

# **LONG LAKE TOWNSHIP ACTIVITY CENTER SUBPLAN**



# ACKNOWLEDGEMENTS

## LONG LAKE TOWNSHIP ACTIVITY CENTER STEERING COMMITTEE

A special thank you to the members of the Long Lake Township Activity Center Steering Committee.  
The input provided by the members was crucial to the development of this subplan.

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# 1. INTRODUCTION

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## A. INTRODUCTION AND STATUTORY AUTHORITY

In February of 2024, Long Lake Township approved the Long Lake Township Master Plan 2024. The Master Plan identified three areas within the Township, referred to as Activity Centers, for subplan development to more closely examine items such as traffic, public improvements, specific uses and appropriate scale and building types.

The three Activity Centers identified in the Township are the West Activity Center, Hamlet Center, and North Activity Center (see Map 1 for locations)

Long Lake Township contracted with Networks Northwest from May 2024 to July 2024 to develop the Long Lake Township Activity Center Subplan with guidance and direction provided by the Long Lake Activity Center Steering Committee.

The Michigan Planning Enabling Act of 2008 contains provisions for local units of government to develop sub plans for geographic areas that are less than the entire planning jurisdiction. The subplan is general in scope, and is not a zoning document but assists with zoning decision-making related to the Activity Centers.

## B. PLAN METHODOLOGY

The subplan was primarily developed with the input received during the Activity Center Steering Committee meetings. This volunteer committee was formed through a Township survey released in November 2023, allowing any interested resident, business owner, or party to participate. Prior to the first meeting, a press release and social media post were sent out. When the agenda was sent out for the first meeting, there were 37 members on the contact list. By the last meeting, this number grew to 51 members on the contact list.

After review of the existing planning documents, Networks Northwest held five Steering Committee meetings and one community input drop-in session to develop the subplan vision, goals and objectives, and strategies. These meetings allowed for general discussion regarding the Activity Centers and a SWOT analysis leading to a Steering Committee Input Session and Long Lake Township Activity Center Community Input Session. The vision, goals and objectives, and strategies were developed utilizing the previous planning, community input, and the steering committee input.

Further refinement took place through discussion of the existing and future land use of the activity centers and prioritizing the strategies that the Steering Committee felt the Township should pursue. The final meeting primarily focused on providing input related to design and landscaping standards, and signage in the Activity Centers.

These meetings culminated in the development of the Long Lake Township Activity Center Subplan. This was delivered to the Long Lake Township Planning Commission at the end of July 2024 for the approval process and to begin work towards the implementation of strategies.

## C. PREVIOUS PLANNING DOCUMENTS

### a. 2024 Master Plan

The Long Lake Township Master Plan 2024 meets the statutory authority of the Planning Enabling Act, Act 33 of 2008, for the support of regulatory provisions of the Long Lake Township Zoning Ordinance. Additionally, the Master Plan contains guidance for strategic direction of activities, processes, and investment of the community.

Activity Centers are incorporated throughout the Master Plan, including a Future Land Use narrative establishing the Activity Centers. The Master Plan notes that the Township has seen an increased population resulting in the need for additional commercial and professional services. Commercial business that aims to serve the local community, such as coffee shops, farmer markets, or restaurants, are desired over high traffic commercial business, like drive thru businesses, chain retailers and fast food.

The Master Plan further identifies the Activity Centers as a community gathering place with uses that encourage neighbor interactions, including a pavilion for outdoor events or sidewalks and bicycle parking. The Activity Centers are to be designed to offer residential alternatives, compliment existing natural features, and provide convenient services and low volume destinations to serve residents and visitors.

As part of the Master Planning process, Long Lake Township conducted an opinion survey. The results of the survey showed that traffic impacts, stress on natural ecosystems, and loss of open space are seen as the biggest threat to the future of the Township. The primary type of new home preferred in the Township was conventional single family homes with developments designed to protect fragile natural features following. The survey also spoke to commercial services needs, public facilities, and new programs or initiatives such as protecting/preserving more natural areas. Full survey results can be found in the Master Plan.

GOAL 7. Long Lake Township will include three small and confined activity centers characterized by retail, service and civic uses intended to serve the residents of the immediate vicinity and higher density residential uses all attractively designed to fit the Township's rural character and formed in safe, walkable and inviting communities.

The Long Lake Township Master Plan Goals and Objectives speak specifically to the Activity Centers. Goal 7 is to establish the three Activity Centers with the objectives supporting through the development of subarea plans, development of public and private water and wastewater policies, and amending the Zoning Ordinance to include design, landscape and use standards. Goal 7A seeks the development of a community center in the North Activity Center. The objectives listed include roadway reconfiguration, public-private partnerships, and local zoning changes.

GOAL 7A. Long Lake Township will develop a community center in the Strait/North Long Lake/East Long Lake Road corridor characterized by a reimagined multi-modal transportation system that is safer and appropriate to support a fine grain of activities and users. The center will include community-centered and locally-focused businesses, activities, and facilities. The community center will encompass a population center connecting a diversity of housing types. Lastly, the community center will be planned to promote resiliency to prepare for the possibility of continued or future pandemic restrictions, climate shifts, and resource shortages. For these reasons, there will be a focus on resource conservation, healthy lifestyles, local food production, and community gathering opportunities in open-air settings.

The Long Lake Township Master Plan’s Future Land Use notes that the Activity Center uses may be higher density, small-scale commercial, or a mixture of these two developments. Other aspects include increasing pedestrian safety and accessibility, becoming community gathering places, and residential alternatives. The following descriptions of the Activity Center’s are taken from the Master Plan future land use section.

### **West Activity Center**

The “West Activity Center”, located at West Long Lake Road and North Long Lake Road, currently includes a machine shop, veterinary clinic and other service uses. A large portion of the district was recently committed to use as a self-storage facility. It is anticipated that this Activity Center will develop with commercial uses and services that generate less traffic and activity but will provide logical connections, services, and enhancements to nearby natural areas and existing neighborhoods. An auto service station and convenience store are among acceptable uses for this area, provided that the development is small-scale and does not pose a traffic concern as designed.

### **North Activity Center**

The “North Activity Center”, located generally along the intersection of North and East Long Lake Roads and Strait is likely to be the largest. It is anticipated that it will include a broader range of retail and service facilities than the other center. The current pattern should be continued and expanded somewhat. The existing residential uses, Moomer’s Ice Cream and Fresh Coast Market are good examples of the type of growth that is anticipated. In addition, additional residential uses are desired to support existing and future commercial uses. Because of traffic safety concerns in this area, the North Activity Center may be poised to see significant public investment in infrastructure along with new private investment.

The North Activity Center will be characterized by a reimagined multi-modal transportation system that is safer and appropriate to support a fine grain of activities and users. The center will include community-centered and locally-focused businesses, activities, and facilities. The community center will encompass a population center connecting a diversity of housing types. Lastly, the community center will be planned to promote resiliency to prepare for the possibility of future pandemic restrictions, climate shifts, and resource shortages. For these reasons, there will be a focus on resource conservation, healthy lifestyles, local food production, and community gathering opportunities in open-air settings.

The Township should accommodate the expansion or redevelopment of the mobile home park located on Strait Road. The park is aging and is currently not a permitted use under zoning. The park is in the heart of the planned Activity Center/North Activity Center. Higher residential densities are appropriate here to support the expansion of services and public facilities in this area. Allowances for the redevelopment or reasonable expansion of the mobile home park or the addition of other high density residential types is appropriate for this location.

### **Hamlet Activity Center**

The Hamlet future land use designation is intended to recognize an historic settlement area that continues to serve as a hub of activity and services to nearby residences. The hamlet activity center is a more diminutive development pattern than the other planned Activity Centers. Often, a hamlet is located at an historical center of activity or at a rural crossroads. A hamlet is often a concentration of uses that may include a cluster of homes, small businesses, public facilities, and gathering places such as churches. It is not uncommon to see an upcoming hamlet-style settlement signaled by a reduction in posted road speeds, a cross roads, and an uptick in activity and pedestrians.

**b. Parks and Recreation Plan**

Adopted in January of 2024, the Long Lake Parks and Recreation Plan provides policy and a guide for decision making on improvements to the Township parks and recreation system. The plan inventoried recreation assets, solicited public input, and developed goals, objectives, and an action plan to meet the recreational values of the Township.

**c. Natural Features Inventory (2006)**

The Long Lake Township Natural Features Inventory (2006) identifies existing significant natural features and recommendations to preserve and protect floodplains, steep slopes, wetlands, woodlands, and viewsheds. The Natural Features Inventory is a key document to protect the natural features found within the Activity Centers and is utilized in the Long Lake Township Zoning Ordinance for zoning decisions. It should be noted that the Township is in the process of updating the Natural Features Inventory.

## 2. EXISTING CONDITIONS & LAND USE STATISTICS

The three activity centers comprise approximately 210 acres, or 1.1% of the total Township land area, with Long Lake Road bridging the activity centers. The following is an analysis of existing conditions and land use characteristics specific to the Activity Centers. Table 1. Activity Center Land Use Statistics notes some information related to the Activity Centers. Full Township information can be found in the Long Lake Township Master Plan 2024.

**TABLE 1: ACTIVITY CENTER LAND USE STATISTICS**

	West Activity Center	Hamlet Center	North Activity Center
<b>Acreage</b>	59.2	11.5	125.7
<b>Parcel Count</b>	22	14	48
<b>Parcels over 5 Acres</b>	2	0	4
<b>Parcels over 10 Acres</b>	0	0	2
<b>Parcels over 20 Acres</b>	1	0	1
<b>Existing Households</b>	16	14	
<b>Existing Businesses</b> (As of July 1, 2024)	Long Lake Storage Vault, Dollar General, Wheelock’s Welding, Long Lake Artisan Gallery and Gift Shop, Long Lake Animal Hospital, Old Reliable Clock Shop	Long Lake Grocery	Fresh Coast Market, Moomers Ice Cream, North Long Lake Storage, Joy Givers Senior Home, Food For Thought Campus
<b>Soil Types</b>	Kalkaska-Mancelona		
<b>Watersheds</b>	Platte River Watershed		





## A. EXISTING ZONING

Long Lake Township has an established Zoning Ordinance under the Michigan Zoning Enabling Act, Act 110 of 2006 as amended. The Long Lake Township Zoning Ordinance establishes the zoning districts, requirements, and uses allowed within the Township. Map 2 displays the existing zoning districts that are found in the Activity Centers. Below is a brief description of the intent and purpose of the zoning districts, a description of Development Options, and the bulk requirements found on Table 2: Bulk Requirements Chart. A full schedule of uses and standards may be found in the Long Lake Township Zoning Ordinance.

### **Agricultural District:**

This district zones land for both agriculture-farming operations and low-density housing, allowing marginal farmland to convert to residential use while protecting valuable natural features such as woodlots, wetlands, and wildlife corridors.

### **Low Density Residential District:**

The district allows for low-density housing development through single-family detached dwellings and residential facilities while respecting the township's changing nature and existing character.

### **Lake Residential District:**

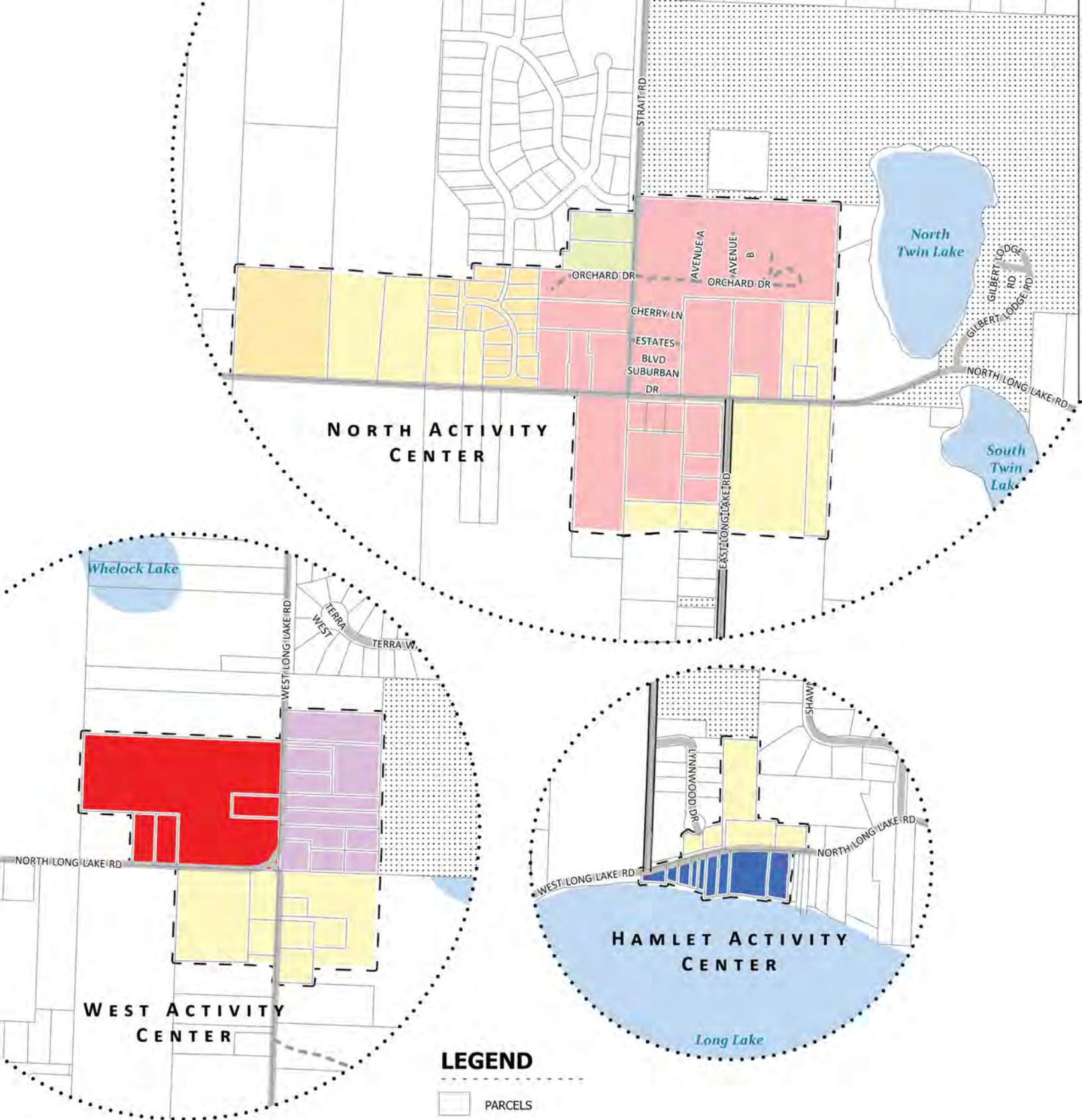
This district prioritizes resident well-being by protecting nature, water quality, and regulating development near waterfronts.

### **Moderate Density Residential District:**

The district allows for single-family homes, duplexes, and multi-family buildings alongside residential amenities.

### **Local Business District:**

The district encourages mixed-use and pedestrian connections while serving low intensity retail and service needs of the area with minimal impact on the community.



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**TABLE 2: LONG LAKE TOWNSHIP ZONING DISTRICT STANDARDS**

ZONING DISTRICT	LOT SIZE	MIN. LOT WIDTH	MAX. BUILDING HEIGHT	MAX. LOT COVERAGE	MIN. YARD SETBACKS				MIN. RESIDENTIAL FLOOR AREA	BUILDING FLOOR AREA LIMITS
					Front	Side	Rear	Waterside		
Agricultural	2 Acres	200 Feet	35 Feet	As Determined by Setbacks	50 Feet	15 Feet	40 Feet	50 Feet	960 Square Feet	-
Low Density Residential	1 Acre, or 15,000 Square Feet w/ Community Wastewater	150 Feet, or 100 Feet w/ Community Wastewater	35 Feet	As Determined by Setbacks	50 Feet, or 30 Feet w/ Community Wastewater	15 Feet, or 10 Feet w/ Community Wastewater	40 Feet, or 30 Feet w/ Community Wastewater	50 Feet	961 Square Feet	-
Lake Residential	1 Acre	100 Feet at the Water and 150 Feet at the Right-of-Way	35 Feet	As Determined by Setbacks	50 Feet	15 Feet	40 Feet	50 Feet	960 Square Feet	-
Moderate Density Residential	20,000 square feet, or 10,000 square feet w/ Community Wastewater	100 Feet, or 80 Feet w/ Community Wastewater	35 Feet	As Determined by Setbacks	30 Feet	10 Feet	25 Feet	-	700 Square Feet	-
Local Business	1 Acre	150 Feet	40 Feet	-	40 Feet	20 Feet	20 Feet	-	-	7,500 square feet total floor area or smaller shall be a permitted use, buildings greater than 7,500 square feet total floor area shall be a conditional use, subject to Section 19.11
General Business	1 Acre	150 Feet	40 Feet	-	40 Feet	20 Feet	20 Feet	-	-	

### **General Business District:**

This district offers a mix of commercial options to meet the needs of the Township population and visitors while providing employment options. These uses may result in increased vehicle and pedestrian traffic.

### **Development Options:**

In addition to the above Zoning Districts and their respective uses, the Long Lake Township Zoning Ordinance provides additional development options for parcels that meet certain requirements such as the zoning district the property is in, acreage minimums, or open space preservation. Please see the Long Lake Township Zoning Ordinance for full requirements and standards.

- Open Space Conservation Development - Allows for housing cluster development that protects natural areas by offering flexibility in lot sizes and permanently dedicating open space.
- Subdivision without Significant Open Space - Allows for conventional development when few natural features are present, or next to an existing conventional development that would not benefit from open space design.
- Agricultural Conservation Development Option - Allows for the development of group dwellings on a limited portion of the parcel which protects farming and preserves farmlands in the Township.
- Planned Unit Development - Aims to promote responsible land use that protects natural features, encourages innovation in design, and fosters a high quality of life with diverse housing, shopping options, and a well-connected community.
- Hamlet Development Option - Aims to create walkable village centers with a mix of shops and homes that blend with the existing community, while promoting economic activity and protecting public safety.

## **B. EXISTING PUBLIC FACILITIES AND PARKS**

The entrance to Long Lake Elementary School is found in the North Activity Center but the elementary school building itself is located outside of the North Activity Center.

Long Lake Township has ten (10) recreational facilities throughout the Township with Taylor Park being located within the Hamlet Center. Taylor Park is 1.75 acres and offers beach access, a dock, parking lot, portable bathroom facilities, barbeque grilles, and a volleyball court. Future considerations for Taylor Park include a trail connection along North Long Lake Road, a pedestrian crossing on North Long Lake Road, updated parking, more dock space, and standardized signage.

Just outside of the West Activity Center to the east is Bullhead Lake Natural Area which provides a natural hiking trail. In between the West Activity Center and Hamlet Center on North Long Lake Road is Gilbert Park located on Long Lake. Gilbert Park provides a boat launch and dock, beach access, volleyball courts, and portable restrooms. Butting up to the northwest of the North Activity Center is Twin Lakes Park, which was acquired in late 2023. Twin Lakes Park contains Gilbert Lodge (accommodating events of up to 200 with access to a commercial kitchen), the boys dormitory building, multi-purpose field, walking trails and a universally accessible waterfront and play area.

More detailed information regarding the Township parks and recreation can be found in the Long Lake Township Parks and Recreation Plan 2024-2028.

## C. EXISTING NATURAL FEATURES AND ENVIRONMENT

As previously mentioned, the Long Lake Township Natural Features Inventory provides information of natural features and priority areas that can be found in the Activity Centers and should be considered when planning.

The West Activity Center has elements of Priority One and Priority Two areas from existing wildlife corridors, areas with 18-25 percent slopes, scenic corridor and woodlands present. The Hamlet Center does not identify any priority areas in its boundaries, but should be noted that the FEMA 100 year floodplain does infringe on some parcels lakeside. The North Activity as well does not contain any priority areas in the boundaries but there are considerations for scenic corridor on North Long Lake Road.

Please see the Long Lake Township Natural Features Inventory (2006) for more detailed information.

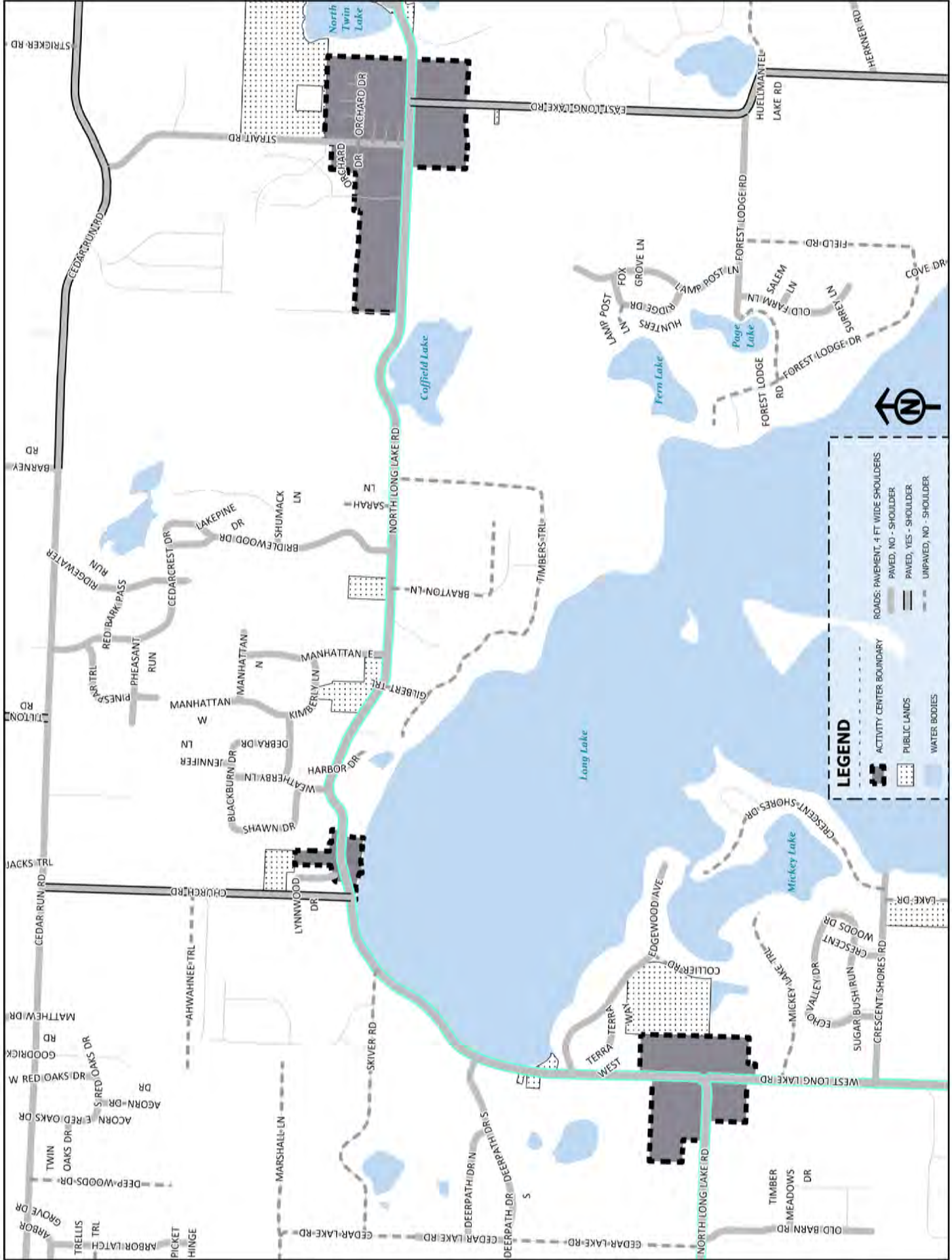
## D. EXISTING PUBLIC UTILITIES

Electric service is provided to the Township by Consumers Energy and Cherryland Electric Cooperative, while natural gas is provided by DTE Energy. Water access is primarily through individual wells, although some community wells serve more dense neighborhoods. Within the Activity Centers, there is not currently access to water and sewer infrastructure. The Master Plan notes a franchise agreement between Long Lake Township and Garfield Township that connected Black Bear Farms on Cedar Run Road to public water due to poor water quality. This agreement opens the possibility of extending public water access, as well as the Township potential for creating their own water and sewer infrastructure.

## E. EXISTING TRANSPORTATION

The primary road that bridges the Activity Centers is North Long Lake Road. The West Activity Center is accessed by North Long Lake Road from the west towards Lake Ann, from West Long Lake Road from the south, and from North Long Lake Road to the North. Church Road to the north and North Long Lake Road running west-east offers access into the Hamlet Center. While North Long Lake Road continues to run east-west through the North Activity Center, access is also found by Strait Road to the north and East Long Lake Road to the south.

ROAD SECTION	ROAD CROSS SECTIONS	2022 AVERAGE ANNUAL DAILY TRAFFIC
North Long Lake Road	Heineser Road and West Long Lake Road	2,598
West Long Lake Road	North Long Lake Road and South Long Lake Road	3,349
North Long Lake Road	West Long Lake Road to Church Road	8,200
Church Road	Cedar Run Road to North Long Lake Road	2,270
North Long Lake Road	Church Road to Lone Tree Road	6,997
East Long Lake Road	Secor Road to North Long Lake Road	2,239
Source: MDOT Michigan Traffic AADT Map 2022 Non-Trunkline		



**LEGEND**

- ACTIVITY CENTER BOUNDARY: Dashed line
- PUBLIC LANDS: Grid pattern
- WATER BODIES: Blue fill
- ROADS:
  - PAVEMENT, 4 FT WIDE SHOULDERS: Solid line with double parallel lines
  - PAVED, NO - SHOULDER: Solid line with single parallel lines
  - PAVED, YES - SHOULDER: Solid line with double parallel lines and dashed outer lines
  - UNPAVED, NO - SHOULDER: Dashed line

While there is no designated public bussing route in Long Lake Township at this time, Bay Area Transportation Authority (BATA) offers an on-demand service called BATA Link. While this service can be used anywhere, there is a designated pick up/drop off location at Haywood Park East by the Long Lake Township Hall.

Long Lake Township does not have a formal trail system between the Activity Centers but the 2024 Master Plan contains a Conceptual Road and Trail Plan (see appendix 1). This shows a conceptual multi-modal trail that would link the Activity Centers via North Long Lake Road. The conceptual plan allows for connections with existing regional trails, surrounding municipalities, and local neighborhoods and schools.

## **F. ECONOMIC DEVELOPMENT**

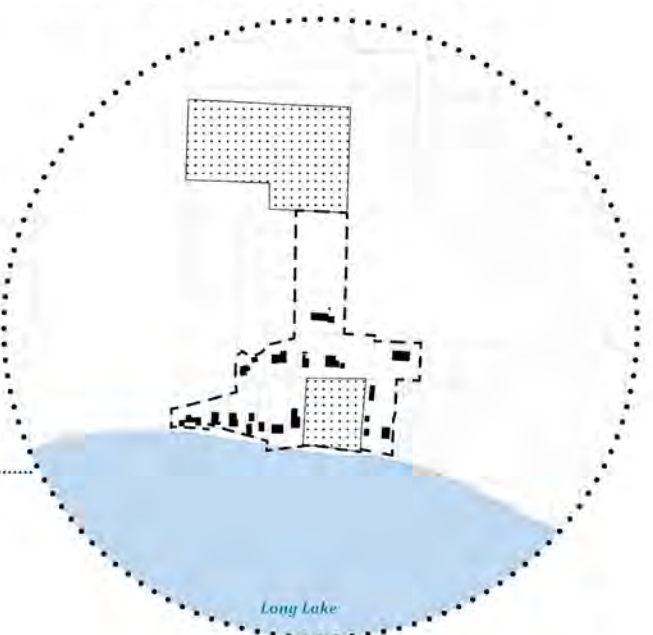
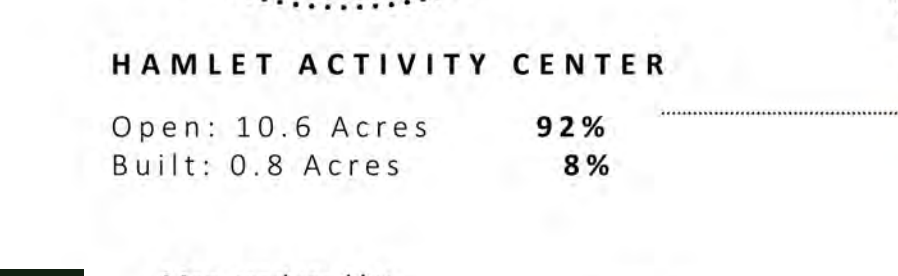
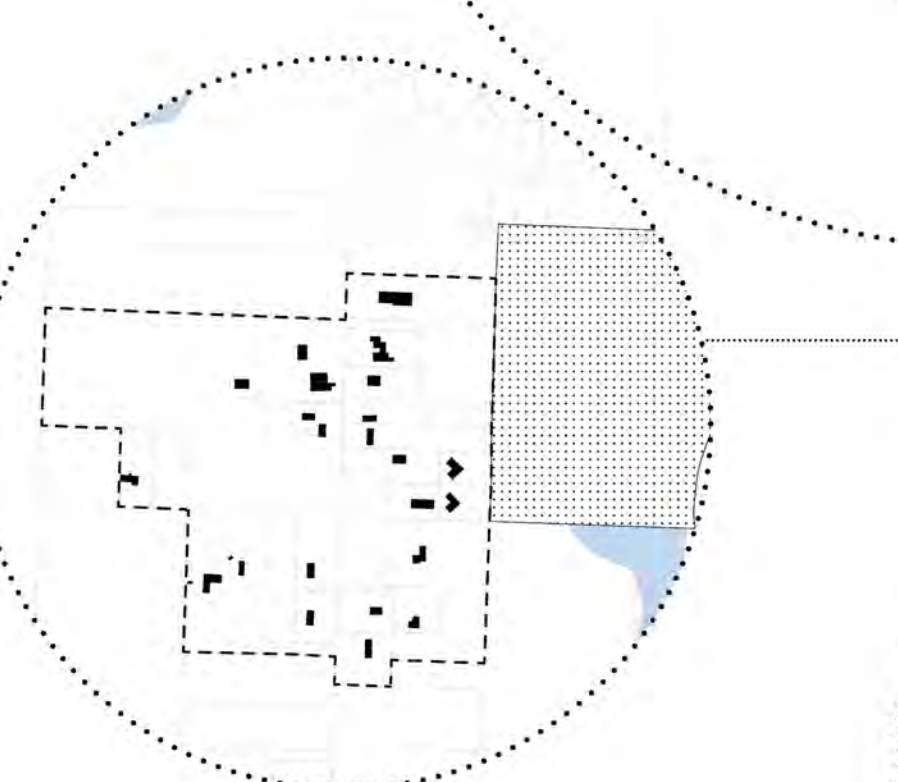
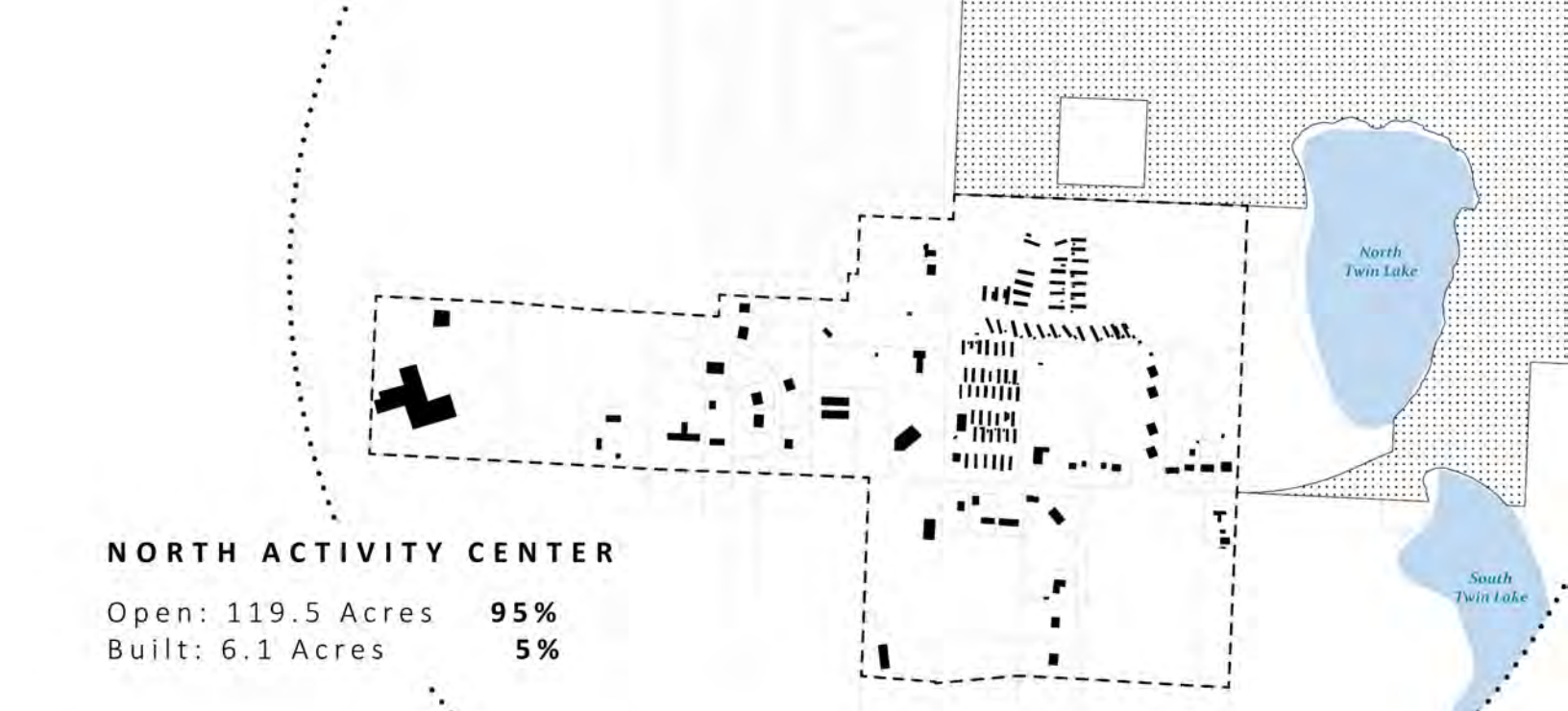
Economic development in the Activity Centers is provided through private businesses that supply goods and services such as grocery stores, ice cream, self storage, and repair shops. The close proximity of the Activity Centers to Traverse City provides employment and shopping opportunities within a 15-20 minute commute. The existing businesses that are found in the Activity Centers can be found above in Table 1.

## **G. SOILS, TOPOGRAPHY, AND WATERSHEDS**

The Master Plan Soils Map (see appendix 2, 3, and 4) identifies Kalkaksa-Mancelona soil association found in all of the Activity Centers. These soils are typically level to steep, well drained sands and loamy sands found in rolling to steep uplands and in level to moderately sloping valleys. As mentioned in the Natural Features Inventory, the Master Plan Topography Map (see appendix 3) affirms that there are no steep slopes within the Hamlet Center and North Activity Center. However, there are a couple of parcels where 18% slopes are present in the West Activity Center. Finally, all Activity Centers fall within the Platte River watershed (see appendix 4)

## **H. DEVELOPMENT CONSTRAINTS**

Development constraints within the three Activity Centers are generally considered to be the same - there is currently no water and sewer infrastructure and concerns of impacts to increased traffic, natural environment, and existing residents and businesses. As can be seen in the Built vs. Open Analysis structures contain a small percentage of the Activity Center lands, however, there are limited or no parcels that do not have existing structures or development. Additionally, there are limited or no parcels of significant size (5 acres and up) where the Zoning Ordinance development options could be entertained.



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**LEGEND**

- ACTIVITY CENTER BOUNDARY
- PARCELS
- PUBLIC LANDS
- WATER BODIES
- BUILDING FOOTPRINTS - CONSTRUCTED AREA



\*Note:  
Map not to scale

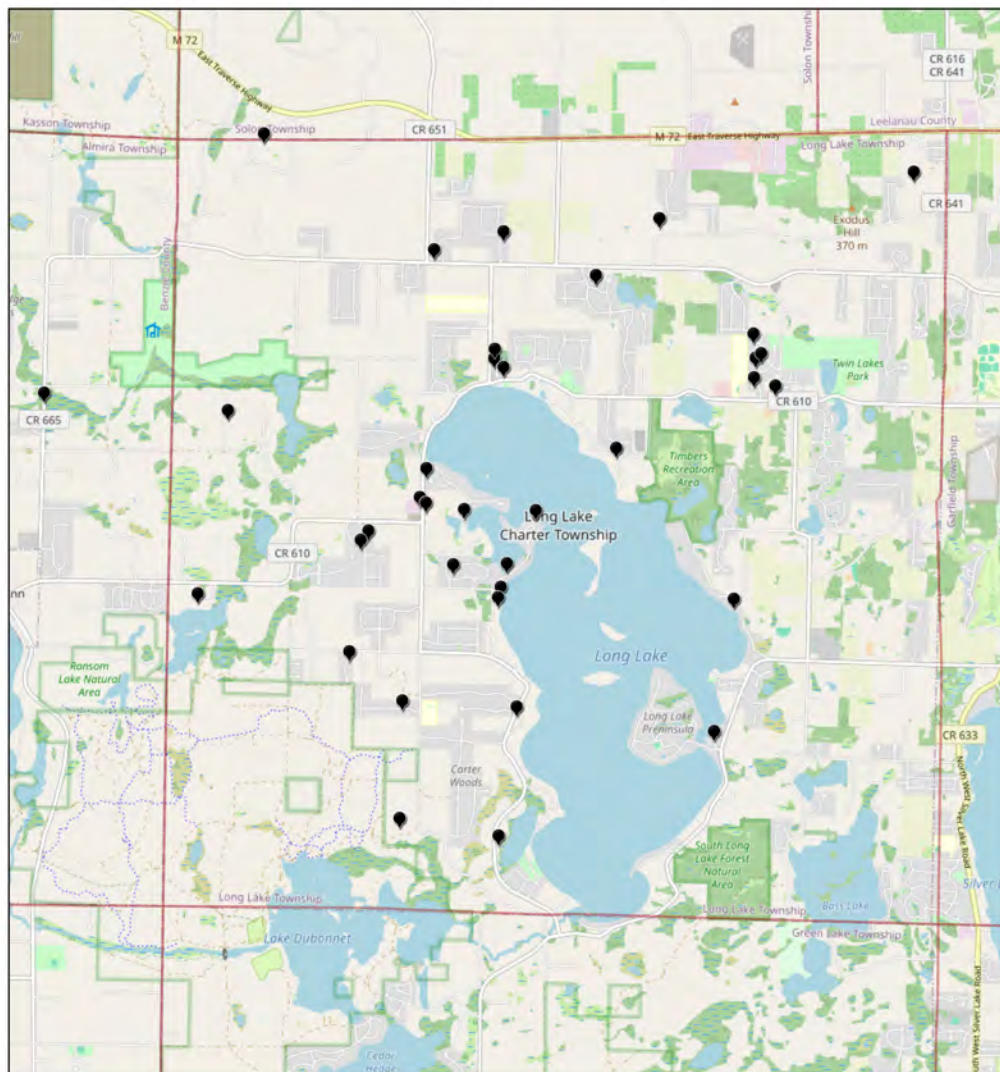


# 3. STEERING COMMITTEE AND PUBLIC INPUT

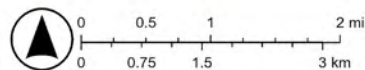
The Long Lake Activity Center Steering Committee was vital to the development of the subplan by providing input at the five steering committee meetings. As mentioned, the Township released a survey in November 2023 to generate the Steering Committee member list. Any Township resident, business owner, or member of the public were able to sign up. Additionally, a press release and social media post were sent out to generate additional sign ups. The below map shows the location of the 37 members when the process started.

The outcome of the Steering Committee meetings and public input session formed the goals, objectives, strategies, and gave preferences to future Zoning Ordinance revisions. The following is a brief synopsis of the meetings, with full analysis of the meetings available in the appendices.

### Long Lake Township Steering Committee



- Steering Committee
- Township Boundaries



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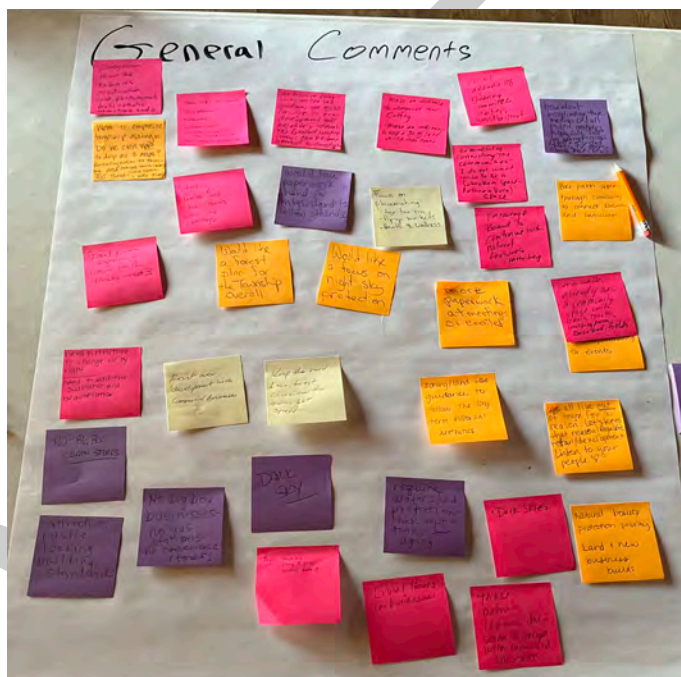
## APRIL 25, 2024 STEERING COMMITTEE MEETING

April 25 Attendance: 32 members

### April 25, 2024 Steering Committee Activity Center Discussion

As part of the Activity Center Steering Committee's meeting, a general discussion took place regarding the Township's Activity Centers. Discussion was led off when the Steering Committee members were asked what makes the three areas unique, historical or special to the residents and Township. Over the course of nearly an hour of discussion, many comments were provided with the following representing a summary of key points.

Preservation of the rural character and natural environment were identified as main contributors for a desire to have planning and development that complements the existing feel and avoid becoming similar to some surrounding Townships. A tree ordinance, zoning that promotes, and restrictions on lighting and signage to promote dark skies were mentioned as possible methods to retain the rural character. Some felt that development policies should be consistent across the Township with clear standards for signage, dark skies, trees, screening and more.



Traffic and safety all along Long Lake Road was a top concern, with excessive speeds and general congestion being mentioned. Safe pedestrian and bicycle access were also discussed to increase walkability and connections. When the Township is examining planning and development, members identified considerations such as existing businesses and residential neighborhoods. It was also brought up that there is a lack of water and sewer availability. Improved communication between the Township and residents regarding development plans and allowed uses in the Activity Centers was asked for.

The North Activity Center was primarily viewed as the most established and likeliest area for a community hub and increased connections between businesses, public assets, and neighborhoods. Many expressed opposition to more development of the Hamlet Center, with a desire to preserve its character and existing businesses.

The West Activity Center was noted as having a residential feel with businesses fitting in well. Other comments included consideration of the M-72 Commercial area, community beautification, supporting increased agritourism opportunities for local farms.

Full comments can be found in Appendix 7

## **APRIL 25, 2024 ACTIVITY CENTER SWOT ANALYSIS**

The Activity Center Steering Committee's initial meeting provided an opportunity to provide general comments regarding the three identified Long Lake Township Activity Centers. Additionally a SWOT (Strengths, Weaknesses, Opportunities, and Threats) exercise was done by members for each of the Activity Centers, West Activity Center, Hamlet Center, and North Village Center. Below is a synopsis of those general comments and of the SWOT Analysis.

In general, the Steering Committee expressed concerns about the development of the three activity centers, prioritized the protection of the natural environment and the rural character of the Township and within the Activity Centers. One of the most mentioned themes was environmental protection, including water quality and groundwater supply. Some of the measures to ensure protection mentioned by attendees included tree ordinances and septic inspections.

It was mentioned by several responses that the Township should focus on one activity center, with the North Activity center identified as the preference. Many expressed the interest in development that maintains the Township's rural and natural aesthetics. Ideas to do so included building standards in the Activity Centers, dark sky preservation, and supporting agritourism. Connecting existing neighborhoods to businesses and parks, and the Activity Centers themselves was mentioned as an opportunity to increase walkability.

### WEST ACTIVITY CENTER

#### Strengths

The rural charm and appeal of the West Activity Center was attributed to the natural beauty of the area, proximity to lakes and adjacent communities, and existing and unique businesses that provide a residential feeling to existing families (including farming and agritourism).

#### Weaknesses

Weaknesses mentioned in the West Activity Center included new development clashing with the existing rural aesthetic, traffic issues (speed, boat parking congestion, busy intersections), visual appeal (blight, clear cut areas), and planning concerns.

#### Opportunities

Themes of the opportunities in the West Activity Center consisted of smart development, zoning standards, and planning that complements the existing rural aesthetic of the area. Environmental protection (tree cutting, water quality, etc.) traffic calming, and supporting agritourism and existing farms were also mentioned.

#### Threats

Threats identified included environmental damage and concerns from clear cutting and increased development, traffic problems (especially during the boating season), loss of the rural character and open space, and overcrowding.

## HAMLET ACTIVITY CENTER

### Strengths

The Hamlet Center strengths included existing local businesses, public beach access and Township's Taylor Park.

### Weaknesses

Weaknesses in the Hamlet Center also included traffic concerns and pedestrian access (crosswalks, handicap access, etc.) and safety, and potential effects to the water quality. Some mentioned that more development would create more issues and other areas should be focused on for development.

### Opportunities

Members indicated opportunities in the Hamlet Center could be connecting parks to each other and to surrounding neighborhoods, expanding park offerings, and addition of trees. Leaving the area as is, was also mentioned as an opportunity.

### Threats

Threat within the Hamlet Center included a loss of character, impact to existing businesses, traffic safety, and the natural environment.

## NORTH ACTIVITY CENTER

### Strengths

Strengths of the North Activity Center were the established businesses contributing to the local feel and rural character through things like their signage and look. Many families are located in or near the area which holds Long Lake Elementary School and accessibility to local trails.

### Weaknesses

The main weakness in the North Activity Center was traffic safety, including speed and congestion. Others included future considerations such as a farm market competing with existing farms, connectivity and blight of abandoned buildings.

### Opportunities

The opportunities for the North Activity Center included improved traffic safety (traffic calming, roundabout, etc.) and pedestrian access (connectivity, sidewalks, bike path, etc.), preservation of rural character, place-making, and redevelopment of abandoned buildings.

### Threats

Threats identified within the North Activity Center include overdevelopment and growth leading to rural character loss and natural environment damage, traffic speeds and congestion, and overcrowding leading to resident displacement.

## **MAY 9, 2024 STEERING COMMITTEE AND PUBLIC INPUT SESSION ANALYSIS**

Attendance: 25 members; 30 attendees at Public Input Session

A range of prompts including mapping, zoning, and a gallery work were presented for response during the May 9, 2024 Steering Committee meeting and during the Long Lake Township Activity Center Community Input Session. The Steering Committee meeting had about 25 people attend from the committee.



The Community Input Session was held on May 18, 2024 from 10:00 am to 2:00 pm, which saw approximately 30 community members stop in. All attendees identified as either a resident, business owner, or both.

The input opportunities were broken into three activity stations, which included a mapping activity station, sticky note activity stations, and a gallery walk. The mapping activity broke out the three activity areas and had red and green numbered sticky dots. Red sticky dots signified a feature or use that could be improved, while a green sticky dot represents a feature or use that is working well. The number on the dot corresponded to a comment sheet where responses were left. The sticky note activity stations provided prompts for response on sticky notes in regards to the natural environment, zoning, and general activity center questions. Lastly, the gallery walk displayed a variety of images with various building types, features, or settings and attendees were asked to provide their thoughts on what they like or did not like.

The full analysis of the input can be found in appendix 8.



**Networks Northwest**

May 3 · 🌐



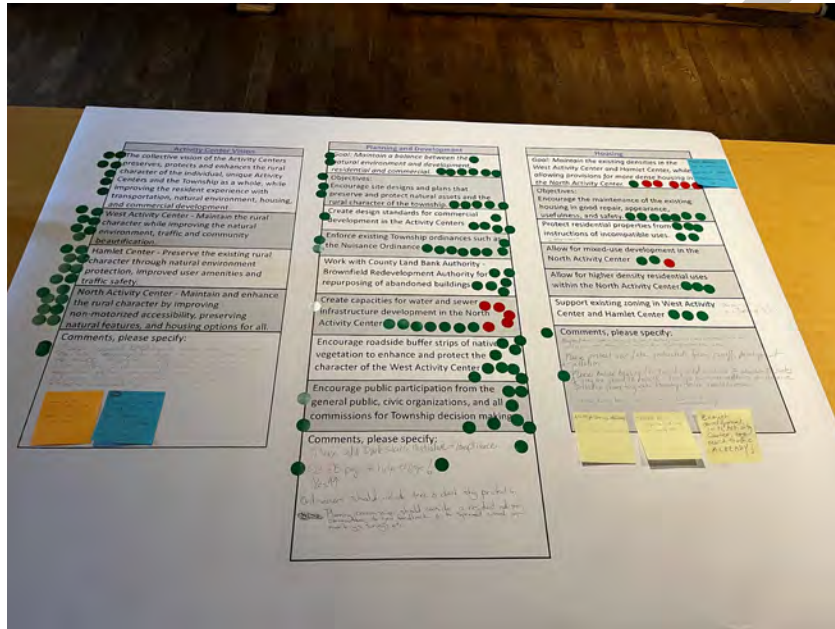
Long Lake Township has teamed with Networks Northwest to develop the Long Lake Township Activity Center Subplan. Community members are invited to drop-in any time between 10:00 a.m. and 2:00 p.m. on Saturday, May 18 at the Boys Dormitory located at Twin Lakes Park, 6800 N Long Lake Rd. The drop-in session allows community members to come at any time to provide input on a range of issues including zoning, site features, and transportation within the Activity Centers. The community's involvement will aid in the development of the subplan's strategies and implementation.

More information on the location of the three Activity Centers and plan documents, as they are developed, can be found at [nwm.org/LLTsubplan](http://nwm.org/LLTsubplan)

## JUNE 6, 2024 STEERING COMMITTEE MEETING

Attendance: 15 members

The main objective of the June 6, 2024 Steering Committee meeting was a Vision, Goals and Objectives, and Strategies Workshop. Based on the previous planning, Steering Committee meetings, and the public input collected so far, a vision, goals and objectives, and strategies were developed. The goals and objectives were grouped into various planning topics, with the strategies aimed to act on meeting those goals and objectives. At the meeting, the members were asked to mark what goals, objectives, and strategies they supported or did not support with the opportunity to provide any comments. In addition, a variety of open ended questions were asked related to specific standards, density, and strategies.



Members showed support for many of the drafted visions, goals and objectives, and strategies. There was mixed support between the goals and objectives and strategies for items such as water and sewer infrastructure, adjusting zoning for mixed-use or higher density housing, and farmers market in the North Activity Center. Input gave some ideas for design and landscape standards, like dark skies, native plants, facade types, and others. Additional strategies to consider included requiring impact (environment and traffic) studies for new development. While higher density housing did not have support, there was some openness to duplexes.

Please see appendix 9 for the full results.

## JUNE 20, 2024 STEERING COMMITTEE MEETING

Attendance: 8 members

At the June 20, 2024 Steering Committee meeting, 8 members attended the meeting with the primary input piece looking at future land use in the Activity Center. The existing zoning of the West Activity Center, Hamlet Center, and North Activity Center was discussed amongst the members. They were then asked if there were any parcels or areas where there could be change, whether it be a zoning district change or increased density.

Attending members shared concerns with a range of issues such as the lack of water and sewer infrastructure, increased traffic resulting from increased density, impact on the environment, and loss of the existing rural character. It was discussed that the existing zoning districts should remain as they are in the future until there are infrastructure (water, sewer, road) improvements that would facilitate increased density.

Members were then given a list of fifteen (15) strategy themes and asked to rank their top ten (10) to help prioritize and further refine the strategies. The six responses that were submitted were primarily differing which created conflicts when considering priority. The responses did have some common themes such as traffic calming measures, building and landscaping design, and overlays ranked higher. There was also support given for increased moderate density residential and an outdoor plaza. Lastly, there was a stick dot response sheet with updated goals and objectives and strategies for members to consider support for or against. There were also three open ended questions for response which can be seen below.

Full comments can be found in Appendix 10.

## **JULY 18, 2024 STEERING COMMITTEE MEETING**

Attendance: XX members

TO BE DEVELOPED

DRAFT

# 4. VISION & GOALS AND OBJECTIVES

The vision, goals and objectives of the Activity Centers were developed utilizing the input from the Steering Committee. The vision of the Activity Centers represents the community’s outlook of each Activity Center in the next ten to twenty years. The goals are broken into themes such as Planning and Development, Natural Environment, and Agriculture, with the objectives seeking to support the goals.

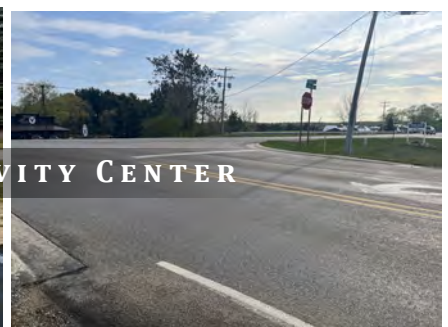
## ACTIVITY CENTER VISION

The collective vision of the Activity Centers preserves, protects and enhances the rural character of the individual, unique Activity Centers and the Township as a whole, while improving the resident experience with transportation, natural environment, housing, and commercial development.

West Activity Center - Maintain the rural character while improving the natural environment, traffic and community beautification.

Hamlet Center - Preserve the existing rural character through natural environment protection, improved user amenities and traffic safety.

North Activity Center - Maintain and enhance the rural character by improving non-motorized accessibility, preserving natural features, and housing options for all.





## PLANNING AND DEVELOPMENT

### GOAL:

Maintain a balance between the natural environment and development, residential and commercial.

### OBJECTIVES:

- Encourage site designs and plans that preserve and protect natural assets and the rural character of the township.
- Create design standards for commercial development in the Activity Centers.
- Enforce existing Township ordinances such as the Nuisance Ordinance.
- Work with County Land Bank Authority - Brownfield Redevelopment Authority for repurposing of abandoned buildings.
- Create capacities for water and sewer infrastructure development in the North Activity Center.
- Encourage roadside buffer strips of native vegetation to enhance and protect the character of the West Activity Center.
- Encourage public participation from the general public, civic organizations, and all commissions for Township decision making.

## HOUSING

### GOAL:

Maintain the existing zoning districts in the West Activity Center and Hamlet Center, and allow increased Moderate Density Residential in the North Activity Center

### OBJECTIVES:

- Encourage the maintenance of the existing housing in good repair, appearance, usefulness, and safety.
- Protect residential properties from intrusions of incompatible uses.
- Allow for increased moderate density residential district in the North Activity Center
- Support existing zoning in West Activity Center and Hamlet Center.

## NATURAL ENVIRONEMNT

### GOAL:

Protect the natural environment features through ordinance protections and development standards.

### OBJECTIVES:

- Evaluate the environmental impact of all new development.
- Develop landscaping standards, including buffering, trees, native plants, for commercial development
- Support community beautification through tree planting, native vegetation, and landscaping with new development
- Develop outdoor lighting standards for dark skies protection
- Collaborate with conservation agencies, watershed organizations, and private groups to protect the natural environment and watershed.
- Utilize Best Management Practices (BMP) to regulate and minimize direct stormwater discharge into lakes and rivers.

## AGRICULTURE

### GOAL:

Recognize the importance and value of agricultural lands and production.

### OBJECTIVES:

- Support and enhance agri-business opportunities
- Encourage preservation of agricultural lands through conservation agencies and state programs.
- Discourage the conversion of farmland into other more intensive uses.
- Host a seasonal farmers market in the West Activity Center to support local farmers.

## COMMERCIAL AND ECONOMIC DEVELOPMENT

### GOAL:

Future developments in the Activity Centers will enhance the existing quality of life for all who live, work, and play in Long Lake Township.

### OBJECTIVES:

- Encourage buffer strips of native vegetation between adjacent non-commercial
- Allow for additional uses and expansion of existing businesses to support them
- Allow for locally owned business uses such as a coffee shop, restaurant, etc
- Limit commercial development to 5,000 square feet of floor area
- Revise signage standards for businesses, especially in the North Activity Center

## PUBLIC FACILITIES, INFRASTRUCTURE, & TRANSPORTATION

### GOAL:

Enhance and improve the resident and visitor user experience.

### OBJECTIVES:

- Connect the Township parks via walking/biking paths and sidewalks
- Connect surrounding neighborhoods with activity centers via walking/biking paths and sidewalks
- Support and fund traffic calming measures such as roundabouts and crosswalks.
- Develop an outdoor plaza with a pavilion to host outdoor community activities and events in the North Activity Center
- Work with Township Parks to develop a Township Non-motorized Trail Plan
- Investigate adding water and sewer infrastructure to the North Activity Center for higher density development
- Partner with TART Trails, Grand Traverse County Road Commission, MDNR, and MDOT to make regional connections and infrastructure improvements.
- Support a public transit route with stops through the Activity Centers.
- Host a seasonal farmers market in the West Activity Center.

# 5. STRATEGIES, IMPLEMENTATION, AND ZONE PLAN

*Please note this section is still in the process of development, to be completed following July 18th Meeting*

The strategies, implementation, future land use, and zone plan were developed utilizing input from the Steering Committee. The strategies seek to support the aforementioned goals and objectives, with implementation notes on how the strategies can be achieved, elements of standards to consider for policy and zoning changes within the Activity Centers.

STRATEGY	IMPLEMENTATION	TIMELINE
North Activity Center Overlay with design standards, architectural standards, landscaping		
West Activity Center Overlay with design standards, architectural standards, landscaping		
Update the Hamlet Center Development to include design standards, architectural standards, landscaping		
Lower speed limits on Long Lake Road through the Activity Centers		
Install Pedestrian Activated Crosswalks at: <ul style="list-style-type: none"> <li>• Long Lake Grocery to Taylor Park</li> <li>• Fresh Coast to Moomers</li> </ul>		
Install Roundabouts at: <ul style="list-style-type: none"> <li>• N Long Lake Rd and Strait Rd</li> <li>• N Long Lake Rd and E Long Lake Rd</li> <li>• N Long Lake Rd and W Long Lake Rd</li> </ul>		

Build an outdoor plaza for public gatherings in the North Activity Center		
Connect Gilbert Park and Taylor Park with walking/biking path		
Connect Twin Lakes Park, businesses, and old elementary school in North Activity Center		
Adjust Zoning to allow for increased Moderate Density Residential District in the North Activity Center		
Allow for expanded agri-business opportunities in the Zoning Ordinance	-	
Develop and enforce Township Ordinances to protect environmental features	-	

## A. FUTURE LAND USE

The future land use for the Activity Centers was discussed at the June 20, 2024 Steering Committee. The desire of the members was to retain the existing zoning that is currently found in the Activity Centers. There was openness to support future zoning changes as infrastructure improvements, such as road improvements and water and sewer infrastructure, allow for and facilitate smart growth for the Township.

## B. ZONE PLAN

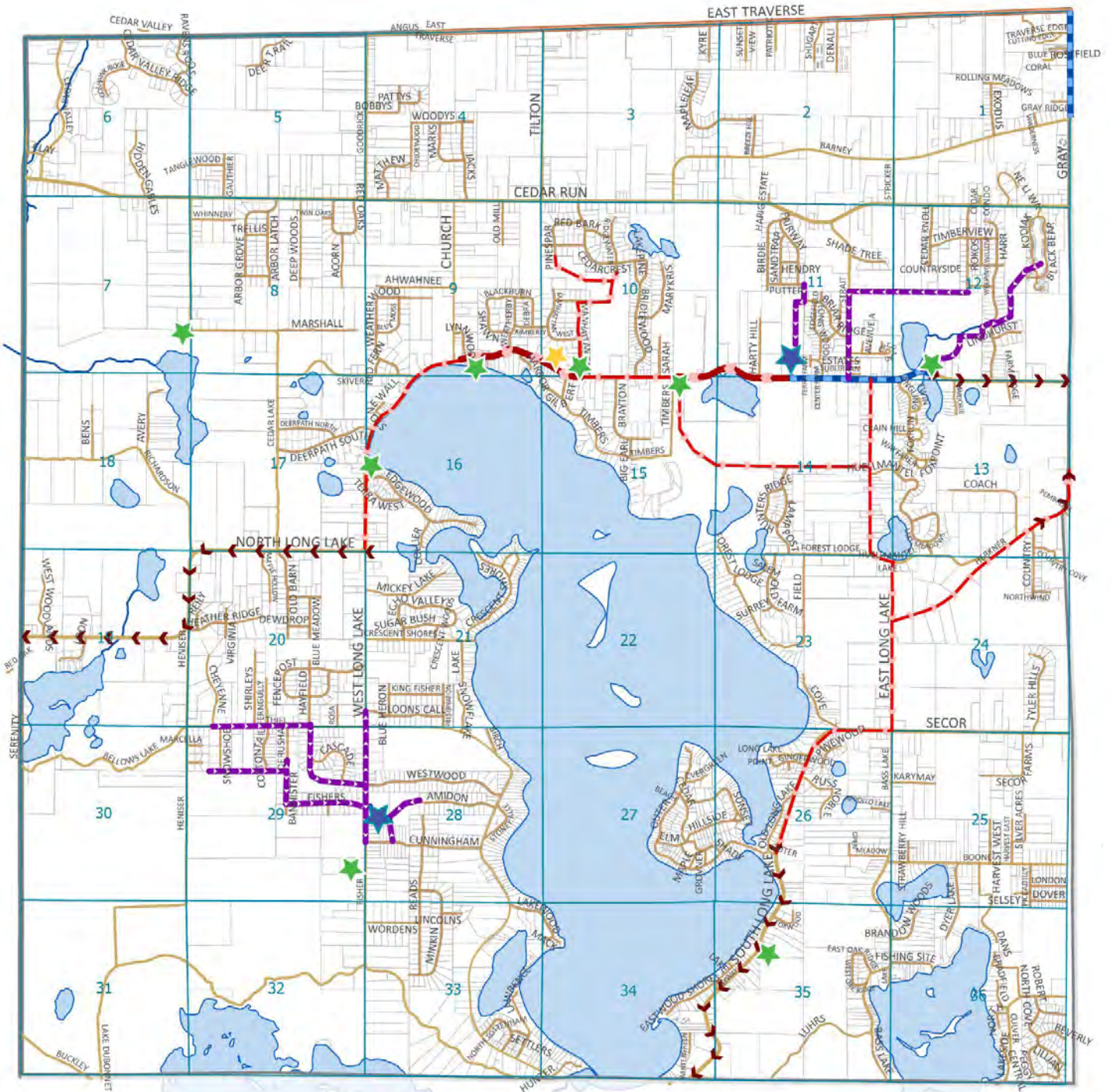
<b>FUTURE LAND USE DISTRICT</b>	<b>COMPATIBLE ZONING DISTRICT</b>	<b>EVALUATION FACTORS</b>
Activity Centers Hamlet Center	Retain existing zoning districts - Low Density Residential - Moderate Density Residential - General Business - Local Business - Lakefront Residential - Agriculture	- Retain underlying zoning districts - Adopt overlay districts for Activity Centers with specific uses, design, landscape, signage standards - Restrict use by right for commercial development to 5,000 square feet

# 6. APPENDICES

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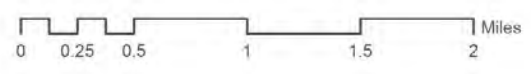
1. CONCEPTUAL ROAD AND TRAIL PLAN - MASTER PLAN 2024	PAGE 30
2. SOILS MAP - - MASTER PLAN 2024	PAGE 31
3. TOPOGRAPHY MAP - - MASTER PLAN 2024	PAGE 32
4. WATERSHED MAP - - MASTER PLAN 2024	PAGE 33
5. WETLANDS MAP - MASTER PLAN 2024	PAGE 34
6. STEERING COMMITTEE FLYER/PRESS RELEASE	PAGE 35
7. APRIL 25, 2024 STEERING COMMITTEE MEETING	PAGE 36
8. MAY 9TH STEERING COMMITTEE AND MAY 18TH PUBLIC INPUT SESSION ANALYSIS	PAGE 47
9. JUNE 6, 2024 STEERING COMMITTEE MEETING	PAGE 63
10. JUNE 20, 2024 STEERING COMMITTEE MEETING	PAGE 73
11. JULY 18, 2024 STEERING COMMITTEE MEETING - TO BE DEVELOPED	TBD
12. DESIGN STANDARDS PREFERENCES - TO BE DEVELOPED	TBD
13. LANDSCAPING STANDARDS PREFERENCES - TO BE DEVELOPED	TBD
14. SIGN PREFERENCES - TO BE DEVELOPED	TBD

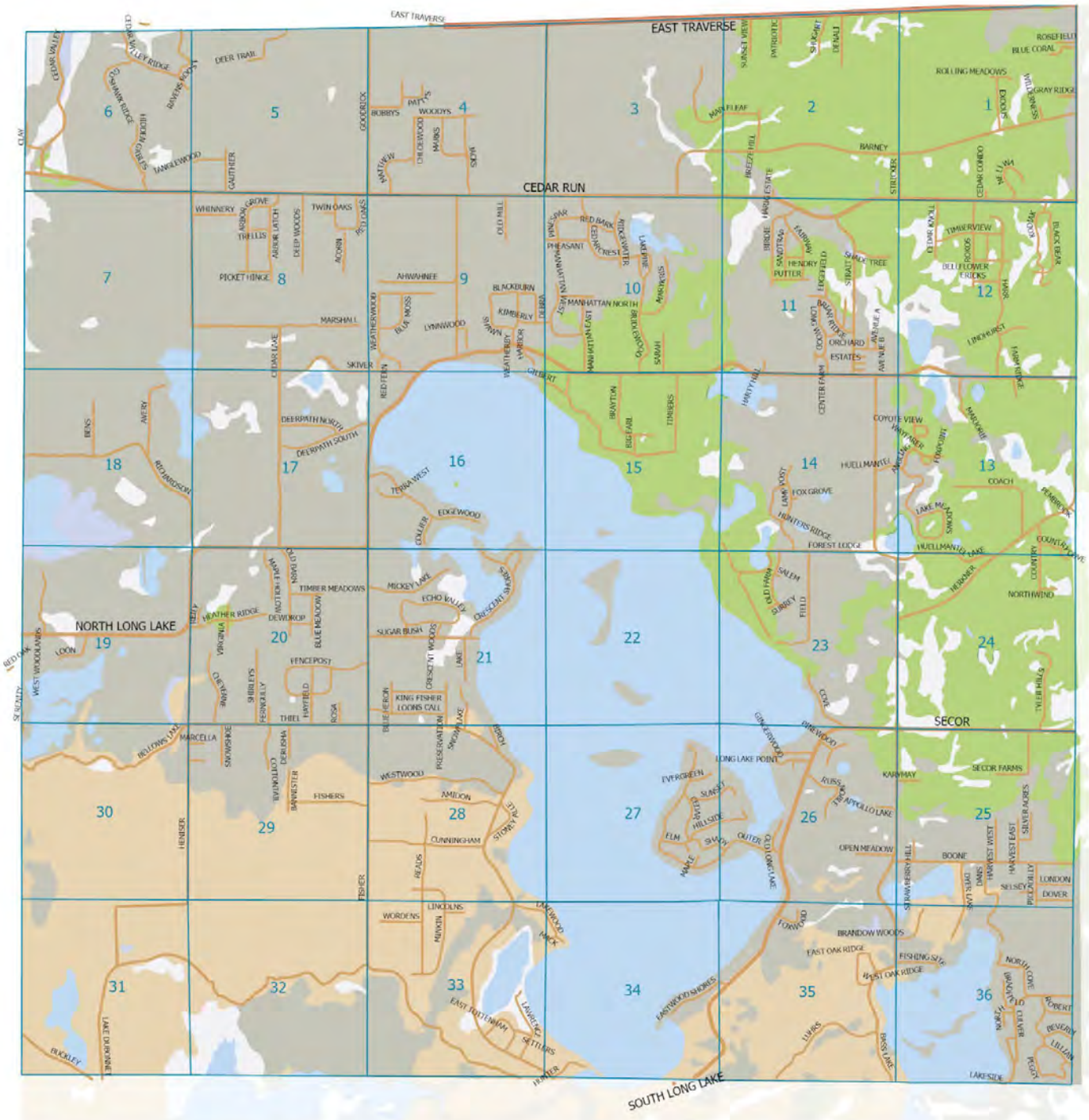
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- ★ ★ ★ Points of Interest: School/Park/Government
- Gateway/Major Road Improvements
- - - Multi-Modal Trail - Phase 1
- - - Multi-Modal Trail - Phase 2
- - - Safe Routes to School (some existing/informal)
- ➤ Regional Trail Connections

# Conceptual Road and Trail Plan

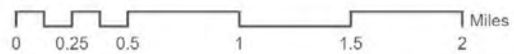


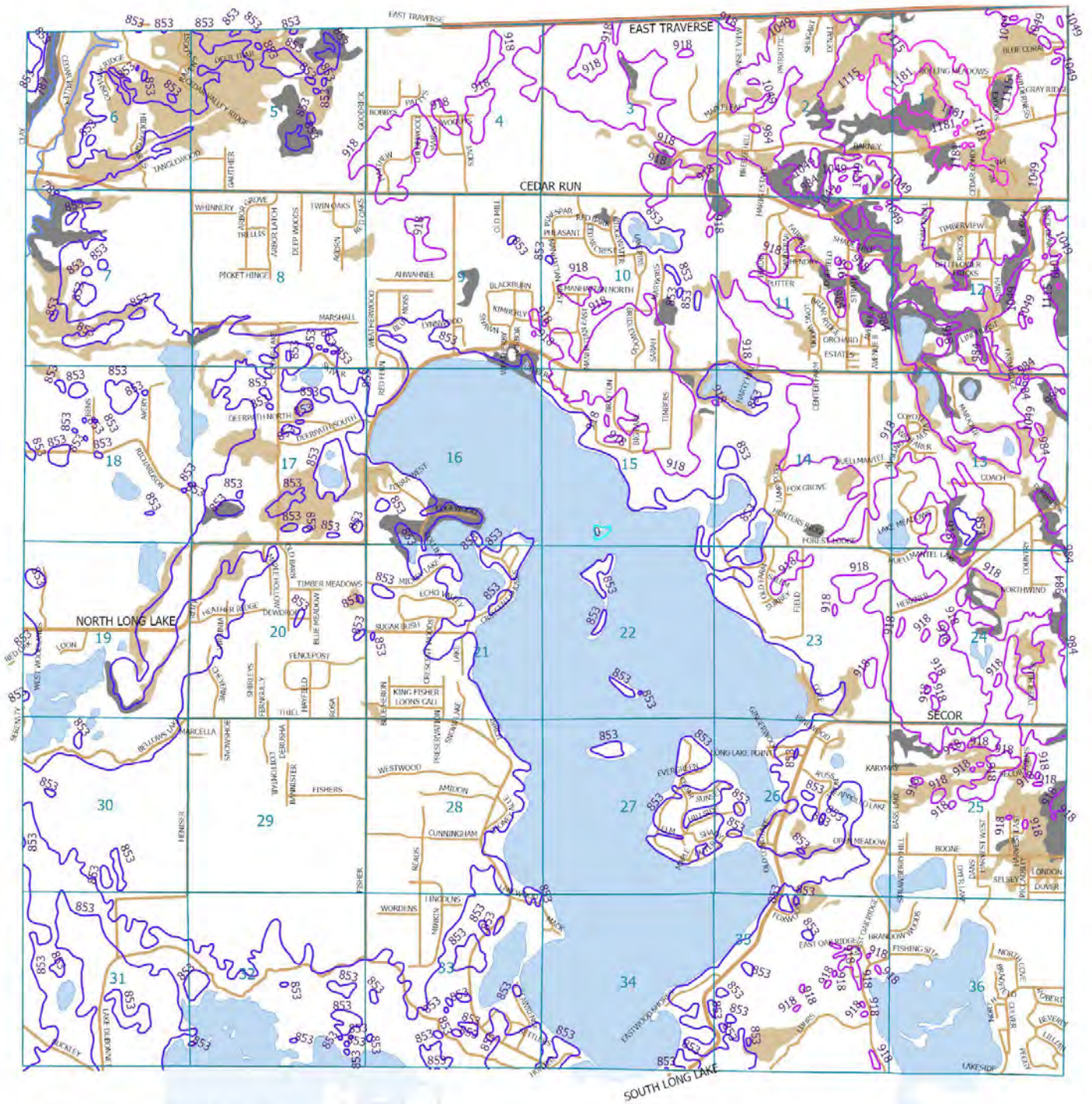


SOILS ASSOCIATIONS

- RUBICON-GRAYLING
- KALKASKA-MANCELONA
- EMMET-LEELANAU

# Soils

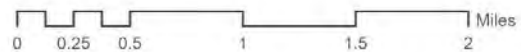




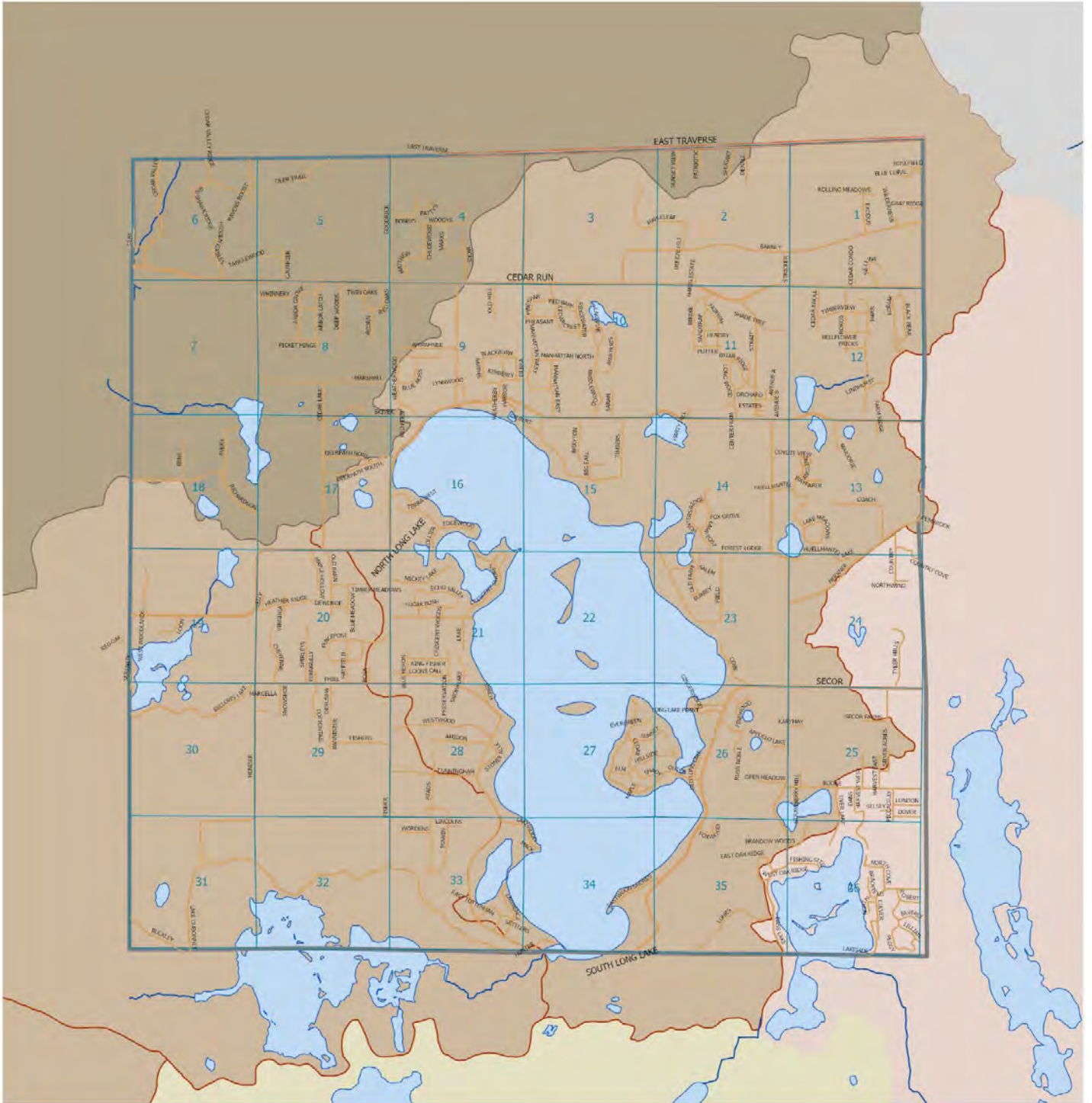
ELEVATION CONTOURS (feet)

- 0
- 1 - 850
- 851 - 915
- 916 - 1050
- 1050 - 1181
- 18% slopes
- 25% slopes

# Topography



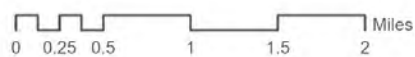




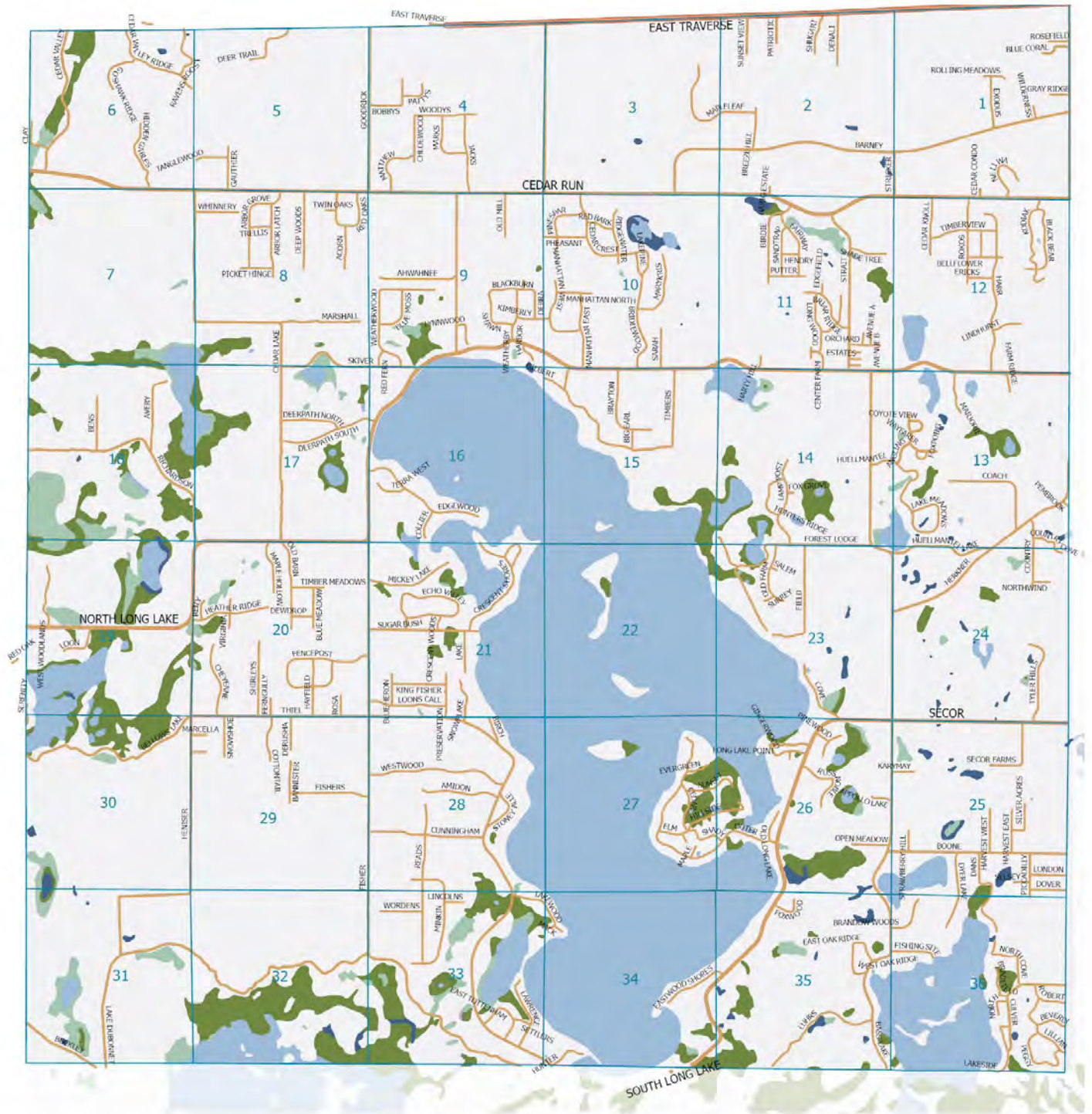
**DRAINAGE BASIN**

- Betsie River
- Boardman River
- Lake Michigan Drainage
- Platte River (w/subbasins)
- Lake Leelanau

# Watersheds

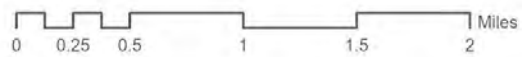


# APPENDIX 5: WETLANDS MAP - MASTER PLAN 2024



- EMERGENT
- FORESTED
- SCRUB-SHRUB
- UNCONSOLIDATED SHORE/BOTTOM

## Wetlands





Board Chair: Nicole Sulak  
Chief Executive Officer: Janie McNabb

**News Release**  
FOR IMMEDIATE RELEASE  
March 18, 2024

Media Contact: Mathew Cooke  
Networks Northwest, Community Planner  
231-929-5056  
Mathew.cooke@networksnorthwest.org

## Long Lake Township Seeks Residents to Join Activity Center Steering Committee

LONG LAKE TOWNSHIP, MI – Long Lake Township in Grand Traverse County is recruiting local residents and business owners to provide input for the development of their Activity Center Master Plan by joining the Activity Center Steering Committee. The new Steering Committee will help the Township Planning Commission with aspects of the design of activity centers along with functionality and uses allowed within them. The Steering Committee will begin meeting in late April. A sign-up form and additional information, including where the Activity Centers are located, can be found on the Long Lake Township website, [LongLakeTownship.com](http://LongLakeTownship.com)

# # #

NOTE to Media: Images are oftentimes available upon request by emailing Dan Boss at dan.boss@networksnorthwest.org and stating preferences for resolution, file format, and file size. Or phone (231) 929-5047. Check our online Media Room at: [networksnorthwest.org/media](http://networksnorthwest.org/media)

Founded in 1974, Networks Northwest facilitates and manages various programs and services for the 10-county region. These programs include Northwest Michigan Works!, APEX Accelerator (formerly PTAC), various business services, and many different regional planning initiatives in response to our communities' requests and needs. You will see the broad spectrum of workforce, business and community services Networks Northwest offers if you visit our website, [networksnorthwest.org](http://networksnorthwest.org). Networks Northwest's member counties are: Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, and Wexford.

Antrim • Benzie • Charlevoix • Emmet • Grand Traverse • Kalkaska • Leelanau • Manistee • Missaukee • Wexford  
PO Box 506 • Traverse City, MI 49685-0506 • Phone (231) 929-5000 • Fax (231) 929-5012 [networksnorthwest.org](http://networksnorthwest.org)

Networks Northwest and Northwest Michigan Works! are supported by the State of Michigan and are proud partners of the American Job Center Network. Projects may be funded with the authorized and appropriate use of federal funds. Contact Networks Northwest for additional information. Equal opportunity employer/program. Auxiliary aids and service are available upon request to individuals with disabilities. Individuals with speech or hearing impairments may call the Michigan Relay Center by dialing 711.

## April 25, 2024 Steering Committee Notes

What makes these areas unique, historic, etc was the initial question that generated a general discussion and the following commentary from the Steering Committee.

- Value natural environment
- Do not want to be like Garfield Township (built out)
- Signage standards, no neon signs
- Tree ordinance consideration
- Density of neighborhoods
- Consideration of existing mobile home park
- Aesthetic of existing businesses, such as Long Lake Grocery
- Zoning that brings a cottage feel
- Consideration of M-72 Commercial Area
- Traffic concerns, including safety
- The roundabout at N Long Lake Rd/E Long Lake Road was mentioned
- Slowing traffic down
- The area provides history with the businesses and generations of families
- Access to business – Walkability
- Long Lake itself brings people to the area – ensure the health and safety of people and environment
- Opposition to previous planning ideas including a farmers market and gas station/convenience store
- Improved communication from Township
- What types of uses are allowed in areas (in the future)
- There should be no changes to the Hamlet Center, including no gas station
- Walkability in the North Activity Center, including sidewalks
- Work with NORTE/TART on biking and pedestrian development
- Bringing in things that help families
- Clean up what exists
- There is a lack of water and sewer infrastructure, although it is nearby
- When considering sidewalks, keep in mind natural features, watershed
- Sidewalks should not be extensions of the shoulder
- Traffic slowing
- Beautification
- The North Activity Center is established
- The Township Hall should be the community hub
- Traffic safety, cars exceed 55 mph on Long Lake Road
- The uses in the area contribute to how things look, which is important
- Use by right – minimum square footage in commercial (5,000-7,500 square feet)
- The community should have a say in large commercial development
- No to big box stores

- Keep land from being fragmented
- There should be one village square/center
- Sidewalks should be required in development along with parking, screening, etc.
- Screening with the use of trees
- Light pollution, avoiding
- The policies on commercial should be across the board and not just the activity centers – universal to commercial development standards
- Connecting forests and being aware of wildlife corridors
- The West Activity Center is hard to tell there is businesses and feels residential
- Agritourism, such as Clarks Family Farm
- Re-tree areas in West Activity Center
- North Activity center provides a sense of community
- Provide for smart development between areas
- Township should have a tree ordinance
- Wheelock property was an original commercial area in the Township
- Long Lake Road sees a lot of commuter traffic with high AADT
- The sign ordinance is restrictive
- Dark skies ordinance to reduce light pollution
- How can we fund growth?
- Activity Centers came to the Township in the 90s
- Want to be respectful of neighbors
- Ensure that the Zoning Ordinance has teeth
- Balance property owners rights versus the public interest
- The Township being proactive on issues such as lighting and trees
- The Township has a parks millage

## **Strengths, Weaknesses, Opportunities, and Threats Assessment**

### **General Comments**

- Ecosystem must be taken into consideration. Land, plants animals, biotic and abiotic interactions and conserving the ecosystem.
- Dark Sky Ordinance
- Tree Ordinance
- Stormwater
- No Chain Stores
- Focus on corridor (M-72) with water and sewer
- We focus on everything we can see – something we must consider is how development will negatively affect the groundwater – what can be done to protect the groundwater supply and quality
- Make an ordinance to restrict tree cutting
- Make an ordinance to keep a percentage of land with tree cover

- Email agenda of steering meetings committees would be great
- How about broadcasting the meetings and all public meeting in Long Lake by internet access. Live recorded, public TV, Zoom, Google Meet, etc.
- Want to emphasize Township asking us: Do we even want to develop all three areas? Reiterating notion to focus on ne area (maybe North Activity Center) Not Three (Leave west and Hamlet alone)
- Protecting families and their homes within the overlays
- Would love paperwork in hand at meetings. Hard to follow otherwise.
- Focus on place making – Agritourism, pop-up markets, health and wellness
- Be mindful connecting the communities – I do not want this to be a suburban space – rather a rural space
- Bike path opportunity through community to connect business and families
- Encourage Board to continue with Natural Features Inventory
- Start over again – have one place not 3
- Would like a forest plan for the Township overall
- Would like a focus on night sky protection
- More paperwork at meetings or emailed
- Long Lake already has a community space with tennis courts, walking paths, bocce ball fields
- Community space to gather families/community for events
- Need restrictions to change use by right
- Need to add tree ordinance and beautification
- Resist over development with commercial businesses
- Keep the rural lake/forest character that makes Long Lake Township special
- Zoning/Land Use guidance to follow the long term historical aesthetics
- We all live out of town for a reason. Let's keep that reason. Regulate retail/development. Listen to your people.
- No big-box chain stores
- Attractive, rustic looking building standards
- No big-box businesses – no gas stations – no convenience stores
- Dark sky
- Septic inspections every 3 years (protect water)
- Require watershed protection – check septic tanks for aging
- Dark skies
- Three activity centers don't seem to align with Township mission
- Natural beauty protection priority . Land and new businesses builds

### **West Activity Center**

#### *Strengths*

- Lack of development has been a strength (rural/woody feel)
- Existing businesses are residential in feel

- Adjacent to Lake Ann
- The beaches
- Some beauty still left
- Great connecting area to multiple communities
- Some current beauty left at current business
- Attractive/quality businesses like clock shop and artists market
- Clarks Farm/Agritourism
- Older (non-box store) business have great curb aesthetics
- Limits more high density residential
- Rural aesthetic/farms
- Long Lake
- Adjacent to Lake Ann
- Current aesthetic of existing small business
- Gilbert Park!!!
- Families/Residential!
- Local business (vet, clock, art store)
- Quaint building characters on one store
- Local agriculture business

#### *Weaknesses*

- Wheelock's
- Wheelock's
- Wheelock
- No appeal
- Storage business does not fit rural feel
- Not needed
- The damage to the master plan vision that's already been done
- Lack of trees
- Blight and nuisance business
- Dust and odor
- Too much traffic and too fast
- Overflow boat parking on Long Lake Road obstructs
- Junk business
- Unnecessary location based on population density
- 55 Speed Limit
- Busy intersection
- Lack of Trees
- Blind Spot intersection
- Traffic
- Dollar store
- Traffic at N and W Long Lake Road – Speed limit

- Dollar General
- Overflow of boat launch/beach traffic
- Busy area due to boat launch – too much traffic in one area
- Traffic (speed limits insane)
- Dollar General

### *Opportunities*

- More consistent aesthetic design for business to create a look/feel appropriate for the rural setting
- Clark Family Farm
- Learn from mistakes
- Multiple businesses with similar style
- No more clear cutting trees!
- Maintain existing vegetation
- Low lights to protect dark skies
- Lobby for impact fees
- Keep density low
- Township should by Wheelock property if ever available and use for overflow parking and then concession out in and out service and marine service
- Make them add more trees
- Slower speed on road
- Learn from mistakes
- Bike path opportunity to other activity centers and subdivisions
- Make changes to master plan to prevent more of this
- Moratorium – possible extension
- Keeping it exactly as is (supporting farm or existing small business)
- Preserving natural features
- Keeping design/residential aesthetic of existing businesses
- Sunset requirement for existing biz
- More consistent aesthetic
- Dark sky compliant requirement
- Keep it more residential business
- Hamlet could focus on agritourism
- Minimal/low light to protect dark skies
- Opportunity to keep rural feel and protect the environment (particularly groundwater)
- 

### *Threats*

- Too much clear cutting – negative impacts on lakes/watershed
- Unknown growth
- More development threatens groundwater



- What happens to those who homes fall within the center overlay?
- Overcrowding family out
- Ugly business joining trash, traffic safety
- Dollar General/no rural aesthetic
- Traffic into beach areas
- Threats to wetland and lake area with development
- No big-box stores
- Not protecting well water
- Dollar General
- More big box stores
- Clear cutting forests/destroying wildlife habitat
- Worsened traffic issues
- Suburban sprawl
- Clark's may sell
- Keep trees
- Deforestation
- Diminished property values around the dollar general
- DG can lure more developers (Walgreens vs. Rite Aid vs. CVS) to move in. How can we prevent?
- Polluted soil and water
- Well protection
- Business don't fit with rural character

### **Hamlet Center**

#### *Strengths*

1. Long Lake Grocery
2. Township Hall with park and baseball fields
3. Long Lake Grocery
4. Long Lake Grocery
5. The look of Long Lake Grocery
6. No other businesses
7. Public access beach
8. Public beach
9. Great park/beach
10. Perfect local business to have there
11. Long Lake Grocery
12. Beach
13. Long Lake Grocery Beach
14. Beach access
15. Gas station
16. Fishing
17. Best Pizza

18. Only gas station that Long Lake needs
19. Great little local business
20. Long Lake Grocery serving this community since 1867
21. Boater access to park

#### *Weaknesses*

1. No further development – consolidate to North Activity Center
2. Traffic can be tricky in busy months
3. Swimmers itch
4. Too large an area for activity center
5. Beach not utilized for more family functions
6. Church Road – traffic is VERY fast – it's a concern
7. Handicap access
8. Very close to Long Lake – careful consideration of development and its effect to the aquatic environment must be taken into consideration
9. Lack of crosswalks
10. Walking safety
11. Too small an area to do anything with
12. Too near lake
13. Unsafe road speed, dangerous without sidewalks
14. Not necessary, we only need 1 – North Activity Center
15. Traffic (speed limits insane)

#### *Opportunities*

1. None, leave Long Lake Grocery as the only business there
2. It's a gem of an area – don't ruin it!
3. More interactive/play at beach
4. Connect two beaches by a walking trail
5. Keep it natural
6. Bike path opportunity to connect to North Activity Center and to local subdivisions
7. None really
8. Expand the park
9. Put in more trees and landscapes to protect the lake ecosystem

#### *Threats*

1. Changes to existing area
2. Any (building) change would drastically alter charm of the area
3. Threatening Long Lake Grocery Business
4. Lots of additional traffic and kids walking – very dangerous road and no sidewalks
5. Traffic speeds

6. Overcrowding
7. More business and more residence being built is a threat to groundwater
8. I strongly discourage any development near the lake
9. Pedestrian safety

### **North Activity Center**

#### *Strengths*

- Fresh Coast and Moomers
- Fresh Coast Market and Moomers
- Multiple family subdivisions nearby
- Fresh Coast Market
- The Look
- Signage
- The products
- I personally like the mobile home park feel
- Long standing business
- Darkness and rural
- Long Lake School is set back
- Already a commercial and public density
- Pass through for much of the Township
- Moomers products
- Signage
- The look
- Family business “feel”
- Moomers
- Fresh Coast
- Township Hall
- Moomers
- Fresh Coast
- Local business owners in Township
- Families
- Local feel
- Popular businesses but not overdeveloped – can access TL trails from Strait (behind movie park)
- Families (lots of)
- Fresh Cost, Moomers, Farms
- Family businesses
- Rural character
- Farming

### *Weaknesses*

- Farmer market compete with area farmers
- Safety and traffic
- Long Lake Road speed
- Buy land with tax payers money
- Lack of sidewalks
- Abandoned sites/church/some trash
- Relocating trailer park families is wrong
- Speed
- Traffic
- No sidewalks
- High speed traffic
- Traffic/speed
- Dollar general
- Traffic
- Overdevelopment without regulation
- Traffic
- Traffic
- Density of houses too tight
- No museum building
- Traffic (speed limits insane)
- No road to Twin Lakes on East and West side
- No clearing of trees
- Dangerous traffic
- Blight of abandoned buildings

### *Opportunities*

- Bike path to other activity centers and subdivisions
- Sidewalks, bike paths, and hiking trails needed
- Abandoned areas that could be utilized
- Better/safer traffic flow and walking opportunity between current business and residential
- No new businesses
- No activity centers
- Place making
- Township square /gathering spot
- Decrease fragmentation of commercialization everywhere/destruction of natural areas
- Village commons concept
- No more clear cutting trees – require saving soil and vegetation
- Slow traffic
- Build a roundabout
- Add sidewalks

- Crosswalks/bike trail
- Dark sky/lighting
- Sound ordinance
- Safety grants for road/roundabout
- Abandoned buildings could be removed. Not ideal to develop though, due to traffic
- Make elementary and parks more accessible by bike or foot – safely!
- Create North Activity Center as hub
- Fix Traffic issues
- Make developers adhere to lighting, tree, landscape ordinance
- Would like to connect the school to the park
- Walking –sidewalks
- Slow traffic with caution in intersection
- Better traffic flow
- Opportunity for “place making” without excessive commercial development (more natural gathering infrastructure)
- Connections to business for pedestrians
- Better traffic management (yes it is in process)
- Decrease fragmentation of business
- Maybe have utility access for business to minimize number of drivers on Long Lake Road
- 

#### *Threats*

- More business and residence being built threatens groundwater
- Growth in residential
- Overdevelopment in both residential and business
- Overdevelopment (exacerbating traffic issues and environmental concerns)
- Threat to the mobile home community (displacing people for development?)
- Disjointed/chaotic design/gel of new businesses (no overlay requirements)
- Overcrowding and pushing families out
- Overdevelopment
- Increased traffic
- Traffic
- Traffic peanut may prevent planning
- Pushing out families
- More traffic
- Displacing homeowners!! Increased activity equals increased danger.
- How will peanut impact properties?
- Protect housing for people who live in the mobile home park – their lives matter – do not evict them! Provide alternative housing, subsidized if necessary to protect them from homelessness.
- Disruption of natural areas
- Traffic speed

- Overdevelopment
- Not thinking this through
- Too much traffic
- Too much growth



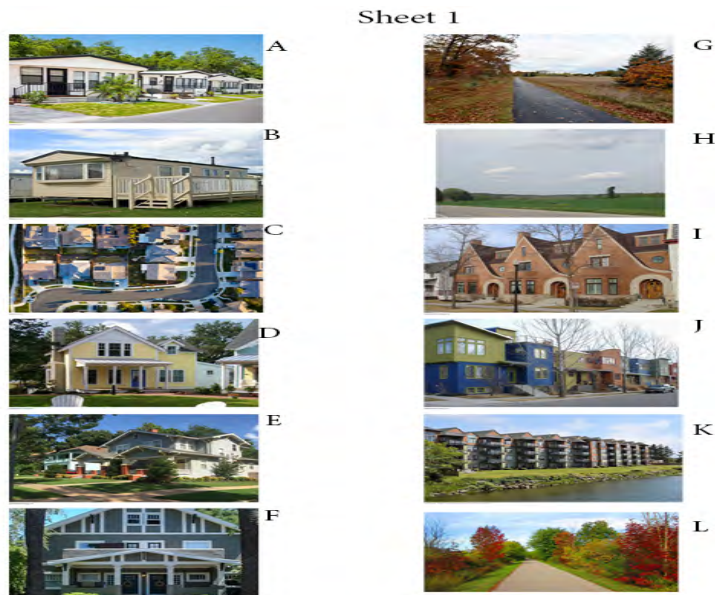
### Steering Committee and Public Input Session Comment Analysis

A range of prompts including mapping, zoning, and a gallery work were presented for response during the May 9, 2024 Steering Committee meeting and during the Long Lake Township Activity Center Community Input Session. The Steering Committee meeting had about 25 people attend from the committee. The Community Input Session was held on May 18, 2024 from 10:00 am to 2:00 pm, which saw approximately 30 community members stop in. All attendees identified as either a resident, business owner, or both.

The input opportunities were broken into three activity stations, which included a mapping activity station, sticky note activity stations, and a gallery walk. The mapping activity broke out the three activity areas and had red and green numbered sticky dots. Red sticky dots signified a feature or use that could be improved, while a green sticky dot represented a feature or use that is working well. The number on the dot corresponded to a comment sheet where responses were left.

The sticky note activity stations provided prompts for response on sticky notes in regards to the natural environment, zoning, and general activity center questions. Lastly, the gallery walk displayed a variety of images with various building types, features, or settings and attendees were asked to provide their thoughts on what they like or did not like. The following represents a brief synopsis of the comments received from the response opportunities.

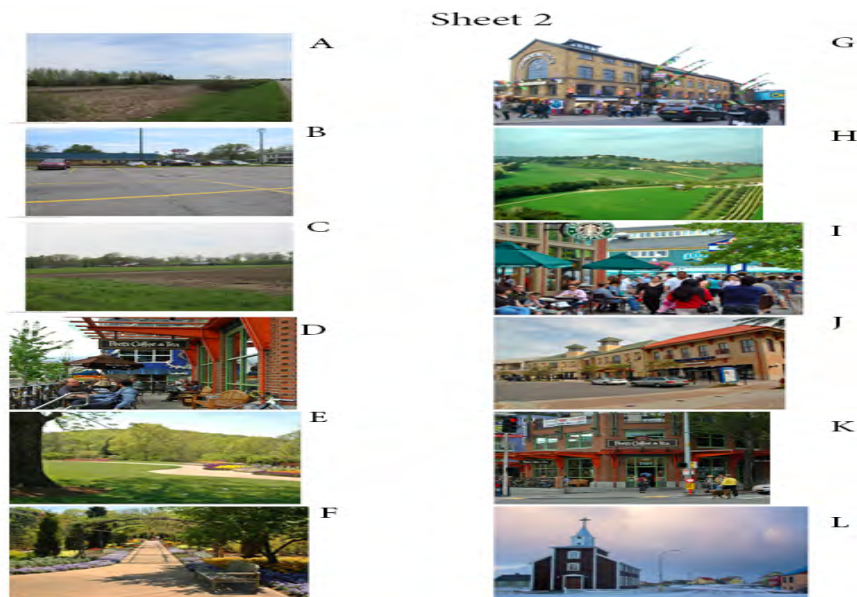
## Gallery Walk



### Sheet 1

- A. Overall, the comments on mobile homes are mixed. Some people believe that they are a good option for affordable housing if kept up, while others believe that they do not fit the area with options such as 3-D printing and container homes being offered.
- B. It was noted that tiny homes are more appealing than this option.
- C. The comments noted that this was too dense, with no trees and not natural enough.
- D. Comments prefer the farmhouse look to craftsman look.
- E. One commenter liked this option.
- F. Duplexes on larger lots with tree requirements are okay, but one noted that these should not be in the activity centers.
- G. Comments gave support for this such as more bike paths.
- H. Comments would like to retain forest land and open natural spaces and liked the rural/agricultural and lack of housing.
- I. Comments rejected this noting it had a city feel and was too developed.
- J. Comments rejected this noting that it did not fit the rural feel and was too modern. The 2 story size was noted as fine.
- K. Comments rejected this for being too dense, too tall, and too many units and not matching the Township rural environment.
- L. Comments liked the natural setting which matches the current. The trail was noted as a positive.

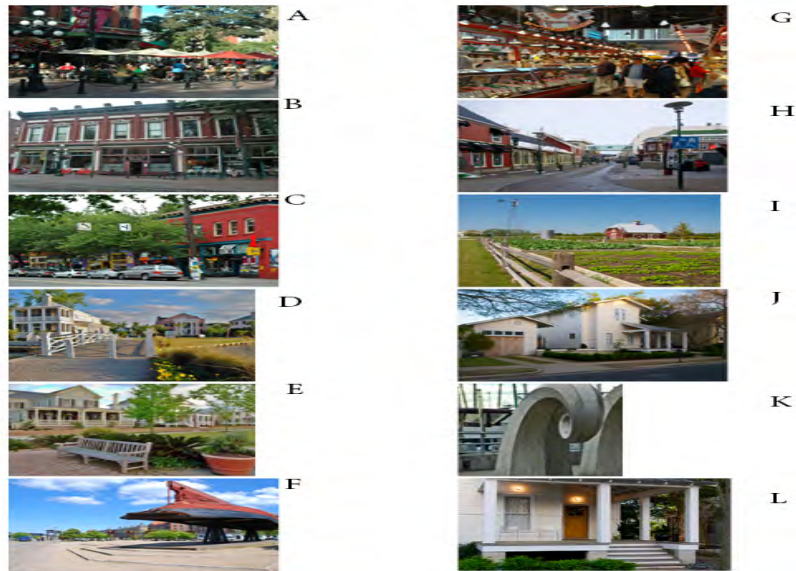




## Sheet 2

- A. Comments noted the rural and natural elements.
- B. Comments rejected this as taking away from the area, too much pavements, and a desire for avoiding chain stores and restaurants.
- C. This was noted as nice, rural.
- D. While no chains are desired, a local coffee shop and outdoor seating were mentioned.
- E. Most comments noted this was too much landscaping, and preferred something natural
- F. Comments noted a desire for something natural, particularly with Michigan native plants. One noted that planned parks help to keep them green.
- G. Comments rejected this as too large and commercial but noted walkable is good and a single story open market such as Kalamazoo Farmers Market.
- H. Comments liked this as being agricultural open land, open space, and rural
- I. Comments expressed a desire for no chains and drive thru traffic, but liked walkable and the idea of outdoor seating that coincides with the natural landscape for gatherings.
- J. Comments rejected this as too large and not the Long Lake vibe.
- K. Comments did not support the building type or size, or chain stores. Outdoor seating was mentioned, and the preference for locally owned business or agri-business.
- L. Comments noted this as nice, with one expounding on the incorporation of a walkable town square.

Sheet 3



Sheet 3

- A. Comments liked the small scale outdoor dining, especially in the North Activity Center. The walkable feel was also mentioned.
- B. This was noted as too dense, but walkable and outdoor eating being nice.
- C. Comments noted this was not rural enough for Long Lake Township.
- D. Comments liked the look of this noting the native grasses, trees, and bench.
- E. The rural feel and trees were mentioned, as well as the bench.
- F. This was noted as being too city look with too much rock and sidewalk.
- G. This was noted as redundant to existing businesses.
- H. Comments all noted this was too much hard surface.
- I. Comments liked this as being agricultural and rural. One mentioned a community garden.
- J. Comments liked this and noted good sidewalks.
- K. Comments did not like this as it did not fit the rural feel.
- L. Comments liked this and noted it looked cute.

Sheet 4



Sheet 4

- A. Comments noted this looked too much like a city scape, but trees are good.
- B. Comments liked this, particularly the trees.
- C. Comments liked this, noting native plants and trees.
- D. Comments rejected this as having a downtown feel, and not for Long Lake Township.
- E. Comments rejected this as too industrial and too much concrete.
- F. Comments liked the sidewalks and trees, with one liking the denser option.
- G. Comments liked the intention but wanted something more natural. Community garden plots were mentioned.
- H. Comments rejected this, particularly for no chain or drive thru. Having better architecture was mentioned for the Activity Centers
- I. Comments liked this for sidewalks and trees, but where would it go in Long Lake Township.
- J. Comments liked the trees, bike path/trail and lack of concrete.
- K. This was noted as not being Long Lake style.
- L. Comments did not like this outside of the brick path being nice.

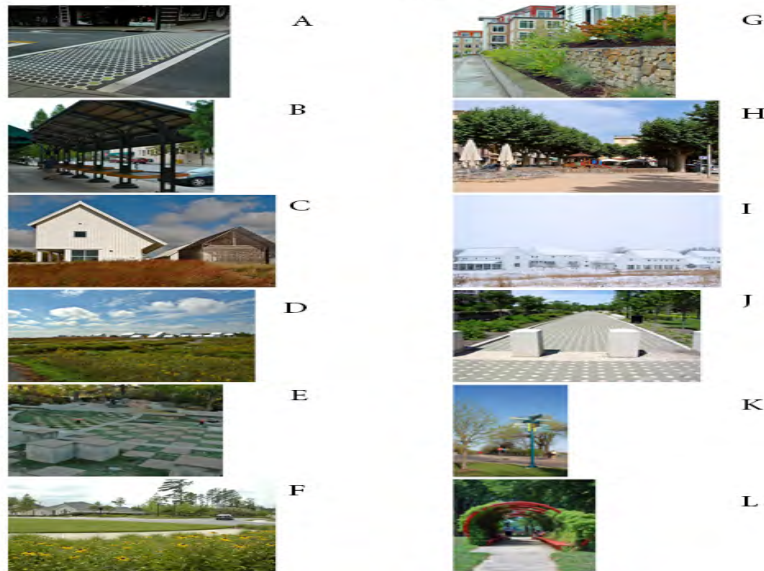
Sheet 5



Sheet 5

- A. Comments liked this and noted it looked good.
- B. Comments noted this was too much concrete, the building was too tall and noted difficulties in maintaining cobblestone.
- C. Comments supported a bike path with one desiring separate biking and walking areas.
- D. Comments liked the green space noting the barriers to slow speed and a bordered walking/biking path.
- E. Comments did not like this noting on street parking is not ideal and did not fit the rural feel.
- F. Some comments liked the walkable sidewalks and trees while others noted it was too much sidewalk. One said that porches add ambience and better connection
- G. Comments noted this was too much concrete, but liked walkable and safe pedestrian traffic.
- H. Comments rejected this for the Township's rural setting.
- I. Comments liked the look of this.
- J. Some comments did not support this, but noted the crosswalk as being nice and keeping rural character.
- K. Comments liked this noting it was an example of an affordable, dense housing space with sidewalks.
- L. Comments did not like this as it looked like a city block and not rural.

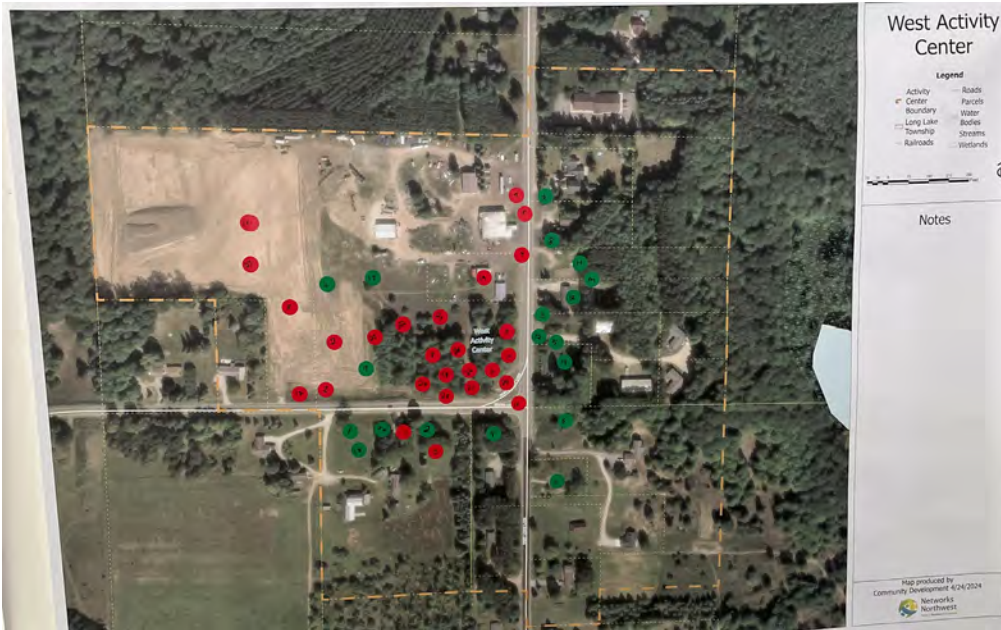
Sheet 6



Sheet 6

- A. Comments overall liked the crosswalk.
- B. Comments did not like this, noting too much hard surface and unknown use.
- C. Comments liked the look of the barn and rural setting.
- D. Comments liked this, in particular the rural look. One comment noted to maintain as much undeveloped space as possible.
- E. Comments did not like this as it did not fit in and looked like a crowded city.
- F. Comments were mixed with some noting it allows for water drainage naturally, good sidewalks and setbacks, but clear cutting and turf grass being negatives.
- G. Comments did not like this as too tall and dense.
- H. Comments noted this was too much concrete, but one liked the fenced in park.
- I. Comments noted this looked great.
- J. This was noted as too much concrete and too city in design. A walkway/path in the North Activity Center was mentioned.
- K. Comments noted that the sign was too confusing, but that signs and bike paths are good.
- L. Comments liked this for a park, and maybe if it was made of wood.

## Mapping Activities



### West Activity Center – Green Dot

Residents identified preservation of the rural feel through keeping the area residential, noting the importance of trees and natural buffers, and support for existing local businesses. Other comments noted the east side businesses as desired development style, opposition of a gas station, and access management concerns.

### West Activity Center – Red Dot

Residents noted the dislike of development that clashes with the rural aesthetic and clear cutting of trees. Other comments included that a tree buffer between development and road is preferable, adding electric car charging stations, and the need for boat and lake parking.

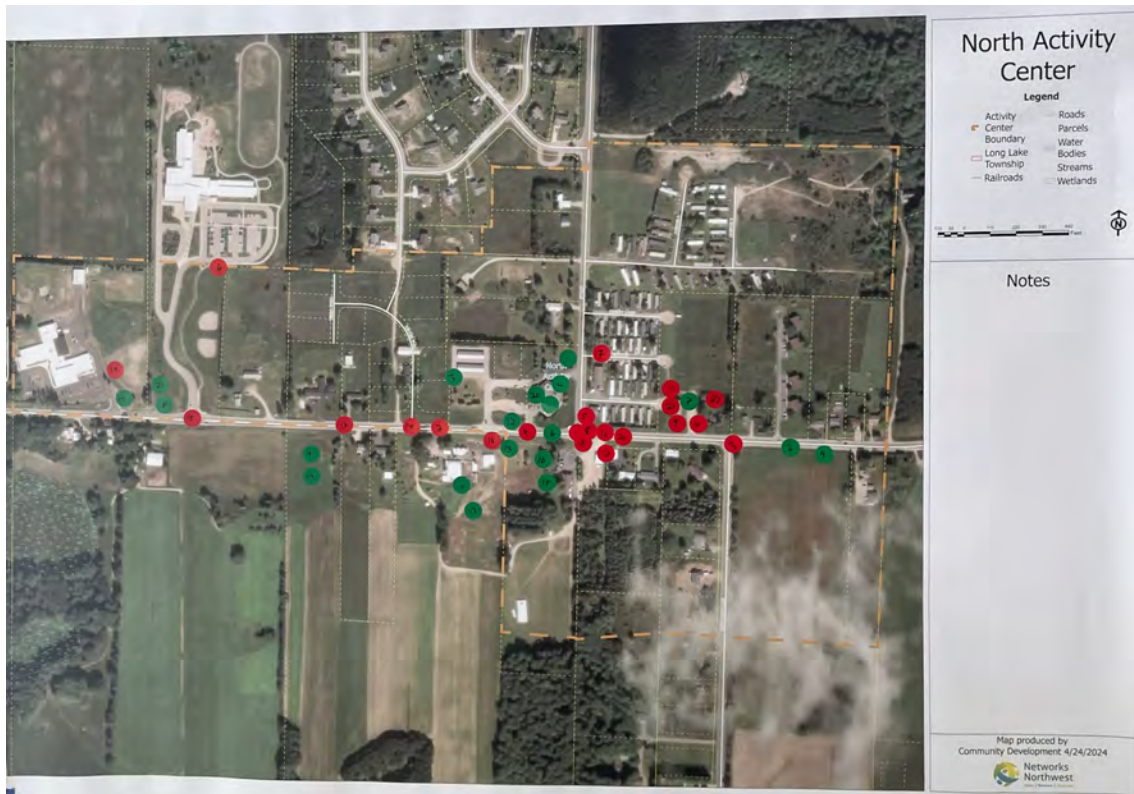


Hamlet Center – Green Dot

Residents expressed a preference for preserving the current character of the areas and supporting local businesses, but oppose large-scale development here. Comments included adding a crosswalk at Taylor Park, adding trails or paths, and electric car charging stations.

Hamlet Center – Red Dot

Residents prioritize road safety and the lack of need for additional commercial development here. Preservation and enhancement of the existing park was noted, along with traffic speed control, limited sight issues, and the need for a crosswalk.



#### North Activity Center – Green Dot

Residents appreciate the agricultural character of existing businesses and of the area, supporting its preservation. Residents noted that a crosswalk, walking/biking path, and electric car charging have support.

#### North Activity Center – Red Dot

Resident’s key concerns lie with traffic speeds and dangerous intersections, but also noted blighted or abandoned buildings that could be repurposed for community needs such as a gym. Crosswalks, walking/biking path, and the old elementary school businesses needing improved signage were mentioned.



## **Sticky Note Activities**

### **West Activity Center**

What is working well in the West Activity Center? What should be kept the same going forward?

Residents appreciate the rural feel of the area especially with trees and would like to see that remain. There is also an appreciation for the existing small businesses with some noting the east side businesses holding a residential feel.

What should be improved in the West Activity Center? What would you change?

Comments for improvements included addressing boat parking traffic and traffic speeds (especially between Gilbert Park and Taylor Park). Comments emphasized the need for trees and native plant landscaping, as well as business design to blend in with existing environment. Other comments included walking/biking trail possibly connecting to Lake Ann, electric car charging stations, and blight enforcement for environmental quality.

If everything were to go perfectly, what would the West Activity Center look like in 10-20 years?

In 10-20 years, residents see the West Activity Center having a focus on preservation of the rural character and not becoming overdeveloped, both residential and commercial. Unwanted change would include big box stores or commercial change development and too dense or cookie-cutter buildings. Desired changes mentioned include planting trees and native plants, focus on local businesses, traffic management to slow speeds and address boat parking, and improved infrastructure like public restrooms, picnic tables and sidewalks.

### **Hamlet Center**

What is working well in the Hamlet Center? What should be kept the same going forward?

Residents are connected to the well-matched existing business and Taylor Park which provides a family feel and beach access. One comment noted the 35 m.p.h. speed limit and proximity to Township Hall.

What should be improved in the Hamlet Center? What would you change?

Noted improvements included traffic calming for reduced speeds ( 25 m.p.h. was suggested multiple times) and pedestrian safety with a pedestrian activated crosswalk being mentioned. Connecting parks with walking/biking and supporting existing

businesses were mentioned as improvements. Some enjoyed the hamlet-like aesthetic of the area, and some want to retain more rustic features. Protecting the dark skies and increase of native plants are also mentioned.

If everything were to go perfectly, what would the Hamlet Center look like in 10-20 years?

Residents see the preservation of the existing rural charm through increased trees and native plants while avoiding overdevelopment, continued support of the existing businesses and park, and addressing traffic management through slower speeds and pedestrian crosswalks. Other thoughts included walking/biking path and a restaurant.

### **North Activity Center**

What is working well in the North Activity Center? What should be kept the same going forward?

Residents are fond of the successful, existing local businesses and are seen as destinations that contribute to the areas rural and agricultural character. The area provides a variety of housing options including the existing mobile home park

What should be improved in the North Activity Center? What would you change?

The biggest concern for improvement is traffic safety with comments mentioning speeding, difficulty in navigating intersections, and pedestrian safety. Solutions ranged from lower speed limits, crosswalks, improved signage, or a possible roundabout or traffic light at the Strait Road and North Long Lake Road intersection. Improvements for pedestrian and biking infrastructure were mentioned in this area to connect businesses with Long Lake Elementary and the repurposed elementary school. Other improvements included public amenities such as restrooms and drinking fountains, electric car charging stations, community beautification, repurpose of abandoned buildings, and improved signage at the old elementary school.

If everything were to go perfectly, what would the North Activity Center look like in 10-20 years?

Residents see this area as the heart of Long Lake and continuing to have focus on the maintenance of the rural character and improved motorized and non-motorized transportation through safer road crossings, speeds, and pedestrian safety. There is support for additional local businesses and affordable housing for residents. Other thoughts included public amenities, encouraging walkable/bikeable paths, tree preservation and repurpose of existing buildings.

### **Natural Environment**

How can the Township better support blight measures within the Activity Centers?

Residents expressed concern about development that disrupts the natural environment and desire for clear ordinances and enforcement to prevent blight and maintain the rural character. Ideas for this included a tree ordinance, development that blends with the existing natural environment with landscaping requirements, architectural design guidelines, and communication of the risks and prevention of blight.

What ways could the Township protect Dark Skies in the Activity Centers?

Residents strongly showed support for dark sky protection with suggestions for lighting restrictions like down-shielded lights, light ordinance, dimming and hours of operation for business lighting. Ensuring signage does not create light pollution and protections of trees were mentioned as well.

How can the Township continue to protect groundwater, the watershed, and the lakes around the Activity Centers?

Resident comments showed support for all water protection with desire to see measures to reduce runoff, ensure septic system quality for all homes, stormwater management, and safeguarding of water resources. Encouraging native plants and pollinator friendly lawns were also mentioned.

How can the Township continue to protect Open Space and park land in the Activity Centers?

Residents displayed a strong desire to preserve open space with ideas such as land acquisition (working with conservancy groups), responsible development and zoning practices, and maintaining and protecting desirable natural areas

**Zoning – West Activity Center**

Are there specific uses, commercial or residential, that should be allowed?

Residents expressed comments that development should compliment the needs of the community while maintaining rural character. Ideas for desired uses included small local businesses such as a coffee shop, small retail, bakery, or fit the Long Lake lifestyle. Unwanted uses include large scale development such as big box stores and gas stations, industrial uses, and activities that generate heavy traffic that would affect the existing character.

What types of residential housing and density would you support?

Residents noted a focus on maintaining a low density, rural feel but showed openness to increased density to address affordability for residents. Single family homes on larger

lots was favored most, while some noted small multi-family or condos with height limitations and design features like shared open space and front porches were mentioned, as was utilizing areas that already hold higher density housing should.

If you support a maximum building square footage for commercial development, what square footage would that be?

While 5,000 square feet was the most commonly suggested, some believe the current limits are acceptable with a few citing lower or higher being okay.

### **Zoning – Hamlet Center**

Are there specific uses, commercial or residential, that should be allowed?

Residents mentioned the focus of maintaining the residential character and limited commercial that compliments the area. Some commented opposition to national chains and business that create high traffic but there was support for recreational businesses (boating, fishing, etc.), home-based business, or a local restaurant.

What types of residential housing and density would you support?

Preservation of the low density character of the area through single family homes was favored most often. Other comments included addressing Short Term Rentals infringing in residential subdivisions and affordability.

If you support a maximum building square footage for commercial development, what square footage would that be?

While 5,000 square feet was the most commonly suggested, some believe the current limits are acceptable.

### **Zoning – North Activity Center**

Are there specific uses, commercial or residential, that should be allowed?

Some residents do not want additional commercial development while others supported more but generally rejected high traffic generating businesses that would affect the rural feel. Ideas included a local restaurant, farm market, or focusing on the needs and values of the community.

What types of residential housing and density would you support?

Residents showed preference for single family homes, but some noted housing for all income levels could be located here but not high density housing.

If you support a maximum building square footage for commercial development, what square footage would that be?

While 5,000 square feet was the most commonly suggested, some believe the current limits are acceptable, or could be higher or lower.

### **General Questions**

Multiple comments noted the North Activity Center as best developed for potential community facilities and services. What would you like to see?

Residents see potential community facilities or services to create spaces for gathering, recreation, and promoting healthy lifestyles. Ideas included a pavilion, walking/biking paths that connect neighborhoods, businesses, and other areas, family friendly options like splash pad or community garden, seasonal farmers market and food trucks, and public conveniences like restrooms and drinking fountains. Accessibility for all and environmental friendliness (native plants, low lights, etc.) should be encouraged.

How can the Township support existing and future commercial businesses and agritourism, particularly within the Activity Centers?

Residents displayed a want for business and agri-tourism to support the local economy and rural character of the community. Thoughts to achieve this included regulations to support the community and preserve the natural environment, increased visibility of business signage (especially at the old elementary school), support of existing local businesses, and collaborating with existing agri-business and initiatives. The protection of farmland was emphasized and one noted that development on M-72 should be an alternative for increased commercial development.

What ways can the Township enhance community beautification of the Activity Centers?

Residents prioritize the natural environment through native plants, tree ordinance, green space protection, and dark sky protection. Also mentioned were architectural standards for more aesthetically pleasing building designs, enforcement of existing policies, and working with existing businesses and homeowners to beautify the community.

What are traffic calming measures that would create a safer and more manageable transportation network?

Residents commented on multiple approaches to traffic calming which included improved infrastructure such as roundabouts, crosswalks and pathways. Comments also noted lowering traffic speeds and considering other traffic calming measures such as speed bumps, signage, and medians.

Do you support provisions for tree preservation outside of the buildable area?

The majority of comments supported the need for tree preservation for conservation and the rural aesthetic. Planting of native trees, opposition to clear cutting, and a cut one – replace one policy were ideas mentioned.

Is there anything else you would like the Township to know about the Activity Centers? Please identify the activity center.

Residents left a variety of comments but overwhelmingly prioritize maintaining the rural character of the areas, with opposition to overdevelopment to remain distinct from surrounding Townships and Cities. Residents see agri-tourism as a way to support the local economy and existing business while complimenting the rural vibe. Additional concerns included the number of activity centers, sprawl, and communication between township and residents particularly with large developments. Some mentioned the desire for design guidelines that promote a rural architecture, increased walking/bike paths connecting the Township, and kid-friendly activities and events.

**Steering Committee Vision, Goals and Objectives, and Strategies Workshop Results**

Vision	Supported	Not Supported
The collective vision of the Activity Centers preserves, protects and enhances the rural character of the individual, unique Activity Centers and the Township as a whole, while improving the resident experience with transportation, natural environment, housing, and commercial development.	7	0
West Activity Center - Maintain the rural character while improving the natural environment, traffic and community beautification.	7	0
Hamlet Center - Preserve the existing rural character through natural environment protection, improved user amenities and traffic safety.	8	0
North Activity Center - Maintain and enhance the rural character by improving non-motorized accessibility, preserving natural features, and housing options for all.	8	0
<p>Comments, please specify:</p> <ul style="list-style-type: none"> <li>- Please circulate BATA buses often and daily throughout Long Lake Township to stops in Downtown Traverse City, the mall, airport, and shopping stops including grocery stores. More public transportation can help reduce greenhouse gasses, reduce traffic, save parking costs and space, and increase community contact while reducing heat gain in the atmosphere in Long Lake Township.</li> <li>- Moderate density in North Activity Center, limit size of businesses</li> <li>- Commercial centers should adhere to the same dark sky, water and tree ordinances as residents.</li> </ul>		

<b>Planning and Development</b>	<b>Supported</b>	<b>Not Supported</b>
<i>Goal: Maintain a balance between the natural environment and development, residential and commercial.</i>	9	0
Objectives: Encourage site designs and plans that preserve and protect natural assets and the rural character of the township.	8	0
Create design standards for commercial development in the Activity Centers	6	0
Enforce existing Township ordinances such as the Nuisance Ordinance	10	0
Work with County Land Bank Authority - Brownfield Redevelopment Authority for repurposing of abandoned buildings	6	0
Create capacities for water and sewer infrastructure development in the North Activity Center	8	4
Encourage roadside buffer strips of native vegetation to enhance and protect the character of the West Activity Center	9	0
Encourage public participation from the general public, civic organizations, and all commissions for Township decision making.	9	0
Comments, please specify: <ul style="list-style-type: none"> <li>- Please add Dark Skies Initiative and Compliance (1 support)</li> <li>- Get a Facebook page to help engage! (3 support)</li> <li>- Ordinances should include tree and dark sky protection.</li> <li>- The Planning Commission should consider a resident advisory committee to get feedback and to spread word on meetings, surveys, etc.</li> </ul>		



Housing	Supported	Not Supported
<i>Goal: Maintain the existing densities in the West Activity Center and Hamlet Center, while allowing provisions for more dense housing in the North Activity Center.</i>	1	5
Objectives: Encourage the maintenance of the existing housing in good repair, appearance, usefulness, and safety.	7	0
Protect residential properties from intrusions of incompatible uses.	5	0
Allow for mixed-use development in the North Activity Center	2	1
Allow for higher density residential uses within the North Activity Center.	3	0
Support existing zoning in West Activity Center and Hamlet Center	3	0
<p>Comments, please specify:</p> <ul style="list-style-type: none"> <li>- High density can be concerning, depending on definition. Duplexes/Townhouses okay.</li> <li>- Use by right is a challenge to this (supporting existing zoning in West Activity Center)</li> <li>- May need more zoning changes in West Activity Center to avoid incompatible uses and require more things like tree buffers, lighting restrictions, etc.</li> <li>- Please protect our lake and watersheds from runoff, development, and pollution</li> <li>- Please ensure housing for the displaced residents of suburban estates if they are forced to relocate. These are low income residents who deserve protection from Long Lake Township forced homelessness</li> <li>- Higher density doesn't mean high density - mean medium density</li> <li>- No high density housing</li> <li>- Can use by right be conditional in the activity center?</li> <li>- Enough development in North Activity Center, too much traffic already!</li> </ul>		

Natural Environment	Supported	Not Supported
<i>Goal - Protect the natural environment features through ordinance protections and development standards.</i>	7	0
Objectives: Evaluate the environmental impact of all new development.	7	0
Develop landscaping standards, including buffering, trees, native plants, for commercial development	8	0
Support community beautification through tree planting, native vegetation, and landscaping with new development	6	0
Develop outdoor lighting standards for dark skies protection	9	0
Collaborate with conservation agencies, watershed organizations, and private groups to protect the natural environment and watershed.	9	0
Utilize Best Management Practices (BMP) to regulate and minimize direct stormwater discharge into lakes and rivers.	7	0
Comments, please specify: <ul style="list-style-type: none"> <li>- Tree Ordinance, no clear cutting of trees! Take down a tree, replace a tree! For the environment!</li> <li>- Norte</li> <li>- Tree Ordinance, Dark Sky, Stormwater</li> <li>- Natural features inventory should be done every 3 years</li> <li>- Tree Ordinance</li> <li>- Township needs a land strategy that identifies wildlife corridors, forest interconnections to be protected both residential and commercial. Land strategy should identify wetlands and vernal ponds as opportunities to protect natural stormwater managers.</li> </ul>		

Agriculture	Supported	Not Supported
<i>Goals: Recognize the importance and value of agricultural lands and production.</i>	4	0
Objectives: Support and enhance agri-business opportunities	5	0
Encourage preservation of agricultural lands through conservation agencies and state programs.	8	0
Discourage the conversion of farmland into other more intensive uses.	7	0
Host a seasonal farmers market to support local farmers	4	0
Comments, please specify: <ul style="list-style-type: none"> <li>- Don't do the farmers market next to Fresh Coast Market or in the North Activity Center</li> <li>- Farm Market at Township Building?</li> <li>- Foster food for thought incubator for agribusiness "pop-up" opportunities in activity centers can create a sense of place</li> <li>- As we consider agricultural lands, we know that timber is a crop and clear-cutting is part of farming. May want tree ordinance to address</li> <li>- No farmers market in North Activity Center</li> </ul>		

<b>Commercial and Economic Development</b>	<b>Supported</b>	<b>Not Supported</b>
<i>Goal: Future developments in the Activity Centers will enhance the existing quality of life for all who live, work, and play in Long Lake Township.</i>	5	0
Objectives: Encourage buffer strips of native vegetation between adjacent non-commercial	7	0
Allow for additional uses and expansion of existing businesses to support them	0	0
Allow for locally owned business uses such as a coffee shop, restaurant, etc	6	0
Limit commercial development to 5,000 square feet of floor area	6	0
Revise signage standards for businesses, especially in the North Activity Center	3	0
Comments, please specify: <ul style="list-style-type: none"> <li>- Too vague to vote on this (additional uses for existing businesses)</li> <li>- Business expansion - within reason - hold at similar standards to new</li> <li>- Keep smaller business size to keep charm</li> <li>- Sign standards should include dark sky protections</li> <li>- Buffer near parks and preserves should be longer (related to native vegetation)</li> </ul>		

<b>Public Facilities, Infrastructure, and Transportation</b>	<b>Supported</b>	<b>Not Supported</b>
<i>Goal: Enhance and improve the resident and visitor user experience.</i>	0	0
Objectives: Connect the Township parks via walking/biking paths and sidewalks	6	0
Connect surrounding neighborhoods with activity centers via walking/biking paths and sidewalks	6	0
Support and fund traffic calming measures such as roundabouts and crosswalks.	5	0
Develop an outdoor plaza with a pavilion to host outdoor community activities and events in the North Activity Center	5	0
Work with Township Parks to develop a Township Non-motorized Trail Plan	5	0
Investigate adding water and sewer infrastructure to the North Activity Center for higher density development	0	5
Partner with TART Trails, Grand Traverse County Road Commission, MDNR, and MDOT to make regional connections and infrastructure improvements.	6	0
Comments, please specify: <ul style="list-style-type: none"> <li>- No higher density in Long Lake Township! Say with master plan without exception</li> <li>- Amend the entrance to Twin Lakes for safety</li> <li>- Goal statement should include or end with "health and wellness"</li> <li>- Non-motorized trail plan should include collaboration with County since they provide no other recreation in Township</li> <li>- Ran out of green stickers, support all trails!</li> <li>- Water/sewer in North Activity Center may be helpful to protect lakes and watershed but I do not support higher density</li> </ul>		

<b>Strategies</b>	<b>Supported</b>	<b>Not Supported</b>
North Activity Center Overlay with design standards, architectural standards, landscaping	5	0
West Activity Center Overlay with design standards, architectural standards, landscaping	5	0
Update the Hamlet Center Overlay to include design standards, architectural standards, landscaping	6	0
Lower speed limits on Long Lake Road through the Activity Centers	7	0
Install Pedestrian Activated Crosswalks at: <ul style="list-style-type: none"> <li>- Long Lake Grocery to Taylor Park</li> <li>- Fresh Coast to Moomers</li> </ul>	10	0
Install Roundabouts at: <ul style="list-style-type: none"> <li>- N Long Lake Rd and Strait Rd</li> <li>- N Long Lake Rd and E Long Lake Rd</li> <li>- N Long Lake Rd and W Long Lake Rd</li> </ul>	3 4 4 2	0 1 1 4
Build an outdoor plaza for public gatherings (farmers market) North Activity Center	6	7
Connect Gilbert Park and Taylor Park with walking/biking path	11	0
Connect Twin Lakes Park, businesses, and old elementary school in North Activity Center	7	0
Adjust zoning to allow mixed-use in the North Activity Center	2	9
Adjust Zoning to allow for higher density housing in the North Activity Center	0	8
Allow for expanded agri-business opportunities in the Zoning Ordinance	2	0

Enforce Nuisance Ordinance for blight control	5	1
Design Standards - to be determined	3	0
Landscaping Standards - to be determined	3	0
Comments, please specify: <ul style="list-style-type: none"> <li>- Pop- up business for Farmers Market</li> <li>- Why would we build a farm market next to fresh coast market when they support local farms</li> <li>- How are we going to build crosswalks with no traffic control?</li> <li>- Dark sky, tree ordinance</li> <li>- More BATA buses circulate a continuous loop in Long Lake Township to key stops downtown Traverse City, Meijer, Munson, the mall, airport, etc. 7 days per week</li> <li>- Support this but would need to define agribusiness, maybe agritourism?</li> <li>- Let farmers run their own small markets</li> <li>- Don't want another farmers market not fair to fresh coast farmer market</li> <li>- No farm market at north activity center. Fresh coast is already supporting locals.</li> <li>- Im against all high density housing, don't adjust zoning</li> <li>- Public gathering - yes, farmers market - No for North Activity Center</li> </ul>		

Question	Responses
What are some design standards you would like to see in the Activity Centers?	<ul style="list-style-type: none"> <li>- Dark Sky</li> <li>- Dark sky, no "pole barn look"</li> <li>- Limit size, stone, and/or natural materials on facade - appropriate for our natural setting</li> <li>- Maintain natural, discourage growth</li> <li>- Brick facades, log facades, tree buffer between road and buildings, vintage building style (Long Lake Grocery), Barn style, farmhouse style, trash behind buffer</li> <li>- Size constraints, no pole barn/metal</li> <li>- Size constrained to 5,000 square feet. Larger buffer, setback between residential and businesses to protect homeowner</li> <li>- No red brick facades, natural stones</li> <li>- Tree buffer/native, landscaping, exterior aesthetics that creates a sense of place, not formulaic (shaker shingles, board and ??, sheet metal - stop the pole buildings outbreak, dark sky</li> </ul>
What are some landscaping standards you would like to see in the Activity Centers?	<ul style="list-style-type: none"> <li>- Native plants everywhere! Let Long Lake Township bloom year round with natural beauty</li> <li>- Tree - Remove 1, replace with tree at least ½ diameter of original, buffer from road to building, native species</li> <li>- 1 for 1 trees</li> <li>- Buffers with landscaping and trees</li> <li>- Enhance tree buffer</li> </ul>

	<ul style="list-style-type: none"> <li>- Only cut trees that have to be cut, why do clear cutting, leaver as many as possible.</li> <li>- May not be practical to replace one for one, but require tree buffers and some minimum design standards</li> <li>- Holiday trees lighted during solstice, christmas, dark winter holidays</li> <li>- Use LED Tree lights in Activity Centers, soft white in color</li> </ul>
<p>Are there additional strategies that should be considered?</p>	<ul style="list-style-type: none"> <li>- Impact study</li> <li>- Amend entrance to Twin Lakes Park</li> <li>- Traffic and environmental impact evaluations before any more development such as dollar general</li> <li>- Research best practices from other areas with similar characteristics and goals as LLT</li> <li>- Land strategy to define wildlife corridors, wetlands and forest interconnections to fulfill promise in Master Plan</li> </ul>
<p>What types of higher density housing would be acceptable in the North Activity Center?</p>	<ul style="list-style-type: none"> <li>- No high density building in Long Lake Township. Nothing above two stories. No apartment complexes of high density</li> <li>- None</li> <li>- None</li> <li>- No high density - Medium at most</li> <li>- None</li> <li>- Expand suburban estates for affordable housing</li> <li>- No high density please</li> <li>- Duplexes and townhouses okay</li> <li>- Duplex and limited multi-use</li> </ul>
<p>Is there anything else related to the Vision, Goals and Objectives, and Strategies that we should know?</p>	<ul style="list-style-type: none"> <li>- Circulate BATA busses to reduce traffic and greenhouse gasses in Long Lake Township</li> <li>- Severely limit development to maintain country rustic uniqueness of this area</li> <li>- Family areas to gather around. Natural plants, educational features on native plants</li> <li>- Involve other departments for safety and traffic control while allowing non-motorized traffic</li> <li>- Need lighting ordinance to ensure businesses don't blind road/neighbors, stormwater ordinance in the township (100 year), and enforce ordinance violation</li> <li>- Dark skies, watershed protection</li> <li>- Impact study on new business in an area to ensure no negative impact to the existing businesses</li> <li>- We don't want to be an extension of Garfield Township</li> <li>- Would like to see us mention resident health and wellness as part of goals to support non-motorized trail plan, park investments, and green space preservation</li> <li>- Dark sky protection, watershed protection</li> </ul>



## APPENDIX 9: JUNE 6, 2024 STEERING COMMITTEE MEETING

### June 20, 2024 Steering Committee Meeting Analysis

At the June 20, 2024 Steering Committee meeting, 8 members attended the meeting with the primary input piece looking at future land use in the Activity Center. The existing zoning of the West Activity Center, Hamlet Center, and North Activity Center was discussed amongst the members. They were then asked if there were any parcels or areas where there could be change, whether it be a zoning district change or increased density.

Attending members shared concerns with a range of issues such as the lack of water and sewer infrastructure, increased traffic resulting from increased density, impact on the environment, and loss of the existing rural character. It was discussed that the existing zoning districts should remain as they are in the future until there are infrastructure (water, sewer, road) improvements that would facilitate increased density.

Members were then given a list of fifteen (15) strategy themes and asked to rank their top ten (10) to help prioritize and further refine the strategies. The six responses that were submitted were primarily differing which created conflicts when considering priority. The responses did have some common themes such as traffic calming measures, building and landscaping design, and overlays ranked higher. There was also support given for increased moderate density residential and an outdoor plaza.

Lastly, there was a stick dot response sheet with updated goals and objectives and strategies for members to consider support for or against. There were also three open ended questions for response which can be seen below.

<b>Updated Considerations for Goals and Objectives, Strategies</b>	<b>Supported</b>	<b>Not Supported</b>
<i>UPDATE Housing Goal: Maintain the existing zoning districts in the West Activity Center and Hamlet Center, and allow increased Moderate Density Residential in the North Activity Center</i>	-	3
UPDATE Objective: Adjust Village Center Planned Unit Development to encourage more mixed-use development.	-	4
UPDATE Objective: Allow for increased moderate density residential district in the North Activity Center	-	-

UPDATE Objective: Support a public transit route with stops through the Activity Centers.	2	-
UPDATE Objective: Host a seasonal farmers market in the West Activity Centre.	3	2
UPDATE Strategy: Build an outdoor plaza for community events and gathering in the North Activity Center	2	1
Comments, please specify:		

<b>Q: If a public transit bus route ran through the Activity Centers, where could bus stops be considered within the centers?</b>
Responses: - No responses

<b>Q: Zone plan considerations for the Planning Commission include reducing the minimum commercial square footage and developing specific design and landscaping standards.</b>
<b>Are there any additional revisions that the Planning Commission could consider with respect to the Activity Centers zoning?</b>
Responses: - 2 people noted support for reducing commercial square footage and design and landscape standards. - Reduce square footage less than 5k, many townships have 3k

<b>Q: Do you have any additional thoughts or comments related to the Activity Centers to share with the Planning Commission?</b>
Responses: - No responses