

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 three public meetings: a kickoff meeting on June 23, 2016, a visioning meeting on August 25, 2016, and a public open house in December 2016. 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:

1. **Steve Strassburger**
Cleveland Township Planning Commission Chair
Welcome
2. **Katie Moss Sieb**
Land Information Access Association
Introduction, What is a Master Plan?
3. **Tom Ulrich**
National Park Service
NPS Mission Statement and Overview of Current Activities

4. **Sarah Lucas**
Networks Northwest
Aging Trends in Leelanau County
5. **Yarrow Brown**
Leelanau Conservancy
The Good Harbor Bay Watershed Protection Plan, Leelanau Conservancy Projects
6. **Tom Stephenson**
Connect Michigan
Broadband Accessibility in Leelanau County
7. **Tim Stein**
Cleveland Township Supervisor
Updates on the Township

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 lack 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.