

An aerial photograph of a waterfront area, likely a marina or commercial corridor. The image shows a large body of water on the right side, with a marina area containing several boats. A road runs along the waterfront, with various buildings and structures on the left side. The background shows a wooded area with trees. The overall scene is a mix of natural and developed land.

Greilickville Commercial Corridor Sub-Area Master Plan

Elmwood Township, Michigan

August 2013

A Focus on Placemaking and Creating a Walkable Waterfront Community

CHARTER TOWNSHIP OF ELMWOOD
COUNTY OF LEELANAU, MICHIGAN
PLANNING COMMISSION
RESOLUTION NO. 2013-01

**PLANNING COMMISSION RESOLUTION TO ADOPT
GREILICKVILLE COMMERCIAL CORRIDOR SUB-AREA MASTER PLAN**

WHEREAS, the Michigan Planning Enabling Act (MPEA) authorizes the Planning Commission to prepare a Master Plan for the use, development and preservation of all lands in the Township; and

WHEREAS, the MPEA authorizes the Planning Commission to prepare and adopt a subplan for a geographic area less than the entire planning jurisdiction because of the unique physical characteristics of that area, more intensive planning is necessary, and

WHEREAS, the Planning Commission prepared a proposed subplan and submitted the plan to the Township Board for review and comment; and

WHEREAS, on April 23, 2013, the Township Board reviewed the proposed subplan and authorized the distribution of the subplan to the Notice Group entities indentified in the MPEA; and

WHEREAS, notice was provided to the Notice Group entities as provide in the MPEA; and

WHEREAS, the Planning Commission held a public hearing on July 16, 2013 to consider comment on the proposed Greilickville Commercial Corridor Sub-Area Master Plan, and

WHEREAS, the Township Board has not asserted, by resolution, their right to approve the subplan, and

WHEREAS, the Planning Commission finds that the proposed subplan is desirable and proper, and furthers the use, preservations, development goals and strategies of the Township;

THEREFORE BE IT HEREBY RESOLVED AS FOLLOWS:

ADOPTION OF THE GREILICKVILLE COMMERCIAL CORRIDOR SUB-AREA MASTER PLAN. On August 20, 2013, let it be resolved that the Charter Township of Elmwood Planning Commission hereby approves and adopts the proposed Greilickville Commercial Corridor Sub-Area Master Plan, including all of the chapters, figures, maps, and tables contained therein and forwards a copy to the Township Board and Notice Group as required by the MPEA.

Motion by: Barrows **Seconded by:** Severt

Roll Call Vote:

YEA-Richards, Barrows, Pontius, Aprill, Severt, Bechtold, Nowak

NEY- None

The Chairman declared the resolution adopted.



Kimberly Pontius, Secretary

August 20, 2013

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INTRODUCTION AND BACKGROUND

In the spring of 2012, Elmwood Township selected SmithGoupJJR, a site planning and engineering firm specializing in waterfront redevelopment and community planning, to prepare a Sub-Area Master Plan for the Greilickville commercial corridor.

Funding and Purpose of Study

This Greilickville Commercial Corridor Sub-Area Master Plan study was funded by a grant through the six-county Grand Vision regional planning process completed in 2010 and the New Designs for Growth Community Connect Grant Program. The purpose of the grant program, specifically as it relates to this study, is to promote efforts in the Grand Traverse Region that:

- Create a sense of place.
- Enhance economic prosperity and recreational opportunities within the region.
- Foster more collaborative cross-jurisdictional planning and cooperation.

The planning process undertaken with this funding was a public participatory effort that solicited input from the Elmwood Township Planning Commission, the general public, and business and property owners adjacent to the M-22 Greilickville commercial corridor. The input gathered provided a strong set of principles upon which this Sub-Area Master Plan is based, and these publicly-generated principles are completely consistent with the major objectives of the New Designs for Growth Community Growth Grants Program. The Community Growth Grants program is intended to strengthen our region by removing barriers and creating incentives for greater public and private sector investment in our region. Selected projects help create a framework for sustainable and efficient growth and development by implementing strategies that are consistent with the Grand Vision (www.thegrandvision.org) and New Designs for Growth (www.newdesignsforgrowth.org) principles. The New Designs for Growth Community Growth Grants Program is administered by the Northwest Michigan Council of Governments, in partnership with the Traverse City Area Chamber of Commerce, and is made possible through generous support from the W.K. Kellogg Foundation.

The purpose of this study is to create a Sub-Area Master Plan for the Greilickville commercial corridor. From the perspective of a community planner, this Plan is intended to supplement the new Elmwood Township Master Plan which is currently in the process of being updated. As defined in the Michigan Planning Enabling Act of 2008 (P.A. 33 of 2008), a Sub-Area Plan may be prepared for a specific geographic area of a municipality that has unique physical characteristics, such as the Greilickville commercial corridor. Sub-Area Plans often include the same planning elements as a Township-wide Master Plan, but do so in a more detailed way in order to address the corridor's unique physical and social characteristics.

From the very outset of this planning process, the basis for preparing a Sub-Area Plan for the Greilickville commercial corridor was intended to provide the following:

- A redevelopment master plan which is community driven.
- A realistic vision for the corridor which can be brought to fruition over time.
- A strategy for implementation with specific measurable benchmarks.
- A basis for future zoning decisions.
- A guide for shaping future private and public development by setting priorities for future investments in recreational and/or road infrastructure improvements.

The above ideas represent a realistic 'vision' for the corridor that is achievable over time.

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Past Efforts

In September 2011, SmithGroupJJR was engaged by Elmwood Township to provide a new Master Plan for the Elmwood Township Marina, which is located along the northerly end of the Greilickville commercial corridor. At the early stages of this effort, the Township and SmithGroupJJR came to the conclusion that the success of the marina was directly tied to the improvement of the entire commercial corridor. Furthermore, in light of the numerous public and private marine-related facilities and organizations located along the commercial corridor, as well as the magnificent vistas of West Grand Traverse Bay that exist along much of the one-mile commercial corridor, SmithGroupJJR strongly recommended that Elmwood Township consider transforming the commercial corridor into a waterfront destination with its own unique brand (for example, the proposed use of the name “Port Leelanau”). Thus, the new Marina Master Plan evolved into a plan with two distinct, but intertwined purposes: 1) developing a long-term facility improvement plan for the Township Marina; and 2) putting in place a long-term strategic plan for redeveloping the entire commercial corridor.

The Elmwood Township Board of Trustees adopted the resulting SmithGroupJJR Elmwood Township Marina Master Plan and Greilickville Commercial Corridor Waterfront District Framework Plan in January 2012. The primary recommendations of these two plans included the following:

Recommended Elmwood Township Marina Master Plan

- Reconfigure passenger vehicle and boat trailer parking to improve circulation patterns.
- Replace or add new marina facilities, including:
 - Harbor Master office.
 - Boater Services building and enhanced marina amenities (such as picnic areas).
 - Shopper’s Dock for day-use visitors.
- Reconfigure the marina entrance and exit and on-site vehicular circulation patterns (pending the results of a future corridor-wide traffic study) to improve ingress and egress.
- Create a waterfront promenade and a possible future public fishing pier access.
- Provide a state-of-the-art fish cleaning station on-site.

Recommended Greilickville Commercial Corridor Waterfront District Framework Plan

- Realign Grandview Drive through the Brewery Creek Center property to improve the likelihood of a possible future signalized traffic signal opposite the Greilickville Harbor Park entrance.
- Purchase the Brewery Creek Center property for future off-site marina parking purposes.
- Enhance the corridor’s physical character through road and streetscape improvements and the promotion of private mixed-use development (commercial and residential uses in the same building).
- Develop shared parking resources that will support local businesses, the Elmwood Township Marina, Greilickville Harbor Park, and the Discovery Center Great Lakes complex.
- Improve pedestrian connectivity across the corridor and throughout the district.
- Incorporate access management strategies, wherever possible, along the corridor’s entire length (e.g., reduce curb cuts and funnel traffic to a more centralized intersection, such as a possible future signalized intersection, by constructing a series of interconnected parking lots and access drives on the west side of M-22).

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The Greilickville Commercial Corridor Sub-Area Master Planning Process

The Elmwood Township Marina Master Plan process provided a framework, both in terms of ideas and public input, from which the Corridor Sub-Area Master Plan was developed. Thereafter, the SmithGroupJJR planning team hosted a number of workshops with community members and local stakeholders to solicit input into the needs and priorities for the future development and long-term revitalization of the entire Greilickville commercial corridor. Initial meetings in August 2012 focused on the following:

- Confirming a comprehensive list of goals and objectives for the project area.
- Discussing the importance of Placemaking and what that idea means for Elmwood Township.
- Reviewing current land use physical conditions of the corridor and current zoning districts.
- Soliciting input on the land uses and physical characteristics desired for the corridor.
- Reviewing the roles that local, county, and state agencies exercise in managing the current and future development of the Greilickville commercial corridor.

Based on the input from the initial community stakeholder workshop, a set of draft recommendations was prepared which address improvements and policies related to transportation, natural resources and infrastructure, land use, and creating community character. Subsequent public meetings with corridor stakeholders and the Planning Commission in August and September 2012 further refined the recommendations, maps, diagrams, and text of this proposed Corridor Sub-Area Master Plan.

In May 2013, the Corridor Sub-Area Master Plan was distributed to utilities and adjacent municipalities as required by law. The plan was also distributed to all business/property owners in the corridor. During the 63 day comment period, the Chairman of the Planning Commission conducted 40 interviews of business owners in the corridor to get their comments and suggestions on the plan. A summary of the interview comments are provided at the end of this document.

A public hearing was held July 16, 2013 to receive comments on the proposed plan and suggested changes were taken into account. The Planning Commission adopted a resolution on August 20, 2013 to formally adopt the Greilickville Commercial Corridor Sub-Area Master Plan. The adopted plan was then forwarded on to the Township Board, utilities, and adjacent municipalities, as required by law.

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PREFERRED COMMERCIAL CORRIDOR FUTURE REDEVELOPMENT

Greilickville Commercial Corridor Sub-Area Master Plan Goals

To guide the recommendations for the corridor, and to shape the Corridor Sub-Area Master Plan, a series of basic goals was established for the future of the project area. Elmwood Township would like the Plan to guide future change toward:

- Creating a revitalized corridor that becomes its own branded waterfront destination.
- Safely linking together critical physical assets such as the community, West Grand Traverse Bay, the west side of M-22, and the already-established TART non-motorized transportation systems.
- Providing opportunities for individual landowners to develop property in a coordinated and coherent fashion, thereby increasing the tax base and promoting public investment.
- Protecting the valuable environmental and cultural assets of the community.
- Creating a new focus on placemaking that fits Elmwood's unique history, character, and regional location - streets, public spaces, and architecture which offer a wide diversity of experiences and services that are economically and environmentally sustainable.

The focus on Placemaking and creating a walkable community with a distinct character and personality is clearly an overarching goal for the entire commercial corridor. Many of the general ideas promoted in the regional Grand Vision planning process have direct applicability based on the input gathered during this sub-area planning initiative. These ideas include the following:

- Promoting mixed-use developments.
- Promoting infill development and the redevelopment of existing structures.
- Encouraging building designs and materials that help create a sense of place.
- Locating and designing quality open space such as sidewalks, bike lanes, green space, etc. where appropriate.
- Maximizing views of West Grand Traverse Bay.
- Minimizing storm water runoff and impacts on natural areas.
- Encouraging shared access drives, shared parking, and joint driveways.
- Providing for safe, pedestrian friendly circulation.
- Promoting building orientations through appropriate parking placement.
- Developing safe pedestrian and vehicular crossings.

To understand how these ideas may be implemented in specific ways for the Greilickville commercial corridor, an assessment of existing conditions was completed and is summarized below.

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Greilickville Commercial Corridor Existing Conditions

Elmwood Township is located on the west arm of Grand Traverse Bay at the base of the Leelanau Peninsula. Immediately south of the Township lies Traverse City and M-22 connects the Township to the city to the south and upper Leelanau Peninsula to the north. Elmwood Township is both a year-round residential community (with 4,503 residents according to the 2010 U.S. Census) and a tourism-focused destination that experiences a large number of visitors during the summer months.

M-22 is the primary transportation thoroughfare in Elmwood Township and one of the most important thoroughfares for most of Leelanau County. This route is also where the overwhelming majority of the Township's commercial enterprises are located. The Township's commercial portion of M-22 south of Cherry Bend Road, and the residential areas immediately surrounding and adjacent to it are historically known as Greilickville (as referenced on map entitled Land Use Plan, Figure 6), so named after Godfrey Greilick who established a saw mill in the local area in the 1850's. The population of Greilickville is 1,530 according to the 2010 U.S. Census, or about one-third of the total Township population.

Existing Transportation

The pattern of development along the Greilickville commercial corridor has resulted in a large number of curb cuts (entry drives) into local businesses. These curb cuts, in conjunction with limited and unappealing sidewalks, one signalized intersection, and high rates of travel along M-22 (the posted speed limit is 40 miles per hour) have resulted in a corridor that is not particularly friendly for both pedestrians travelling parallel to the road and for those crossing it. As illustrated in Figure 1, the rights-of-way along M-22 vary in width considerably throughout the Greilickville commercial corridor. This issue will likely continue for quite some time given current MDOT funding limitations, thus complicating future development of consistent road design improvements.

While this Greilickville section of M-22 and local adjacent roads are in reasonably good condition, a number of issues have been identified which provide challenges to landowners and future opportunities for land use redevelopment including:

- MDOT right-of-way varies in width considerably within the corridor.
- Overhead utilities are a physical barrier and visually unattractive.
- Pedestrian sidewalks and traffic signals are limited, making crossing M-22 difficult at best.
- Unnecessary curb cuts impact traffic flow and detract from a cohesive business district appearance and vehicular safety.

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Existing Natural Resources & Infrastructure

The road corridor is crossed by a number of small streams which hydrologically connect a large wetland system west of the corridor to West Grand Traverse Bay. These streams, wetlands, and contiguous wood lots are valuable environmental assets and are illustrated in Figure 2.

Natural Resources and Infrastructure issues along the corridor include:

- Extensive wetland and woodland systems along the west side of M-22 that protect water quality and also provide valuable wildlife habitat and attractive natural settings.
- Streams cross the commercial corridor in several places which can be enhanced and restored.
- The water quality and visual character of West Grand Traverse Bay are critical community assets.
- Since some of the development along the west side of M-22 has been built on fill, careful investigations into soil conditions will be required as redevelopment opportunities are considered.

Existing Land Use

The Greilickville commercial corridor from the Township's southern boundary north to Cherry Bend Road is approximately one-mile in length. Land uses along this stretch of M-22 include offices, small commercial enterprises, independent restaurants, industrial producers of fuel, non-profit organizations, private and public marinas, and public open space and recreational areas. Most of the commercial development is concentrated on M-22's west side, and much of M-22's east side is open to West Grand Traverse Bay. Land use issues along the corridor include:

- Land uses within the corridor consist of a mix of general commercial entities that are currently not consolidated or interconnected physically.
- Land development is primarily on the west side of M-22.
- The corridor currently includes seven different zoning districts.
- The corridor was designed for vehicles and is not conducive to pedestrian safety and/or public enjoyment.
- Properties lack physical land use density (i.e., there are too many very large open lots).
- Physical access to the Bay is very limited due to M-22's heavy traffic volume and lack of safe crossings for both residents and visitors.
- Limited vehicular parking on the East side of M-22 due to parcel size and location of M-22.

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CORRIDOR SUB-AREA MASTER PLAN RECOMMENDATIONS

The Corridor Sub-Area Master Plan's recommendations are organized into four main topics or plan elements:

- Transportation and Street Design
- Environmental Resources & Infrastructure Enhancements
- Land Use
- Creating Community Character

The key to the Greilickville Commercial Corridor Sub-Area Master Plan is to focus on creating a sense of place along the corridor and addressing each of the plan elements as part of an integrated whole. The four plan elements are closely linked together and each must be addressed by changes in land development policies in Elmwood Township in order to achieve the results desired. While each are distinct topics for purposes of organizing the recommendations, there is some overlap between the plan elements which highlights how they are linked together.

Transportation and Street Design

The roadway itself is in need of improvements to enhance the visual character of the road, encourage redevelopment, and increase safety. In addition, there are improvements required to private facilities, such as parking and local roads, to improve the function and business environment along the corridor. The primary goal is to improve the safety of the commercial corridor for all users of the right-of-way while maintaining the capacity and efficiency of vehicular turning movements. To achieve this goal, reducing the number of curb cuts and development of shared access drives will be encouraged.

Corridor Sub-Area Master Plan Transportation and Street Design recommendations are illustrated graphically in Figure 3 and include:

1. M-22 Right-of-Way Improvements:
 - Continue to engage MDOT, the Leelanau County Road Commission, and TC-TALUS to study lane reconfiguration along the commercial corridor. Figure 4 illustrates a series of cross sections through the roadway corridor indicating existing conditions and potential improvements.
 - Waterfront district wayfinding and signage that orients visitors, connects people to parking, and creates a unified standard of wayfinding graphics.
 - A corridor access management plan that reduces the number of curb cuts, improves the safety and efficiency of travel on M-22, and improves the visual aesthetics of the corridor.
 - Incorporate enhanced pedestrian access, natural landscaping along the roadway corridor sidewalks, paths, street lighting, curbs and road crossings that connect the waterfront to the businesses and recreational assets on the west side of M-22.
2. Corridor Redevelopment
 - Modify existing road networks to support redevelopment, for example, examine the feasibility of realigning Grandview Drive through the Township-owned Brewery Creek Center property.
 - Promote building and street designs that together create a rich streetscape environment for pedestrians, bicycles, and other non-motorized forms of travel, as well as vehicles.

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3. Waterfront District Parking Strategies
 - Develop shared parking resources and agreements to provide parking based on actual needs of property owners.
 - Internally connect parking facilities from property to property on the west side of M-22 to create an internal circulation network that increases safety, reduces left turning movements, and minimizes conflicts with vehicles travelling northbound and southbound along M-22.
 - Locate parking in a manner which minimizes visual impact on the surrounding land uses.
 - Allow commercial parking areas and parking structures to be incorporated into an existing, new, or redeveloped property to promote a unified parking strategy.
4. Waterfront District Connectivity
 - Enhance existing recreational infrastructure (e.g., TART and other corridor open spaces) to create an interwoven trail network.
 - Increase public access to West Grand Traverse Bay with a passive recreational trail along the east side of the M-22 road right-of-way.
 - Provide links to Greilickville Harbor Park's proposed future public fishing pier and to the Traverse City Light and Power (TCL&P) property.
 - Improve TART interconnections and pedestrian crossings throughout the entire district.
 - Encourage formal dialogue with BATA to investigate and develop public transit options for pedestrian and bicycle traffic which integrates the corridor with Traverse City proper.
 - Encourage formal dialogue with the Grand Traverse Yacht Club and other interested private and public carriers to provide seasonal water based transportation for pedestrian traffic between waterfront locations in the corridor and those in the City of Traverse City.

Environmental Resources and Infrastructure Enhancements

The natural resources of the area are one of its largest calling cards and environmental assets. Residents of the community are committed to making sure that the health and vitality of natural resources are protected. The corridor could encourage enhanced non-motorized paths and trails and environmental stewardship of these important natural resources with the implementation of this plan.

Corridor Sub-Area Master Plan Environmental Resources and Infrastructure Enhancements recommendations are illustrated graphically in Figure 5 and include:

1. Enhance and Utilize Natural Systems
 - Embrace the natural resources of the corridor to create an authentic “up-north” experience.
 - Restore and enhance stream corridors from the TART Trail to West Grand Traverse Bay, including Brewery, Hawley and Tannery creeks.
 - Manage storm water, wetland enhancements, and water quality improvement measures on a corridor-wide scale.
 - Encourage the use of native landscaping in new developments and landscape improvements along the corridor.
 - Utilize and interpret the waterfront district's natural resources and history as recreational and educational opportunities.

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2. Enhance Non-Motorized Infrastructure

- Enhance and connect non-motorized infrastructure (i.e., the TART Trail, stream corridors, and other open spaces) to create trail and recreation access networks.
- Encourage public transit (i.e., BATA) stops along the corridor, as well as, a possible BATA loop route specific to movement within the corridor.
- Increase public access to West Grand Traverse Bay with a passive recreation trail along the east side of M-22.
- Provide safe sidewalks on both sides of M-22 along new roadways and within new developments.
- Provide future links to the proposed public fishing pier and to the TCL&P property.

Land Use

Effectively managing land uses is a basic and traditional purpose for master plans and zoning ordinances. Recent trends in the real estate market and community planning methodologies have shifted away from single land use zoning districts that are separated from one another and towards encouraging a mix of land uses that encourage development flexibility and economic and cultural vibrancy. Elmwood Township supports this flexible approach to managing land uses within and along the Greilickville commercial corridor, and intends to foster future land use development aimed at creating an active, interesting, attractive, and economically-successful Waterfront District that complements the local and broader regional economic community.

Corridor Sub-Area Master Plan Land Use recommendations are illustrated graphically in Figure 6 and include:

1. Establish Community Public Spaces

- Encourage seasonal activities within public outdoor spaces to promote the waterfront destination.
- Continue to redevelop the Elmwood Township Marina to enhance boater experiences and improve facilities, parking, and public access.
- Create links to adjacent properties that promote public access and pedestrian safety, such as improving the connections between Greilickville Harbor Park, the Elmwood Township Marina, and the TCL&P property to create a more continuous waterfront experience.
- Install a public fishing pier along the marina's existing southern armor stone breakwater.

2. Establish a Mix and Density of Land Uses

- Allow land uses that support each other and fit the community's needs.
- Encourage uses that contribute to the corridor's role as a waterfront destination, including, but not limited to, the development of new marinas and complementary facilities.
- Encourage redevelopment of brownfield and other underutilized sites along the corridor.
- Concentrate redevelopment efforts around one central core or smaller nodes within the corridor.
- Consolidate existing corridor zoning districts into a development friendly environment where the community would better identify the appropriate land use.
- Consider zoning approaches which offer incentives, such as unit density for the developer, if they demonstrate an increased flexibility of mixed uses within the project.

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3. Waterfront District Parking and Access Management Strategies
 - Develop shared parking resources and provide zoning ordinance offsets for parking that allow and encourage shared-parking strategies.
 - Locate parking in appropriate locations which creates a sense of place for the pedestrian and the principal structure as the primary focal point of the development. Parking locations would then be encouraged to be consistent with the previously described drive concept.
 - Encourage both redevelopment and new development efforts to reduce the number of existing curb cuts onto M-22 and focus on shared driveway practices.

Creating Community Character

Creating community character will establish how the design, placement, architecture, landscape and streets all work together to create a unified sense of place. For instance, the M-22 road right-of-way width varies considerably throughout the corridor, but the basic cross-section of the road remains the same. This poses some difficulty in establishing a new set of front yard setback requirements, since the goal recommended in the Corridor Sub-Area Master Plan is to maintain an appropriate setback of buildings from the right-of-way. The table of front yard setbacks provided in Figure 7 provides a strategy for managing variations in right-of-way width based on a study of existing M-22 drawings. An effective integration of community character components into the Township's master plan policies for future land development should include ordinance provisions which are drafted in a way which makes development easier, quicker and more consistent with the corridor's unique character.

Corridor Sub-Area Master Plan Creating Community Character recommendations include:

1. Establish a Sense of Place
 - The placement, scale, and design of buildings should help create a sense of place, while increasing the allowable density of land development creates a critical mass of activity. This critical mass of activity, through density, mix of uses, architectural character, and recreational opportunities creates "the draw" that will bring new investment, visitors, and residents to the Township's proposed Waterfront District.
 - Use the zoning ordinance to guide the design and placement of new development.
2. Enhance Streetscape and Corridor
 - Install landscape enhancements to beautify the corridor while maintaining an "up-north" waterside character.
 - Consideration given to the design of new architecture that is consistent with the character of the corridor with a focus on creating a walkable, commercial waterfront corridor.
 - Work towards putting utilities underground or relocating to add to the scenic quality of the corridor.
3. Enhance Community Character
 - Improve district wayfinding and signage.
 - Integrate art into the public and private spaces along the corridor.
 - Consider establishing a brand such as "Port Leelanau" that promotes corridor marketing strategies, architectural consistency, and incorporation of creative graphic and landscape designs.

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IMPLEMENTATION STRATEGY

For a master plan of any kind to provide a benefit to the community, it must have a dedicated group of community members willing to invest the time, energy, and expertise necessary to move it from a fact-based piece of paper to reality. Our experience in preparing this Corridor Sub-Area Master Plan to date has demonstrated that residents, several corridor business interests, the Elmwood Township Planning Commission, Township elected officials, and Township staff are ready to accept this challenge.

The following discussion outlines implementation strategies of the Corridor Sub-Area Master Plan. These strategies include steps to incorporate the Corridor Sub-Area Master Plan into the existing local and state regulatory framework, the establishment of a Waterfront District, and specific short-term action items that need to be undertaken in the coming months.

Understanding the Regulatory Framework

Moving forward on implementing the proposed Waterfront District requires an understanding of the role of the various regulatory agencies, policies, and documents that impact the future physical development of the Greilickville commercial corridor. Summarized below are the agencies and documents pertaining to the corridor and the related recommended action items:

1. Elmwood Township Master Plan
 - Provides an overall township vision that guides future development and change.
 - Action Items:
 - Adopt the proposed Greilickville Commercial Corridor Sub-Area Master Plan.
 - Incorporate it by reference into the existing Elmwood Township Master Plan.
 - Strongly consider branding the Greilickville Commercial Corridor as “Port Leelanau” for future corridor marketing purposes.
 - Prepare a new Elmwood Township Master Plan.
 - Integrate the Greilickville Commercial Corridor Sub-Area Master Plan into the new Elmwood Township Master Plan.
2. Elmwood Township Parks and Recreation Plan
 - Establishes and prioritizes future funding and maintenance of Township recreational assets.
 - Action Item: Ensure the plan incorporates recommended recreational improvements within and along the proposed Waterfront District.
3. Elmwood Township Zoning Ordinance
 - Regulates land use and development of private and public property.
 - Action Item: Simplify and consolidate zoning districts into a single Waterfront District to encourage more flexible land uses, shared parking, and enhanced pedestrian access.
4. Michigan Department of Transportation
 - Responsible for M-22’s design, maintenance, and overall operational condition.
 - Action Items:
 - Continue working with MDOT, the Leelanau County Road Commission and TC-TALUS to address corridor transportation issues, including access management.
 - Identify and secure funding for a comprehensive future traffic study of the entire corridor.
 - Complete the corridor traffic study and continue to collaborate with MDOT on recommended road right-of-way improvements.

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5. Leelanau County Road Commission
 - Responsible for maintenance and improvement of local public roads and streets.
 - Action Item: Collaborate on the possible relocation and creation of local roads and streets, particularly the potential possible realignment of Grandview Drive.

6. Michigan Department of Environmental Quality and the U.S. Army Corps of Engineers
 - Responsible for regulating the wetlands, bottomlands, and stream corridors of the state.
 - Action Item:
 - As plans move forward for the development and reuse of the Brewery Creek Center property and possible future road realignments, determine the appropriate permitting approach.
 - Enhance culverts or other viable means to enable safe wildlife passage beneath the road to the bay and back to the wetlands to the extent possible.

Additional Recommended Action Items

Additional specific action items recommended by this Corridor Sub-Area Master Plan include the following:

1. Continue moving forward with Greilickville Commercial Corridor Task Force planning efforts.
2. Consider rebranding the Greilickville commercial corridor as “Port Leelanau.”
3. Engage regional and local community initiatives, such as the Grand Vision, to educate and evaluate the scope of this sub-area master plan and to look for common points of interest and potential collaborations.
4. Inventory existing natural features located within and along the proposed Waterfront District, including streams, wetlands, and woodlands, to assist with future Township consideration of possibly realigning Grandview Drive, redeveloping the Brewery Creek Center property, and incorporating related site development improvements recommended by this Corridor Sub-Area Master Plan.
5. Prepare a Site Master Plan for the Brewery Creek Center property to gain a better understanding of its potential partial use for shared-parking, the property’s optimal development potential, how it might best contribute in fostering the future development of a township waterfront destination, and the likely future value of the property and its potential to generate long-term tax revenue.

SUMMARY STATEMENT

The Greilickville Commercial Corridor Sub-Area Master Plan is a first step in creating a new future for Elmwood Township’s proposed commercial Waterfront District. While much work remains to be done, the area possesses a tremendous amount of potential for economic growth, community enhancement, and environmental stewardship. More importantly, the community appears to be off to a very good start in terms of demonstrating the commitment, tenacity, and creative energy necessary to make it happen!

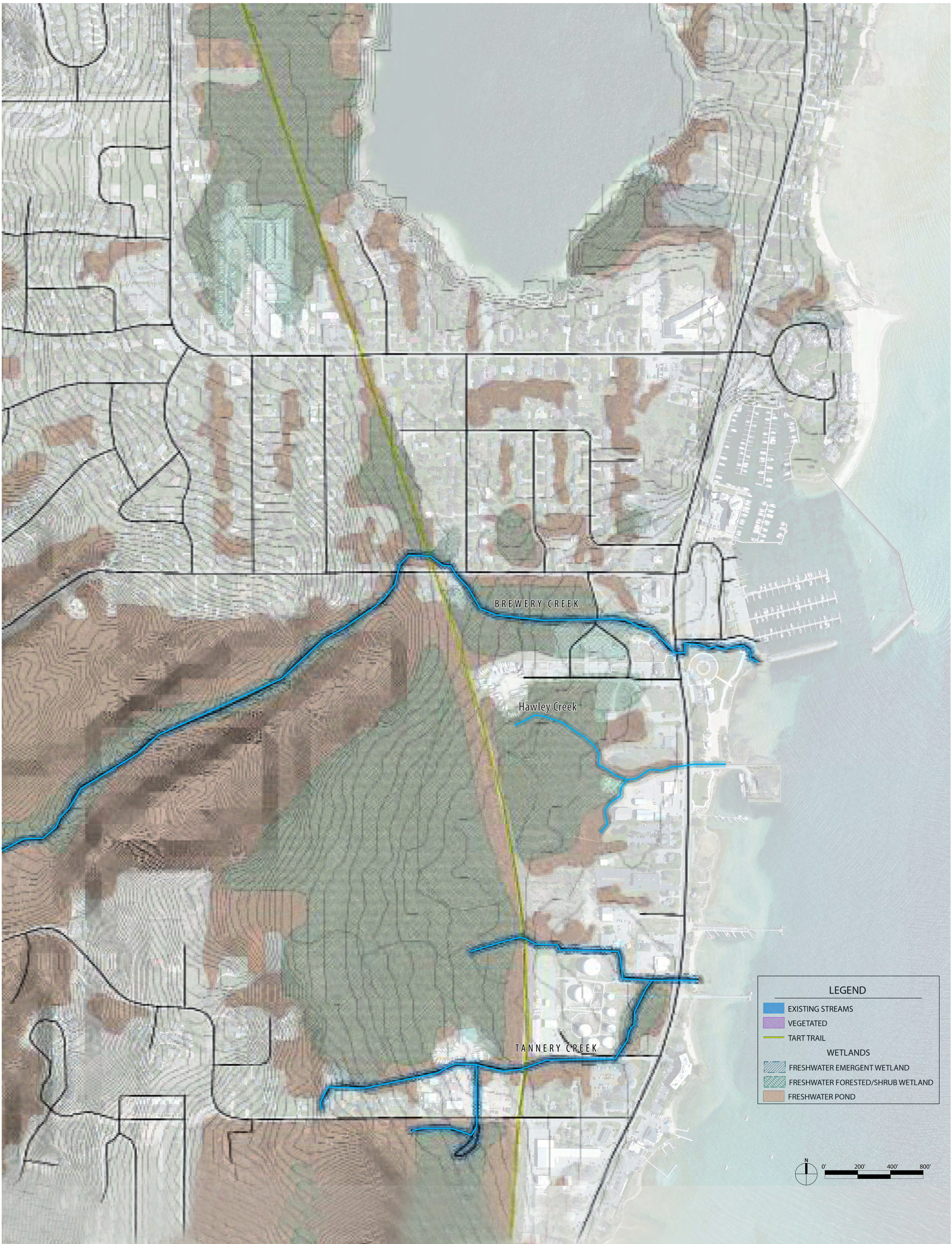
An aerial photograph of a waterfront commercial corridor. The image shows a marina with numerous boats docked, a large parking lot, and several commercial buildings. A road runs along the waterfront, and there are green spaces and trees interspersed among the buildings. The water is a deep blue, and the sky is clear.

Greilickville Commercial Corridor

Sub-Area Master Plan

FIGURES





DISTRICT WIDE INITIATIVES

1 M-22 RIGHT-OF-WAY IMPROVEMENTS

- ENGAGE MDOT TO STUDY LANE RECONFIGURATION ALONG CORRIDOR
- LANDSCAPE ENHANCEMENTS
- DISTRICT WAYFINDING AND SIGNAGE
- CORRIDOR ACCESS MANAGEMENT PLAN
- PEDESTRIAN ACCESS (WALKS AND X-INGS)

2 CORRIDOR REDEVELOPMENT

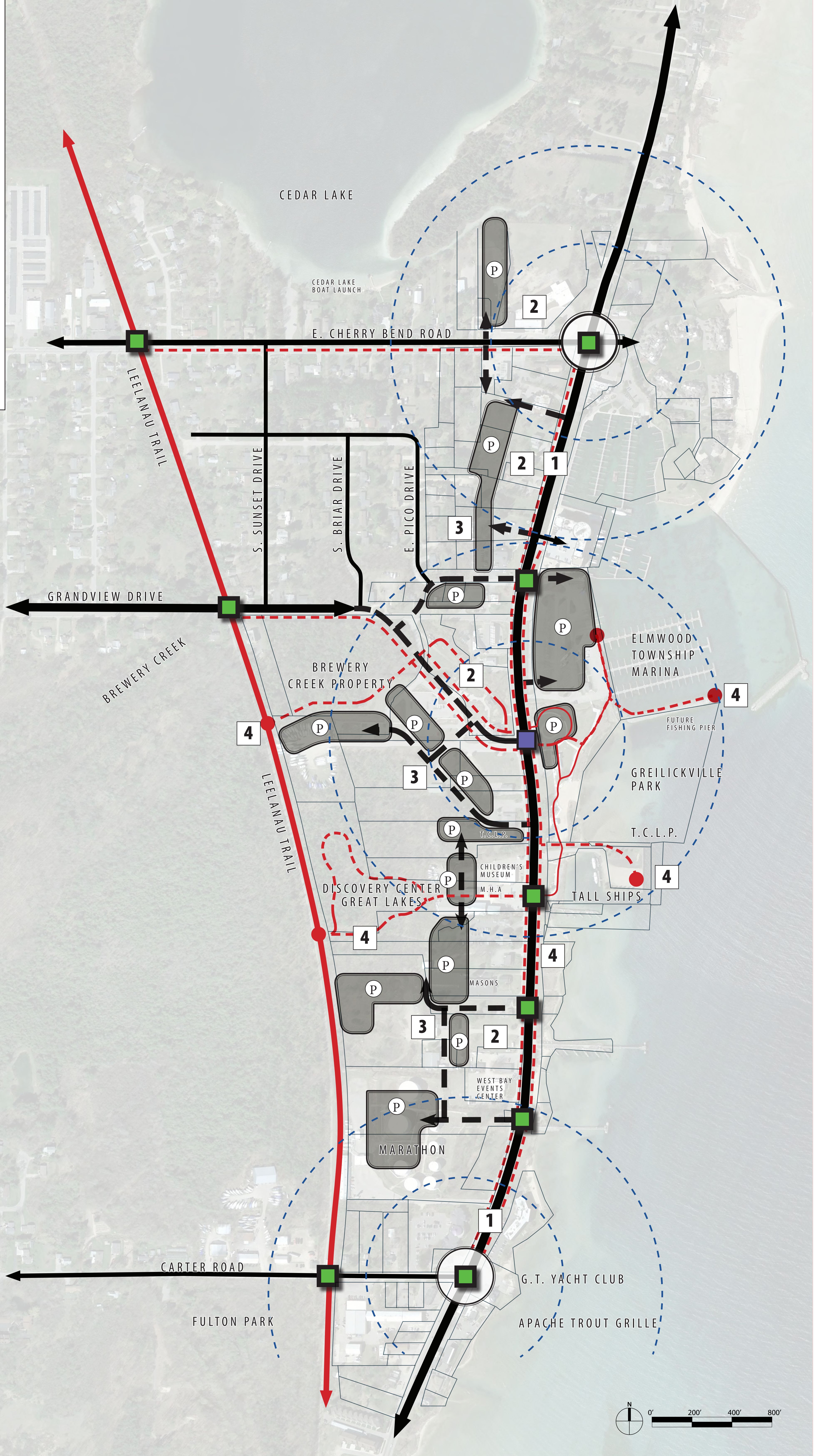
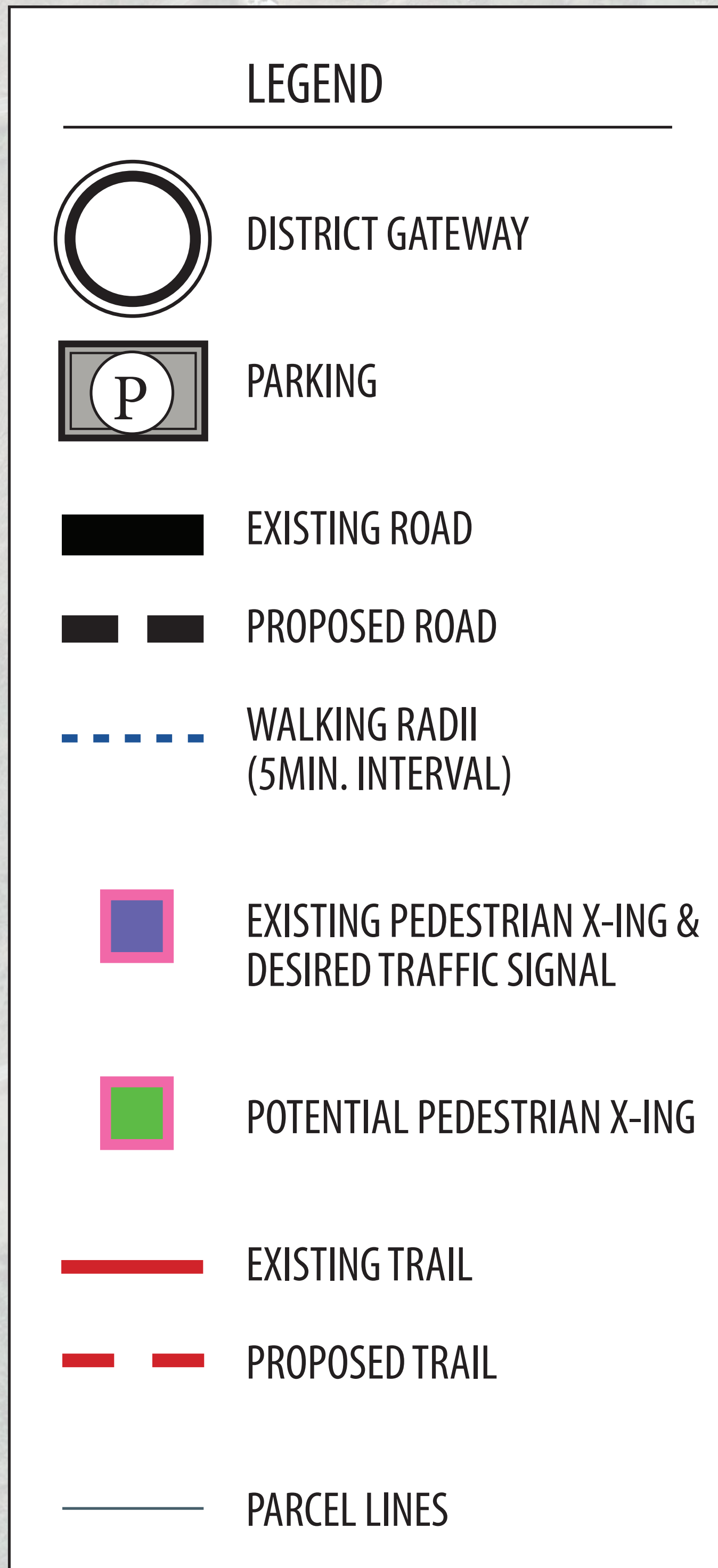
- MODIFY ROAD NETWORK TO SUPPORT REDEVELOPMENT - REALIGN GRANDVIEW DRIVE THROUGH BREWERY CREEK PROPERTY
- DESIGN ARCHITECTURE AND STREETS FOR PEDESTRIAN AND VEHICLES

3 DISTRICT PARKING STRATEGIES

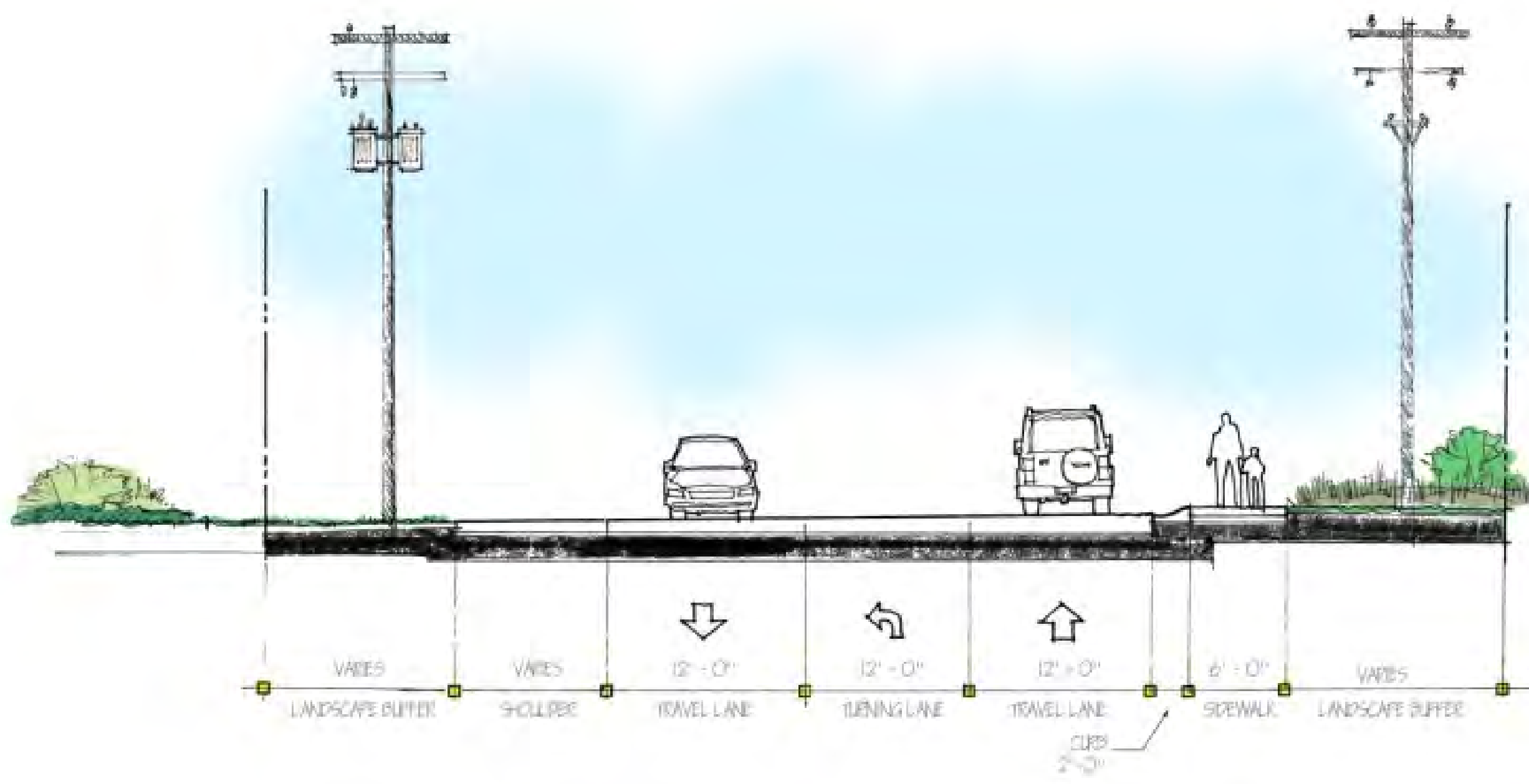
- DEVELOP SHARED PARKING RESOURCES
- UTILIZE PEAK-SEASON SHUTTLE/JITNEY SERVICE
- LOCATE PARKING IN REAR OF FUTURE DEVELOPMENT

4 DISTRICT CONNECTIVITY

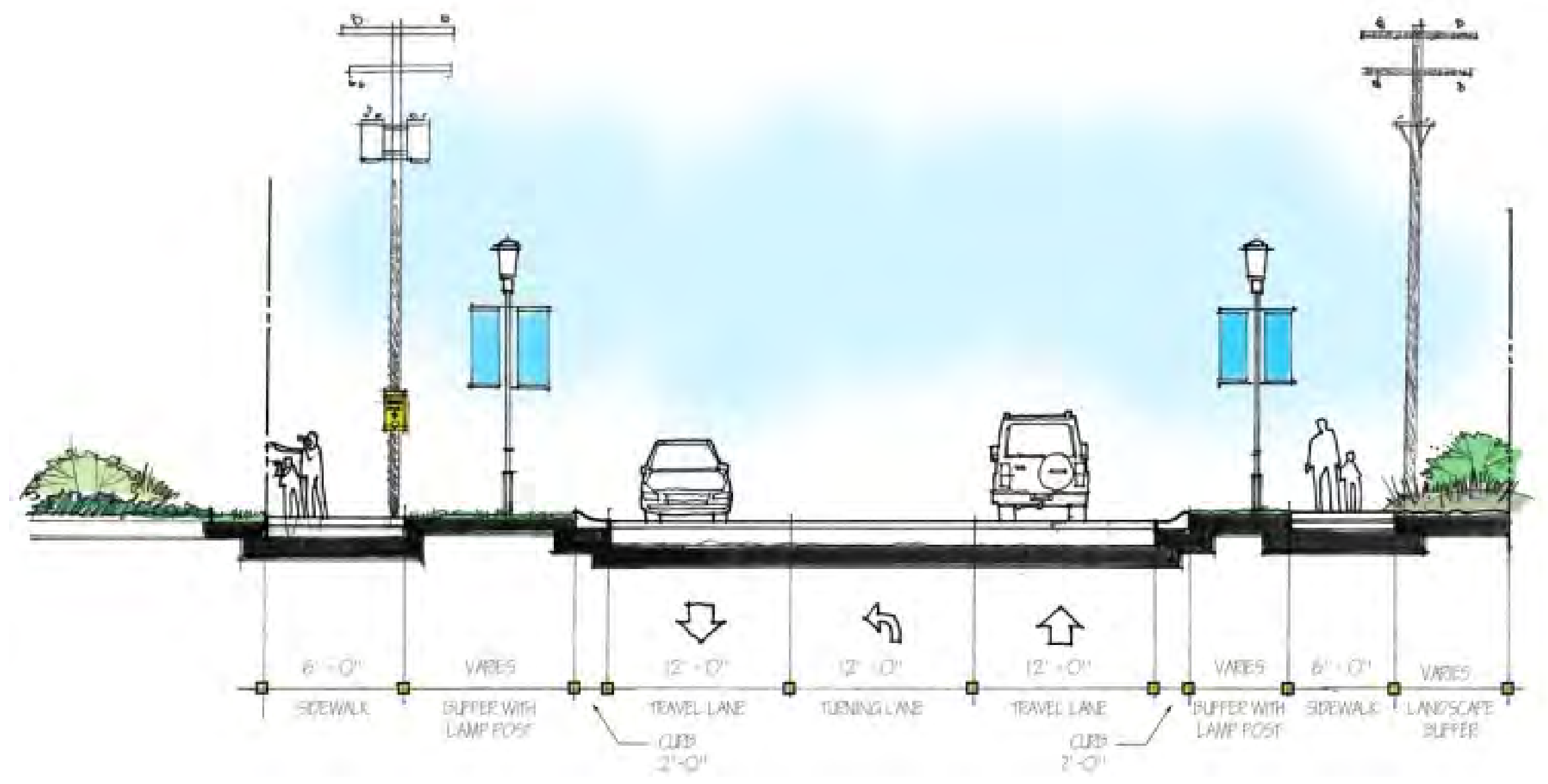
- ENHANCE UPON RECREATIONAL INFRASTRUCTURE (TART TRAIL AND EXISTING OPEN SPACES) TO CREATE A BRAIDED TRAIL NETWORK
- INCREASE PUBLIC ACCESS TO THE BAY WITH PASSIVE RECREATIONAL TRAIL ALONG M-22 ROW (EAST SIDE)
- PROVIDE LINKS TO FUTURE FISHING PIER AND ONTO T.C.L.P. PROPERTY
- IMPROVE PEDESTRIAN CROSSINGS WITH IN DISTRICT (TART TRAIL, M-22).



Corridor Improvements (ROW – 75')

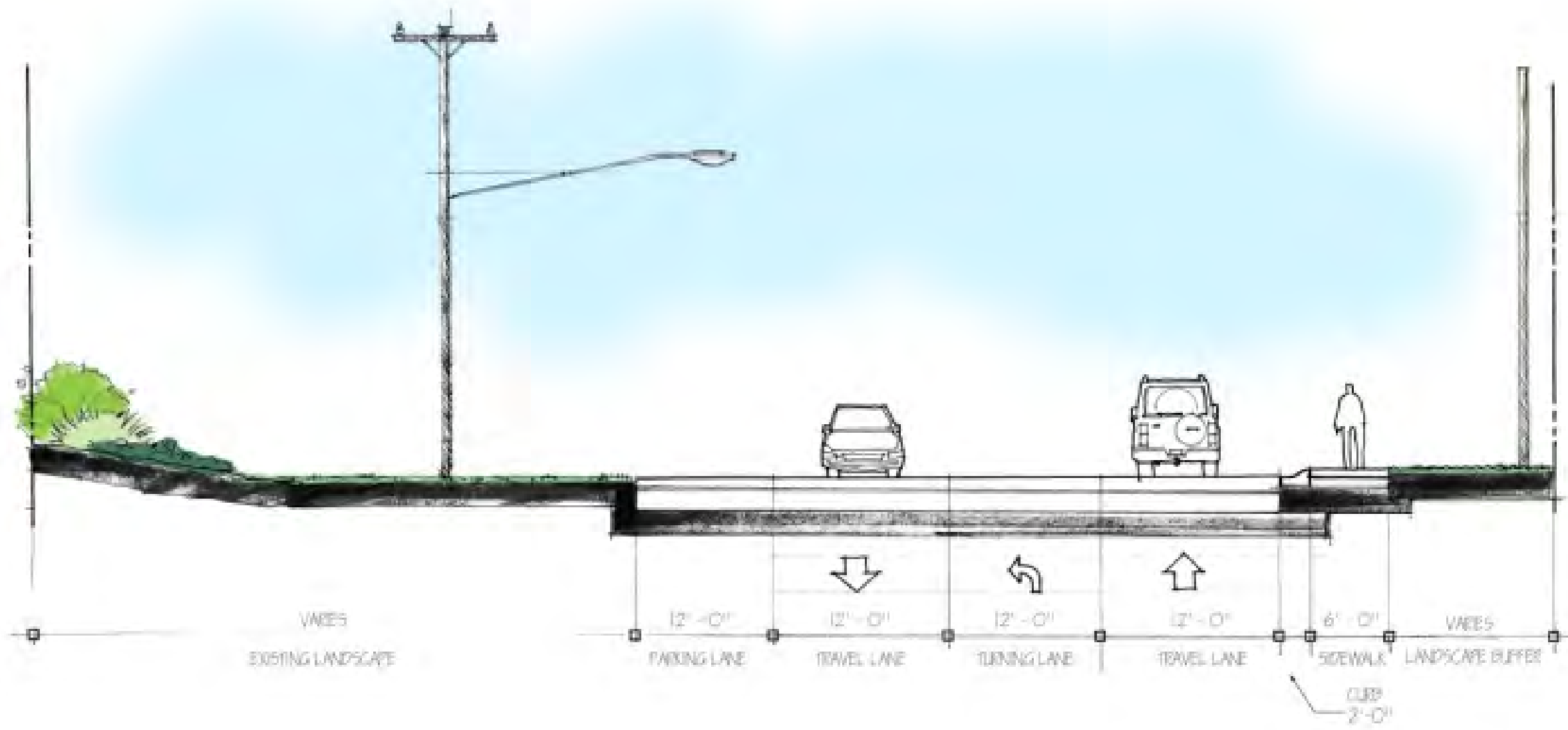


Existing Condition

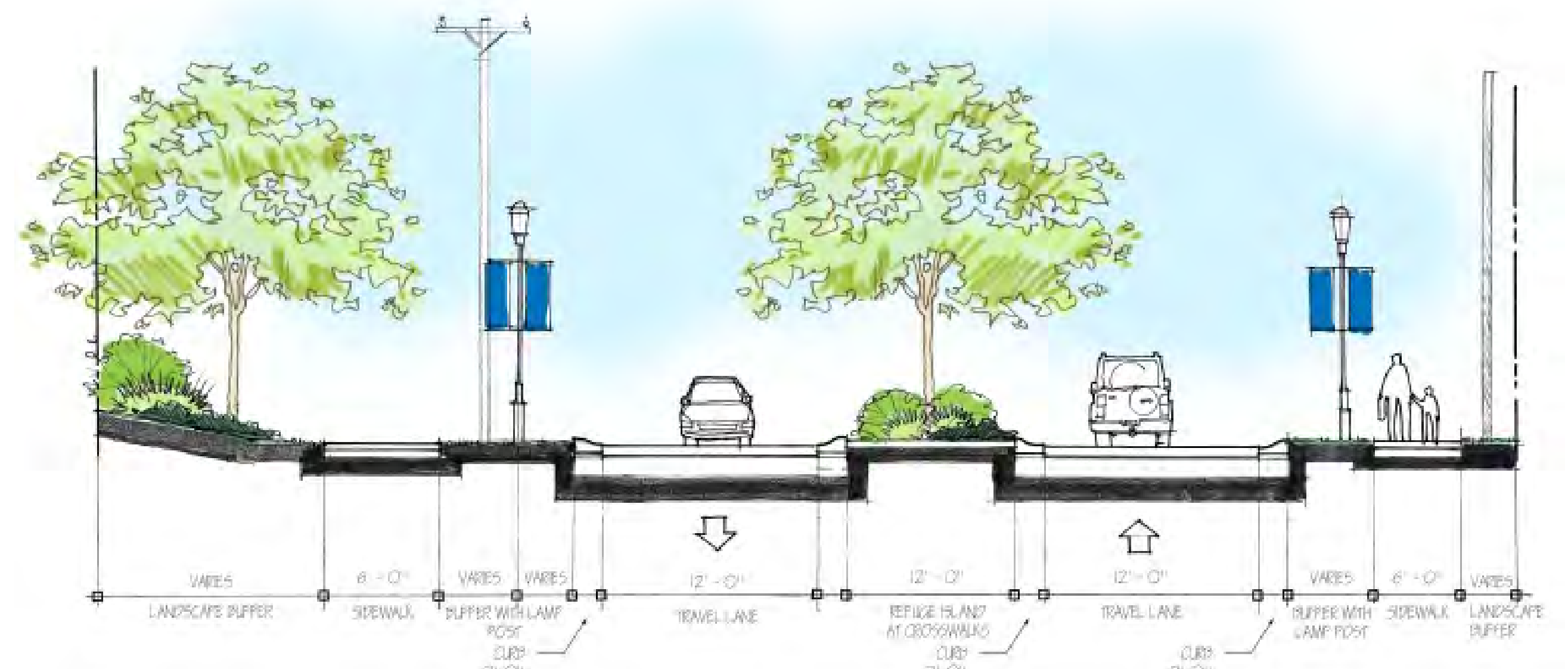


Proposed Improvements

Corridor Improvements (ROW – 100')

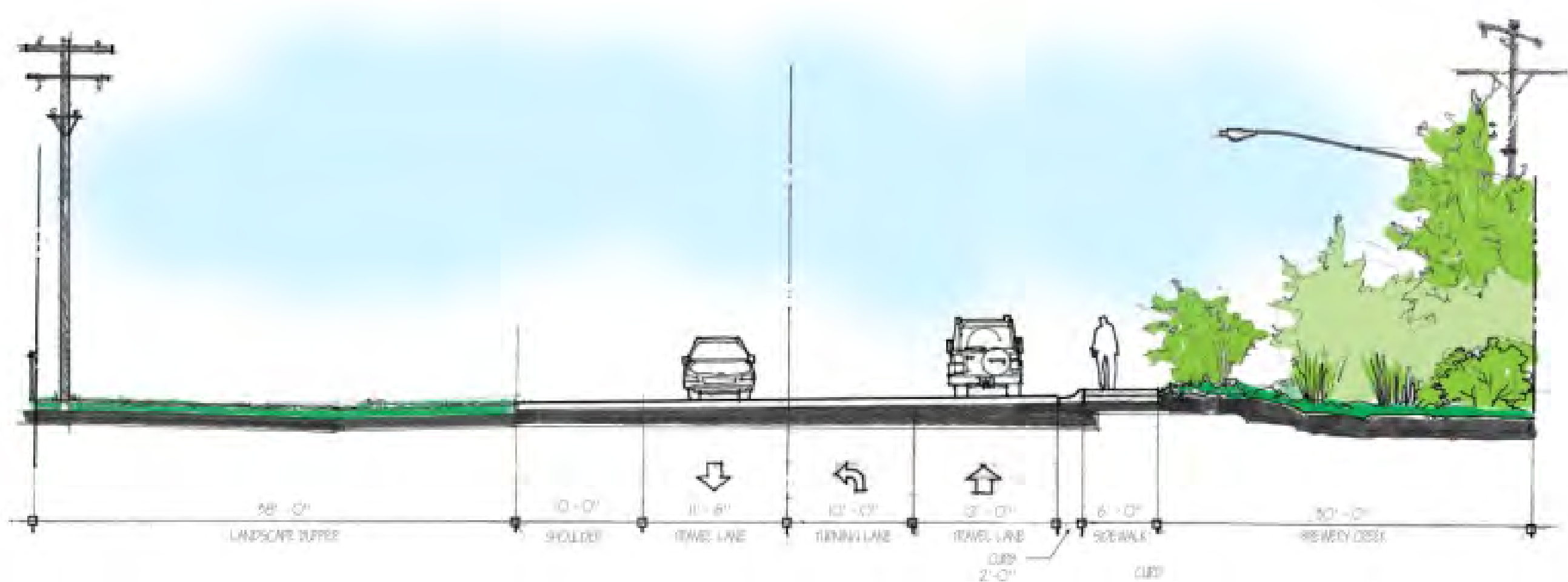


Existing Condition

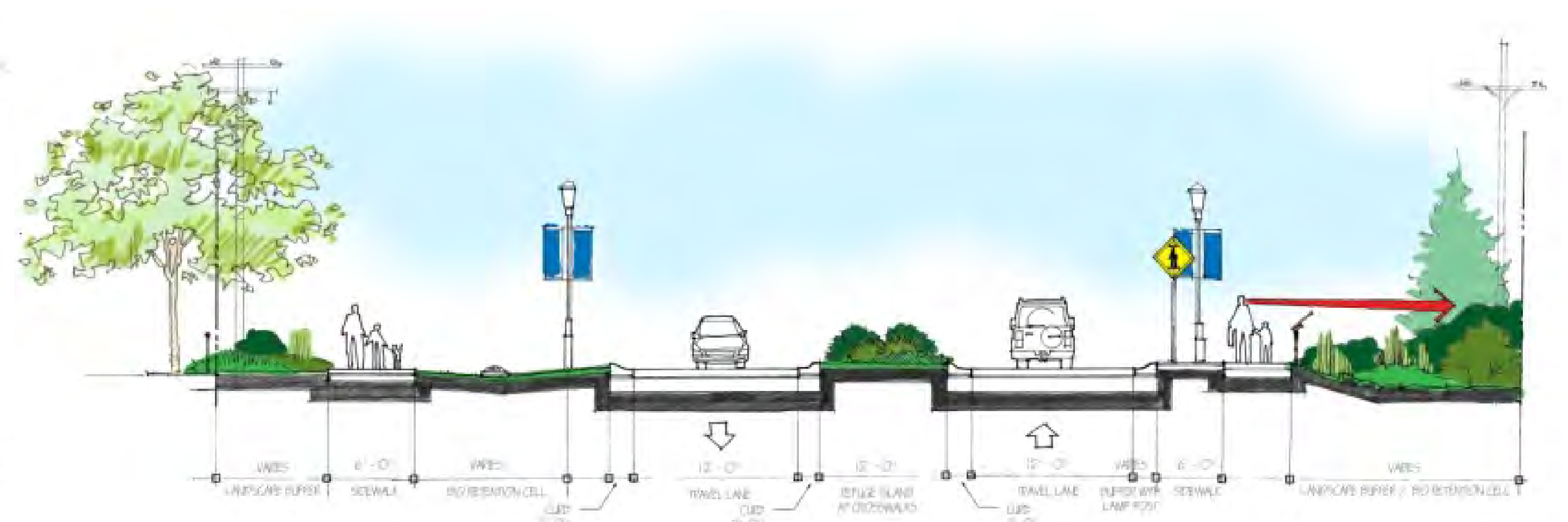


Proposed Improvements

Corridor Improvements (ROW – 120')



Existing Condition



Proposed Improvements

DISTRICT WIDE INITIATIVES

1 FOSTER NEW SUSTAINABLE DEVELOPMENT

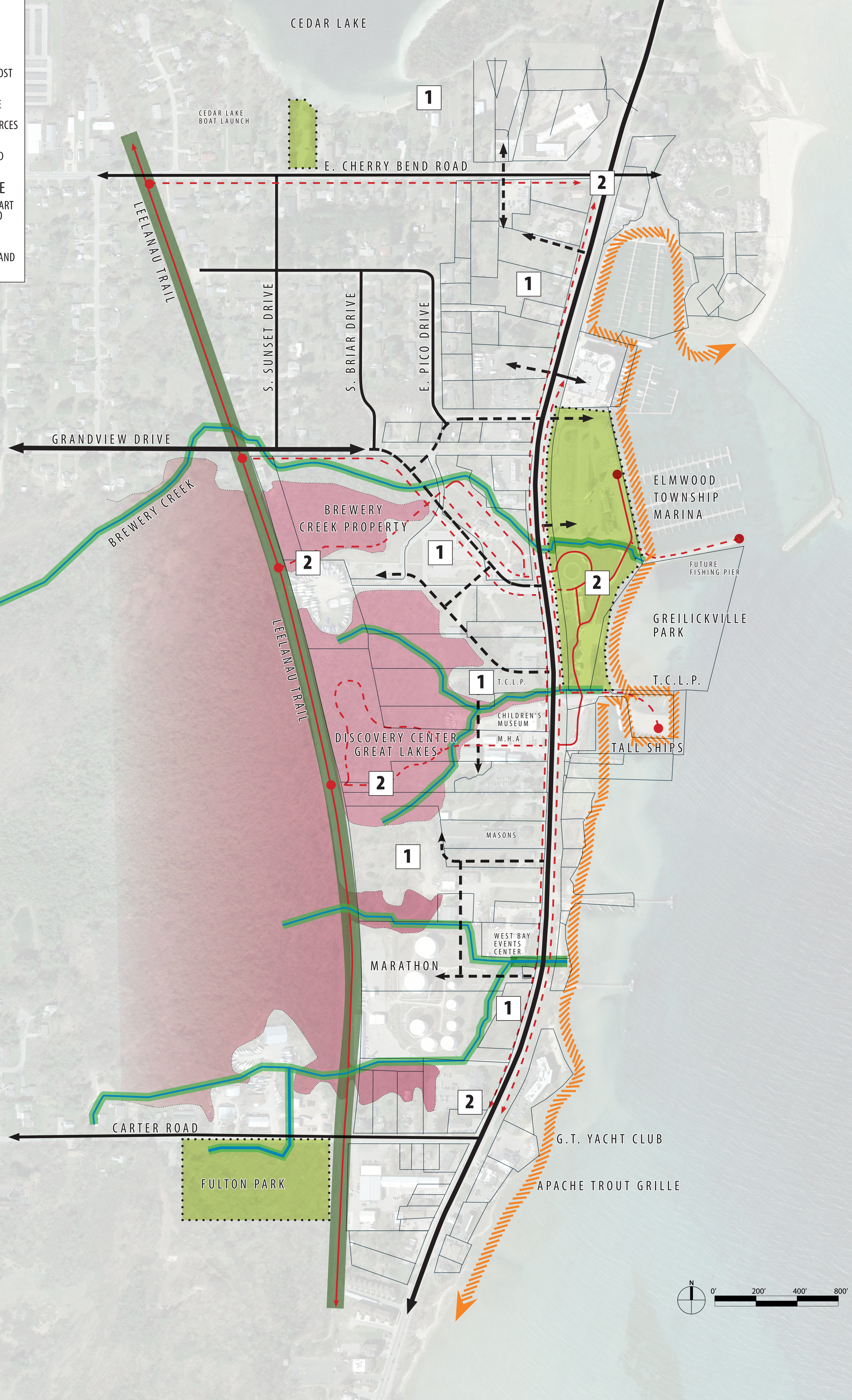
- FOSTER NEW DEVELOPMENT THAT IS "SUSTAINABLE" IN COST EFFECTIVE WAYS.
- ENCOURAGE THE USE OF NATIVE LANDSCAPING IN NEW DEVELOPMENTS AND LANDSCAPE IMPROVEMENTS IN THE CORRIDOR.
- UTILIZE AND INTERPRET THE DISTRICT'S NATURAL RESOURCES AND HISTORY AS RECREATIONAL AND EDUCATIONAL OPPORTUNITIES.
- REDUCE ENERGY CONSUMPTION FOR DEVELOPMENTS AND IMPROVEMENTS IN THE CORRIDOR.

2 ENHANCE NON-MOTORIZED INFRASTRUCTURE

- ENHANCE NON-MOTORIZED INFRASTRUCTURE (I.E.; THE TRAIL, STREAM CORRIDORS, AND OTHER OPEN SPACES) TO CREATE A TRAIL AND RECREATION NETWORKS.
- INCREASE PUBLIC ACCESS TO THE BAY WITH A PASSIVE RECREATION TRAIL ON THE EAST SIDE OF M-22.
- PROVIDE FUTURE LINKS TO THE PROPOSED FISHING PIER AND ONTO THE TRAVERSE CITY LIGHT AND POWER PROPERTY.

LEGEND

-  VEGETATED/ECOLOGICAL IMPORTANCE
-  PARK
-  SHORE ENHANCEMENT
-  EXISTING ROAD
-  PROPOSED ROAD
-  EXISTING TRAIL
-  PROPOSED TRAIL
-  EXISTING WATERWAY
-  PARCEL LINES



DISTRICT WIDE INITIATIVES

1 ESTABLISH COMMUNITY PUBLIC SPACES

- CREATE SPACES THAT BRING YEAR ROUND ACTIVITY, SUPPORT THE WATERFRONT ASSETS AND USES OF THE CORRIDOR, AND CREATE A WATERFRONT DESTINATION.
- REDEVELOP LAND SIDE OF MARINA TO ENHANCE BOATER EXPERIENCE AND IMPROVE FACILITIES, PARKING AND PUBLIC ACCESS
- CREATE LINKS TO ADJACENT PROPERTIES THAT PROMOTES PUBLIC ACCESS AND PEDESTRIAN SAFETY.
- INSTALL FISHING PIER ALONG EXISTING ARMOR STONE REVETMENT

2 ESTABLISH A MIX AND DENSITY OF LAND USES

- DEVELOP LAND USES THAT SUPPORT EACH OTHER AND FIT THE REAL ESTATE MARKET.
- ENCOURAGE RE-DEVELOPMENT OF BROWNFIELD AND UNDER UTILIZED SITES.
- ALLOW FOR A MIX OF HOUSING PRODUCTS THAT MAY SERVE PEOPLE WITHIN A BROAD RANGE OF ECONOMIC LEVELS.
- CONCENTRATE REDEVELOPMENT EFFORTS AROUND ONE CENTRAL CORE OR SMALLER NODES (LIKE THE DISCOVERY CENTER FOR EXAMPLE).
- CONSOLIDATE ZONING DISTRICTS TO ESTABLISH A SINGLE, UNIFYING APPROACH TO USE OPTIONS.
- CONSIDER ZONING APPROACHES THAT OFFER INCREASED FLEXIBILITY AND ADDED VALUE FOR PROPERTY OWNERS IN EXCHANGE FOR MEETING COMMUNITY GOALS.

3 DISTRICT PARKING STRATEGIES

- DEVELOP SHARED PARKING RESOURCES
- UTILIZE PEAK-SEASON SHUTTLE/JITNEY SERVICE
- LOCATE PARKING IN REAR OF FUTURE DEVELOPMENT

4 DISTRICT CONNECTIVITY

- ENHANCE UPON RECREATIONAL INFRASTRUCTURE (TART TRAIL AND EXISTING OPEN SPACES) TO CREATE A BRAIDED TRAIL NETWORK
- INCREASE PUBLIC ACCESS TO THE BAY WITH PASSIVE RECREATIONAL TRAIL ALONG M-22 ROW (EAST SIDE)
- PROVIDE LINKS TO FUTURE FISHING PIER AND ONTO T.C.L.P. PROPERTY

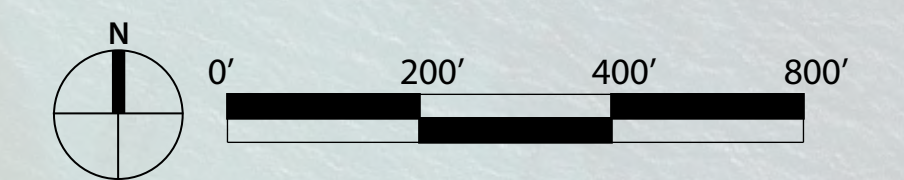
5 ENVIRONMENTAL

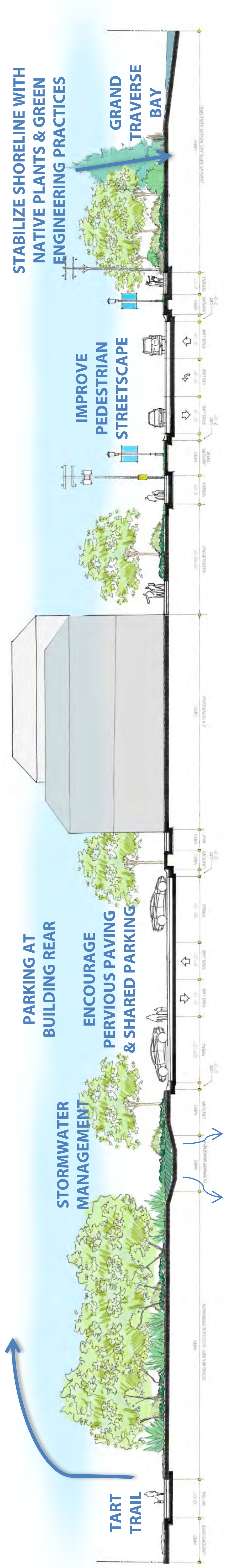
- EMBRACE NATURAL RESOURCES OF DISTRICT TO CREATE AN AUTHENTIC UP-NORTH DESTINATION
- RESTORE AND ENHANCE BREWERY CREEK FROM TART TRAIL TO BAY
- UTILIZE AND INTERPRET THE DISTRICT'S NATURAL RESOURCES AS EDUCATIONAL OPPORTUNITIES



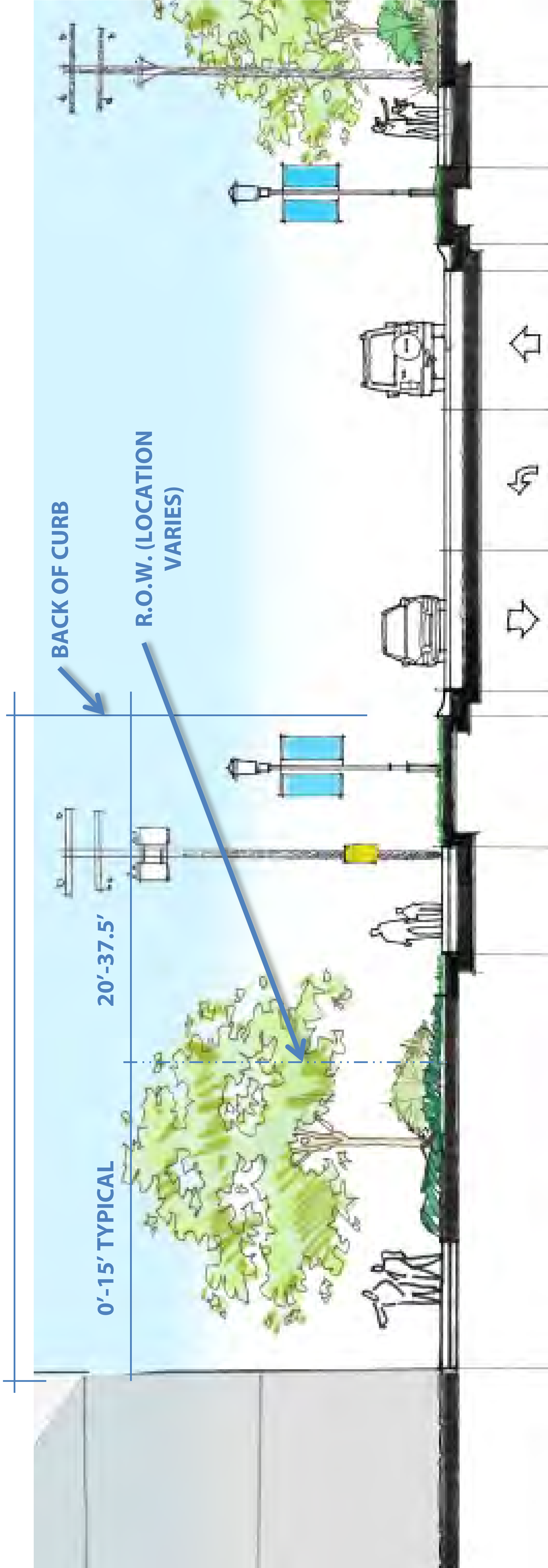
LEGEND

- DEVELOPMENT BLOCK
- EXISTING DEVELOPMENT
- P PARKING
- GREEN INFRASTRUCTURE
- DEVELOPMENT OPPORTUNITY
- EXISTING ROAD
- PROPOSED ROAD
- EXISTING TRAIL
- PROPOSED TRAIL
- EXISTING WATERWAY
- PARCEL LINES





30'-40' TYPICAL



BACK OF CURB

0'-15' TYPICAL

20'-37.5'

R.O.W. (LOCATION VARIES)

LOCATION	APPROX. DISTANCE (FROM R.O.W. TO CURB)	PROPOSED SETBACK (R.O.W. VARIES)	EFFECTIVE SETBACK FROM CURB
Carter Road to Brewery Creek	20'	5' – 15'	25' – 35'
Brewery Creek to Pico Drive	37.5'	0' – 2.5'	37.5' – 40'
Pico Drive to Cherry Bend Road	27.5'	0' – 7.5'	27.5' – 35'

Interview Comments

SUMMARY AND ANALYSIS OF PERSONAL INTERVIEW COMMENTS ON THE
GREILICKVILLE COMMERCIAL CORRIDOR SUB-AREA MASTER PLAN
07/16/2013

From May 4 to July 12, I interviewed 40 property owners in the M-22 Corridor. The interview comments and the chosen methodology for summary and analysis is not scientific. The interviews were open ended and the subject matter, while ostensibly about the GCCSAMP, was left up to the interviewees. In their conversations, they chose what they wanted to emphasize or, indeed, to talk about at all. There was no effort by me to channel the conversation or direct it in any special way. When an interviewee asked for information or clarification, it was given and no more. Mostly what was done by me was TO LISTEN.

The 40 interviews lasted from 15 minutes to more than two hours. It all depended upon what the interviewee wanted to talk about and, in some cases, how much time they had for the interview. In spite of this open ended approach, however, there were some definite areas of great agreement. To those we should pay attention. The following is a list of such areas:

- The Plan is good. 11 agree / 2 disagree
- The Name “Port Leelanau” is good. 10 agree / 2 disagree
- Parking is a problem. 12 agree / 0 disagree
- “Mixed Use” is a good idea. 12 agree / 0 disagree
- We need to slow the traffic. 10 agree / 1 disagree
- Safer Pedestrian Crossings is needed. 15 agree / 0 disagree
- Make this area a “Destination”. 6 agree / 0 disagree
- A service Drive is a good idea. 9 agree / 1 disagree
- Shared Curb Cuts is a good idea. 7 agree / 2 disagree
- Regulations should be easy to navigate. 6 agree / 0 disagree
- Brewery Creek needs a special plan. 7 agree / 0 disagree
- The Township should be developer friendly. 8 agree / 0 disagree

None of the comments, positive or negative, is unimportant. They are all genuine and were given face to face. This fact is perhaps the most important element of all. Virtually all of those interviewed had never before experienced a township official actually visiting their place of business and asking their opinion on a government plan that will affect the business person themselves. That alone must count for something. We must not let this just be an exercise that is not true to its purpose. We wanted to know so we could get it right. All of those interviewed now have a stake in this process and their voices will be heard. They will be heard in any further changes to this visioning document. And they will most certainly be heard in the zoning language that is yet to be written for the Corridor. Here is where credibility is tested. Here is where the township must be a “partner and not a policeman”.

Sincerely,

Lee Nowak, Chairman

July 18, 2013

COMMENT	Agree	Disagree
THE PLAN IS GOOD	12	2
THE NAME "PORT LEELANAU" IS GOOD	10	2
A SIMILAR THEME OR LOOK IS GOOD	7	4
PARKING IS A PROBLEM	12	
NEED PUBLIC TRANSIT	5	
NEED A "SENSE OF PLACE"	1	
WATER TAXI SERVICE IS A NEED	3	
SIDEWALKS ARE A GOOD IDEA	5	2
"MIXED USE" HERE IS A GOOD IDEA	12	
MEDIAN OR BOULEVARDS ARE GOOD	6	
A TRAFFIC SIGNAL IS A GOOD IDEA	3	
SLOW THE TRAFFIC	10	1
LANDSCAPING IS IMPORTANT	6	
BIKE PATHS ARE A GOOD IDEA	2	
RESTAURANT ON THE COAL DOCK	1	0
ZONING SHOULD BE STRICT		3
SAFER PEDESTRIAN CROSSING IS NEEDED	16	
MAKE THIS AREA A "DESTINATION"	6	
JOINING PARKING LOTS IS A GOOD IDEA	4	2
A SERVICE DRIVE IS A GOOD IDEA	9	1
RE-ROUTING GRAND VIEW IS A GOOD IDEA	5	4
SHARED CURB CUTS IS A GOOD IDEA	7	2
NON PROFITS ARE IMPORTANT TO THIS PLAN	2	2
WE NEED TO GET RID OF THE UTILITY POLES HERE	3	
A BRIDGE FOR PEDESTRIANS IS A GOOD IDEA	3	
FORM BASED CODES ARE GOOD HERE	2	
USE A MARKETING TEAM TO INTEREST INVESTORS	1	
THE PLAN TRIES TO PROVIDE TOO MANY SERVICES	1	
A FISHING PIER IS A GOOD IDEA	1	1
FISH CLEANING STATION IS A GOOD IDEA	1	1
WE NEED TO USE THE MARINA PARKING LOT BETTER	1	
REGULATIONS SHOULD BE EASY TO NAVIGATE	6	
BOTANICAL PARKS ARE GOOD HERE	2	
BREWERY CREEK NEEDS A SPECIAL PLAN	8	
BREWERY CREEK SHOULD BE ONLY FOR PARKING	1	
BREWERY CREEK NEEDS TO BE MARKET DRIVEN	2	
SHORELINE WEEDS ARE A PROBLEM	1	
THE TOWNSHIP SHOULD BE A "DEVELOPER"	1	1
THE TOWNSHIP SHOULD BE DEVELOPER FRIENDLY	8	
THE TOWNSHIP IS ANTI GROWTH	2	
WE NEED A "DISNEY" TYPE DEVELOPER FOR BC		1
EMPHASIZE LOCAL HISTORY	1	
NEED A MARKETING TEAM FOR NEW INVESTORS	1	
GRAND VISION MONEY IS IMPORTANT/SUCCESS	1	