



CLEVELAND TOWNSHIP MASTER PLAN

OCTOBER 2017

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This Master Plan was prepared by the Cleveland Township Planning Commission and the Land Information Access Association (LIAA). This plan was developed with involvement from many organizations including Networks Northwest, the Leelanau County Planning and Community Development Office, the Sleeping Bear Dunes National Lakeshore, the Leelanau Conservancy, and the Little Traverse Lake and Lime Lake Property Owner Associations. Special thanks is owed to the residents of Cleveland Township who took time to participate in the development of the plan.

All photos used in this Master Plan were taken by Joe VanderMeulen unless otherwise noted.



TABLE OF CONTENTS

<i>Chapter 1. Introduction</i>	1
Includes an overview of previous Master Plans, public engagement for this Plan, and the history of Cleveland Township.	

Community Profile	6
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Chapters 2 through 5 of the Plan make up the Community Profile, intended to provide background information on the key trends and characteristics of the Township. Each chapter in the Community Profile provides information on a specific topic.

<i>Chapter 2. Natural Features and Land Use</i>	8
<i>Chapter 3. Public Services and Transportation</i>	30
<i>Chapter 4. The People of Cleveland Township</i>	36
<i>Chapter 5. Economy and Housing</i>	45

Implementing the Vision	59
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Chapters 6 and 7 of the Plan outline the community's vision and the steps needed to achieve it. These chapters are designed to create an easy to follow, practical guide for implementing the community's vision for the Township's future.

<i>Chapter 6. Goals, Objectives, Action Steps</i>	59
<i>Chapter 7. Future Land Use and Zoning Plans</i>	66

Appendices	77
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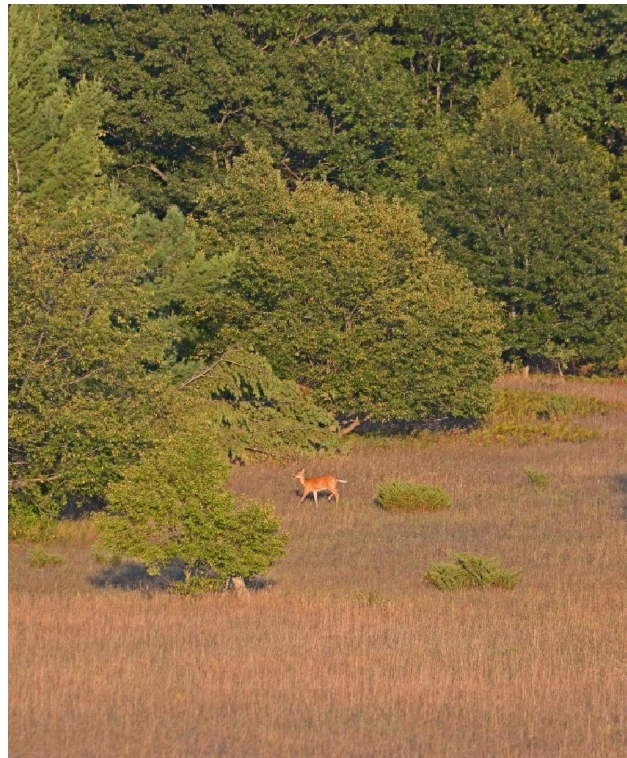
<i>Appendix A. Public Meeting Summaries</i>	77
<i>Appendix B. Detailed Survey Results</i>	96

Chapter 1. Introduction

WHAT IS A MASTER PLAN?

The *Cleveland Township Master Plan* serves as the official policy guide for Cleveland Township's future development and growth, including the management of its many natural resources. In Michigan, master plans serve as a legal basis for zoning, and provide policy guidance for changes to infrastructure, land use, transportation, natural resource management, and other community systems. In general, the Cleveland Township Master Plan serves the following purposes:

- Evaluates existing conditions and trends in the Township.
- States the community's long-range vision for the Township, extending 20 years or more into the future.
- Provides the flexibility to respond to changing conditions with new resources or innovations that align with goals of the Master Plan.
- Identifies opportunities for partnerships between informed citizens, community stakeholder groups, non-profit organizations, and county and regional entities that help support and participate in plan implementation.
- Identifies where new development should be directed and the general character to which new homes and buildings should adhere.
- Gives guidance to property owners, developers, neighboring jurisdictions, and county and state entities about expectations and standards for public investment and future development.
- Provides guidance for the allocation and spending of funds.
- Guides the day-to-day decisions of Township staff and the land-use policy decisions of the Planning Commission and Township Board.
- Establishes a legal basis for the Cleveland Township Zoning Ordinance, capital improvements, land-use policies, and other implementation tools and programs.

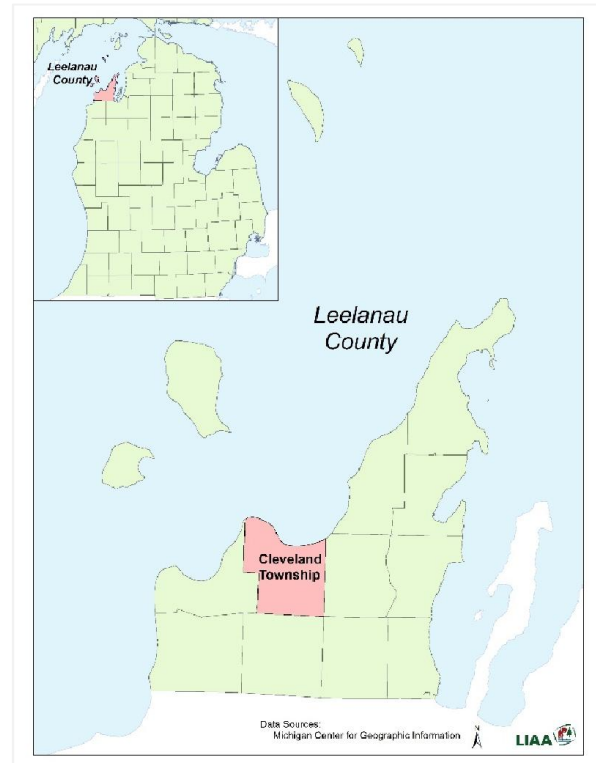


A deer grazing in a Township field.

CLEVELAND TOWNSHIP

Cleveland Township is located in Leelanau County, Michigan, and is comprised of approximately 20,864 acres of land. Sleeping Bear Dunes National Lakeshore makes up 39%, or 8,128 acres, of Cleveland Township.

Cleveland Township features many freshwater resources, including Good Harbor Bay and seven inland lakes: Bass Lake, Hidden Lake, Lime Lake, Little Traverse Lake, Narada Lake, School Lake and Shell Lake. Sugar Loaf Mountain, one of Leelanau County's highest elevation points, lies on the eastern boundary of the Township.



Cleveland Township is located in northwest Lower Michigan in Leelanau County.

PREVIOUS MASTER PLANNING IN CLEVELAND TOWNSHIP

The 2017 Master Plan builds on a history of municipal planning in the Township. The 2002 Cleveland Township Master Plan was created by a Steering Committee of residents and community leaders committed to preserving the natural landscapes and agricultural areas in the Township while creating opportunities for housing and commercial growth. A remarkably engaged public provided opinions to inform the plan's direction. The Steering Committee conducted focus groups and public meetings and mailed a survey to each household in the Township. Some elements of the 1984 Cleveland Township Master Plan were kept and used in the 2002 Master Plan.

Master Plans in Michigan should be reviewed every five years. After completing its review, the Cleveland Township Planning Commission made a number of changes to the Master Plan in 2009. These updates included revised implementation strategies (as the 2002 strategies were largely completed by 2009) and new information where appropriate and relevant.

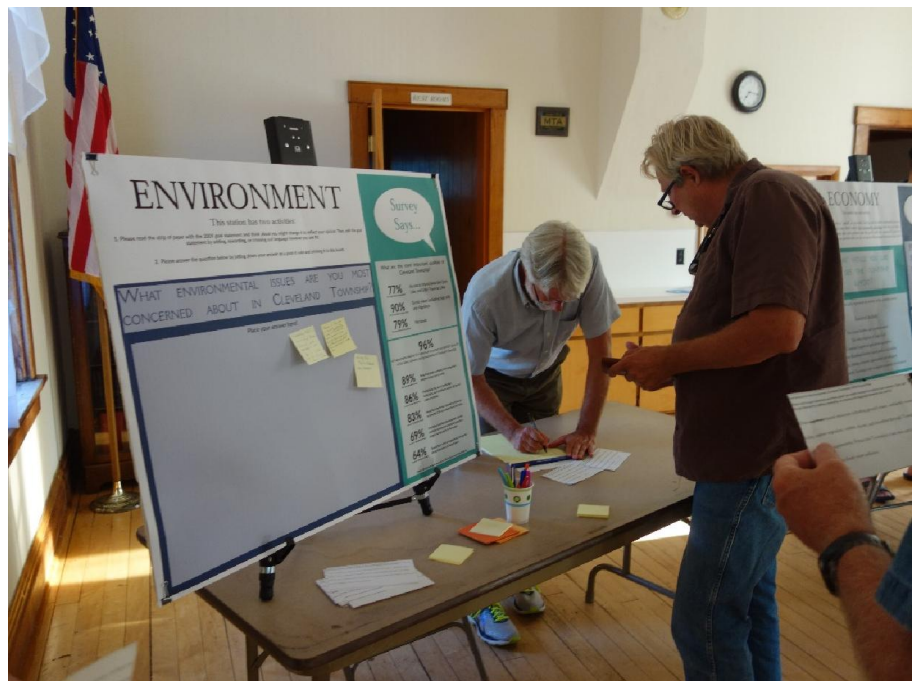
Language from the 2009 Cleveland Township Master Plan is used in the 2017 Master Plan where appropriate, although most sections of the Master Plan contain altogether new

information. In particular, the community goals and implementation strategies are a substantial addition compared to previous plans.

PUBLIC ENGAGEMENT FOR THE 2017 MASTER PLAN

In the spring of 2016, Cleveland Township began a community-wide planning process to create a new Master Plan. Throughout the remainder of 2016, residents and community leaders worked together to identify a shared vision for the future of the community and develop strategies to achieve this desired future. The Cleveland Township Planning Commission oversaw the planning process and guided the creation of this Master Plan. The Land Information Access Association (LIAA), a community planning nonprofit based in Traverse City, facilitated the process.

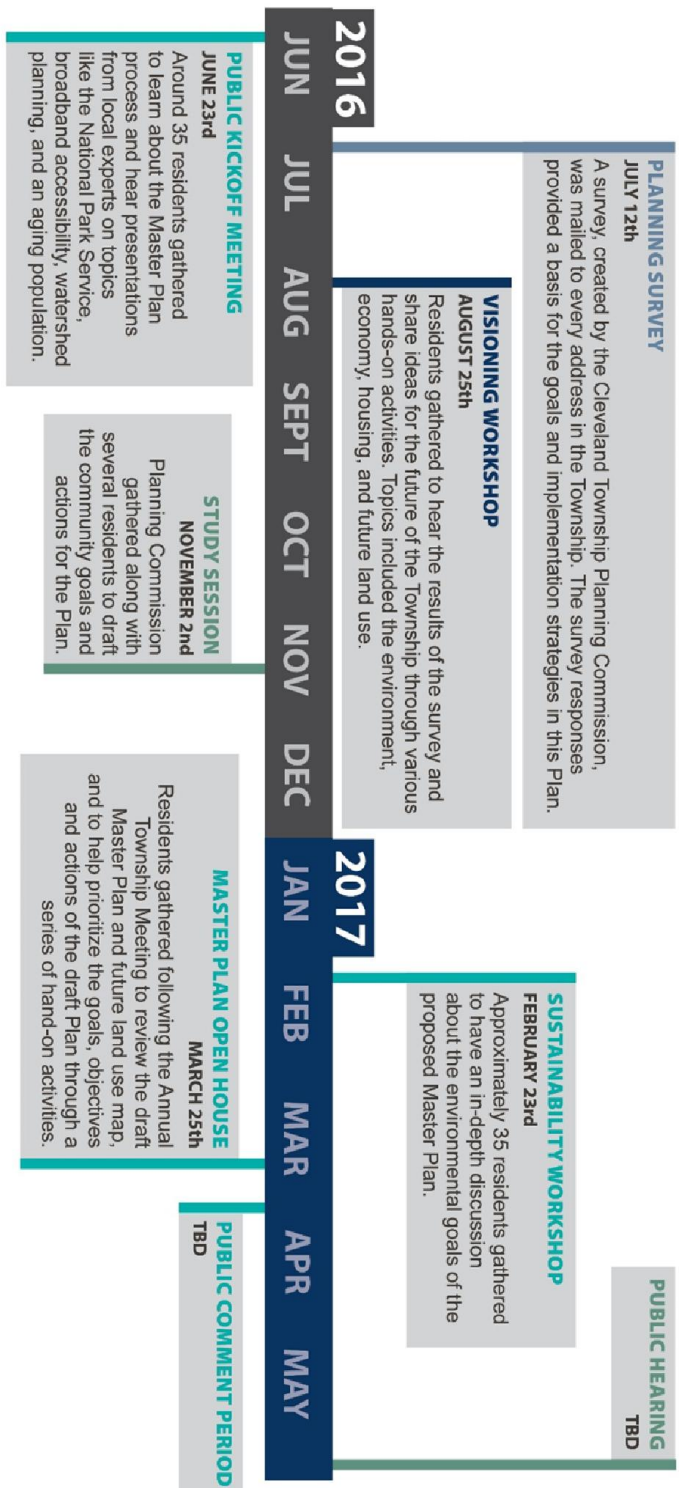
The Master Plan process involved a variety of civic engagement activities including public input sessions, educational gatherings, and community workshops. These events are summarized on the timeline in this chapter. Each event provided opportunities for citizens, stakeholders and public officials to identify important community issues and generate a shared vision



The public process to develop this plan included four advertised public meetings, monthly planning commission meetings, a mailed survey, and a number of other ways for the public to share input.

for the Township's future. A Master Plan Survey was also mailed to each address in the Township, and 312 residents and business owners completed the survey. The key themes from public input are included throughout the Plan, and full summaries of each public meeting as well as an analysis of the survey results are included in the appendices.

CLEVELAND TOWNSHIP MASTER PLAN



HISTORY OF CLEVELAND TOWNSHIP

Ottawa and Ojibwe Indian tribes were the first people known to inhabit what is now Leelanau County, migrating to the area in the 17th century in order to fish, hunt, and produce maple sap. In the mid-1600s, French explorers and fur traders settled in the region for its proximity to trade routes and profitable timber. Throughout the 18th century, the shipping industry on the Great Lakes increased rapidly along with the region's population.

The first European settlement in Cleveland Township was established in November 1855 by Bohemian immigrants. A bronze plaque at the corner of M-22 and Bohemian Road (County Road 669) commemorates this first settlement, known as North Unity. The early Bohemian settlers built a schoolhouse, sawmill, and a store. A gristmill on Shalda Creek at the outlet of Little Traverse Lake was built around 1860. The Shalda House across from the Cleveland Township Hall also served as a grocery store. The first post office was established in 1859. Lumbering was North Unity's principal means of livelihood until a devastating fire destroyed the settlement in 1871. After the fire, families moved farther inland from the water's edge and the community became more agriculturally oriented.



The Port Oneida Rural Historic District is an example of traditional agriculture. The district is part of Sleeping Bear Dunes National Lakeshore.

In the 1970s, many new homes were built in the Township, especially in the areas surrounding Little Traverse Lake and Lime Lake. Other homes were built along the Lake Michigan shoreline, along Maple City Road north of Maple City, scattered along Bohemian Road, and in the Sugar Loaf Mountain area. Sleeping Bear Dunes National Lakeshore was authorized by Congress in 1970 in order to preserve the area's dunes and coastal habitats in perpetuity. The creation of the park was controversial at the time, as the federal government used eminent domain to purchase a number of private properties. In Cleveland Township, a number of homes along the lakeshore have been permitted to remain provided no changes in use occur. Sugar Loaf Mountain, along the eastern boundary of the Township, was used as a ski resort from 1947 until 2000. Current efforts to redevelop Sugar Loaf, and the community's vision for this property as identified through this planning process, are included in Chapter 2. By the early 21st century, additional residential growth was seen along School Lake Road, Hlavka Road, Trumbull Road, Sullivan Road, and generally in the Sugar Loaf resort area, including some multiple-family housing.

COMMUNITY PROFILE

A community profile is an important part of any Master Plan. As stated in Michigan's Planning Enabling Act, a Master Plan should inventory the components of a community in order to best plan for the future. Chapters 2 through 5 of this Master Plan contain information on the Township's natural resources, including water, soils, and wildlife; public services like transportation infrastructure and parks; demographic characteristics of the population including age, poverty and household composition; and condition of the economy and housing markets, including housing stock growth, employment, and broadband accessibility. A summary of main trends is listed at the beginning of each chapter. The community profile was used throughout the planning process to inform this Master Plan's strategic goals (Chapter 6) and future land use classifications (Chapter 7).

SUMMARY OF COMMUNITY PROFILE

The following is a short list of trends that are explained in greater detail in Chapters 2 through 5. Each of these were considered key issues throughout the planning process. Strategies and action steps to address these issues are included in Chapter 6.

1. Cleveland Township is part of a pristine ecosystem including inland lakes, Lake Michigan, wetlands, and many rare and protected species. Water quality studies indicate that steps should be taken to protect this environment from future degradation.
2. Land use is changing slowly over time in the Township, with 209 acres of natural lands converted to single-family housing since 2000. Agriculture remains a viable industry in the County and in the Township. The population in the County and the Township is expected to grow and may increase demand for new housing.
3. Leelanau County is close to job centers including Traverse City, and 40% of the County's working residents commute out of the County for work. This increases stress on the transportation system and could support increased demand for public transportation.
4. The population in Cleveland Township may have fewer resources than in the past. Poverty is increasing, especially among those 17 and under in the Township, and the median household income has decreased by 18% since 2000.
5. The population in Cleveland Township is aging, with fewer young people and more elderly residents than in previous years. The population is sure to require access to

services such as healthcare, recreation, transportation, and appropriate housing as residents continue to age.

6. Housing in the region, including Cleveland Township, is relatively expensive for prospective buyers and renters. The shortage of affordable housing has far-reaching impacts on Northwest Michigan's regional economy.

Chapter 2. Natural Features and Land Use

Cleveland Township is defined by pristine natural features including prime woodlands, picturesque coastal areas, high water quality, and abundant wildlife.

CLEVELAND TOWNSHIP'S WATER ASSETS

Cleveland Township's identity is formed around its water assets. Lake Michigan's Good Harbor Bay is along the Township's northern boundary, providing many opportunities for residents and visitors to enjoy the beach, dunes, and beautiful views of Lake Michigan. There are also seven inland lakes (Bass, Hidden, Lime, Little Traverse, Narada, School, and Shell) within the Township, each used for a variety of recreational activities. Residential uses are permitted primarily around Lime Lake and Little Traverse Lake.

The other lakes are within the National Lakeshore and are managed by the National Park Service.

Generally, surface water flows south to north through the Township, from Lime Creek to Lime Lake, Shetland Creek, Little Traverse Lake, Shalda Creek, and finally emptying into Lake Michigan's Good Harbor Bay.

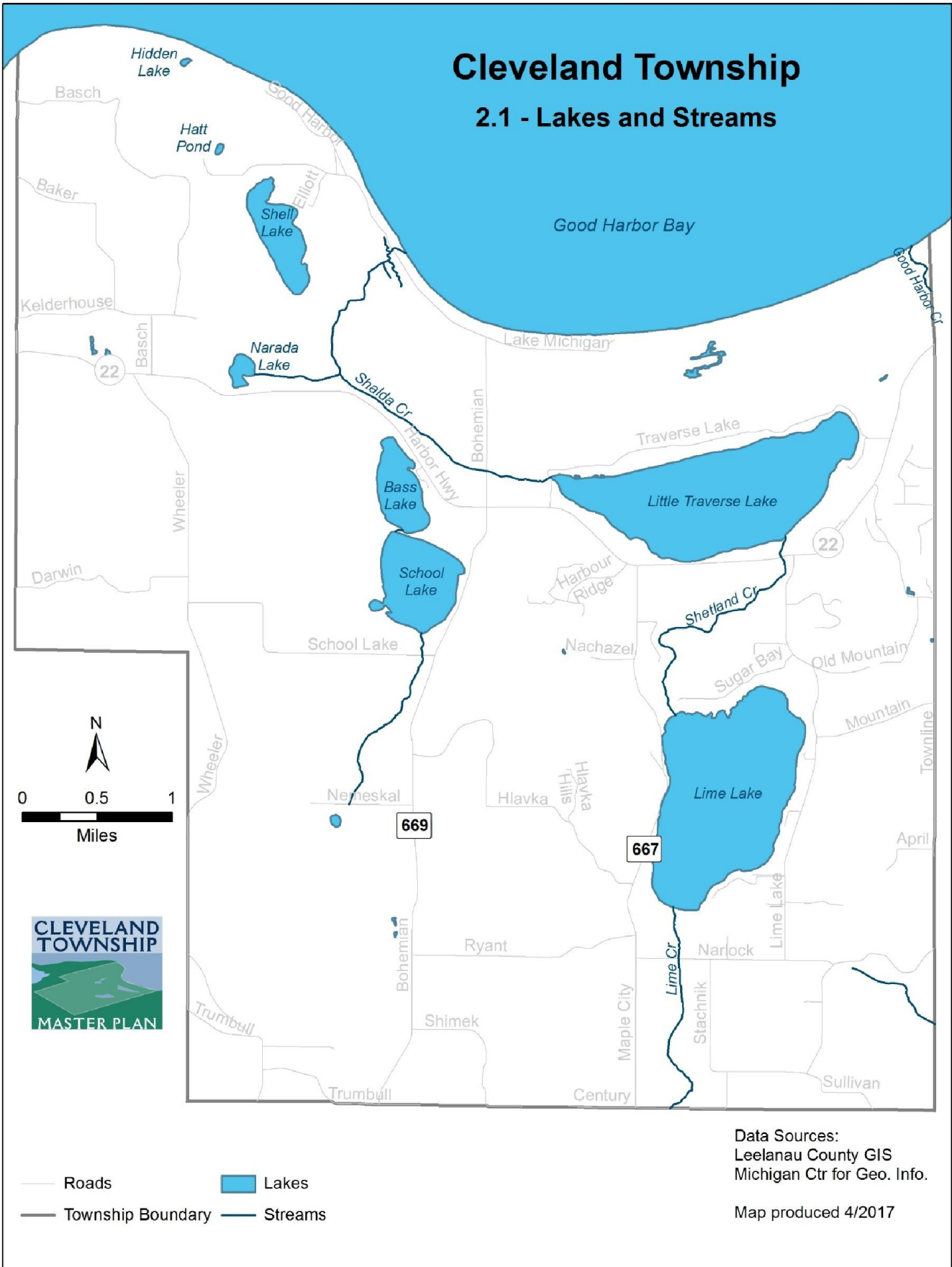
Map 2.1 shows the water bodies in Cleveland Township.



Shalda Creek near Lake Michigan, 2016.

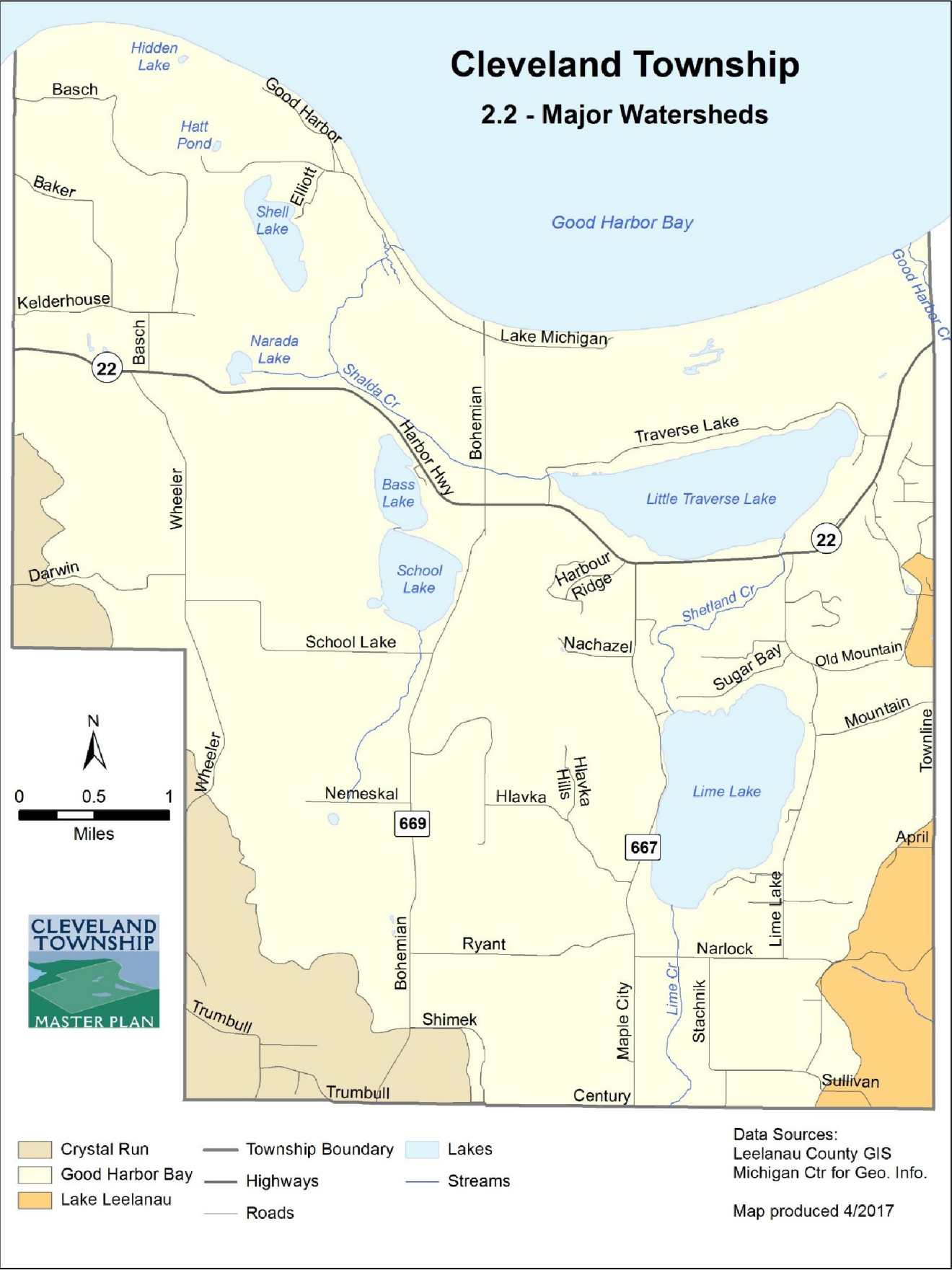
Cleveland Township

2.1 - Lakes and Streams



Cleveland Township

2.2 - Major Watersheds



Good Harbor Bay Watershed

Nearly all (89%) of Cleveland Township’s land lies within the Good Harbor Bay Watershed. The Good Harbor Bay Watershed is about 45 square miles in area and extends generally from the uplands of Kasson Township north to Good Harbor Bay, westward through Glen Arbor Township and eastward through Leland Township. The watershed includes land in five townships (Centerville, Cleveland, Glen Arbor, Kasson and Leland). Cleveland Township makes up 66% of the Good Harbor Bay Watershed. In other words, Cleveland Township provides the majority of the ground and surface water flow of the watershed. Map 2.2 shows the boundaries of the Good Harbor Bay Watershed.



Most of Cleveland Township, including Lime Lake and Little Traverse Lake (pictured above), are part of the Good Harbor Bay Watershed.

Water Quality

Data on water quality comes from the Good Harbor Bay Watershed

Protection Plan (GHBWPP) and the Leelanau Conservancy’s Water Quality Database. The GHBWPP was developed in 2015 by a Steering Committee of 15 regional and state partners including the Lime Lake Association, Little Traverse Property Owners Association, and Little Traverse Conservationists. The goal of the GHBWPP is to protect the water quality in the watershed by creating partnerships between groups, identifying priority areas, and implementing tasks to help protect the watershed. The GHBWPP also provides baseline data on water quality trends and concerns. Many of the recommendations of the GHBWPP would require Cleveland Township to amend ordinances and create new regulations to protect water quality in the Township. Several recommendations of the GHBWPP are included in Chapter 6 of this plan. The GHBWPP summarizes water quality monitoring reports and scientific research conducted within the watershed through the Leelanau Conservancy (for its Water Quality Database) and by lake association volunteers. The following section describes two water quality variables — trophic status and total phosphorus — of the waterways and water bodies in Cleveland Township according to the GHBWPP.

Trophic Status

The trophic status of a lake is indicative of its biological productivity, or the weight of living material supported within the lake. Lakes with a high trophic status have high nutrient concentrations resulting in algae growth, cloudy water, and oxygen levels that can constrain aquatic life. Lakes with a low trophic state are cool and clear, with low nutrient concentration. The GHBWPP classifies the trophic status of Lime Lake and Little Traverse Lake within the “oligotrophic” state. This is the lowest trophic state on the spectrum, meaning that the Trophic Status Index (TSI) for the lakes are below 35. However, the TSI values for Little Traverse Lake (32.03) and Lime Lake (31.47) are close to becoming mesotrophic. Mesotrophic lakes have an intermediate level of nutrients and are closer to eutrophic status where algae growth, cloudy water, and low oxygen levels are characteristic. The GHBWPP identifies a number of steps that can be taken to keep the lakes within oligotrophic status.

Total Phosphorus

Water quality in the watershed can also be discussed in terms of the acceptable uses of the water bodies. Two designations are relevant to the Township: degraded and impaired.

The degraded designation means that water quality in all of the water bodies of the Good Harbor Bay watershed currently meets water quality standards for the particular use but may not in the near future. This determination was made given trends in water quality monitoring data, most especially the Trophic Status Index noted above. The impaired designation means that current water quality does not meet acceptable standards for the particular use. Currently, there are four uses of the Good Harbor Bay Watershed’s water bodies, including those in Cleveland Township, classified as degraded or impaired:

- Warmwater and Coldwater Fishery - Degraded
- Other Indigenous Aquatic Life and Wildlife - Degraded
- Partial/Total Body Contact Recreation - Degraded
- Fish Consumption - Impaired

Causes of the degraded and impaired designations identified in the GHBWPP include the presence of significant phosphorus levels in the water, the introduction and proliferation of invasive species, and the presence of mercury (a statewide problem). Of these causes, phosphorus levels are the most readily addressed by land-use regulation or other government efforts, though local efforts to limit invasive species can also be effective.

Phosphorus is necessary to support plant growth in aquatic systems. However, excessive phosphorus triggers excessive algae growth, which clouds the water and reduces oxygen needed by other aquatic life such as fish. Human-caused sources of phosphorus include runoff from pastures and crops, urban runoff from pavement and rooftops, and the use of particular fertilizers on residential lawns close to a water source. Total phosphorus in Little Traverse and Lime Lakes decreased between 1990 and 2014 due to natural filtering by zebra mussel populations and efforts by land owners to reduce phosphorus inputs to the lakes. This Master Plan seeks to further reduce phosphorus loading and prevent phosphorus increases caused by humans in the Township's waterways in order to protect water quality in Cleveland Township and the Good Harbor Bay Watershed (see Chapter 6).

TOPOGRAPHY

The Township's landscape varies in elevation from approximately 577 feet to 1,105 feet above sea level, with two valley areas in the Township running north and south. There are also a number of low-lying areas in the Township, largely surrounding Little Traverse Lake, Lime Lake, School Lake, and Shell Lake. The topography of the Township is shown on Map 2.3.

The dramatic topography in Cleveland Township has supported the development of a ski hill and resort facilities, has made fruit growing possible on many of the Township's slopes, and adds to the desirability for vacation homes. Housing development along the Township's ridgelines has been raised as a concern and is addressed in Chapter 6 of this plan.



The Township's dramatic topography not only makes it picturesque, but it helps allow for certain agricultural crops, like fruit trees.

WETLANDS

Wetlands are a valuable natural resource. They provide a number of important ecosystem services, including flood control benefits, nutrient and pollution filtration, groundwater recharge, and habitat for plants and wildlife. The Township has a number of wetland areas surrounding its inland lakes, found primarily in the areas south of Lime Lake, along Maple City Road, and along Bohemian Road. Wetlands in the Township are shown on Map 2.4.

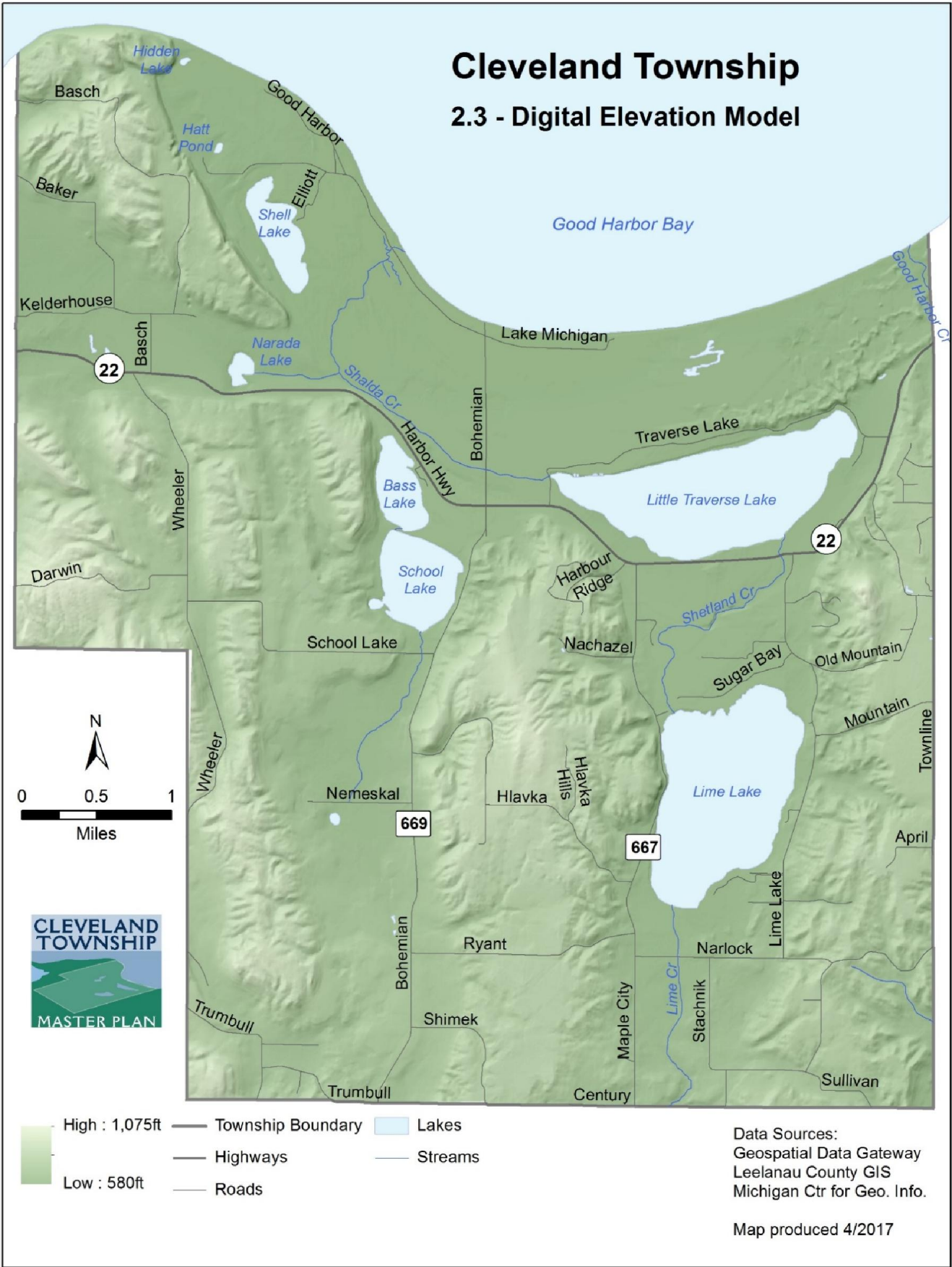
Many of the areas where wetlands are prominent are near lakes and scenic views, making these areas highly attractive to residential development. The Michigan Department of Environmental Quality (DEQ) regulates development within some of the state's wetlands, though the Township is permitted to be even more restrictive of development in wetland areas. The Township's goals for wetlands and the environment are listed in Chapter 6.



The Township's lakes, streams, and wetlands provide unique habitats for plants and animals.

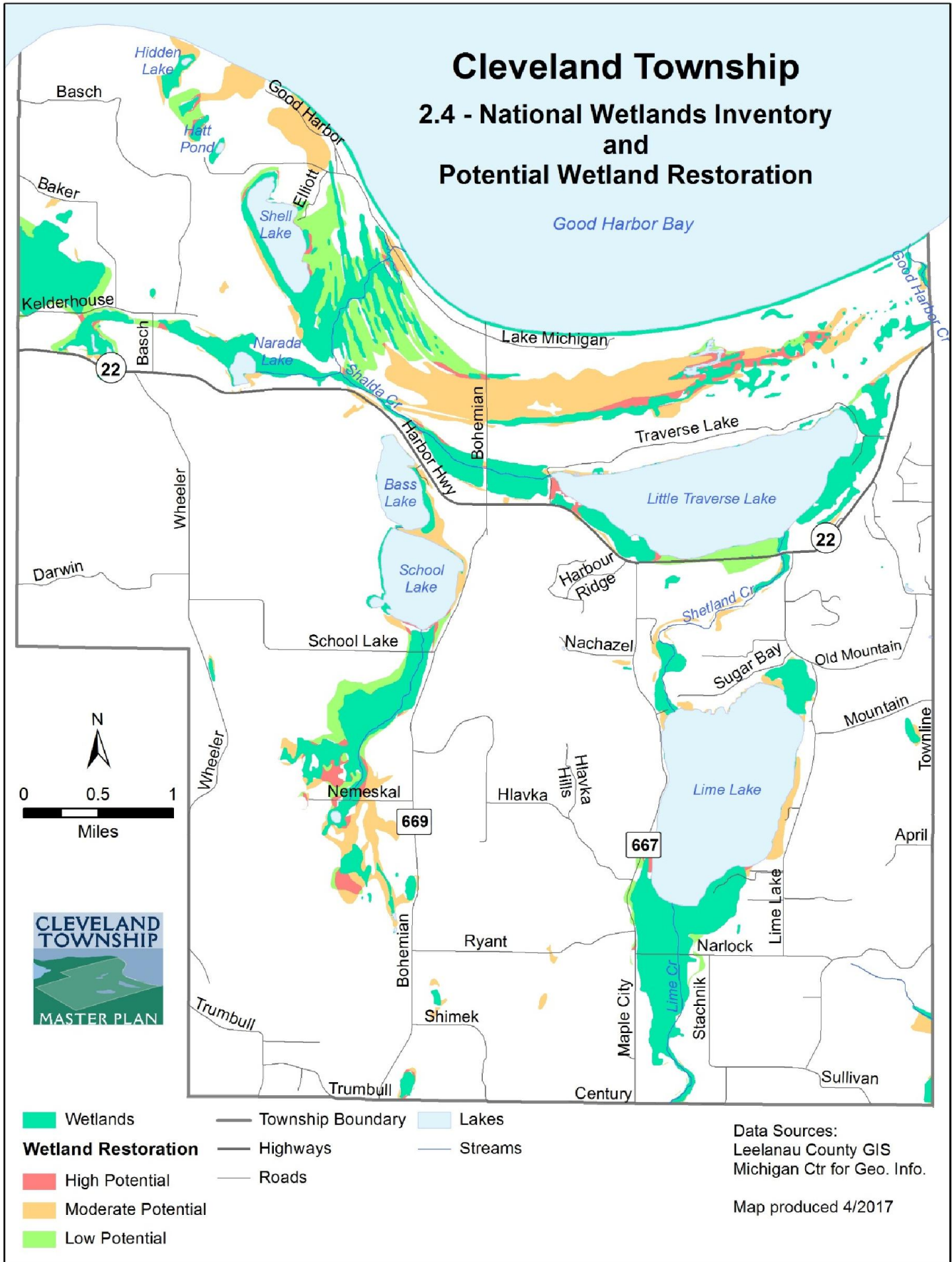
Cleveland Township

2.3 - Digital Elevation Model



Cleveland Township

2.4 - National Wetlands Inventory and Potential Wetland Restoration



PRIME WOODLANDS AND FARMLANDS

The Township's orchards, croplands and extensive stands of hardwoods not only support the local economy, but are also beautiful natural resources that residents and visitors enjoy. Northern hardwoods are especially predominant in western Cleveland Township, on the ridges of the sloped lands in the central part of the Township, and throughout the National Lakeshore. Lowland conifers are located south of Lime Lake, and pockets of pine trees are found throughout the Township.

Map 2.5 shows the Township's prime farmlands, farmlands of local importance, and areas that may be prime farmland if adequately drained. Prime farmland is comprised of a number of soil types, as defined by the National Resource Conservation Service. Low-sloping soils of the Emmet and Nester soil types are considered prime farmlands because the natural drainage of the soil is high and the slope is low. This is a general assessment, however, and successful agriculture may also be possible in other soil conditions.



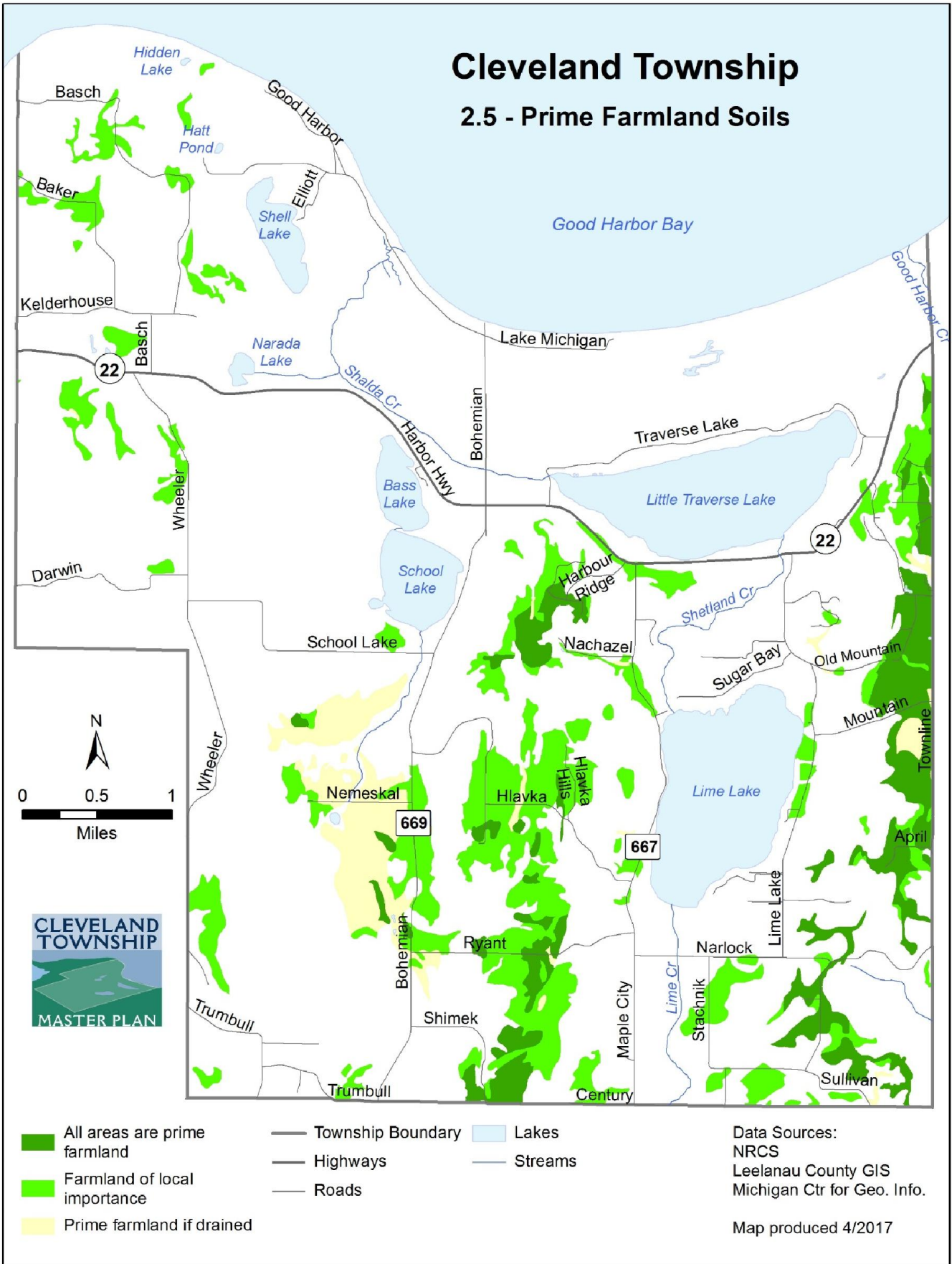
Active agricultural uses, such as apple orchards, support the Township's economy while providing an enjoyable quality of life for residents.

Farmlands of local importance are typically defined by state or local governments as areas that have economically high yield or host otherwise valuable farm activity. A number of areas in Cleveland Township are in this category, including just east of County Road 669 and along M-22 in the northwestern portion of the Township. Areas designated "prime farmland if drained" may or may not be currently drained and used for agricultural purposes.

The Township has many areas of prime agricultural soil types. Trends in agricultural uses are discussed later in this chapter.

Cleveland Township

2.5 - Prime Farmland Soils



FLOODPLAINS

The low-lying areas (wetlands) along Shalda Creek, Shetland Creek, Little Traverse Lake and Lime Lake have been subject to flooding in the past. Map 2.6 shows a general assessment of flood risk as last identified in 2011 by the Federal Emergency Management Agency (FEMA). It is important to note that these floodplains were presented as a draft to the public in 2011 and have since been retracted, due to evidence that flooding along the shoreline elsewhere in the County is historically less severe than noted by FEMA. Therefore, Map 2.6 shows areas where local flood risk may be high, primarily around Little Traverse and Lime Lakes. The shoreline flooding on Map 2.6 is less reliable given the contested nature of the FEMA study in 2011.

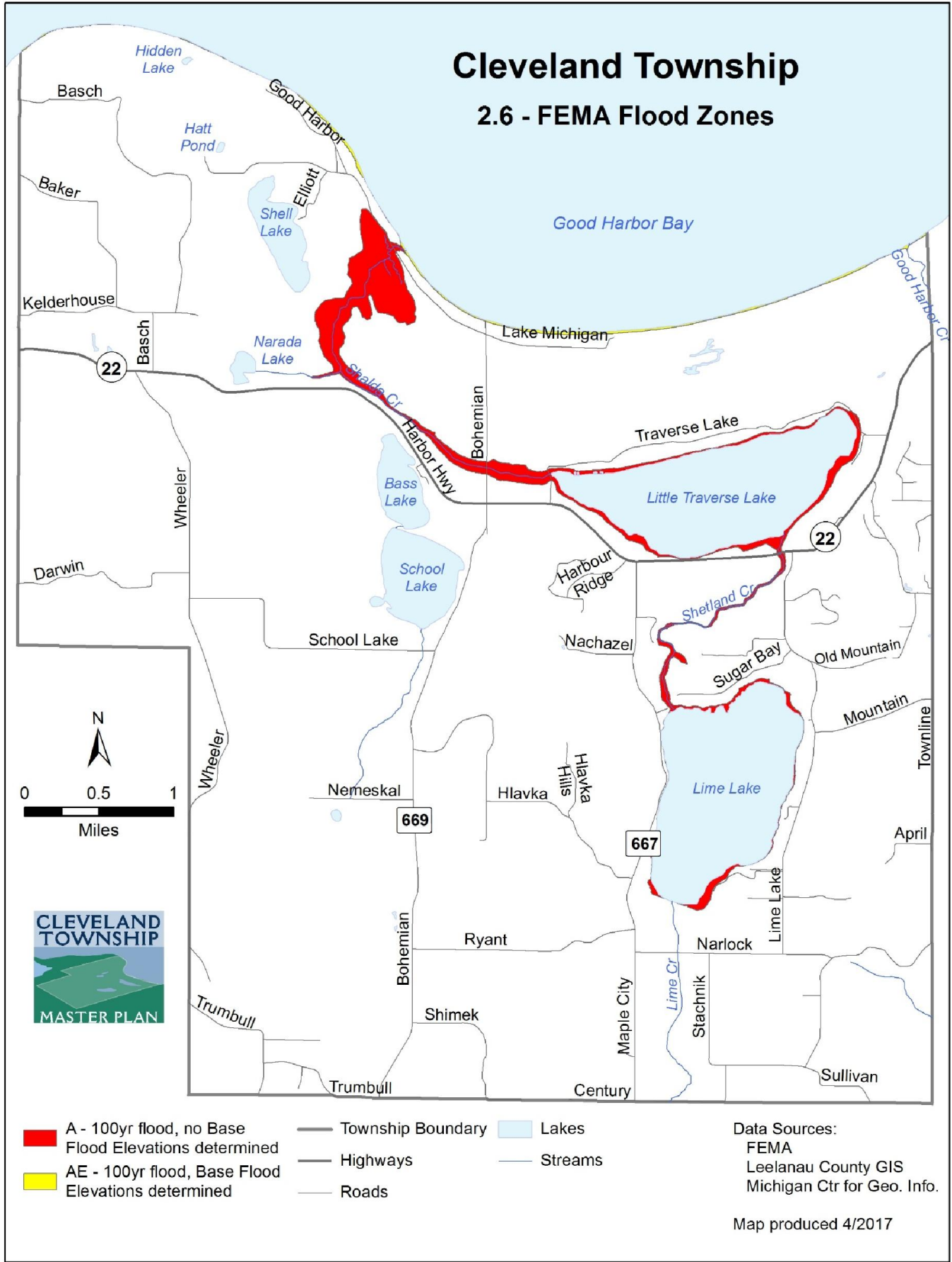


Flooding near homes at the outlet of Little Traverse Lake into Shalda Creek, 2016. Photo taken by LIAA.

Typically, times of flooding coincide with high water levels and high groundwater. Generally, flood risk can increase due to a variety of factors that may include the construction of additional homes, roads, and driveways; the filling of wetlands; and wildlife activity such as beaver dams. In 2016, Shalda Creek flooded over its banks and raised flood concerns for homes on the western edges of Little Traverse Lake. The Township is working with the Leelanau County Road Commission, the Little Traverse Lake Property Owners Association, and the National Park Service to investigate the cause of this flooding with engineering-backed research and identify possible methods to reduce the flood risk to homes in this area in the future.

Cleveland Township

2.6 - FEMA Flood Zones



ENDANGERED SPECIES

The State of Michigan maintains an inventory by county of all state and federal endangered, threatened, and special-concern species and natural communities. Endangered species in Leelanau County include the piping plover, prairie warbler, peregrine falcon, pugnose shiner, deepwater pondsnail, and the Michigan monkey flower. Table 2.1 shows the endangered, threatened, and special-concern species in Leelanau County.

Table 2.1 Endangered, Threatened, or Species of Special Concern in Leelanau County

Scientific Name	Common Name	Federal Status	State Status
<i>Acris crepitans blanchardi</i>	Blanchard's cricket frog		T
<i>Adlumia fungosa</i>	Climbing fumitory		SC
<i>Ammodramus savannarum</i>	Grasshopper sparrow		SC
<i>Asplenium rhizophyllum</i>	Walking fern		T
<i>Asplenium trichomanesramosum</i>	Green spleenwort		SC
<i>Berula erecta</i>	Cut-leaved water parsnip		T
<i>Botrychium campestre</i>	Prairie Moonwort or Dunewort		T
<i>Botrychium spathulatum</i>	Spatulate moonwort		T
<i>Bromus pumpellianus</i>	Pumpelly's bromegrass		T
<i>Calypso bulbosa</i>	Calypso or fairy-slipper		T
<i>Carex platyphylla</i>	Broad-leaved sedge		E
<i>Carychium nannodes</i>	File thorn		SC
<i>Charadrius melodus</i>	Piping plover	LE	E
<i>Cirsium pitcher</i>	Pitcher's thistle	LT	T
<i>Coregonus artedi</i>	Lake herring or Cisco		T
<i>Cypripedium arietinum</i>	Ram's head lady's-slipper		SC
<i>Dendroica discolor</i>	Prairie warbler		E
<i>Falco peregrinus</i>	Peregrine falcon		E
<i>Galearis spectabilis</i>	Showy orchis		T
<i>Gavia immer</i>	Common loon		T
<i>Haliaeetus leucocephalus</i>	Bald eagle		SC
<i>Huperzia selago</i>	Fir clubmoss		SC
<i>Lampsilis fasciola</i>	Wavyrayed lampmussel		T
<i>Linum sulcatum</i>	Furrowed flax		SC
<i>Microtus pinetorum</i>	Woodland vole		SC
<i>Mimulus michiganensis</i>	Michigan monkey flower	LE	E
<i>Myotis septentrionalis</i>	Northern long-eared bat	LT	S
<i>Notropis anogenus</i>	Pugnose shiner		E
<i>Orobanche fasciculata</i>	Broomrape		T
<i>Panax quinquefolius</i>	Ginseng		T
<i>Pterospora andromedea</i>	Pine-drops		T
<i>Pyganodon lacustris</i>	Lake floater		SC
<i>Stagnicola contracta</i>	Deepwater pondsnail		E
<i>Tanacetum huronense</i>	Lake Huron tansy		T
<i>Terrapene carolina Carolina</i>	Eastern box turtle		SC
<i>Trimerotropis huroniana</i>	Lake Huron locust		T
<i>Triphora trianthophora</i>	Nodding pogonia or three birds orchid	T	T
<i>Venustaconcha ellipsiformis</i>	Ellipse		SC

Federal Status Codes
 LE= Listed Endangered
 LT= Listed Threatened

State Status Codes
 E= Endangered
 T= Threatened
 SC= Special Concern

Source: Michigan Natural Features Inventory, (12/2014)

ACTIVE LAND USES

Map 2.7 shows the active land uses in the Township in 2014. To produce this map, aerial imagery was used to determine the approximate use of the land. The categories are agricultural, barren, forest, grass and shrub, water, wetlands, and urban and built up. Because aerial imagery was used to determine land use, this study captures a “moment in time” as opposed to a long-term trend. Table 2.2 shows the categories of land use in 2000 and 2014 by acreage and by percentage of the total land area in the Township.

In 2014, the majority of Cleveland Township’s land was forested (61.7%). The second- and third-largest categories of land use were grass and shrub (14.2%) and agricultural (6.7%). Agricultural uses in the Township are discussed in greater detail in the Economy section of this chapter.



The majority of the Township’s land is forested. There are a number of residential areas, like these homes near Sugar Loaf.

Urban and built up land includes primarily residential homes concentrated around Little Traverse Lake, Lime Lake, and the Sugar Loaf Resort area. There were smaller pockets of urban and built up areas near the intersection of School Lake Road and Wheeler Road, along County Roads 669 and 667, and south of Lime Lake along Lime Lake Road.

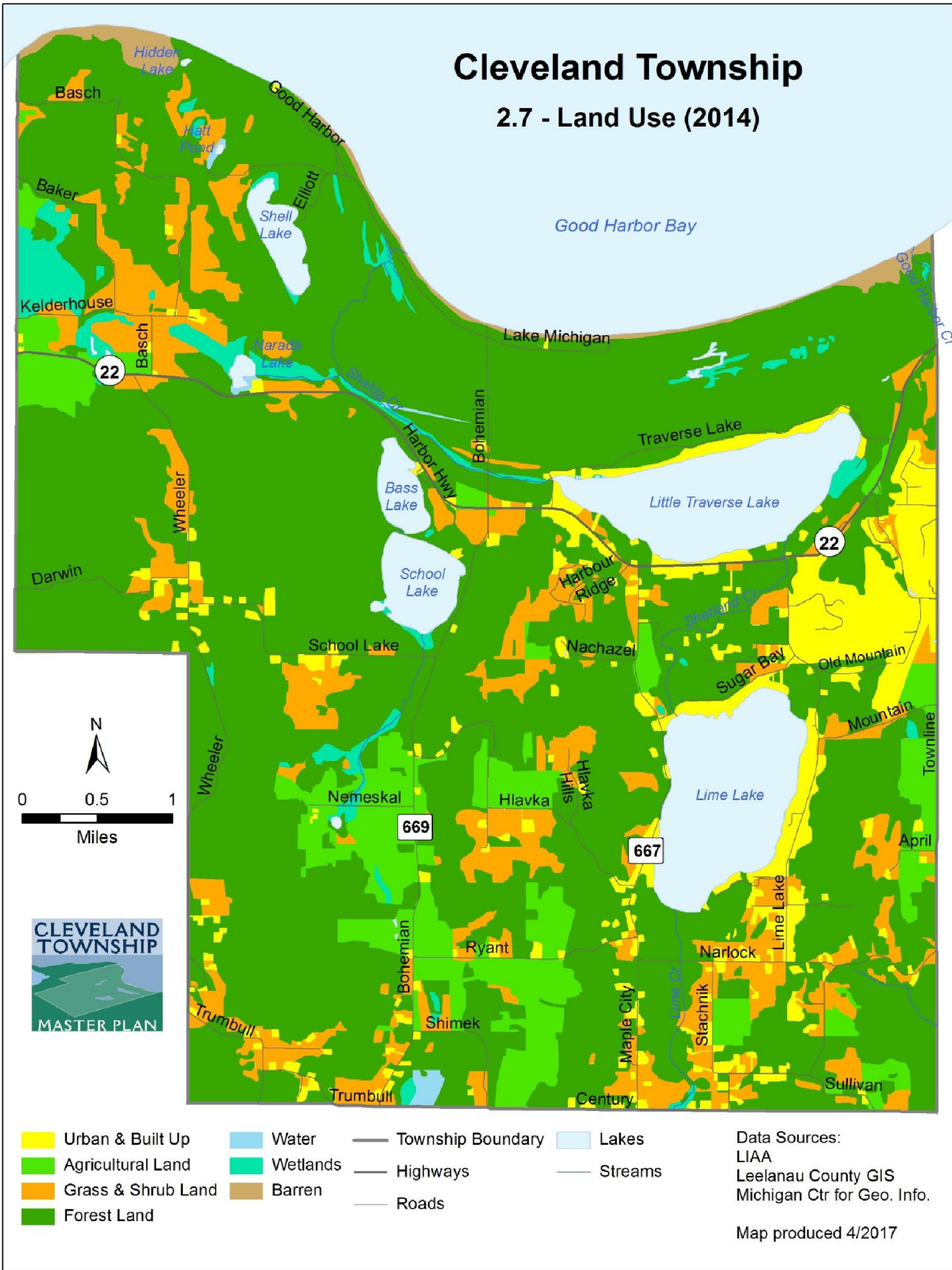
Table 2.2 Land Use by Acres

	2000		2014		Change 2000-2014	
	Acres	% of total	#	% of total	#	%
Agricultural	1,438	6.7	1,583	7.4	145.1	10.1
Barren	198	0.9	208	1.0	10.4	5.3
Forest	13,157	61.7	13,463	63.1	305.9	2.3
Grass and Shrub	3,022	14.2	2,315	10.9	-707.8	-23.4
Water	1,713	8.0	1,747	8.2	34.4	2.0
Wetlands	427	2.0	506	2.4	79.1	18.5
Urban & Built Up	1,367	6.4	1,500	7.0	132.9	9.7
Total Acreage	21,321	100.0	21,321	100.0	0.0	0.0

Source: Land Information Access Association

Cleveland Township

2.7 - Land Use (2014)



Change in Land Use

Table 2.3 shows the number of acres that were classified differently in 2014 than in 2000. The columns of the table reference the land use in 2014, while the rows reference land use in 2000. Map 2.8 shows the active land uses in the Township in 2000, while Map 2.9 shows the areas where a change in land use has occurred from 2000 to 2014.

Table 2.3 Acreage Change in Land Use, 2000 to 2014

		2014 Land Use							Total
		Urban	Ag	Grass	Forest	Water	Wetland	Barren	
2000 Land Use	Urban			13	63				76
	Ag	10		35	5	26			75
	Grass	116	205		545	3			870
	Forest	83	10	114			89	10	307
	Water								0
	Wetland		5			5			10
	Barren								0
	Total	209	220	162	613	34	89	10	1,338

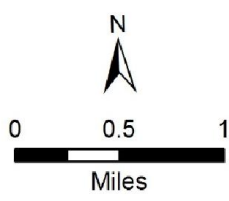
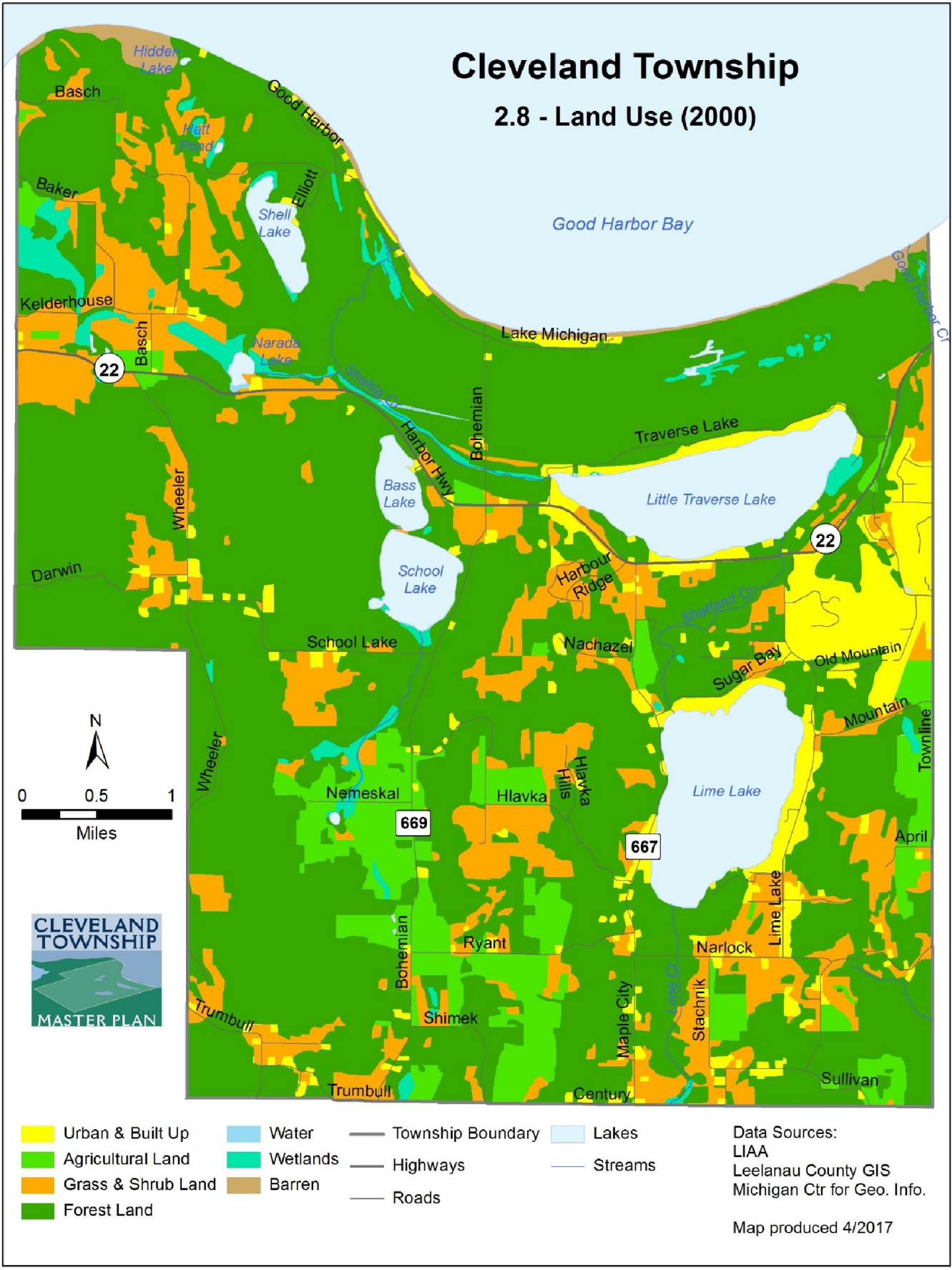
Source: Land Information Access Association

Many land-use changes may be natural and cyclical in nature, such as the change from forest lands to wetlands (89 acres), or from wetlands to water (5 acres). Some changes result from manmade action, such as the change from grass and forest lands to urbanized areas (83 acres and 116 acres respectively). Specific manmade changes include:

- A number of new homes were built in the community between 2000 and 2014. Roughly 209 acres of new urban areas have been developed on prior grass, forest, or agricultural land. Areas of new development include the southwest edge of Little Traverse Lake, Wheeler Road south of School Lake Road, South of Lime Lake along Lime Lake Road, and along Maple City Road. These areas of new growth are consistent with land-use goals identified in the 1992 and 2009 Master Plans.
- A number of homes have been removed in the National Park Service land along the lakeshore (roughly 76 acres). This is consistent with the 2008 General Management Plan for the Sleeping Bear Dunes National Lakeshore. These areas have been returned to a natural landscape with plantings such as dune grass. Several homes still remain along the shoreline.
- Several existing agricultural fields appear to have been expanded, although it is unclear whether this reflects a seasonal change due to crop rotation.

Cleveland Township

2.8 - Land Use (2000)

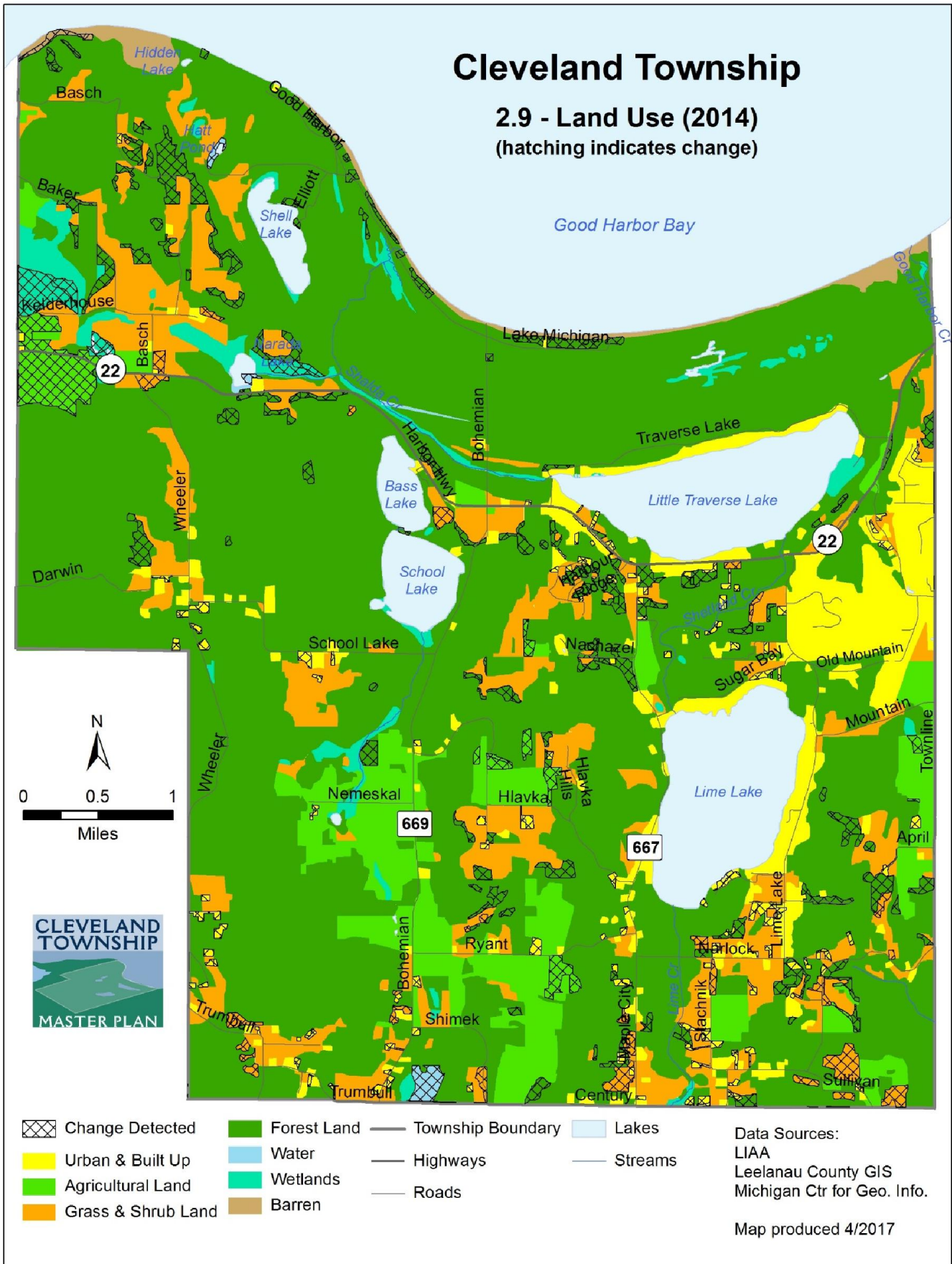


- | | | | |
|---|--|--|--|
| Urban & Built Up | Water | Township Boundary | Lakes |
| Agricultural Land | Wetlands | Highways | Streams |
| Grass & Shrub Land | Barren | Roads | |
| Forest Land | | | |

Data Sources:
 LIAA
 Leelanau County GIS
 Michigan Ctr for Geo. Info.
 Map produced 4/2017



Cleveland Township



2.9 - Land Use (2014)
(hatching indicates change)



-  Change Detected
-  Urban & Built Up
-  Agricultural Land
-  Grass & Shrub Land

-  Forest Land
-  Water
-  Wetlands
-  Barren

-  Township Boundary
-  Highways
-  Roads

-  Lakes
-  Streams

Data Sources:
LIAA
Leelanau County GIS
Michigan Ctr for Geo. Info.

Map produced 4/2017

BROWNFIELD SITES

According to the U.S. Environmental Protection Agency (EPA), a brownfield is “a property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant.” Often, brownfields are vacant or abandoned. Restoring brownfields is an important way to maximize existing infrastructure, wisely control future growth, and create economic opportunities.



Sugar Loaf Resort sits on one of the highest peaks in Leelanau County.

Sugar Loaf Resort is the only brownfield site in Cleveland Township and has been the cause of much regional attention in recent years. The Sugar Loaf Resort originally opened in 1947 and had 478 acres of facilities, including a hotel, a paved airstrip, mountain bike trails, 25 ski runs, seven ski lifts, and 26 kilometers of cross-country ski trails. The Resort originally had 72 townhomes and a wastewater treatment plant. The Resort employed over 300 people and was the largest employer in Leelanau County.

In 2000, Sugar Loaf Resort closed. Eventually, the townhomes and golf course were sold to private owners. The remainder of the property — including the hotel, airstrip, and hilltops — has since fallen into disrepair, and dilapidated buildings and dangerous ski lift equipment now occupy one of Leelanau County’s highest peaks.

Leelanau County and Cleveland Township have been working to ensure that the future redevelopment of Sugar Loaf Mountain is not impaired by regulation. In 2009 and 2010, the County secured funding to assess the condition of the brownfield site and create a Brownfield Plan. Cleveland Township amended its zoning ordinance to accommodate a Planned Unit Development. As of 2016, Leelanau County was taking the steps necessary to condemn the property for code violations. Presumably, the vacant structures will be demolished, which may serve to attract new development to the hilltop.

In 2009, through the U.S. EPA’s Technical Assistance for Brownfields program, experts from Michigan State University and Kansas State University led the community through a visioning workshop for the future of the abandoned Sugar Loaf Resort. The workshop identified three primary uses residents would like to see at the site: recreation, resort, and

the natural environment. Chapter 6 of this Master Plan contains a vision for Sugar Loaf that builds on this 2009 workshop.

CLIMATE AND LONG-TERM WEATHER TRENDS

From the quality of agricultural production to the number of extreme storms, climate and weather impacts everyday life in Cleveland Township. Well-documented changes in Northern Michigan's regional climate need to be understood in order to plan for a resilient future in Cleveland Township. This section provides a short overview of some of the key indicators that are changing or have already changed in Northern Michigan's regional climate according to statewide climate experts.

Observed and expected changes in Northern Michigan's climate include the following.¹

- Storms are expected to become more frequent and more severe. Already, the amount of precipitation falling in the heaviest 1% of storms increased by 37% in the Midwest between 1958 and 2012. Due to changes in temperature and the seasonality of storm patterns, it is anticipated that increased precipitation will fall as rain instead of snow, and be concentrated in the spring and fall months.
- Wetter weather can strain infrastructure, cause flooding around lakes, streams and coastlines, and flush toxins into water bodies.
- Winter precipitation may increase in the Great Lakes region, as warmer temperatures may limit the amount of ice on the Great Lakes, causing increased lake-effect snow. However, northern communities may see less snow falling as a result of weather systems and more as a result of lake effect, causing less predictable snowfall overall.
- Temperature changes may result in a longer growing season (earlier spring and later fall) for agricultural production. Temperature increases can also trigger more extreme heat days, a trend not typical for or anticipated by many Northern Michigan residents. Temperature increases also can trigger water quality concerns and changes for plants and animals, especially in coastal wetlands.
- The number and severity of extreme storms on the Great Lakes are expected to increase. This can cause problems for coastal areas including flooding, greater erosion risks, and power outages.



Increases in severe storms and rain events can create flooding and erosion challenges on streams like Shalda Creek.

¹ This information comes from the Great Lakes Integrated Sciences and Assessments Center summary pages on climate change impacts. More information can be found here: <http://glisa.umich.edu/resources/summary> and here: <http://glisa.umich.edu/climate>

CLEVELAND TOWNSHIP MASTER PLAN

In general, this information underscores the importance of protecting the natural environment, preparing for emergencies, and carefully maintaining infrastructure. Chapter 6 contains the goals, objectives, and action steps identified to prepare Cleveland Township to face challenges related to our changing climate and weather patterns.



Preserving Cleveland Township's natural resources was a key goal of this Master Plan.

Chapter 3. Public Services and Transportation

UTILITIES

Cleveland Township is served by MichCon for natural gas and by Consumers Energy for electric services. Charter Cable holds a franchise agreement with the Township for cable television service. Several companies offer trash pickup within the Township, including Waste Management and American Waste. Those wishing to recycle newspaper, glass, aluminum, cardboard and plastic can drop off materials at several locations within the County. The location most convenient for many Township residents is at the Cedar boat launch north of Cedar. Recycling services are provided by a licensed waste management company through a county-wide contract. There is no public water service or public sewer disposal within the Township.

SAFETY AND EMERGENCY SERVICES

Police service is provided by the Leelanau County Sheriff's Office Law Enforcement Division. The Division serves a total of 11 townships and three villages in the County.

In 2015, Cleveland Township became a joint owner of the Cedar Area Fire and Rescue Department. This Fire Department replaces the Solon/Centerville Fire Board. The decision to share this resource between Centerville, Cleveland, Kasson and Solon townships was made to ensure that the Fire Department can provide high-quality emergency and fire services. A representative from each township and one at-large representative participate on the Cedar Area Fire and Rescue Board to govern the Department.



The Cedar Area Fire & Rescue Department was created in 2015. Photo source: Cedar Area Fire & Rescue Department Facebook page.

EDUCATION

Cleveland Township lies within two public school districts: Leland Public School District and Glen Lake Community Schools. Each district is served by the Traverse Bay Area

Intermediate School District (TBAISD). Map 3.1 shows the boundaries of the two school districts in the Township.

Table 3.1 shows the total enrollment of each school district from 2010 through 2015. In general, enrollment in Glen Lake Community Schools and the Traverse Bay Area Intermediate School District overall has decreased from 2011 to 2015. Leland Public Schools enrollment has remained relatively stable, gaining about 20 students from 2011 to 2015.

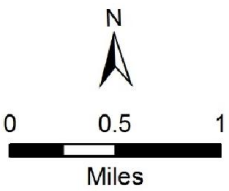
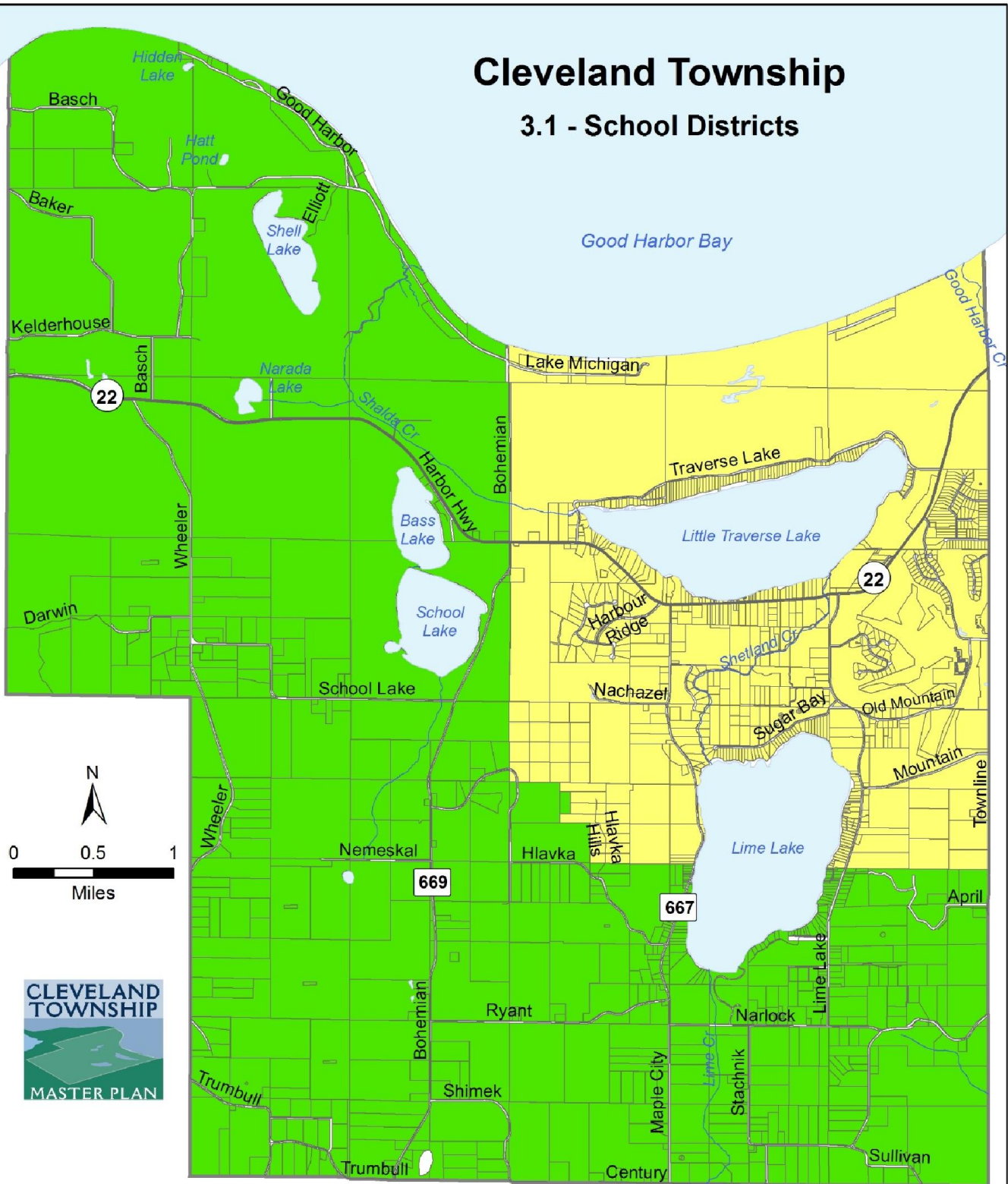
Table 3.1 School Enrollment

	2011-2	2012-3	2013-4	2014-5	2015-6
Leland Public Schools	456	411	426	464	475
Glen Lake Community Schools	807	782	770	747	736
Traverse Bay Area Intermediate School District	24,295	23,042	22,990	22,519	22,105

Source: Michigan Department of Education (2011-2016)

Cleveland Township

3.1 - School Districts



- GlenLake
- Leland
- Township Boundary
- Highways
- Roads
- Lakes
- Streams

Data Sources:
 Leelanau County GIS
 Michigan Ctr for Geo. Info.
 Map produced 4/2017

TRANSPORTATION

The Township has a number of state, county, local, and private roads and trails that connect residents of Cleveland Township with other places in the region. Transportation is a key factor of economic capacity for both tourism and commuting, while recreational trails provide residents and visitors opportunities to explore the many natural areas in the National Lakeshore and the Township.

Cleveland Township's Transportation Network

The Township contains state, county and private roads, and has access to public transportation and recreational trails.

State Highway

The Township has approximately five miles of state roadway (M-22). The remainder of the Township contains county roads and private roads. M-22 is a State Heritage Route that is often used as a scenic drive for tourists in the region.

County Roads

The Township has a number of county roads including County Roads 669 and 667. The Leelanau County Road Commission and Cleveland Township share the cost for the winter maintenance of county roads.

Public Transportation

The Bay Area Transportation Authority (BATA) provides the area with bus service. Although there are no fixed routes in Cleveland Township, bus service is available on demand for a nominal fee. The Township's aging population and commuter workforce would benefit from expanded public transportation options in the Township, as discussed in Chapter 6 of this Plan.

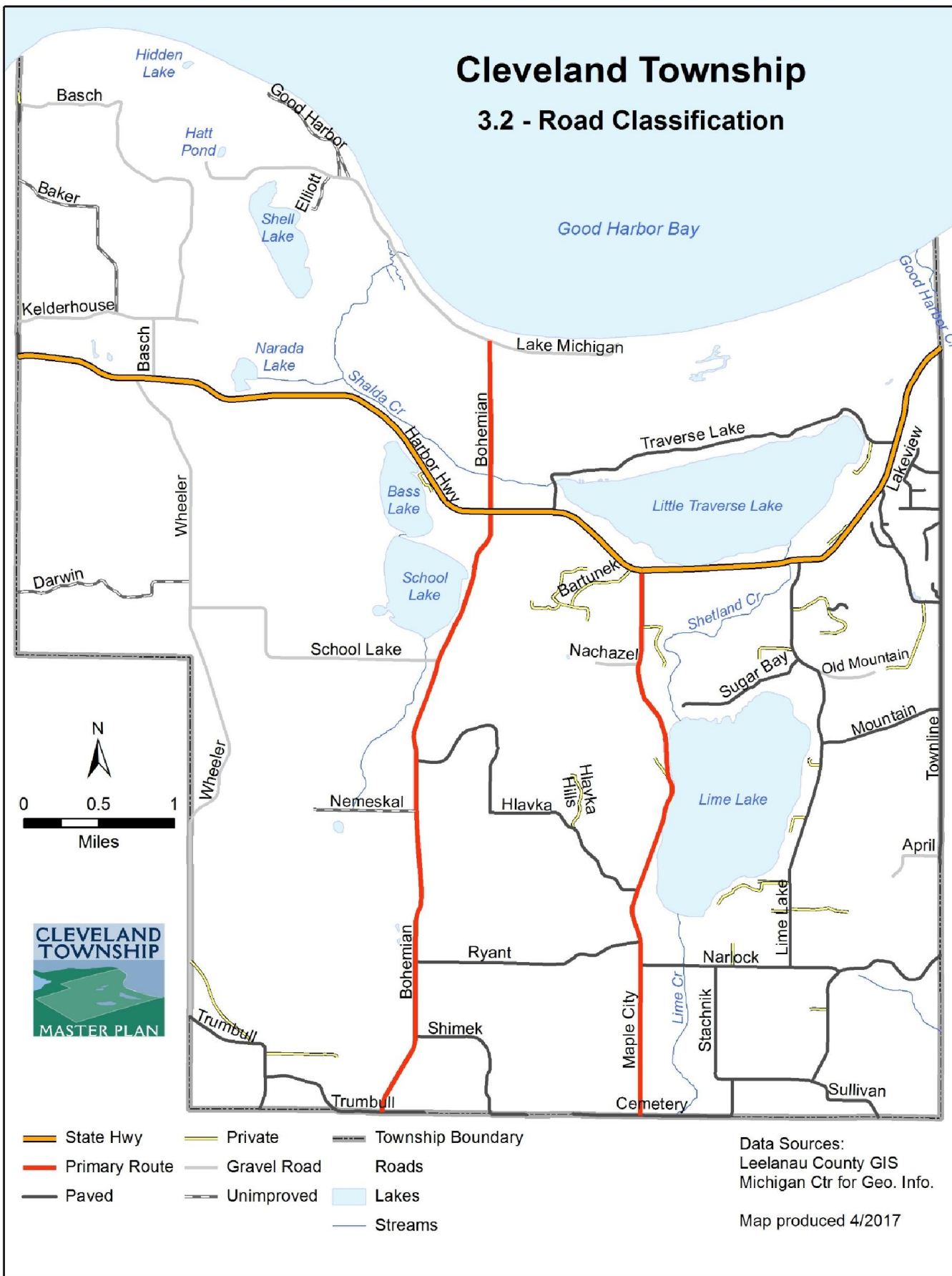
Map 3.2 shows the state highways and county roads in the Township. Map 3.2 also shows where private, gravel and unimproved roads exist in the Township.



County Road 669 or Bohemian Road. Photo source: United States Army Corps of Engineers.

Cleveland Township

3.2 - Road Classification



Recreational Trails

The Sleeping Bear Heritage Trail is a shared-use pathway that runs the length the National Lakeshore and includes the Villages of Empire and Glen Arbor. The completed section of trail in the Township connects the Port Oneida Trailhead to County Road 669. The trail provides an opportunity for bikers, walkers, and others to enjoy the National Lakeshore and has a boardwalk that crosses Narada Lake.

The final leg of the Sleeping Bear Heritage Trail is expected to begin near County Road 669 and extend east around Little Traverse Lake before connecting to the Good Harbor Trailhead. At the time of this writing, funding for the expansion of the trail has not yet been secured.



M-22 is a major State Trunkline running through Cleveland Township that is frequently used as a scenic route for tourism.

Chapter 4. The People of Cleveland Township

The following section contains a series of tables and accompanying text to describe the Township's population. In general, each table uses data collected on a rolling basis from 2010 through 2014 by the American Community Survey (ACS, a product of the United States Census Bureau) to represent current conditions in Cleveland Township. Census data from the 2000 Census is used as a point of comparison, and where appropriate, a change in both number and percentage (using a percent change formula) is also given. Where appropriate, data for Cleveland Township is compared to Leelanau County and the State of Michigan overall.

UNDERSTANDING CENSUS DATA

While the U.S. Census collects information every 10 years (1990 and 2000 data is used here), the American Community Survey, also conducted by the U.S. Census Bureau, collects data on a rolling basis throughout each year. The American Community Survey summarizes data into five-year ranges. The estimates for 2010 to 2014 are used in this section in order to show the most recent data available. The tables on the next few pages display a number, a percent (where relevant), and a percentage change from the first year (2000 data) to the current conditions (2010 to 2014 data). Current conditions are labeled as 2014 on the tables for readability.

POPULATION GROWTH AND DISTRIBUTION

According to U.S. Census estimates, Cleveland Township had 1,008 permanent residents as of 2014. This number is slightly smaller than the Township's 2000 population of 1,040. Table 4.1 shows the population of Cleveland Township, Leelanau County, and the State of Michigan in 1990, 2000 and 2014. Cleveland Township and Leelanau County grew expansively from 1990 to 2000, increasing by 32.8% and 27.8% respectively. This growth tapered off after 2000, with Cleveland Township losing about 3% of its population, or 32 residents, between 2000 and 2014.

For general planning purposes, one may assume that some, though likely not all, seasonal residents are included in these population numbers. In 2000, the U.S. Census counted a seasonal resident in the total population if that resident considered Michigan his/her "usual residence." In 2014, a seasonal resident was counted if s/he spent at least two months of the year in Michigan. Seasonal populations are discussed in Chapter 5 in greater detail.

Table 4.1 Population, 1990-2014

	1990	2000	2014	% Change 1990 to 2000	% Change 2000 to 2014
Cleveland Township	783	1,040	1,008	32.8	-3.1
Leelanau County	16,527	21,119	21,739	27.8	2.9
State of Michigan	9,295,297	9,938,444	9,889,024	6.9	-0.5

Source: U.S. Census Bureau (1990, 2000), American Community Survey (2010-2014)

Population Projections

Although the Township’s population has remained relatively stable since 2000, population projections suggest that the Township might grow in the coming years. Table 4.2 shows the population projections for Cleveland Township and Leelanau County.

To determine the projected population for Cleveland Township, the growth rate of Leelanau County for each five-year period was applied to Cleveland Township’s population. Table 4.2 shows that between 2015 and 2020, Leelanau County’s projected growth is 5.071%. This percentage was applied to Cleveland Township’s 2015 expected population. The second column on Table 4.2 shows the 2014 actual population. The column on the far right explains that the expected percentage increase between the actual population in 2014 and 2030 is 20.7% for both the Township and the County. The impact of a growing population is discussed in more detail in the next chapter.

Table 4.2 Projected Population

	Actual Population		Projected Population			% Change 2014 to 2030
	2014	2015	2020	2025	2030	
Cleveland Township	1,008	1,052	1,105	1,162	1,217	20.7
Leelanau County	21,739	22,697	23,848	25,079	26,237	20.7

Source: American Community Survey (2010-2014), Institute for Research on Labor, Employment, and the Economy, University of Michigan. Prepared for Michigan Department of Transportation, March 2012.

AGE

Perhaps the most striking quality of Cleveland Township’s population is its age composition. Table 4.3 shows the age distribution of Cleveland Township’s residents in 2000 and 2014, and the change between 2000 and 2014. From 2000 to 2014, the number of residents younger than 55 either decreased or remained stable. The number of residents age 55 or over increased from 2000 to 2014. Nearly 65% of the Township’s population is over the age of 44, while just 20% of the Township’s population is under the age of 20.

The cause of this significant change is unclear. However, a number of regional studies suggest that new residents tend to be of retirement age, and younger households with school-aged children have been leaving the area.¹ It may also be true that residents are continuing to live in their homes after children have reached adulthood and moved.

Table 4.3 Age Distribution of Cleveland Township, 2000-2014

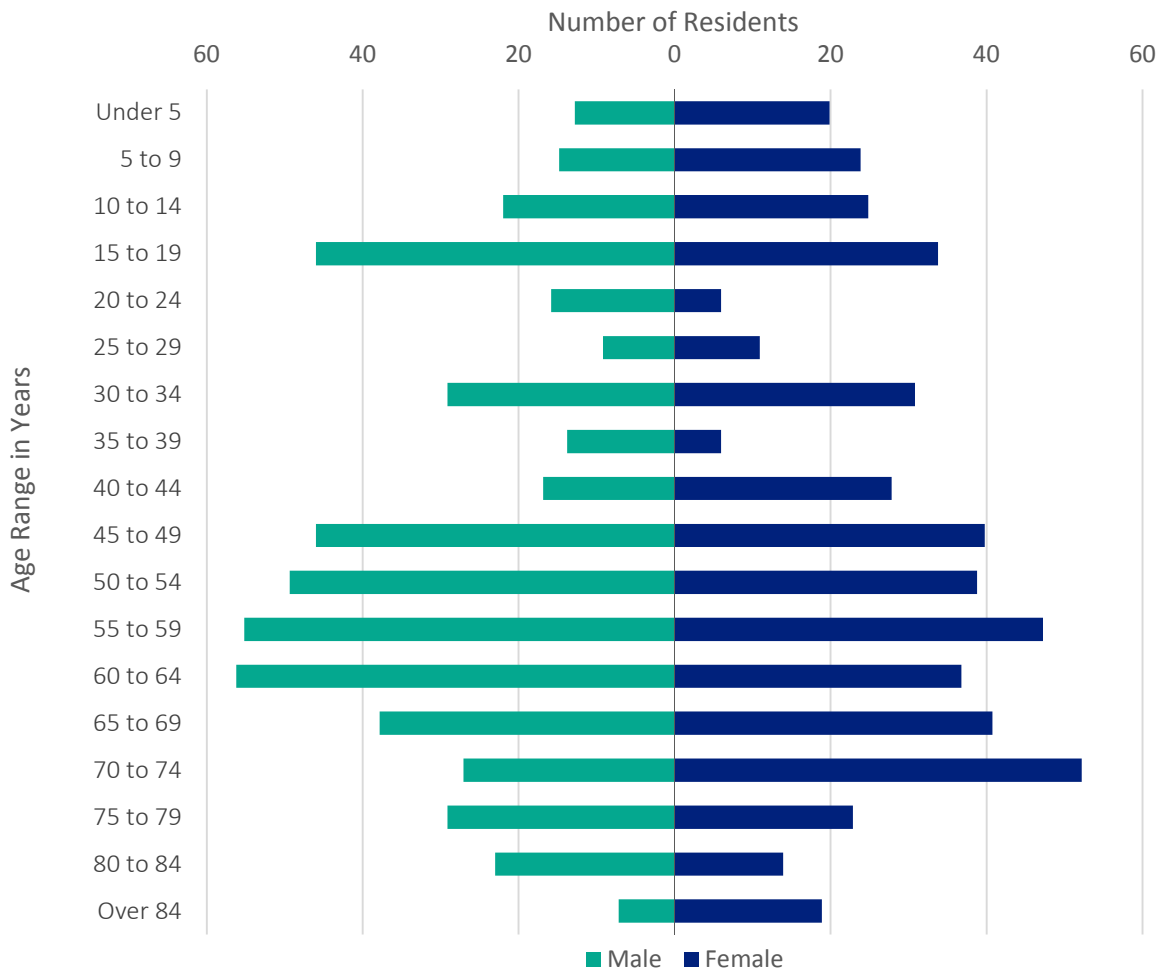
	2000		2014		Change 2000 to 2014	
	#	% of total	#	% of total	#	% Change
5 and under	52	5.0	33	3.3	-19	-36.0
5 to 9	42	4.0	39	3.9	-2	-5.5
10 to 14	88	8.5	47	4.7	-41	-46.4
15 to 19	81	7.8	80	7.9	-1	-1.8
20 to 24	22	2.1	22	2.2	0	1.5
25 to 34	87	8.4	81	8.0	-7	-7.7
35 to 44	160	15.4	66	6.5	-95	-59.1
45 to 54	192	18.5	173	17.2	-19	-9.9
55 to 59	62	6.0	102	10.1	39	63.2
60 to 64	72	6.9	93	9.2	21	29.2
65 to 74	98	9.4	157	15.6	59	60.9
75 to 84	64	6.2	90	8.9	25	39.1
85 and over	20	1.9	26	2.6	6	32.6
Total Population	1,040	100.0	1,008	100.0	-32	-3.1

Source: U.S. Census Bureau (2000), American Community Survey (2010-2014)

Figure 4.1 shows the number of Township residents in each age range by gender in 2014. In general, there are fewer children and young adults than those in older age ranges. The largest group of males are those aged 60 to 64, while the largest group of females are between 70 and 74 years old.

¹ Network Northwest Framework for Health...

Figure 4.1 Age Range of Cleveland Township Residents, by Gender



Source: American Community Survey (2010-2014)

An Aging Population

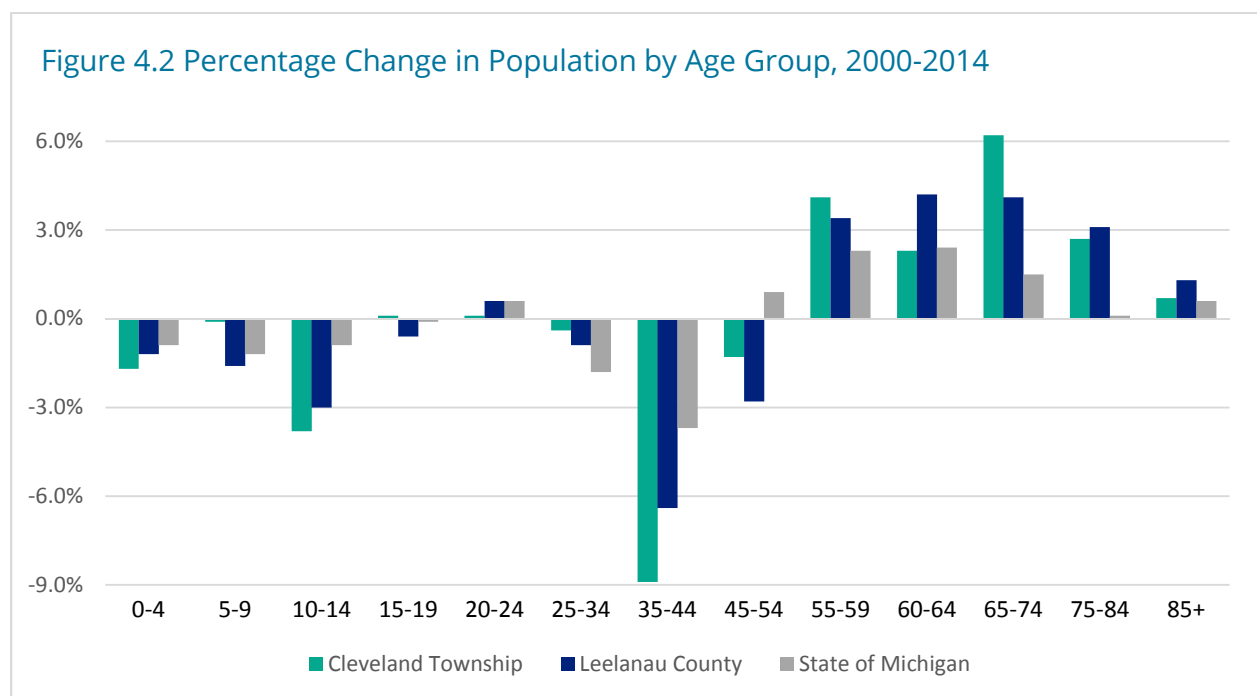
Cleveland Township’s age distribution is consistent with Leelanau County overall. Table 4.4 shows that Leelanau County’s median age is much higher and has increased more over time than in the state overall. Cleveland Township’s median age increased from 44.3 in 2000 to 51.9 in 2014, a 17.2 percent increase.

Table 4.4 Median Age, 2000-2014

	2000	2014	% Increase, 2000 to 2014
Cleveland Township	44.3	51.9	17.2
Leelanau County	42.6	52.5	23.2
State of Michigan	35.5	39.3	10.7

Source: U.S. Census Bureau (2000), American Community Survey (2010-2014)

Figure 4.2 shows the percent change of each age group from 2000 to 2014 in Cleveland Township, Leelanau County, and the State of Michigan. The relative length of the bars indicate that Cleveland Township and Leelanau County have experienced similar changes in age distribution. Fewer children and young adults tend to live in the Township and the County in 2014 than in 2000. The exception is young adults aged 20-24, an age range that grew by a small number in the Township and County between 2000 and 2014. This may be caused by students or post-college adults returning to live with parents, a move that may be temporary. Figure 4.2 also shows the increase in populations over 55. Notably, the Township saw a greater increase in residents ages 65-74 than either the County or the State of Michigan.



Source: American Community Survey (2010-2014)

Networks Northwest, a regional workforce development and planning organization for 10 counties in the region, notes that these trends hold true across northwest Lower Michigan, writing, “Natural age increases that are occurring as the Baby Boomer generation reaches retirement age are compounded by large numbers of retirees that are relocating to rural or shoreline areas in northwest Michigan post-retirement. At the same time, Michigan’s recent recession and the lack of employment or higher education opportunities in many communities have resulted in a significant decline in the number of younger individuals

and families.² The aging population of Cleveland Township is likely to increase demand for a number of services, and the Township is taking proactive steps to address these needs. For example, the Township is participating in the Cedar Area Fire and Rescue Department to protect the quality of life of residents. This topic was one key theme of the public meetings for this Master Plan and is discussed further in Chapter 6.

RACE

Both Cleveland Township and Leelanau County became more racially diverse between 2000 and 2014. Tables 4.5 and 4.6 show the racial distribution of Leelanau County and Cleveland Township respectively from 2000 to 2014. Overall, minority populations are growing in Leelanau County and the Township. More Hispanic, African American, Asian, and other minorities live in Leelanau County in 2014 than in 2000. The Township has more residents that identify as Hispanic, Native American, and two or more races.

Table 4.5 Race Distribution in Leelanau County

	2000		2014	
	#	% of total	#	% of total
White Alone	19,424	92.0	19,723	90.7
Hispanic	694	3.3	834	3.8
Native American or Alaskan	724	3.4	603	2.8
African American	49	0.2	118	0.5
Asian	48	0.2	141	0.6
Other Race Alone	10	0.0	36	0.2
Two or More Races	170	0.8	284	1.3
Total Population	21,119	100.0	21,739	100.0

Source: U.S. Census Bureau (2000), American Community Survey (2010-2014)

Table 4.6 Race Distribution in Cleveland Township

	2000		2014	
	#	% of total	#	% of total
White Alone	1,018	97.9	940	93.3
Hispanic	5	0.5	21	2.1
Native American or Alaskan	5	0.5	32	3.2
African American	2	0.2	0	0.0
Asian	1	0.1	0	0.0
Other Race Alone	0	0.0	0	0.0
Two or More Races	9	0.9	15	1.5
Total Population	1,040	100.0	1,008	100.0

Source: U.S. Census Bureau (2000), American Community Survey (2010-2014)

² *Networks Northwest, A Framework for Healthy Communities in Northwest Michigan, 2014.*
<http://www.networksnorthwest.org/userfiles/filemanager/3188/>

INCOME

Household income is one measurement of the economic condition of a community. Income helps determine how much a household can afford to spend on housing, retail, and other local investments. Table 4.7 shows the median household income for Cleveland Township, Leelanau County, and the State overall from 2000 to 2014. The median household income for the years 2000 and 2010 were adjusted for inflation in order to allow comparisons between years. Overall, median household income has decreased, more so in the State of Michigan than in Leelanau County and Cleveland Township. From 2000 to 2014, Cleveland Township’s median household income decreased nearly 19 percent from \$64,832 to \$52,632.

Table 4.7 Median Household Income (\$)

	2000*	2010*	2014	% Change 2000 to 2014
Cleveland Township	64,832	58,177	52,632	-18.8
Leelanau County	66,874	61,369	56,521	-15.5
State of Michigan	63,471	52,580	49,087	-22.7

*Adjusted to 2014 Dollars using the Bureau of Labor Statistics Inflation Calculator
Source: U.S. Census Bureau (2000), American Community Survey (2006-2010, 2010-2014)

EDUCATIONAL ATTAINMENT

Numerous studies have shown that educational attainment is related to an individual’s earning capacity. In other words, people with more education tend to make higher total incomes over their lifetime. A community’s average educational achievement, therefore, can be one indicator of economic capacity. Table 4.8 shows the percentage of adults (defined as ages 25 and over) with a Bachelor’s degree or higher in Cleveland Township, Leelanau County, and the State of Michigan overall.

Table 4.8 Percentage of the Population Ages 25 and Over with at Least a Bachelor's Degree

Year	2000	2014	% Change 2000 to 2014
Cleveland Township	28.9	28.1	-0.8
Leelanau County	31.4	39.5	8.1
State of Michigan	21.8	26.4	4.6

Source: U.S. Census Bureau (2000), American Community Survey (2010-2014)

POVERTY

In general, the information in Table 4.9 shows that poverty has increased in the Township by 40%, or about 26 individuals, between 2000 and 2014. However, the poverty rate in Leelanau County has more than doubled since 2000, with an additional 1,263 residents living in poverty in 2014. About 9% of Cleveland Township’s population lives in poverty, compared to 11% in Leelanau County and 17% in the State of Michigan.

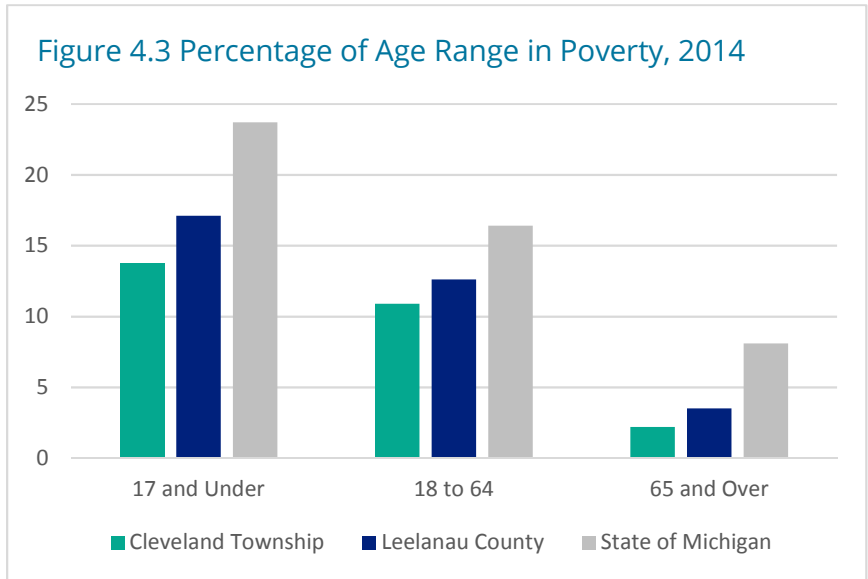
Figure 4.3 shows the age distribution of the total population living in poverty in 2014. Just over 10% of the Township’s youth (ages 17 and under) lived in poverty in 2014. Less than 5% of the senior population (65 years and over) lived in poverty in the Township. Cleveland Township has a smaller share of each age range in poverty than either Leelanau County or the State of Michigan overall.

Table 4.9 and Figure 4.3 rely on the U.S. Census Bureau’s definition of poverty. The U.S. Census uses one measurement of poverty, but government aid programs and other organizations may define poverty differently. The U.S. Census Bureau determines dollar-value thresholds that vary according to family size, age of the householder, and family composition. If a family’s total income is less than the dollar-value threshold, then every individual in the family is considered in poverty. Additionally, non-related persons living with an individual or family in poverty are not considered in poverty.

Table 4.9 Individuals in Poverty, 2000 to 2014

	2000		2014		Change (2000 to 2014)	
	#	% of total population	#	% of total population	#	% change
Cleveland Township	65	6.2	91	9.1	26	40.0
Leelanau County	1,128	5.4	2,391	11.1	1,263	112.0
State of Michigan	1,021,605	10.5	1,633,316	16.9	611,711	59.9

Source: U.S. Census Bureau (2000), American Community Survey (2010-2014)



Source: American Community Survey (2010-2014)

Chapter 5. Economy and Housing

The following section describes several key datasets related to the economy in Cleveland Township. In most cases, data is not available at the Township level and is presented instead for Leelanau County.

LABOR FORCE OVERVIEW

Table 5.1 provides an overview of the population classified as employed, unemployed, and not in the labor force according to five-year estimates from the U.S. Census Bureau’s American Community Survey. This information was collected on a rolling basis from 2010 to 2014 and differs from the Bureau of Labor Statistics data used in the next section. The total labor force residing in Leelanau County and Cleveland Township was 10,470 and 486 respectively. Around 51% of Cleveland Township residents age 16 and older were employed in 2014, while around 45% (392 persons) were not in the labor force. Many of those not in the labor force are likely retired, while others may be currently attending school. Around 4% of Cleveland Township’s population was unemployed.

Table 5.1 Labor Force Overview

	Employed		Unemployed		Not in Labor Force	
	#	%*	#	%*	#	%*
Cleveland Township	450	51.3	36	4.1	392	44.6
Leelanau County	9,630	52.3	840	4.6	7,946	43.1

* Percentage of the total working age population ages 16 and over

Source: American Community Survey (2010-2014)

Unemployment

Table 5.2 shows the annual unemployment rate in Leelanau County and the State of Michigan from 2009 to 2015. Leelanau County’s unemployment rate was below Michigan overall for each year. One likely reason is that industries the county relies on, such as tourism and agriculture, were less impacted by the national economic recession in 2008-2010 than industries elsewhere in the state (such as heavy manufacturing).¹

Unemployment rates have dropped steadily since 2010 in both the state and Leelanau County.

¹ <http://www.networksnorthwest.org/userfiles/filemanager/4221/>

Table 5.2 Unemployment Rate

	2009	2010	2011	2012	2013	2014	2015
Leelanau County	9.3	10.4	9.2	8.0	7.3	6.7	5.0
State of Michigan	13.7	12.6	10.4	9.1	8.8	7.3	5.4

Source: Bureau of Labor Statistics Annual Averages (2009-2015)

EMPLOYMENT BY INDUSTRY

Residents of Leelanau County work in a variety of industries as shown in Table 5.3. Notably, over one-quarter (26%) of Leelanau County's labor force works in the education, healthcare, and social services industries. An additional 10.7% of the labor force works in the retail trade industry. A relatively smaller proportion of Cleveland Township residents work in these industries, while a greater percentage of Township residents work in industries such as manufacturing and professional, scientific and technical services.



Market 22 is one of few commercial establishments in Cleveland Township.

Table 5.3 Labor Force by Industry, 2014

	Cleveland Township		Leelanau County	
	# Employees	% of labor force	# Employees	% of labor force
Agriculture, forestry, fishing, hunting, mining	25	5.6	548	5.7
Construction	40	8.9	825	8.6
Manufacturing	47	10.4	742	7.7
Wholesale trade	0	0.0	156	1.6
Retail trade	39	8.7	1,031	10.7
Transportation, warehousing, utilities	8	1.8	242	2.5
Information	11	2.4	145	1.5
Finance, insurance, and real estate	26	5.8	416	4.3
Professional, scientific, and technical services	65	14.4	784	8.1
Education, healthcare, social services	104	23.1	2,507	26.0
Arts, entertainment, recreation, food services	56	12.4	1,123	11.7
Other services except public administration	17	3.8	585	6.1
Public administration	12	2.7	526	5.5
Total	450	100.0	9,630	100.0

Source: American Community Survey (2010-2014)

AGRICULTURE TRENDS

Table 5.4 contains information on Leelanau County’s agricultural lands, according to the U.S. Census of Agriculture. Between 2007 and 2012, Leelanau County gained an additional 45 farms, and the acres of land in farms increased by 6.7%. The acreage of the average farm increased by just 3.3%, suggesting that newer farms tend to be smaller in size than existing farms in Leelanau County.



There are a number of active farms within Cleveland Township.

Table 5.4 also shows the acreage of farm land devoted to the county’s top crops. Cropland devoted to tart cherries, forage, corn, and apples all decreased between 2007 and 2012, while sweet cherries increased by about 3%. This suggests that farmers may be diversifying farmland with other crops. A 2015 regional jobs report by Networks Northwest found that many farmers are adding hop plants to their farms, contributing to the growing local craft beer industry in northwest Lower Michigan.²

Table 5.4 Agriculture in Leelanau County, 2007 to 2012

	2007	2012	% Change
Number of Farms	449	494	10.0
Acres of Land in Farms	55,751	59,481.0	6.7
Acreage of Average Farm	120	124.0	3.3
Acreage of Top Crops			
Tart Cherries	9,514	9,344	-1.8
Forage (Hay, Grass Silage, etc.)	5,947	5,715	-3.9
Sweet Cherries	4,304	4,421	2.7
Corn	2,725	2,434	-10.7
Apples	1,503	1,314	-12.6

Source: Census of Agriculture, Geographic Area Series for Leelanau County (2007, 2012)

PLACE OF WORK

Of the workforce residing in Leelanau County, only one-third (32.5%) worked in Leelanau County in 2014. The other two-thirds of the county’s working residents worked outside of Leelanau County. A summary of the top employment destinations, both in and outside of

² Networks Northwest Hot Jobs Report, 2015. <http://www.networksnorthwest.org/userfiles/filemanager/4093/>

the county, for Leelanau County’s workforce is shown in Table 5.5. Notably, nearly 40% of the county’s workforce works in Traverse City.

One implication of this information is that the county’s transportation network is a key asset for economic development and residential stability. Easy access to employment centers such as Traverse City, Leland, Suttons Bay and Northport is surely a priority for many working residents in the county. In addition, public transportation that connects residential areas to employment centers may be a viable way to reduce wear and tear from individual cars on roads, reduce traffic congestion, and improve overall air quality. Chapter 6 contains goals and action steps related to transportation.



Maintaining high-quality roads is an important economic development tool for rural townships.

A second implication of this information is that broadband and high-speed internet accessibility can be an important tool for economic growth in the Township. Remote access to work, healthcare, and other services can strengthen quality of life in rural areas

Table 5.5 Top Employment Destinations for Leelanau County Labor Force, 2014

	# Employees	% of labor force
Traverse City	2,111	39.8
Leland	248	4.7
Suttons Bay	248	4.7
Northport	199	3.8
Glen Arbor	156	2.9
Lake Leelanau	145	2.7

Source: U.S. Census OnTheMap Tool (2014)

BROADBAND ACCESSIBILITY

Access to broadband internet is another key economic asset. A number of studies have shown that broadband accessibility is correlated with new economic growth, including better access to and lower costs for healthcare, increased opportunity for telecommuting, and the ability for existing businesses to expand capacity and services.³ In addition to providing educational and entertainment benefits for residents, broadband internet can enable telecommuting, a priority frequently cited by those looking to purchase summer homes.

Broadband accessibility is limited throughout Cleveland Township. Currently, some areas of the Township have access to wireless and mobile services, but coverage is limited and often expensive. Internet access over phone lines, such as DSL services, offer only limited bandwidth and can be very expensive. The number of residents that have chosen to adopt the services that are available is unknown, although survey respondents for this Master Plan overwhelmingly noted high-speed internet as low quality in the Township (see Appendix B). Cleveland Township's current franchise agreement with Charter Communications, a primary provider of internet services in the Township, expires in 2022.

Cleveland Township is already zoning to allow communication infrastructure, such as towers. Height restrictions, careful placement, and other restrictions are in place to protect the Township's rural character while accommodating these services. Photo taken by LIAA.

In 2016, the Leelanau Peninsula Economic Foundation's Technology Committee began the process of creating a Broadband Action Plan for Leelanau County. A Broadband Action Plan is a useful way to understand current gaps in service and identify cost-effective ways for a community to attract providers. There are a number of strategies Cleveland Township has identified to encourage investment in broadband, which are included in Chapter 6.

³ *Broadband.gov* contains a number of links to studies and information on the benefits of Broadband.

HOUSING

Understanding the types and numbers of households, the choices households make to own or rent, and the value and affordability of homes are all important elements of a master planning process. The following section describes several key datasets related to housing in Cleveland Township.

Household Size

Table 5.6 shows the average household size in Cleveland Township, Leelanau County, and the State of Michigan overall in 2000 and 2014. In both years, Cleveland Township’s average household was slightly smaller than Leelanau County and the State of Michigan overall. Between 2000 and 2014, household sizes decreased overall in the State of Michigan, consistent with national trends. Nationally, a shrinking household size is attributed to married couples having fewer children and more people living alone.⁴

Table 5.6 Average Household Size

	2000	2014
Cleveland Township	2.4	2.2
Leelanau County	2.5	2.3
State of Michigan	2.6	2.5

Source: U.S. Census Bureau (2000), American Community Survey (2010-2014)

Household Tenure

Table 5.7 shows the number and percentage of housing units in the Township, County, and State of Michigan overall that are rented or owned by their occupants. Table 5.7 does not count housing units that are rented seasonally. Seasonal homes are discussed later in this chapter.

Table 5.7 shows that a higher proportion of the Township’s residents own their home than in Leelanau County and Michigan overall. Statewide, 28.5% of all housing units are rented, while just 12.1%, or 56, of Cleveland Township’s units were considered rented in the 2010-2014 American Community Survey.

⁴ <http://www.reuters.com/article/us-usa-families-idUSBRE97Q0TJ20130827>

Table 5.7 Housing Units by Tenure

	Owner		Renter	
	#	% of all housing units	#	% of all housing units
Cleveland Twp.	408	87.9	56	12.1
Leelanau County	7,805	85.4	1,331	14.6
State of Michigan	2,738,012	71.5	1,089,868	28.5

Source: American Community Survey (2010-2014)

Length of Time Lived in Home

Cleveland Township’s population is relatively stable, and many residents have occupied the same housing unit for many years. Table 5.8 shows the number and percentage of the Township’s householders that moved into their current housing unit during each decade since the 1970s. In general, nearly 60% of the Township’s householders moved into their homes between 1990 and 2009. About 17% of the Township’s households are new in the last six years.

Table 5.8 Year Householder Moved Into Unit

	# of householders	% of householders
2010 or Later	79	17
2000 to 2009	136	29
1990 to 1999	133	29
1980 to 1989	53	11
1970 to 1979	51	11
1969 or earlier	12	3

Source: American Community Survey (2010-2014)

Housing Growth

Cleveland Township records the number of permits issued for rehabilitation and construction of housing and commercial units, as well as the total cost of each project. Though an issued permit may not mean the project was completed, building permit records measure much of the investment made in residential properties. Total building permits issued for new construction from 2014 through June 2016 are summarized in Table 5.9.



Cleveland Township has experienced housing growth in the past several years, similar to Leelanau County trends.

Between January and June of 2016, five new building permits were issued for single-family homes, an increase over the entirety of 2015.

Table 5.9 Building Permits Issued, 2014-June 2016

	# of single family homes	Total estimated cost of construction (\$)
2014	7	2,819,000
2015	4	970,000
January-June 2016	5	1,730,000

Source: Cleveland Township Zoning Administrator

If Cleveland Township gains population directly proportionate to Leelanau County’s expected growth, the Township may expect to gain 165 new residents between 2015 and 2030 (as discussed in Chapter 4). In 2014, owner-occupied homes in the Township housed on average 2.22 people. If the 165 expected new residents of the Township also occupy one unit for every 2.22 people, the Township might expect 75 new housing units between 2015 and 2030. This increase is important for Township officials to keep in mind, as demands for infrastructure and other services are likely to increase.

Home Value

The value of homes in Cleveland Township continues to rise. Table 5.10 shows that the median value of owner-occupied homes in Cleveland Township grew by nearly 49% between 2000 and 2014, while Leelanau County values grew slightly less at 45%. The values of owner-occupied housing in the Township and Leelanau County increased significantly more than the state overall, with the median value of owner-occupied homes in 2014 exceeding \$250,000 in Cleveland Township.

Table 5.10 Median Value of Owner-Occupied Homes

	2000	2014	% Increase
Cleveland Township	169,100	251,200	48.6
Leelanau County	164,900	239,100	45.0
State of Michigan	110,300	120,200	9.0

Source: U.S. Census Bureau (2000), American Community Survey (2010-2014)

Taxable value in the Township has also increased. Table 5.11 shows that while values dropped between 2009 and 2010 (likely due to the national recession), taxable value had fully rebounded by 2013 and has continued to grow through 2016.

Table 5.11 Taxable Value in Cleveland Township (\$), 2009-2016

2009	2010	2011	2012	2013	2014	2015	2016
103,692,438	100,333,509	101,954,734	102,696,700	104,341,196	102,285,215	104,077,013	104,789,576

Source: Leelanau County Equalization Department

The Leelanau County Equalization Department also maintains records on the assessed value of parcels within the Township. Map 5.1 shows the parcels in Cleveland Township according to their assessed values. Table 5.12 shows the number of parcels that fall within six assessed-value ranges, including tax-exempted land. In general, the Township has a wide range of assessed values. Higher assessed values are clustered near Little Traverse Lake and Lime Lake, while many of the large agricultural parcels in the southern portion of the Township have relatively high assessed values as well. A majority of the Township’s parcels had an assessed value of between \$1 and \$141,000 in 2015.



There are a number of unique places to live in Cleveland Township, including the condo development near Sugar Loaf Resort.

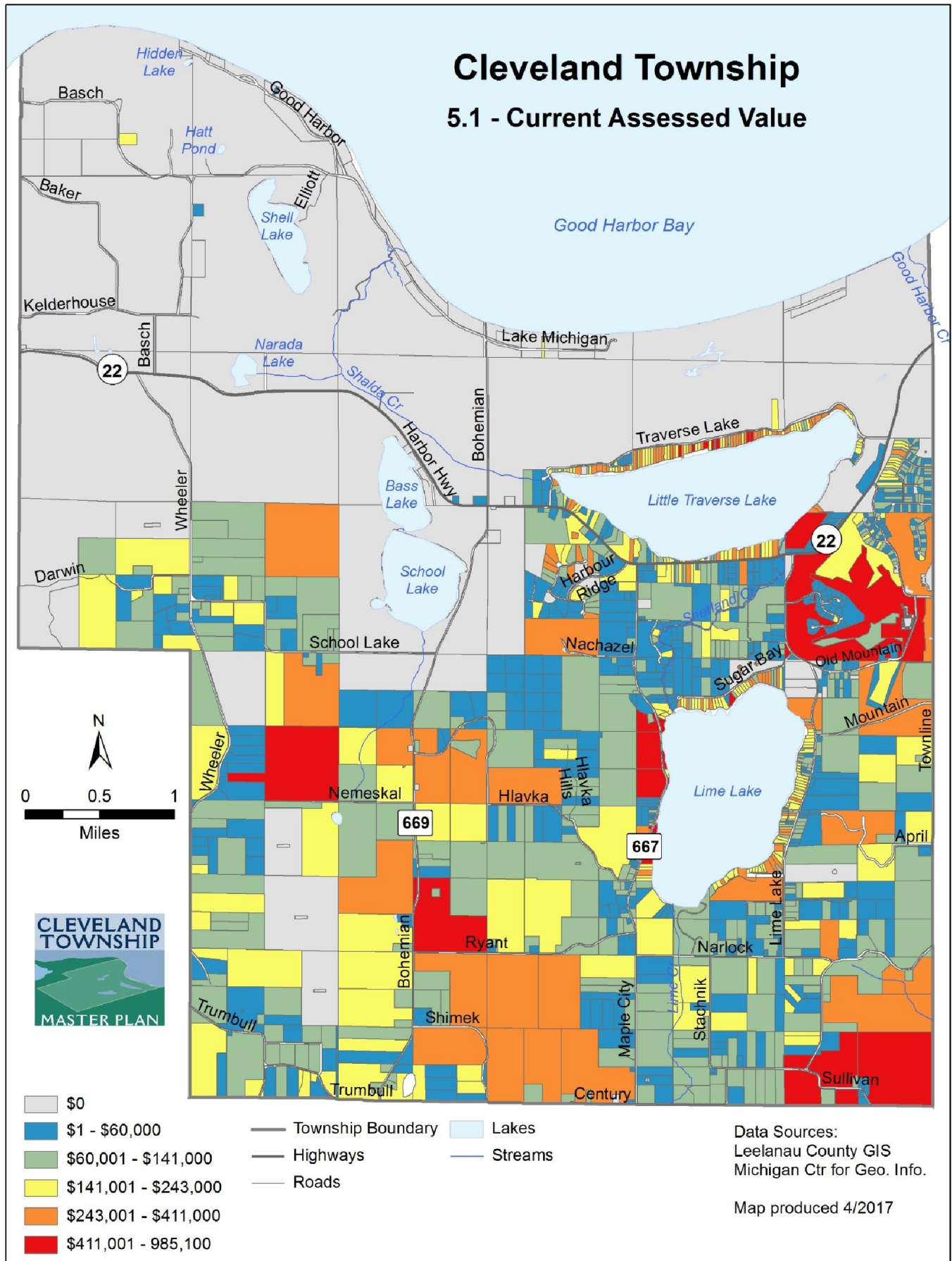
Table 5.12 Assessed Values in Cleveland Township, 2015

Assessed Value (\$)	# of parcels	% of total parcels
0 (Tax Exempt)	93	6.4
1-60,000	592	40.7
60,001-141,000	413	28.4
141,001-243,000	229	15.7
243,001-411,000	109	7.5
411,000-825,000	20	13.7
Total	1,456	100%

Source: Leelanau County Equalization Department

Cleveland Township

5.1 - Current Assessed Value



Home Affordability

Using the U.S. Department of Housing and Urban Development's definition, a housing unit is affordable when a household spends no more than 30% of its income on housing costs. For homeowners, this generally means that homeowners should pay no more than 2.5 times their annual income on a home. In Cleveland Township, the median household income in 2014 was \$52,632, and the median value of an owner-occupied home was \$251,200. This suggests that a household making the median income cannot afford a home at median value, according to this national standard.

It is likely that many Township residents have retired with lower incomes than they had when they purchased their home. Additionally, given the rise in home values, it is possible that many existing homeowners who purchased homes in the 1990s and 2000s would be unable to do so today. The Township works to provide relief to households that may be struggling financially due to rising home values. Tax relief is available to Township residents living in poverty, a condition that may increase as more residents enter retirement.

Regional Affordability Challenges

A high home value is certainly an asset for many residents in the Township. However, several regional studies conclude that high home values are prohibitive to prospective residents. Leelanau County has the highest average home values in northwest Lower Michigan and is experiencing the region's greatest affordability challenges.⁵ According to the Leelanau County Housing Inventory, 3,100 households in the County make less than \$50,000 each year, yet only about 1,035 of the County's owner-occupied homes are considered affordable to those households.⁶

Housing affordability is important for both owners and renters, as spending too much on housing restricts income left for childcare, food, healthcare, and other necessities. Housing affordability is also important for the regional economy, and shortages of affordable rental and owner-occupied homes have far-reaching implications. For example, northwest Lower Michigan's recreation and tourism economy depends on lower-paying jobs in restaurants, resorts and shops. Further, an aging population depends on affordable services like in-home cleaning services or healthcare.

⁵ *Networks Northwest, A Framework for Housing Choices in Northwest Michigan, 2014.*
<http://www.networksnorthwest.org/userfiles/filemanager/3189/>

⁶ *Networks Northwest, Leelanau County Housing Inventory, 2013.* <http://www.nwm.org/userfiles/filemanager/2707/>

Cleveland Township is taking steps to reduce barriers for lower-income households while still maintaining its rural character. A number of strategies to address affordability issues at the local level were reviewed by Township officials and Township residents during this Master Planning process. Several recommendations are included in Chapter 6.

Seasonal Homes

The U.S. Census counts the number of housing units that are used during certain seasons, for weekends, or other occasional uses throughout the year. The Census does not, however, count the number of residents that spend part of the year in Cleveland Township and part of the year elsewhere. Seasonal units include those used for summer or winter sports or recreation, such as beach cottages and hunting cabins. Seasonal units also may include housing for seasonal workers. Interval ownership units, sometimes called shared-ownership or time-sharing condominiums, also are included in this category.



Lakefront living around Little Traverse Lake and Lime Lake is appealing to many looking to purchase a summer home or cottage.

Table 5.13 shows the number of seasonal units in Cleveland Township, Leelanau County, and the State of Michigan overall from 2000 to 2010. In general, this Plan utilizes the most recent available data, typically 2010-2014 American Community Survey five-year estimates. However, data on seasonal homes is not comparable between the 2000 U.S. Decennial Census and the 2010-2014 American Community Survey five-year estimates due to changes in methodology. Therefore, Table 5.13 uses data from 2000 compared to the U.S. Decennial Census taken in 2010.

The information in Table 5.13 shows that the number of seasonal homes in Cleveland Township increased by nearly 100 units between 2000 and 2010. In 2010, nearly 37% of the

Township’s housing units were used seasonally. This represents a greater proportion than either Leelanau County (31.3%) or the State of Michigan (5.8%).

Table 5.13 Seasonal Homes, 2000-2010

	2000		2010		2000-2010	
	#	%	#	%	#	%
Cleveland Township	241	31.0	337	36.4	96	39.8
Leelanau County	4,111	30.9	4,681	31.3	570	13.9
State of Michigan	233,922	5.5	263,071	5.8	29,149	12.5

Source: U.S. Census 2000 and 2010

The increase in the number of homes used seasonally may be attributed in part to new development. Additionally, it may be that some residents that once were permanent residents are now retiring to warmer areas in winter months. However, this contradicts anecdotal reports that many residents who once lived part-time in Cleveland Township have now become full-time residents.

Homestead tax exemptions are another way to understand the number of seasonal properties. The homestead tax exemption is offered to residents with a primary residence in Michigan. Parcels that do not receive the homestead tax exemption are “non-homestead” parcels. Non-homestead residential parcels are a general indication that the parcel is used seasonally, although there may be exceptions. Properties can receive a partial



Though summer is more popular for seasonal residents in Cleveland Township, winter is also beautiful and serene.

exemption based on the percentage of the property that is used as a primary residence.

Table 5.14 shows the number of residential parcels in Cleveland Township that were classified as homestead (at least 50% of the property) and non-homestead in 2015. In total, about 60% of parcels receive homestead exemptions, while 40% are likely used seasonally. The homestead and non-homestead properties are shown on Map 5.2.

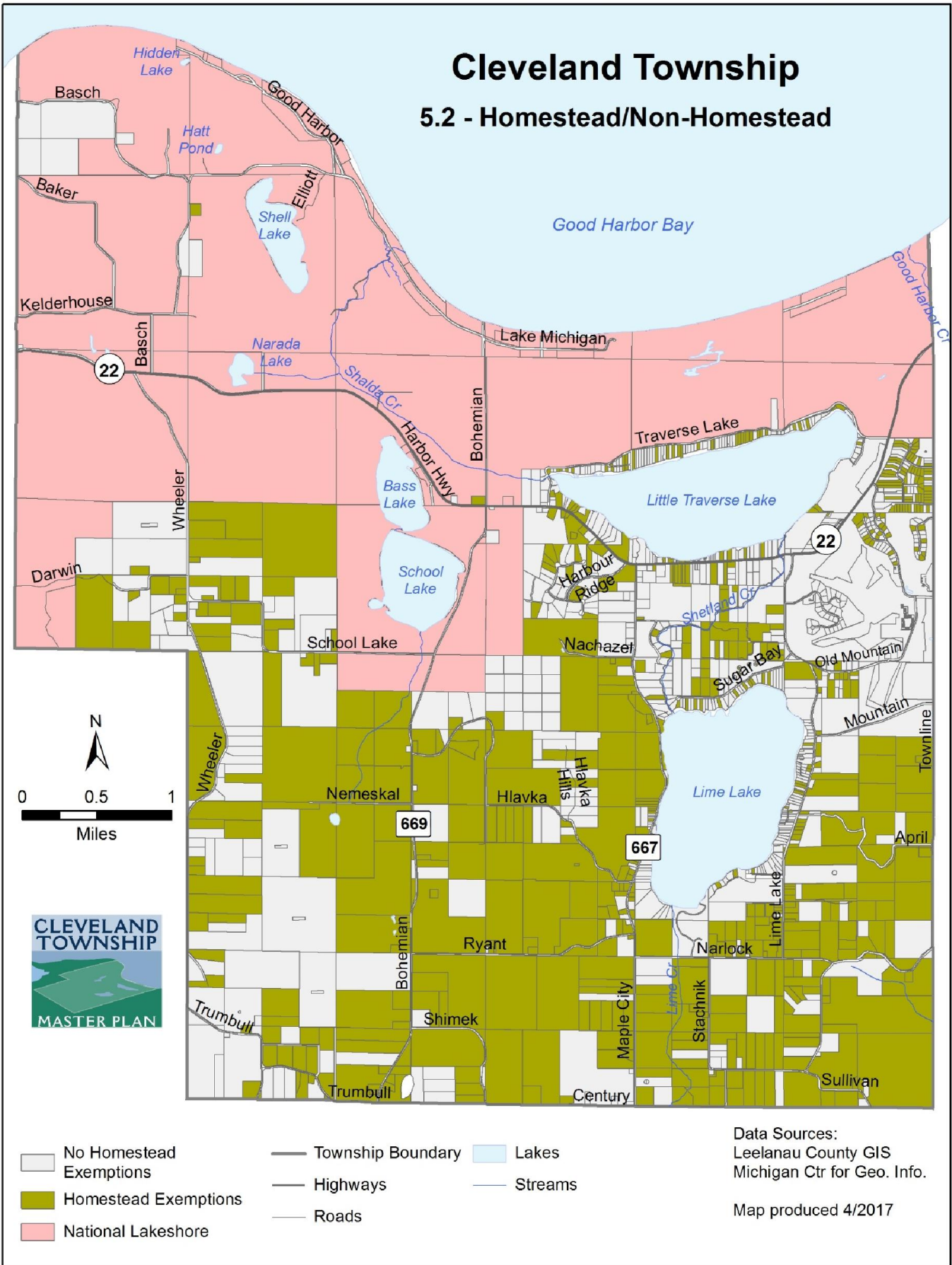
Table 5.14 Homestead and Non-Homestead Parcels in Cleveland Township, 2015

	2015	
	# of parcels	% of total parcels
Homestead	878	60.3
Non-Homestead	578	39.7

Source: Leelanau County Equalization Department

Cleveland Township

5.2 - Homestead/Non-Homestead



Chapter 6. Goals, Objectives, and Action Steps

The primary function of the 2017 Cleveland Township Master Plan is to guide future development and growth within the Township. The Master Plan identifies a vision for the future and a series of goals, objectives, and action steps to guide decision making. Goals identify the desired end result or target to be reached, while objectives identify the significant accomplishments required to reach each goal. Action steps list the activities that are needed to achieve each identified objective. The goals, objectives, and action steps in this chapter of the Master Plan provide guidance for the future planning of the Township, and are based on the input gathered during the master planning process.

While Cleveland Township may need to initiate most of the action steps, many require the support and cooperation of a broad range of additional

participants. These other participants may include private land owners, neighboring jurisdictions, and county or state agencies. When appropriate, implementation measures may include new or amended ordinances, policies or operational procedures. Typically, these measures are within the scope of the Township's authority, while others may require support and cooperation. Some may be undertaken with little cost or effort, while others may imply sizable investment. The table at the end of this chapter attempts to summarize the possible partnerships and top priorities needed to implement each action step. It is important to note that just because an organization is listed as a possible partner, it does not necessarily mean the organization has committed to take on the responsibility associated with each task.

The following pages list the goals, objectives, and action steps by topic area.



This chapter lists the goals, objectives, and action steps to achieve the community's vision for the future of Cleveland Township.

HOUSING

Goal: A mixture of housing opportunities in the Township to serve residents while maintaining a high quality of life for existing and future residents.

Objective 1: Increase the housing supply appropriate for younger families and those that may require more affordable options.

- **Action Step 1:** Amend the Cleveland Township Zoning Ordinance to provide additional housing growth in specific areas in the Township. Areas such as the former Sugar Loaf Resort area and the southern portion of the Township near CR-667 could support additional homes.
- **Action Step 2:** Support regional efforts to supply affordable housing in the villages of Leelanau County.
- **Action Step 3:** Lower the minimum square footage of residential units in the Township to allow for micro-housing, or “tiny homes.”
- **Action Step 4:** Continue to support and market the Township’s property tax assistance program for low-income households.
- **Action Step 5:** Research the potential impacts of allowing Accessory Dwelling Units to be constructed in certain residential districts, such as R-1, with regulations that would ensure units be used as long-term rentals.

Objective 2: Accommodate the changing housing and financial needs of aging residents to maintain quality of life.

- **Action Step 1:** Research the potential impacts of zoning ordinances and other Township policies and make necessary changes to encourage and support additional senior residential development, such as assisted living facilities and retirement communities.
- **Action Step 2:** Research offering Elderly Homestead Exemptions to create additional property tax relief for low-income senior homeowners. This could exempt all, or a portion, of the assessed value of a senior’s property from school, state, or county taxes.
- **Action Step 3:** Research accessibility standards that could be included in new construction. Zero-step entrances and extra safety features are two examples of age-friendly housing.

Objective 3: Maintain high standards for residential development to protect and preserve rural character and quality of life.

- **Action Step 1:** Research appropriate opportunities and create a Township noise, public safety, and/or nuisance regulation.
- **Action Step 2:** Identify opportunities to strengthen blight regulations and code enforcement.

Objective 4: Balance support and encouragement of short-term rentals with the need to retain overall affordability and rural character.

- **Action Step 1:** Research and consider opportunities to regulate short-term rental properties (e.g., choose to require permits, limit the number of permits available).

- **Action Step 2:** Continue to support the creation of additional resort and lodging accommodations in appropriate zoning districts, such as the Commercial Resort and Recreational zoning districts.

AGRICULTURE

Goal: Protected agricultural lands and an enhanced rural character in Cleveland Township.

Objective 1: Support agricultural operations and lands in the Township.

- **Action Step 1:** Research the requirements farmers must meet to qualify for aid and/or programs that strive to preserve farmland, and work to ensure Township regulations would not prevent a person from qualifying.
- **Action Step 2:** Continue to allow agricultural lands to benefit from tourism and reduce barriers to additional opportunities as appropriate, provided they do not adversely affect neighbors or the serene rural nature of the area.
- **Action Step 3:** Support the continued success of agricultural operations in the Township through local policies and regulations.
- **Action Step 4:** Retain agricultural lands in the Township by retaining a strong commitment to the areas currently zoned for agricultural use.

ENVIRONMENT

Goal: Protected natural features that make Cleveland Township a special place to live.

Objective 1: Contribute to overall watershed health and the health of the Great Lakes through Township-wide policies.

- **Action Step 1:** Adopt and enforce a time-of-transfer inspection ordinance that requires a septic system to be inspected for leakage and damage before a home can be sold with notice to the County Health Department.
- **Action Step 2:** Work to adopt appropriate recommendations from the Good Harbor Bay Watershed Management Plan with support from lake associations and other organizations.

Objective 2: Adopt water quality standards and regulations specific to waterfront properties.

- **Action Step 1:** Research the following and other best management practices to determine appropriate standards and regulations:
 - Increase the setback from the water's edge to 100 feet, especially in areas with steep slopes.
 - Require a formal Site Plan Review for any waterfront development.
 - Amend the Site Plan Review process to be outcome-based, requiring that new developments increase or maintain existing vegetation, do not increase erosion risk, and maintain rainwater retention.

- Develop frontage-based minimums or other lot division standards to prohibit future shared-frontage developments or “funnel” developments, where more than one household shares access to a body of water.
- Require proof of a greenbelt near the water’s edge during the Site Plan Review process.
- Require and enforce landscaping regulations when property owners seek to significantly alter vegetation near the water’s edge.
- Establish a maximum impervious surface lot coverage requirement for waterfront properties.
- Limit the number and use of docks on waterfront parcels.
- Establish boat-washing stations on Lime and Little Traverse lakes.
- Ban the use of harmful fertilizers and pesticides near water bodies.

Objective 3: Educate residents about water quality trends and proactive measures private property owners can take to reduce water quality concerns.

- **Action Step 1:** Support the creation of educational materials for shoreline property owners, agricultural property owners, and large land owners in the Township on topics like water quality, invasive species, landscaping, and woody debris.
- **Action Step 2:** Host educational events with the Township’s lake associations and regional environmental groups to train area landscapers and homeowners about additional landscaping and greenbelt requirements.
- **Action Step 3:** Disseminate data on water quality in the Township through the Township website, at the annual meeting, and in other venues as appropriate.

Objective 4: Continue to protect the dark skies in the Township to preserve the health of plants and animals and for the general enjoyment of the night sky.

- **Action Step 1:** Continue to limit light pollution and identify ways to strengthen the Township’s Outdoor Lighting Ordinance.
- **Action Step 2:** Increase awareness and enforcement of the Township’s Outdoor Lighting Ordinance.
- **Action Step 3:** Support the efforts of the Sleeping Bear Dunes National Lakeshore to become a Dark Sky Park.

Objective 5: Protect and enhance the many benefits that wetlands provide to people, infrastructure, and the environment.

- **Action Step 1:** Adopt a local wetlands ordinance to give Cleveland Township the ability to regulate development near small wetlands that MDEQ does not oversee.
- **Action Step 2:** Work with research groups, conservancies, and lake associations to identify ongoing threats to existing wetlands and opportunities to restore wetlands.

Objective 6: Protect the natural environment from the negative impacts of human actions, including air quality, shoreline activities, soil erosion, vibration, and other negative impacts.

- **Action Step 1:** Assure that the regulations and policies of associated agencies are upheld in the Township, including those of the Department of Environmental Quality, Soil Erosion Control, the County Health Department, and the County Building Department.
- **Action Step 2:** Limit the visual pollution of billboards, dumping, and non-maintained properties in the Township through code enforcement.
- **Action Step 3:** Expand the Township’s noise ordinances to include additional manmade noises beyond fireworks (see Housing objectives for more on noise regulation).
- **Action Step 4:** Evaluate the size and capacity of culverts in the Township to determine areas where culverts may be impeding fish migration or damaging habitat.
- **Action Step 5:** Encourage developers to designate open spaces linked to existing natural areas to prevent habitat fragmentation and preserve species migration.

Objective 7: Review opportunities to protect the Township’s many scenic views from the negative impacts of development.

- **Action Step 1:** Review opportunities to further restrict the ability of a landowner to clear-cut a lot designated for residential development.
- **Action Step 2:** Identify barren ridges and other important viewsheds in the Township and provide guidelines or adopt ordinances to ensure development has a minimal impact on these areas.
- **Action Step 3:** Craft open space requirements that balance goals of protecting significant resource lands and viewsheds, with a goal of providing balanced growth with no net loss of tax base.

Objective 8: Work to protect water quality, the environment, and development from the damaging effects of flooding in residential areas.

- **Action Step 1:** Continue to work collaboratively to address existing flooding concerns around Little Traverse Lake.
- **Action Step 2:** Review opportunities to require homes near bodies of water or in flood-prone areas be built according to standards that would reduce flooding damages.
- **Action Step 3:** Work with FEMA to obtain revised floodplain maps as available, and continue to ensure that Site Plan Review is conducted for development within the floodplain.

LOCAL ECONOMY

Goal: Reasonable economic opportunity and return for Township residents.

Objective 1: Support the ability of property owners to use land for reasonable economic benefit.

- **Action Step 1:** Continue to support new and existing home businesses that meet the standards for use.

- **Action Step 2:** Continue to support and encourage sustainable forestry.

Objective 2: Protect opportunities for economic development within the Township, including opportunities for employment and access to resources.

- **Action Step 1:** Support the redevelopment of Sugar Loaf by a private or public entity that supports the local economy and ideally provides access and recreational opportunities to the public.
- **Action Step 2:** Balance support of economic development with the fiscal health of the Township government and its ability to provide appropriate levels of services.
- **Action Step 3:** Permit commercial services at a scale, character, and location that will not take away from the residential quality and character of the area.

BROADBAND

Goal: Better high-speed internet services in the Township.

Objective 1: Pursue opportunities to ensure Township residents have greater access to high-speed internet and cable services.

- **Action Step 1:** Partner with Leelanau County, the Leelanau Peninsula Economic Foundation's Technology Committee, and other groups as necessary to better understand gaps in the Township's existing coverage and increase access to better services.
- **Action Step 2:** Send a representative of Cleveland Township to the Leelanau Peninsula Economic Foundation's Technology Committee as it seeks to create a Broadband Action Plan for the region.
- **Action Step 3:** Educate community leaders and the public on the economic, social, and educational benefits of high-speed internet.
- **Action Step 4:** Designate a portion of Township funds to address inadequate broadband through capital investments, cooperative cost-sharing models, and other funding mechanisms.

PUBLIC SERVICES AND INFRASTRUCTURE

Goal: High-quality services and infrastructure for Township residents.

Objective 1: Enter into multi-jurisdictional planning and service arrangements wherever appropriate to lower costs and improve efficiency.

- **Action Step 1:** Continue to support the Cedar Area Fire and Rescue Department and support additional capital improvements in the future.

Objective 2: Look for opportunities to improve the safety, reliability, and accessibility of transportation in the Township.

- **Action Step 1:** Look for opportunities to include bike shoulders and bike lanes in the community through grant funding and partnerships with the Leelanau County Road Commission and the Michigan Department of Transportation.

- **Action Step 2:** Advocate for increased fixed-route access to public transit from the Bay Area Transportation Authority.
- **Action Step 3:** Work with the Township board and elected leaders to budget future Township expenditures through a Capital Improvement Plan.

Objective 3: Continue to provide access to high-quality recreational amenities within and near the Township.

- **Action Step 1:** Explore opportunities to upgrade the Township Park to include an improved dock or other amenities.
- **Action Step 2:** Continue to work with the National Park Service to maintain access points to Lake Michigan and the National Lakeshore.
- **Action Step 3:** Support the expansion of recreational opportunities for Township residents as appropriate and as desired by the 2016 planning survey and other public input.
- **Action Step 4:** Support the development of a Recreation Master Plan for Cleveland Township that identifies grant opportunities to upgrade recreational facilities as appropriate.



Many of the action steps in this plan relate to the preservation of the Township's rural character and quality of life.

Chapter 7. Future Land Use and Zoning Plans

This chapter includes two components legally required to be in local Master Plans in Michigan: a Future Land Use Plan and a Zoning Plan. Each of these serve to help the Cleveland Township Planning Commission integrate the goals, objectives, and actions identified in Chapter 6 into local policies and ordinances. The Future Land Use Plan depicts the preferred, general composition of land uses and seeks to answer the question, “How should land be used in the future?” The Zoning Plan is designed to identify amendments to the Cleveland Township Zoning Ordinance recommended by this Master Plan.

FUTURE LAND USE PLAN

Developing a Future Land Use Plan is an important component of any master planning effort, as the Future Land Use Plan depicts the general preferred organization of land uses in the community. The Future Land Use Plan is the framework upon which land use and policy decisions should be based. This Future Land Use Plan was developed with careful consideration of several factors, including local and regional land uses, demographic trends, the location of environmental features, desired community character, public input during the planning process, availability of utilities and road infrastructure, and existing land uses. The Future Land Use Plan guides the development of the Zoning Plan (also in this chapter) and ultimately influences changes that may be made to the zoning ordinance. By Michigan law, the Master Plan must be reviewed every five years.

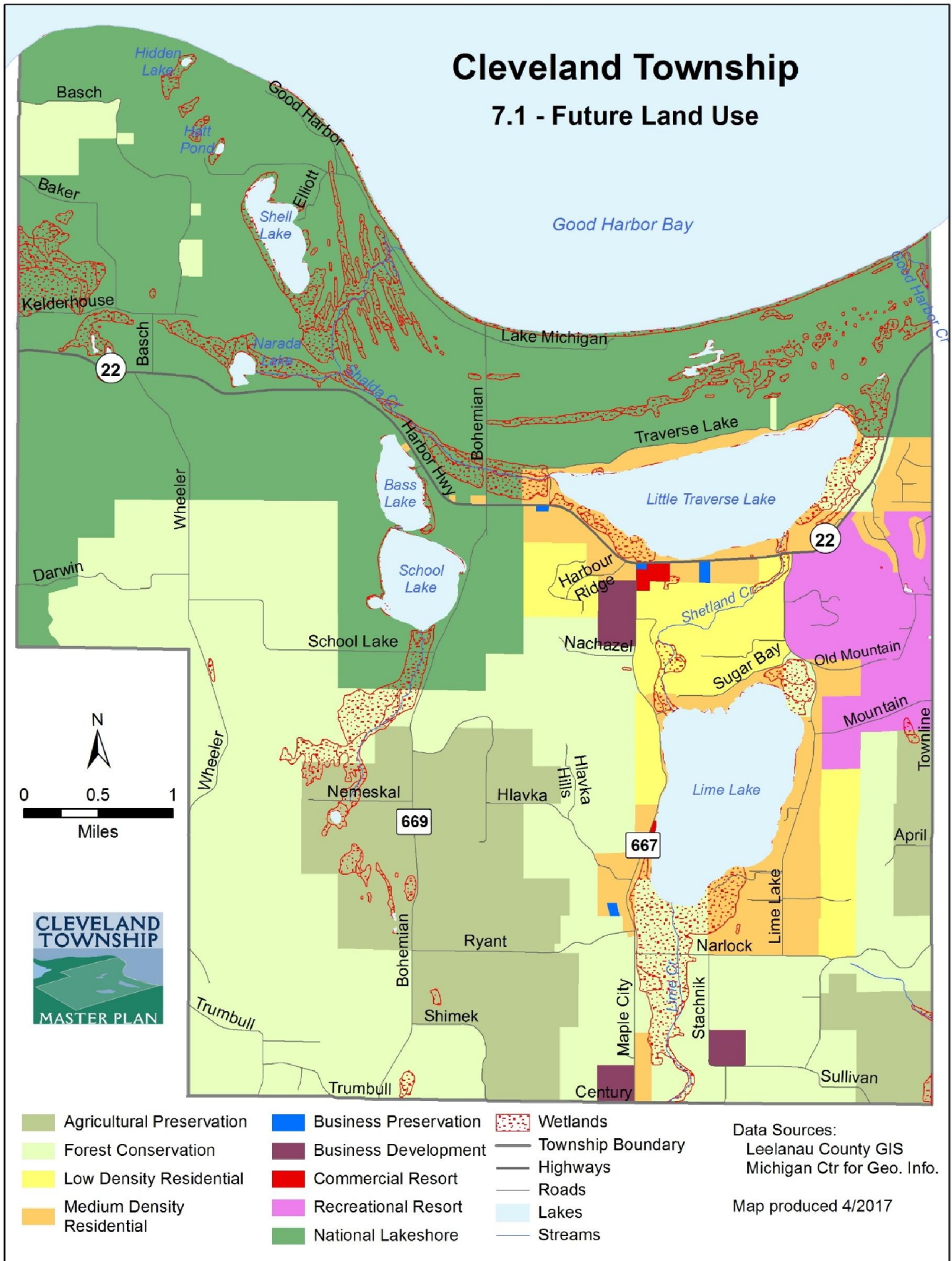
There are two key elements to a Future Land Use Plan: the **Future Land Use Map** (Map 7.1), which designates specific land uses that are to occur on certain parcels or areas of the Township; and the **Future Land Use Text**, which defines the map’s classifications and summarizes the map’s overall purpose.

Future Land Use Map

Map 7.1 shows the locations of the Future Land Use districts described below. The Future Land Use Plan and Map are not intended to identify land use on a parcel-by-parcel basis, but rather to identify broad districts that may evolve within the Township. All rezoning requests must be considered on a case-by-case basis and in accordance with the rezoning process.

Cleveland Township

7.1 - Future Land Use



Future Land Use Text

This Future Land Use Plan bases many of its policies on the Future Land Use Plan from the 2009 Cleveland Township Master Plan. In general, the Township will continue to develop as a place with peaceful residential areas, pristine natural features, and limited commercial and industrial development. One goal of this Master Plan is to balance the demand for additional residential housing with the desire to protect rural, agricultural, and environmentally-sensitive land from untimely or inappropriate residential development. In support of such a goal, this Future Land Use Plan reflects a two-pronged strategy:

- Encourage residential development in areas near existing residential uses, or near existing infrastructure including roads and utility lines.
- Prevent significant residential development from occurring in areas designated for agriculture, forestry, or conservation.

Agricultural Preservation Area

The Agricultural Preservation Area is designed to protect the areas of the Township currently being farmed or used for agricultural purposes, or with prime soils for agricultural use. There are three sections of Agricultural Preservation Areas noted on Map 7.1. These blocks are contiguous to allow for cohesive agricultural operations as well as buffers from residential areas. Lands within the Agricultural Preservation Area should be prioritized for preservation and should, to the extent possible, be protected from development detrimental to farming.

The Agricultural Preservation Area may include some forested blocks of land, but these areas are generally surrounded by active farmland or are woodlots associated with active farms. Similarly, some small parcels may be used for agriculture outside the Agricultural Preservation Area in areas predominantly used for forestry or residences.



The Agricultural Preservation Area includes forest harvesting and sawmills.

The boundaries of the Agricultural Preservation Area have not changed from the Future Land Use Plan in the 2009 Cleveland Township Master Plan. The lands in this area were determined to be the most valuable and

productive agricultural areas. This was determined using factors such as the presence of working farms, large ownership of 40 acres or more with at least 20 acres of agricultural use, and the presence of prime soils.

The Agricultural Preservation Area includes areas of the Township currently being farmed, existing orchards, or areas with potential to be high-value farmland. Nurseries, sawmills, maple syrup production, and other facilities are permitted and encouraged in this area. The Agricultural Preservation Area comprises several large, continuous blocks of land to better allow buffers between agricultural and residential uses. Limited low-density residential uses are permitted in the Agricultural Preservation Area as outlined in the Cleveland Township Zoning Ordinance.

Forest Conservation Area

The Forest Conservation Area includes lands presently zoned for agricultural use, but may have soils or slopes not conducive to active agriculture. Some Forest Conservation Areas may serve as a transitional use between active agriculture and higher-density residential uses, while other areas may include wetlands and environmentally-sensitive lands not well suited for intensive development. Relatively small agricultural areas are located on suitable sites within the Forest Conservation Area, and these uses should be encouraged to continue and expand as appropriate.

Generally, residential development within the Forest Conservation Area must adhere to a density of no greater than one unit per every 10 acres. In order to accommodate residential housing in this district, Ag-Residential lots may be created from parent parcels following certain guidelines identified in the Zoning Ordinance.

Residential Areas

Residential Future Land Use Areas are intended to provide for the development of homes. While limited residential uses are permitted in the Agricultural Preservation Area and the Forest Conservation Area, both residential Future Land Use Districts aim to protect the rural character of the Township by grouping single-family homes at low to medium densities. Map 7.1 shows that these districts are located primarily around and between Little Traverse Lake and Lime Lake.



Residential districts in the Township include Low and Medium Density Residential.

The growing demand for housing in the region and in the Township was raised as a concern throughout the planning process. In addition to identifying housing goals, objectives, and action steps in Chapter 6, the Cleveland Township Planning Commission reviewed the locations of the Residential Future Land Use Districts and made several changes from the 2009 Plan:

- The Medium Density Residential Area now encompasses all properties touching Little Traverse Lake, except for the Township Park.
- The Medium Density Residential Area around County Road 667 near the southern portion of the Township has been expanded to include additional properties.
- A wetlands overlay district was added to the Future Land Use Map, in order to understand where residential development might be encouraged in balance with the desire to preserve the Township's wetlands.

Low Density Residential Area

Map 7.1 shows that the Low Density Residential Area includes much of the land between Lime and Little Traverse Lakes, and just west and east of Lime Lake. Single-family residential uses are planned for this area at a maximum density of approximately one unit per three acres.

These areas have significant environmental features including streams (Map 2.2) and wetlands (Map 2.4), and development in these areas may negatively impact water quality in

the Good Harbor Bay Watershed. The Low Density Residential Districts can form a buffer between Forest Conservation Areas and Medium Density Residential Districts.

Medium Density Residential Area

Map 7.1 shows that the Medium Density Residential Area is planned primarily for locations surrounding Little Traverse Lake and Lime Lake. Lakefront development is highly desirable in the Township, and when proper precautions are taken to protect water quality and the natural environment of the Township, this development is a strong asset in the community. Generally, development in this district is permitted where soils and separation from the water table can permit single-family homes with onsite water and septic systems. Supporting uses such as schools and parks are also encouraged within this district.

Business Areas

There are two types of Business Areas identified in this Future Land Use Plan: the Business Preservation Area and the Business Development Area. The goal of these districts is to provide reasonable space for limited commercial opportunities within the Township.



The Little Traverse Inn is an example of a commercial use in Cleveland Township.

Business Preservation Area

Business Preservation Areas are located in three relatively small areas within the Township as shown on Map 7.1. The intent of this district is to preserve and retain the existing boundaries for small-scale businesses that provide services to Township residents. Significant expansions of existing or new businesses should not be accommodated within this district.

Business Development Area

There are three sizable Business Development Areas within the Township as shown on Map 7.1: near the intersection of Maple City Road and M-22; at the intersection of Maple City Road and Century Road; and at South Stachnik Road and East Sullivan Woods Road. The purpose of the Business Development Area is to provide for the reasonable expansion of

existing and new business uses. Zoning regulations limit business uses to those uses suitable to the Township and compatible with nearby residential areas, such as light manufacturing, office buildings, and small-scale retail uses.

Commercial Resort Area

Several small areas of Cleveland Township are designated as Commercial Resort Areas on the Future Land Use Map (Map 7.1). These uses are primarily clusters of cottages used for seasonal short-term rentals. Consideration should be given to removing parcels from the Commercial Resort Area that are primarily wetlands or otherwise unsuited to large-scale development. It is also important that Commercial Resort Areas are used in ways that honor neighboring homes and the residential character of adjoining districts.

Recreational Resort Area

The Recreational Resort Future Land Use District is planned for parts of the former Sugar Loaf Resort and some surrounding areas. The Sugar Loaf area was originally developed as a ski resort, golf course, and resort residential community of single-family and multi-family housing units. The closure of the resort and subsequent challenges in redeveloping the land have resulted in a continued loss of jobs, tax revenue, and recreational opportunities for the community.

The Recreational Resort District is designed to accommodate the future redevelopment of Sugar Loaf in a manner consistent with the community's vision for the land. As such, uses acceptable for this area include a wide range of residential development (including higher-density condominiums or apartments), resort-related retail, conference centers, hotels, restaurants, banquet facilities, and business such as limited convenience stores that serve the resort area.

Commercial uses in this district should serve recreational purposes. Active recreational uses, as well as public access to recreational amenities and scenic views, are desired elements of the redevelopment of the Recreational Resort Area.



The Recreational Resort District includes much of Sugar Loaf Resort, including the hilltop.

National Lakeshore Area

The boundaries of the Sleeping Bear Dunes National Lakeshore Area extend across the northern part of the Township, including areas around Bass Lake and School Lake. The Township does not have control over uses within the Lakeshore boundary, but does contribute input on the long-range and management plans of the National Lakeshore Area. The recreational and scenic aesthetic of the National Lakeshore Area is valued by the Township's residents, and the Township should continue to collaborate with the National Lakeshore to preserve the environmental habitat and recreational amenities the area provides.

Wetlands Overlay Area

Existing wetlands are included on the Future Land Use Map to support the Township's goal of preserving wetlands wherever possible. One action step identified in Chapter 6 is to create and adopt a local wetlands ordinance that would allow the Township to regulate development near and within wetlands that the Michigan Department of Environmental Quality does not currently oversee. Including wetlands on the Future Land Use Map represents a step toward developing this local ordinance in the future, as it provides a clear inventory of the likely location of wetlands in relation to other land uses in the Township. This data is general and is not meant to inform site-specific decisions.

ZONING PLAN

According to Section 2(d) of the Michigan Planning Enabling Act (Public Act 33 of 2008), a Master Plan must include a Zoning Plan that depicts the various zoning districts and their use, as well as standards for height, bulk, location, and use of buildings and premises. The Zoning Plan serves as the basis for the Zoning Ordinance and guides any changes made to the existing Zoning Ordinance as a result of a master planning process.

Relationship to the Master Plan

The Master Plan describes the Township's vision, goals, and objectives for future land use and community development. As a key component of the Master Plan, the Zoning Plan is based on the recommendations of the Master Plan and is intended to identify areas where existing zoning is inconsistent with the objectives and strategies of the Master Plan. The Zoning Ordinance is the primary implementation tool for the future development of Cleveland Township. The Zoning Ordinance contains written regulations and standards that define how properties in specific geographic zones can be used and how they can look. The

Zoning Plan is designed to guide the development of the Zoning Ordinance, based on the recommendations of the Master Plan.

Current Zoning Districts

The Michigan Planning Enabling Act requires the Zoning Plan to inventory the community's existing zoning districts. The following section summarizes the existing zoning districts in Cleveland Township. Table 7.1 provides an overview of several key standards for new development in each zoning district. This section is meant to provide a general overview of the Township's zoning districts and standards. In order to review zoning definitions, standards, and regulations in full detail, please see the Cleveland Township Zoning Ordinance.

Residential Districts

- Residential I – This district is intended to accommodate single-family homes.
- Residential II – This district is intended to accommodate single-family homes in addition to schools, churches, and hospitals.
- Residential III – In addition to the uses permitted in Residential I and II, this district accommodates dwellings built for multiple families such as townhomes and condominiums.

Non-Residential Districts

- Commercial-Resort – This district is intended to accommodate uses such as inns, motels, mobile home parks, rental cabins, hospitals or nursing homes, and professional offices.
- Recreational – This district is intended to provide for orderly development of land compatible with the ski, golf, recreational, and residential facilities already present within the district. Uses permitted include single- and multi-family dwellings, motels, professional offices, private clubs, and outdoor recreational facilities. A Planned Unit Development option is available in the Recreational District to promote projects that provide recognizable and substantial benefits to users of the property and the community.
- Business I – In addition to accommodating the uses permitted in the Commercial-Resort District, the Business I district allows for a number of other uses such as retail stores, restaurants, hospitals, and institutions.
- Business II – This district accommodates light manufacturing facilities, warehouses and storage facilities, greenhouses, open-air markets, cable facilities, utilities, and lumber yards.
- Agricultural – The Agricultural District is designed to accommodate active farming activities in the Township as well as forestry, sawmills, maple syrup, plant nurseries, riding stables, mining, and parkland. Single-family homes are permitted in this district that follow the requirements for an Ag-Residential Lot.
- Government – This district is intended to accommodate picnic grounds, public lookouts, campgrounds, forest reserves, wildlife reserves, and public recreation areas that are under the control of Cleveland Township.

CLEVELAND TOWNSHIP MASTER PLAN

Table 7.1 Zoning Districts

Zoning District	Total Acres	% of Total Land	Minimum Lot Size (1,000 Sq Ft)	Maximum Density (Units per Acre)	Maximum Height (Ft)*	Minimum Living Area (Sq Ft)	Minimum Back Setback (Ft)	Minimum Side Setback (Ft)	Minimum Front Setback (Ft)	Maximum Lot Coverage (% of Lot)	Minimum Lot Width
Residential I	1,245.8	6.4%	40	1.1	35	750	10	10	40	25	200
Residential II	1,187.3	6.1%	30	1.5	35	750	10	10	40	25	150
Residential II	18.9	0.1%	30	3.3	35	700	10	10	40	25	150
Commercial-Resort	55.3	0.3%	15	8.7	35		15	10	40	25	
Recreational	748.6	3.8%	30	2.9	35	700	15	10	40	25	150
Business I	95.0	0.5%	30		35		15	10	40	50	100
Business II	78.9	0.4%	60		35		15	10	40	50	200
Agricultural	16,124.3	82.4%	30	0.1	35		10	10	40	25	150
Government	12.0	0.1%			35						

Blank = Not Applicable; *Maximum building height restrictions apply to properties designed for human occupancy.

*Maximum building height restrictions apply to properties designed for human occupancy.

Opportunities for Zoning Changes

In order to remain consistent with the community's vision for the future of Cleveland Township as identified in this Master Plan, a number of zoning ordinance amendments may be necessary. The Action Steps identified in Chapter 6 highlight several opportunities where the Township zoning ordinance could be amended to be more consistent with the goals and vision set forth in this Master Plan.

Appendix A. Public Meeting Summaries

OPPORTUNITIES FOR PUBLIC INVOLVEMENT

Many residents, landowners, and community leaders participated in the Cleveland Township Master Planning process. Residents were invited to participate through a number of communication tools including:

- A project webpage, with background information, a comment form, and a newsletter signup
- Announcements of public meetings on the Cleveland Township website
- Printed announcements of public meetings in the Leelanau Enterprise
- A community planning survey (see Appendix B), mailed to every address in the Township
- Printed flyers posted at local establishments
- A project e-newsletter

The Master Planning process included four public meetings: a kickoff meeting on June 23, 2016, a visioning meeting on August 25, 2016, an environmental workshop on February 23, 2017 and a public open house in March 2017. In addition, the Cleveland Township Planning Commission discussed the Master Plan project at each of its regular public meetings from April 2016 through February 2017.

PUBLIC KICKOFF – JUNE 23, 2016

The public kickoff meeting was an opportunity for the community to learn more about key issues and help to inform the Master Plan process. About 35 residents and community leaders gathered at the Township Hall to learn about issues ranging from water quality to broadband internet accessibility. Each speaker gave a short presentation and allowed for a question-and-answer period. Participants used interactive “clickers” to answer trivia and give opinions throughout the meeting. The agenda included:

- **Steve Strassburger**
Cleveland Township Planning Commission Chair
Welcome
- **Katie Moss Sieb**
Land Information Access Association
Introduction, What is a Master Plan?
- **Tom Ulrich**
National Park Service
NPS Mission Statement and Overview of Current Activities
- **Sarah Lucas**
Networks Northwest
Aging Trends in Leelanau County
- **Yarrow Brown**
Leelanau Conservancy
The Good Harbor Bay Watershed Protection Plan, Leelanau Conservancy Projects

Tom Stephenson
Connect Michigan
Broadband Accessibility in Leelanau County

- **Tim Stein**
Cleveland Township Supervisor
Updates on the Township

CLEVELAND TOWNSHIP MASTER PLAN

VISIONING MEETING – AUGUST 25, 2016

The public visioning meeting was held on Thursday, August 25, 2016, at the Cleveland Township Hall. In total, 31 residents and interested parties attended the meeting. The purpose of the meeting was to capture the opinions of Township residents in hopes of creating a Master Plan that reflects the community's vision for the future. The event was structured with the following agenda:

- Welcome and Introduction - Steve Strassburger, Cleveland Township Planning Commission Chair
- Explanation of the evening's activities - Katie Sieb, LIAA
- Self-guided station activities

The bulk of the meeting consisted of six separate "stations," each with a short activity focusing on one important element of the plan. Five of the six stations were facilitated by a planning commissioner, giving attendees an opportunity to interact with their community leaders. Additionally, posters were displayed to share the results of the community planning survey. The following summarizes each station's activity and results.

Station One: Asset Listing

The asset listing station asked participants to write down one thing they love about Cleveland Township on a speech bubble board. The responses are included in this image which was created on Tagul.com.



Station Two: Visioning Questions

At this station, participants were asked to write their answers to two questions on flip charts. Below are the questions and the responses. Repeated comments are indicated by the number appearing next to an item.

In 20 years, how do you see Cleveland Township?

- About the same or no change. (3)
- Keep the Township quiet, with clean water and air.
- Whatever happens to Sugar Loaf, keep the lights off!
- Could Sugar Loaf become part of the Sleeping Bear Dunes National Park?
- Pedestrian road shoulders.
- Clean water, protected ridgelines, and undeveloped open space. (2)
- Multi-use housing and commerce at Sugar Loaf. (2)
- Eco-Village in Maple City area near Co. Rd. 667 with housing, health care, food, eldercare, and childcare. (2)

What would improve Cleveland Township?

Housing-related responses

- Reduced minimum square footage requirements to allow for tiny homes. (2)
- Senior housing. (2)
- Apartments to bring workers into the area. (2)

Transportation-related responses

- Infrastructure needs to accommodate increasing tourism and traffic. The National Park Service should share in the costs.
- Improve M-22 road surface and shoulders. (7)
- Bike shoulders and pedestrian shoulders.

Environment-related responses

- Clout on pressing environmental issues.
- Work with the National Park Service to prevent development of farms in Port Oneida. No more asphalt parking lots.
- A noise ordinance that is enforced. (3)
- New culvert on Traverse Lake Road.
- Improve the Township Park on Little Traverse Lake. (2)
- Concern about water quality.
- Capable planning and action with regard to climate-related challenges, supported by citizen involvement and objective communication.
- Sustainable energy such as solar.

Economic-related responses

- Encourage year-round businesses.
- Open Sugar Loaf to its original state. (2)
- Make Sugar Loaf a four-season resort with skiing, hiking, public access, and quality housing.

Responses pertaining to the Sleeping Bear Heritage Trail expansion

- Finish the trail along Little Traverse Lake Road. (3)

- No bike trail on North Traverse Lake.
- Stop the trail at Co. Rd. 669 to preserve wetlands, trees, and protected dunes.

Station Three: Environment

This station had two activities, a goal statement exercise and an open-ended question.

Goal Statement Exercise

Participants were asked to read the 2009 Master Plan's goal statement for the environment and think about how they might change it to better reflect their opinion. Participants were invited to edit the goal statement by adding or crossing out language on the goal statement.

The 2009 goal statement for the environment is:

Protect important natural resources including ground water, wetlands, water bodies, native vegetation, wildlife, dunes, and shoreline through Township policies and requirements. Protect the Township's dark skies and air quality and protect residents from noise pollution.

In general, most participants did not want to make drastic changes to the goal statement, but may want to see greater emphasis on particular resources in the Master Plan. The following is a list of responses. Repeated comments are indicated by the number appearing next to an item.

- No change. (4)
- Emphasize dark skies. (3)
- Emphasize air quality, and noise pollution. (2)
- Add correct culvert inadequacy on Little Traverse Lake and support restoration of Shalda Creek to natural flow.
- Delete "important" so statement reads, "Protect [all] natural resources..."
- Add bolded words so statement reads, "Protect natural resources including...the **diversity of** native vegetation and wildlife..."
- Emphasize native vegetation, wildlife, dunes, and shoreline.

Open-Ended Question

Also at the environment station, participants were invited to respond to an open-ended question: **What environmental issues are you most concerned about in Cleveland Township?** The following is a list of responses. Repeated comments are indicated by the number appearing next to an item.

The Heritage Trail Expansion

- Declining condition of the Township Park if the Heritage Trail goes down Little Traverse Lake Road.
- Damage to the area of Traverse Lake Road if the Heritage Trail goes down Little Traverse Lake Road including sand hills, the tunnel of trees along the road, swampy areas, and the wealth of Lady Slipper Orchids along the road.
- Completing the Heritage Trail in a cooperative way with the National Park Service.

Inland Lakes

- High lake levels may be having an impact on water quality, both through flooding and from septic systems that may now be compromised.
- Protection of our wetlands and water. (2)
- Write lake guardian best practices into the Master Plan, like Lake Charlevoix and Glen Lake.
- [Create a] swimmer's itch program.

Invasive Species Removal

- Invasive species on land and in lakes. (2)

Growth and Development

- Growth in the Township.
- Township should remain rural, natural, quiet, and peaceful. (2)
- The removal and clear-cutting of trees for residential homes.

Other Concerns

- Climate change and its impacts on stormwater, flooding, and washouts.
- The increasing number of tourists visiting the National Park Service.
- The declining condition of Sugar Loaf Mountain Resort.
- A lake of "safe" shoulders on M-22, Co. Rd. 667, and Co. Rd. 669 for pedestrians and bicycles.
- Fracking.
- Air quality.

Station Four: Housing

At this station, participants looked at photos of a number of new housing developments and placed a green sticker on the type of housing that they most supported being built in Cleveland Township. Participants were reminded that local government in Michigan cannot exclude certain housing types, such as mobile homes, but can use zoning and other policies to encourage particular housing types.

In general, participants most strongly support senior homes, senior neighborhood housing, and summer cottages being built in the Township in the future. Participants least support mobile homes, medium-density subdivisions, and duplexes.

The list below ranks the most preferred housing types participants would like to see in the Township. The number of green stickers each housing type received is also included.

- Senior Apartments (11)
- Senior Neighborhood Housing (11)
- Summer Cottages (10)
- Low-Density Homes (7)
- Apartments (6)
- Mixed-Use Buildings (6)
- Duplexes (3)

- Medium-Density Subdivisions (2)
- Mobile Homes (1)
- Housing of any type (1)

Station Five: Economy

At this station, participants were given 12 pennies and asked to distribute them as they wish among six cups placed on the table. Each cup represented an economic area where the Township could direct effort (not necessarily spending) that has an impact on the local economy. Participants could put all 12 pennies into one cup, or spread them around however they preferred. Listed below are the number of coins each cup received:

- New resort facilities and vacation rentals (16)
- The redevelopment of Sugar Loaf (99)
- Continued support of agricultural operations (77)
- Greater broadband internet speed and/or accessibility (66)
- None, existing economic opportunities are adequate (0)
- None, it is not the Township's role to support economic development (0)

Participants would most like to see the Township support the redevelopment of Sugar Loaf, followed by agricultural operations and greater speed and/or access to broadband internet.

Station Six: Land Use

At this station, participants were asked to identify areas where they would like to see land use change in the future. Participants were asked to place stickers on the map to represent four different uses:

- Agricultural and Forestry – This category includes uses related to farming and forestry such as sawmills, maple syrup production, nurseries, and commercial riding stables. Single-family homes would be permitted in this district with certain restrictions.
- Business – This category includes commercial, resort, and business uses such as retail shops, restaurants, light manufacturing, warehouses, and other similar uses.
- Recreation – This category includes recreational facilities for skiing and golfing, with some residential uses permitted. This category may also include private clubs, motels or hotels, multiple-family dwellings, and office space.
- Residential – There are three residential categories:
 - Residential 1 (R1) refers to single-family homes at a low density. In R1, homes must be situated on large lots that are at least 200 feet wide and exceed 40,000 square feet.
 - Residential 2 (R2) refers to single-family homes permitted at a relatively greater density than the R1 use. In this district, homes must be situated on lots that are at least 150 feet wide and exceed 30,000 square feet. This use might also include schools, churches, or health facilities.
 - Residential 3 (R3) includes all the provisions of R2 with the addition of multiple-family dwellings such as townhomes or apartments.

In general, participants felt that the land should remain in its current use classification with the exception of the Sugar Loaf Resort Area and the southern part of the Township near Co. Rd. 667. Concern for housing young families and seasonal workers was commonly discussed throughout the activity.

Sugar Loaf Resort Area

A number of participants indicated that the Sugar Loaf area just west and east of Townhouse Road could support additional densities of homes. Stickers for both R1 and R3 were placed in this area. Others felt that this same area should be used as recreational lands.

Southern Areas in Cleveland Township

Several participants indicated that nearby Maple City, while outside of Cleveland Township's borders, should grow to include higher densities of homes. Several stickers for R3 were placed on the map to indicate this. Others felt that the southern areas of the Township near Co. Rd. 667 could support R3 densities.

ENVIRONMENTAL WORKSHOP- FEBRUARY 23, 2017

The Cleveland Township Planning Commission invited the public to attend an in-depth discussion about the Master Plan's proposed environmental goals on Thursday, February 23, 2017. The meeting materials and facilitation were provided by the Land Information Access Association with grant assistance from Michigan's Coastal Zone Management Program in order to enhance the Master Plan's focus on resiliency and environmental sustainability. Local experts were also invited to share insight on proposed policies and join in the discussion. About 35 people participated in the meeting. While the meeting did not result in substantive changes to the Draft Master Plan, it did create buy-in for some of the environmental policies introduced in the Plan. The main takeaways from the public discussion include:

- While the character and quality of the lake has remained largely desirable, it is important to guarantee the future conditions of Lime and Little Traverse Lakes through proactive zoning and programs. The vision for the future of the lakes include:
 - o Swimmable, fishable waters
 - o Healthy and clean/clear water
 - o No flooding on nearby properties
 - o Valuable homes along the lakeshore
- Severe flooding near Little Traverse Lake's outlet into Shalda Creek is caused by a number of factors such as undersized culverts, the presence of beavers, and road design. Improving the culvert is a less ideal solution than removing the road altogether and creating a bridge. While this would be a significant capital project, it would likely alleviate flooding and allow the stream to return its natural course.
- Education around inland lake water quality is a key need. Residents discussed the difficulties in reaching seasonal residents with information on ways to improve water quality. Possible ideas include a Township mailing, a voluntary signed compact for property owners to sign a pledge to protect the lake, and a lake guardian program similar to Glen Lake Association's program.
- Keyholing is a key challenge around a number of Michigan lakes, though a full ban on keyhole development is likely challengeable in court. However, the community would like to see as much restriction on keyhole development as possible.
- Septic inspections, while adding some cost and burden on property owners, is a popular idea with residents. The Township would bear little burden in implementing this policy, as damaged systems would need to be brought into compliance with the County Health Department, not any local code. In addition, programs such as cooperative cost-sharing models to improve infrastructure are desired.
- Wetlands, while largely regulated by MDEQ, have some ability to be regulated by the Township. Enforcement is a key challenge with any local ordinance to regulate develop in and near small wetlands. Another key challenge

regarding a local wetlands ordinance is the need for collaborative and responsive relationships with MDEQ staff and local zoning administrators. In light of these challenges, public acquisition of important wetlands may be a more favorable approach.

PUBLIC OPEN HOUSE – MARCH 25, 2017

The public open house was held after the annual township meeting on Saturday, March 25, 2017, at the Cleveland Township Hall. About 38 residents and interested parties attended the meeting. The open house provided an opportunity to provide input on the proposed master plan. In addition, participants were asked to provide direct feedback at four specific “stations”. The first station provided information about some of the key finding or trends (demographic and land use related) of the Township. The second station provided an opportunity for participants to prioritize the goals, objectives and actions steps using sticky dots. In addition, participants were asked to list “possible partners” that would help implement each goal, objective and action step.

The third station provided an opportunity for participants to review and comment on the proposed future land use plan. The fourth station asked participants to fill out a short survey about the plan and opportunities for participation. The following summaries the results of each station (note; no comments were provided for station one and three).

Station Two:

HOUSING

GOAL: A mixture of housing opportunities in the Township to serve residents while maintaining a high quality of life for existing and future residents.

OBJECTIVE 1: Increase the housing supply appropriate for younger families and those that may require more affordable options.

2 sticky dots (Sticky Note: “Be interested in working on housing issues – Carol Waters ph. 228-6591)

Action Step 1: Review the Cleveland Township Zoning Ordinance to determine where additional housing growth should be focused. Areas such as the former Sugarloaf Resort area and the southern portion of the Township near CR-667 could support additional homes.

Nothing

Action Step 2: Support regional efforts to supply affordable housing in the villages of Leelanau County.

2 sticky dots

Action Step 3: Lower the minimum square footage of residential units in the Township to allow for micro-housing, or “tiny homes”.

5 sticky dots

Action Step 4: Continue to support and market the Township’s property tax assistance program for low-income households.

1 sticky dot

Action Step 5: Research the potential impacts of allowing Accessory Dwelling Units to be constructed in certain residential districts, such as R-1, with regulations that would ensure units be used as long-term rentals.

Nothing

OBJECTIVE 2: Accommodate the changing housing and financial needs of aging residents to maintain quality of life.

Nothing

Action Step 1: Research the potential impacts of zoning ordinances and other Township policies and make necessary changes to encourage and support additional senior residential development, such as assisted living facilities and retirement communities.

Nothing

Action Step 2: Research offering Elderly Homestead Exemptions to create additional property tax relief for low-income senior homeowners. This could exempt all, or a portion, of the assessed value of a senior's property from school, state, or county taxes.

6 sticky dots

Action Step 3: Research accessibility standards that could be included in new construction. Zero step entrances and extra safety features are two examples of age-friendly housing.

Nothing

OBJECTIVE 3: Maintain high standards for residential development to protect and preserve rural character and quality of life.

Nothing

Action Step 1: Research appropriate opportunities and create a Township noise, public safety, and/or nuisance regulation.

1 sticky dot

Action Step 2: Identify opportunities to strengthen blight regulations and code enforcement.

Nothing

OBJECTIVE 4: Balance support and encouragement of short term rentals with the need to retain overall affordability and rural character.

1 sticky dot

Action Step 1: Research and consider opportunities to regulate short-term rental properties (e.g., choose to require permits, limit the number of permits available).

1 sticky dot

Action Step 2: Continue to support the creation of additional resort and lodging accommodations in appropriate zoning districts, such as the Commercial Resort and Recreational zoning districts.

Nothing

ENVIRONMENT (PART 1 OF 2)

GOAL 1: Protected natural features that make Cleveland Township a special place to live.

OBJECTIVE 1: Contribute to overall watershed health and the health of the Great Lakes through Township-wide policies.

Nothing

Action Step 1: Adopt and enforce a time of transfer inspection ordinance that requires a septic system to be inspected for leakage and damage before a home can be sold with notice to the County Health Department.

3 sticky dots

(Sticky Note: "Lake level vs septic compromise and leaching

- High lake levels threaten WQ as septic systems installed before the 48" isolation distance are submerged
- LTL is at an ambient level ~ 30" above historic
- We need to research elevations of systems and test shoreline locations for septic influences
- Phos levels have risen nearly 300% and Ammonia nearly 600% in some locations"

Action Step 2: Work to adopt appropriate recommendations from the Good Harbor Bay Watershed Management Plan with support from lake associations and other organizations.

Nothing

OBJECTIVE 2: Adopt water quality standards and regulations specific to waterfront properties.

Action Step 1: Research the following and other best management practices to determine appropriate standards and regulations:

Nothing

Increase the setback from the water's edge to 100 feet, especially in areas with steep slopes.

Nothing

Require a formal Site Plan Review for any waterfront development.

Nothing

Amend the Site Plan Review process to be outcome-based, requiring that new developments increase or maintain existing vegetation, do not increase erosion risk, and maintain rainwater retention.

Nothing

Develop frontage-based minimums or other lot division standards to prohibit future shared-frontage developments or “funnel” developments, where more than one household shares access to a body of water.

Nothing

Require proof of a greenbelt near the water’s edge during the Site Plan Review process.

Nothing

Require and enforce landscaping regulations when property owners seek to significantly alter vegetation near the water’s edge.

Nothing

Establish a maximum impervious surface lot coverage requirement for waterfront properties.

Nothing

Limit the number and use of docks on waterfront parcels.

Nothing

Establish boat washing stations on Lime and Little Traverse Lakes.

Nothing

Ban the use of harmful fertilizers and pesticides near water bodies.

2 Sticky Dots

NOTE FOR 10 OF THE ABOVE BULLETED ITEMS IN THIS ACTION STEP #1

“Agree with all but 100’ setback – 75’ is fine”

OBJECTIVE 3: Educate residents about water quality trends and proactive measures private property owners can take to reduce water quality concerns.

Action Step 1: Support the creation of educational materials for shoreline property owners, agricultural property owners, and large land owners in the Township on topics like water quality, invasive species, landscaping, and woody debris.

Nothing

Action Step 2: Host educational events with the Township’s lake associations and regional environmental groups to train area landscapers and homeowners about additional landscaping and greenbelt requirements.

Nothing

Action Step 3: Disseminate data on water quality in the Township through the Township website, at the annual meeting, and in other venues as appropriate.

1 Sticky Dot

(Sticky Note: “Leelanau clean water does this now – it is important)

OBJECTIVE 4: Continue to protect the dark skies in the Township to preserve the health of plants and animals and for the general enjoyment of the night sky.

Action Step 1: Continue to limit light pollution and identify ways to strengthen the Township's Outdoor Lighting Ordinance.

2 Sticky Dots

Action Step 2: Increase awareness and enforcement of the Township's Outdoor Lighting Ordinance.

Nothing

Action Step 3: Support the efforts of the Sleeping Bear Dune National Lakeshore to become a Dark Sky Park.

Nothing

OBJECTIVE 5: Protect and enhance the many benefits that wetlands provide to people, infrastructure, and the environment.

Action Step 1: Adopt a local wetlands ordinance to allow Cleveland Township the ability to regulate development near small wetlands that MDEQ does not oversee.

1 Sticky Dot

Action Step 2: Work with research groups, conservancies, and lake associations to identify ongoing threats to existing wetlands and opportunities to restore wetlands.

Nothing

ENVIRONMENT (PART 2 OF 2)

GOAL 1: Protected natural features that make Cleveland Township a special place to live.

OBJECTIVE 6: Protect the natural environment from the negative impacts of human activities including air quality, shoreline activities, soil erosion, vibration, and other negative impacts.

Nothing

Action Step 1: Assure that the regulations and policies of associated agencies are upheld in the Township including the Department of Environmental Quality, Soil Erosion Control, the County Health Department, and the County Building Department.

Nothing

Action Step 2: Limit the visual pollution of billboards, dumping, and nonmaintained properties in the Township through code enforcement.

4 Sticky Dots

Action Step 3: Expand the Township's noise ordinances to include additional manmade noises beyond fireworks (see Housing for more on noise regulation).

3 Sticky Dots

Action Step 4: Evaluate the size and capacity of culverts in the Township to determine areas where culverts may be impeding fish migration or damaging habitat.

4 Sticky Dots

Sticky Note #1: “Huge issue! Restore Shalda Creek – enlarge TL culvert”

Sticky Note #2: “Would help with organizing a committee focused on clean water issues – Carol Waters ph. 228-6591”

Action Step 5: Encourage developers to designate open spaces linked to existing natural areas to prevent habitat fragmentation and preserve species migration.

1 Sticky Dot

OBJECTIVE 7: Review opportunities to protect the Township’s many scenic views from the negative impacts of development.

Action Step 1: Review opportunities to further restrict the ability of a landowner to clear-cut a lot designated for residential development.

1 Sticky Dot

Action Step 2: Identify barren ridges and other important viewsheds in the Township and provide guidelines or adopt ordinances to ensure development has a minimal impact to these areas.

1 Sticky Dot

Action Step 3: Craft open space requirements that balance goals of protecting significant resource lands and viewsheds with a goal of providing balanced growth with no net loss of tax base.

Nothing

OBJECTIVE 8: Work to protect water quality, the environment, and development from the damaging effects of flooding in residential areas.

Action Step 1: Continue to work collaboratively to address existing flooding concerns around Little Traverse Lake.

4 Sticky Dots

Action Step 2: Review opportunities to require homes near bodies of water or in flood-prone areas be built according to standards that would reduce flooding damages.

1 Sticky Dot

Sticky Note #1: “Proactively correct storm drainage problems which will cause significant property damage and waterway pollution with new climate deluges.”

Sticky Note #2: “Township/County needs to be capable of acting on storm water control. Road Commission will only act when roads are threatened – not lakes or property”

Action Step 3: Work with FEMA to obtain revised floodplain maps as available and continue to ensure that Site Plan Review is conducted for development within the floodplain.

Nothing

ECONOMY

GOAL: Reasonable economic opportunity and return for Township residents.

OBJECTIVE 1: Support the ability of property owners to use land for reasonable economic benefit.

1 Sticky Dot

Action Step 1: Continue to support new and existing home businesses that meet the standards for use.

1 Sticky Dot

Action Step 2: Continue to support and encourage sustainable forestry.

1 Sticky Dot

OBJECTIVE 2: Protect opportunities for economic development within the Township, including opportunities for employment and access to resources.

Action Step 1: Support County and regional efforts to sell Sugarloaf Resort for redevelopment by a private or public entity that supports the local economy and ideally provides access and recreational opportunities to the public.

5 Sticky Dots

Action Step 2: Balance support of economic development with the fiscal health of the Township government and its ability to provide appropriate levels of services.

Nothing

Action Step 3: Permit commercial services at a scale, character, and location that will not take away from the residential quality and character of the area.

1 Sticky Dot

BROADBAND

GOAL: Better High Speed Internet services in the Township.

OBJECTIVE 1: Pursue opportunities to ensure Township residents have greater access to High Speed Internet and cable services.

4 Sticky Dots

Sticky Note: "My #1 Most important issue in Cleveland Township"

Action Step 1: Partner with Leelanau County, the Leelanau Peninsula Economic Foundation's Technology Committee, and other groups as necessary to better understand gaps in the Township's existing coverage and increase access to better services.

1 Sticky Dot

Action Step 2: Send a representative of Cleveland Township to the Leelanau Peninsula Economic Foundation's Technology Committee as it seeks to create a Broadband Action Plan for the region.

1 Sticky Dot

Action Step 3: Educate community leaders and the public on the economic, social, and educational benefits High Speed Internet provides.

Action Step 4: Designate a portion of Township funds to addressing inadequate broadband through capital investments, cooperative cost sharing models, and other funding mechanisms.

1 Sticky Dot

AGRICULTURE

GOAL: Protected agricultural lands and an enhanced rural character in Cleveland Township.

OBJECTIVE 1: Support agricultural operations and lands in the Township.

Nothing

Action Step 1: Retain restrictions on residential uses in the agricultural areas such that agricultural pursuits are not compromised and reasonable use of the land is not denied to the property owner.

Nothing

Action Step 2: Continue to allow agricultural lands to benefit from tourism and reduce barriers to further opportunities as appropriate provided they do not adversely affect neighbors or the serene rural nature of the area.

1 Sticky Dot

Action Step 3: Support the continued success of agricultural operations in the Township through local policies and regulations.

Nothing

Action Step 4: Retain agricultural lands in the Township by retaining a strong commitment to the areas currently zoned for agricultural use.

2 Sticky Dots

Action Step 5: Research the requirements farmers must meet to qualify for aid and/or programs that strive to preserve farmland and work to ensure Township regulations would not prevent a person from qualifying.

Nothing

PUBLIC SERVICES AND INFRASTRUCTURE

GOAL: High-quality services and infrastructure for Township residents.

Nothing

OBJECTIVE 1: Enter into multi-jurisdictional planning and service arrangements wherever appropriate to lower costs and improve efficiency.

1 Sticky Dot

Action Step 1: Continue to support the Cedar Area Fire and Rescue Department and support additional capital improvements in the future.

2 Sticky Dots

OBJECTIVE 2: Look for opportunities to improve the safety, reliability, and accessibility of transportation in the Township.

Nothing

Action Step 1: Look for opportunities to include bike shoulders and bike lanes in the community through grant funding and partnerships with the Leelanau County Road Commission and the Michigan Department of Transportation.

1 Sticky Dot

Action Step 2: Advocate for increased fixed-route access to public transit from the Bay Area Transportation Authority.

Nothing

Action Step 3: Work with the Township board and elected leaders to budget future Township expenditures through a Capital Improvement Plan.

Nothing

OBJECTIVE 3: Continue to provide access to high-quality recreational amenities within and near the Township.

1 Sticky Dot

Action Step 1: Explore opportunities to upgrade the Township Park to include an improved dock or other amenities.

Nothing

Action Step 2: Continue to work with the National Park Service to maintain access points to Lake Michigan and the National Lakeshore.

Nothing

Action Step 3: Support the expansion of recreational opportunities as appropriate and as desired by the 2016 planning survey and other public input.

Nothing

Action Step 4: Support the development of a Recreational Master Plan for Cleveland Township that identifies grant opportunities to upgrade recreational facilities as appropriate.

Nothing

Station Four: Annual Meeting Survey Results (10 surveys handed in)

1. Public Engagement

A. Other than today, have you participated in any of the public engagement events for this Master Plan?

Yes: 8 No: 2

B. Do you feel you've been provided adequate opportunity to be involved in the Master Plan process?

Yes: 8 No:

2. Key Issues

What concerns do you see as most important in Cleveland Township?

- Internet and cell phone problems
- Protection of environment
- Affordability for families and elderly
- Opportunities for small business and agriculture
- Sugar Loaf Resort
- Water Quality
- Housing Affordability
- Property tax relief
- Maintaining agricultural lands
- Sugar Loaf being a viable business or housing
- More businesses to Township
- Water
- Restrict density of residential
- Culvert on () Rd./ Stream Restoration
- Focus on water quality
- Allow smaller dwellings
- Septic inspections
- Internet Access
- Lower square footage requirements
- Ignorance about storm water
- Capacities and civil engineering
- Lake level related pollution
- Excessive traffic
- Control housing growth

3. Future Land Use

How supportive are you of the Future Land Use Map and descriptions?

1 – Totally Opposed:

2:

3:

4: (2)

5 – Very Supportive: (6)

Comments:

“To be aware of township changes”

“Excellent work has gone into these uses by the planning commission”

“Great work”

4. Goals

How supportive are you in general of the proposed goals, objectives and action steps?

1 – Totally Opposed:

2:

3:

4: (3)

5 – Very Supportive: (5)

5. General Comments for the Planning Commission

“Guess I need to look into this as I have not been active for many reasons”

“Thank you. Applause for getting the help of LIAA to work on Master Plan”

“Subcommittees to reach the action objectives”

“Thank You”

Appendix B. Detailed Survey Results

This appendix offers detailed results of the community planning survey mailed to Township residents in the summer of 2016. The survey results were used throughout the planning process and helped support the goals and recommendations of the Master Plan.

This appendix shows the survey results per question, with a number of tables representing different subgroups of the survey respondents. The first table in each topic shows the survey responses as a whole, while additional tables may show responses from a particular subgroup, such as those who live near an inland lake or some other category.

A “blank” survey is included at the end of this appendix for reference.

ABOUT THE SURVEY

The 2016 Cleveland Township Community Planning Survey was mailed to every address in the Township in July 2016. Surveys were mailed to property address, and in some cases owner addresses, in an attempt to include as many homeowners and residents as possible. The survey was also able to be completed electronically on the project website. Surveys were anonymous but included a unique random number identifier to ensure that each property only completed one survey. In total, 974 surveys were mailed out and 312 surveys were completed either by mail or online.

CLEVELAND TOWNSHIP’S CHARACTER

Table B1 shows the results of Question 1 on the survey for all 312 survey respondents. In general, a large percentage of survey respondents identified clean water (92%), scenic views (72%), quiet (67%), and forested hills and ridges (66%) as a very important quality of the Township. Access to hunting and fishing opportunities was ranked as the least important characteristic of the Township, with 21% of respondents stating this was not important to them.

- 1. Please help us identify the most important qualities of Cleveland Township’s character. What are the most important qualities of Cleveland Township? Please choose one option that most closely matches your opinion for each item.**

Table B1. Question 1 for All Respondents

	Very Important			Not Important		Response Rate
Access to Hunting and Fishing Opportunities	27%	24%	22%	21%		94%
Access to Inland Lakes (e.g., Lime, Little Traverse)	52%	25%	10%	9%		96%
Access to the Sleeping Bear Dunes National Lakeshore	65%	20%	6%	5%		96%
Clean Water	92%	5%	0%	0%		97%
Gravel and Unimproved Roads	18%	29%	34%	12%		92%
Existing Bicycling and Walking Paths	48%	20%	14%	13%		95%
Farm Houses and Working Farms	44%	33%	15%	4%		95%
Farms and Open Fields	47%	37%	10%	2%		95%
Forested Hills and Ridges	66%	23%	5%	1%		95%
Low Amount of Traffic	54%	31%	8%	2%		95%
Quiet	67%	26%	3%	0%		97%
Scenic Views (including high hills and ridgelines)	72%	18%	6%	1%		97%
Seeing Lots of Wildlife	54%	32%	8%	2%		97%
Wetlands	49%	30%	14%	5%		97%

CURRENT CONDITIONS IN THE TOWNSHIP

Table B2 shows the results of Question 2 on the survey for all 312 respondents. Several key results from the survey are listed below.

- Over half (54%) of respondents disagree or strongly disagree that the Township is growing too quickly.
- Over half (53%) of respondents disagree or strongly disagree that there are not enough short-term rental accommodations in the Township.
- Over 60% of respondents disagree or strongly disagree that there are not enough commercial services in the Township.
- Over half (55%) of respondents agree or strongly agree that the Township is experiencing a loss of farmland and/or orchards.
- Survey respondents are divided on whether housing opportunities meet the needs of existing residents. Respondents are equally divided on whether more affordable housing or more senior/assisted housing is needed in the Township.

CLEVELAND TOWNSHIP MASTER PLAN

2. Listed below are statements about Cleveland Township’s current conditions. Please choose one option that most closely matches your opinion for each item.

Table BX. Question 2 for All Respondents.

	Strongly Agree	Agree	Disagree	Strongly Disagree	Response Rate
Cleveland Township is growing too quickly.	9%	29%	51%	3%	91%
There are not enough short-term rental accommodations in Cleveland Township.	9%	26%	39%	14%	89%
There are not enough commercial services in the Township.	6%	24%	46%	17%	92%
Cleveland Township is experiencing a loss of farmland/orchards.	14%	41%	30%	3%	88%
The housing opportunities do not meet the needs of the community residents.	11%	33%	36%	8%	89%
More affordable housing is needed in Cleveland Township.	13%	33%	30%	15%	90%
More Senior/Assisted housing is needed in Cleveland Township.	9%	33%	34%	10%	86%

Table B3.1 shows the results of Question 3 for all survey respondents. In general, the majority of respondents identified utilities, fire protection, police service, rescue services, road maintenance, and snow plowing as either “good” or “fair.” However, 42% of respondents identified Cable TV as “poor,” while 51% identified Broadband/High Speed Internet as “poor.”

3. How would you rate the following services and amenities in Cleveland Township? Please choose one option that most closely matches your opinion for each item.

Table BX. Question 3 for All Respondents.

	Good	Fair	Poor	Never Used	Response Rate
Utilities	52%	31%	7%	5%	96%
Fire Protection	47%	18%	3%	26%	95%
Police Services	52%	18%	1%	25%	96%
Rescue Services	46%	18%	2%	29%	94%
Road Maintenance	50%	35%	9%	3%	96%
Snow Plowing	66%	20%	3%	7%	96%
Recreational Facilities	54%	29%	5%	7%	96%
Cable TV	12%	23%	42%	20%	96%
Broadband/High Speed Internet	10%	21%	51%	14%	96%

CLEVELAND TOWNSHIP MASTER PLAN

Table B3.2 shows how survey respondents under the age of 50 categorized Broadband/High Speed Internet in the Township. A greater percentage of those aged 50 or younger identified Broadband/High Speed Internet as poor (61% compared to 51% of all respondents).

Table BX. Broadband/High Speed Internet, Respondents 50 years old or younger

	Good	Fair	Poor	Never Used	Response Rate
Broadband/High Speed Internet	3%	16%	61%	16%	100%

THE FUTURE OF CLEVELAND TOWNSHIP

Table B4 shows the survey results to Question 4 for all respondents. The results help identify how respondents feel about future development in the Township.

Most survey respondents (at least 50%) agree that:

- New residential development should not be located along M-22, near the National Lakeshore borders, in agricultural or forested areas, or “almost anywhere” in the Township.
- New residential development should be located along major roads such as 667 and 669, in the southern part of the Township around 667 [near Maple City], or concentrated in the Sugar Loaf area.
- Cleveland Township has adequate areas zoned for residential purposes.
- Business development should be located in compact areas similar to business parks.
- Residential and business development should be located near similar land uses.

CLEVELAND TOWNSHIP MASTER PLAN

4. The next two questions help us identify what you'd like to see in the future development of Cleveland Township. The following statements are about future homes and businesses in the Township. Please choose one option that most closely matches your opinion for each of the following statements.

Table BX. Question 4 for All Respondents.

	Strongly Agree	Agree	Disagree	Strongly Disagree	Response Rate
New residential development in Cleveland Township should be...					
.....located along M-22	4%	21%	39%	26%	90%
.....located along major roads such as Co Rd 667 & Co 669	5%	46%	20%	17%	88%
.....located at or near major intersections	4%	37%	32%	13%	87%
.....permitted near national lakeshore borders	3%	21%	28%	39%	92%
.....located in the southern part of the Township around Co Rd 667	7%	46%	20%	12%	85%
.....permitted in agricultural areas	3%	21%	40%	26%	90%
.....permitted in forested areas	3%	22%	35%	29%	89%
.....concentrated in the Sugar Loaf area	17%	36%	22%	14%	90%
.....permitted almost anywhere in the Township	4%	20%	31%	37%	91%
.....permitted almost anywhere in the Township provided that clustering is required to set aside open space	7%	41%	24%	20%	92%
Cleveland Township has adequate areas zoned for residential purposes	15%	53%	10%	3%	80%
Business Development should be located in compact areas similar to business parks	21%	50%	14%	5%	90%
Residential and Business Development should be located near similar land uses	18%	58%	9%	4%	89%

Table B5 shows the results from Question 5 for all respondents. The results of this question help identify the types of new or additional housing survey respondents most support in the Township. In general, a majority of survey respondents favor or completely favor single-family homes on large lots (65%), on very large lots (60%), or in compact neighborhoods (52%). Senior housing also received support from survey respondents (64%). Respondents either opposed or totally opposed duplex housing units (56%), conversion of single-family housing to multi-family housing (69%), and mobile home parks (85%).

5. What types of new or additional residential housing should Cleveland Township encourage in the future? Please choose one option that most closely matches your opinion for each item.

Table BX. Question 5 for All Respondents

	Completely In Favor			Totally Opposed	Response Rate
Single Family Homes on Large Lots (over 1 Acre)	35%	30%	13%	13%	91%
Single Family Homes on Very Large Lots (over 5 Acres)	32%	28%	16%	15%	91%
Single Family Homes in Compact Neighborhoods	21%	31%	22%	17%	92%
Duplex (Two Family) Housing Units	9%	26%	27%	29%	91%
Conversion of Single Family Housing to Multi-Family Housing	5%	16%	25%	44%	90%
Mobile Home Parks	2%	5%	12%	73%	93%
Senior Housing	19%	45%	19%	9%	91%

WATER QUALITY IN CLEVELAND TOWNSHIP

Table B6 shows that the vast majority (96%) of all survey respondents believe it is important to protect the water quality of the lakes, streams, and groundwater of Cleveland Township. A majority of respondents (at least 50%) support each intervention listed on Table B7, while three interventions are supported by at least 80% of respondents. These include: require that septic systems be inspected before a home can be sold (89%), prohibit the use of pesticides, herbicides, and fertilizers within 50 feet of an inland lake or stream (86%), and require that the amount of impervious (paved) surfaces on waterfront lot not exceed 15% of the lot’s size (83%).

6. Do you believe it is important to protect the water quality of the lakes, streams, and groundwater of Cleveland Township? Please check one.

Table BX. Question 6 for All Respondents

Yes	96%
No	0%
Response Rate	96%

7. Which of the following actions would you support to protect the water quality of lakes, streams, and groundwater in Cleveland Township? Please choose one option that most closely matches your opinion for each item.

CLEVELAND TOWNSHIP MASTER PLAN

Table BX. Question 7 for All Respondents

	Completely In Favor			Totally Opposed	Response Rate
Require that the amount of impervious (paved) surfaces on a waterfront lot not exceed 15% of the lot's size.	61%	22%	4%	4%	92%
Forbid keyhole development along inland lakes. Keyhole development is where multiple homes are clustered around a single access point to the water.	50%	19%	13%	11%	94%
Require a strip of vegetation (not grass) along the shore of inland lakes. Homeowners will be permitted a path to the water.	39%	25%	20%	9%	93%
Prohibit the use of pesticides, herbicides, and fertilizers within 50 feet of an inland lake or stream.	74%	12%	5%	4%	95%
Require septic systems to be inspected before a home can be sold.	70%	19%	4%	4%	96%

Sugar Loaf Resort Area

Table B8 shows the results of Question 8. In general, most respondents feel that Sugar Loaf should be used as a multi-use resort (85%), while there was also broad support for Sugar Loaf being used for recreational purposes (69%) and as a public viewing area (69%). The results of this question suggest that there is an overall preference by respondents for Sugar Loaf to be used for economic development with some opportunity for public enjoyment.

8. This question is about the future of the Sugar Loaf Resort Area. Please choose one option that most closely matches your opinion for each item.

Table BX. Question 8 for All Respondents

	Completely In Favor			Totally Opposed	Response Rate
Sugar Loaf should be used for recreational purposes, such as a youth-family sports and fitness complex.	39%	30%	13%	9%	91%
Sugar Loaf should be used as a multi-use, year-round resort for skiing, biking, swimming, and golf.	63%	22%	4%	5%	95%
Sugar Loaf should be returned to its natural landscape and all buildings/structures should be removed from the hilltop.	19%	16%	27%	29%	91%
Sugar Loaf should be used for sustainable energy creation including wind and solar power.	13%	23%	20%	36%	92%
Sugar Loaf should be used for agricultural purposes such as crops, grapes, and cherries.	12%	24%	28%	29%	93%
Whatever happens with the Sugar Loaf area, the public should be able to access the hilltop to enjoy the view.	43%	26%	13%	11%	92%
Sugar Loaf should be redeveloped to support a higher density of homes.	8%	16%	22%	46%	93%

CLEVELAND TOWNSHIP MASTER PLAN

RECREATION IN CLEVELAND TOWNSHIP

Table B9.1 shows the survey responses to Question 9. In general, most respondents agree that the Township has access to a number of important recreational opportunities including the Sleeping Bear Dunes National Lakeshore, the Sleeping Bear Heritage Trail and its proposed expansion, and the Township’s many inland lakes. Most respondents feel that the Township park on Little Traverse Lake is appropriately maintained and offers the right facilities and amenities.

Table B9.2 shows how respondents who live or own land in the Little Traverse Lake Area feel about the proposed expansion of the Sleeping Bear Dunes Heritage Trail. The responses are divided, with 48% agreeing with the trail expansion, and another 48% disagreeing. When compared to all respondents, a greater percentage of those self-identified as living near or owning land in the Little Traverse Lake area disagree that the trail expansion will be a positive addition to the community.

9. THIS QUESTION IS ABOUT THE RECREATIONAL OPPORTUNITIES IN CLEVELAND TOWNSHIP. PLEASE CHOOSE ONE OPTION THAT MOST CLOSELY MATCHES YOUR OPINION FOR EACH ITEM.

Table BX. Question 9 for All Respondents

	Strongly Agree	Agree	Disagree	Strongly Disagree	Response Rate
The Sleeping Bear Dunes National Lakeshore provides important recreational opportunities to residents of Cleveland Township.	76%	15%	3%	2%	95%
The inland lakes (e.g., Little Traverse, Lime, School) provide important recreational opportunities to residents of Cleveland Township.	63%	28%	4%	1%	95%
The Cleveland Township park on Little Traverse Lake is adequately maintained.	24%	47%	7%	3%	81%
The Cleveland Township park on Little Traverse Lake offers the right facilities and amenities.	21%	44%	13%	3%	81%
The newly constructed section of the Sleeping Bear Dunes Heritage Trail is a positive addition to the Township.	54%	23%	6%	9%	92%
The proposed expansion of the Sleeping Bear Dunes Heritage Trail from County Road 669 east around and beyond Little Traverse Lake will be a positive addition to the Township.	52%	14%	7%	19%	92%

Table B9.2 Question 9 for Little Traverse Lake Area Residents

	Strongly Agree	Agree	Disagree	Strongly Disagree	Response Rate
The proposed expansion of the Sleeping Bear Dunes Heritage Trail from County Road 669 east around and beyond Little Traverse Lake will be a positive addition to the Township.	34%	14%	8%	40%	92%

TRANSPORTATION IN CLEVELAND TOWNSHIP

Table B10 shows how survey respondents feel about transportation corridors in the Township. Most residents (at least 55%) felt there were no serious problems with Maple City Road or Bohemian Road. Over one-third of respondents feel that M-22 has excessive speeds (33%) and needs surface improvements (37%). The response rate for M-22 is over 100%, meaning that many respondents noted more than one condition (excessive traffic, excessive speeds, etc.) applies to M-22.

- 10. This question is about the traffic and road conditions along the major roads in the Township. In your opinion, are any of the following occurring in any of the following road corridors? Check any boxes that apply.**

Table BX. Question 10 for All Respondents

	Excessive Traffic	Excessive Speeds	Dangerous Blind Curves	Road Surface Needs Improvement	No Serious Problems	Seasonal Problem Only	Response Rate
M-22	22%	33%	10%	37%	20%	25%	146%
Maple City Road	6%	17%	4%	8%	55%	10%	100%
Bohemian Road	3%	9%	2%	12%	56%	11%	93%

DEMOGRAPHIC INFORMATION

The remaining tables summarize the demographic information of the survey takers. The majority (73%) of the survey respondents live in Cleveland Township, with 51% living in the Township full-time. Half of the survey respondents are registered to vote in the Township. An overwhelming majority (89%) of survey respondents are over the age of 50. The various areas in the Township were well represented, with no single part of the Township comprising the majority of respondents. The majority of the respondents have a household income of over \$60,000 a year. Nearly half of respondents (46%) are retired, and just 12% have children under 18 years old living at home.

- 11. Do you live in Cleveland Township?**

Table B11. Question 11 for All Respondents

Yes	73%
No	25%
Response Rate	98%

12. Do you consider yourself a part-time or full-time resident of Cleveland Township?

Table B12. Question 12 for All Respondents

Part-Time	43%
Full-Time	51%
Response Rate	98%

13. Are you registered to vote in Cleveland Township?

Table B13. Question 13 for All Respondents

Yes	50%
No	48%
Response Rate	94%

14. What is your age group?

Table B14. Question 14 for All Respondents

Under 18	0%
18-25	0%
26-35	1%
36-50	8%
51-65	44%
Over 65	45%
Response Rate	98%

15. In what part(s) of the Township do you live/own land? Check all that apply.

Table B15. Question 15 for All Respondents

Little Traverse Lake Area	28%
Lime Lake Area	29%
Sugar Loaf Area	29%
Bohemian Valley Area	6%
Maple City Area	8%
Wheeler Road Area	8%
Other	3
Response Rate	111%

16. What is your household income?

Table B16. Question 16 for All Respondents

Under \$20,000	2%
\$20,000-\$39,999	8%
\$40,000-\$59,999	18%
\$60,000 over above	60%
Response Rate	89%

17. What is your employment status?

Table B17. Question 17 for All Respondents

Employed (not self-employed)	28%
Self-employed	18%
Unemployed	0%
Retired	46%
Response Rate	93%

18. Do you have children under 18 years old living in your household?

Table B18. Question 18 for All Respondents

Yes	12%
No	85%
Response Rate	97%