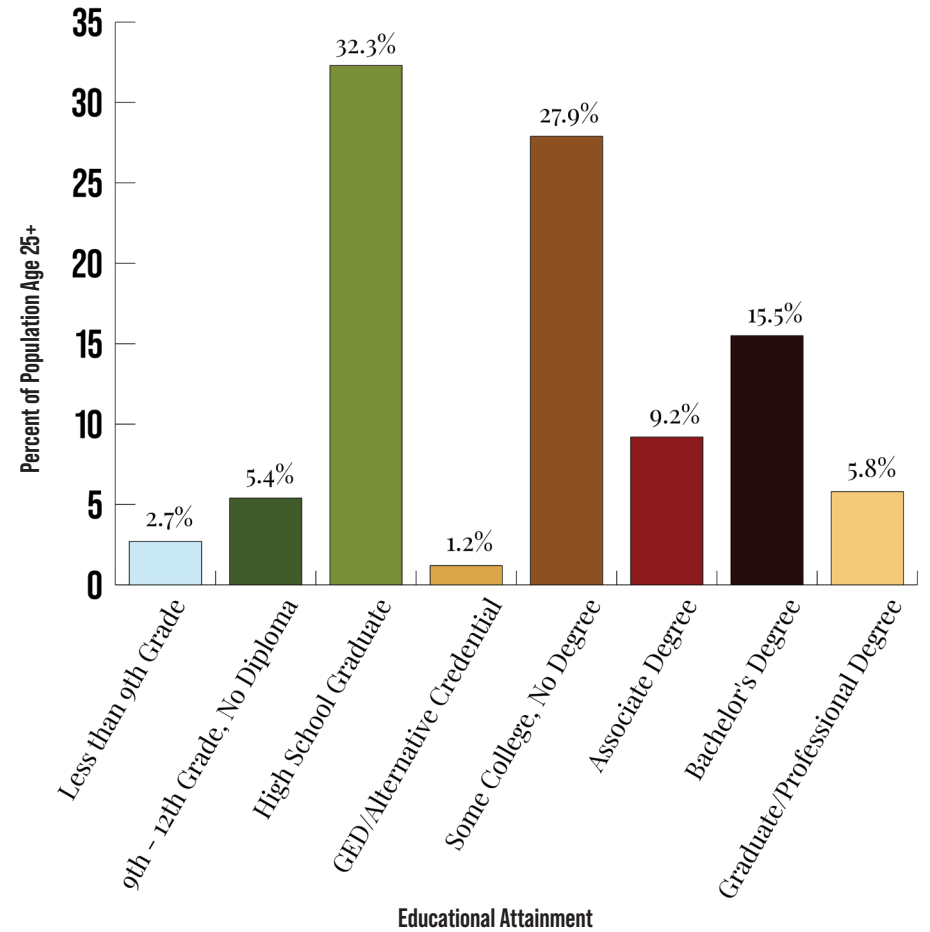
Education

Education is an important variable in analyzing a community’s populace. First, there is a high correlation between education and median income. Additionally, the rate of individuals in a community who did not complete high school, or who dropped out before 9th grade, provides some context to the social fabric of the area and youth programming locally. School enrollment also indicates possible needs for increases or decreases in school funding, as well as the age makeup of the community.

In Mayfield, around a third (33.5%) of the population age 25+ has a high school diploma or GED equivalent (Figure 2-5). An additional 30.5 percent have an Associate, Bachelor’s or Graduate degree. Around eight percent did not complete high school.

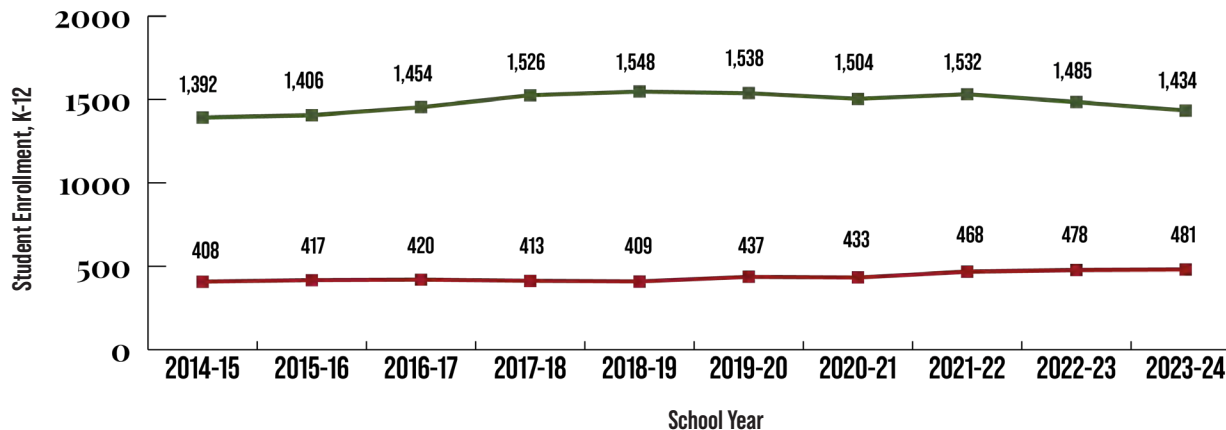
Students in Mayfield Township are served by two school districts, depending on their household’s location within the township: Kingsley Area Schools to the northeast, and Buckley Community Schools to the southwest. Enrollment rates in both of these school districts have remained stable for the past 10 years. Kingsley’s K-12 enrollment was 1,434 students for the 2023-24 school year, while Buckley’s was at 481. Both school districts have more students enrolled in 2023 than they did in 2014 (Figure 2-6).

Figure 2-5. 2023 Population 25+ by Educational Attainment

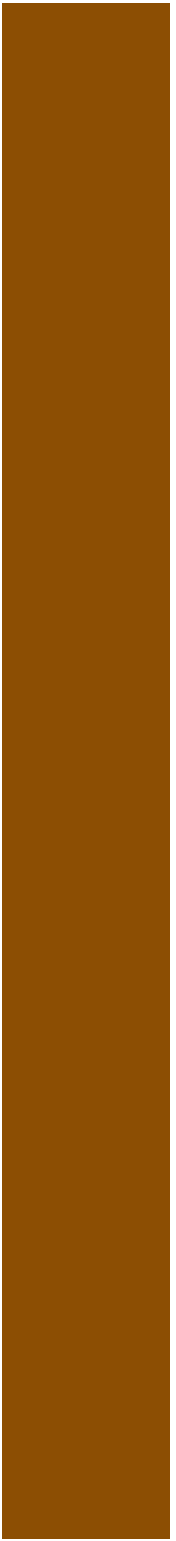
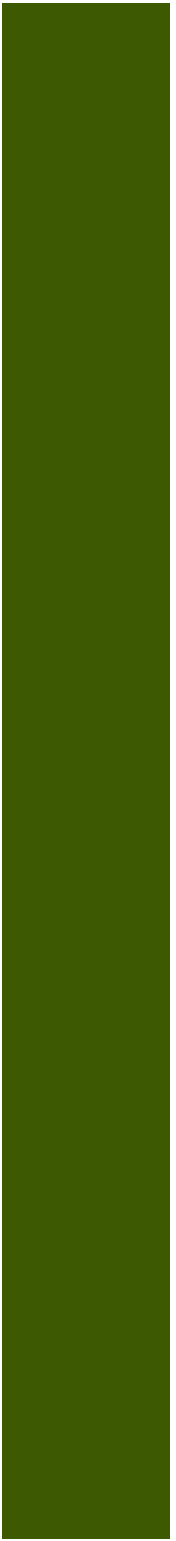
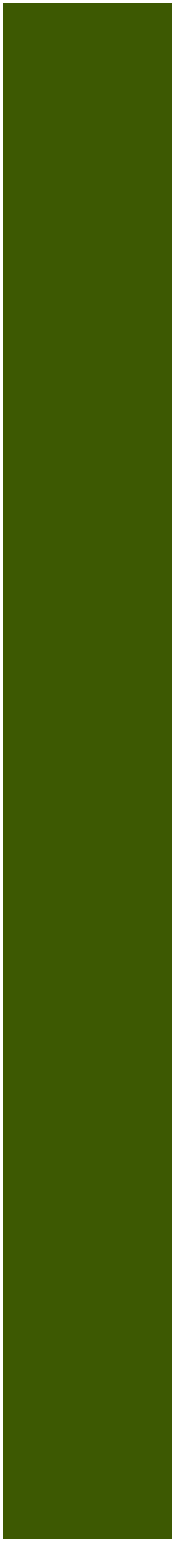


Source: Business Analyst Online Community Profile

Figure 2-6. School Enrollment, 2014-2024

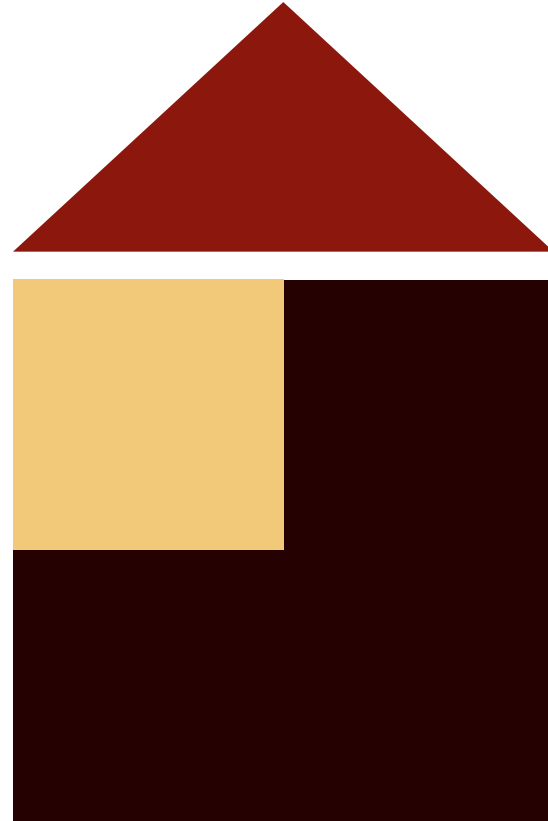
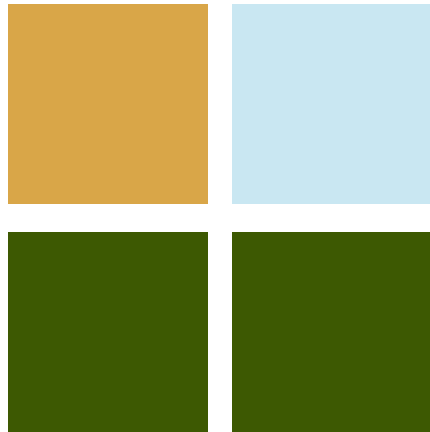


Source: MISchoolData



Chapter 3

Housing



Regional Housing Situation

This chapter describes the current housing outlook in Grand Traverse County and Mayfield Township. Similar to the rest of this plan, it is understood that the current housing shortage in Grand Traverse County is leading to greater development pressure in the township's surrounding Traverse City.

The Mayfield Township Planning Commission and the members of the public who provided input during the 2023-2024 planning process recognized that this is happening. However, Mayfield differs from many of the townships in Grand Traverse County in that it possesses some of the most important farmland in Michigan. Therefore, the Planning Commission has identified cluster development and larger parcel minimums in certain areas as the ideal path to allow denser residential structures while also preserving the agricultural lands that define the community's economic and social makeup.

This chapter draws on three main sources to describe housing in Grand Traverse County and Mayfield Township:

- Data from the U.S. Census Bureau and American Community Survey
- Bowen National Research's *Housing Needs Assessment, Northern Michigan, 2023*, and
- Networks Northwest and Beckett & Raeder's *Seasonal Population Study for Northwest Lower Michigan, 2022*

ALTHOUGH DATA IS PROVIDED THROUGHOUT THIS SECTION, IT IS EASY TO SEE ANECDOTALLY THAT THERE IS A HOUSING SHORTAGE IN NORTHWEST MICHIGAN. A HOUSING SHORTAGE PRESENTS A VARIETY OF VEXING PROBLEMS FOR A COMMUNITY.

FIRST, IT MAKES IT DIFFICULT FOR BUSINESSES TO ATTRACT AND RETAIN TALENTED EMPLOYEES. IN FACT, SOME BUSINESSES IN THE GRAND TRAVERSE AREA HAVE GONE SO FAR AS TO DEVELOP THEIR OWN WORKER HOUSING TO MEET THIS NEED. ADDITIONALLY, BUSINESSES LOOKING FOR A LOCATION TO ESTABLISH THEMSELVES OR TO RELOCATE WILL OFTEN SEE A HOUSING SHORTAGE AND CHOOSE NOT TO LOCATE THERE BECAUSE OF THIS DIFFICULTY IN ATTRACTING EMPLOYEES. THIS HAS A NEGATIVE IMPACT ON THE LOCAL ECONOMY.

A HOUSING SHORTAGE CAN LEAD TO INCREASES IN OVERCROWDING, INFORMAL HOUSING AND HOMELESSNESS. EACH OF THESE HAVE NEGATIVE HEALTH AND SOCIAL RAMIFICATIONS FOR THE COMMUNITY.

WHEN HOUSING SUPPLY IS LOW, PRICES INCREASE TO THE POINT WHERE MANY PEOPLE ARE PRICED OUT OF THE AREA. THIS IS ESPECIALLY TRUE IN GRAND TRAVERSE COUNTY, DISCUSSED FURTHER IN THIS CHAPTER. THE RESULT IS THAT COMMUTE TIMES INCREASE, WHICH HAS NEGATIVE IMPLICATIONS FOR ROAD MAINTENANCE COSTS, THE NATURAL ENVIRONMENT AND FAMILIES' EXPENDITURES FOR GASOLINE AND AUTOMOBILE MAINTENANCE.

FINALLY, HOUSING SHORTAGES MEAN THAT THERE IS LITTLE ABILITY FOR INDIVIDUALS AND FAMILIES TO CHANGE THEIR HOUSING SITUATION. FOR EXAMPLE, A FAMILY LOOKING TO GROW MAY FIND IT TOO DIFFICULT TO FIND A HOME THAT IS LARGE ENOUGH TO ACCOMMODATE THIS GROWTH. SIMILARLY, ELDERLY INDIVIDUALS LOOKING TO DOWNSIZE MAY NOT BE ABLE TO FIND A DESIRABLE PROPERTY WITH A SMALLER FOOTPRINT.

Supply & Demand

Housing Units Needed

The *Housing Needs Assessment* from Bowen National Research states, “Typically, a healthy for-sale housing market should have approximately 2% to 3% of its inventory vacant or available for purchase.” This vacancy rate is sufficient to allow people to move up or down in the housing market, and to allow people to relocate to the area. The data shown in Table 3-1 uses a three percent vacancy rate to estimate how many new home builds are needed in Grand Traverse County.

As one can see in Table 3-1, approximately 7,792 for-sale housing units are needed in Grand Traverse County (this does not include rental units). It is important to note that the county is short 1,798 units for households earning less than 50 percent of the area’s median income, or less than \$44,950 per year.

What this Means for Mayfield

Grand Traverse County will steadily see more housing built as the region’s population continues to grow. This is largely out of the control of local jurisdictions. What is in their control is how that development presents itself in the community. There are zoning tools that localities can use to avoid the costly and often wasteful suburban sprawl that defines many growing areas. Mayfield Township addresses this in Chapter 7.

Table 3-1. For-Sale Housing Units Needed, Grand Traverse County

	Grand Traverse County, Michigan			
	For-Sale Housing Gap Estimates (2022-2027)			
Percent of Median Income	≤ 50%	51% - 80%	81% - 120%	121% +
Household Income Range	≤ \$44,950	\$44,951 - \$71,920	\$71,921 - \$107,880	\$107,881 +
Price Point	≤ \$149,833	\$149,834 - \$239,733	\$239,734 - \$359,600	\$359,601 +
Household Growth	-1,125	-377	383	2,210
Balanced Market*	183	183	215	200
Replacement Housing**	557	255	160	98
External Market Support^	646	593	744	913
Severe Cost Burdened^^	1,278	639	213	0
Step-Down Support	259	256	854	-1,368
Less Pipeline Units	0	165	0	12
Overall Units Needed	1,798	1,384	2,569	2,041

*Based on Bowen National Research’s analysis of for-sale product within county

**Based on ESRI/ACS estimates of units lacking complete indoor plumbing or are overcrowded

^Based on Bowen National Research proprietary research and ACS migration patterns for the county

^^Based on ACS estimates of households paying in excess of 50% of income toward housing costs

Table found in *Housing Needs Assessment: Northern Michigan*. 2023. Bowen National Research.

Housing Cost Burdens

The previous page discussed the housing shortage and how many for-sale developments would be needed to meet current demand. As a result of this demand, current renter and owner occupied housing prices are often burdensome for many in Grand Traverse County.

According to the Housing Needs Assessment, 48.7 percent of renters are paying more than 30 percent of their income toward housing costs, meaning they are “cost burdened households.” Around a quarter of all *renters* are “severely cost burdened”, meaning they pay more than 50 percent of their income on housing costs.

Similarly, around one out of five *home owners* are cost burdened, and seven percent are severely cost burdened.

There are great disparities in what incomes people and their housing costs. Median income in Grand Traverse is \$69,310 annually, but median home value is \$263,652 and average gross rent is over \$1,000 per month. This disparity largely explains why Grand Traverse County has one of the largest inflow-outflow of wage rates (i.e. non-county residents working in Grand Traverse) in the Northwest Lower Michigan Region, as discussed in Chapter 4.

Table 3-2. Household Income, Housing Costs & Affordability

	Median Household Income	Estimated Median Home Value	Average Gross Rent	Share of Cost Burdened Households*		Share of Severe Cost Burdened Households**	
				Renter	Owner	Renter	Owner
Grand Traverse County	\$69,310	\$263,652	\$1,011	48.7%	20.3%	24.5%	7.0%
Region	\$63,085	\$209,788	\$888	43.3%	20.4%	20.0%	7.7%
Michigan	\$65,507	\$204,371	\$968	44.9%	18.8%	23.1%	7.4%

Source: American Community Survey (2016–2020); ESRI; Urban Decision Group; Bowen National Research

*Paying more than 30% of income toward housing costs

**Paying more than 50% of income toward housing costs

Table found in *Housing Needs Assessment: Northern Michigan*. 2023. Bowen National Research.

TABLE 3-3 (BELOW) IS A SWOT ANALYSIS OF GRAND TRAVERSE COUNTY'S CURRENT HOUSING SITUATION, ACCORDING TO BOWEN NATIONAL RESEARCH. IN SUMMARY, THE HIGH DEMAND FOR HOUSING IS A POSITIVE SIGN THAT THE AREA IS IN A STATE OF GROWTH. THIS IS POSITIVE IN THE SENSE THAT COMMUNITIES SHRINKING IN POPULATION, OR THOSE WITH LOW HOUSING DEMAND, ARE OFTEN EXPERIENCING ECONOMIC AND SOCIAL HARDSHIPS. GRAND TRAVERSE HAS THE ISSUE OF TOO MUCH OF A GOOD THING. MANY PEOPLE WANT TO LIVE IN OR NEAR TRAVERSE CITY.

HOWEVER, BECAUSE THIS CURRENT STATE OF DEMAND IS NOT BEING MET, MANY HOUSEHOLDERS ARE PAYING MORE THAN 30 PERCENT OF THEIR INCOME ON HOUSING COSTS. THERE IS AN ESPECIALLY GREAT NEED FOR WORKFORCE HOUSING, AS WELL AS HOUSING FOR SENIOR CITIZENS. THESE ARE BOTH POPULATIONS THAT ARE GROWING IN GRAND TRAVERSE COUNTY. IN THE NEAR TERM, THIS COULD MEAN THAT MANY TALENTED WORKERS AND FAMILIES THAT COULD BE CONTRIBUTING TO THE ECONOMIC AND SOCIAL WELL-BEING OF THE AREA WILL CHOOSE TO LIVE ELSEWHERE.

Table 3-3. Grand Traverse County Housing, SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> • High level of rental housing demand • Strong demand for for-sale housing • Positive projected household growth • Positive median household income growth 	<ul style="list-style-type: none"> • Limited available rentals and for-sale housing • Disproportionately low share of rentals • Lack of affordable workforce and senior housing alternatives
Opportunities	Threats
<ul style="list-style-type: none"> • Housing need of 3,569 rental units • Housing need of 7,792 for-sale units • Attract some of the 19,329 commuters coming into the county for work to live in the county • Approximately 168 parcels that could potentially support residential development 	<ul style="list-style-type: none"> • The county risks losing residents to other areas/communities • Vulnerable to deteriorating and neglected housing stock • Inability to attract businesses to county • Ability of employers to attract and retain workers due to local housing issues

Table found in *Housing Needs Assessment: Northern Michigan*. 2023. Bowen National Research.

Seasonal Population Study

Networks Northwest produced the *Northwest Lower Michigan Seasonal Population Study* in 2022, with data provided by Beckett and Raeder, Inc. This data provides an overview of how drastically Northwest Lower Michigan’s population changes seasonally and how this has an effect on housing in each of the region’s counties. This is especially true for Grand Traverse County, the economic and tourist hub of the region.

Three different populations were tabulated for this study, These were 1) Full-time population, 2) Part-time population and 3) Overnight population. Part-time population refers to people who own second homes in the region. Overnight population is broken down further into Accommodations (hotels, motels, bed & breakfasts, campgrounds, etc.) and Short-Term Rentals (Airbnb, VRBO, etc.). The full methodology of how this data was compiled can be found in the full *Northwest Lower Michigan Seasonal Population Study* document.

Figure 3-1 (below) shows the different population types as a percent of the region’s total. One can see that Grand Traverse’s full-time population makes up 31 percent of the entire 10-county Northwest

Michigan region. Additionally, 20 percent of the region’s overnight population is represented by those who stay in Grand Traverse.

Table 3-4 and Figure 3-2 on the next page break down the seasonal population by category and by month. The key takeaway from the data is that Grand Traverse’s population increases by around 47 percent from its lowest off-season month (February) to its high-season month (August). In August alone, there are an estimated 56,565 overnight visitors. From May to October there are an estimated 69,051 short-term rental occupants. This has major implications for the area’s housing stock.

The Mayfield Perspective

RECALL THAT IN CHAPTER 1, THE SURVEY USED DURING THE MAYFIELD PLANNING PROCESS INDICATED THAT 34 OUT OF 55 RESPONDENTS SAID THAT SHORT-TERM RENTALS SHOULD BE DISCOURAGED IN MAYFIELD, COMPARED TO 10 SAYING THEY SHOULD BE PROMOTED. THERE IS HIGH DEMAND FOR SHORT-TERM RENTALS AND ACCOMMODATIONS IN THE AREA, AND MAYFIELD WILL NEED TO ENSURE THAT ITS ZONING REFLECTS THIS PUBLIC SENTIMENT (SEE CHAPTER 7 FOR MAYFIELD’S ZONING AND SHORT-TERM RENTAL STRATEGY).

Figure 3-1. Overnight Population by Type, Grand Traverse County

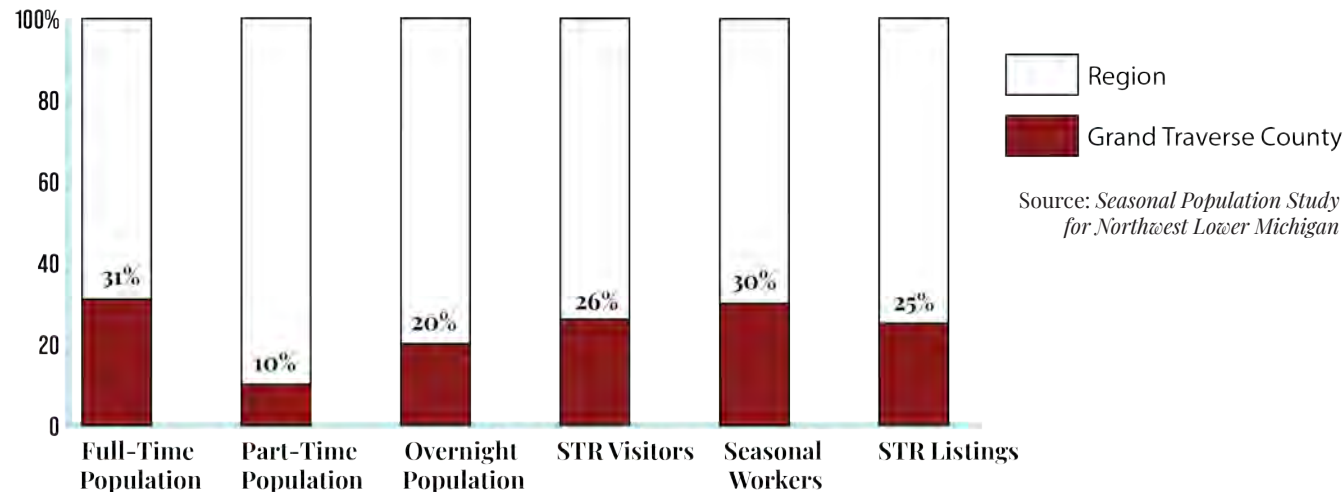
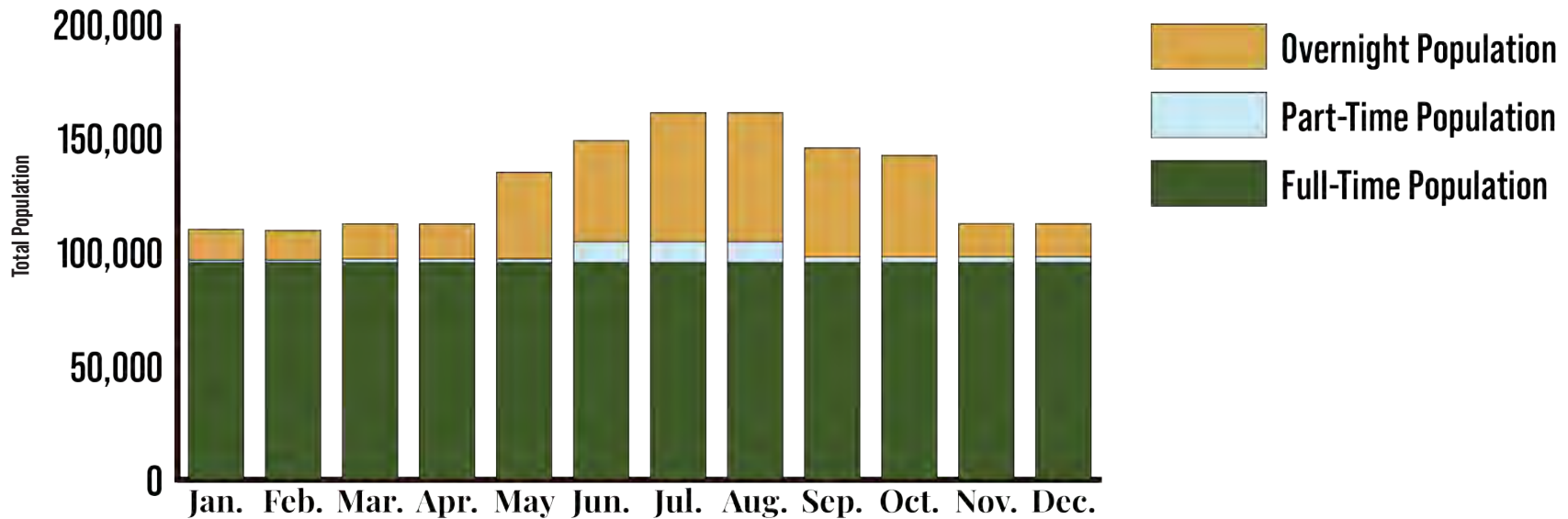


Table 3-4. Seasonal Population, Grand Traverse County

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Avg.
Full-Time Population	95,238	95,238	95,238	95,238	95,238	95,238	95,238	95,238	95,238	95,238	95,238	95,238	95,238
Part-Time Population	1,153	1,153	1,730	1,730	1,730	9,225	9,225	9,225	2,595	2,595	2,595	2,595	3,796
Overnight Population	13,543	13,017	13,648	15,315	37,973	44,344	56,565	56,625	47,742	44,562	14,644	14,587	31,047
Accommodations	8,245	7,503	8,171	9,560	28,878	32,944	43,509	43,199	36,273	33,957	8,784	8,866	22,491
Short-term Rentals	5,298	5,514	5,478	5,755	9,095	11,400	13,056	13,426	11,469	10,605	5,860	5,722	8,556
Total	109,934	109,408	110,616	112,283	134,941	148,807	161,028	161,088	145,575	142,394	112,477	112,420	130,081

Source: Seasonal Population Study for Northwest Lower Michigan

Figure 3-2. Population Breakdown, Grand Traverse County



Source: Seasonal Population Study for Northwest Lower Michigan

Housing in Mayfield

This section describes the housing stock in Mayfield Township and how this has changed over time. Please note that because U.S. Census data has high margins of error for communities with relatively small populations, this section uses a variety of data points including the 2020 Census, the 2022 American Community Survey and reports from Business Analyst Online. A description of each of these data sources can be found in the Glossary.

Median Home Value

The median home value in Mayfield Township, as of 2022, is \$241,400 +/- \$25,110. The largest proportion (181) of the township’s 527 owner-occupied homes are valued between \$200,000 to \$299,999 (ACS 2022 5-year). The median home value in Mayfield was \$158,200 +/- \$21,167 in 2012 (ACS 2012 5-year). This means that the median price has increased by about 34 percent in the past 10 years.

Housing Type, Bedrooms, Construction Year

Shown in Table 3-5, most (82.5%) of homes in Mayfield are single-family detached. Another 17 percent are classified as “Mobile home or other type of housing.” Around 99 percent of homes in the township have at least two bedrooms. Roughly half (52.7%) of the township’s housing stock was built between 1980 and 2009.

DATA NOTE: THIS CHAPTER DESCRIBES THE PHYSICAL CHARACTERISTICS OF THE TOWNSHIP’S HOUSING STOCK. FOR HOUSEHOLD CHARACTERISTICS INCLUDING TENURE IN HOME, AVERAGE HOUSEHOLD SIZE AND OTHER DEMOGRAPHIC DATA POINTS, PLEASE REFER TO CHAPTER 2.

Table 3-5. Housing Unit Characteristics, Mayfield Township

	Occupied housing units		Percent occupied housing units	
	Estimate	Margin of Error	Estimate	Margin of Error
Occupied housing units	618	±73	618	±73
UNITS IN STRUCTURE				
1, detached	510	±61	82.5%	±6.9
1, attached	0	±11	0.0%	±4.3
2 apartments	3	±6	0.5%	±1.0
3 or 4 apartments	0	±11	0.0%	±4.3
5 to 9 apartments	0	±11	0.0%	±4.3
10 or more apartments	0	±11	0.0%	±4.3
Mobile home or other type of housing	105	±48	17.0%	±6.9
YEAR STRUCTURE BUILT				
2020 or later	3	±4	0.5%	±0.7
2010 to 2019	52	±22	8.4%	±3.6
2000 to 2009	162	±43	26.2%	±6.8
1980 to 1999	164	±39	26.5%	±5.8
1960 to 1979	108	±45	17.5%	±6.6
1940 to 1959	38	±40	6.1%	±6.1
1939 or earlier	91	±30	14.7%	±5.1
BEDROOMS				
No bedroom	0	±11	0.0%	±4.3
1 bedroom	5	±7	0.8%	±1.1
2 or 3 bedrooms	442	±72	71.5%	±6.3
4 or more bedrooms	171	±39	27.7%	±6.2

Occupancy & Vacancy Statuses

The U.S. Census Bureau tracks occupancy statuses by locality. This information is helpful for various reasons, First, a high or low occupancy rate can give hints towards housing demand. Second, a relatively high renter rate can provide implications around the transience of the population and tenure in the area. Finally, vacancy rates can help delineate the type of community being analyzed. For example, a high “Other vacant” status may mean that the area is experiencing population decline.

Many communities throughout Northwest Michigan often have a high vacancy rate classified as “Seasonal/recreational/occasional” use. These are areas that have

large seasonal and overnight populations. Business Analyst Online estimates that there are 52 (7%) “vacant” housing units in the Township. Most (28) of these have this status because they are considered “Seasonal/recreational/occasional” use.

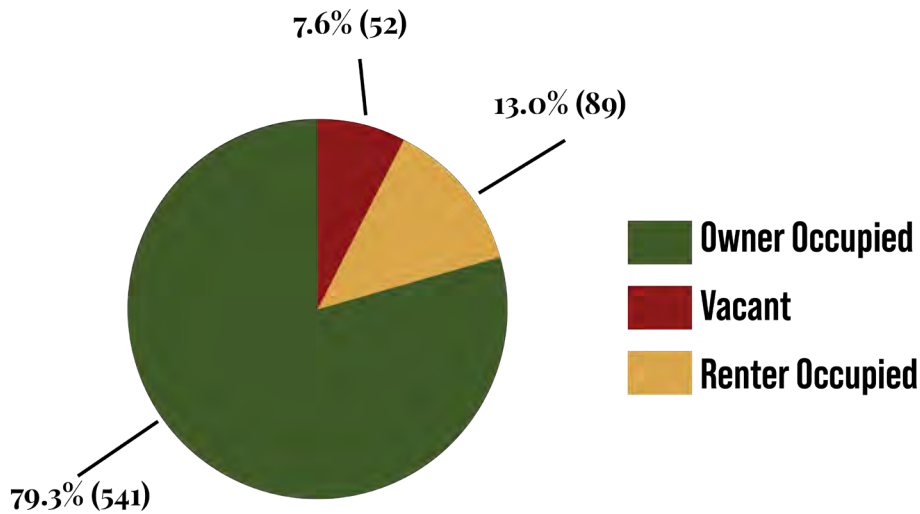
Of Mayfield Township’s estimated 684 housing units, around 80 percent are owner occupied, while another 13 percent are renter occupied.

Mayfield Township, at the time of the Census, has very few housing units available for sale (8) or for rent (3).

KEY TAKEAWAYS FOR HOUSING

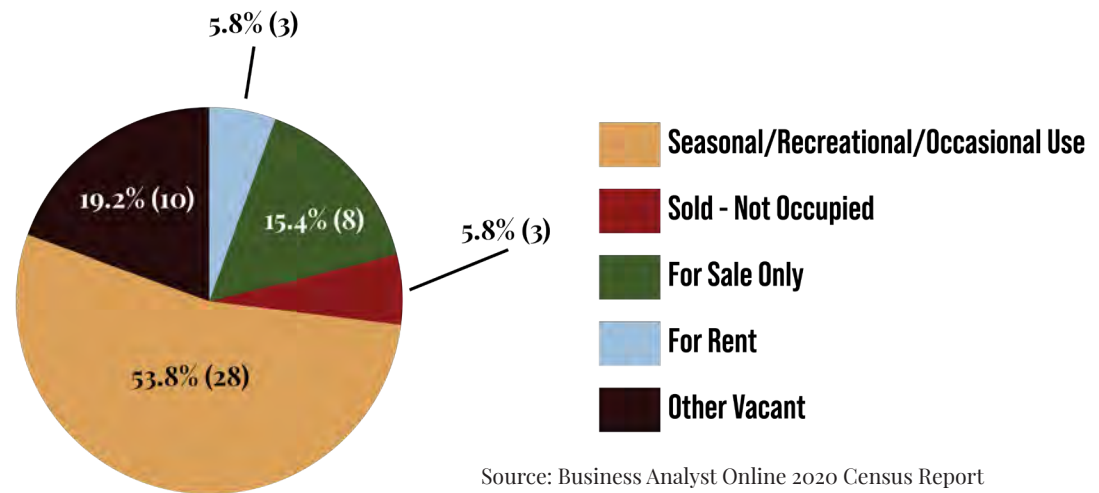
- MOST HOMES IN MAYFIELD TOWNSHIP ARE SINGLE-FAMILY DETACHED
- THERE ARE VERY FEW HOUSING UNITS AVAILABLE FOR SALE OR FOR RENT AS OF 2024
- MAYFIELD HAS AN ESTIMATED 28 HOUSING UNITS THAT ARE CLASSIFIED AS SEASONAL/RECREATION/OCCASIONAL USE
- AROUND HALF OF THE HOUSING UNITS IN MAYFIELD WERE BUILT BETWEEN 1980 TO 2000

Figure 3-3. Occupancy Status, Mayfield Township, 2020

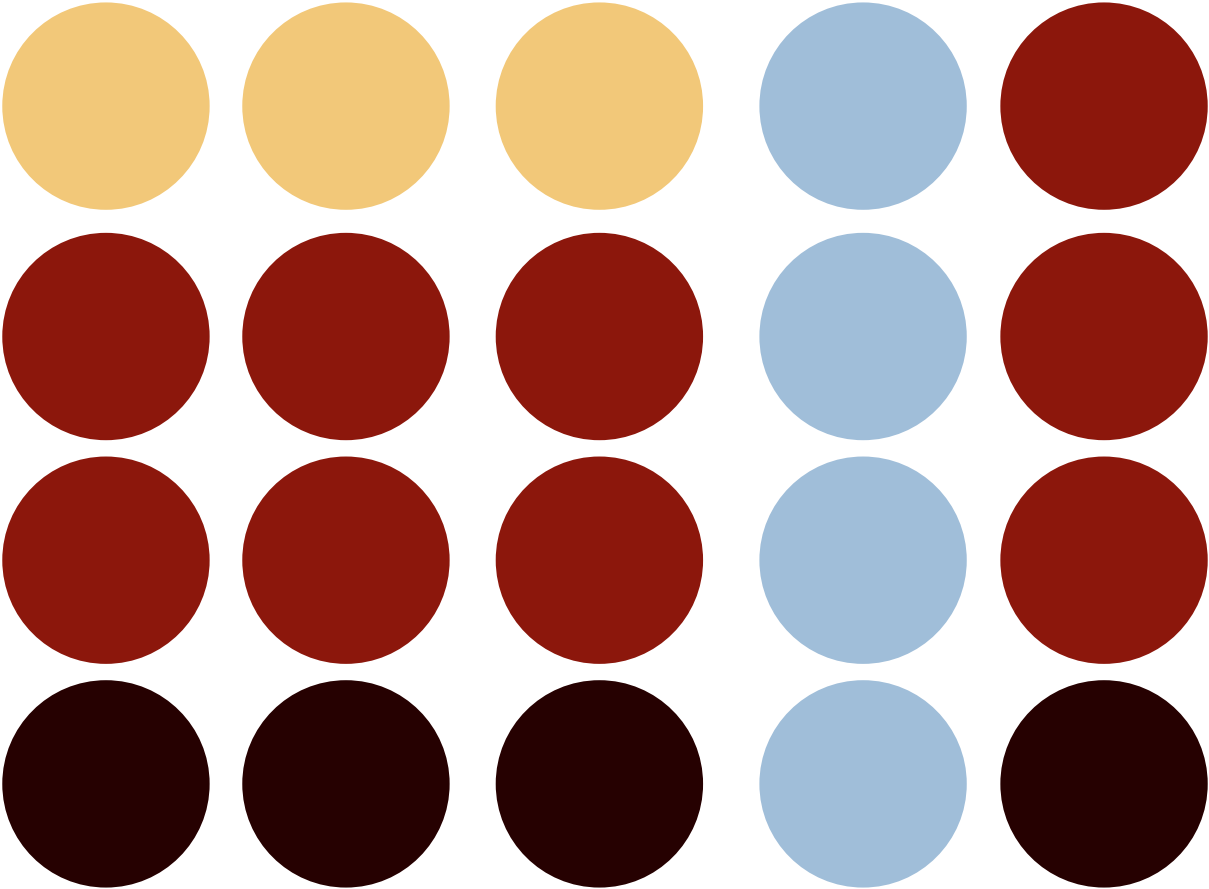


Source: Business Analyst Online Community Profile

Figure 3-4. Vacancy Status, Mayfield Township, 2020



Source: Business Analyst Online 2020 Census Report
 Data note: Percentages shown in Figure 3-4 are the percent of vacant units, not of the overall housing stock.





Chapter 4

**Local Economy &
Agriculture**



Agricultural Character

Planning Emphasis

This chapter, along with other sections of this plan, discusses the metrics of agriculture in Mayfield Township: the number of assessed agricultural acres, zoning, economic contributions and how residents perceive the importance of agricultural lands.

In completing the Master Planning process, the Mayfield Township Planning Commission wanted to emphasize that metrics are just a portion of the rural landscape's importance to the Mayfield community. The commission noted that much of the farming done in the community is not for commercial purposes. Similar to how many of us recreate, the use of agricultural land in Mayfield is a lifestyle that helps to define the township's character.

Therefore, while this chapter discusses the measurable impact of farmland on the community, the Township recognizes that there are many contributions made by the local landscape that cannot be measured, and that these contributing factors must be preserved for future generations.

THIS CHAPTER DISCUSSES MAYFIELD TOWNSHIP'S LOCAL ECONOMY. TO BEGIN THIS ANALYSIS, WE FIRST LOOK AT THE TOWNSHIP'S MAIN INDUSTRY: AGRICULTURE.

- 40 PERCENT OF THE LAND IN MAYFIELD IS ASSESSED AS AGRICULTURAL
 - 42.2 PERCENT OF THE LAND IN MAYFIELD IS MADE UP OF SOILS CONSIDERED TO BE PRIME FARMLAND, FARMLAND OF LOCAL IMPORTANCE OR PRIME FARMLAND IF DRAINED
 - IN 2022, FARM EARNINGS EQUALED \$15.74 MILLION IN GRAND TRAVERSE COUNTY
-

Mayfield’s population density is approximately 50 people per square mile

2020 US Census

9,202 acres assessed as agricultural. This makes up 40 percent of the entire township’s land mass.

Grand Traverse County Assessment Data

44,663 acres operated as farmland in Grand Traverse County

2022 USDA National Agricultural Statistics Service

553 farm operations in Grand Traverse County

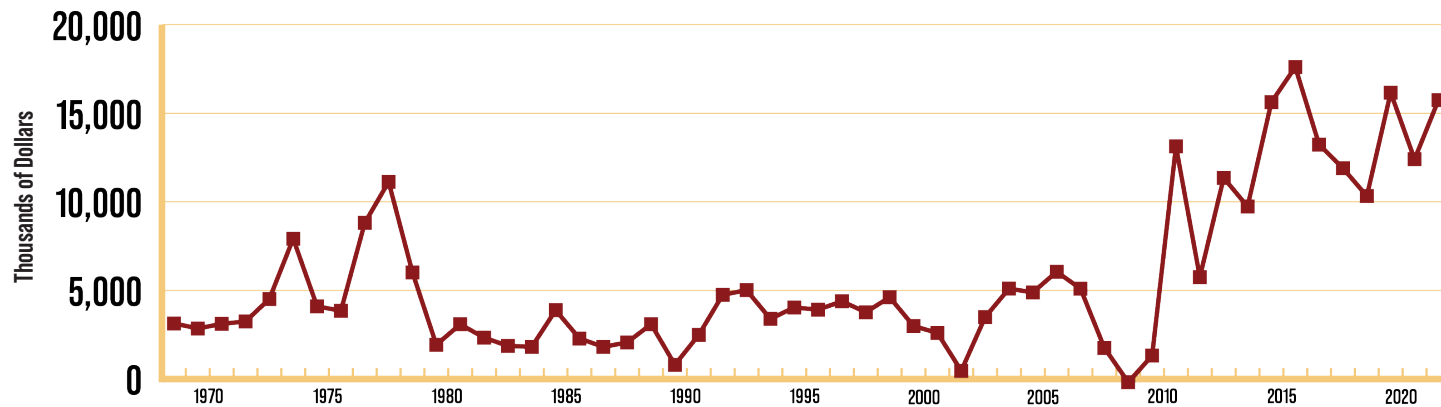
2022 USDA National Agricultural Statistics Service

Grand Traverse County has 824 hired farm workers. There are 539 migrant workers (280 hired, 259 only contract).

2022 USDA National Agricultural Statistics Service

Business Analyst Online estimates that there are 10 Mayfield residents employed in the Agriculture/Forestry/Fishing industry sector.

Figure 4-1. Farm Earnings, Grand Traverse County, 1969-2022



U.S. Bureau of Economic Analysis, “CAIN Farm income and expenses” (Accessed December, 2023).

Figure 4-1 (above) displays farm earnings in Grand Traverse County from 1969 to 2022 in thousands of dollars. This number was calculated by the Bureau of Economic Analysis by subtracting total farm expenses from total farm income. This data emphasizes the importance of the farm industry in Mayfield Township and Grand Traverse County.

In 2022, farm proprietors profited \$15.74 million. Farm earnings in Grand Traverse County have steadily risen since their decrease in the late 1970’s. The only time farm earnings have been negative in the past 50 years was in 2009 following the Great Recession.

The Importance of Prime Farmland

“Prime farmland, as defined by the U.S. Department of Agriculture, is land that has the best combination of physical and chemical characteristics for producing food, feed, forage, fiber, and oilseed crops and is available for these uses. It could be cultivated land, pastureland, forestland, or other land, but it is not urban or built-up land or water areas. The soil quality, growing season, and moisture supply are those needed for the soil to economically produce sustained high yields of crops when proper management, including water management, and acceptable farming methods are applied. In general, prime farmland has an adequate and dependable supply of moisture from precipitation or irrigation, a favorable temperature and growing season, acceptable acidity or alkalinity, an acceptable salt and sodium content, and few or no rocks. The water supply is dependable and of adequate quality. Prime farmland is permeable to water and air. It is not excessively erodible or saturated with water for long periods, and it either is not frequently flooded during the growing season or is protected from flooding. Slope ranges mainly from 0 to 6 percent. More detailed information about the criteria for prime farmland is available at the local office of the Natural Resources Conservation Service.

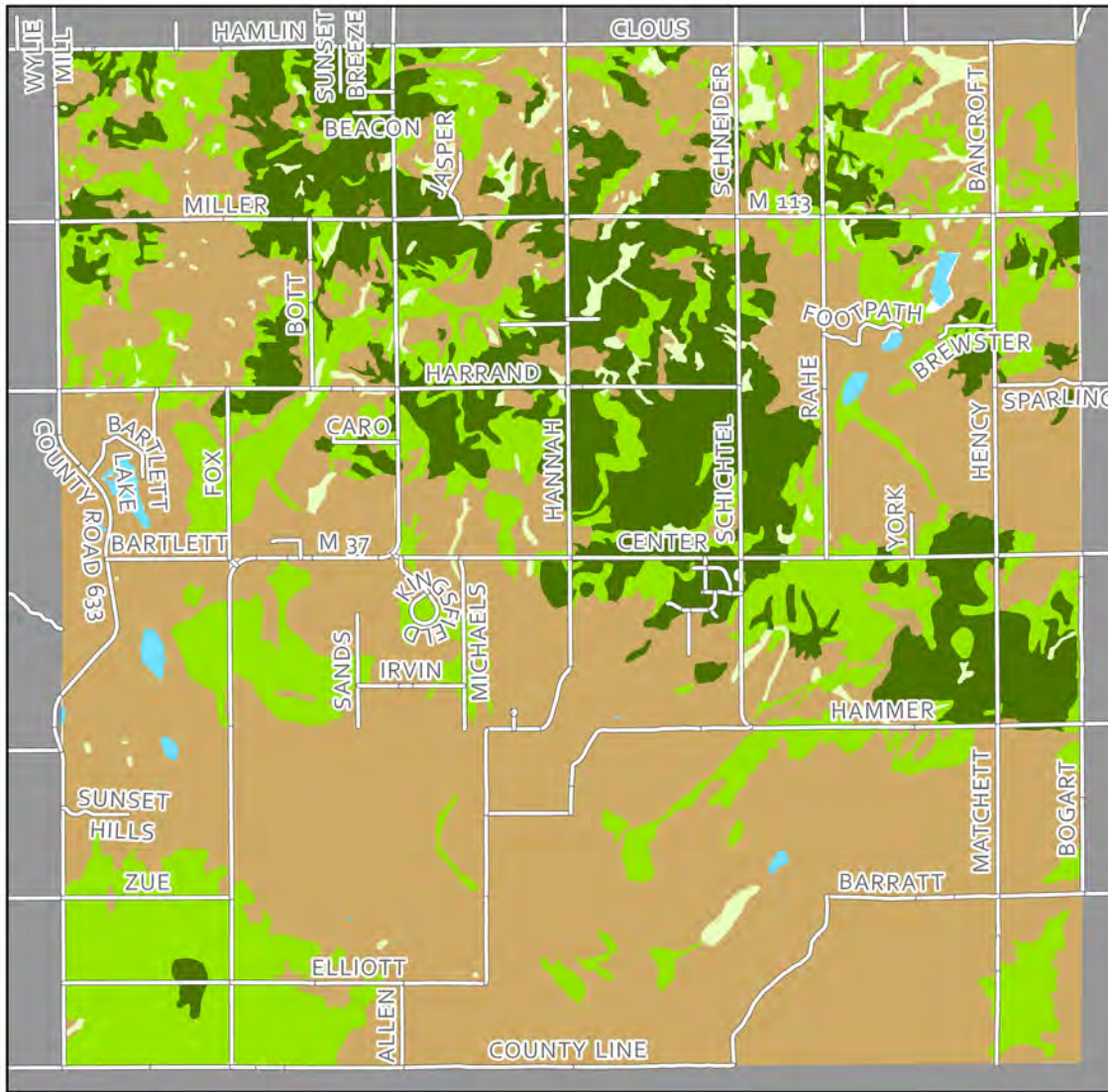
A recent trend in land use in some areas has been the loss of some prime farmland to industrial and urban uses. The loss of prime farmland to other uses puts pressure on marginal lands, which generally are more erodible, droughty, and less productive and cannot be easily cultivated.

Unique farmland is land other than prime farmland that is used for the production of specific high-value food and fiber crops, such as citrus, tree nuts, olives, cranberries, and other fruits and vegetables. It has the special combination of soil quality, growing season, moisture supply, temperature, humidity, air drainage, elevation, and aspect needed for the soil to economically produce sustainable high yields of these crops when properly managed. The water supply is dependable and of adequate quality. Nearness to markets is an additional consideration. Unique farmland is not based on national criteria. It commonly is in areas where there is a special microclimate, such as the wine country in California.

In some areas, land that does not meet the criteria for prime or unique farmland is considered to be farmland of statewide importance for the production of food, feed, fiber, forage, and oilseed crops. The criteria for defining and delineating farmland of statewide importance are determined by the appropriate State agencies. Generally, this land includes areas of soils that nearly meet the requirements for prime farmland and that economically produce high yields of crops when treated and managed according to acceptable farming methods. Some areas may produce as high a yield as prime farmland if conditions are favorable. Farmland of statewide importance may include tracts of land that have been designated for agriculture by State law.

In some areas that are not identified as having national or statewide importance, land is considered to be farmland of local importance for the production of food, feed, fiber, forage, and oilseed crops. This farmland is identified by the appropriate local agencies. Farmland of local importance may include tracts of land that have been designated for agriculture by local ordinance.”

Map 4-1. Prime Farmland in Mayfield Township



Legend

- Mayfield Township
- Adjacent Communities
- Roads
- Hydrography

Prime Farmland

- Prime Farmland
- Farmland of Local Importance
- Prime Farmland if Drained

Prime Farm Soils

Because of the stated importance of farmland throughout this planning process, the entire description of farm soils is provided on the previous page. The USDA provides a survey of soils for counties throughout the United States and these soils can be categorized for land use purposes.

According to this data, shown visually on Map 4-1, a total of 42.2 percent of Mayfield Township is considered either Prime Farmland, Farmland of Local Importance or Prime Farmland if Drained. Most of these important farm soils can be found in the northern half of Mayfield, with some Farmland of Local Importance in the southwest boundary. This data was used when developing the Future Land Use map and plan found in Chapter 7 of this document. For a complete list and map of soils in Mayfield, see Appendix C.

Table 4-1. Farm Soils, Mayfield Township

	Acres	Percent of Township Area
Prime Farmland	3,970.79	17.2%
Farmland of Local Importance	5,230.60	22.7%
Prime Farmland if Drained	537.56	2.3%

Source: U.S. Department of Agriculture
Natural Resources Conservation Service

Local Economy

Employment in Mayfield

Tables 4-2 and 4-3 on the next page provide a count and proportion breakdown of employment by industry for Mayfield Township residents age 16+. Table 4-2 shows data from Business Analyst Online while Table 4-3 data is derived from the American Community Survey. Because of the discrepancies between the two due to the difficulty of making accurate estimates in rural communities, both data sources are provided. For example, one can see the relatively large margins of error for the information provided in the ACS data (Table 4-3). Taken together, a more comprehensive estimate can be gleaned.

The highest proportion of Mayfield residents are employed in education services, health care and social services (22.3-24.6%). Between 9.6-13.7 percent of Mayfield's employed community members work in arts, entertainment, accommodation and food services, with another 10 workers in retail trade. These estimates make sense when considering Mayfield's close geographic proximity to Traverse City, which has concentrated health care and tourism industries. Additionally, around 11 percent of the population is estimated to be employed in construction. These make up the largest proportions of Mayfield's employment.

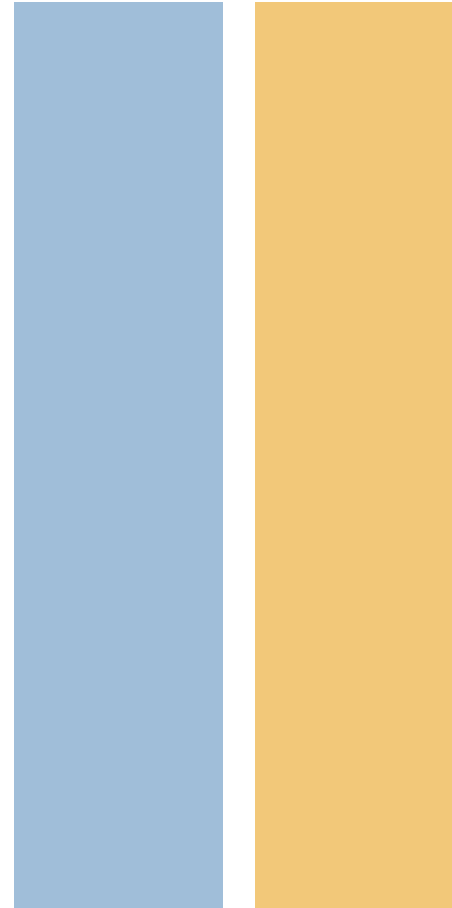


Table 4-2. Employment Age 16+ by Industry, Mayfield Township, 2023

Industry	Estimate
Agriculture/Forestry/Fishing	10 (1.1%)
Mining/Quarrying/Oil & Gas	14 (1.6%)
Construction	114 (12.6%)
Manufacturing	77 (8.5%)
Wholesale Trade	2 (0.2%)
Retail Trade	100 (11.1%)
Transportation/Warehousing	32 (3.5%)
Utilities	29 (3.2%)
Information	0
Finance/Insurance	35 (3.9%)
Real Estate/Rental/Leasing	18 (2.0%)
Professional/Scientific/Tech	39 (4.3%)
Management of Companies	0
Admin/Support/Waste Management	43 (4.8%)
Educational Services	35 (3.9%)
Health Care/Social Assistance	166 (18.4%)
Arts/Entertainment/Recreation	11 (1.2%)
Accommodation/Food Services	113 (12.5%)
Other Services (Excluding Public)	45 (5.0%)
Public Administration	19 (2.1%)

Source: Business Analyst Online Civilian Labor Force Profile, 2023

Table 4-3. Employment Age 16+ by Industry, Mayfield Township, 2022

Industry	Estimate	Margin of Error
Agriculture, forestry, fishing and hunting, and mining	23 (2.7%)	+/- 19 (2.1%)
Construction	86 (10.2%)	+/- 47 (5.5%)
Manufacturing	104 (12.3%)	+/- 51 (5.3%)
Wholesale Trade	11 (1.3%)	+/- 13 (1.6%)
Retail Trade	69 (8.2%)	+/- 28 (3.2%)
Transportation and warehousing, and utilities	45 (5.3%)	+/- 35 (3.8%)
Information	8 (0.9%)	+/- 14 (1.6%)
Finance and insurance, and real estate and rental and leasing	45 (5.3%)	+/- 34 (3.6%)
Professional, scientific, and management, and administrative and waste management services	77 (9.1%)	+/- 35 (4.1%)
Educational services, and health care and social assistance	208 (24.6%)	+/- 48 (4.4%)
Arts, entertainment, and recreation, and accommodation and food services	81 (9.6%)	+/- 38 (4.0%)
Other services, except public administration	70 (8.3%)	+/- 30 (3.5%)
Public administration	17 (2.0%)	+/- 10 (1.2%)

Source: 2022 American Community Survey 5-year Estimates

Location Quotient Analysis

The location quotient (LQ) analysis is a measure of how concentrated an industry is in the local economy compared to the same industry nationally. Knowing the LQ score for various industries can help the municipality: **1) to determine which industries make the local economy unique, 2) to identify which industries the locality is exporting (drawing customers from other places), 3) to identify emerging export industries that are starting to bring economic activity into the local market, and 4) to identify export industries that have the potential to threaten the region’s economic base** (think Detroit and its high reliance on the automotive industry).

A score of 1.0 means that the concentration of that industry in the county is equal to the concentration of that industry in the entire U.S. Industries with a score higher than 1.0 can help determine what makes the local economy unique. However, it’s also important to consider the LQ score in conjunction with the number of establishments and employees and wages to truly comprehend how important that industry is to the local economic base.

For example, Table 4-5 shows that Textile product mills employment is 10 times more concentrated in Grand Traverse County than in the U.S. as a whole. However, just 356 people are employed annually on average in this industry. In other words, while it is certainly a unique part of the local economy, its impact is not as great as the Accommodation industry, which has a LQ score of 2.01 and employs an average of 1,188 people annually.

Most localities strive to have many sectors with a LQ score greater than 1. This is an indicator that the economic base is diverse and not relying heavily on one or two industries. Local economies with many industry bases are considered more sustainable as they can better adapt to unforeseen changes in one or two industries.

The tables on the next page display two important factors. Table 4-4 displays the industries with the highest average annual employment and the number of annual establishments. Table 4-5 shows the NAICS Sub-Sectors in Grand Traverse County with the highest LQ scores. Taken together, the two tables provide a snapshot of Grand Traverse County’s key industries, or those that make up its economic base.

$$\text{Location Quotient} = \frac{\text{(Local Industry Employment / Total Local Employment)}}{\text{(National Industry Employment / Total National Employment)}}$$

THE NORTH AMERICAN INDUSTRY CLASSIFICATION SYSTEM (NAICS) IS THE STANDARD USED BY FEDERAL STATISTICAL AGENCIES IN CLASSIFYING BUSINESS ESTABLISHMENTS FOR THE PURPOSE OF COLLECTING, ANALYZING, AND PUBLISHING STATISTICAL DATA RELATED TO THE U.S. BUSINESS ECONOMY. - FOR MORE INFORMATION VISIT [CENSUS.GOV/NAICS/](https://www.census.gov/naics/)

Table 4-4. Top NAICS Sub-Sectors Industries by Annual Average Employment, 2022

	Annual Average Employment	Annual Establishments
NAICS 722 Food services and drinking places	4,611	245
NAICS 621 Ambulatory health care services	3,679	247
NAICS 541 Professional, scientific, and technical services	2,058	431
NAICS 455 General merchandise retailers	1,696	32
NAICS 238 Specialty trade contractors	1,533	234
NAICS 524 Insurance carriers and related activities	1,377	64
NAICS 624 Social assistance	1,375	132
NAICS 445 Food and beverage retailers	1,284	73
NAICS 561 Administrative and support services	1,249	196
NAICS 721 Accommodation	1,188	44

Source: Bureau of Labor Statistics

Table 4-5. Top NAICS Sub-Sectors Industries by Annual Average Employment Location Quotient, 2022

	Annual Average Employment Location Quotient
NAICS 314 Textile product mills	10.12
NAICS 312 Beverage and tobacco product manufacturing	3.57
NAICS 999 Unclassified	3.11
NAICS 333 Machinery manufacturing	2.14
NAICS 721 Accommodation	2.01
NAICS 444 Building material and garden equipment and supplies dealers	1.93
NAICS 332 Fabricated metal product manufacturing	1.83
NAICS 524 Insurance carriers and related activities	1.64
NAICS 237 Heavy and civil engineering construction	1.63
NAICS 455 General merchandise retailers	1.59

Source: Bureau of Labor Statistics

Shift-Share Analysis

The shift-share analysis is used to show the growth of major industries for a particular area, in this case counties, and how each industry has changed as a proportion of all local employment. Table 4-6 on the next page displays each of the county’s major industries, their total employment from 2010-2022, the degree to which that total has changed in the last decade, as well as the percent share of employment that each industry represents and how that has changed over the decade.

For example, the Transportation and Warehousing sector’s share of the local economy has grown by 127 percent in the last decade. This represent an increase in these types of jobs from 781 in 2010 to 1,775 in 2022. Health Care and Social Assistance has the greatest share of Grand Traverse’s economy, accounting for 15.8 percent of the county’s jobs. Farm Employment has remained relatively stable since 2010, losing just 10 jobs in this sector. This table basically provides a snapshot of how employment in these sectors has changed, or stayed the same, since 2010.

The standardized growth and employment columns show how those industries "should" have grown or declined based on national trends. This data point is useful to determine if a shift in a particular industry was unique to the locality or if it followed national trends. For example, Health Care and Social Assistance in Grand Traverse grew by around 22 percent, which is very close to its standardized growth value. This means that the industry grew as expected given national trends.

In short, industries with a higher actual growth than standardized growth are exceeding national trends, while those with an inverse relationship (higher standardized growth) are increasing at a lower than expected rate. Please also note the data limitations and excluded industries for each county at the bottom of its data table.

¹ Share: The percentage share of total employment by industry.

² Standardized Growth: at the same rate as its counterpart at the national level had each industry grown.

³ Standardized Employment, 2022: The 2022 level of employment in each industry had it grown at the same rate as its counterparts at the national level since 2010.

Note: Percent growth figures may not add due to rounding by a factor of ± 0.01%

Source: Calculations by the Michigan Regional Economic Analysis Project (MI-REAP) with data provided by the U.S. Department of Commerce, Bureau of Economic Analysis

Table 4-6. Grand Traverse County Employment Growth, 2010-2022

	Employment				Actual Growth		Standardized		Employment ³
	2010		2022		Percent	Net	Growth ²		
Major Industry	Level	Share ¹	Level	Share ¹	Percent	Net	Percent	Net	2022
Farm Employment	538	0.86	528	0.71	-1.86	-10	-2.62	-14	524
Forestry, Fishing, and Related Activities	298	0.47	366	0.49	22.82	68	13.42	40	338
Mining	1,740	2.77	1,079	1.46	-37.99	-661	-17.24	-300	1,440
Utilities	236	0.38	255	0.34	8.05	19	4.02	9	245
Construction	3,649	5.80	4,909	6.63	34.53	1,260	35.31	1,289	4,938
Manufacturing	4,169	6.63	5,310	7.17	27.37	1,141	11.83	493	4,662
Wholesale Trade	1,422	2.26	1,985	2.68	39.59	563	12.25	174	1,596
Retail Trade	8,570	13.63	8,960	12.10	4.55	390	11.03	946	9,516
Transportation and Warehousing	781	1.24	1,775	2.40	127.27	994	109.90	858	1,639
Information	1,146	1.82	1,216	1.64	6.11	70	19.84	227	1,373
Finance and Insurance	3,385	5.38	4,838	6.53	42.92	1,453	41.11	1,391	4,776
Real Estate and Rental and Leasing	3,089	4.91	4,655	6.28	50.70	1,566	53.84	1,663	4,752
Professional, Scientific, and Technical Services	3,925	6.24	4,490	6.06	14.39	565	35.94	1,411	5,336
Management of Companies and Enterprises	147	0.23	245	0.33	66.67	98	46.34	68	215
Administrative and Waste Services	2,330	3.71	2,626	3.55	12.70	296	25.59	596	2,926
Educational Services	846	1.35	1,084	1.46	28.13	238	19.28	163	1,009
Health Care and Social Assistance	9,536	15.17	11,700	15.80	22.69	2,164	23.39	2,231	11,767
Arts, Entertainment, and Recreation	1,488	2.37	1,658	2.24	11.42	170	17.72	264	1,752
Accommodation and Food Services	5,350	8.51	6,373	8.60	19.12	1,023	23.17	1,240	6,590
Other Services (except Public Administration)	3,065	4.88	3,872	5.23	26.33	807	19.19	588	3,653
Federal Civilian	576	0.92	531	0.72	-7.81	-45	-3.79	-22	554
Military	295	0.47	267	0.36	-9.49	-28	-11.00	-32	263
State Government	939	1.49	739	1.00	-21.30	-200	-1.11	-10	929
Local Government	5,341	8.50	4,611	6.23	-13.67	-730	-0.49	-26	5,315
Total Employment	62,861	100.00	74,072	100.00	17.83	11,211	21.07	13,247	76,108

Source: Michigan Regional Economic Analysis Project

The Flow of Workers & Wages

Commuting Workers

Worker commutes have various important planning implications. Commute time can emphasize the spatial relationship between homes and workplaces, which has further implications for public transportation, household expenditures and road maintenance. The difference between where someone works and where they live also has economic effects (discussed in the Inflow-Outflow of Earnings paragraph).

According to 2022 ACS 5-year estimates, the mean travel time to work for Mayfield residents is 34 minutes. This implies that Mayfield is what is often termed a “bedroom community”, meaning that the area has a much higher proportion of residential areas and fewer commercial industries. This proportionality is most obvious when observing the zoning and land use maps provided in Chapter 7 of this plan. An estimated 10.2 percent of working residents travel an hour or more to reach their workplace and just 13.6 percent have less than a 15 minute commute.

Inflow-Outflow of Earnings

Table 4-7 and Figure 4-2 show the inflow and outflow of wages in Grand Traverse County. One can see from the data that Grand Traverse County imports more workers from other counties than it exports. Grand Traverse County residents working in other counties earned \$2297.7 million in 2022 compared to \$854.5 million earned by Grand Traverse County workers who live outside of the county.

This largely implies that 1) Grand Traverse County is a hub for jobs and 2) the county likely does not have enough housing to accommodate its workforce, as many workers are traveling from neighboring communities for their jobs.

INFLOW-OUTFLOW OF WAGES REFERS TO THE DIFFERENCE BETWEEN WAGES EARNED BY PEOPLE WHO WORK IN GRAND TRAVERSE COUNTY BUT LIVE ELSEWHERE AND PEOPLE WHO LIVE IN GRAND TRAVERSE COUNTY BUT WORK ELSEWHERE.

INFLOW IS THE MONEY EARNED BY RESIDENTS WHO WORK OUTSIDE OF THE COUNTY.

OUTFLOW IS THE MONEY EARNED AT JOBS WITHIN THE COUNTY BY PEOPLE LIVING OUTSIDE THE COUNTY.

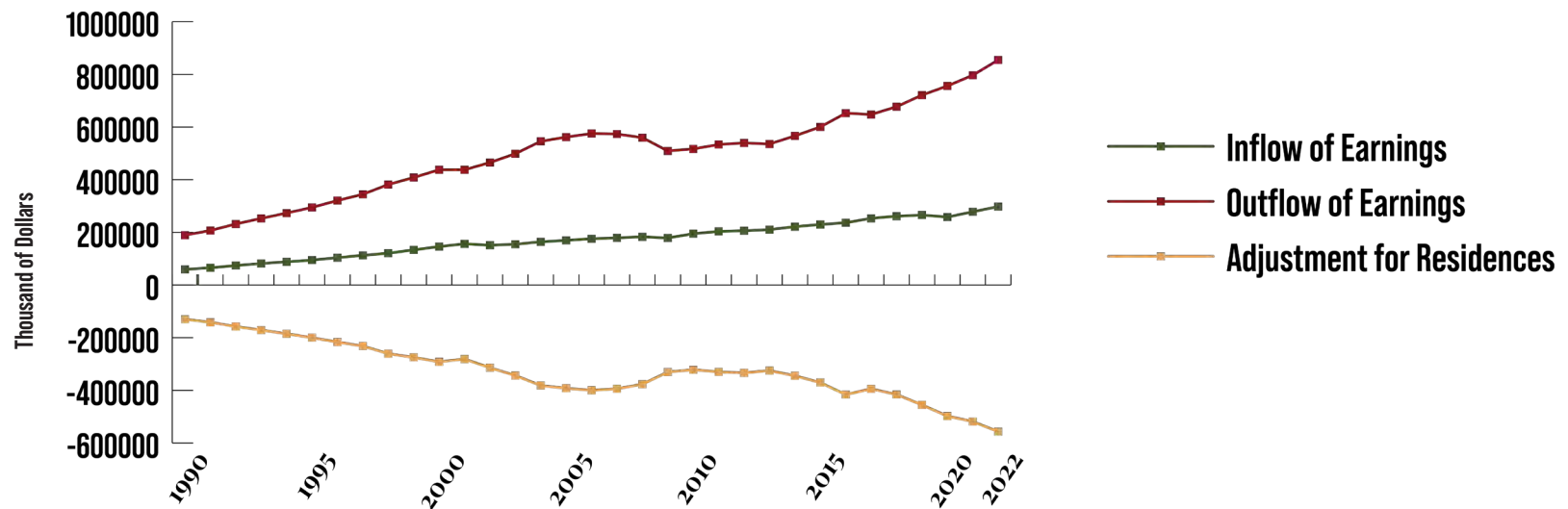
NET RESIDENCE ADJUSTMENT IS THE RESULT OF SUBTRACTING GROSS EARNINGS OUTFLOW FROM GROSS EARNINGS INFLOW.

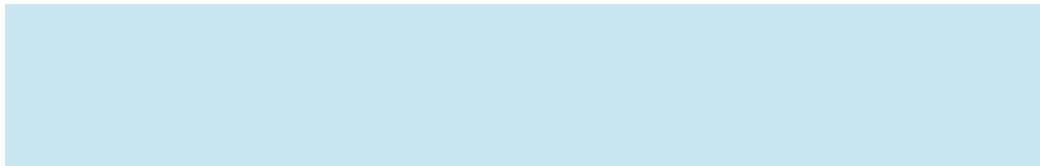
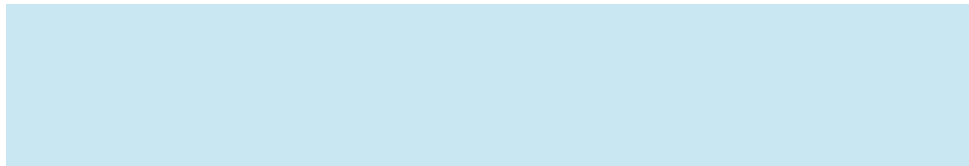
Table 4-7. Gross Flow of Earnings (Thousands of Dollars), Grand Traverse County

Description	2022
Inflow of Earnings	297,710
Outflow of Earnings	854,515
Adjustment for Residence	-556,805

Source: U.S. Bureau of Economic Analysis, "CAINC91 Gross flow of earnings" (accessed Tuesday, January 16, 2024).

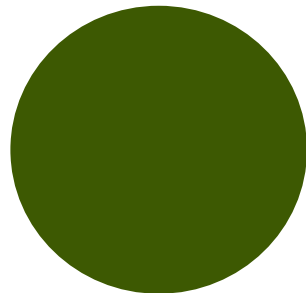
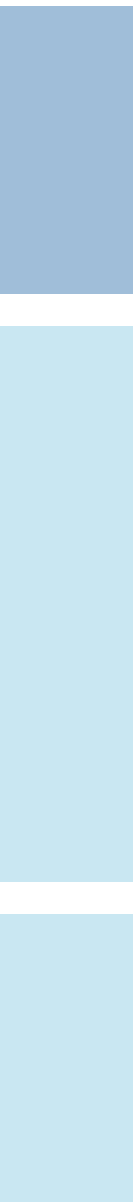
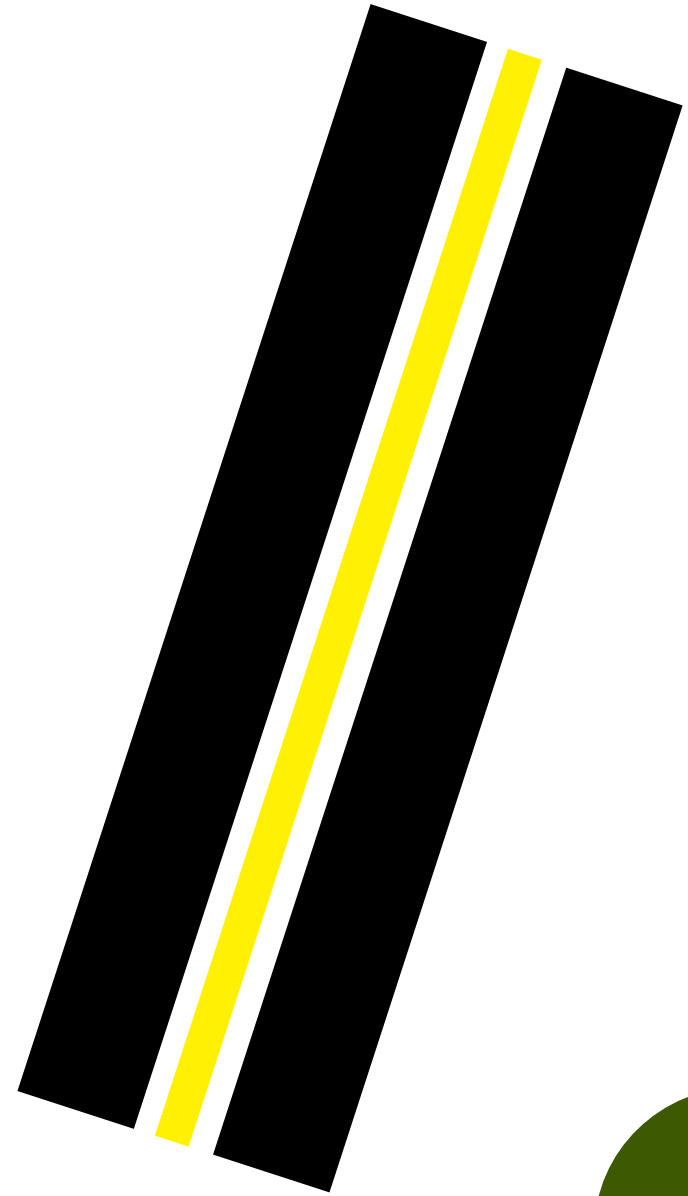
Figure 4-2. Inflow-Outflow of Wages, Grand Traverse County, 1990-2022





Chapter 5

Public Services, Infrastructure & Transportation



Public Services

Local Government

The Mayfield Township Hall is located at 2991 W Center Rd, Kingsley, MI 49649. The Township government consists of a five member Township Board, a five person Planning Commission, a Zoning Administrator and an Assessor (provided via service contract).

Police, Fire & EMS Services

Mayfield Township maintains an intergovernmental service agreement with Paradise Emergency Services (located at 2266 E. M-113, Kingsley) in Paradise Township for fire and EMS service coverage.

Grand Traverse County Sheriff's Department provides police services for the Township. The current Community Police Officer (serving Paradise Township, Village of Kingsley, and Mayfield Township) is Deputy Dustin Stickler, based out of the Paradise Township offices at 2300 E. M-113, Kingsley, MI 49649. The Michigan State Police Post out of Traverse City (218 W. 14th Street, Traverse City) also provides law enforcement oversight in the Township.

Public Library

There is no public library located in the township. The closest public library is the Kingsley Branch of the Traverse Area District Library, located at 213 S Brownson Ave., Kingsley, MI 49649.

Postal Service

There is no United States Postal Service location in the township. The closest USPS locations are in the nearby Villages of Kingsley and Buckley.

Materials Management

As long as the waste management provider is licensed in Grand Traverse County, Mayfield Township residents may select a subscription-based waste hauler of their choice for curbside trash, recycling or yard waste pickup. Under a county ordinance, all haulers operating in the county must provide recycling and yard waste curbside collection upon a customer's request.

Waste drop-off sites are also available outside of Mayfield Township in neighboring areas within Grand Traverse County. Residents can

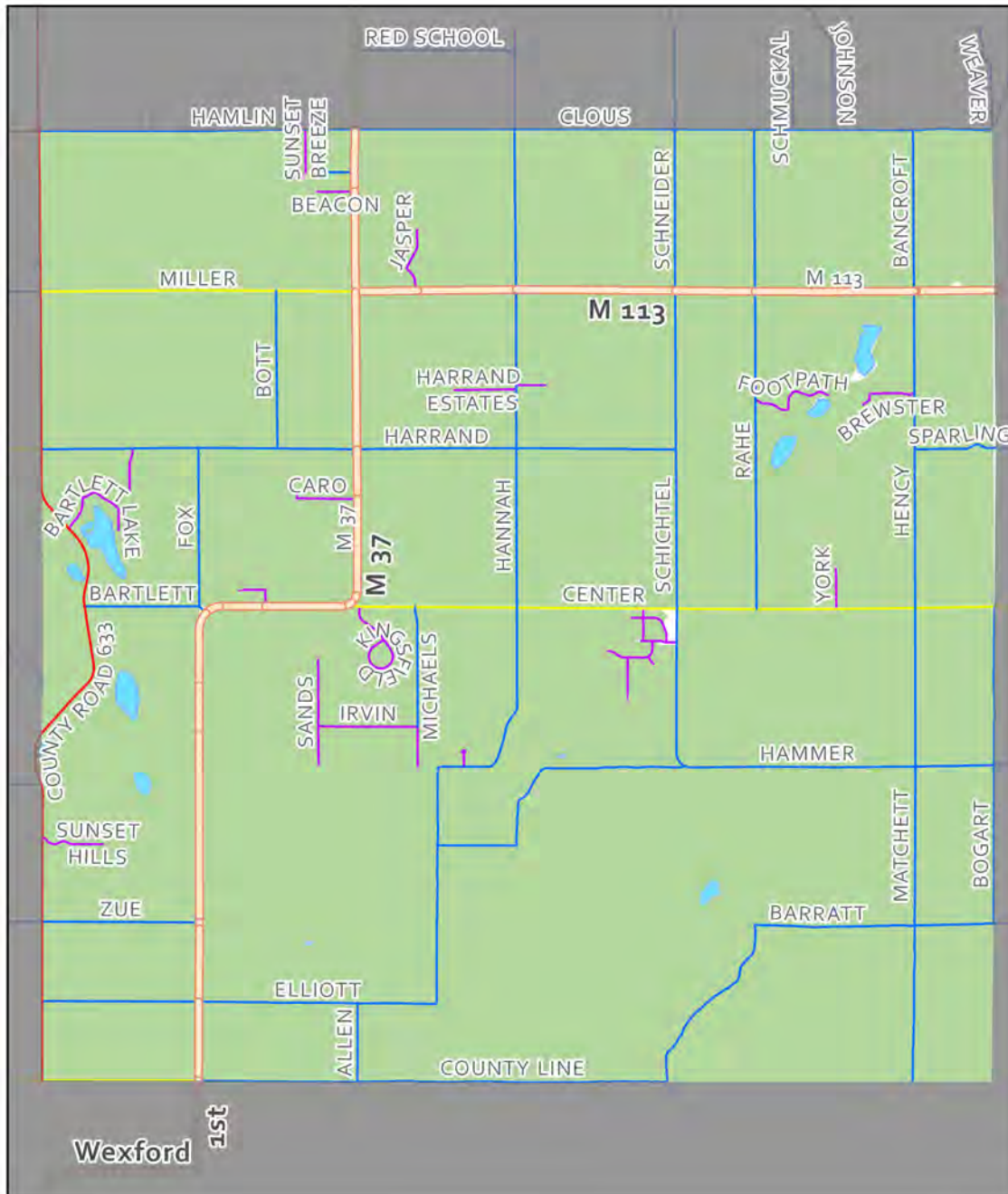
access drop-off trash services through the GFL Environmental Traverse City facility at 280 Hughes Drive in Garfield Township.

Residents can access drop-off recyclable material sites through the county's RecycleSmart program. The closest sites to Mayfield Township are at the Paradise Township Hall at 2300 M-113, or 3770 Blair Town Hall Road (Blair Township).

All residents can drop-off yard waste through the RecycleSmart Brush Drop-off Site at 2471 N. Keystone Road, Traverse City (Garfield Township).

Additionally, Grand Traverse County hosts multiple household hazardous waste (HHW) events each year for residents. These events accept materials including batteries, propane tanks, oil-based paint, lawn chemicals, automotive fluids, mercury, aerosol cans, pharmaceuticals, and household cleaners. The closest HHW drop-off location to Mayfield Township is the Padnos-Traverse Bay recycling site at 3770 Blair Town Hall Road in Blair Township.

Map 5-1. Mayfield Transportation Network



Mayfield Road Network

The road system, curb & gutter, culverts and bridges within Mayfield Township are primarily owned and maintained by the Grand Traverse County Road Commission. The township is served north-south by M-37, which connects to Traverse City to the north and the Village of Buckley to the south. M-113 connects the township to neighboring villages Kingsley and Fife Lake.

Mayfield’s roads are rated on a yearly basis through a collaborative process which includes the County Road Commission and Transportation Planners with Networks Northwest under the Asset Management Program. The road rating system, or Pavement Surface Evaluation and Rating (PASER), utilizes a scale of 1 to 10 to inventory road pavement conditions, with 1 being poorest quality and 10 being highest quality. Information specific to road conditions can be found on the Network Northwest website under Asset Management.

As of 2022, M-37 is rated as a 7 in condition, and M-113 is rated as an 8.



Service Providers

Senior Services

The Grand Traverse County Commission on Aging offers programs and services for county residents aged 60 and older. Services include home health care, medication management, respite care, housecleaning, outdoor services, in-home emergency contact units, medication dispenser units, foot care, bill payment support and discounted transportation options. Fees are based on a client's income and vary by program.

The Grand Traverse County Senior Center Network provides many social, wellness and educational programs that are specially designed to meet the interests and needs of the 50 years and over generation. While the organization's main site and business office are in Traverse City, they offer many program locations throughout Grand Traverse County, including the Villages of Kingsley (closest to Mayfield Township), Fife Lake and Interlochen. Events at these locations include hot lunch, cards and games, wellness programs, foot care services, or other special programs.

Healthcare Services

The only healthcare provider located in the Township is the Lighthouse Neurological Rehabilitation Center, located at 4040 Beacon St, Kingsley, MI 49649. The facility provides outpatient rehabilitation services, such physical, occupational and speech therapy.

Other nearby healthcare service providers outside of the Township include: Northern Pines Health Center, P.C. in the Village of Buckley; Crystal Lake Health Center in the Village of Kingsley; Kingsley Physical Therapy in the Village of Kingsley; and the Munson Outpatient Service Center (laboratory services by appointment only) in the Village of Kingsley.

Bridges & Culverts

According to data collected during Grand Traverse County's process to update their Hazard Mitigation Plan, there are six stream crossings in Mayfield Township on public roads. These can be found on Hannah Road, W County Line Road, Hammer Road, Hency Road, Bancroft Road and Clous Road. Each of these crossings is handled by a culvert. There are no bridges in Mayfield Township.

Public Transportation

The Bay Area Transportation Authority (BATA) offers "request a ride" service for BATA's entire service area of Grand Traverse and Leelanau Counties. Hours of operation are from 6 a.m. – 10:30 p.m. Monday – Friday with limited availability after 7 p.m. Weekend Link hours of operation are from 7 a.m. – 7:30 p.m. for all of Grand Traverse and Leelanau Counties with extended service in Traverse City until 10:30 p.m. Rides can be requested a day in advance or on demand as needed. There are no fixed BATA routes through Mayfield Township.

Well & Septic

All water and waste disposal in Mayfield Township is handled by private wells and septic systems, respectively. Grand Traverse County has enacted a point-of-sale septic inspection ordinance meant to ensure that the community's septic systems are not having a negative impact on environmental quality.

Airport

Air travel for the Mayfield community is provided by Cherry Capital Airport, which is owned by the Northwest Regional Airport Authority. The airport is located within Traverse City, about 17 miles north of Mayfield's Township Hall. According to the Federal Aviation Administration, the airport's annual operations for the 12-month period ending March 21, 2024 were as follows:

- Air carrier: 9,509
- Air taxi: 7,343
- General Aviation local: 39,658
- General Aviation itinerant: 35,938
- Military: 5,667
- Total Operations: 98,025

Civic Center South

Civic Center South is a sporting complex and park located within the Village of Kingsley. The park is managed by a Recreation Authority comprised of board members representing Mayfield Township, Fife Lake Township, Paradise Township, the Village of Fife Lake and the Village of Kingsley. Each governmental entity pays into the operating expenditures of the park.

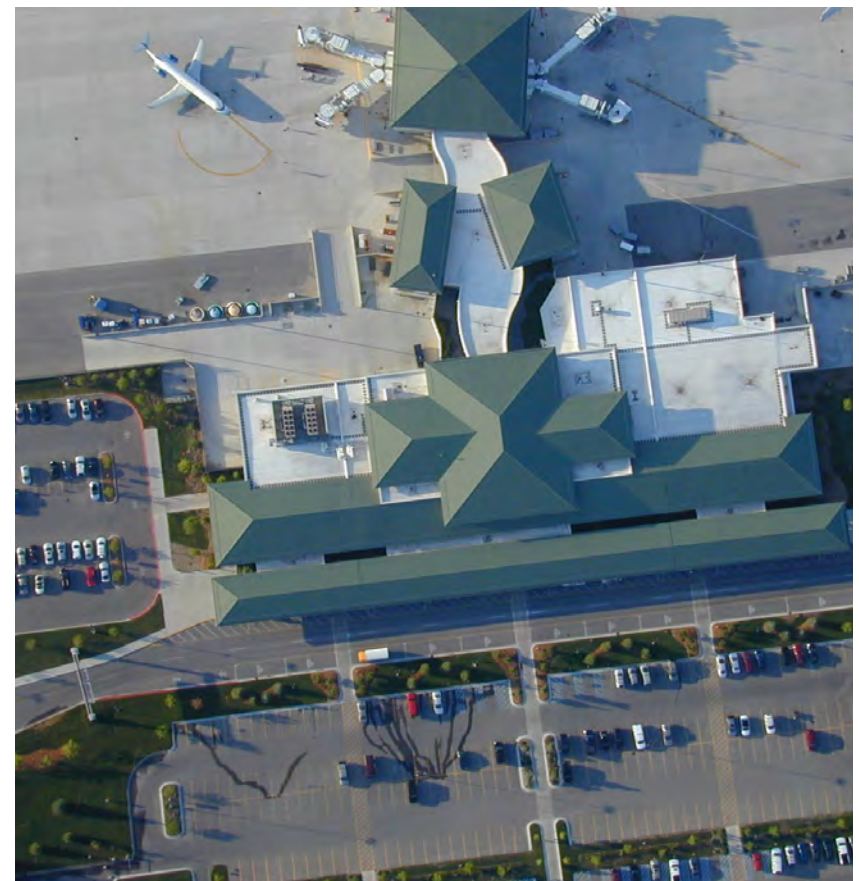
According to the park's webpage on the Village's website:

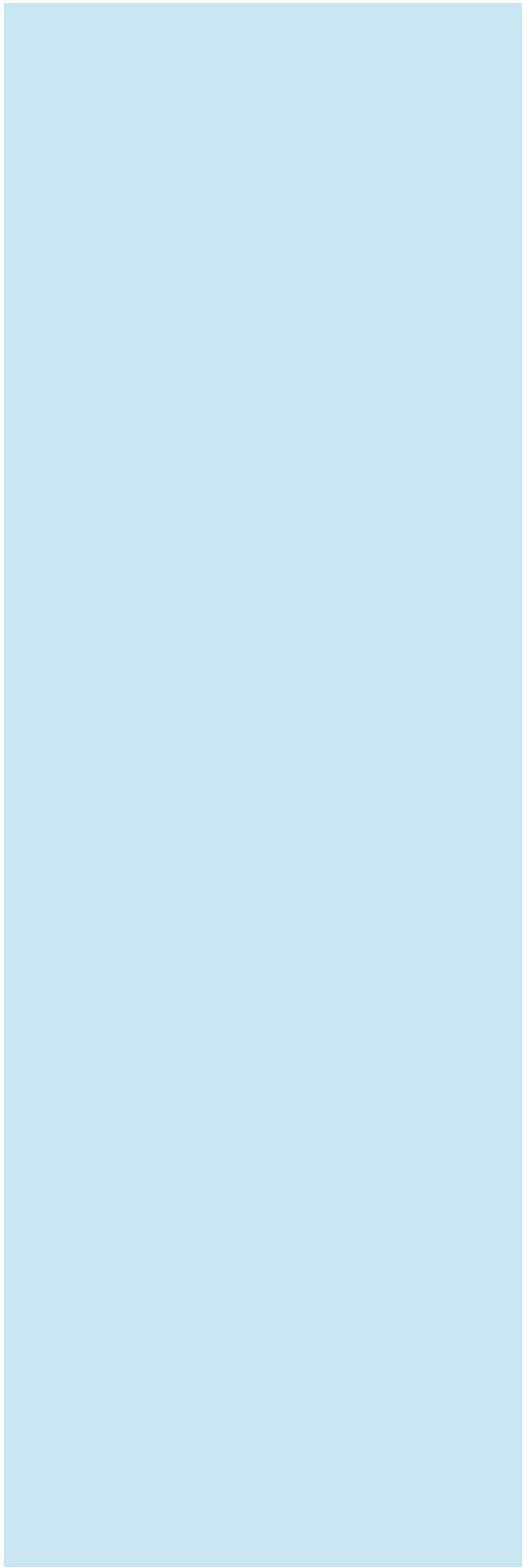
“Civic Center South – Civic Center South is a regional park located in the Village of Kingsley that offers it all. The park offers baseball/softball fields, soccer fields, tennis courts, basketball courts, children play ground, an archery range, skating rink, a walking trail, full service pavilion, and an 18 hole disc golf course.”

Civic Center South is home to the Kingsley Recreational Baseball/Softball League as well as the Kingsley Recreational Soccer League.”

Civic Center South plays an important role in supporting recreation in the Mayfield community and is widely sought by residents and visitors alike.

Photo Source: Flickr





Chapter 6

Corridor Development



If the M-37 corridor sees development pressure...

...then there are certain design characteristics that Mayfield Township wants to see implemented. While it is possible that the M-37 corridor will remain mostly undeveloped farmland over the next 20 years, there is good reason to plan for even unlikely circumstances. This chapter outlines the character of the corridor if it were to see development pressure in the near to long-term future. The goal of these controls is to ensure that development does not detract from the scenic and agricultural character of Mayfield, while still allowing new businesses into the community.

These design features include...

**Access
Management**

Parking

Signage

Facades

**Landscaping
& Setbacks**

Lighting

Note: Mayfield Township does not intend to incorporate “Complete Streets” ordinances or provisions due to the rural character of the community. However, new developments along M-37 should be encouraged to develop sidewalks and marked crossings at access points to improve pedestrian safety.

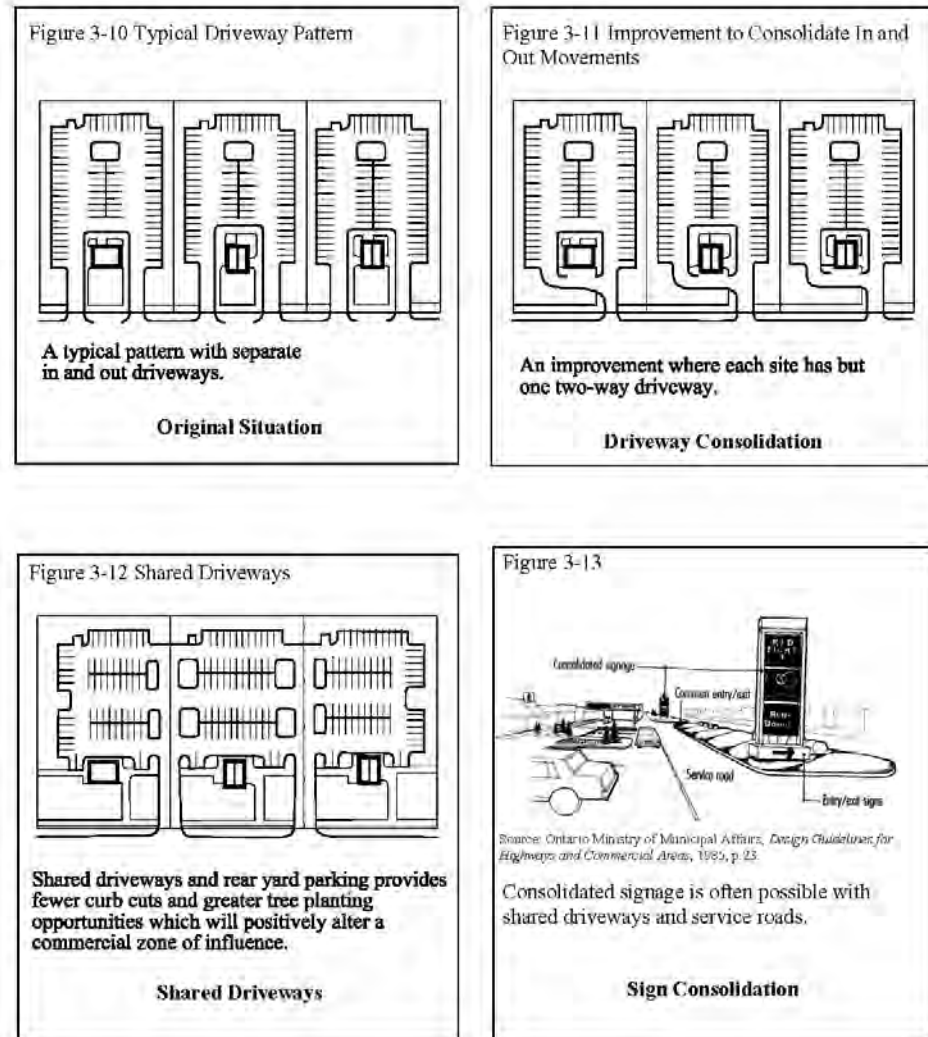
Access Management

Access management is a design technique that limits the number of curb cuts to businesses. Under access management best practices, patrons access businesses using shared drives and interior roadways off of the main corridor. This has two main benefits: 1) improved safety and 2) a reduction in traffic congestion. The Michigan Department of Transportation's (MDOT) Access Management Guidebook lists 27 techniques to improve traffic safety and congestion along residential and commercial corridors. These are categorized into six key categories by problem type, which include:

1. Limit the number of driveways and other conflict points,
2. Separate driveways and other conflict points,
3. Improve driveway operation (ingress and egress) by fitting the best design to the need,
4. Remove turning vehicles from through traffic lanes,
5. Reduce conflicting volumes, and
6. Improve roadway operations on arterials.

THE PLANNING & ZONING CENTER, INC. PREPARED THE ACCESS MANAGEMENT GUIDEBOOK IN 2001 FOR THE MICHIGAN DEPARTMENT OF TRANSPORTATION (MDOT). THIS GUIDEBOOK EXPLAINS VARIOUS TRAFFIC CONCERNS AND HOW EFFECTIVE PLANNING PRACTICES CAN HELP TO ALLEVIATE THEM.

Figure 6-1. Shared Access Example



Renderings shown in Figure 6-1 were adapted by John Warbach, Planning and Zoning Center, Inc. from PACE, *Development Guidelines*, 1995. Figure 6-1 can be found in the *Michigan Access Management Guidebook* (2001).

Parking

In addition to managing access to businesses, parking lot design stipulations are also supported by the Mayfield Township Planning Commission. Namely, future businesses sited along M-37 should place their parking behind or on the side of structures rather than in front along the roadway.

This is a growing practice for communities for many reasons. First, there is an improvement in aesthetic appeal when visible vehicles and asphalt are replaced by landscaping and greenery. Second, with a reduction in parking lot traffic in front of the building, there is an increase in pedestrian safety. While this is less important for auto-centric communities like Mayfield, it is still an important consideration going forward.

In addition to placing parking in the back of buildings, out of site, Mayfield Township may also consider eliminating minimum parking requirements, thereby allowing market forces to determine parking lot sizes rather than a one-size-fits-all approach.

Signage

Signage is often critical to a business' success and brand identity. However, signage can also be excessive, distracting or detracting from the community's desired aesthetic and public safety. To be clear, municipalities have little to no control over the speech found in signs. They can only regulate the size, location and manner of signage, which includes, but is not limited to: setback from the property line or road, size, number, location on the building or parcel, lighting and movement.

During the 2023-2024 planning process, the Mayfield Township Planning Commission stated a preference for memorial signage along M-37, with internally lit or projected lighting sources. The Planning Commission also noted that M-37 should not have billboards or signs with strobing lights or moving parts.

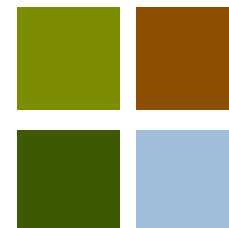
Figures 6-2. Corridor Sign Examples



THE IMAGE ABOVE IS AN EXAMPLE OF WHAT MAYFIELD TOWNSHIP WANTS TO AVOID SHOULD THE M-37 CORRIDOR SEE DEVELOPMENT PRESSURE IN THE COMING DECADES.

THE IMAGE TO THE LEFT IS AN EXAMPLE OF MEMORIAL SIGNAGE. MEMORIAL SIGNS, WHEN COUPLED WITH ACCESS MANAGEMENT, HELP TO IMPROVE TRAFFIC SAFETY AND LOCAL AESTHETICS.

Images found in *Michigan Sign Guidebook*, 2nd ed. Scenic Michigan



Facades

Facades refer to the exterior faces or fronts of buildings visible from a street or public space. They are a critical aspect of building design and architecture, as they contribute to the aesthetic and functional qualities of the community's structures. It is important to note that the design and appearance of a community's structures play an important role in establishing its identity. The design and regulation of facades can help create cohesive and attractive streetscapes and distinguish communities as unique from other places.

Facades are not only important because of their visual appeal; they also play an essential role in the environmental performance and comfort of buildings. Factors may include lighting, ventilation and energy efficiency.

Guidelines related to facades can dictate materials, colors, window sizes and architectural details to ensure that buildings contribute positively to the community's appearance. The callout text and image (right) show an example of a facade regulation from a county in North Carolina.

Figure 6-3. Required Facade Materials & Layout Example

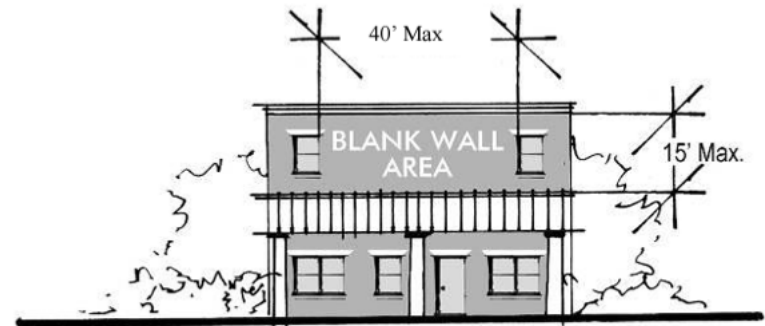
FACADES

ALL NONRESIDENTIAL ROAD YARD FACADES MAY BE CONSTRUCTED OF THE FOLLOWING MATERIALS:

1. MASONRY INCLUDING BRICK, STUCCO, ARCHITECTURAL CONCRETE, HARDIPLANK OR SIMILAR SIDING OR STONE;
2. WOOD;
3. NON-CORRUGATED METAL; OR
4. GLASS (NO LESS THAN 10 PERCENT).

BLANK WALL AREA

BLANK WALL AREAS ON ROAD YARD FACADES SHALL EXTEND A MAXIMUM OF 15 FEET IN THE VERTICAL DIRECTION OR 40 FEET IN THE HORIZONTAL DIRECTION.



Facades, Blank Wall Area text and Blank Wall Area image (above) found in §3.2 (Building Design) of the Lincoln County North Carolina Unified Development Ordinance

Landscaping & Setbacks

Landscaping is a relatively low cost requirement that local municipalities can build into their zoning ordinances to improve site aesthetics and environmental sustainability. In regard to aesthetics, participants in planning processes, including this one, often note that the “Northern Michigan location” plays a large role in their decision to live here. While many areas in northern Michigan are growing, they can still preserve some of the features that made the area popular in the first place – scenic views, forests and farmland.

Mayfield Township will support and enact zoning provisions that require landscaping (trees, shrubs, etc.) and large setbacks from the busy M-37 corridor. Setbacks are important for a couple of reasons. First, they preserve land for pedestrian uses such as sidewalks and bike paths. Second, they help to preserve views and the sense that one is in rural Michigan rather than a sprawling suburb. Figure 6-4 to the right shows an AI rendered example of what a commercial corridor might look like if it had landscaping, large setbacks and parking in the rear of buildings.

Figure 6-4. Corridor Landscaping Rendering



Figure 6-4 was generated with ChatGPT, DALL-E and Adobe Photoshop

Lighting

Lighting is an especially important land use consideration in rural northern Michigan. Lighting in commercial, residential and public spaces promotes safety for pedestrians. However, excessive or poorly designed lighting pollutes the visible night sky. Therefore, DarkSky International, an advocacy organization, states that there are five factors that make for good lighting:

- **“Useful.** Use light only if it is needed
- **Targeted.** Direct light so it falls only where it is needed
- **Low level.** Light should be no brighter than necessary
- **Controlled.** Use light only when it is needed
- **Warm-colored.** Use warmer color lights where possible”

(DarkSky International. url: darksky.org/resources/guides-and-how-tos/lighting-principles/)

Figure 6-5. Lighting Infrastructure

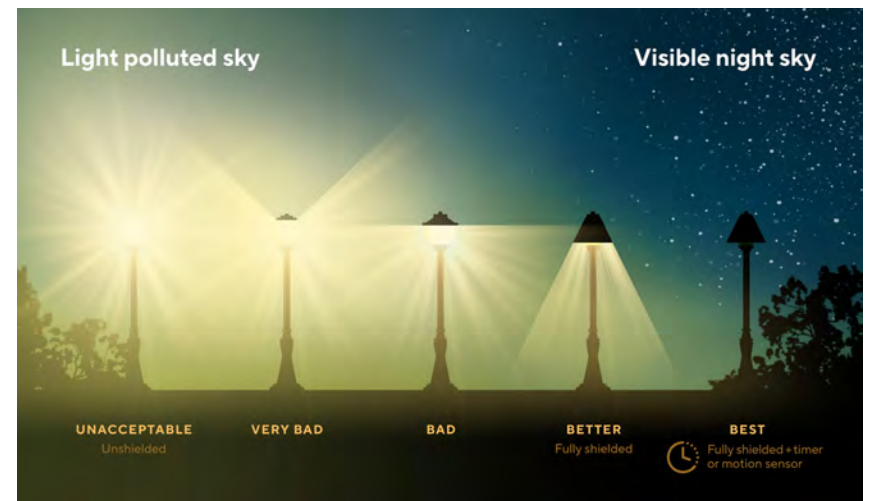
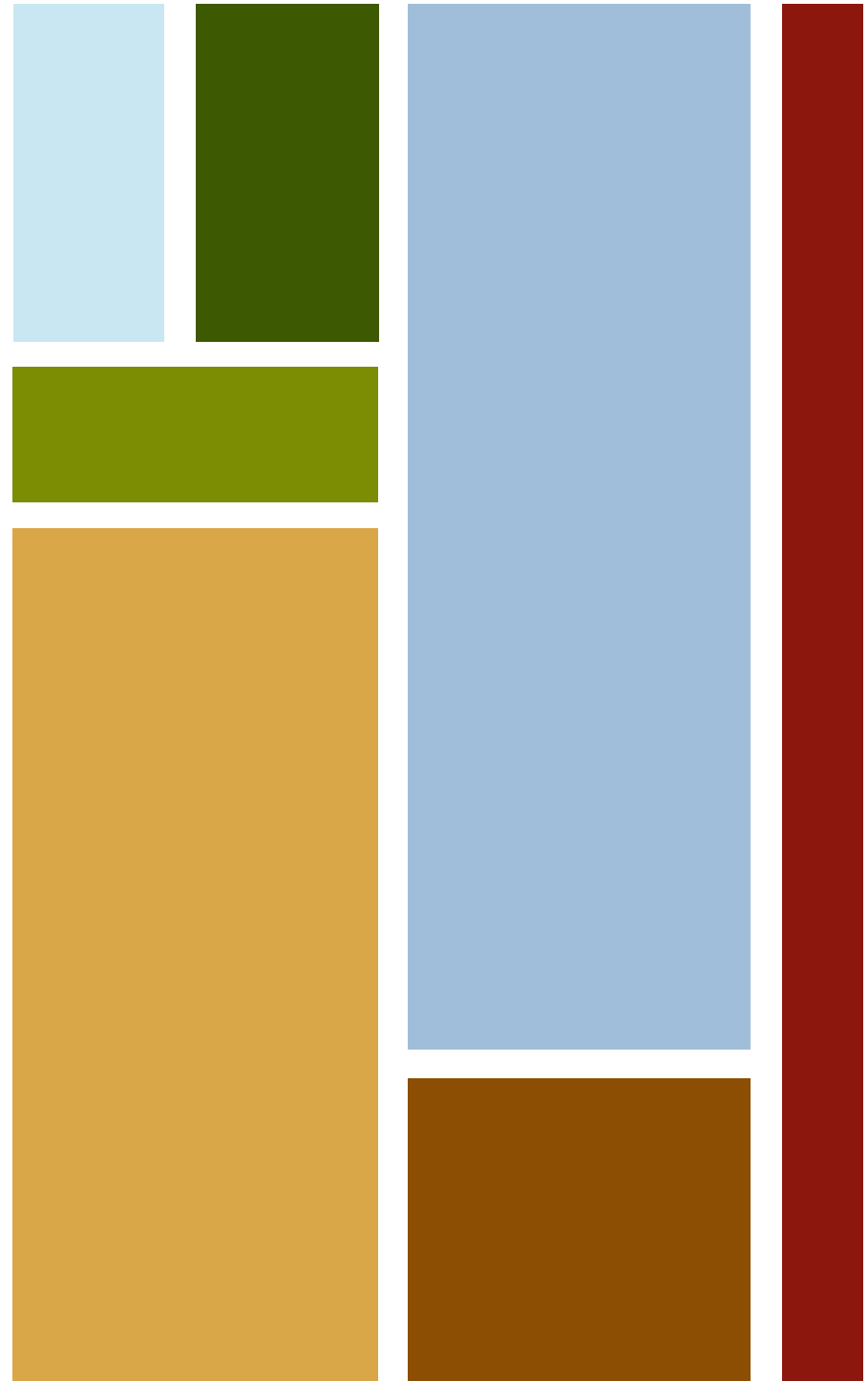


Image Source: DarkSky International. url: darksky.org/resources/what-is-light-pollution/

Chapter 7

Land Use, Goals & Objectives and Zoning Plan



The Different Meanings of “Land Use”

This final chapter of the Mayfield Township Master Plan was created using the context of all information discussed in the previous chapters. Demographics, the economy, transportation, infrastructure and housing all play a role in determining what the community should do next; their analysis is useful to ensure that land use patterns consider the past, present and future trends affecting the area. This chapter describes land use in Mayfield. However, land use can refer to various concepts, so for help understanding this chapter, let's first define some terms:

Existing Land Use

Mayfield's existing land use refers to the assessed uses on each parcel within the township. The Township Assessor looks at each parcel and notes whether it is residential, commercial, industrial, etc. and whether or not the parcel is improved (versus vacant). By looking at assessed land uses, one can get an understanding of how the township looks today from an aerial view.

Current Zoning

The zoning of a parcel refers to the local Township regulations in place that determine what activities can and cannot occur there. Zoning is intended to promote general health, safety and welfare. The zoning ordinance guides development by stating setbacks, minimum parcel and building sizes, accessory structures and dwelling unit allowances, to name a few.

Future Land Use

The Future Land Use Plan and its associated map are not legally binding on their own. They are conceptual and help planners and local officials to make zoning decisions in the future. Boards and commissions see turnover as time goes on and it's important to have a map that outlines how the community desires to proceed. In other words, the Future Land Use Plan is how the community would preferably develop, but is not necessarily how it will turn out given all of the real world factors that affect land use. However, zoning decisions should be based on the Future Land Use Plan and Map.

Zoning Plan

The Zoning Plan is an accumulation of the other three plans and states the desired zoning changes based on the others. It considers the way land is currently used, how it is currently zoned and how the community wants to develop in the future. Upon synthesizing each of these, the zoning plan lays out some of the changes the community will seek to make in order to meet its goals.

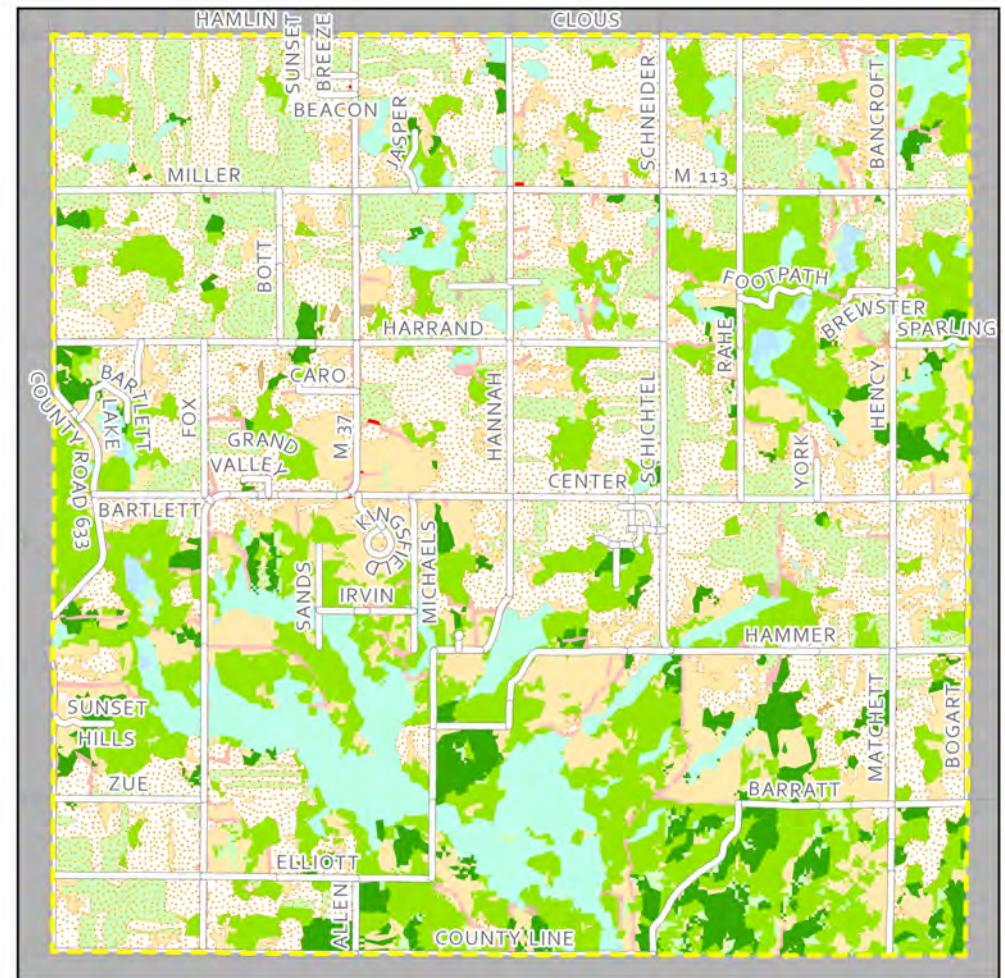
How Mayfield Looks Today

Land Cover

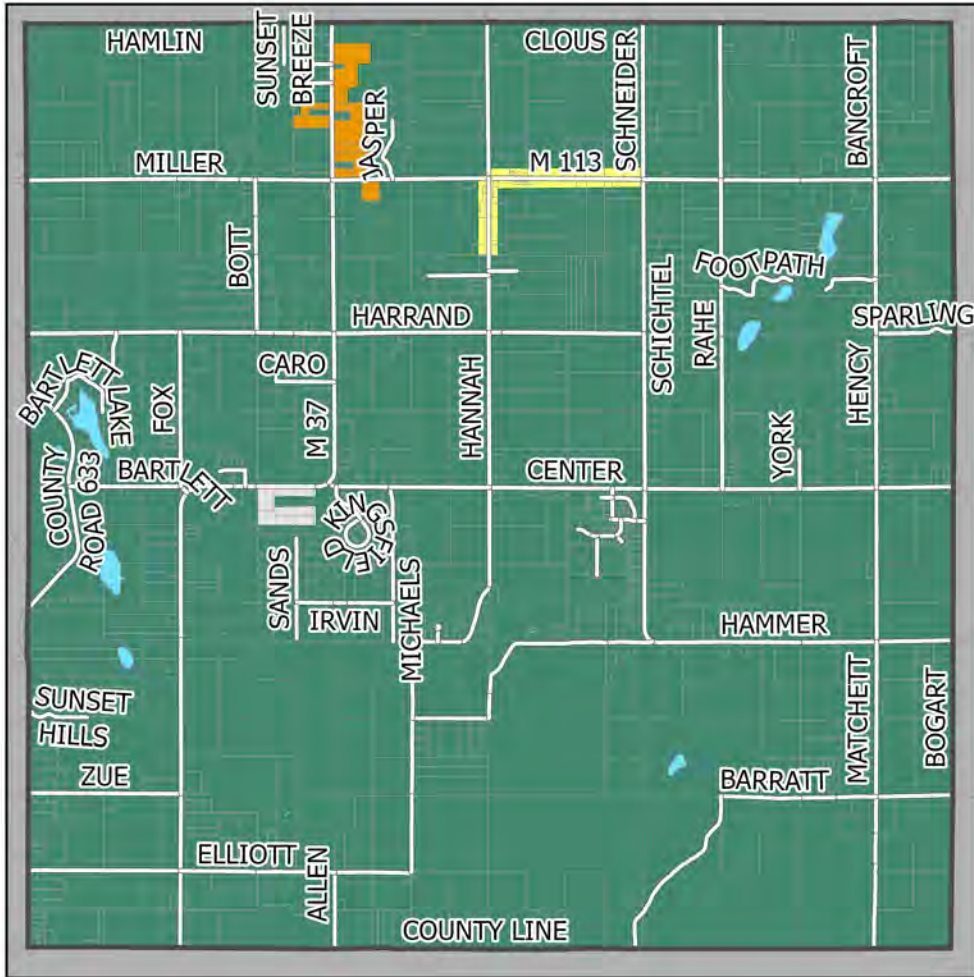
Mayfield Township's land cover is shown in Map 7-1 (right). One can see that the primary land covers in the township are cultivated crops, hay/pasture, evergreen forest and deciduous forest. There is very little development in Mayfield currently other than the sporadic housing units on large lots spread throughout the community. It is worth noting that this land cover data comes from before Mayfield's two planned condominium developments were created. These can be found along Center Road shown as Kingsfield Road on Map 7-1, as well as at the southwest corner of Center and Schictel.

Much of the southern quarter of the township is made up of wetlands and forest lands. For this reason much of the area is owned and maintained by the Michigan DNR. This land cover is also found in the northwest corner of the township.

Map 7-1. Land Cover, Mayfield Township



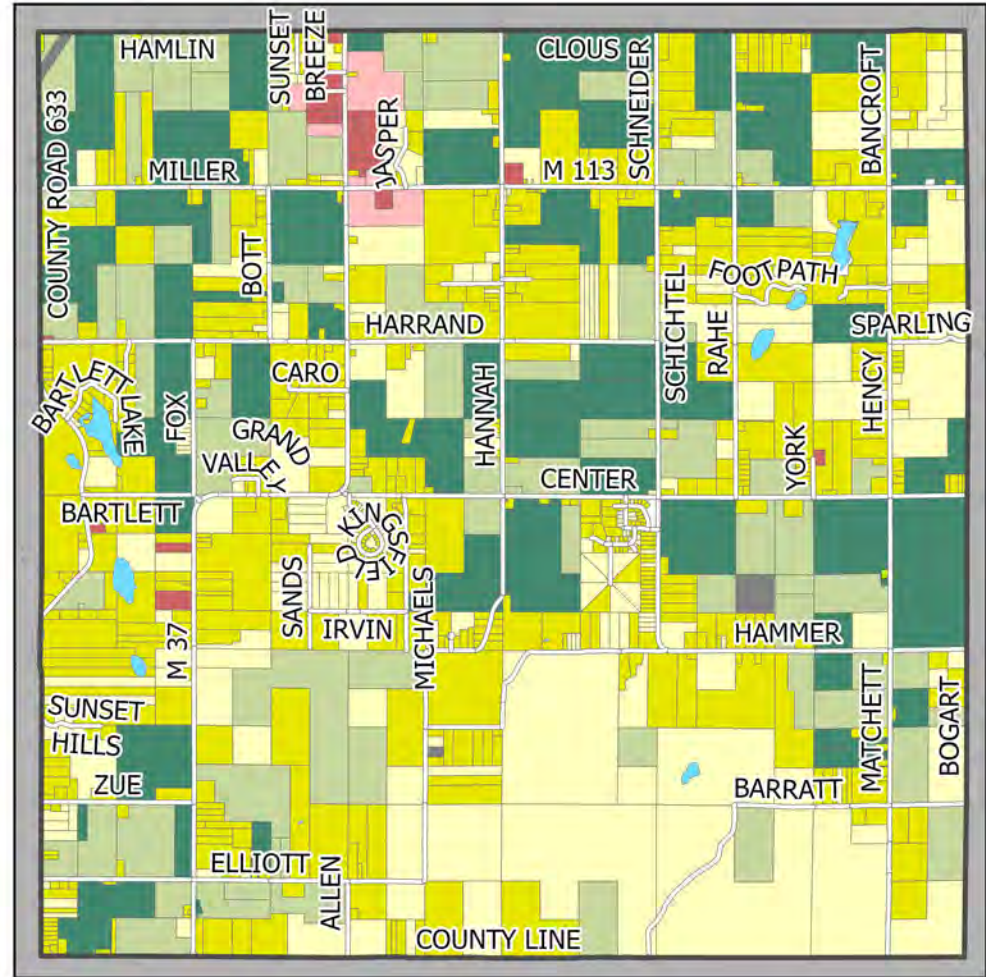
Map 7-2. Existing Zoning, Mayfield Township



Legend

- | | |
|---------------------------|-------------------------------|
| Mayfield Boundary | Mayfield Zoning: Agricultural |
| Adjacent Communities | Commercial |
| Mayfield Township Parcels | Industrial |
| Local Roads | Residential |
| Hydrography | |

Map 7-3. Assessed Land Use, Mayfield Township



Legend

- | | |
|---|----------------------|
| Mayfield Boundary | Commercial-Improved |
| Adjacent Communities | Commercial-Vacant |
| Local Roads | Industrial-Improved |
| Hydrography | Industrial-Vacant |
| Assessed Land Use: Agriculture-Improved | Residential-Improved |
| Agriculture-Vacant | Residential-Vacant |

Current Zoning

Mayfield Township's zoning as of spring 2024 is almost entirely Agricultural. The Agricultural zoning district allows for farm operations, farm stands, one and two-family dwellings, home occupations, adult foster care homes, nurseries and greenhouses, hunting cabins and some Wind Energy Conversion Systems (WECS) as permitted uses. Other uses are allowed by special use permit. The minimum parcel size in the Agricultural district at the time of this writing is 2 acres. Approximately 22,712 acres of Mayfield's land are zoned as Agricultural.

Mayfield has a relatively small Industrial zone along M-37, as well as a Commercial zone further north on the same thoroughfare. The Township hosts a Residential district on M-113 and Hannah Road. Other residential developments are either in agriculturally zoned areas or are clustered condominium developments adjacent to Center Road (2 in Mayfield).

Please note that the current zoning map for Mayfield Township is the proposed zoning map necessary for the Michigan Planning Enabling Act. However, this map may be amended to meet the future land use specifications and goals and objectives of this 2024 Mayfield Township Master Plan.

Existing Land Use (Assessed Use)

The vast majority of Mayfield Township is assessed as Agricultural or Residential. Forty percent of Mayfield Township's assessed acres are either Agricultural-Improved or Agricultural-Vacant. This is equal to about 9,202 acres.

It is worth noting that much of the Residential-Vacant land in the southern part of the township is State Forest Land (see Map 7-3 on page 7-4). Nearly all of the assessed commercial parcels can be found in the township's northern boundary along M-37.

Table 7-1. Assessed Land Uses, Mayfield Township

Assessed Use	Acres (Percent of Total Twp Acreage)
Ag-Improved	4,998.69 (21.8%)
Ag-Vacant	4,205.41 (18.3%)
Commercial-Improved	191.17 (0.8%)
Commercial-Vacant	197.52 (0.9%)
Industrial-Improved	61.18 (0.3%)
Industrial-Vacant	0.84
Residential-Improved	7,581.14 (33.0%)
Residential-Vacant	5,730.78 (24.9%)

How Mayfield Looks Today: Natural Features

NATURAL FEATURES PLAY A CRUCIAL ROLE IN DETERMINING LAND USE PATTERNS IN A GIVEN AREA. FOR MILLENNIA, HUMANS HAVE ADAPTED THEIR CIVILIZATIONS TO WORK WITH WATER BODIES AND STEEP SLOPES. THIS HAS BECOME EVEN MORE IMPORTANT FOR NORTHERN MICHIGAN COMMUNITIES, WHERE SPRAWLING DEVELOPMENT THREATENS TO ELIMINATE THE FEATURES THAT CREATED THIS DEMAND IN THE FIRST PLACE: FOREST LAND, WETLANDS, RIVERS AND SCENIC VIEWS. FOR THIS REASON, MAYFIELD'S PLAN FOR THE FUTURE CONSIDER THESE NATURAL FEATURES HERE.

Public Lands

There are various parcels in Mayfield Township that are unlikely to see development because of their ownership and, more importantly, their important contribution to conservation efforts. The Michigan Department of Natural Resources (DNR) manages approximately 2,135 acres along the township's southern boundary. This land makes up part of the Pere Marquette State Forest. The Kingsley Area School District also manages a 483 acre parcel adjacent to the DNR land. This area is undeveloped and, like the DNR land, is primarily forested with wetlands throughout.

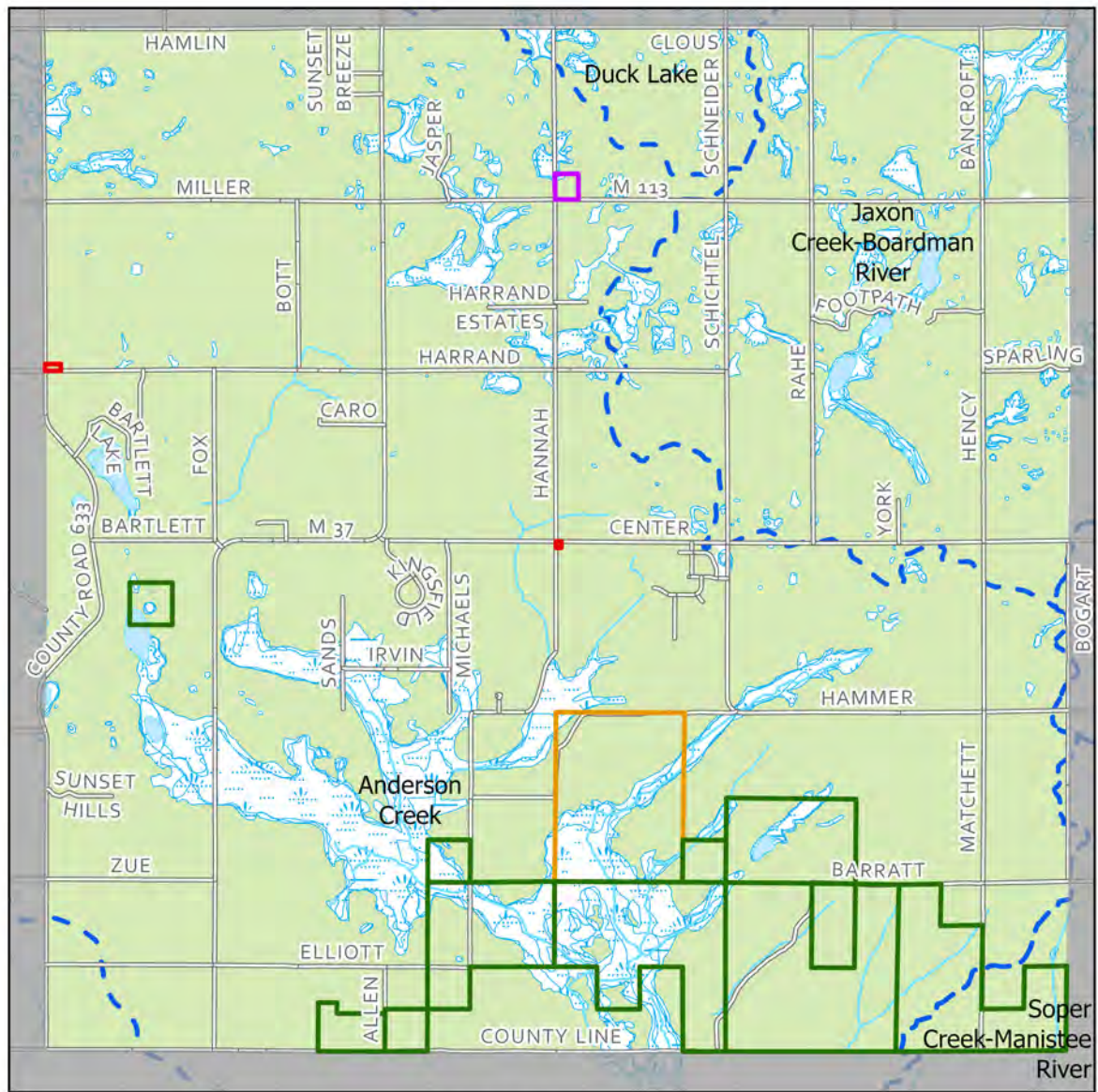
Wetlands

Wetlands are important for multiple reasons. They act as a natural means to cleanse water sources. Wetlands work to replace underground water sources by holding rainfall before releasing it and in doing so help to reduce soil erosion issues. In addition, wetlands are habitats to many local animal and plant species. For these reasons, the State of Michigan regulates development in wetlands. However, not all wetlands are protected by state law and so the onus to preserve these critical areas is left to local authorities.

Watersheds

Watershed boundaries are useful to visualize in order to analyze flooding, aquatic habitats or sources of water contamination. Mayfield Township is served primarily by two watersheds: Anderson Creek and Jaxon Creek-Boardman River. Watersheds are important to consider in that land use choices in one area can have negative consequences for other areas.

Map 7-4. Hydrography & Exempt Lands



Legend

- | | |
|---|--|
|  Mayfield Township | Tax Exempt Parcels |
|  Adjacent Communities |  HANNAH CHURCH |
|  Roads |  KINGSLEY AREA SCHOOL DISTRICT |
|  Hydrography |  MAYFIELD TOWNSHIP |
|  Part 303 State Wetlands |  MI DEPT OF NATURAL RESOURCES |
|  Watershed Boundaries - 12 Digit | |

Goals & Objectives

THE GOALS AND OBJECTIVES SECTION OF THE MASTER PLAN OUTLINES THE ACTIONS THAT THE TOWNSHIP WILL WORK TOWARDS IMPLEMENTING IN THE NEXT 1-10 YEARS. THESE GOALS AND OBJECTIVES WERE DEVELOPED BY THE MAYFIELD TOWNSHIP PLANNING COMMISSION AFTER CONSIDERING COMMUNITY INPUT, AS WELL AS BY DISCUSSING THE FACTORS COVERED THROUGHOUT THIS PLAN. IN SUMMARY, THE TOWNSHIP HAS TWO MAIN GOALS: PRESERVE AGRICULTURAL LAND AND ENSURE RESIDENTIAL AREAS ARE MEETING RESIDENTS' EXPECTATIONS AS MEMBERS OF THE MAYFIELD COMMUNITY. THIS LIST WILL CHANGE OVER TIME AS THE TOWNSHIP FACES NEW CHALLENGES AND AS IT ACCOMPLISHES ITS CURRENT GOALS. FOR THIS REASON, THE PLANNING COMMISSION SHOULD REVIEW GOALS ANNUALLY TO CHECK THE STATUS OF EACH.

Goal 1

Maintain agricultural lands and areas with prime farm soils as agricultural in use.

Objective 1.1

Separate the current Agricultural Zoning District into an Agricultural-Residential District and an Agricultural-Preservation District to distinguish areas that should be prioritized for preservation through certain land use and policy provisions.

Objective 1.2

Increase minimum parcel size to at least 40 acres - up to 80 acres - in an "Agricultural-Preservation" district.

Objective 1.3

Implement cluster development provisions in the "Agricultural-Preservation" district that preserve at least 75 percent of the parcel for agricultural, recreation, civic or open space uses. Allow a density bonus (small or no minimum lot size) for clustered developments on the remaining 25 percent.

Objective 1.4

Continue to work with residents and members of the farming community to identify a desirable minimum parcel size for agricultural preservation, noting that 40 acres is considered the minimum threshold to be considered agricultural preservation.

Goals & Objectives

Goal 2

Ensure that residential areas are meeting community members' needs and desired future development.

Objective 2.1

Continue to require permits for Short-Term Rentals (STR) and ensure that STR's are complementary to residents' expectations for the quality of life in Mayfield.

Objective 2.2

Allow accessory dwelling units in Mayfield Township that have a smaller building footprint than the principal dwelling unit.

Objective 2.3

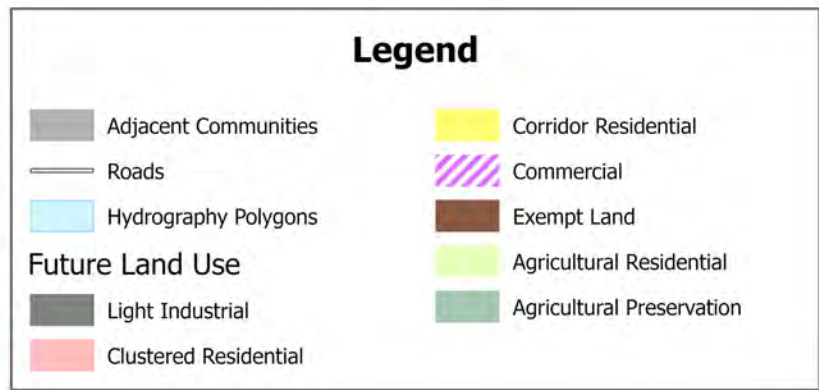
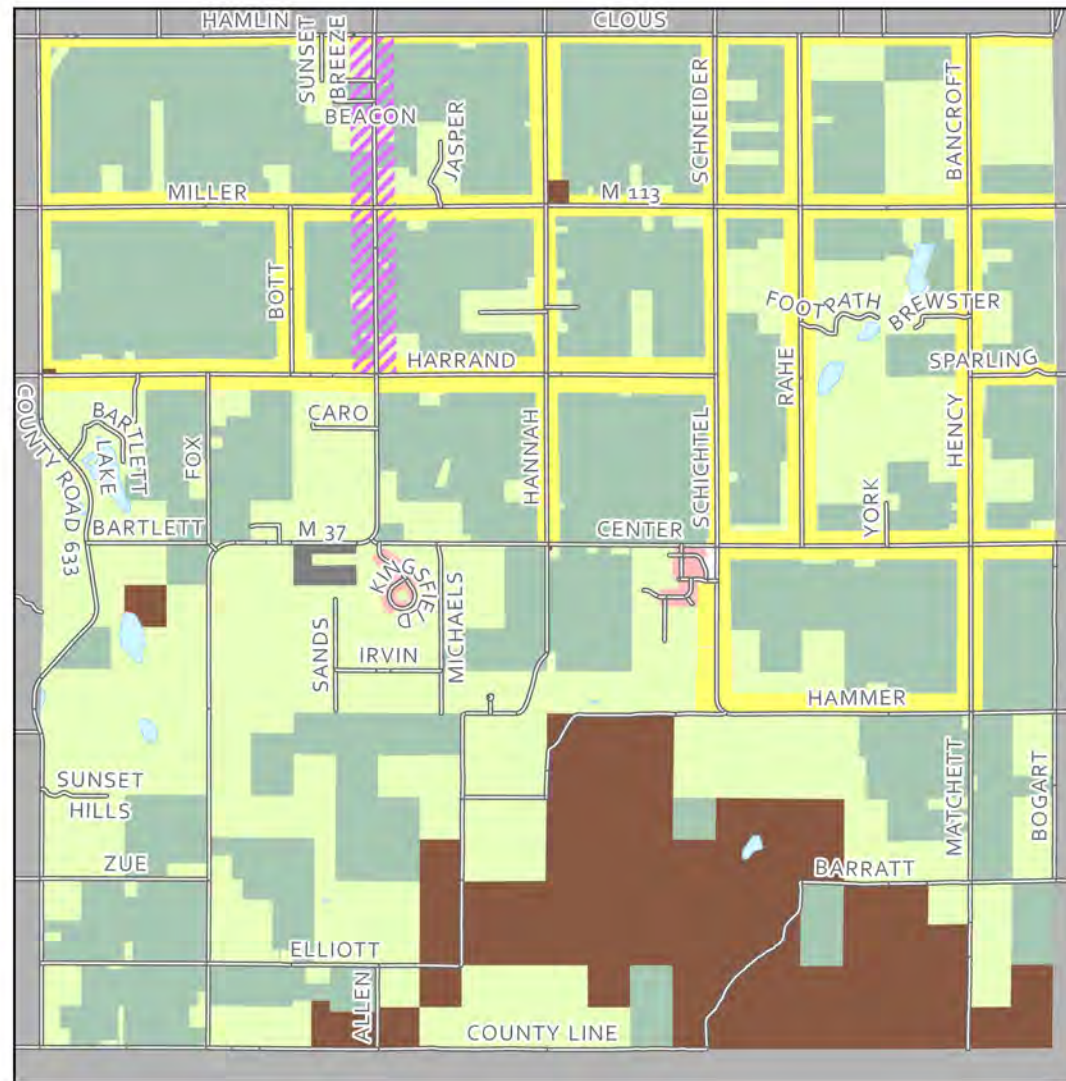
Consider either reducing Planned Development open space requirements from 50 percent, eliminating them altogether or require that the developer implement passive recreation features in the open space such as trails or seating. These open spaces should be publicly accessible.

**Map 7-5. Mayfield Township
Future Land Use**

Future Land Use Plan

Previously mentioned, the Future Land Use (FLU) map and plan are not legally binding or official documents. Community residents will often wonder why, for example, their residential parcel appears as commercial on the FLU map, even though they don't intend to sell their land any time soon. This is because the FLU map and plan are conceptual. They provide a visual and descriptive framework to help residents and local leaders have a general consensus on how land should be used in the coming decades. The FLU map does not necessarily indicate that a certain area will be rezoned.

The FLU map is accompanied by FLU districts. This chapter describes each of these character districts. The FLU plan, along with the goals and objectives section, provide context for the Zoning Plan.



Future Land Use Categories

Agricultural Preservation

The Agricultural Preservation FLU district is depicted in dark green on Map 7-5. For general planning and visual purposes, this area is made up of:

1. all parcels assessed as Agricultural-Improved or Agricultural-Vacant, and
2. parcels 20 acres or larger that contain prime farmland soils (refer to Map 4-1 for farm soil locations). These are areas that the Township will prioritize for preservation efforts.

The Township will use cluster development to preserve farmland and open space. This means that the minimum parcel size will be at least 40 acres and will require that at least 75 percent of the parcel be preserved for farm activities, recreation or open space. The remaining 25 percent will receive a density bonus. This means that the property owner/developer can subdivide the area to site more lots than the zoning or standard land division provisions would otherwise allow.

As previously mentioned, the Township will continue conversations with residents and the farming community to help determine the exact locations and needed zoning changes to implement this FLU concept.

Agricultural Residential

The Agricultural Residential FLU district is depicted in the light green color on Map 7-5. These are areas that will ideally remain agricultural in the near term and into the future. However, should additional residential development pressure come to Mayfield, these are areas that may benefit from more housing. This is especially true along Center Road, which already hosts two subdivisions. Ideally, residential developments in this FLU district will be sited close to existing subdivisions so that infrastructure such as water and sewer can serve more sites at a lower cost (Mayfield is currently on well and septic).

Corridor Residential

The Corridor Residential FLU district is shown in yellow on Map 7-5. During discussions throughout the 2023-2024 master planning process, the Planning Commission noted that while agricultural preservation is critical, areas along main thoroughfares are still well-suited for one and two-family residences. In other words, the interior of a township section should be agricultural or clustered and the exterior may be residential. This land use pattern is already present throughout the township along roads such as Hannah and M-113. Going forward, these lots are ideally less than 300 feet deep and their minimum parcel size smaller than the current 2 acre minimum for agriculturally zone parcels.

Future Land Use Categories (continued)

Clustered Residential

The Clustered Residential FLU district is shown in red on Map 7-5. This district represents Mayfield's two condominium developments along Center Road. These two districts are fairly standard subdivisions on smaller lots with a portion of land preserved as open space. This is similar to what future development may look like in the Agricultural Preservation and Agricultural Residential districts. However, as discussed in the Goals & Objectives section, the Township will consider reducing or removing the open space requirement for future condominium developments, or require that the developer include passive recreation (trails, seating) in the open space. This is different from the agricultural preservation cluster requirements that the Township will seek to implement to maintain the farm economy and aesthetic.

Commercial

The Commercial FLU district is shown in violet hashes on Map 7-5. This district is depicted in hashes because this area will likely remain agricultural and residential in the near term. However, if commercial development from nearby Traverse City and Blair Township continues expanding further south, the northern edge of Mayfield Township is where these uses should be directed. This is ideal geographically speaking, in addition to the Township having its General Commercial District already located in this area.

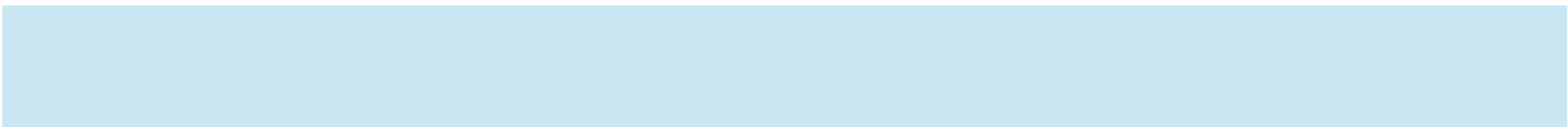
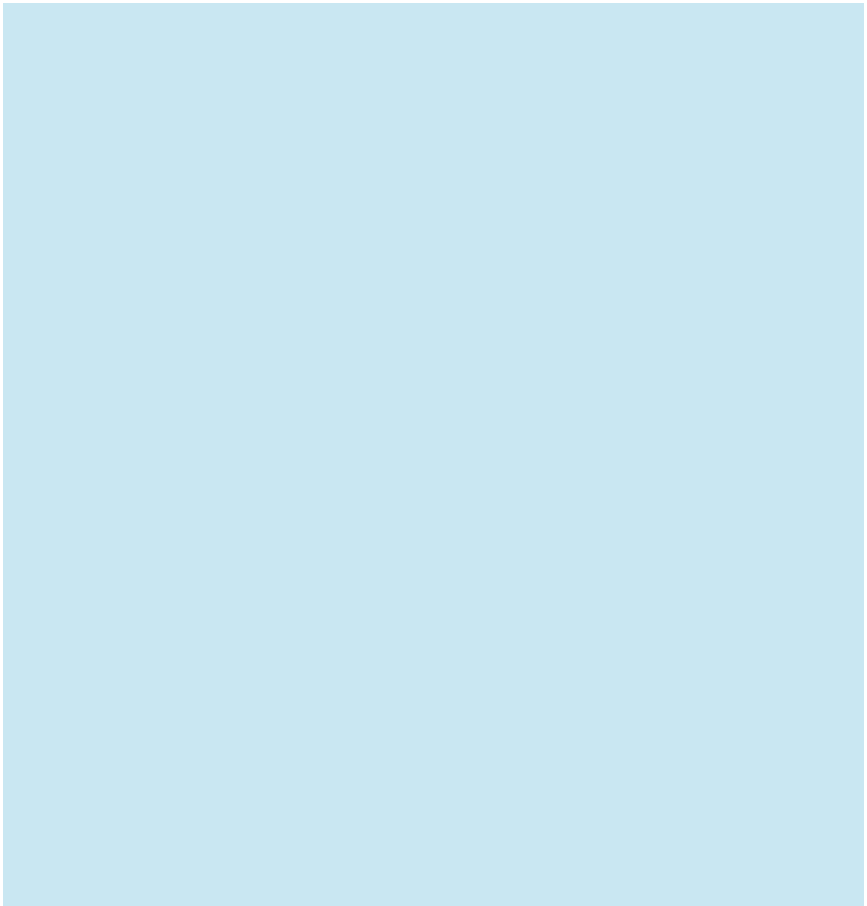
The Commercial FLU would preferably develop in the same manner as is defined in the Township's Zoning Ordinance. Specifically, the area should allow for agricultural uses, personal services, general retail and restaurants that do not have drive-in facilities. The Township may implement additional zoning standards for commercial developments in this district that conform to the Corridor Development standards described in Chapter 6.

Light Industrial

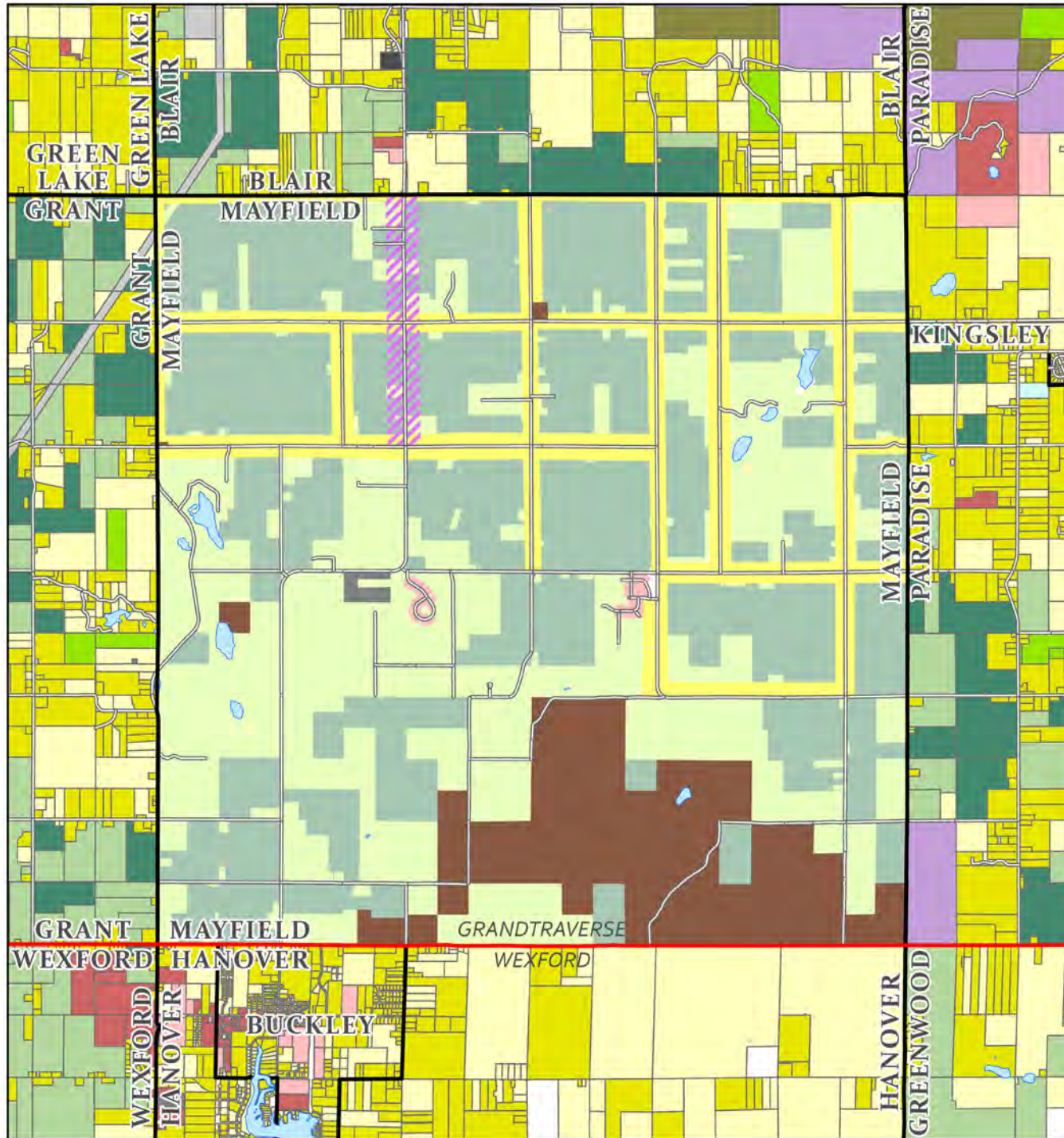
The Light Industrial FLU district is shown in gray on Map 7-5. The FLU district is the same as the Township's current Light Industrial Zoning District: both in location and intended future development. The Planning Commission does not anticipate this zoning district expanding in size or location, nor should it change its current permitted and special land uses.

Exempt Land

The Exempt Land FLU district is shown in brown on Map 7-5. These are parcels that are publicly owned by Mayfield Township, the Michigan Department of Natural Resources or by the Kingsley Area School District. These parcels will likely remain in their current usage going forward, which is for conservation and civic purposes.



Map 7-6. Neighboring Land Uses



Legend

- County Boundary
- Minor Civil Divisions
- Roads
- Hydrography
- Exempt Land

Mayfield Future Land Use

- Light Industrial
- Clustered Residential
- Corridor Residential
- Commercial
- Agricultural Preservation
- Agricultural Residential

Grand Traverse Assessed Uses

- Ag-Improved
- Ag-Vacant
- Commercial-Improved
- Commercial-Vacant
- Industrial-Improved
- Industrial-Vacant
- Residential Improved
- Residential-Vacant
- Commercial Forest Act 531
- Exempt Federal Property
- Exempt State Property
- Exempt-Cty, City, Twp, Vill
- Exempt Pub Sch & College
- Exempt Religious
- Exempt Non Profit Educa
- DNR Act 513

Wexford County Assessed Uses

- Ag-Improved
- Ag-Vacant
- Commercial-Improved
- Commercial-Vacant
- Industrial-Improved
- Industrial-Vacant
- Residential-Improved
- Residential-Vacant

Neighboring Land Uses

For jurisdictions updating their Master Plan, it is important to consider the community's desired future in relation to what its neighbors are planning. This is useful to avoid conflicting land use patterns such as a new airport or industrial park being placed next to a quiet residential area. In this regard the Michigan Planning Enabling Act in Section 125.3831 states, "Make careful and comprehensive surveys and studies of present conditions and future growth within the planning jurisdiction with due regard to its relation to neighboring jurisdictions." Map 7-6 on the previous page shows Mayfield's Future Land Use districts in relation to neighboring municipalities' assessed land uses.

Mayfield is primarily surrounded by land uses similar to those existing and proposed in its own patterns, with the exception of the denser developments in Buckley and Kingsley. Grant Township (west), Blair Township (north), Paradise Township (east) and Hanover Township (south) each have larger parcels that are either residential or agricultural in their assessed uses. Mayfield's Commercial FLU zone abuts Blair Township, which has some commercial activity on its southern boundary. Blair also contains Chum's Corner, an area with abundant commercial activity that could continue developing south on M-37.

An interesting trend to watch in the coming years is whether or not the Village of Buckley sees more growth as communities closer to Lake Michigan build out. This may add development pressure to Mayfield's southwest edges. Although the Mayfield FLU plan calls for agricultural preservation throughout the township, the southern half of the township has less prime farmland on larger parcels than the northern areas. Therefore, additional housing in Mayfield's southwest quadrant may be more desirable than development elsewhere. However, the ultimate goal discussed throughout the plan is to preserve farmland in most instances.

Zoning Plan

The Zoning Plan outlines the key actions Mayfield Township will seek to implement towards its land use. This section contains two components. The next page contains the Township’s current zoning district intents and purposes. This is included to provide context for the Township’s reasoning for regulating land in each of these zones.

Following that page is the Mayfield Township Zoning Plan. This table connects the Future Land Use district to one or more current zoning districts. This is done so that differences in the community’s desired future land use and its existing zoning can be reconciled. For instance, the Township currently has one Agricultural zoning district, when the Future Land Use plan, if implemented, would require two separate agricultural districts to accomplish the Township’s goals.

The “Proposed Updates” column of the Zoning Plan table describe the actions to be taken by the Mayfield Township Board and Planning Commission. Zoning changes will be considered based on the proposed change’s consistency with this plan’s Zoning Plan, Future Land Use Map and Future Land Use district descriptions.

The Zoning Plan on page 7-18 shows how each Future Land Use district coordinates with existing or proposed Zoning districts. At the time of this 2024 writing, new Zoning districts would include splitting the existing Agricultural Zoning district into an Agricultural Preservation district and an Agricultural Residential district, based on criteria described on page 7-11. Additionally, the Township would create a Corridor Residential overlay district as described in this chapter. All other planned zoning updates are included in the final column in the table on page 7-18.

Intent and Purpose of Current Zoning Districts

As written in the 2024 Mayfield Township Zoning Ordinance

Agricultural Zoning District

This district is intended to preserve, enhance and stabilize areas within the Township which are presently used predominantly for farming purposes and which should be preserved for low intensity land uses. It is the further purpose of this district to formulate the protection of the existing natural environment, and to preserve the essential characteristics and economic value of these areas as agricultural lands.

Hannah Village Residential Zoning District

This district is to be located at Hannah, and includes the existing community facilities and adjacent land areas. The purpose is to preserve the Hannah community and foster the continuation of the cultural heritage of this area. A mix of uses is contemplated to enhance community growth and stability. While public water and wastewater facilities are not contemplated at this time, this area may need these facilities in the future.

General Commercial Zoning District

This district is established in the vicinity of the M-37, M-113 intersection to meet the needs of residents of the township, and to serve a somewhat larger consumer population. The uses permitted relate to interests of passer-by traffic on M-37 and M-113, and some comparison shopping needs, while primarily serving the convenience commercial needs of nearby residential areas. It is anticipated that low intensity professional office and administrative service activities will also take place in this district. The integration of planned office/commercial establishments served by common access, signage and parking areas is encouraged.

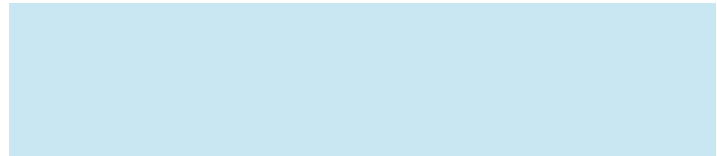
Light Industrial Zoning District

This district is established to meet the needs for light industrial uses which generate a minimum of noise, glare, odor, dust, vibration, air and water pollutants, fire, explosive and radioactive materials and other harmful or obnoxious matter. The district is located within the township in compliance with the adopted Master Plan so that encroachment into agricultural, residential and commercial areas will be minimized and access to M-37 is readily available.

As with the Commercial District, the Township Master Plan anticipates that development in the Light Industrial District will be of mixed uses, with common access, shared parking and loading area, a variety of lot sizes, underground utilities, shared or standardized signage and lighting, and landscaping.

Table 7-2. Zoning Plan

FLU District(s)	Related Zoning District	Front Setbacks	Minimum Parcel Area	Minimum Parcel Width	Planned Updates
Agricultural Preservation	Agricultural	Not less than 40 feet from the public right-of-way or private easement except when public right-of-way or private easement is one hundred (100) feet, then the front setback shall not be less than 15 feet	40 acres	300 feet - 450 feet (to be determined by Township Planning Commission at time of Zoning Ordinance amendment)	<p>Establish a new zoning district for Agricultural Preservation. Establish minimum parcel size of at least 40 acres. Allow for clustered development when at least 75 percent of the original parcel is preserved for agricultural use, recreation or open space.</p> <p>Uses permitted by right and special uses in the Agricultural Preservation and Agricultural Residential districts shall initially be the same as the existing Agricultural Zoning District as listed in Article XI of the Mayfield Township Zoning Ordinance as of September, 2024.</p>
Agricultural Residential	Agricultural	Not less than 40 feet from the public right-of-way or private easement except when public right-of-way or private easement is one hundred (100) feet, then the front setback shall not be less than 15 feet	90,000 square feet	150 feet	None
Corridor Residential	Hannah Village Residential, Agricultural	25 feet	20,000 square feet	75 feet	Implement an overlay district along the township's thoroughfares to allow for smaller parcel sizes and land divisions along main roads, as shown in Map 7-5 of this plan. Maximum parcel depth shall be limited to 300 feet. Minimum parcel area shall remain 20,000 square feet.
Clustered Residential	Planned Development Provision	Same as Zoning District in which it is located			<p>Reduce or eliminate open space requirement. Alternatively, require developer to provide passive recreation in open space.</p> <p>Increase density in Planned Developments by allowing the Planning Commission to waive minimum parcel size requirements in the given zoning district.</p>
Commercial	General Commercial	75 foot front setback from M-37 or M-113, and 25 feet from an interior drive	20,000 square feet	100 feet	Implement lighting, signage, access management, facade, parking, landscaping and setback requirements consistent with those described in Chapter 6 of this Master Plan.
Light Industrial	Light Industrial	100 foot front setback from M-37 if lot fronts M-37, or 25 feet from an interior street or access drive	1 acre	200 feet	None
Exempt Land	N/A				



Appendix A: Open House Results

Sticky Note Activity Responses

Understanding that development pressure is likely to occur as Traverse City builds out, what is your greatest concern for Mayfield Township's future?

- Locals unable to afford to live here
- Preserving rural life and keeping it affordable for our neighbors
- Preserving rural living & ag land
- Use best purpose of land - some is better ag and some better residential - gerrymandering is ok
- Looking like Grawn
- We end up with a bunch of housing development roads won't support
- Development design sharply out of character with farming community although I am not opposed to commercial development

Think about the best place you've ever visited. What aspects of that place do you think could be introduced in Mayfield Township?

- Stop taxing farmland as if it were on the market for development
- Township supported farmland development with Grand Traverse Land Conservancy
- Attractive, vibrant town centers surrounded by farmland

What is one idea that you would like the Mayfield Township Master Plan to discuss?

- Preserving farmland
- Increase housing density, but restrict areas that it is allowed
- Farmland preservation
- Save our farmland
- How farmland is continued to be used
- Less development, larger lots (parcels)
- Preserve farmland, keep agricultural community

Gallery Walk Responses



Yes: 0
No: 6



Yes: 0
No: 0



Yes: 0
No: 2



Yes: 0
No: 2



Yes: 0
No: 6



Yes: 0
No: 1



Yes: 0
No: 1



Yes: 0
No: 0



Yes: 0
No: 2



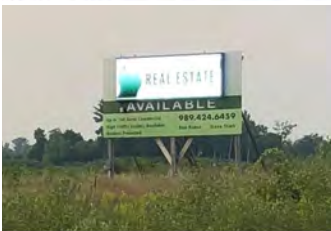
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No: 6



Yes: 0
No: 0



Yes: 0
No: 6



Yes: 0
No: 3



Yes: 0
No: 1



Yes: 0
No: 0



Yes: 1
No: 0
• Landscaping is nice around signs



Yes: 0
No: 2



Yes: 0
No: 2



Yes: 0
No: 6



Yes: 0
No: 7



Yes: 0
No: 0



Yes: 1
No: 1



Yes: 0
No: 6



Yes: 0
No: 5



Yes: 2
No: 3



Yes: 0
No: 5



Yes: 0
No: 1



Yes: 0
No: 2



Yes: 0
No: 0



Yes: 0
No: 2



Yes: 0
No: 1



Yes: 4
No: 0



Yes: 0
No: 7



Yes: 0
No: 2



Yes: 2
No: 0



Yes: 5
No: 0



Yes: 5
No: 0



Yes: 4
No: 0



Yes: 0
No: 0



Yes: 9
No: 0



Yes: 3
No: 0



Yes: 2
No: 0



Yes:
No:



Yes: 6
No: 0



Yes: 1
No: 1



Yes: 0
No: 0



Yes: 0
No: 0



Yes: 0
No: 1



Yes: 1
No: 0



Yes: 0
No: 0



Yes: 0
No: 1



Yes: 2
No: 0



Yes: 0
No: 0



Yes: 0
No: 1



Yes: 2
No: 0



Yes: 0
No: 1



Yes: 2
No: 1



Yes: 0
No: 6



Yes: 0
No: 0



Yes: 0
No: 3



Yes: 1
No: 0



Yes: 0
No: 0



Yes: 0
No: 0



Yes: 3
No: 0



Yes: 0
No: 0



Yes: 0
No: 0



Yes: 2
No: 0

- High density



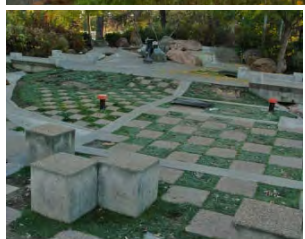
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No: 0



Yes: 0
No: 0



Yes: 0
No: 0



Yes: 0
No: 0



Yes: 3
No: 0



Yes: 0
No: 0



Yes: 0
No: 0



Yes: 0
No: 0



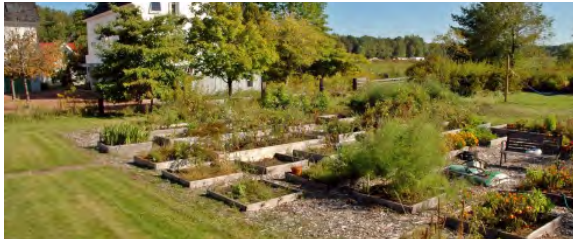
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Yes: 2
No: 0



Yes: 0
No: 0



Yes: 2
No: 0



Yes: 0
No: 0



Yes: 0
No: 0



Yes: 1
No: 0



Yes: 1
No: 0



Yes: 0
No: 2



Yes: 0
No: 0



Yes: 0
No: 0



Yes: 0
No: 1



Yes: 1
No: 1



Yes: 1
No: 1



Yes: 0
No: 0



Yes: 0
No: 0



Yes: 2
No: 0



Yes: 0
No: 2



Yes: 2
No: 0
• Recreation



Yes: 2
No: 0



Yes: 12
No: 0



Yes: 10
No: 0
• Local food,
open space



Yes: 0
No: 4



Yes:
No: 0



Yes: 0
No: 3



Yes: 4
No: 0
• Like concept of
1 drive-in, and
then driveways
to each individu-
al business
• Agree



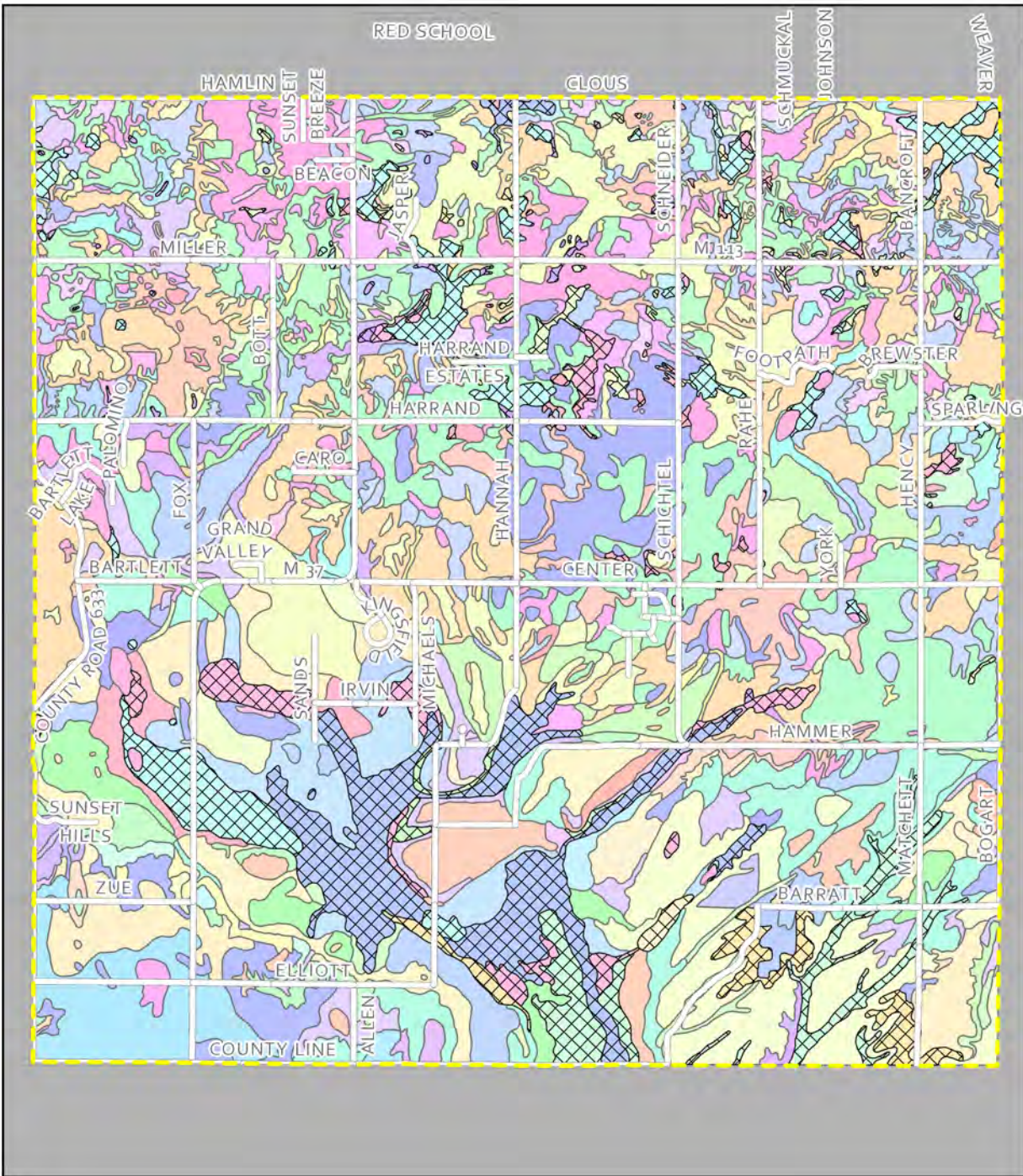
Yes: 0
No: 6



Yes: 3
No: 2

Appendix C:

Soil Data



Source: NRCS Soil Survey

Legend

MUSYM	EyB	KaC2	MaC2	Rwb2
AdracA	EyB2	KaC3	MaD	Rwc2
AeA	EyC	KaD	MaD2	Rwd
AeB	EyC2	KaD2	MbA	Rwd2
AeC	EyD	KaE	MbB	Rwe2
AeD	EyD2	KaE2	MbC	Rwf
AeE	EyE	KaF	MeA	Rwf2
AsA	EyE2	KaF2	MeB	RxB
AsB	EyE3	Kbb	MeC	RxC
CaraeA	EyF	Kbe	MeD	RxD
CnA	EyF2	Kbf	MeD2	SrB
CnB	EyF3	KIA	MeE	Ta
CnC	Fm	KIB	MeF	TawabA
CoA	GrA	KIC	MeF2	Tm
CoB	GrB	KIC2	MmA	Tn
CpA	GrC	KID	MmB	To
CpA2	GsE	KID2	MmC	Tp
CpB	GsF	KIE	MmC2	Tr
CpB2	Gt	KIE2	MmD	Uba
CrA	GuB	KIF	MmD2	Ubb
CrA2	Gw	KIF2	MmE	Ubc
CrB	GxA	KsA	MmE2	Ubc2
CswaaA	GxB	KsB	MmF	Ubd
EdwaaA	GxB2	KsC	MoB	Ube
EmA	GxC2	Kt	MoD	Ubf
EmB	GxD	LeB	MoF	Uma
EmC	GxD2	LkA	RcA	Umb
EmC2	GxE2	LkA2	RcB	UmC
EmD	GxF2	LkB	RduaaA	UmD
EmE	Gy	LkB2	RhA	UnA
EmE2	HgtaaA	LkC	RhB	UnB
EmF	IaA	LkC2	RpA	UnC
ErA	IaB	LkD	RrA	UnD
ExA	IIB	LkD2	RrB	UnD2
ExB	IIC	LkE	RrC	UnE
ExC	IoA	LkE2	Rs	UnE2
ExD	IsA	LkF	Rt	UnF
ExD2	IsB	LkF2	Ru	UnF2
ExE	KaA	LupaaA	Rv	W
ExE2	KaA2	MaA	Rwa	WdC
ExF	KaB	MaB	Rwa2	WdD
ExF2	KaB2	MaC	Rwb	Hydric Soils
EyA	KaC			

**Appendix D:
Notice of the Public
Hearing in a Regularly
Circulated Newspaper**

PUBLIC NOTICE

MAYFIELD TOWNSHIP will hold its Public Hearing to finalize its Draft Master Plan on Monday September 9th at 6:45 pm, at the Township Offices: 2991 W Center Road, Kingsley, MI 49649. Members of the community are encouraged to provide feedback to the draft plan prior to or at the Public Hearing. Comments can be sent to Zach Vega, Community Planner at Networks Northwest, zach.vega@networksnorthwest.org. The draft plan can be found at networksnorthwest.org.

August 21, 2024-1T

618453

LEGAL NOTICE

NOTICE TO CREDITORS
Decedent's Estate

Annette Popp Trust Date Trust Created: December 16, 1993

NOTICE TO CREDITORS: The decedent, Annette Popp, who lived at 1501 S. Ruby Lane, Lake Leelanau, MI, died 07/01/2024.

Creditors of the decedent are notified that all claims against the estate will be forever barred unless presented to Huntington National Bank, named trustee, within 4 months after the date of publication of this notice.

Dated: August 16, 2024

Trustee:
Kelly McDonald, AVP Huntington National Bank
625 S. Garfield Ave.
Traverse City, MI 49686
231-922-5810

August 21, 2024-1T

618443

LEGAL NOTICE

NOTICE TO CREDITORS AND CLAIMANTS OF
NORTHWESTERN MICHIGAN EMERGENCY PHYSICIANS, P.C.

Creditors and claimants of NORTHWESTERN MICHIGAN EMERGENCY PHYSICIANS, P.C., a professional Michigan corporation, are hereby notified that the company was dissolved as a company under the Michigan Business Corporation Act on July 8, 2024.

If you have a claim against the company, you are requested to comply with the following:

- a) Prepare a written statement of your claim, describing the nature of the claim, the dollar amount of the claim, if known, and if not known, an estimate, and the circumstances on which it is based. Include the name, address and phone number of a person who can provide information about your claim if the company wishes to obtain additional information.
- b) Mail the written statement to NORTHWESTERN MICHIGAN EMERGENCY PHYSICIANS, P.C. at the following address:

NORTHWESTERN MICHIGAN EMERGENCY PHYSICIANS, P.C.
c/o Timothy J. Clulo, Esq.
620-A Woodmere
Traverse City, MI 49686

Your claim will be barred unless a proceeding to enforce the claim is commenced within one year after the date of publication of this notice. This notice is given pursuant to section 842a of the Michigan Business Corporation Act.

August 21, 2024-1T

618422

AFFIDAVIT OF PUBLICATION

PUBLIC NOTICE

MAYFIELD TOWNSHIP will hold its Public Hearing to finalize its Draft Master Plan on Monday September 9th at 6:45 pm, at the Township Offices: 2991 W Center Road, Kingsley, MI 49649. Members of the community are encouraged to provide feedback to the draft plan prior to or at the Public Hearing. Comments can be sent to Zach Vega, Community Planner at Networks Northwest, zach.vega@networksnorthwest.org. The draft plan can be found at networksnorthwest.org.

August 21, 2024-1T

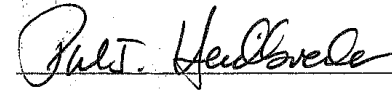
618453

STATE OF MICHIGAN
County of Grand Traverse

Paul Heidbreder being duly sworn deposes and says the annexed printed copy of notice was taken from the Traverse City RECORD EAGLE, a newspaper printed and circulated in said State and County, and that said notice was published in said newspaper on the following dates:

08/21/2024

that he or she is the agent of the printers of said newspaper, and knows well the facts stated herein



Subscribed and sworn to before
this 21st of August, 2024.



Cammie N. Freeman
Notary Public, State of MI
County of Grand Traverse
05/10/2031
Acting in County of Grand Traverse

**Appendix E:
Minutes from the Public
Hearing of the Master
Plan**

Mayfield Township
Special Meeting - Master Plan
Public Hearing
September 09, 2024

1. **CALL TO ORDER** - Chairman, John Ockert, called to order the Special Meeting for Zoning Master Plan meeting at 6:50 pm of September 9, 2024 at the Mayfield Township Office, 2991 W. Center Road, Kingsley, MI 49649.

2. **ROLL CALL**

John Ockert (Supervisor):present

Dean Bott (Treasurer):present

Jamie Hansen (Clerk):present

Charlie Jetter (Trustee):present

Nicole Miller (Trustee):present

3. **APPROVAL OF AGENDA**

Ockert/Miller: MOTION to approve September 9, 2024 agenda, as presented.

4. **PUBLIC INPUT**

- a. Are our commercial zones staying the same?
 - i. Yes they are. The community said they want to keep the area agriculture with limited residential development.
 1. We have a AG zone that is defined as 900,000 ft sq
 - ii. 2 districts
 1. 1 specifically agriculture district.
 2. AG with more room for development.
- b. How are zones determined?
 - i. determined preservation by 20 acres or larger with prime farm soils and is deemed farm land.
- c. Is the township planning on adopting the FarmLand Preservation Act that was presented at the meeting in August.
 - i. The Master Plan has to be finalized before new ordinances can be made with the Planning Commission.

5. **ADJOURNMENT** – Adjourned at 7:06 pm following the completion of the agenda.

**Appendix F:
Minutes from the
Township Board Meeting
to Adopt the Master Plan**

Mayfield Township
Regular Board Meeting
September 9, 2024

1. **CALL TO ORDER** - Chairman, John Ockert, called to order the regular meeting of Mayfield Township at 7:08 pm of DATE, 2024 at the Mayfield Township Office, 2991 W. Center Road, Kingsley, MI 49649.

2. **ROLL CALL**

John Ockert (Supervisor): present

Dean Bott (Treasurer): present

Jamie Hansen (Clerk): present

Charlie Jetter (Trustee): present

Nicole Miller (Trustee): present

3. **APPROVAL OF AGENDA**

- a. Add MASTER PLAN to the agenda under new business B
- b. Add L0429 (millage rate request) to the agenda under new business C.

Ockert/Miller: MOTION to approve September 9th, 2024 agenda, as presented.

PASSED: 5/0

4. **APPROVAL OF MINUTES**

Bott/Miller: MOTION to approve minutes of the August 12th, 2024 Regular Board Meeting.

PASSED: 5/0

5. **TREASURER'S REPORT**

- a. Dean gave a verbal report.

Ockert/Miller: MOTION to approve the September Treasurer's Report.

PASSED: 5/0

6. **PAYMENT OF BILLS** - Chairman, John Ockert read the list of bills to be paid.

- a. Contact Paul Olson, with Municipal Underwriters Par Plan about attending a future regular meeting to check in.

Ockert/Jetter: MOTION to pay the bills

Bott: yes, Jetter: yes, Ockert: yes, Miller: yes, Hansen: yes

PASSED: 5/0

7. **NEW BUSINESS**

- a.)Downs Cemetery

- i. Jim Zenner would like to continue mowing the lawn and summer maintenance.

- ii. Looking for someone to dig

- 1. Brian McManus has found Bob Wilkison & his daughter that could be interested in this position. John will call to inquire.

- b.)Master Plan Resolution #2024-09-09

Ockert/Jetter :MOTION to pass the Master Plan Resolution

Bott: yes Jetter: yes Ockert: yes Miller: yes Hansen: yes

- c.) Milage Rate

- i. Mayfield Township has a township operating millage and a fire millage. These rates will go into effect December 2024 that will be an decrease from 2023.

- ii. The board needs to look into this and will discuss this again at the October meeting.

8. **REPORTS**

- a. **Zoning Administrator Report** - 19 LU permits

- b. **Mayfield Planning Commissions** - No September meeting

- c. **Grand Traverse County Road Commission** - No report
- d. **Grand Traverse County Commission** - No report
- e. **Grand Traverse County Sheriff's Department** - No report.
- f. **Paradise Emergency Services** - Eric Somsel reported
- g. **Blair Township Emergency Services** - Eric Somsel reported.
- h. **Northwest Wexford Emergency Authority** - No report
- i. **Michigan Township Association** - No report.
- j. **Civic Center South** - Charlie Jetter reported.
 - i. Meeting is Thursday August 19, 2024.

9. ONGOING BUSINESS

- a.) Township Phones
 - i. STILL WORKING ON THEM! John will meet Spectrum at the township 9/10 to have the new line installed and hopefully new service will be active.
- b.) St. Mary's of Hannah Blinking Light -
 - i. John had received word that the light was going to be installed but not exact details on when the installation is happening.

10. BUDGET REVIEW - No

11. CORRESPONDENCE - John presented the correspondence.

12. PUBLIC INPUT

- a. Al Howard - Hammer/Schichtel corner. Truck traffic has increased; they should use Blackman/Center.

13. ADJOURNMENT – Adjourned at 8:24 pm following the completion of the agenda.

