

# Leelanau County Place-based Targeting Strategy

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**Leelanau County -- Grant # MSC-2011-0759-HOA**

The Place-based Targeting Strategy represents MSHDA's Community Development Division approved process and the County's determinations to address the following Special Condition:

*To receive the second year funding (the remaining 50% of the grant award) the grantee must engage in community planning for a Targeted Strategy that will forward the goal of Place Making, resulting in a plan approved by MSHDA, Community Development Division.*

  
Authorized Signatory for Grantee

Chet Janik  
Printed Name

11/30/2012  
Date

Data collection and final report prepared by MSHDA approved Technical Assistance provider,  
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## Introduction

On September 2, 2011 the Michigan State Housing Development Authority (MSHDA) sent a memo to its County Allocation Housing Resource Fund Grantees to notify them of changes to the County Allocation Program. Due to recent cuts in the Community Development Block Grant (CDBG) program, which funds MSHDA's County Allocation Program, and the difficult housing market, MSHDA determined it was necessary to redefine its investment priorities. The memo states,

“...we must provide solutions by redefining our investment priorities within our [Housing Resource Fund]. We will do this by targeting our resources collectively between state and local governments by creating ‘Sense of Place’ investment priorities.”

In order to access 50% of their County Allocation funding, the memo requires counties to, “...engage in community planning for a ‘Targeted Strategy’ that will forward the goal of Place Making, resulting in a plan approved by [MSHDA’s Community Development Division].”

The purpose of this Place-based Targeting Strategy is two-fold; it addresses the requirement for a “Targeted Strategy” set forth by MSHDA in the *Program for Creating a Place-based Targeting Strategy* (see Appendix 1) while also identifying needs for improving the quality of place in targeted areas, which extend beyond the current scope of the County Allocation Program.

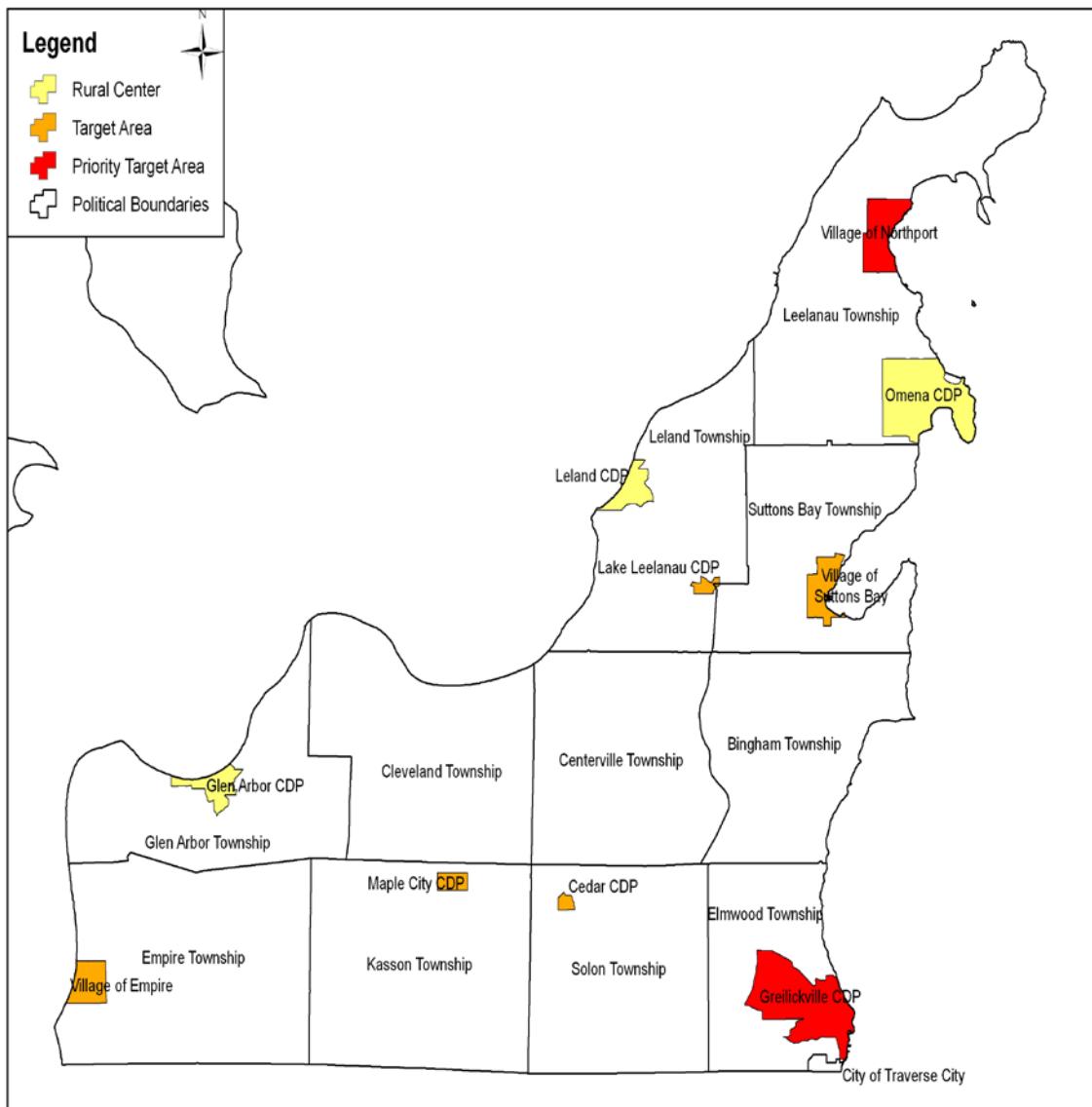
## Identification of Target Areas

Leelanau County has identified **seven target areas for the County Allocation Program**: Cedar CDP, Village of Empire, Greilickville CDP, Lake Leelanau CDP, Maple City CDP, Village of Northport and the Village of Suttons Bay. Of these seven areas, the Greilickville CDP and Village of Northport are the first priority for home rehabilitation through the County Allocation Program. All target areas were identified as Rural Centers or Urban Service Districts in the **Leelanau County General Plan**.

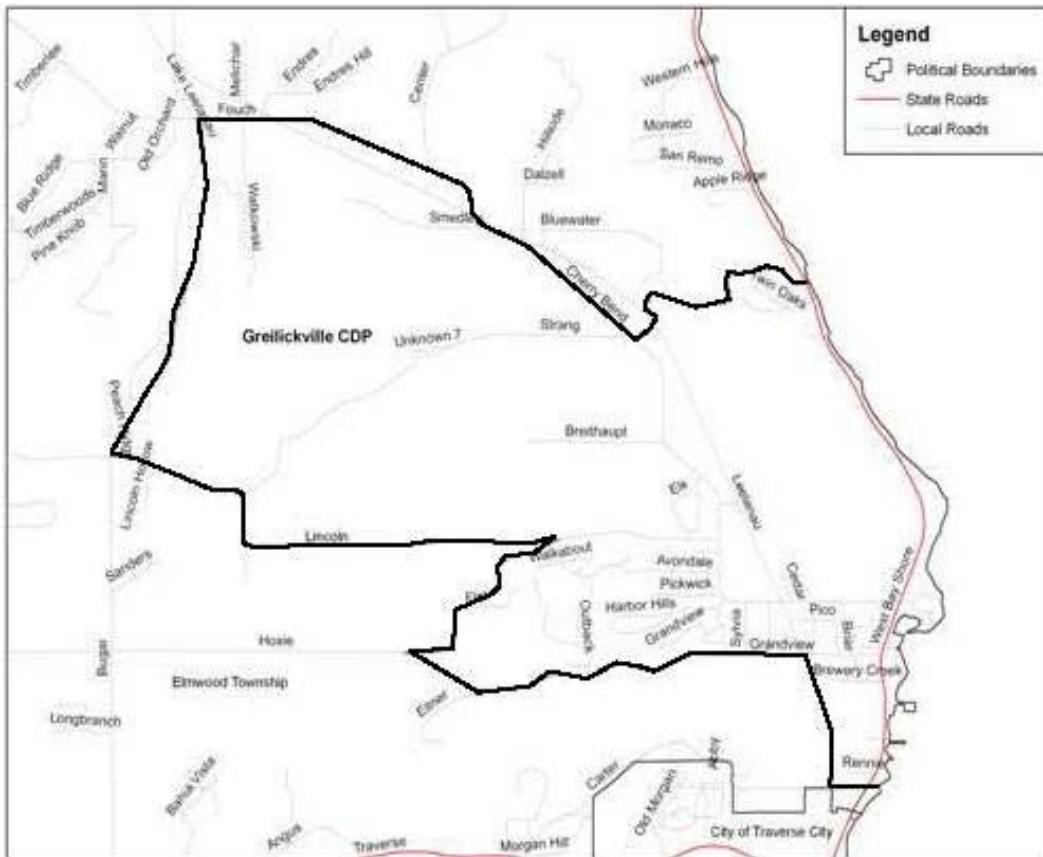
While these seven areas are targeted for the County Allocation Program, all Rural Centers identified in the Leelanau County General plan are suitable targets for placemaking investment. Leelanau County will continue to work with these communities to encourage future investment including, but not limited to the County Allocation Program.

Map 1 displays the location of target areas relative to the County as a whole and Maps 2 and 3 provide a detailed view of the priority target areas.

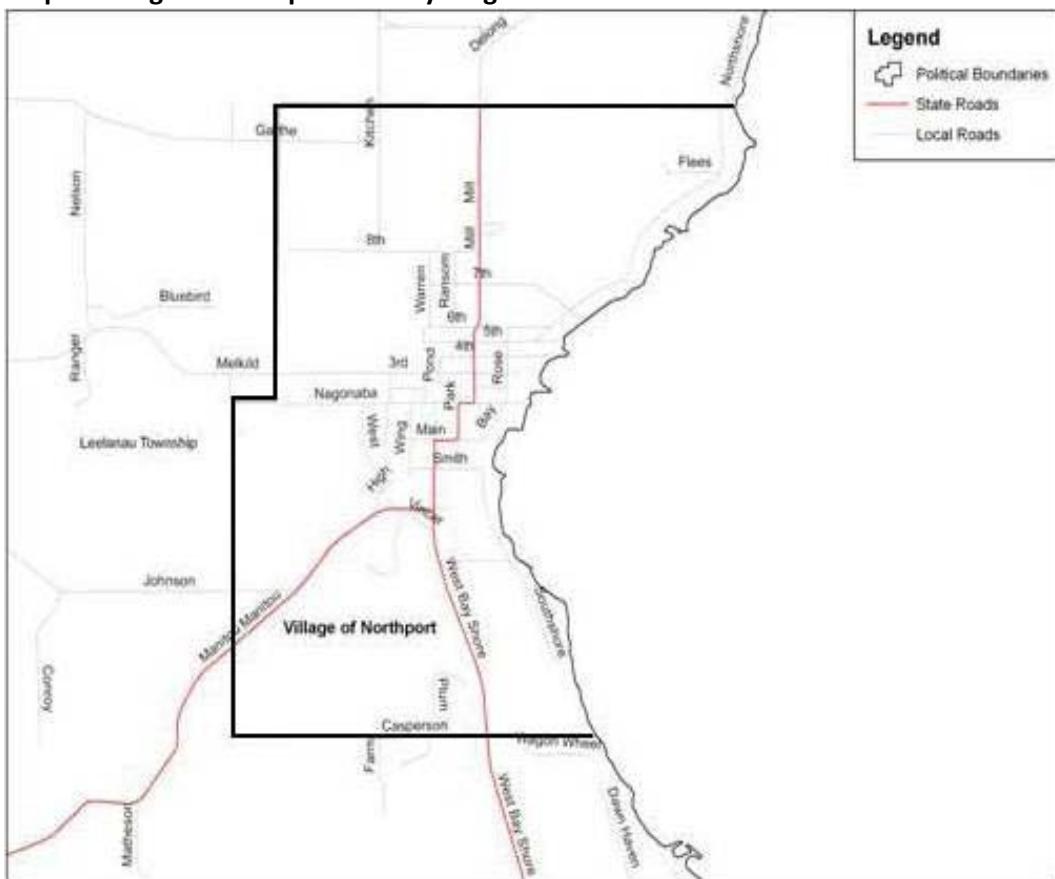
**Map 1**



## **Map 2: Greilickville CDP Priority Target Area**



### **Map 3: Village of Northport Priority Target Area**



## Rationale for target areas

Leelanau County identified ten Rural Centers in its ***General Plan***. The **Plan** describes a Rural Center as:

A local activity hub consisting of residential neighborhoods, a surrounding rural area, and a core of small businesses. Modest in size, it may or may not be an incorporated municipality. Some employment opportunities exist within the rural center. Average parcel densities ranging from one dwelling unit per 10,000 to 15,000 square feet are common, mostly the result of platted subdivisions.

Each of these centers is suitable for placemaking investment and Leelanau County is supportive of placemaking efforts in each. **The ten Rural Centers are:** Cedar, Empire, Glen Arbor, Lake Leelanau, Leland, Maple City, Northport, Peshawbestown, Omena and Suttons Bay (see Figure 1). Greilickville is identified as the sole “urban services district” in the General Plan.

Leelanau County, local units of government and residents have been very active in the Grand Vision regional planning process. The Grand Vision map identifies desired areas for Village/Main Street development in the Villages of Empire, Leland, Northport and Suttons Bay (see Figure 3).

Based on a general application of MSHDA’s requirements, the following areas are eligible to be targeted: Cedar CDP, Elmwood Township, Village of Empire, Greilickville CDP, Lake Leelanau CDP, Maple City CDP, Village of Northport and Suttons Bay Township.

**Table 1** summarizes the identification of areas suitable for investment by Leelanau County, the Grand Vision, local Plans, and MSHDA’s requirements.

Table 1

Area	General Plan	Grand Vision	Local Plan	MSHDA
Cedar CDP	X		X	X
Village of Empire	X	X	X	X
Village of Glen Arbor	X		X	
Elmwood Township			X	X
Greilickville CDP	X		X	X
Lake Leelanau CDP	X		X	X
Leland CDP	X	X	X	
Maple City CDP	X		X	X
Village of Northport	X	X	X	X
Peshawbestown	X		X	
Omena CDP	X		X	
Suttons Bay Township			X	X
Village of Suttons Bay	X	X	X	

Based on the identification of potential target areas through the Grand Vision and the Leelanau County General Plan, Leelanau County has selected the Village of Northport and Greilickville CDP as its highest priority areas for investment through the County Allocation Program. Leelanau County will also target all other areas that meet MSHDA requirements and are identified by the General Plan as a Rural Center. Therefore, **the following areas will be targeted for the County Allocation Program:**

- A. *Cedar CDP*
- B. *Village of Empire*
- C. *Greilickville CDP (priority)*
- D. *Lake Leelanau CDP*
- E. *Maple City CDP*
- F. *Village of Northport (priority)*
- G. *Village of Suttons Bay*

The Village of Suttons Bay is a critical area for the County as it relates to placemaking. The County will continue to work with the Village on community improvement and placemaking projects to encourage investment.

## Consistency with Existing Plans

### Leelanau County General Plan

All seven (7) target areas are identified as "Rural Centers" in Leelanau County's **General Plan**. The red circles to the right have been added to indicate target areas.

The **General Plan** identifies two issues, and associated actions and policy statements, which are relevant for this targeting strategy.

*Issue: Discourage the creation and/or expansion of strip commercial and residential development as well as spot zoning practices.*

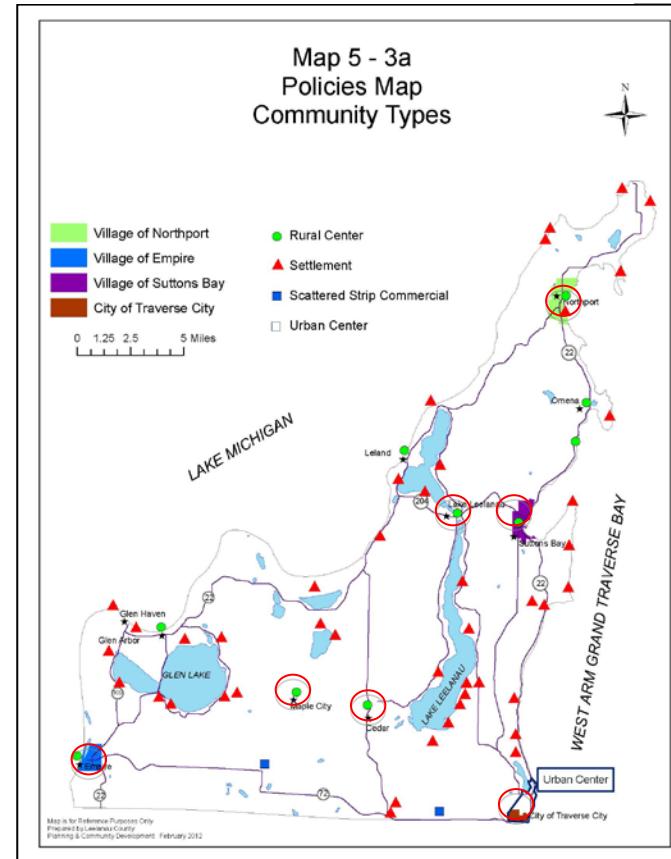
*Policy: Strip commercial and residential development should be discouraged through local land use plans and regulations that instead promote compact and cluster development patterns. Approval of isolated commercial developments is inconsistent with rural planning.*

*Issue: Provide a diversified selection of housing for all needs.*

*Action Statement: The County should assist local governments in identifying the overall need for housing of different types, with particular emphasis on the requirements of populations such as the elderly, infirm, migrant workers, young families, and low income families.*

*Action Statement: The County and local governments should encourage the development of affordable housing within or adjacent to commercial centers which also incorporate cultural, recreational, child care, and public safety amenities.*

Figure 1: Community types from General Plan



### The Grand Vision

The Grand Vision is a regional vision for land use, transportation, economic development and environmental stewardship. The effort created a map that identifies areas suitable for future development based on input from a wide range of stakeholders (see Figure 2). The Villages of Suttons Bay, Northport and Empire and the unincorporated Village of Leland are identified on the map as "Villages and Main Streets".

In addition, the Grand Vision identifies strategies, known as "Building Blocks," that will move the Grand Vision toward reality. Selection of the priority target areas is consistent with these strategies. Two of the most relevant strategies are:

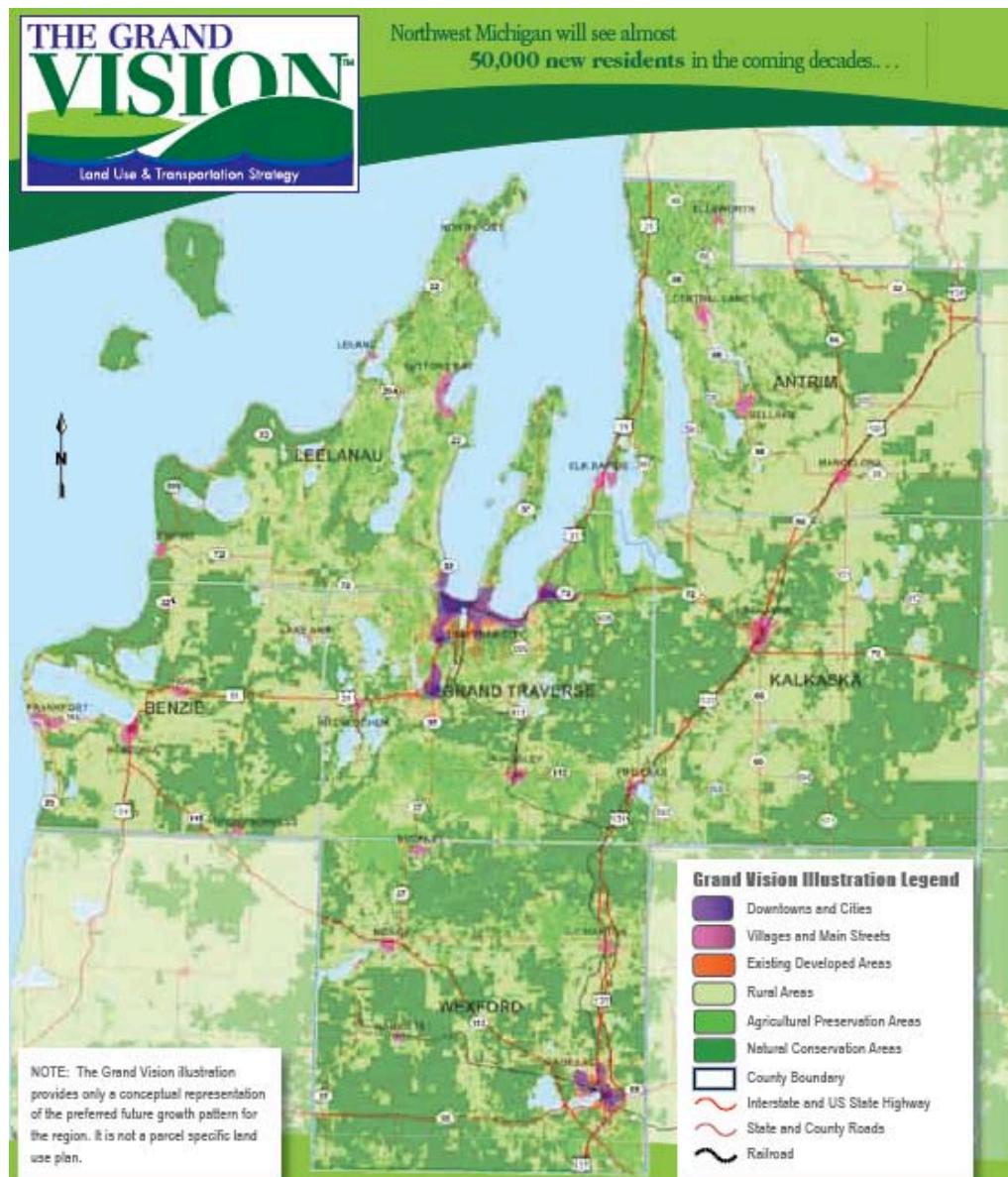
*A group of unique villages, that together form a region.*

Public investment is directed to cities and villages. Parks, paths and roads are being built and maintained along with more homes, cottages and apartments. Main Streets and town centers are filled with people who live or work nearby because new businesses and housing are built in and around the village centers. Although it's busy, the area still has a small town charm.

#### *Expanding housing choices in the region*

The region is a beautiful and desirable place to live. The population is growing and most of the new housing is being built in the region's cities and villages. Some are traditional houses and there are also new townhomes, apartments and cottages. People are finding a variety of housing styles and price ranges that meet their different needs and preferences. Even though more people are living closer together, the new buildings fit in with the area's small town character.

**Figure 2: The Grand Vision Map**



***Northwest Michigan Council of Governments (NWMCOG) 20011 Comprehensive Economic Development Strategy:***

NEMCOG's 20011 Comprehensive Economic Development Strategy (CEDS) identifies as one of its key Goals to, "Strengthen the Quality of Place." Relevant strategies related to that goal include:

- Target catalytic investment in key growth centers and in key rural economic engines.
- Target investments in rural communities that support expansion of their natural asset-based economies and provide quality living opportunities to those talented workers who prefer a rural environment and its amenities.
- Expand housing and transportation choices (affordability and type) in regional investment areas.

## **Local Plans**

### **A. Cedar CDP**

Cedar is located within Solon Township. The Solon Township Master Plan (2012) lists the following Goals:

- To maintain the rural character of the community.
- To protect and preserve our natural resources.
- To provide economic opportunities to our residents.
- To establish and maintain vitality in the community.
- To maintain a long term business environment for agriculture.

Cedar is identified on the Community Types map of the ***General Plan*** as a 'Rural Center'.

### **B. Village of Empire**

The Master Plan for the Village (2012) includes a Recreation Plan, and lists objectives to:

- Preserve the friendly, quiet and safe atmosphere found within the community.
- Promote Empire as a walkable community.
- Preserve the beauty of the natural environment.
- Protect water quality—both groundwater and surface water.
- Continue and expand community planting program.
- Promote the preservation and protection of historic sites, buildings and features.
- Encourage local community historic preservation and interpretation programs

The Village of Empire is identified on the Community Types map of the ***General Plan*** as a 'Rural Center'.

### **C. Greilickville CDP (priority)**

The Charter Township of Elmwood completed a visioning process for its marina area and the adoption of a plan for its waterfront district along M-22. The Township is working to put this plan into a subarea plan. The subarea plan will be incorporated and adopted into the Township Master Plan. It is the beginning of a 'placemaking' plan to help the community attract jobs and increase economic development by creating great places for people to visit, live, work, and play. Elmwood Township has developed a Greilickville Harbor Park Plan and Waterfront District Master Plan. The township recently acquired the former "Brewery Creek Property" which will serve as additional

parking space for the township's marina and park on Grand Traverse Bay. The township has also constructed the second public restroom along Greilickville Harbor Park. The township has sought public input on the update to its Parks and Recreation Plan, and a proposed public fishing pier. A proposed new development is moving forward for a Community Center along this corridor, at the corner of M-22 and E. Cherry Bend Rd. This area is identified as an 'Urban Center' on the Community Map of the ***General Plan***, and also identified as a 'Receiving Area' on the map for Purchase and Transfer of Development Rights.

#### **D. Lake Leelanau CDP**

Lake Leelanau lies within Leland Township. The Leland Township Comprehensive Plan (2008) outlines the following Goals:

- Provide for a broad range of housing opportunities, which respond to the varying economic, family, and lifestyle needs of area residents and tourists.
- Strengthen the local economy through the development and retention of enterprises, which provide employment opportunities.
- Preserve Leland Township as a tourist-friendly community.
- Provide and maintain recreational lands and facilities for residents and visitors.
- Maintain vital community centers by supporting the needs of existing and new community institutions in the Villages.

Lake Leelanau is identified on the Community Types map of the ***General Plan*** as a 'Rural Center'.

#### **E. Maple City CDP**

Maple City is located within Kasson Township. Objectives for Residential Land Use and Housing:

- To continue to provide a variety of housing for all economic levels of Kasson Township residents.
- To control the manner and placement of new housing development in order to preserve the rural character of the Township.
- To mandate and enforce adequate buffers and proper regulations of nonresidential uses to ensure the quiet enjoyment of their homes by the residents of the Township.
- To manage growth, especially in prime natural resource areas, to prevent over-burdening public services and to prevent destruction of the native terrain and pollution of the Township's resources.

Maple City is identified on the Community Types map of the ***General Plan*** as a 'Rural Center'.

#### **F. Village of Northport (priority)**

The Village of Northport Master Plan (2003) emphasizes the need to preserve the small town atmosphere and environmental quality of the Village, and continue to accommodate reasonable growth with minimal land use conflicts or negative impacts. Northport is identified on the Community Types map of the ***General Plan*** as a 'Settlement', and 'Rural Center'.

#### **G. Village of Suttons Bay**

The Suttons Bay Community Joint Master Plan (2011) references the following as Related Plans: Grand Vision, New Designs for Growth Development Guidebook, **Leelanau General Plan**, Village of Suttons Bay Community Recreation Plan and Suttons Bay Township Recreation Plan, M-22 Heritage

Corridor Management Plan, and Regional Greenways Plan. The Joint Master Plan includes the following definitions:

- **Placemaking** – Intentionally creating a sense of place through planning, design, and development.
- **Sense of Place** – A sense of place refers to the collection of natural, built and cultural characteristics that gives a place its unique identity.
- **Traditional Neighborhood Design** – Traditional neighborhood design is a form of residential development or redevelopment that intentionally reproduces the look and feel of neighborhoods from the late 19th and 20th century era. For instance, a traditional neighborhood development would include a mix of housing types (most designed with front porches and other traditional features), sidewalks street-lighting, parks, schools, and small commercial or office buildings that fit well within the neighborhood.

The community embraced the following *Smart Growth* principles as the Plan's overarching goals:

- Create a Range of Housing Opportunities and Choices
- Preserve Open Space, Farmland, Natural Beauty, and Critical Environmental Areas
- Provide a Variety of Transportation Choices
- Make Development Decisions Predictable, Fair, and Cost Effective
- Strengthen and Direct Development toward the Village
- Foster a Distinctive, Attractive, Community with a Strong Sense of Place

The Village of Suttons Bay is identified on the Community Types map of the **General Plan** as a 'Rural Center'.

## Target Area Requirements

This section responds to the requirements for target areas identified by MSHDA in the *Program for Creating a Place-based Targeting Strategy*, as outlined in Appendix 1.

### Housing Density

Leelanau County: .07 Housing Units/Acre  
Village of Northport: .38 Housing Units/Acre  
Village of Suttons Bay: .57 Housing Units/Acre  
Village of Empire: .47 Housing Units/Acre  
Cedar CDP: .41 Housing Units/Acre  
Greilickville CDP: .30 Housing Units/Acre  
Lake Leelanau CDP: .73 Housing Units/Acre  
Maple City CDP: .35 Housing Units/Acre

### Zoning

#### A. Cedar CDP

Cedar is located entirely within Solon Township. The Township's zoning ordinance designates the majority of Cedar as "Business 1" or "Residential 1" zoning districts. The business zoning district permits a variety of residential and commercial uses by-right, and allows restaurants and other entertainment uses by special use permit.

#### B. Village of Empire

The Village of Empire zoning ordinance provides for a "Commercial Residential" district that permits a variety of residential, commercial and public uses. While the district is not labeled "mixed-use" its effect is substantially similar.

#### C. Greilickville CDP (priority)

Greilickville CDP is located within Elmwood Township and borders the northwest corner of Traverse City. The area is the most heavily populated residential area in the county and includes commercial development primarily oriented toward automobile usage. The CDP includes commercial, residential and manufacturing districts. The zoning does not permit mixed-use buildings by-right, but the area does include zones that permit a variety of land uses.

#### D. Lake Leelanau CDP

Lake Leelanau CDP is located entirely within Leland Township. The Leland Township zoning ordinance designates the majority of Lake Leelanau CDP as "Village Commercial" or "General Commercial". The ordinance permits second-floor and above residential units in the Village Commercial district by-right while the General Commercial District is geared toward auto-oriented uses.

#### E. Maple City CDP

Zoning for the Maple City CDP is administered by Kasson Township. The center of Maple City is zoned as, "Mixed-use Commercial Core." Permitted uses in the district are residential, commercial and institutional uses with most other uses permitted by special land use permit. The remainder of the area is zoned residential or Planned Unit Development.

#### **F. Village of Northport (priority)**

The zoning ordinance in the Village of Northport permits all reasonable uses within the Village boundaries. The ordinance includes a “Core Commercial District” which permits a variety of land uses, including residential, commercial and institutional uses.

#### **G. Village of Suttons Bay**

The Village of Suttons Bay has adopted a form-based zoning ordinance that identifies several mixed-use districts within the Village. All appropriate land uses are provided for and the ordinance lends itself extremely well to placemaking activities.

### **Affordability**

Table 2

Area	Median Rent	% of County Median Income*
Leelanau County	\$609	14.55%
Village of Northport	\$567	13.54%
Village of Suttons Bay	\$546	13.04%
Village of Empire	\$458	10.94%
Cedar CDP	\$550	13.14%
Greilickville CDP	\$730	17.44%
Lake Leelanau CDP	\$635	15.17%
Maple City CDP	\$538	12.85%

\*County Median Income: \$56,527

Table 3

Area	Median Home Value	% of County Median Home Value
Leelanau County	\$241,200	100.00%
Village of Northport	\$173,400	71.89%
Village of Suttons Bay	\$314,800	130.51%
Village of Empire	\$252,700	104.77%
Cedar CDP	\$98,600	40.88%
Greilickville CDP	\$223,500	92.66%
Lake Leelanau CDP	\$208,900	86.61%
Maple City CDP	\$96,300	39.93%

## TARGET AREA RECOMMENDATIONS

### **A. Cedar CDP**

#### **1. Access to transportation**

##### **1.1. Does the target area have access to public transportation?**

Yes, Bay Area Transportation Authority (BATA) provides public transportation services in Leelanau County and has a pickup/dropoff location in Cedar.

##### **1.2. Does pedestrian infrastructure exist in the target area that effectively connects key destinations?**

Yes, sidewalks exist throughout Cedar and allow easy access to such amenities as the Cedar ballfields, playground, river & DNR boat launch, tennis courts, Chamber of Commerce Building, township hall, recycling center, and fire department; as well as local businesses. The Cedar River is easily accessible for canoes, rafts, pontoons, and small engine boats. Although there are no specific bike paths, biking is popular along the shoulder of county roads.

##### **1.2.1. Sidewalks, bike lanes and/or multi-use pathways should provide access to destinations within and outside of the target area.**

Sidewalks exist as noted in 1.2 above. Bikers use the county roads for recreational biking, as well as organized bike races in the area and the county. The Pere Marquette State Forest runs along the east side of Cedar and provides passive recreation and hunting opportunities. An old railroad bed runs through this area and into Cedar.

#### **2. Proximity to necessities and community assets**

##### **2.1. Is the target area within walking distance (1/2 mile) of major employment centers?**

Cedar has multiple businesses and township government which employs many people from Cedar and the surrounding area that walk to work. It is considered a major employment center for the immediately surrounding area.

##### **2.2. Is the target area within walking distance (1/2 mile) of parks and green infrastructure assets?**

Yes, existing infrastructure includes Cedar ballfields, tennis court, playground, Cedar River, Pere Marquette Forest, and Cedar Swamp.

#### **2.3. Distance to essential services**

##### **2.3.1. Is the target area within walking distance (1/2 mile) of healthcare facilities?**

The only health services right in Cedar is Cedar Chiropractic. This office is able to do x-rays, provide chiropractic care, and offer massage therapy.

##### **2.3.2. Is the target area within walking distance (1/2 mile) of schools?**

No. The closest school is a public school. However, bus transportation is provided and students can gather at the pickup/dropoff location in Cedar for transportation.

##### **2.3.3. Is the target area within walking distance (1/2 mile) of grocery stores?**

Yes. Cedar has two (2) grocery stores and 2 meat markets.

2.4. Is the target area within walking distance (1/2 mile) of community facilities e.g. community centers, local government offices, etc.?

Yes.

### **B. Village of Empire**

#### **1. Access to transportation**

1.1. Does the target area have access to public transportation?

Yes, Bay Area Transportation Authority (BATA) provides public transportation services in Leelanau County and has a pickup/dropoff location in Empire.

1.2. Does pedestrian infrastructure exist in the target area that effectively connects key destinations?

Yes.

1.2.1. Sidewalks, bike lanes and/or multi-use pathways should provide access to destinations within and outside of the target area.

Sidewalks, bike lanes and trail areas connect the Village area with access to the shoreline, and to parks.

#### **2. Proximity to necessities and community assets**

2.1. Is the target area within walking distance (1/2 mile) of major employment centers?

Empire has multiple businesses, township and village government which employ many people from the surrounding area that walk to work. It is considered a major employment center for the immediately surrounding area.

2.2. Is the target area within walking distance (1/2 mile) of parks and green infrastructure assets?

Yes. Citizens can walk to N. and S. Bar Lake, Lake Michigan, public spaces, ballfields, tennis courts, recycling facilities, etc.

#### **2.3. Distance to essential services**

2.3.1. Is the target area within walking distance (1/2 mile) of healthcare facilities?

Yes. There is a medical center in the Village, and a dentist office.

2.3.2. Is the target area within walking distance (1/2 mile) of schools?

No. The closest school is a public school. However, bus transportation is provided and students can gather at the pickup/dropoff location for transportation.

2.3.3. Is the target area within walking distance (1/2 mile) of grocery stores?

Yes.

2.4. Is the target area within walking distance (1/2 mile) of community facilities e.g. community centers, local government offices, etc.?

Yes.

### **C. Greilickville CDP (priority)**

#### **1. Access to transportation**

1.1. Does the target area have access to public transportation?

Yes, Bay Area Transportation Authority (BATA) provides public transportation services in Leelanau County and has pickup/dropoff locations in the Greilickville area.

**1.2. Does pedestrian infrastructure exist in the target area that effectively connects key destinations?**

Yes. There are various areas in the Greilickville area that have sidewalks to connect key destinations, crossing paths, access to the marina, township parks, ballfields, and the Leelanau Trail – a non motorized trail.

**1.2.1. Sidewalks, bike lanes and/or multi-use pathways should provide access to destinations within and outside of the target area.**

There are sidewalks, bike lanes, and the Leelanau Trail which provide access for citizens and links to other areas. The Leelanau Trail links up with the TART trail in Traverse City, and runs north through Greilickville, Elmwood Township, Bingham Township, Suttons Bay Township and Suttons Bay Village.

**2. Proximity to necessities and community assets**

**2.1. Is the target area within walking distance (1/2 mile) of major employment centers?**

Yes. There are various businesses throughout Elmwood Township including a major supermarket in the SE corner of Elmwood Township, commercial and business operations all along M-22, government offices, medical offices, construction companies, etc.

**2.2. Is the target area within walking distance (1/2 mile) of parks and green infrastructure assets?**

Yes. The township has many parks and green infrastructure areas. There is also a large property along the western side of Cedar Lake that was purchased by the Leelanau Conservancy which runs along the Leelanau Trail and is open to the public. There are public and private marinas and boat launches, the Great Lakes Children's Museum, beach volleyball, soccer fields and pavilions.

**2.3. Distance to essential services**

**2.3.1. Is the target area within walking distance (1/2 mile) of healthcare facilities?**

Yes. There are doctors, dentists, chiropractors, and orthodontic offices in this location.

**2.3.2. Is the target area within walking distance (1/2 mile) of schools?**

The former Norris School building located within the Greilickville CDP was closed down a few years ago due to consolidation of area public schools. Pathfinder Schools, a private school, is within walking distance for some of the residents. Bus transportation to other private/public schools is available throughout this area.

**2.3.3. Is the target area within walking distance (1/2 mile) of grocery stores?**

Much of the population within this target area does fall within ½ mile of grocery stores, including Tom's market and Cherry Bend Grocery.

**2.4. Is the target area within walking distance (1/2 mile) of community facilities e.g. community centers, local government offices, etc.?**

Yes. Community facilities exist throughout the targeted area and are within walking distance.

**D. Lake Leelanau CDP**

**1. Access to transportation**

1.1. Does the target area have access to public transportation?

Yes, Bay Area Transportation Authority (BATA) provides public transportation services in Leelanau County and has a pickup/dropoff location in Lake Leelanau.

1.2. Does pedestrian infrastructure exist in the target area that effectively connects key destinations?

Yes, sidewalks exist and allow easy access to such amenities as the parks, Lake Leelanau, ballfields, playground, recycling center, boat launch, tennis courts, township offices, county offices, and local businesses. Several access points to Lake Leelanau are available.

1.2.1. Sidewalks, bike lanes and/or multi-use pathways should provide access to destinations within and outside of the target area.

Sidewalks exist as noted in 1.2 above. Bikers use the county roads for recreational biking, as well as organized bike races in the area and the county.

**2. Proximity to necessities and community assets**

2.1. Is the target area within walking distance (1/2 mile) of major employment centers?

Lake Leelanau has multiple businesses, township government, and the local post office which employs many people from the surrounding area that walk to work. There are several restaurants, coffee shops, re-sale shops, wineries etc. It is considered a major employment center for the immediately surrounding area.

2.2. Is the target area within walking distance (1/2 mile) of parks and green infrastructure assets?

Yes, existing infrastructure includes ballfields, tennis court, playground, Nature Area, boating/swimming.

**2.3. Distance to essential services**

2.3.1. Is the target area within walking distance (1/2 mile) of healthcare facilities?

Yes. There are chiropractic offices and medical offices in Lake Leelanau.

2.3.2. Is the target area within walking distance (1/2 mile) of schools?

Yes. St. Mary's school, a private school, is in Lake Leelanau.

2.3.3. Is the target area within walking distance (1/2 mile) of grocery stores?

Yes.

2.4. Is the target area within walking distance (1/2 mile) of community facilities e.g. community centers, local government offices, etc.?

Yes.

**E. Maple City CDP**

**1. Access to transportation**

1.1. Does the target area have access to public transportation?

Yes, Bay Area Transportation Authority (BATA) provides public transportation services in Leelanau County and has a pickup/dropoff location in Maple City.

**1.2. Does pedestrian infrastructure exist in the target area that effectively connects key destinations?**

Yes, sidewalks exist and allow easy access to such amenities as the Maple City Lions club, playground, basketball courts, post office, churches, and local businesses. Although there are no specific bike paths, biking is popular along the shoulder of county roads.

**1.2.1. Sidewalks, bike lanes and/or multi-use pathways should provide access to destinations within and outside of the target area.**

Sidewalks exist as noted in 1.2 above. Bikers use the county roads for recreational biking, as well as organized bike races in the area and the county.

**2. Proximity to necessities and community assets**

**2.1. Is the target area within walking distance (1/2 mile) of major employment centers?**

Maple City has multiple businesses which employ many people from the surrounding area that walk to work, such as the gas station, grocery store, restaurants, health/fitness center, post office, church, road commission. It is considered a major employment center for the immediately surrounding area.

**2.2. Is the target area within walking distance (1/2 mile) of parks and green infrastructure assets?**

Yes, existing infrastructure includes basketball courts, and a small playground.

**2.3. Distance to essential services**

**2.3.1. Is the target area within walking distance (1/2 mile) of healthcare facilities?**

No. There are no existing health services in Maple City. The closest locations are Cedar and Empire.

**2.3.2. Is the target area within walking distance (1/2 mile) of schools?**

No. The closest school is a public school. However, bus transportation is provided and students can gather at the pickup/dropoff location for transportation.

**2.3.3. Is the target area within walking distance (1/2 mile) of grocery stores?**

Yes.

**2.4. Is the target area within walking distance (1/2 mile) of community facilities e.g. community centers, local government offices, etc.?**

Yes.

**F. Village of Northport (priority)**

**1. Access to transportation**

**1.1. Does the target area have access to public transportation?**

Yes, Bay Area Transportation Authority (BATA) provides public transportation services in Leelanau County and has a pickup/dropoff location in Northport.

**1.2. Does pedestrian infrastructure exist in the target area that effectively connects key destinations?**

Yes, sidewalks exist throughout Northport and allow easy access to such amenities as the ballfields, soccer fields, playground, harbor and marina, tennis courts, township hall, village hall, fire department, recycling center, and local businesses.

**1.2.1. Sidewalks, bike lanes and/or multi-use pathways should provide access to destinations within and outside of the target area.**

Sidewalks exist as noted in 1.2 above. Bikers use the county roads for recreational biking, as well as organized bike races in the area and the county. M-22, a Scenic Heritage Route, runs up the west and east side of Leelanau County, into the Village of Northport.

**2. Proximity to necessities and community assets**

**2.1. Is the target area within walking distance (1/2 mile) of major employment centers?**

Northport has multiple businesses, township, and village government which employ many people from the surrounding area that walk to work. It is considered a major employment center for the immediately surrounding area.

**2.2. Is the target area within walking distance (1/2 mile) of parks and green infrastructure assets?**

Yes, existing infrastructure includes ballfields, soccer fields, tennis court, playground, marina, swimming/boating, small ski hill.

**2.3. Distance to essential services**

**2.3.1. Is the target area within walking distance (1/2 mile) of healthcare facilities?**

Yes.

**2.3.2. Is the target area within walking distance (1/2 mile) of schools?**

Yes. Northport Public Schools is located in the Village of Northport.

**2.3.3. Is the target area within walking distance (1/2 mile) of grocery stores?**

Yes. Tom's market, a major supermarket, is located in the Village along with smaller stores.

**2.4. Is the target area within walking distance (1/2 mile) of community facilities e.g. community centers, local government offices, etc.?**

Yes.

**G. Village of Suttons Bay**

**1. Access to transportation**

**1.1. Does the target area have access to public transportation?**

Yes, Bay Area Transportation Authority (BATA) provides public transportation services in Leelanau County and has a pickup/dropoff location in Suttons Bay.

**1.2. Does pedestrian infrastructure exist in the target area that effectively connects key destinations?**

Yes, sidewalks exist throughout Suttons Bay and allow easy access to such amenities as ballfields, marina, playground, boating/swimming, tennis courts, recycling center, township hall, village hall, fire department, library, Leelanau Trail, and many local businesses.

1.2.1. Sidewalks, bike lanes and/or multi-use pathways should provide access to destinations within and outside of the target area.

Sidewalks exist as noted in 1.2 above. Bikers use the county roads for recreational biking, as well as organized bike races in the area and the county, and the Leelanau Trail is available for walking, jogging, and biking.

## **2. Proximity to necessities and community assets**

2.1. Is the target area within walking distance (1/2 mile) of major employment centers?

Suttons Bay has multiple businesses, township government, village government, farm market stands in the summer, construction companies, restaurants, banks, attorney offices, and doctor offices which employ many people from the surrounding area that walk to work. It is considered a major employment center for the immediately surrounding area.

2.2. Is the target area within walking distance (1/2 mile) of parks and green infrastructure assets?

Yes, existing infrastructure includes ballfields, recycling center, playgrounds, trails, public parks, marina, etc.

## **2.3. Distance to essential services**

2.3.1. Is the target area within walking distance (1/2 mile) of healthcare facilities?

Yes. There are various medical offices located in the Village.

2.3.2. Is the target area within walking distance (1/2 mile) of schools?

Yes. Suttons Bay Public Schools and the Montessori school are located in the Village.

2.3.3. Is the target area within walking distance (1/2 mile) of grocery stores?

Yes.

2.4. Is the target area within walking distance (1/2 mile) of community facilities e.g. community centers, local government offices, etc.?

Yes.

## **Future Needs**

Future Needs for Leelanau County are identified in order to respond to needs in our Target Areas. These needs are consistent with lacking amenities as noted under 'Target Area Recommendations' starting on page 15, as well as other areas in the county where specific needs are known.

- Additional transportation routes, pick-up and drop-off schedules for the public transportation services provided by Bay Area Transportation Authority (BATA) throughout the county.
- Improved sidewalk areas throughout our towns and villages - particularly the secondary streets.
- Streetscaping (upgraded lighting, store fronts, benches, signage for non-motorized traffic, etc.) throughout our towns and villages.
- New trails for non-motorized traffic, especially those that extend or connect existing trails.
- Extensions of existing non-motorized trails, and links to public spaces, parks, shopping, dining, and community events.
- Bike lanes along Leelanau's most popular roads used by bicyclists for casual biking, and/or competitive racing.
- Additional health facilities, particularly in the center area of the county servicing Cedar, Maple City, and Burdickville areas.
- Affordable year-round rentals, with emphasis on new rentals being located near existing towns, villages, and our public and private schools and day care centers.

## **Appendix 1**

## Program for Creating a Place-Based Targeting Strategy

The following process has been developed to target the County Allocation Program for placemaking in each county participating in the current grant cycle.

### Identification of Target Areas

1. Target area(s) must be identified based on one or more of the following:
  - 1.1. County and/or regional planning documents
  - 1.2. Analysis of existing conditions
2. Consistency with existing plans
  - 2.1. Target area(s) should be identified on relevant plans (regional, county and/or local) as an area suitable for investment in housing, infrastructure enhancements, and economic development.

### Target Area Requirements

*All target areas must meet the following criteria.*

1. Housing Density
  - 1.1. The target area must have 50% more housing units per acre than the county as a whole.
2. Zoning
  - 2.1. Zoning in the target area must be flexible enough to permit the creation of high-quality places.
    - 2.1.1. Ideally, the target area should be primarily zoned with a mixed-use classification. But at a minimum, residential, commercial and office uses must be permitted within the target area.
3. Affordability
  - 3.1. Median rent in the target area must be 30% or less of county median household income.
  - 3.2. Median home value in the target area must be equal to or less than 110% of median home value for the county as a whole.
4. Assessed value of targeted area and county.

*Submit assessed value of target area and the county as a whole for the current year.*

### Target Area Recommendations

*The following items indicate recommended characteristics of target areas. Grantees must respond to the following questions for each target area. If the answer to any question is "No," the grantee must identify how the county will pursue improvements that move the target area toward meeting that recommendation in the future.*

1. Access to transportation
  - 1.1. Does the target area have access to public transportation?
  - 1.2. Does pedestrian infrastructure exist in the target area that effectively connects key destinations?

- 1.2.1. Sidewalks, bike lanes and/or multi-use pathways should provide access to destinations within and outside of the target area.
2. Proximity to necessities and community assets
  - 2.1. Is the target area within walking distance (1/2 mile) of major employment centers?
  - 2.2. Is the target area within walking distance (1/2 mile) of parks and green infrastructure assets?
  - 2.3. Distance to essential services
    - 2.3.1. Is the target area within walking distance (1/2 mile) of healthcare facilities?
    - 2.3.2. Is the target area within walking distance (1/2 mile) of schools?
    - 2.3.3. Is the target area within walking distance (1/2 mile) of grocery stores?
  - 2.4. Is the target area within walking distance (1/2 mile) of community facilities e.g. community centers, local government offices, etc.?

## Appendix 2

Table 4: County Target Area Requirements Evaluation (source: 2010 Census and 2010 ACS 5-year estimates)

Area	Population	Housing Units	Housing Units/ Land Area	HU/LA % Above County	Median Home Value	MHV % of County	Median Contract Rent	MCR % of County Median Income**
Leelanau County	21,708	14,935	0.0672	0%	\$241,200	100.00%	\$609	14.55%
Bingham township	2,497	1,366	0.0905	35%	\$218,800	90.71%	\$491	11.73%
<b>Cedar CDP</b>	<b>93</b>	<b>47</b>	<b>0.4085</b>	<b>508%</b>	<b>\$98,600</b>	<b>40.88%</b>	<b>\$550</b>	<b>13.14%</b>
Centerville township	1,274	816	0.0460	-32%	\$212,500	88.10%	\$673	16.07%
Cleveland township	1,031	925	0.0471	-30%	\$250,700	103.94%	\$589	14.07%
<b>Elmwood charter township</b>	<b>4,503</b>	<b>2,205</b>	<b>0.1728</b>	<b>157%</b>	<b>\$221,100</b>	<b>91.67%</b>	<b>\$686</b>	<b>16.39%</b>
<b>Empire village</b>	<b>375</b>	<b>347</b>	<b>0.4721</b>	<b>602%</b>	<b>\$252,700</b>	<b>104.77%</b>	<b>\$458</b>	<b>10.94%</b>
Empire township	1,182	1,088	0.0482	-28%	\$270,100	111.98%	\$539	12.87%
Glen Arbor CDP	229	312	0.4744	606%	\$488,900	202.69%	-	
Glen Arbor township	859	1,630	0.0899	34%	\$598,200	248.01%	\$635	15.17%
<b>Greilickville CDP</b>	<b>1,530</b>	<b>852</b>	<b>0.2947</b>	<b>338%</b>	<b>\$223,500</b>	<b>92.66%</b>	<b>\$730</b>	<b>17.44%</b>
Kasson township	1,609	742	0.0323	-52%	\$200,300	83.04%	\$571	13.64%
<b>Lake Leelanau CDP</b>	<b>253</b>	<b>119</b>	<b>0.7295</b>	<b>985%</b>	<b>\$208,900</b>	<b>86.61%</b>	<b>\$635</b>	<b>15.17%</b>
Leelanau township	2,027	1,940	0.0617	-8%	\$324,800	134.66%	\$553	13.21%
Leland CDP	377	471	0.7543	1022%	\$524,000	217.25%	-	
Leland township	2,043	1,756	0.0605	-10%	\$348,400	144.44%	\$624	14.90%
<b>Maple City CDP</b>	<b>207</b>	<b>97</b>	<b>0.3499</b>	<b>420%</b>	<b>\$96,300</b>	<b>39.93%</b>	<b>\$538</b>	<b>12.85%</b>
<b>Northport village</b>	<b>52 6</b>	<b>405</b>	<b>0.3835</b>	<b>471%</b>	<b>\$173,400</b>	<b>71.89%</b>	<b>\$567</b>	<b>13.54%</b>
Omena CDP	267	291	0.1006	50%	\$359,200	148.92%	-	
Solon township	1,509	780	0.0462	-31%	\$216,700	89.84%	\$488	11.66%
Suttons Bay village	618	453	0.5657	742%	\$314,800	130.51%	\$546	13.04%
<b>Suttons Bay township</b>	<b>2,982</b>	<b>1,589</b>	<b>0.1013</b>	<b>51%</b>	<b>\$246,600</b>	<b>102.24%</b>	<b>\$508</b>	<b>12.13%</b>
Traverse City city	192	98	0.4366	550%	\$365,900	151.70%	\$662	15.81%

\*Bold Text= Eligible area

\*\*Leelanau County Median Income: \$56,527

## Appendix 3

Map 4: Previous County Allocation grant home rehabs, December 2011

