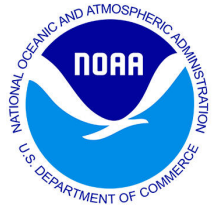


EAST BAY BEACH DISTRICT

Community Engagement & Corridor Plan

MAY 2025

Financial assistance for this project was provided by the Michigan Coastal Management Program, Water Resources Division, EGLE, with funding through the National Coastal Zone Management Program. The statements, findings, conclusions, and recommendation in this (report/video) are those of the (Grantee) and do not necessarily reflect the views of the EGLE or the NOAA.



List of Tables

Table 1: Community Engagement Strategy	7
Table 2: Demographic Summary of the Beach District, 2024 and 2029 (Projected)	31
Table 3: East Bay Township Household Summary, 2017 & 2022	31
Table 4: Median Home Values, 2017&2022	32
Table 5: Median Household Income, 2017-2022	33
Table 6: Education Attainment, 2022	34
Table 7: Labor Force Participation	34
Table 8: Total Monthly Local Visits	37
Table 9: Total Monthly Tourist Visits	40
Table 10: Amount Spent in the Beach District on Goods, 2022	41
Table 11: Amount Spent in the Beach District on Services, 2022	41
Table 12: Grand Traverse Population Averages	42

List of Figures

Figure 1: TIF Assessed Value (AV) Over Project Life	22
Figure 2: Value of Owner-Occupied Homes East Bay, 2017-2022	32
Figure 3: Household Income Distribution, 2022	33
Figure 4: Sector of Employment	35
Figure 5: Mode of Transportation to Place of Employment	35
Figure 6: Amount and Types of Businesses within the Beach District	36
Figure 7: Mitigation Vs. Adaption	51

List of Maps

Map 1: East Bay Beach District	27
Map 2: Local Visitors in February	38
Map 3: Local Visitors in July	38
Map 4: Tourist Visitors in February	39
Map 5: Tourist Visitors in July	39
Map 6: Historic Water Levels	44
Map 7: Beach District, Wetlands & Tree Coverage	46
Map 8: Beach District, Impervious Surfaces	49

Table of Contents

EXECUTIVE SUMMARY	7
1. THE VISION	9
2. ACTION PLAN	15
3. IMPLEMENTATION	21
4. BACKGROUND & EXISTING CONDITIONS	25
Background and Previous Planning	26
Demographics and Economic Development	30
Resiliency and the Built Environment	43
5. COMMUNITY ENGAGEMENT	55
APPENDIX	63

This page intentionally left blank.

Executive Summary

With the support of federal grants from the USDA Rural Development and Michigan’s Coastal Management Programs, the East Bay Beach District Community Visioning Process and Corridor Plan supports the development of a cohesive vision for public investments and revitalization of the Beach District, a section of the U.S.-31 corridor.

Building from goals specific to the Beach District that were outlined in East Bay Township’s 2023 Community Master Plan, this plan relied on a multi-pronged, nine-month long community visioning process to gather and clarify stakeholder preferences as they relate to the Beach District’s development, improvement, and use. The visioning process emphasized discussions on priorities for the district and opportunities for placemaking, additional safety mechanisms, and infrastructure investments. The eight engagement opportunities detailed in the table titled “Community Engagement Strategy” invited participation from corridor employees and residents, business owners, and members of the public as critical stakeholders of the District.

Table 1: Community Engagement Strategy

Engagement Type	Date	Description	Participants
Implementation Team	Monthly Meetings	Align project vision, goals, and priorities with Township’s vision for the future.	13
Community Survey 1	April 11 - May 7, 2024	General visioning for the Beach District and future uses.	445
Stakeholder Meetings	May 2024	Preliminary discussion of conditions, experiences, concerns, and ideas.	12
Open House 1	May 14, 2024	General visioning for the Beach District and future uses.	53
Open House 2	May 16, 2024	Design standards and visual preferences.	75
Community Survey 2	July 8 – August 20, 2024	Design standards and visual preferences.	89
Pop-Up Meetings	Throughout Summer	Bring Survey 2 to community members.	-
Final Presentation	October 30, 2024	Prioritization of goals and action items.	50

Alongside community input, an inventory of existing conditions informed the plan’s creation, action plan, and implementation. Current residents of the Beach District and East Bay Township comprise critical stakeholder groups as do existing businesses and their employees. Visitor data for both local and seasonal patrons provide information about the District’s points of attraction, economic patterns, and opportunities for economic development strategies (such as increasing branding and promoting a place identity). The Beach District also provides an important confluence of both non-motorized and motorized transportation modalities given its proximity to the TART Trail, ongoing efforts to improve sidewalks and implement footbridges, and adjacency to U.S.-31. Its location along the coast of Grand Traverse Bay further influences development considerations, recognizing surrounding natural features and ecosystems, threats that stem from changing climate patterns, and opportunities to prioritize resilient planning practices that offer benefits at a local and regional level.

The vision for the Beach District emphasizes pedestrian safety, increased access, placemaking and recreational opportunities, and diverse business opportunities, each viewed through the lens of enhancing climate resilience. The Action Plan of this document includes items that have been prioritized based on community feedback and include responsible parties, possible partnerships and sources of funding, and a general timeline of implementation.

The plan also includes implementation support, detailing various mechanisms to help fulfill the vision. These recommendations include the establishment of a Corridor Improvement Authority (CIA) and tax increment financing (TIF) district for the area; various zoning amendments to encourage community desires for future uses and sustainability mechanisms required for future developments; a fixtures and furniture guidebook to support the Beach District’s aesthetic identity; and grant opportunities to fund implementation.

This page intentionally left blank.

1. The Vision

East Bay Township has long recognized the value of the Beach District corridor. In its 2023 Master Plan, the Township named the creation of a vision to transform the future of the East Bay Beach District as a high priority and is acting upon the priority through this plan. While the Beach District's challenges (such as high traffic speeds, limited pedestrian crossings, vacant or underutilized sites, and proximity between residential neighborhoods and commercial activities) pose some barriers to the corridor's vibrancy and fully realized potential, mitigating these areas is a priority of the plan and is reflected in the desires and ideas of community stakeholders.

By addressing these challenges, the Township intends to enhance placemaking so that the District can become an accessible economic hub that offers diverse employment, recreation, cuisine, and entertainment opportunities as a welcoming destination with year-round, up north, freshwater experiences. This vision seeks to create a vibrant Beach District that benefits residents and visitors alike. The vibrant Beach District would include increased pedestrian connectivity and safety, outdoor dining, and access to the water.

COMMUNITY ENGAGEMENT FINDINGS

Community input served as a cornerstone of the planning process. Findings from each engagement opportunity supported an iterative approach in which highlighted ideas and priorities were expanded upon during future engagements, allowing for a co-created corridor plan that is crafted around community desires at every turn. Key findings across engagement opportunities are described below:

Favorite Aspects of the Corridor

Community engagement participants consistently regarded access to the TART Trail and TART's role in bolstering patronage to the Beach District as their favorite aspect of the corridor. 87.5% of survey respondents indicated that they use the TART Trail for recreational purposes, highlighting opportunities for further partnership and integration with the District. Survey takers regard public water and beach access as one of the Beach District's greatest assets, and proximity to natural features (such as Gen's Park and the State Park Beach) are also considered attractions to and strengths of the corridor.



Additionally, restaurants and bars are a top attraction with 78.4% of survey respondents indicating that they take advantage of what is currently offered in the District. Overall pedestrian access and walkability are considered assets as well.

Concerns and Desired Improvements

Throughout the engagement process, pedestrian safety was consistently regarded as the highest priority and most prominent concern for community members due to insufficient crossings and sidewalks, especially considering the high traffic speeds and vehicular safety concerns. When asked to rank eight separate corridor amenities from most important to least important, 37% listed safe crossings across U.S.-31 N as the highest priority. Desires for greater walkability, improved sidewalk quality and connectivity, and a town center feel were also emphasized. Community members also highlighted their desire to encourage natural preservation within the District on behalf of the environment and wildlife.

Beyond pedestrian safety, a desire for greater access via additional parking opportunities, transit systems, and non-motorized connections were emphasized by community members. The TART Trail provides an opportunity for non-motorized access to the Beach District – however, additional signage to clearly mark the trail was cited as an opportunity for improvement. Greater, clarified access to the beach was also considered a priority among community members, as were additional recreational opportunities (such as public water access and pedestrian pier development at the end of Four Mile Road) and the transformation of public spaces.

Finally, the business landscape of the Beach District also arose as the subject of concern and desired improvements by community members. Residents

expressed the feeling of a lack of community and being overlooked by business interests. Relatedly, concerns about the impact of short-term rentals on housing opportunities as well as associated tourist traffic were raised. Community members expressed a desire for additional restaurants to further bolster the Beach District as a destination for both locals and visitors alike.

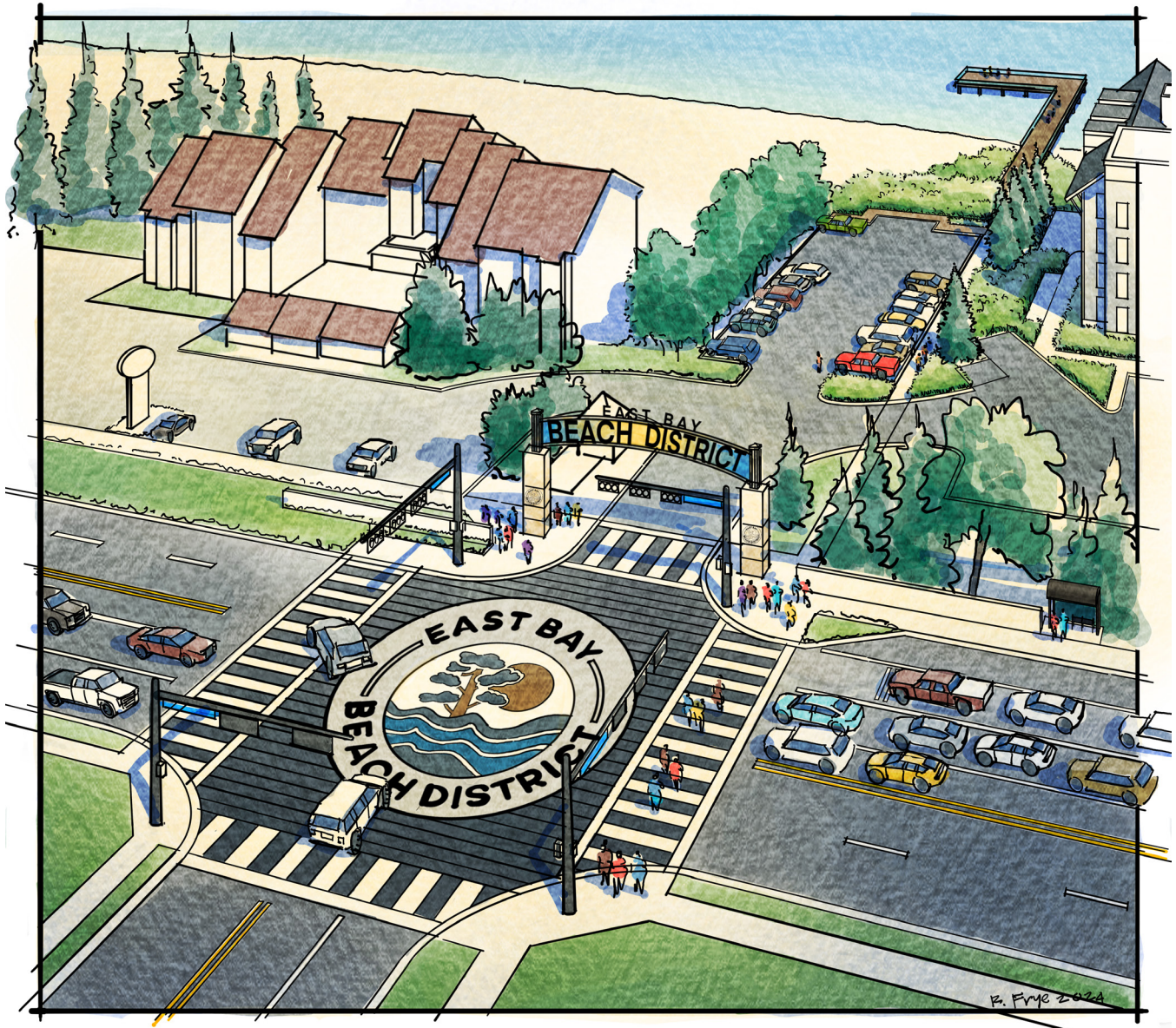
Recommendations for Improvements

Recommendations for the Beach District were crafted from community feedback and are incorporated into this report's action plan. The primary areas of focus for improvements are listed below:

- » Safer, clearly marked pedestrian crossings
- » More independent and diverse business types
- » Enhanced infrastructure, such as sidewalk connections to TART Trails and more wayfinding
- » Tourist traffic management with better guidance and clear crossings
- » Wider, continuous sidewalks
- » Buried utilities lines
- » Enhanced tree canopy

OPPORTUNITY SITES

As a part of the community visioning process and open house engagement sessions, three opportunity sites were presented to attendees as locations that the Township would like to reimagine to better serve the community and contribute to the goals of the Beach District. The Township worked closely with willing property owners of each opportunity site to ensure community input aligned with constraints from private land owners. Concept drawings of each opportunity site as well as related community input are provided in this section.



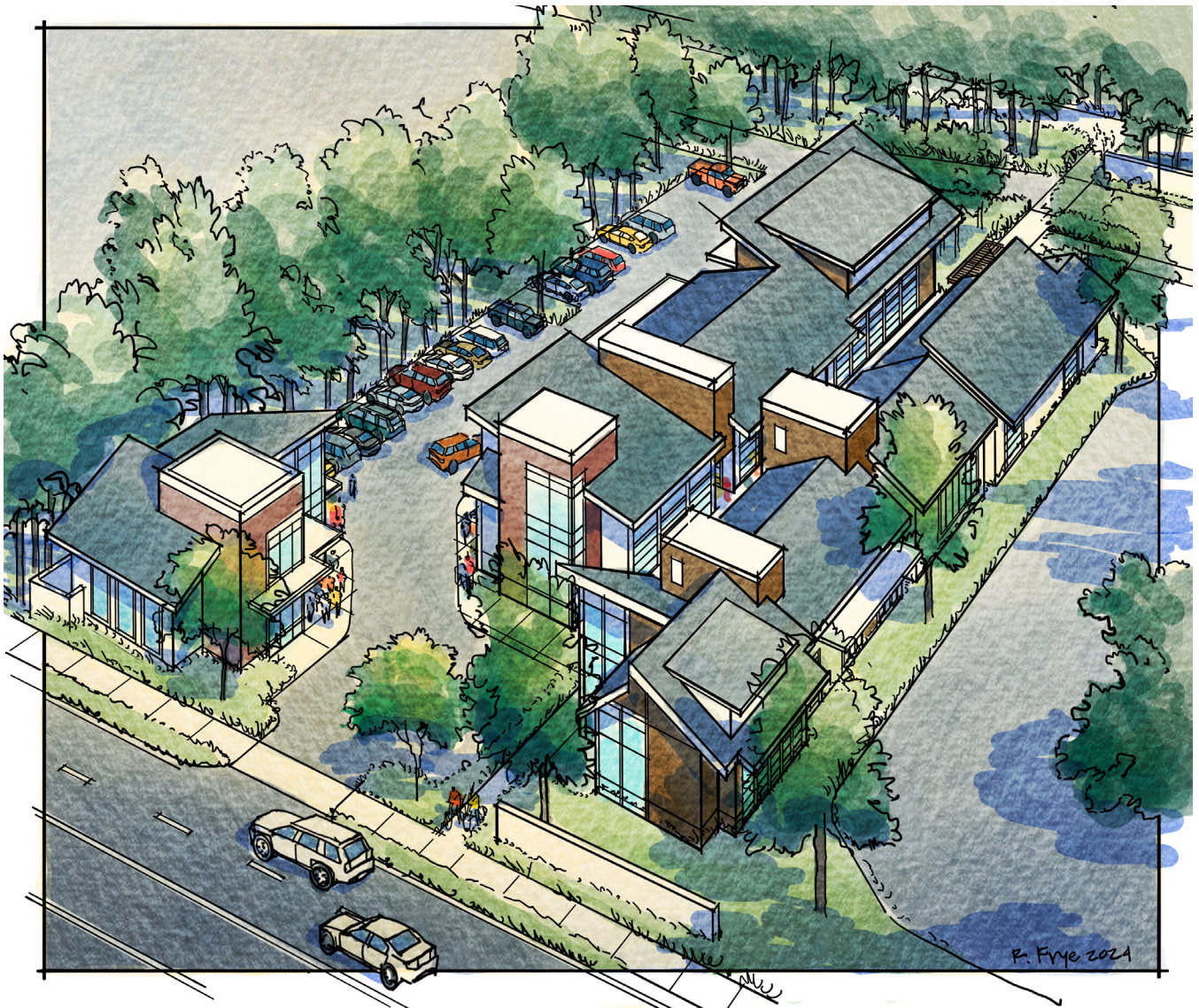
Four Mile Road End

Location: End of N. Four Mile Road between the Beach Condominium and Tamarack Lodge.

Community members expressed strong support for developing the Four Mile beach area with a concept that makes it safe to gather and access, focusing on:

- » **Safety Enhancements:** Calls for improved pedestrian crossings and ADA-accessible pathways to water.
- » **Recreational Features:** Enthusiasm for a boardwalk, viewing pier, and access for paddleboarding and kayaking.
- » **Traffic Management:** Appreciation for existing traffic flow and signalized crossings to enhance safety and slow traffic.
- » **Park Development:** Desire to create a park area, with suggestions to relocate the boat launch to Bunker Hill and prioritize green space over parking lots.
- » **Aesthetic Improvements:** Positive feedback on the chic design of street signals and poles.

Overall, the community envisions the Four Mile Road end as a vibrant, accessible area that encourages recreation and prioritizes safety.



O'Grady Parcel

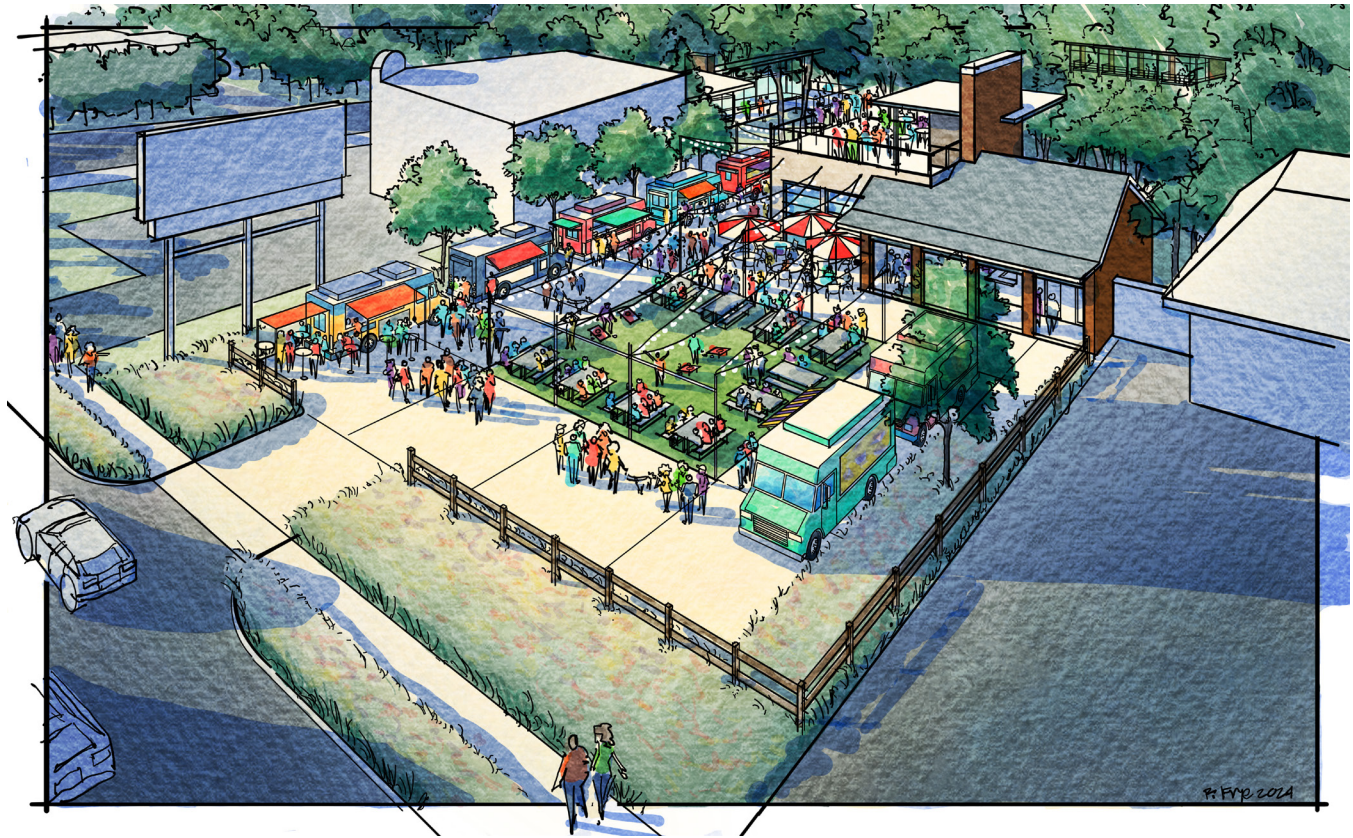
Location of Parcel: 1818 U.S.-31 North Traverse City, MI 49686

Lot Size: 0.76 acres

Community members expressed a range of desires for the O'Grady parcel, with the following preferences:

- » Food Trucks and Restaurants
- » Trail Access/ Connecting this Space to the Trail Network
- » Pocket Park, Green Space, and Workout Area
- » Trailhead Parking
- » Mixed-Use Development and Gathering Spaces

Overall, the community envisions the O'Grady parcel as a multifunctional area that incorporates food options, recreational spaces, and facilities to foster social interactions.



Mitchell Creek Inn

Location of Parcel 1: Mitchell Creek Inn at 894 Munson Ave.

Location of Parcel 2: 4331 N. Three Mile Rd.

Total Lot Size: 1.72 acres

This is currently the site of a small hotel and Mitchell Creek runs through the property.

Community members expressed their preferences for the Mitchell Creek area, with the following interests:

- » Using the on-site Natural Areas for the public
- » Outdoor Gathering Place
- » Restaurant and hosting Food Trucks
- » Protecting the trees that are on the property

Overall, the community envisions Mitchell Creek as a natural and inviting space that emphasizes outdoor activities and social gatherings.

This page intentionally left blank.

2. Action Plan

The following actions were developed based on public input throughout the nine-month long community engagement process. They have been reviewed by the public during the final presentation, by staff, the Beach District implementation team, the Planning Commission, and the Township Board.

The following goals were established for the Beach District:

1. Enhance water access in the district.
2. Work with MDOT to develop safe pedestrian crossings and support traffic calming measures.
3. Complete and enhance the sidewalk network.
4. Support Placemaking initiatives throughout the district.
5. Enhance recreational opportunities in the district.
6. Encourage housing opportunities in the district.
7. Partner with BATA to enhance bus stops in the district.
8. Develop coordinated and cohesive wayfinding signage
9. Promote a diversity of food and retail opportunities throughout the district.
10. Promote coastal resiliency and natural feature protections.

Each goal is supported by an associated set of actions. A priority level, responsible party, partner organization(s), general timeline, and possible funding options are provided for each action item associated with the Beach District's ten goals.



Goal 1: Enhance water access in the district.

Action Item	Priority Level	Implementation Partners	Timeline	Possible Funding
Develop an inclusive community pier and public water access at the end of 4 Mile Road, implementing the artistic rendering with a gateway, art, and improved non-motorized mobility.	High	Township Board, Parks Commission, Road Commission, MDOT	5 years	MDNR Trust Fund, TIF
Partner with the MDNR to enhance public access to the TC State Park beach.	Medium	Township Board, Parks Commission, MDNR	Ongoing	MDNR Trust Fund, TIF

Goal 2: Work with MDOT to develop safe pedestrian crossings and support traffic calming measures.

Action Item	Priority Level	Implementation Partners	Timeline	Possible Funding
Add a 4th crosswalk at U.S. 31 and 4 Mile and explore limiting right turn movements with pedestrian activation.	High	Township Board, MDOT, Private Property Owners	3-5 years	TIF
Develop an ADA crossing near the TC State Park, either an ADA pedestrian bridge or an at grade crossing.	High	Township Board, MDNR, MDOT	3-5 years	TIF
Install a safe crossing, such as a HAWK signal, between 3 Mile Rd and 4 Mile Rd.	High	Township Board, Staff, MDOT	3-5 years	TIF
Evaluate opportunities for right-of-way acquisition to build a tunnel or bridge along the corridor to enhance public access to the corridor.	Medium	Township Board, Staff, MDOT, Private Property Owners	5-10 years	TIF
Add planted medians to the center of U.S. 31 where possible.	Medium	Planning Commission, MDOT	Ongoing	TIF
Work with MDOT to identify opportunities for collaboration and implementation and coordinate Beach District project priorities with routine road projects.	Medium	Township Board, Planning Commission, MDOT, BATA, TART	Ongoing	
Explore adoption/amendments of a local noise ordinance to limit the use of truck engine breaks.	Low	Township Board, Staff	1-3 years	
Develop an access management plan to limit points of conflict between vehicles entering and existing private drives.	Low	Township Board, Staff, MDOT	1-3 years	

Goal 3: Complete and enhance the sidewalk network.

Action Item	Priority Level	Implementation Partners	Timeline	Possible Funding
Maintain the sidewalks year-round, including winter plowing.	High	Township Board	1-3 years	TIF
Add a sidewalk along 4 Mile Road from Pine Dr. to connect the TART Trail and U.S. 31.	High	Township Board, Road Commission	1-3 years	TIF
Complete the sidewalk network on both sides of U.S. 31.	High	Township Board, MDOT, Private Property Owners	5-10 years	TIF

Goal 4: Support placemaking initiatives throughout the district.

Action Item	Priority Level	Implementation Partners	Timeline	Possible Funding
Promote third spaces, food trucks, outdoor dining, and other civic gathering opportunities around food and beverage.	High	Township Board, Planning Commission, Private Property Owners	Ongoing	
Amend the zoning ordinance standards for signage and billboards to be consistent with the Beach District vision and public input.	Medium	Planning Commission	1-3 years	
Explore opportunities for art, including outdoor murals, signage, and sidewalk/street painting.	Medium	Township Board, Parks Commission, BATA, TART, Private Property Owners	3-5 years	
Plant flowers, install planters, and other landscaping along the corridor along with public seating areas.	Medium	Township Board, MDOT, Private Property Owners	3-5 years	TIF
Create a "Furniture, Fixtures, and Landscaping Guidebook" for public and private development along the corridor.	Medium	Township Board, Planning Commission, Private Property Owners	3-5 years	
Install enhanced pedestrian scale dark sky compliant lighting along the corridor.	Medium	Township Board, MDOT, Private Property Owners	5 years	TIF
Bury the utility lines.	Medium	Township Board, Utility Companies, Private Property Owners	Ongoing	TIF
Pursue opportunities for new civic gathering spaces and outdoor entertainment venues.	Medium	Township Board, Planning Commission, Private Property Owners	Ongoing	
Rename the section of U.S. 31 in East Bay Township Munson Avenue.	Low	Township Board, MDOT	3-5 years	
Identify locations and explore expanding opportunities for public restrooms.	Low	Township Board, Parks Commission	5 years	MDNR Trust Fund

Goal 5: Enhance recreational opportunities in the district.

Action Item	Priority Level	Implementation Partners	Timeline	Possible Funding
Explore opportunities to improve wayfinding and making users of the Reffitt, the TART trail, and the public portion of the beach aware of the Beach District.	Medium	Staff, TART, GTRLC	1-3 years	
Work with the GTRLC to expand the path network in Reffitt Nature Preserve and connect it to the TART trail near the State Park.	Medium	Staff, TART, GTRLC	3-5 years	
Strategically work with TART & private property owners to designate park/ride parking spots to create additional access points to the TART Trail network.	Medium	Staff, TART	Ongoing	

Goal 6: Encourage housing opportunities in the district.

Action Item	Priority Level	Implementation Partners	Timeline	Possible Funding
Encourage mixed use developments along the corridor with housing above commercial uses.	High	Planning Commission	1-3 years	
Support attainable housing for workers along the corridor through TIF, PILOT, or other incentives.	High	Township Board, Planning Commission	3-5 years	

Goal 7: Partner with BATA to enhance bus stops in the district.

Action Item	Priority Level	Implementation Partners	Timeline	Possible Funding
Identify locations for BATA Park and Ride.	Medium	Staff, BATA	1-3 years	
Add new shelters and amenities like landscaping, seating, and bike racks at bus stops.	Medium	Staff, BATA, MDOT	3-5 years	TIF
Work with property owners to identify locations for pullouts for buses.	Medium	Staff, BATA	Ongoing	

Goal 8: Develop coordinated and cohesive wayfinding signage.

Action Item	Priority Level	Implementation Partners	Timeline	Possible Funding
Use thoughtful planning to improve connectivity between TART and U.S. 31 without oversigning the trail.	Medium	Staff, TART	3-5 years	
Continue to add Beach District branding signage along the corridor, including gateway signage.	Medium	Staff	Ongoing	TIF
Feature destinations like the parks, dining opportunities, and public access to the water.	Low	Staff, Private Property Owners	Ongoing	

Goal 9: Promote a diversity of food and retail opportunities throughout the district.

Action Item	Priority Level	Implementation Partners	Timeline	Possible Funding
Amend the zoning ordinance to require new hotels and hospitality establishments provide public amenities.	Medium	Planning Commission	1-3 years	
Actively market available properties for new locally owned sit-down restaurants.	Medium	Staff, MEDC, Traverse Connect	Ongoing	TIF

Goal 10: Promote coastal resiliency and natural feature protections.

Action Item	Priority Level	Implementation Partners	Timeline	Possible Funding
Add more street trees along U.S. 31.	High	Township Board	Ongoing	Grants
Work with MDOT and private property owners to protect, preserve and enhance the iconic White Pines in the district.	High	Staff	Ongoing	
Update stormwater ordinance to include green infrastructure best practices to protect water quality.	Medium	Township Board, Planning Commission, Staff	3-5 years	

This page intentionally left blank.

3 ■ Implementation

The implementation of the East Bay Township Beach District Corridor Plan is critical to the transformation the area into a vibrant, accessible, and economically thriving destination. This chapter outlines the necessary actions, funding opportunities, zoning strategies, and partnerships that could be utilized to achieve the community's vision while ensuring long-term sustainability and resilience.

CORRIDOR IMPROVEMENT AUTHORITY (CIA)

A Corridor Improvement Authority (CIA) is a significant tool that can be utilized to fund and manage improvements in the Beach District Corridor. A CIA is a public entity established under Michigan's Corridor Improvement Authority Act (PA 280 of 2005) to address redevelopment challenges, enhance infrastructure, and promote economic development within a designated area. To create a CIA, a municipality must take several steps, including defining the boundaries of the proposed improvement district, creating a development plan, and obtaining Township Board approval. Public hearings are required to ensure transparency and gather community input. Once established, the CIA operates with a dedicated funding mechanism, often through the use of Tax Increment Financing (TIF).

Tax Increment Financing (TIF)

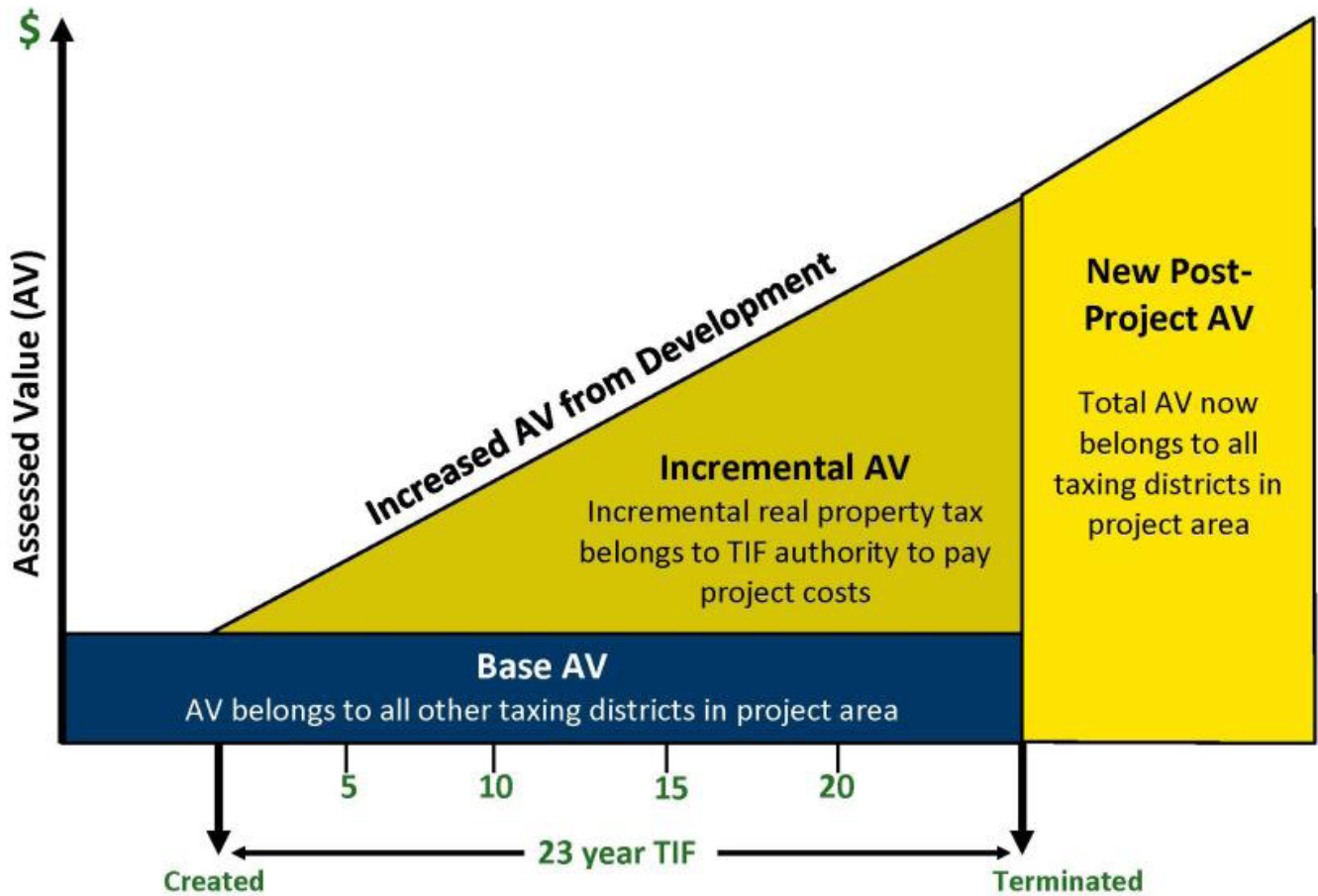
A TIF district captures the incremental increase in property tax revenues within the designated improvement area as property values rise due to investments and redevelopment. Here's how it works:

1. **Establishing a Base Tax Value:** At the time the TIF is created, the current assessed value of all properties within the district is recorded as the "base value."
2. **Capturing Incremental Growth:** As redevelopment occurs and property values increase, the difference between the base value and the new, higher assessed value generates the "increment."
3. **Reinvesting Revenue:** Taxes on this increment are then captured and reinvested by the CIA into improvement projects, such as infrastructure upgrades, streetscape enhancements, public spaces, or traffic-calming measures.

A TIF does not increase taxes for property owners but reallocates the growth in tax revenues back into the district for its development. This funding mechanism allows the Township to channel resources directly into corridor improvements without relying solely on external funding sources or raising taxes.

The benefits of a CIA with a TIF are significant. It creates a sustainable, predictable revenue stream for long-term investments, encourages private development by demonstrating public commitment, and ensures that the value generated by redevelopment directly benefits the area. Additionally, it enhances the area's attractiveness by increasing property values and fostering economic activity.

Figure 1: TIF Assessed Value (AV) Over Project Life



Corridor Improvement Authority (CIA) and Tax Increment Financing (TIF)

A Corridor Improvement Authority (CIA) and Tax Increment Financing (TIF) can stimulate various types of economic activity within a designated improvement district. Here are the primary types of economic activity generated by a CIA and TIF:

1. Increased Private Investment

- » Development and Redevelopment: TIF revenue provides funding for infrastructure upgrades (e.g., roads, utilities, public spaces), which attract private developers by reducing upfront costs.
- » Mixed-Use Developments: Encouraging projects that combine residential, retail, and office spaces enhances land use efficiency and economic vitality.
- » Commercial Expansion: Improvements to the corridor make the area more attractive to businesses looking to open or relocate, especially restaurants, retail stores, and service providers.

2. Business Growth and Retention

- » New Businesses: Enhanced amenities and infrastructure draw diverse businesses, boosting the local economy and employment opportunities.
- » Existing Business Support: Upgrades to streetscapes, lighting, parking, and pedestrian infrastructure benefit current businesses by increasing customer traffic and revenue.

3. Job Creation

- » Construction Jobs: Redevelopment projects funded by TIF generate short-term construction and related jobs.
- » Long-Term Employment: New businesses and expanded existing businesses create sustained job opportunities across various sectors, such as retail, dining, and professional services.

4. Property Value Appreciation

- » Residential and Commercial Properties: The corridor's enhanced appearance and infrastructure increase demand, raising property values and spurring further development.
- » Increased Tax Base: Although the TIF captures the increment for reinvestment, the base value continues to contribute to local services. Over time, the overall tax base expands.

5. Tourism and Hospitality Revenue

- » Destination Appeal: A revitalized corridor with amenities like parks, pedestrian crossings, and public art becomes a draw for visitors.
- » Hotel Occupancy and Spending: Increased foot traffic from tourists staying within the area leads to higher spending at local businesses and accommodations.

6. Retail and Dining Activity

- » Higher Sales Volumes: Improved access and aesthetics draw more customers, increasing retail and dining revenue.
- » Diverse Offerings: New businesses provide additional options, keeping residents and visitors in the corridor instead of seeking amenities elsewhere.

7. Cultural and Community Events

- » Event Hosting: Enhanced public spaces create venues for markets, festivals, and other gatherings, generating revenue for local businesses and fostering community pride.
- » Placemaking Activities: Public art installations, wayfinding signage, and landscaping contribute to a unique identity which encourages repeat visits.

8. Enhanced Real Estate Development Opportunities

- » Redevelopment of Underutilized Sites: Incentives through the TIF encourage the transformation of vacant or underperforming properties into productive assets.
- » Workforce and Affordable Housing: Mixed-use developments can include housing units, addressing community needs while enhancing economic activity.

By creating an environment conducive to investment and growth, a CIA and TIF transform an area into a thriving economic hub, benefiting businesses, residents, and local governments.



ZONING AMENDMENTS

To encourage mixed-use development and increased density, the Township should consider a number of zoning amendments. Key amendments may include:

1. **Form-Based Codes or Design Standards:**
 - » Focus on building design, placement, and interaction with the streetscape rather than traditional use-based zoning.
 - » Encourage developments that align with the corridor's aesthetic and placemaking goals.
 - » Require new and redeveloped commercial uses to provide a public benefit. For example, a hotel may provide a restaurant that is open to the public as well as outdoor seating and parking for bus and trail users.
2. **Streamlined Approval Processes:**
 - » Establish expedited permitting processes with administrative review for developments that align with the new zoning standards and corridor goals.
3. **Sustainability Requirements:**
 - » Explore amendments to the storm water ordinance and other zoning incentives to encourage green infrastructure and energy efficient designs to support resiliency goals.

These amendments will encourage compact, walkable, and vibrant development that aligns with the community's vision while addressing the growing demand for diverse housing and business opportunities. Additional public workshops and input sessions will be essential to ensure these changes reflect community priorities.

FIXTURES AND FURNITURE GUIDEBOOK

Strengthening public-private partnerships is essential for the corridor's success. While existing relationships with BATA, TART, and the implementation team provide a foundation, new partnerships with private property owners will be critical. To support cohesive development, the Township can create a Fixtures and Furniture Guidebook that offers standards for elements such as lighting, benches, signage, and landscaping. This guide will ensure consistency across public and private spaces, fostering a unified and visually appealing corridor. The Guidebook should be referenced when redevelopment occurs on private property as well as within the public space of the corridor.

GRANT OPPORTUNITIES

The Township should continue to explore grant funding while also understanding that grants require staffing and funding to draft and implement. With this corridor plan and the additional input received throughout this process, as grants become available, the Township should be positioned to be competitive for grants.

PRIORITIES FOR ACTION

Immediate, low-hanging fruit initiatives from the action plan should be prioritized. These early successes will build momentum and community support for broader implementation efforts.

By implementing these zoning amendments, strengthening partnerships, and leveraging state and local resources, the East Bay Township Beach District Corridor can achieve its vision of becoming a thriving, mixed-use hub for residents and visitors alike.

4. Background & Existing Conditions

This chapter of the plan details the Beach District’s existing conditions in the following categories:

- » **Existing Plans:** A series of planning efforts and initiatives include goals and actions related to the Beach District’s utility, value, and development. These plans have informed changes within the District to date and provide a foundation for the current community visioning process.
- » **Transportation Systems:** As a critical transportation corridor that serves as a conduit for daily commutes and that provides connections to regional trail systems, the transportation function of the Beach District is a significant one.
- » **Community Demographics:** With a population of approximately 885 in 2024 and about 440 households, changes to the Beach District will have a direct impact on the existing population. Characteristics of both the District’s residents and residents of East Bay Township are described along with housing data to illustrate opportunities to best support current and prospective community members.
- » **Economic Characteristics:** Like the Beach District’s residents, businesses along the corridor, their workers, and their patrons serve as critical stakeholders in this planning process. The existing economic landscape is detailed in this chapter and includes data about the current workforce, local and seasonal visitors to the district, revenue generation, and tourism.
- » **Natural Features and Resiliency:** The location of the Beach District has direct implications for surrounding natural features that present an asset to the area as well as a point of attraction for visitors seeking to enjoy the coast. Because of this, it is critical to prioritize resilient planning practices as protective measures for the District and to note potential threats to the district.

The Beach District’s existing conditions provide foundational information regarding opportunities to improve a plethora of experiences within the corridor that include transportation and travel, recreation, residence, working and shopping, and responsible stewardship of its natural resources.



Background and Previous Planning

REGIONAL CONTEXT

Founded in 1867, East Bay Charter Township is in Grand Traverse County and spans 44 square miles across the northwest portion of Michigan’s lower peninsula. The Township’s Beach District is located on the eastern border of the City of Traverse City along the southern shoreline of the East Arm of the Grand Traverse Bay. The Beach District spans approximately two miles of scenic shoreline and includes the TART Trail and US-31/M-72 corridor. This area is critical to the region as a transportation corridor and linkage between communities like Traverse City, Acme Township, East Bay, and Elmwood Townships; more than 36,000 vehicles are estimated to travel through the corridor on a daily basis.¹ The Beach District also serves as a hub for shopping, eating, and enjoying the natural beauty of the shoreline.

East Bay Township recognizes the value of this corridor. In its 2023 Master Plan, the Township named the creation of a vision to transform the future of the East Bay Beach District as a high priority and is acting upon the priority through this plan. The Township acknowledges the Beach District’s challenges, including high traffic speeds, limited pedestrian crossings, vacant or underutilized sites, and the proximity between residential neighborhoods and commercial activities. While addressing these challenges, the Township intends to enhance placemaking so that the District can become an accessible economic hub that offers diverse employment, recreation, cuisine, and entertainment opportunities as a welcoming destination with year-round, up north, freshwater experiences. This vision seeks to create a vibrant Beach District that benefits residents and visitors alike. The vibrant Beach District would include increased pedestrian connectivity and safety, outdoor dining, and access to the water.



Map 1: East Bay Beach District



East Bay Beach District

Sources: Michigan Open Data Portal, East Bay Charter Township

 Beach District

0.15 Miles
Beckett & Raeder, Inc.

The East Bay Beach District is generally located along the U.S. 31 corridor east of limits of the City of Traverse City and south of the east arm of Grand Traverse Bay. The District encompasses the TART Trail and the neighborhoods south of the Trail.

PAST PLANS

For more than 10 years, the East Bay Beach District has been included (both directly and indirectly) in various planning efforts initiated by the Township. From its most recent comprehensive planning endeavor to a 2014 corridor strategy that laid the foundation for recommendations provided in this plan, the Beach District's significance to the Township and the related necessity to plan for it as a unique corridor are well documented. Elements, goals, and recommendations from each of the following plans have informed the planning process, community engagement strategy, and action plan of the current document and are summarized in the following section.

2023 East Bay Charter Township Master Plan

The 2023 East Bay Charter Township Master Plan serves as a comprehensive policy document aimed at guiding the community's future development. It emphasizes a collaborative planning process and engaging a wide range of stakeholders (such as residents, business owners, and visitors) to ensure that diverse perspectives are included.

The Planning Commission played a crucial role in facilitating this inclusive planning process with monthly meetings to review existing planning documents and gather public input. The development of the future land use map, zoning plan, and action plan was informed by a community-wide survey, a series of focus groups, and public meetings which explored key topics such as families, seniors, transportation, natural resources, and economic opportunities.

The Economic Development chapter sets forth bold goals related to creating a subarea plan for the U.S. 31 corridor and the Beach District. The plan envisioned exploring the development of safe mid-block crossings, more opportunities for outdoor

dining, better access to the water, and creation of a corridor improvement authority.

2023 East Bay Charter Township Parks & Recreation Plan

The East Bay Township Parks and Recreation Master Plan provides a strategic framework to prioritize projects and guide future land acquisitions related to parks and recreation in the Township. Commonly known as the “Five-Year Recreation Plan,” it was adopted in 2023 to ensure compliance with Michigan Department of Natural Resources (MDNR) grant eligibility requirements for coveted grant programs such as the Land and Water Conservation Fund, Michigan Natural Resources Trust Fund, and Waterways grants. Recreational assets located within the Beach District include Township-owned Gens Park, the Michigan Department of Natural Resource’s Traverse City State Park Campground and Beach, and the Grand Traverse Regional Land Conservancy’s Reffitt Preserve. The TART Trail also provides ample opportunities for cycling, jogging, and walking.

2023 East Bay Township Commercial Corridor Improvement Study & Regional Business Trends

The East Bay Township Commercial Corridor Improvement Study was conducted by Traverse Connect and aims to enhance the economic vitality of the Township by assessing the feasibility of improvements within its commercial corridors, specifically the East Bay Beach District and East Bay Corners. The study involves an inventory of existing commercial sites, analyses to predict the demand of new commercial locations, and recommendations for outreach to potential businesses.

The study envisions increased activity, walkability, and resident engagement in the East Bay Beach District along US-31 between Three Mile and Holiday Roads. Key goals include:

- » **Public Spaces and Pedestrian Access:** Develop parks and public squares to enhance recreational opportunities for residents and visitors.
- » **Redevelopment-Ready Sites:** Identify underutilized parcels suitable for mixed-use development and recommend zoning updates to facilitate higher-density and more impactful developments.

The study identifies several key issues and proposes solutions, including:

- » **Need for Public Spaces:** Both districts require more public and recreational spaces, with suggested sites identified for potential development.
- » **Mixed-Use Development:** Underutilized locations, especially in East Bay Corners, are ideal for mixed-use projects that aim to enhance activity and vibrancy in the area.
- » **Zoning Updates:** Changes to zoning and density regulations are essential to support positive development outcomes.

Additional Recommendations

- » **Create a Brand Identity:** Develop a strong brand for East Bay Corners to attract visitors and businesses.
- » **Emphasize Connectivity:** Promote trail and corridor connectivity to boost usage and activity in both districts.

Overall, the study seeks to support East Bay Township’s economic development goals by revitalizing its commercial corridors, enhancing public access to amenities, and fostering a sense of community through thoughtful planning and design.

2018 East Bay Beach District Strategy

The 2018 Beach District Strategy identified four main goals aimed at enhancing the Beach District Corridor between Three Mile Road and Holiday Road:

- » **Establish a Brand Identity:** Create a local champion team to collaborate with the Township, use signage and landscaping for branding and wayfinding, celebrate long-term businesses, and develop a marketing strategy to raise awareness through events.
- » **Enhance Safety and Mobility:** Improve pedestrian safety and expand transportation options with seasonal crosswalks, upgrade the footbridge, expand BATA services, maintain sidewalks and the TART Trail, implement traffic-calming measures, and introduce a bike-sharing program.
- » **Improve Aesthetics:** Balance new development with existing resort styles,

incorporate distinctive landscaping, enforce nuisance regulations, revise sign guidelines for better design, and promote mixed-use development.

- » **Preserve Residential Character:** Strengthen zoning to protect residential neighborhoods and maintain a professional office transition zone between commercial and residential areas.

This strategy aims to create a vibrant, safe, and appealing Beach District while respecting residential integrity and fostering community engagement.

2014 Bayshore Corridor Strategy

The 2014 Bayshore Corridor Strategy was a collaborative planning initiative focused on the ten-mile Bayshore corridor connecting Acme, East Bay, Traverse City, and Elmwood. This strategy served as a framework for fostering a unified development approach along the corridor, outlining key values, goals, and implementation strategies. These strategies include:

1. Identifying transportation enhancements such as crosswalks and bike lanes.
2. Establishing consistent zoning standards.
3. Creating a branding and wayfinding identity strategy for the corridor.

NON-MOTORIZED PATHWAYS

TART Trail

The Traverse Area Recreation Trail (TART) runs parallel to U.S.-31 in East Bay Charter Township, providing a paved pathway for residents and visitors engaging in activities such as walking, hiking, cycling, jogging, skating, cross-country skiing, and rollerblading. This safe, non-motorized greenway fulfills both recreational and commuting needs. The 10.5 miles trail extends westward through Traverse City and north to Suttons Bay in Leelanau County via a connection to the Leelanau Trail. To the east, the TART Trail reaches Bunker Hill Road in Acme Township, with plans for future extensions towards Acme Town Center and northeast to Elk Rapids and Charlevoix.²

At Three Mile Road, the Three Mile Road Trail connects to the TART Trail, extending southward to S. Airport Road, with plans to continue it to

Hammond Road. Additionally, the Three Mile Road Trail runs north to the sidewalk along U.S.-31/M-72. In July 2024, the “TART Transformation 2.0” project was completed and provided a focus on reconstructing damaged sections of the pathway and redirecting stormwater.³

Footbridge

A midblock footbridge spans U.S.-31, linking the campground area of Traverse City State Park with the beach on the opposite side of the highway. Constructed in 1966, this structure provides pedestrians with a safe way to cross between the traffic signals at Three Mile and Four Mile Roads.⁴ The State Park has proposed removing the footbridge and providing a signalized at-grade crossing at their entrance.⁵ This work is anticipated to be completed in 2026.

Sidewalks

Sidewalks were installed along the north side of U.S.-31 from Three Mile Road to Holiday Road in 2015.⁶ A contiguous sidewalk runs along the south side of U.S.-31 across the Township, as well as along Three Mile Road and Four Mile Road. These sidewalks lead to residential areas as well as the TART Trail. Currently, there are no sidewalks on the North side of US-31 from Three Mile to the City Limits. There are also gaps in the network along Three Mile and Four Mile Roads. By ordinance, these sidewalks are closed in the winter due to snow clearing. Winter provides challenges in the areas where the sidewalks narrow and maneuver around existing infrastructure.

ROAD NETWORK

U.S.-31 is a paved arterial highway featuring five lanes: two lanes travel in both directions along with a center left turn lane. It is managed and maintained by the Michigan Department of Transportation (MDOT). In East Bay Township, the roads that intersect with U.S.-31 include Avenue B, Avenue C, Avenue D, Avenue H, Three Mile Road, Four Mile Road, and Holiday Road, all of which are maintained by the Grand Traverse County Road Commission. Airport Access Road also intersects with U.S.-31, but its maintenance is handled by the City of Traverse City.⁷

Demographics and Economic Development

DATA SOURCES

The demographic information in this chapter was sourced from the following places:

- » **ESRI Community Analyst.** ESRI Community Analyst is a cloud-based mapping tool designed to assist in understanding communities through geographic information system (GIS) capabilities, making it particularly useful to analyze the demographics of individual neighborhoods, corridors, and, in this case, the East Bay Beach District. The platform offers access to thousands of variables that span various demographics, health, economics, education, and business measures. With its interactive color-coded maps and queries, Community Analyst facilitates visualizations that can effectively highlight key demographic insights. The tool serves various use cases, including policy planning, resource allocation, and understanding community needs, enabling stakeholders to make informed decisions.
- » **American Community Survey.** The American Community Survey (ACS) replaced the “long-form” Census questions beginning in 2000 and currently collects detailed household information about social, economic, and housing conditions on a continual basis. The ACS is a sample; randomly selected households are sent the ACS questionnaire every year, and the Census Bureau uses the responses to create estimates for the rest of the population. Because the ACS is a sample, smaller communities require multiple years of sampling to create accurate estimates. Communities with less than 20,000 people must be sampled over a 60-month period to create estimates which are referred to as 5-year estimates.
- » **U.S. Decennial Censuses.** The decennial census is the most accurate source of demographic information in the United States. Mandated by the United States Constitution, the aim of the decennial census is to count 100% of the US population. While the decennial census has been administered for

over 200 years, the questions have shifted to better capture modern populations’ information. For example, history of rebellion against the United States is no longer a question on the form.⁸ Information collected in the most recent counts includes information about age, sex, race, the relationship between household members, and household tenure.

The East Bay Beach District’s small population can lead to a larger margin of error in data collection, making it essential to interpret statistics with caution. With fewer respondents, changes or variations in the data can have a disproportionately large impact on overall findings, potentially skewing results and limiting the reliability of conclusions drawn from the data. Therefore, it’s important to consider this factor when analyzing statistics related to the community, as it may affect the accuracy and representativeness of the information.

POPULATION OVERVIEW

This overview provides general data points specific to East Bay’s Beach District, but demographic data for the remainder of this section will focus more on the entire Township and surrounding areas due to the scarcity of data specific to the Beach District.

The demographic summary for East Bay’s Beach District indicates notable trends for 2024 and projections for 2029. The District’s population is projected to increase from 885 in 2024 to 949 by 2029, reflecting a growth of approximately 7.2%. This suggests a steady influx of residents or an increase in community retention. Similarly, the number of households is expected to rise from 440 in 2024 to 490 in 2029, an increase of about 11.4%.⁹ These changes reflect the growing population of the surrounding area as well as the increasing smaller household sizes.

Additionally, the median household income is projected to increase from \$70,484 in 2024 to \$78,374 by 2029, a rise of about 11.2%. This increase suggests improved economic conditions

Table 2: Demographic Summary of the Beach District, 2024 and 2029 (Projected)

	2024	Projected 2029
Population	885	949
Households	440	490
Families	233	255
Median Age	45.2	45.7
Median Household Income	\$70,484	\$78,374

Source: ESRI Community Analyst

Table 3: East Bay Township Household Summary, 2017 & 2022

	2017	2022
Total households	4,427	4,980
Married-couple household	58.3%	54.4%
With children under 18 years	18.1%	14.4%
Householder living alone	22.7%	25.6%
65 years and over	8.4%	9.9%
Average household size	2.55	2.32

Source: American Community Survey, DP02

and will likely result in higher property values, which can contribute to enhanced local services and amenities as the tax base increases. Overall, these projections suggest a growth trajectory for East Bay’s Beach District, with increases in population, households, and family units alongside rising income levels.¹⁰ Up-to-date demographic data is crucial for an area to know what to expect and how to plan for it.

HOUSEHOLDS

East Bay Township has seen an increase in total households, growing from 4,427 in 2017 to 4,980 in 2022. However, the composition of these households has shifted in several ways. The percentage of married-couple households decreased from 58.3% to 54.4%, and the proportion of households with children under 18 years of age fell from 18.1% to 14.4%, suggesting slight changes in the traditional family structure with the Township.¹¹ Additionally, the average household size declined from 2.55 in 2017 to 2.32 in 2022, indicating smaller family units or an increase in single-person households which may

contribute to the increase in the total number of households. These changes collectively suggest a transformation in the community’s demographic profile, with implications for housing, services, and community planning in East Bay Township.¹²

Home Values

From 2017 to 2022, East Bay Township experienced a modest increase in median home value, rising from \$174,000 to \$183,300, reflecting a growth of approximately 5.3%. In contrast, Acme Township saw a dramatic surge in median home values which soared from \$208,800 to \$314,900, a substantial increase of about 50.8%. This sharp rise in Acme can be attributed to its growing appeal and proximity to recreational amenities, highlighting the varying dynamics of the housing market within the region.¹³

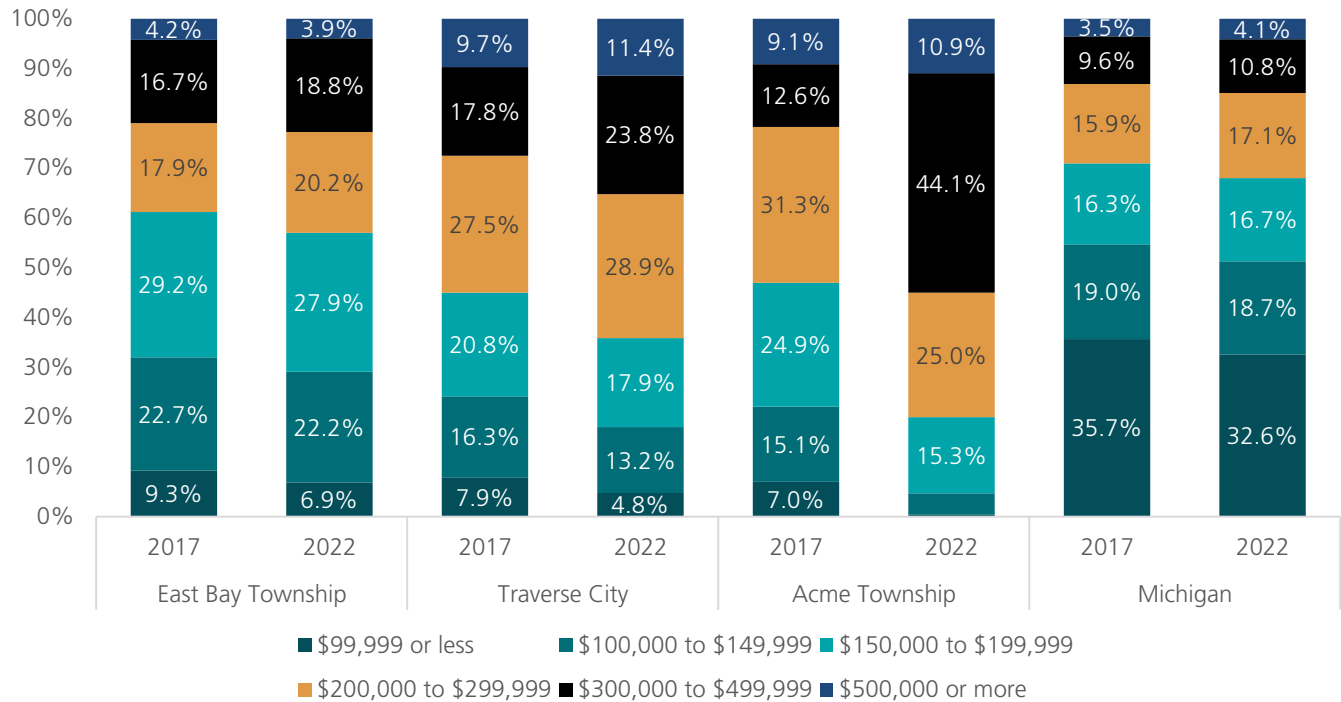
In East Bay Township, the distribution of owner-occupied home values shows a notable shift between 2017 and 2022. The percentage of homes valued at \$99,999 or less decreased from 9.3% to 6.9% as home values saw an increase across the state. Homes valued between \$100,000

Table 4: Median Home Values, 2017&2022

	East Bay Township	Traverse City	Acme Township	Michigan
2017	\$174,000	\$213,800	\$208,800	\$136,400
2022	\$183,300	\$238,400	\$314,900	\$146,200
Percent Change	+5.3%	+11.5%	+50.8%	+7.2%

Source: American Community Survey, DP02

Figure 2: Value of Owner-Occupied Homes East Bay, 2017-2022



Source: American Community Survey, DP04



TART Trail

and \$200,000 saw a decline while the segment of homes valued at \$200,000 to \$299,999 experienced growth, increasing from 17.9% to 20.2%, reflecting a rising market for mid-range homes. Additionally, the percentage of homes valued between \$300,000 and \$499,999 increased from 16.7% to 18.8%.¹⁴ These increases are noted nationally as home values are going up with higher demand and inflation.¹⁵

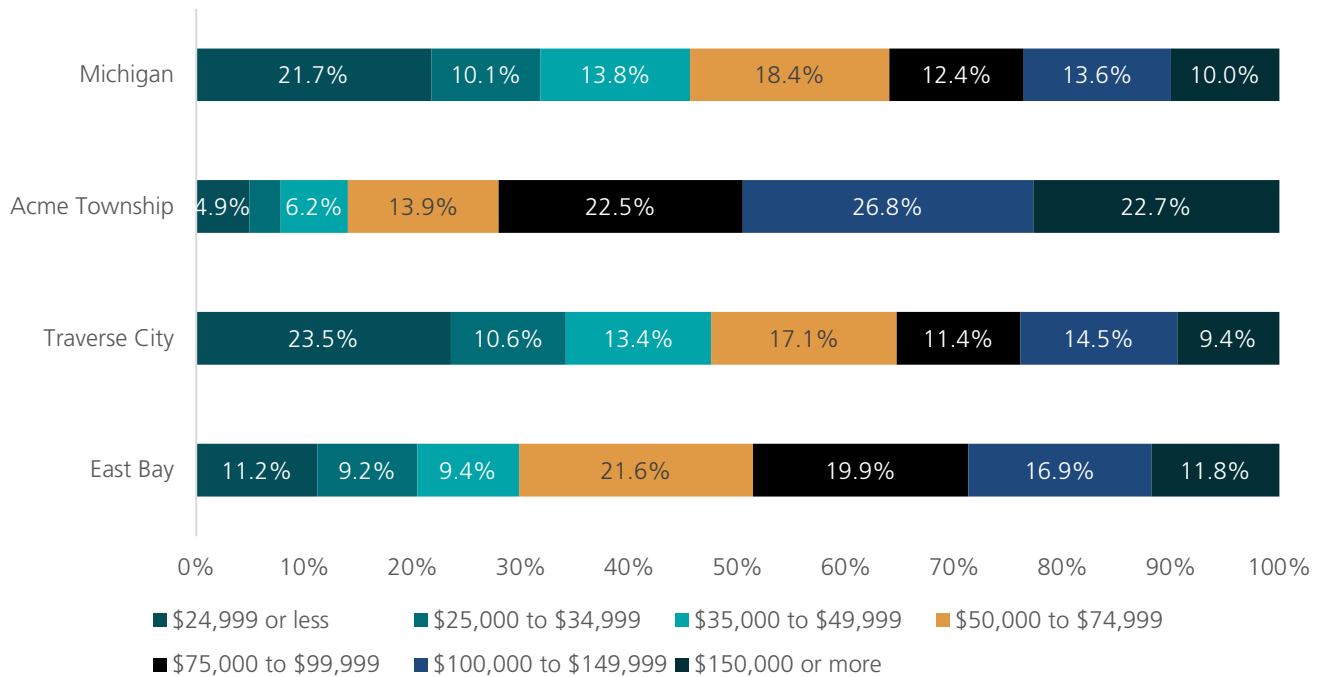
Overall, East Bay Township has shown a moderate shift towards higher home values and fewer lower-value homes between 2017 and 2022, aligning with broader trends observed in Traverse City and Acme Township. This data indicates a strengthening housing market in East Bay, contributing to the area's appeal for both residents and potential buyers.¹⁶

Table 5: Median Household Income, 2017-2022

	East Bay Township	Traverse City	Acme Township	Michigan
2017	\$68,419	\$53,237	\$65,291	\$52,668
2022	\$73,678	\$70,700	\$99,535	\$68,505
Percent Increase	7.7%	32.8%	52.4%	30.1%

Source: American Community Survey, DP03

Figure 3: Household Income Distribution, 2022



Source: American Community Survey, DP03

SOCIOECONOMIC INFORMATION

Between 2017 and 2022, East Bay Township experienced a median household income increase from \$68,419 to \$73,678, representing a growth of approximately 7.7%. Traverse City and Michigan also showed positive movement in the same period, rising 32.8% and 30.1%, respectively. Notably, Acme Township experienced the most significant increase, with median household income rising 52.4% from \$65,291 to \$99,535. This notable rise underscores Acme’s economic appeal and suggests increased development and investment in the area due, largely, to the nationally acclaimed horse show and its surrounding properties.¹⁷ These noted increases in household incomes are close to the respective increases in median home values.

The household income distribution in East Bay Township reveals that the largest group of households in East Bay (21.6%) falls within the \$50,000 to \$74,999 range, which is higher than Traverse City (17.1% in this bracket) and aligns closely with Michigan (18.4%).¹⁸ The \$75,000 to \$99,999 income bracket comprises 19.9% of East Bay households, making it the second largest group in the Township.¹⁹ While East Bay Township is home to a varied income distribution, its four largest income groups comprise the four largest portions of the population as show in the figure “Household Income Distribution, 2022.”

American Community Survey data for East Bay Township estimates a well-educated population. A significant majority, 96.7%, are high school graduates or equivalent with, leaving just 3.3% of

Table 6: Education Attainment, 2022

Education Level	East Bay Twp.	Traverse City	Acme Township	Michigan
Less than high school	3.3%	4.5%	2.3%	8.2%
High school graduate or equivalent	96.7%	95.4%	97.6%	91.8%
Associate's degree	12.4%	9.5%	9.8%	9.7%
Bachelor's degree or higher	42.2%	45.8%	49.7%	31.1%
Graduate or professional degree	14.1%	19.4%	24.7%	12.2%

Source: American Community Survey, DP04

Table 7: Labor Force Participation

	East Bay Township
Population 16 years and over	9,366
In labor force	69.30%
Employed	66.40%
Unemployed	2.70%
Not in labor force	30.70%

Source: American Community Survey, DP03



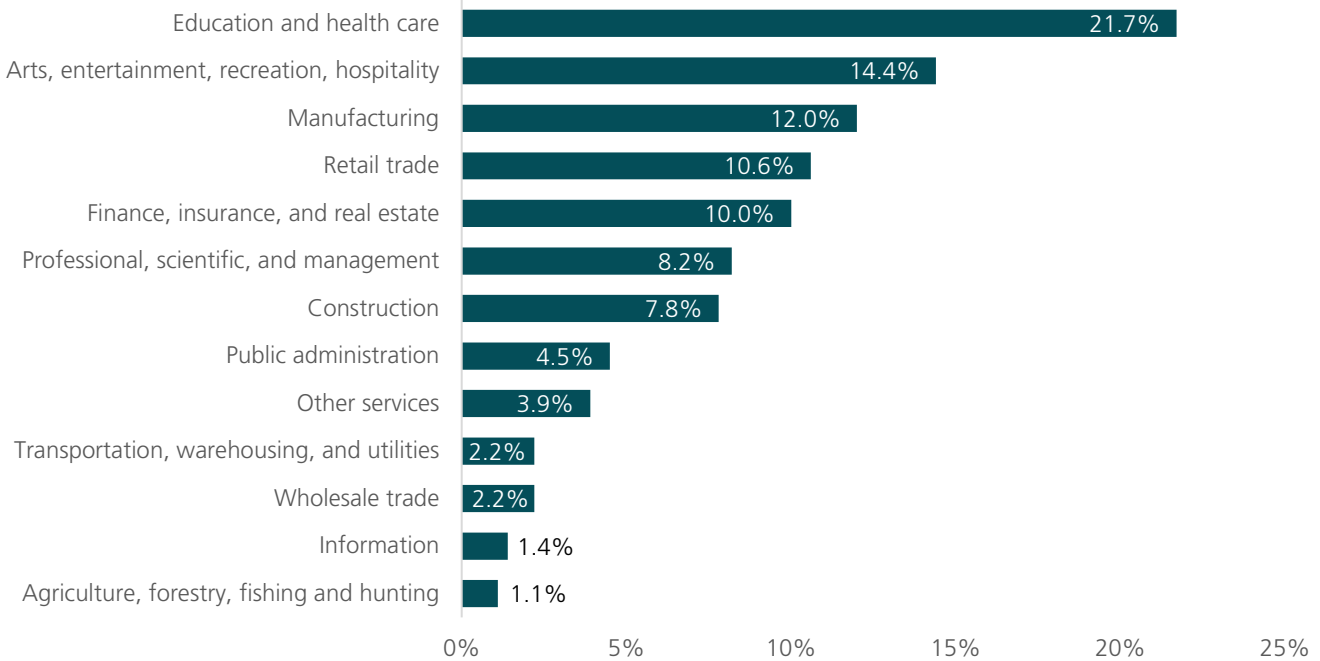
residents with less than a high school education. This percentage is lower than Traverse City's population without a high school degree (4.5%) and the state's average of 8.2%.²⁰ The percentage of residents with a bachelor's degree or higher is 42.2% in East Bay, significantly higher than the state average of 31.1%. Furthermore, 14.1% of East Bay residents possess a graduate or professional degree, compared to 19.4% in Traverse City, 24.7% in Acme Township, and 12.2% statewide.

WORKFORCE

Labor force is defined as all people in the civilian noninstitutional population who are at least 16 years old and are either employed or unemployed.²¹ In 2022, East Bay Township was home to 9,366 residents aged 16 years or older and therefore eligible for the labor force.²² Of this population, 69.3% are active in the labor force, with 66.4% currently employed and a low unemployment rate of 2.7%. These measures suggest a strong job market and effective economic conditions within the community.²³

Conversely, 30.7% of the eligible population did not participate in the labor force in 2022 which may include students, retirees, or individuals who are unable to work (or have chosen not to work) for various reasons.²⁴

Figure 4: Sector of Employment



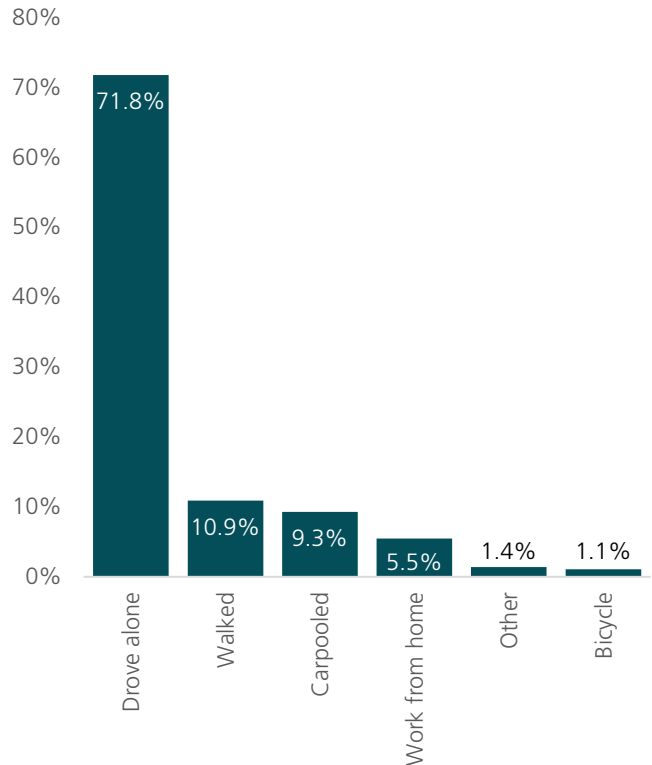
Source: American Community Survey, DP03

The employment distribution in East Bay Township is varied, with residents working in all different sectors as recorded by the U.S. Census. Education and Health Care is the largest employment sector for the Township, employing 21.7% of the workforce and reflecting a strong emphasis on educational institutions and health services. The Arts, Entertainment, Recreation, and Hospitality sector follows closely at 14.4%, highlighting the area’s vibrant tourism and recreational industry. Manufacturing accounts for 12.0% of jobs, while Finance, Insurance, and Real Estate contribute 10.0%. Together, these sectors showcase a balanced economic landscape with a strong focus on education, recreation, and manufacturing.²⁵

COMMUTING

The most common mode of transportation to commute to work among Beach District residents is the car, with 71.8% of individuals driving alone. Carpooling accounts for 9.3% of all commutes, with a total of more than 81% using an automobile. Smaller percentages of Beach District residents walk to work (10.9%), bike to work (1.1%), and use other means of transportation (1.4%). Conversely, 5.5% of residents work from home. This distribution reflects a strong reliance on personal vehicles, with limited use of alternative commuting options.²⁶

Figure 5: Mode of Transportation to Place of Employment



Source: ESRI Community Analyst

ECONOMIC DEVELOPMENT

Beach District Businesses

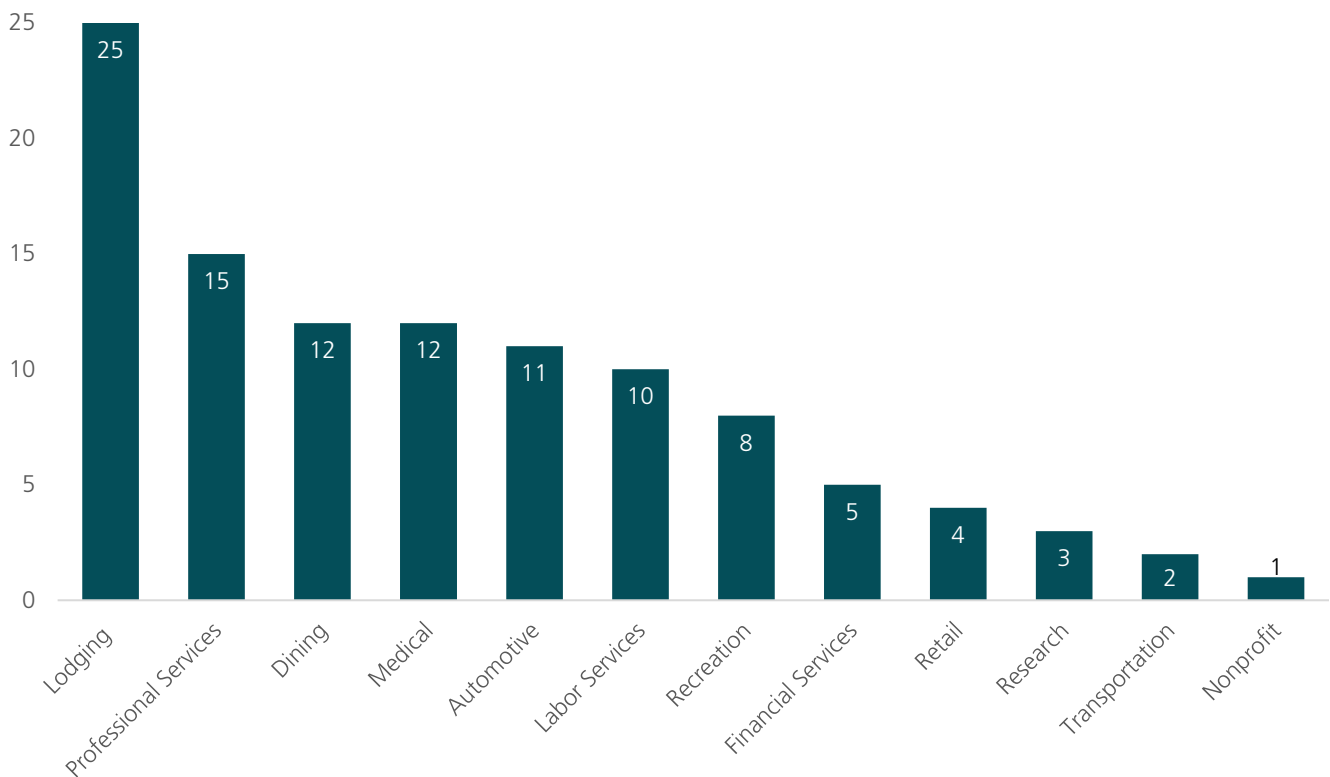
A list of businesses in the Beach District was compiled and categorized by the types of services they provide to create a count for each service. A graph of this breakdown can be viewed in the figure titled “Amount and Types of Businesses within the Beach District.” This data reveals a diverse array of businesses categorized by the types of services they provide. With 25 establishments, the largest sector is lodging, indicating a strong emphasis on tourism and accommodation in the area. This is followed by professional services and dining, each comprising 15 and 12 businesses, respectively, which highlights a significant demand for both professional support and food options.

The medical and automotive sectors account for 12 and 11 businesses, suggesting that healthcare

and vehicle-related services are also vital to the community. Additionally, labor services (10), recreation (8), and financial services (5) reflect a well-rounded economy that supports both personal and leisure activities. The retail sector has 4 businesses, indicating moderate shopping opportunities, while research (3), transportation (2), and nonprofit (1) sectors are less prevalent but still contribute to the overall business landscape.

This distribution of businesses illustrates the Beach District’s focus on supporting tourism while also catering to the needs of locals, creating a balanced economic environment that fosters both visitor attraction and community sustainability. While the amount of lodging makes up the largest service group in the District, their variable usage throughout the year is certainly lower than the use of many other businesses which cater to the District’s local population.

Figure 6: Amount and Types of Businesses within the Beach District



Source: ESRI Community Analyst

Table 8: Total Monthly Local Visits

January	February	March	April	May	June
131,916	68,801	82,035	127,590	131,434	169,728
July	August	September	October	November	December
192,414	193,212	149,771	154,921	116,146	116,144

Source: Advan Research

MONTHLY VISITS ANALYSIS

This section was informed by individual visits to the Beach District. This information was gathered through cell phone data (2023) which shows visits and trips as well as where they are concentrated. These visits aren't necessarily all unique and may include a tourist who visits the area, leaves, and then returns.

Locals Who Visit the Beach District

The peak month for locals visiting the Beach District is August (193,212), with July (192,414) just behind. The slowest month for visits is February, with just 68,801 locals visiting the Beach District. Visits to this coastal area significantly increase when the weather is nice, as the water

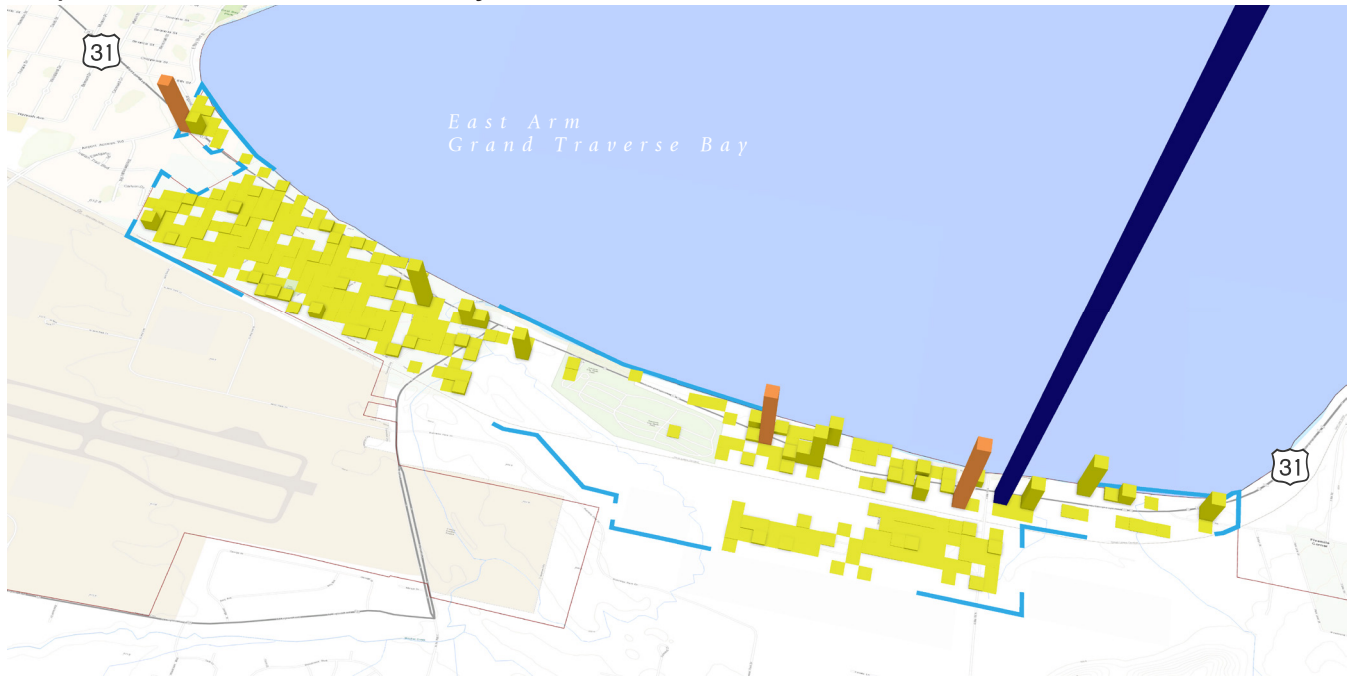
is a large attraction for the Beach District as is the opportunity to spend time outdoors.

Locals who visit in February were most commonly at the corner of North Four Mile Road and U.S.-31 intersection. This point is the site of restaurants, a gas station, and easy access to the TART Trail. Other popular locations on the map that locals appear to visit are areas with restaurants.

The North Four Mile Road and U.S.-31 intersection is the most common place to visit in July as well. Other popular destinations include Traverse City State Park as well as restaurants and parking areas throughout the district. Parking areas indicate that people leave their vehicles there to move about on foot or bicycle.



Map 2: Local Visitors in February

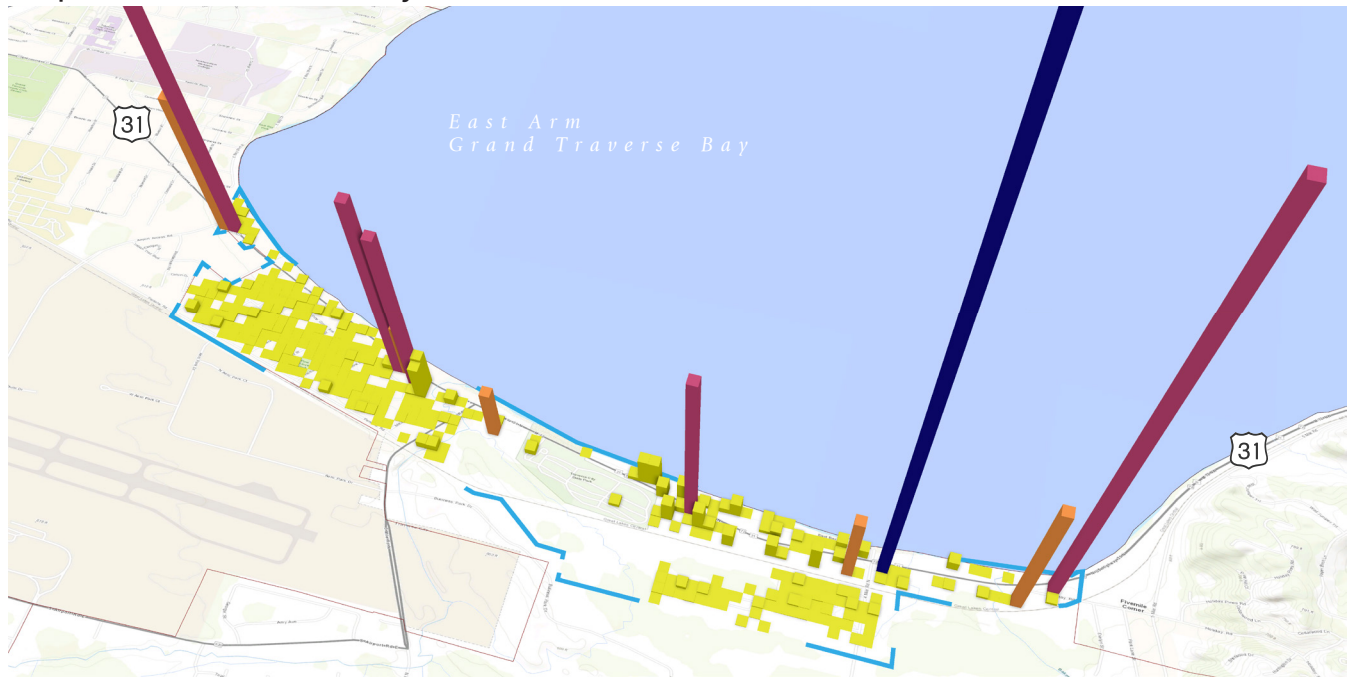


February Locals

Sources: Michigan Open Data Portal, East Bay Charter Township, Advan Research

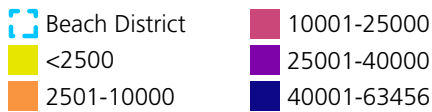


Map 3: Local Visitors in July

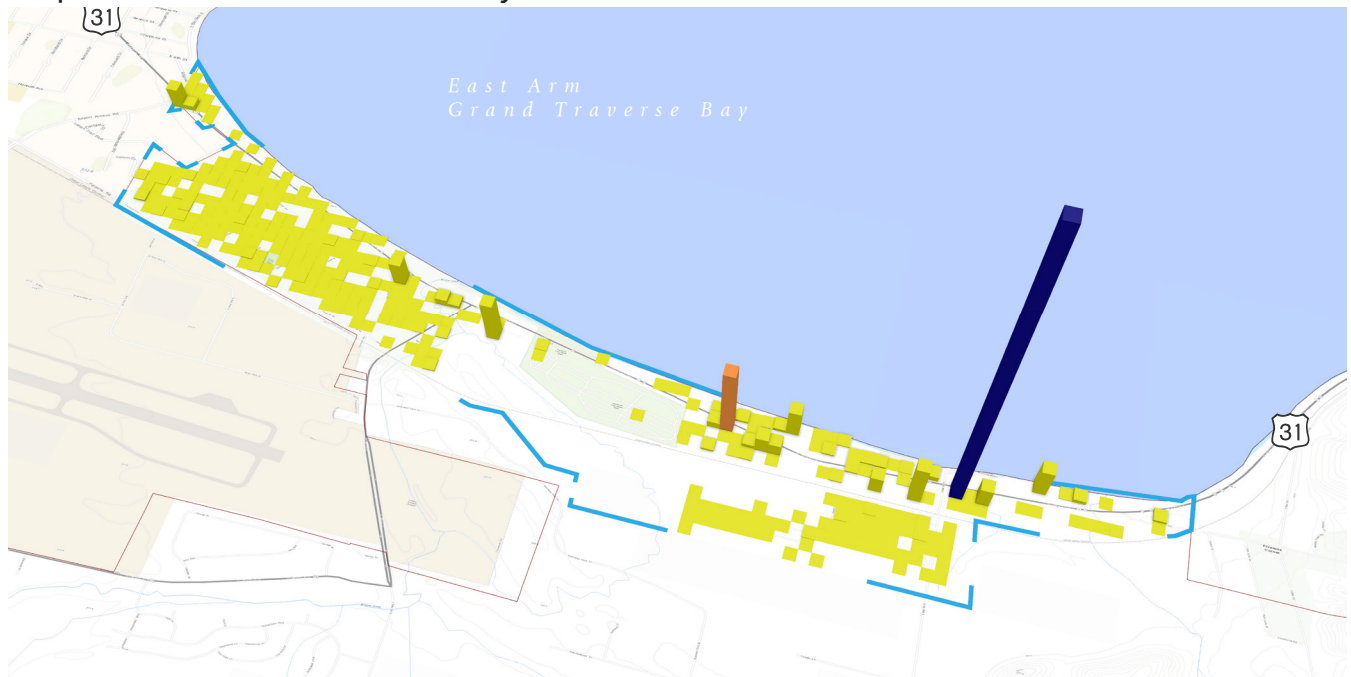


July Locals

Sources: Michigan Open Data Portal, East Bay Charter Township, Advan Research



Map 4: Tourist Visitors in February



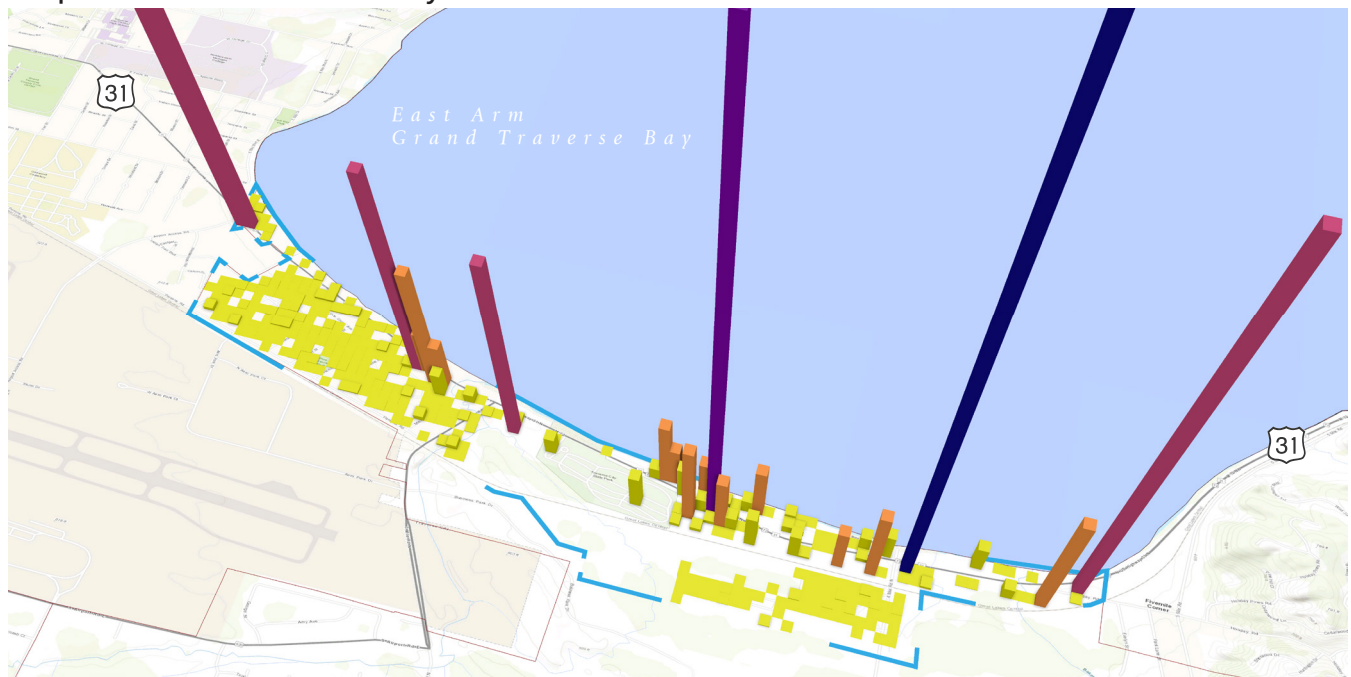
February Tourists

Sources: Michigan Open Data Portal, East Bay Charter Township, Advan Research

- Beach District
- <2500
- 2501-5000
- 5001-7500
- 7501-10000
- 10001-15024

0.23 Miles
Beckett & Raeder, Inc.

Map 5: Tourist Visitors in July



July Tourists

Sources: Michigan Open Data Portal, East Bay Charter Township, Advan Research

- Beach District
- <2500
- 2501-10000
- 10001-25000
- 25001-40000
- 40001-74448

0.28 Miles
Beckett & Raeder, Inc.

Table 9: Total Monthly Tourist Visits

January	February	March	April	May	June
49,094	34,957	38,047	66,415	96,496	171,102
July	August	September	October	November	December
259,164	228,672	117,154	103,359	55,379	54,922

Source: Advan Research

Seasonal Visitors to the Beach District

The table titled “Total Monthly Tourist Visits” shows how many tourists come to the Beach District each month. Like the locals who visit, most tourists come to the Beach District in July with over a quarter of a million visits from tourists. With the lowest recorded number of visits from tourists, February is least popular months with just 34,957 trips.

Maps 4 and 5 show the monthly visits to the Beach District in peak tourist season (July) and the off-peak (February) with the lowest number of visitors. Just like the locals for both times of the year, the North Four Mile Road and U.S.-31 intersection saw the higher number of visitors, specifically the southeast corner of the intersection where there are multiple amenities to serve various needs.

The number of visits during the peak season in July is a stark contrast from off-peak with a high number of visitors throughout the Beach District, visiting many restaurants, hotels, the beach, and other attractions.

Revenue Generated Within the Beach District

The Beach District’s value extends beyond its intangible benefits provided through recreational opportunities and natural beauty – the District also plays a vital role in the local economy through the revenue generated by its businesses. This section explores the economic contributions of the Beach District, drawing on data from ESRI Business Analyst to provide a comprehensive overview of total revenue generated from both goods and services in 2022. The analysis includes insights into the average amount spent per person who shopped in the corridor, and the Spending Potential Index (SPI) illustrating the financial impact of consumer behavior in the area.

Spending Potential Index (SPI) is a metric that compares the average amount of money spent on various products and services in the Beach District to the national average. With a score of 100 representing the national benchmark, a higher SPI indicates greater spending power within the region, while a lower SPI suggests less spending



Table 10: Amount Spent in the Beach District on Goods, 2022

	Spending Potential Index (SPI)	Average Amount Spent	Total
Apparel and Services	90	\$2,135	\$939,280
Computer	90	\$279	\$122,965
Entertainment & Recreation	92	\$3,761	\$1,654,955
Food	89	\$10,017	\$4,407,655
Alcoholic Beverages	91	\$595	\$261,624

Source: ESRI Business Analyst

Table 11: Amount Spent in the Beach District on Services, 2022

	Spending Potential Index (SPI)	Average Amount Spent	Total
Health	96	\$698	\$307,059
Home and Household Costs	92	\$27,191	\$11,964,235
Insurance	93	\$7,936	\$3,146,490
Personal Care	89	\$497	\$218,537
Transportation	89	\$7,006	\$3,082,577
Travel	92	\$2,252	\$990,795

Source: ESRI Business Analyst

power.²⁷ Most SPI values for the specific markets in the Beach District fall below 100, showing that the District is below the national average in many cases. This is at least in part because the District sees peaks and off-peaks from visits by locals and tourists alike rather than a consistent flow of year-round activity.

Revenue Generated from the Sale of Goods

The 2022 revenue data for the sale of goods in the Beach District shows that the Entertainment and Recreation sector stands out, generating a total annual revenue of \$1,654,955 with an average spend of \$3,761 per person. This showcases the area’s appeal as a destination for leisure and entertainment.²⁸ The Food sector exhibited the highest revenue, achieving a total revenue of \$4,407,655 with an average spending amount of \$10,017 per person.²⁹ Overall, the analysis of these sectors illustrates the varied spending behaviors and revenue contributions within the Beach District,

underlining its economic vitality and the importance of tailored strategies to enhance local business performance.

Revenue Generated from the Service Economy

The 2022 revenue data for the service industry in the Beach District showcases a diverse range of sectors, reflecting both consumer demand and spending behavior in the area. Home and Household Costs stand out significantly, generating an impressive total revenue of \$11,964,235, driven by an average spending amount of \$27,191 per consumer. This encompasses the money spent on costs of housing, maintenance, furnishings, equipment, and utilities; with an SPI of 92, this sector remains close to the national average while still lower.³⁰ The Insurance and Transportation sectors were two other large economic contributors, totaling \$3,146,490 and \$3,082,577, respectively.³¹

Vacation Tourism

The economy of Northwest Lower Michigan heavily relies on tourism, particularly in seasonal communities where the local workforce fluctuates in tandem with population changes. During peak tourist seasons, local businesses experience increased demand for goods and services, leading them to hire more staff to accommodate this influx. The United States Bureau of Labor Statistics (BLS) provides monthly employment data for each county, which serves as a foundation for estimating the seasonal workforce in the area.³² However, this raw employment data is not adjusted by season, necessitating further analysis to distinguish between seasonal and non-seasonal employees. Networks Northwest synthesized this data to create accurate estimates for the region and concluded that as much as 30% of all employees in the Northwest Lower Michigan region have jobs related to tourism.³³

Networks Northwest conducted a comprehensive seasonal population study to analyze population variations by county throughout each month of the year. Grand Traverse County, with a permanent

population of 95,238 residents and a peak population of approximately 161,000, stands out as the most populous county in the region. A significant portion of this population resides in the City of Traverse City and surrounding lakefront area. Despite attracting the highest number of overnight visitors compared to neighboring counties, the permanent population comprises over 60% of the total population throughout the year.³⁴ This stability is reflected in Grand Traverse County's low count of part-time residents compared to the other northwest lower Michigan counties in the study, while still underlining how much tourism means to the County's economy. However, it is worth mentioning that some seasonal properties may have been converted into one of the more than 1,000 short-term rentals (STRs) operating in the county, which represent about a quarter of all STR listings in the region.³⁵ Additionally, Grand Traverse County employs the largest number of seasonal workers, comprising 30% of the region's seasonal workforce in July. It's important to note that the formula used to estimate the seasonal workforce carries some margin of error, which is why January and February were excluded from this analysis.³⁶

Table 12: Grand Traverse Population Averages

	May	June	July	August	September	Rest of Year Average
Full-Time	95,238	95,238	95,238	95,238	95,238	95,238
Part-Time	1,730	9,225	9,225	9,225	2,595	1,936
Overnight	37,973	44,344	56,565	56,565	47,742	18,474
Accommodations	28,878	32,944	43,509	43,199	36,273	12,155
Short Term Rental	9,095	11,400	13,056	13,426	11,469	6,319
Total	134,941	148,807	161,028	161,088	145,575	134,122

Source: Networks Northwest

Resiliency and the Built Environment

WHAT IS RESILIENCY?

Resiliency is the ability of a community to withstand and recover from unexpected events, like natural disasters and climate change. It is a continuous process of strengthening a community's systems to adapt to current and future challenges. Resilient communities can absorb shocks, minimizing exposure to disturbances and effectively coping with their impacts.³⁷

To build urban resilience, several strategies can be employed. Collecting data on natural hazards and climate change is vital to fully understand risks and inform future decisions. Improving infrastructure design standards ensures that buildings and public spaces can withstand extreme weather events.³⁸ Further, preserving and protecting natural ecosystems can enhance the environment's ability to absorb shocks from extreme weather and still provide essential services.³⁹ For East Bay Township, this means protecting wetlands, streams, and woodlands as well as ensuring that buildings and critical infrastructure are located away from bodies of water that are prone to flooding and variations in water levels. Additionally, goals relating to broadening bicycle and pedestrian infrastructure directly align with resiliency goals in East Bay Township and support various areas of the plan that recognize the importance of better sidewalk connectivity between nearby neighborhoods, the U.S.-31 corridor, and the TART.

In the context of the East Bay Beach District, these principles can guide the development of a resilient built environment that protects both the community and its natural resources.

Climate Change

Climate is constantly changing and has throughout Earth's history, experiencing significant shifts and distinct cycles. Northern Michigan has moved through eras of glaciation, warmer tropical climates, and time spent beneath ancient seas.⁴⁰ The ever-changing climates typically take thousands of years for any substantial change to be measure,

Indicators of Climate Change

- » Higher Temperatures and Number of Extreme Heat Days
- » Warmer Oceans and Great Lakes
- » Flooding of Low-Lying Areas
- » Increased Erosion
- » More Precipitation
- » Increased Storm Severity
- » Decreased Air Quality



Map 6: Historic Water Levels



Historic Water Levels

Sources: Michigan Open Data Portal, East Bay Charter Township

- 1938
- 1980
- 2009
- 2016
- 2020
- 2022

0.07 Miles
Beckett & Raeder, Inc.

however, the current rate and magnitude of climate change are much faster. These unprecedented changes are leading to substantial effects on all aspects of livability now and in the future.⁴¹

What Does Climate Change Look Like?

Warmer Oceans and Great Lakes

East Bay Township's location on Lake Michigan carries important consequences as climate change affects the Great Lakes. The largest group of freshwater lakes in the world is undergoing significant transformations due to rising temperatures, increased storm severity, and more volatile lake level fluctuation. Over the past several decades, the Great Lakes' water levels have undergone substantial fluctuation due to warmer air and water temperatures, reduced ice cover, and dramatic variation in precipitation. These extreme fluctuations in water level can affect water-based infrastructure, including docks and piers, pose risk to water supply

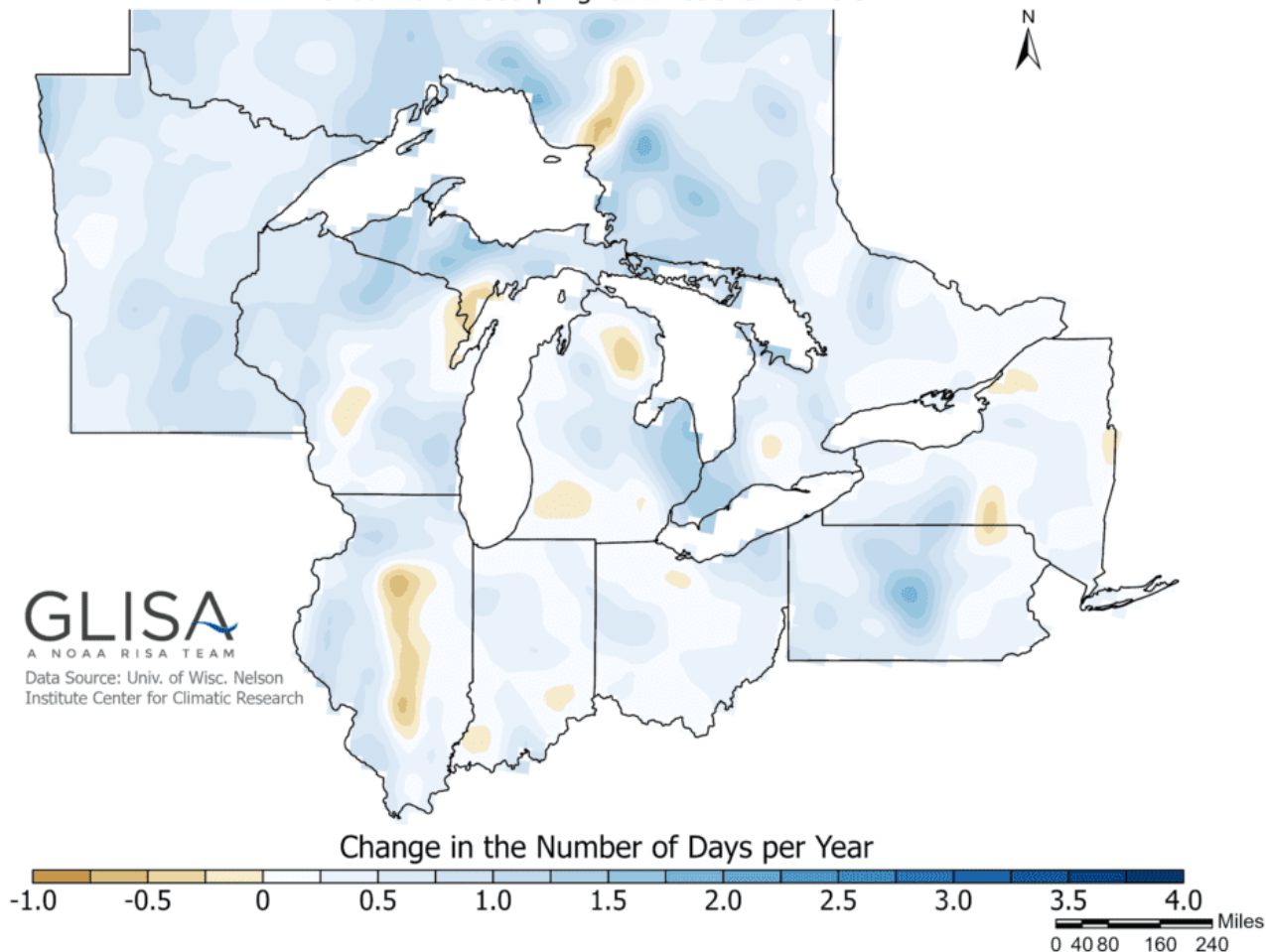
systems, disrupt shipping and recreation, cause erosion and coastal flooding, and distribute shoreline ecosystems. These reductions affect water-based infrastructure (including docks and piers), pose risks to water supply systems, and disrupt shoreline ecosystems. Furthermore, the combination of warm water and declining water levels contributes to a rise in "lake effect" snowfall, a phenomenon where cold air moves over warm water and results in heavy snowfall along the lake's shores.⁴²

More Precipitation and Increased Storm Severity

Climate change is causing a notable increase in extreme precipitation events in the Great Lakes region, leading to more frequent and intense storms. Data shows that the amount of precipitation falling during the most intense 1% of precipitation events increased by 42% in the Midwest and 55% in the Northeast from 1958 to

Projected Change in Days with over 1" Precipitation by Mid-Century

Period: 2040-2059 | Higher Emissions: RCP 8.5



2016. In some areas, as much as 50% of annual precipitation occurs over just ten days. These changes are projected to continue, with forecasts indicating an additional increase of 40% or more in the most intense precipitation events by the late century. Such increases are expected to significantly impact low-lying areas, raising concerns about flooding and the strain on infrastructure.⁴³

The implications of these intense precipitation events are far-reaching. They can overwhelm stormwater management systems, degrade water quality, and pose risks to public health and safety. As storms become more severe, the likelihood of water contamination rises, further challenging communities' ability to maintain clean drinking water.⁴⁴

Flooding in Low-Lying Area

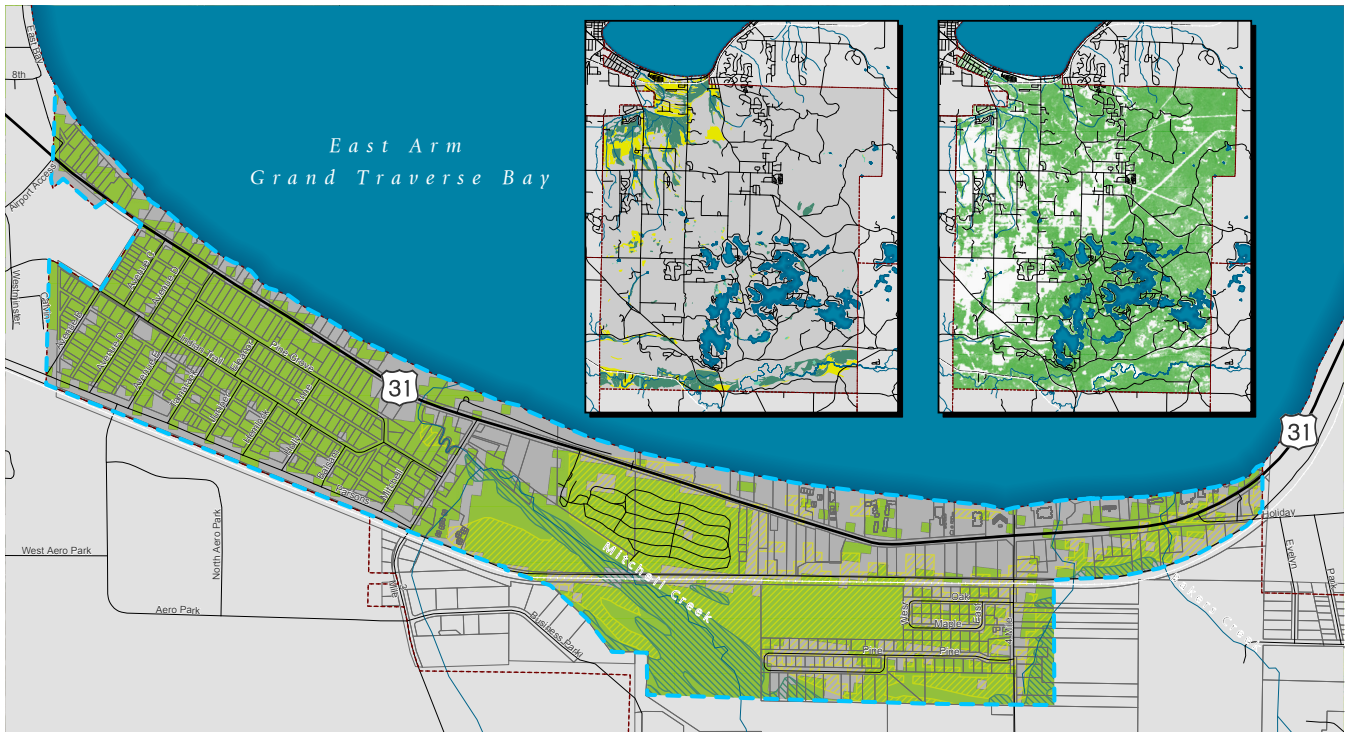
The increase in heavy precipitation events is leading to more severe flooding in low-lying areas. Extreme weather events are becoming more common, with

the frequency of what was once classified as a severe flood with a 1% chance of happening every year now has a 1.4% chance of happening each year.⁴⁵ This shift signifies a heightened likelihood of experiencing severe floods in the same location within consecutive years. Additionally, floodplains and flood depths are projected to increase by 30%, putting areas near flood zones at greater risk. In recent years, flooding has intensified across rivers and streams, particularly in the Northeast and Midwest.⁴⁶ The relationship between flooding and heavy rainfall is evident, as increases in flood frequency typically coincide with more frequent heavy precipitation events.

Increased Erosion

More frequent and intense rain events significantly contribute to erosion, increasing the amount of sediment that washes into rivers, lakes, and streams. These stronger storms, coupled with high lake levels, cause even more erosion from powerful

Map 7: Beach District, Wetlands & Tree Coverage



Beach District, Wetlands & Tree Coverage

Sources: Michigan Open Data Portal, East Bay Charter Township, U.S. Fish and Wildlife Service National Wetlands Inventory (NWI), U.S. Geological Survey (USGS) National Land Cover Database (NLCD)

- Beach District
- Emergent Wetland
- Tree Canopy
- Forested Wetland
- Restorable Wetland*

*The term "historic wetland" is not synonymous with "restorable wetland." Wetland restoration or reestablishment is dependent on a number of factors including past land treatments (filling, flooding or land leveling), current land use and changes in hydrology. Some recent studies have demonstrated that some wetlands may not be restorable due to landscape-level changes to hydrology. Efforts to reestablish wetlands have been focused on less intensively developed land (i.e., agricultural lands) or on undeveloped land. It is extremely rare for wetlands to be reestablished in intensively developed areas.

storm surges and flooding of coastal areas. This increase in sediment loading from stormwater runoff can hinder effective erosion and sediment control management efforts, complicating the maintenance of water quality.⁴⁷

Erosion can be harmful to ecosystem health, particularly for fish, invertebrates, and aquatic vegetation that rely on stable sediment conditions. For East Bay Township, coastal erosion should be a concern, as the effects of climate change not only threaten water quality but also compromise the health of local ecosystems. In coastal areas especially, erosion poses a tangible threat to infrastructure and personal property. Addressing these challenges will require focused efforts on erosion control and sustainable land management practices to protect the Township's natural resources.⁴⁸

NATURAL FEATURES INVENTORY

Natural Areas

Inventoried the current features of the Beach District, both natural and manmade, is the first step to mitigating impacts of climate change. Map 7 shows the District's creeks, wetlands, and trees, each of which play vital roles in mitigating the impacts of climate change and must be protected to sustain their functions. Wetlands, for instance, are crucial for managing water quality, storing floodwaters, and providing habitats for diverse species. However, they are vulnerable to climate change as alterations in temperature and precipitation patterns can threaten their ecosystems.⁴⁹ Protecting wetlands is essential because they act as carbon sinks and sequester significant amounts of carbon dioxide which helps to offset greenhouse gas emissions. By preserving

and restoring wetlands, communities can enhance their capacity to adapt to climate impacts, such as flooding and water quality degradation, while also benefiting from the ecosystem services they provide.⁵⁰

Waterfront

The shoreline of East Grand Traverse Bay in the Township is lined with sandy beaches and coastal wetland areas dominated by sedges, rushes, and reeds. The depth of these beaches that extend from the water's edge to the upland fluctuates based on the lake's water levels and whether the beach areas are natural or artificially enhanced. This shoreline is a significant attraction for the region, with a large portion of the local beachfront occupied by Traverse City State Park. The waterfront of the Beach District gives the area its name, showing its significance to local culture and making it perhaps the most defining asset to the community.

Wetlands

Within the Beach District, wetlands exist within and along stream banks of the Mitchell and Baker Creeks and in areas along the lakeshore. Another area of wetlands exists along the north side TART Trail corridor between Four Mile Road and Holiday Road. Planning efforts within, along, and near these features must seek to protect them. Wetlands provide many benefits such as:

- » Improving Water Quality
- » Flood Mitigation
- » Wildlife Habitats
- » Erosion Control
- » Recreation Opportunities⁵¹

Mitchell Creek

Mitchell Creek, along with its numerous tributaries, flows northward from the higher elevations between Townline and Four Mile Roads through an expansive wetland system, eventually emptying into the East Arm of the Grand Traverse Bay near the intersection of U.S.-31/M-72 and Three Mile Road. Key tributaries include Vanderlip Creek, Four Mile Creek, and Black Creek. The watershed of Mitchell Creek covers an area of 15.7 square miles and supports various fish species, including steelhead and sucker in the spring, and Coho and Chinook salmon in the fall. Other fish found in the creek include brook trout, bluegill, brown trout, chub, sunfish, minnow, rainbow trout, and sculpins.⁵²

A study that took place from 2021 to 2023 revealed elevated levels of E. coli throughout the Mitchell Creek watershed during both wet and dry weather sampling events. This finding aligns with previous studies that prompted the creek's designation on the State's Impaired Waters List. All surface water samples were positive for E. coli presence while two-thirds of samples exceeded water quality standards established to protect human health. However, consistent sources or locations of E. coli contamination were not identified, indicating periodic fecal pathogen inputs from a variety of species and activities. Further, E. coli may be accumulating in the creek's sediment over time and is being released, particularly during rainfall. Consequently, several E.coli reduction best management practices are recommended to reduce bacteria and pathogen inputs into the creek including agricultural best practices, septic system education, sanitary system maintenance, pet waste education, and wetland preservation.⁵³



Beyond recent E. coli findings, a plethora of issues have degraded the Mitchell Creek watershed over the last several decades, including wetland dredging and fill, channelization, stormwater runoff, degraded road-stream crossings, invasive species, and loss of riparian vegetation. Because this watershed includes over 16 miles of cold-water trout streams, development in the watershed has the potential to degrade habitat by removing riparian over that moderates stream temperature and adds habitat complexity into the stream. Further, the increase of impervious surfaces may result in warmer stormwater reaching the creek, affecting thermal thresholds, and introducing contaminants like PAHs and chloride that threaten fish and wildlife.

Any planning initiatives in the area must account for potential impacts on Mitchell Creek and implement measures to ensure the long-term health of this vital waterway. Given that Mitchell Creek flows directly into East Bay, the watershed's protection is paramount. The extensive wetlands associated with Mitchell Creek play a crucial role in filtering excess nutrients, including phosphorus which can lead to harmful algal blooms that threaten drinking water quality for the City of Traverse City residents. These wetlands also help mitigate seasonal flooding, maintain cool water temperatures essential for various aquatic life, and provide habitat for numerous native birds, reptiles, and plant species.⁵⁴

Considering the corridor's dependence on tourism, safeguarding this critical natural feature is essential for the economic vitality of the area and should be a collaborative municipal endeavor. Protecting Mitchell Creek not only supports local biodiversity and water quality but also enhances the attractiveness of the Beach District as a destination for visitors.⁵⁵

Woodlands

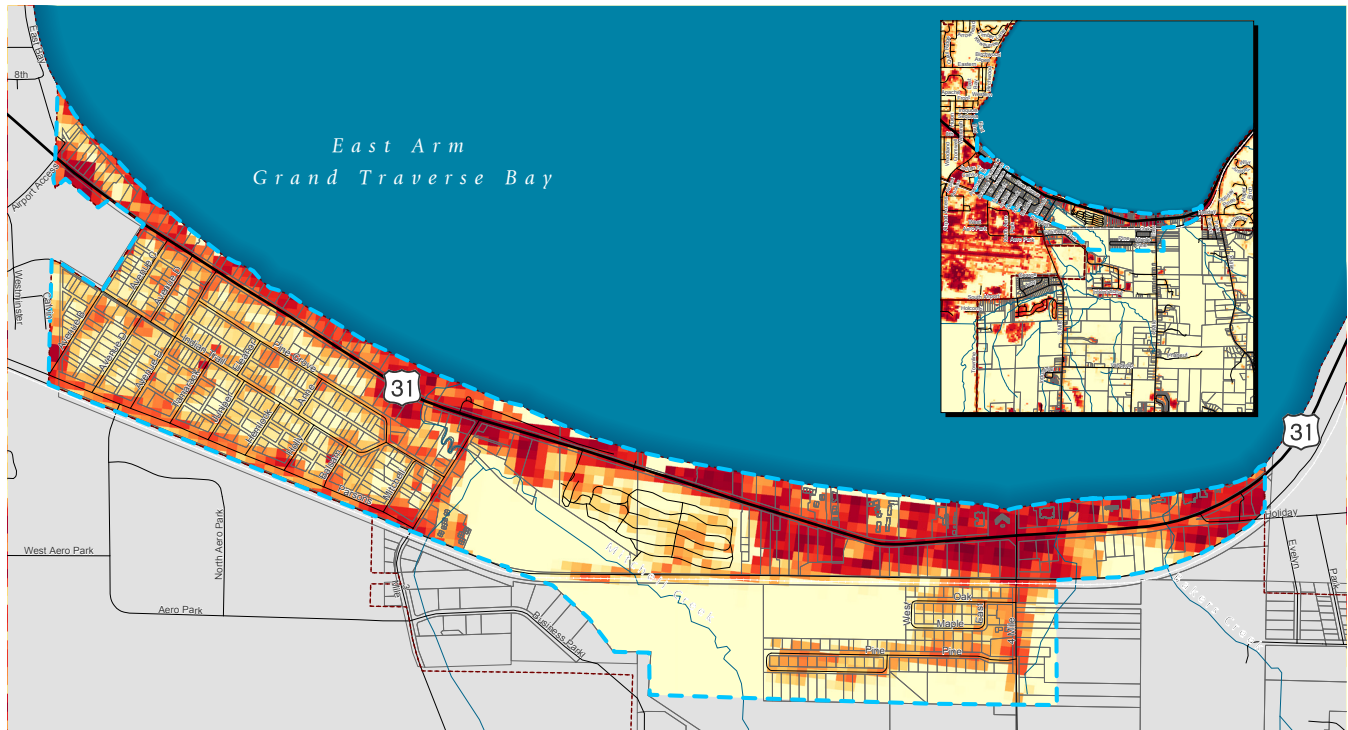
The woodlands along the Beach District in East Bay Charter Township are classified as secondary growth, meaning that it has regenerated naturally after the old growth was previously harvested.⁵⁶ The most extensive contiguous woodland area is found within Traverse City State Park and Reffitt Preserve, especially to the southwest and across the TART Trail to the south.⁵⁷

Woodlands provide numerous benefits to communities like improved air quality and health, reduced runoff and erosion, increased property values, and wildlife habitats.⁵⁸ These benefits to East Bay are priceless and illustrate the need to protect trees through the Beach District and the Township.

Mitchell and Baker Creeks are also vital for maintaining ecological balance, serving as conduits for water and habitats for many species. Healthy creek systems can help regulate water flow and filter pollutants to improve water quality for surrounding communities. Protecting creek ecosystems from development and pollution reduces sedimentation and maintains their natural functions.⁵⁹ Similarly, trees are integral to the environment, acting as carbon sinks that absorb CO₂ from the atmosphere. Maintaining forested areas and increasing tree cover can significantly enhance carbon sequestration efforts. In addition to their role in climate regulation, trees provide shade, reduce urban heat, improve air quality, provide habitats, manage stormwater, and stabilize shorelines.⁶⁰ The protection of creeks, wetlands, and trees is essential not only for mitigating climate change impacts but also for promoting resilience within communities like East Bay Township.



Map 8: Beach District, Impervious Surfaces



Beach District, Impervious Surfaces

Sources: Michigan Open Data Portal, East Bay Charter Township, National Land Cover Dataset (NLCD) 2021



0.15 Miles
Beckett & Raeder, Inc.

Impervious Surfaces

Impervious surfaces refer to human-modified areas that prevent water from soaking into the ground, including structures with pavement (roads, sidewalks, driveways, and parking lots) as well as industrial zones such as airports, ports, and logistics and distribution centers. These surfaces are made from water-resistant materials like asphalt, concrete, brick, stone, and rooftops. Additionally, soils that have been compacted due to urban development also exhibit high levels of imperviousness.⁶¹ Map 8 shows Impervious Surfaces in the Beach District demonstrating that they cover large portions of the corridor. Of the 541 acres in the Beach District, 368 acres (77% of the land area) are covered by an impervious surface. When removing the State Park and Reffitt Natural Area, the impervious area increases to 92% of the land area.

The prevalence of impervious surfaces that comprise roads, buildings, and parking lots poses risks to the environment in urbanized areas. As communities expand, they replace natural landscapes with these surfaces which drastically alter local hydrology. In forested watersheds, rainfall typically infiltrates the soil, replenishing groundwater and gradually discharging into streams. However, when vegetation is replaced by impervious surfaces, this natural absorption is reduced, leading to increased stormwater runoff.⁶² Additionally, impervious surfaces significantly contribute to the urban heat island effect as materials like concrete and asphalt absorb and store heat, causing high temperatures to be sustained in urban areas.

As climate change intensifies these challenges, the need to address and manage impervious surfaces becomes increasingly important for communities like East Bay Township.⁶³

Methods to Adapt to Climate Change Impacts at the Local Level

- » Designing structures and infrastructure to withstand extreme weather and water level rise.
- » Manage land to reduce fire risk.
- » Redesigning local policies to ensure responsible development.
- » Using adapted landscapes to store and infiltrate stormwater runoff.
- » Protecting wetlands.

HOW CAN FUTURE DEVELOPMENT ACCOMMODATE FOR RESILIENCY AND CLIMATE CHANGE?

The overlap between adaptation and mitigation is evident as effective mitigation strategies can reduce the need for extensive adaptation measures. There are a variety of ways that East Bay Township can help reduce negative impacts of climate change. To effectively mitigate climate change impacts, East Bay Township can adopt several strategies aimed at enhancing sustainability and reducing emissions.

- » Denser development can minimize urban sprawl by preserving open spaces and reducing the carbon footprint associated with transportation and increased infrastructure requirements of larger spaces.⁶⁴
- » The use of pervious surfaces and other nature-based stormwater management techniques can

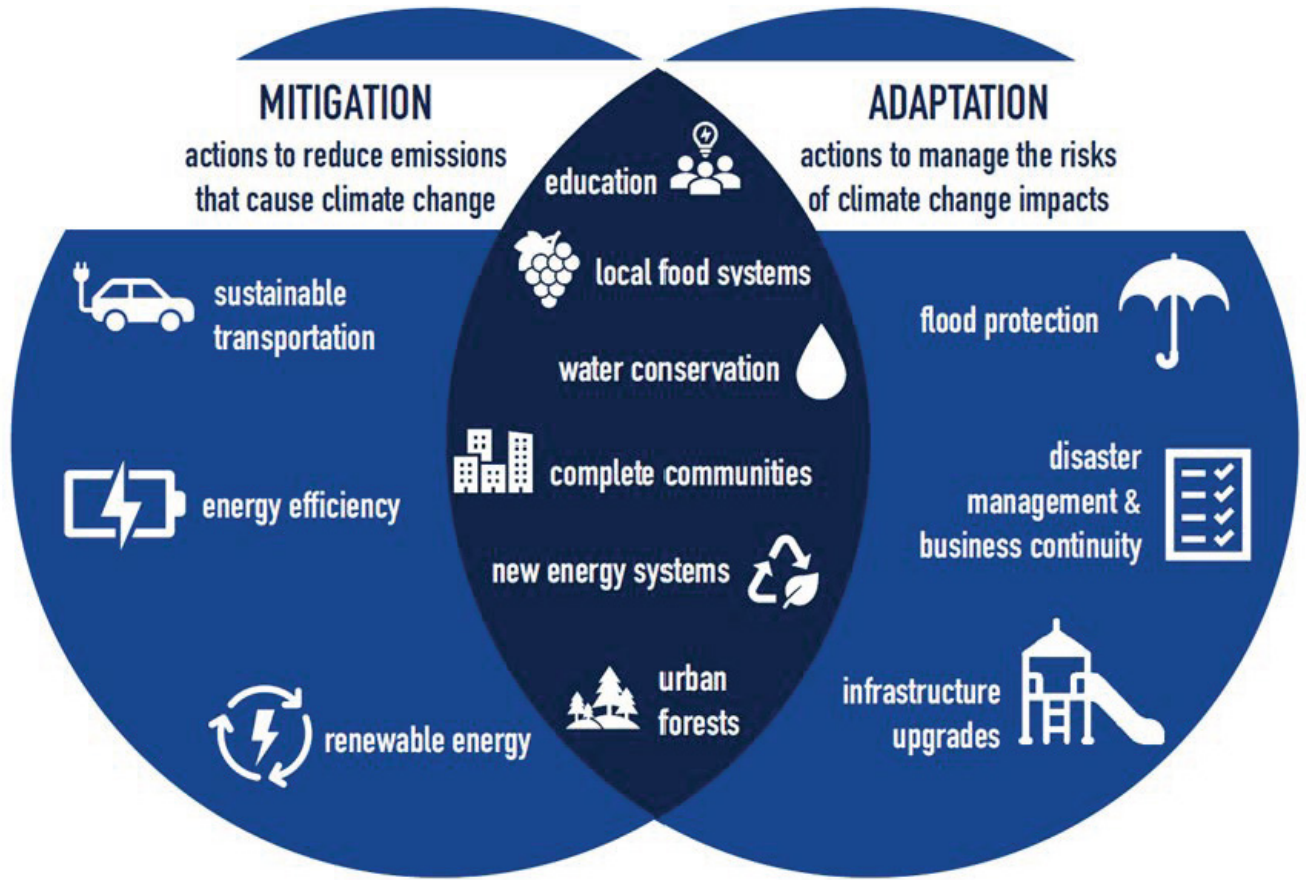
facilitate water infiltrating into the ground or evapotranspiration stormwater, reducing runoff and flooding.

- » Enhancing public transportation options and improving non-motorized options can decrease reliance on individual vehicles, thus lowering overall emissions.⁶⁵
- » Supporting in renewable energy sources, such as solar and wind, can significantly reduce dependence on fossil fuels, leading to a cleaner and more resilient community.
- » Incentivizing energy-efficient building design will decrease energy consumption and lower greenhouse gas emissions.⁶⁶
- » Optimizing waste operations through recycling and composting initiatives will further reduce landfill contributions and promote resource conservation.
- » Enhancing the storage of greenhouse gases by preserving and replanting tree canopy as well as preserving wetlands that act as carbon sinks.

Collectively, these methods will simultaneously help the Township to reduce its environmental impacts and improve the overall quality of life for residents in East Bay Township.⁶⁷

Adopting low-impact development standards can significantly benefit East Bay. These standards encourage sustainable land use practices that minimize impervious surfaces and promote natural water retention. Moreover, the integration of climate-informed zoning regulations can guide future developments away from flood-prone areas, thereby reducing vulnerability to flooding and other climate-related hazards.⁶⁸

Figure 7: Mitigation Vs. Adaption



Source: United Nations



Sources

- 1 East Bay Charter Township, 2023 East Bay Charter Township Master Plan, 9-26-2024, cms6.revize.com/revize/eastbaytwp/East%20Bay%20Master%20Plan%20January%202023_reduced%20file%20size.pdf
- 2 East bay Charter Township, Beach District Strategy, 9-24-2024.
- 3 Craig Manning, The Ticker, 9-24-2024, traverseticket.com
- 4 East Bay Charter Township, Beach District Strategy, 9-24-2024.
- 5 Craig Manning, The Ticker, MDOT Considering HAWK Crossings, 9-24-2024, traverseticker.com
- 6 East bay Charter Township, Beach District Strategy, 9-24-2024.
- 7 Ibid.
- 8 1870 Census: Index of Questions, United States Census Bureau, www.census.gov/history/
- 9 ESRI Community Analyst, ACS Population Summary 2024, 10-2-2024.
- 10 Ibid.
- 11 Northern Lakes Economic Alliance, Population Trends in Northern Lower Michigan, 10-2-2024, www.northernlakes.net
- 12 American Community Survey, 2017&2022 5 Year Estimates, DP02.
- 13 American Community Survey, 2017&2022 5 Year Estimates, DP02
- 14 American Community Survey, 2017&2022 5 Year Estimates, DP04.
- 15 John Wake, Forbes, The Real Reason House Prices Are Skyrocketing, 10-29-2024, www.forbes.com/sites/johnwake/2022/04/01/the-real-reason-house-prices-are-skyrocketing-what-the-real-estate-industry-wont-tell-you/
- 16 Ibid.
- 17 American Community Survey, 2017&2022 5 Year Estimates, DP04.
- 18 American Community Survey, 2022 5 Year Estimates, DP04.
- 19 Ibid.
- 20 Ibid.
- 21 Bureau of Labor Statistics, Definitions, 10-2-2024, www.bls.gov/cps/definitions
- 22 American Community Survey, 2022 5 Year Estimates, DP03.
- 23 Ibid.
- 24 Bureau of Labor Statistics, Definitions, 10-2-2024, www.bls.gov/cps/definitions
- 25 American Community Survey, 2022 5 Year Estimates, DP03.
- 26 ESRI Community Analyst, 2022 Population Profile.
- 27 Douglas Skuta, ESRI, Empowering Retailers: Explore Esri's New Retail Demand Data, 10-22-2024, www.esri.com/arcgis-blog/products/esri-demographics/analytics/empowering-retailers-explore-esris-new-retail-demand-data
- 28 Ibid.
- 29 Ibid.
- 30 ESRI Business Analyst, Retail Goods and Services Expenditure, 10-22-2024. www.esri.com/en-us/arcgis/products/arcgis-business-analyst
- 31 Ibid.
- 32 U.S. Bureau of Labor Statistics, Current Employment Statistics, 10-9-2024, bls.gov
- 33 Networks Northwest, 2022 Seasonal Population Study, 10-8-2024, www.networksnorthwest.org/userfiles/filemanager/49nwypzbp28vz3voy6gk/
- 34 Ibid.
- 35 Ibid.
- 36 Ibid.

- 37 Resilient Cities Network, What is Urban Resilience, 10-3-2024, [futureready.resilientcitiesnetwork.org](https://www.futureready.resilientcitiesnetwork.org)
- 38 Arch Daily, What is Urban Resiliency?, 10-3-2024, [archdaily.com](https://www.archdaily.com)
- 39 World Wildlife Federation, Urban Nature Based Solutions, 10-3-2024, www.panda.org
- 40 Michael Tuffelmire, The Rapidian, Prehistoric Michigan, 10-3-2024, [therapidian.org](https://www.therapidian.org)
- 41 National Aeronautics and Space Administration, Evidence, 10-3-2024, science.nasa.gov
- 42 Environmental Protection Agency, Great Lakes Water Levels and Temperatures, 10-3-2024, epa.gov
- 43 Great Lakes Integrated Sciences and Assessments Center,
- 44 Ibid.
- 45 Ibid.
- 46 Ibid.
- 47 Environmental Protection Agency, Climate Adaptation and Erosion & Sedimentation, 10-3-2024, epa.gov
- 48 Ibid.
- 49 Springer Nature, Protect, manage and then restore lands for climate mitigation, 10-4-2024, nature.com
- 50 International Union for Conservation of Nature and Natural Resource, Forests and climate change, 10-4-2024, iucn.org
- 51 Environmental Protection Agency, Why Are Wetlands Important?, 9-26-2026, epa.gov
- 52 East Bay Charter Township, Beach District Strategy, 9-24-2024.
- 53 The Watershed Center Grand Traverse Bay, Mitchell Creek Source Tracking, 9-24-2024, www.gtbay.org/our-projects/mitchell-creek-source-tracking/
- 54 Grand Traverse Land Conservancy, Mitchell Creek Nature Sanctuary, 9-24-2024, www.gtrlc.org/recreation-events/preserve/mitchell-creek-nature-preserve/
- 55 Ibid.
- 56 Unna Chokkalingam, Secondary Forest, 9-24-2024, www.cifor-icraf.org
- 57 East Bay Charter Township, Beach District Strategy, 9-24-2024.
- 58 Nebraska Forest Service, Benefits of Community Forests, 10-2-2024, nfs.unl.edu
- 59 American Rivers, Rivers and Climate Change, 10-4-2024, americanrivers.org
- 60 International Union for Conservation of Nature and Natural Resource, Forests and climate change, 10-4-2024, iucn.org
- 61 U.S. Geological Survey, Impervious Surfaces and Flooding, 10-4-2024, usgs.gov
- 62 U.S. Geological Survey, Impervious Surfaces, 10-4-2024, usgs.gov
- 63 Ibid.
- 64 Ibid.
- 65 Ibid.
- 66 National League of Cities, The Top 5 Ways Cities Are Addressing Climate Change, 10-4-2024, nlc.org
- 67 Ibid.
- 68 Joseph Mendonca, Smart Growth America, Zoning for Climate Change: How cities are preparing for future threats, 10-4-2024, smartgrowthamerica.org

This page intentionally left blank.

5. Community Engagement

The Beach District Vision’s community engagement strategy included two online surveys, three open houses, and a community stakeholder session. The two surveys were completed by 534 members of the community, along with approximately 180 attendees from the three open houses, and 12 attending the stakeholder meetings for a total of more than 725 engagements giving their input on the future of the Beach District, though some of these individual engagements may have been situations where an individual interacted in multiple ways. Given the Beach District’s local population of approximately 885 residents, this level of community involvement illustrates the value of and extent of community investment in the Beach District, facilitating the creation of a vision that is representative of the community.

COMMUNITY SURVEYS

Survey 1

The first survey was distributed from April 11 to May 7, 2024 and received 445 responses. The survey broadly focused on the overall community vision for the Beach District. Key takeaways from the survey are described below.

- » **Community Connections:** Most respondents are connected to the Beach District because they regularly drive through it (68.9%) and/or often shop, dine in, or visit it (61.5%). 33.1% of all respondents live in the District, and 21.5% own property in the area.
- » **Frequent Visitors:** Approximately 66% of all respondents visit the Beach District at least once a week with 14.8% visiting every day. This is an indication of strong local engagement.
- » **Transportation Modes:** Most respondents primarily use automobiles for commuting (61.4%). However, there is a significant interest in pursuing the opportunity to travel across the District with alternative modes of transportation

(i.e., biking and walking) with 35.6% indicating these methods as ideal transportation methods. Safety concerns along routes are a major barrier to using these modes.

- » **TART Trail Usage:** A high percentage of respondents (87.5%) utilize the TART Trail mainly for recreation and fitness.
- » **BATA Bayline:** Very few respondents use the BATA service (11.5%). Suggestions for improvements in service include more stops and improved service hours.
- » **Priorities for Improvement:** When asked about the corridor amenities that should be prioritized in the Beach District, respondents identified safer pedestrian crossings, more recreational opportunities, and increased dining options as the most important areas of focus.
- » **Desires for New Businesses:** Respondents highlighted a strong demand for more restaurants, more shopping/retail options, and outdoor gathering spaces.
- » **Assets and Challenges:** Respondents identified the key of the Beach District as the waterfront, TART Trail, and Traverse City State Park/ Campground. The largest challenges include pedestrian safety and traffic issues along U.S.-31 as well as barriers to accessing the beach.
- » **Opportunities for Development:** Respondents see opportunities in improving waterfront access, enhancing traffic safety, and expanding local dining and shopping options.

Survey 2

The second survey received 89 responses and had a greater focus on physical design, asking for specific preferences regarding various components of the District, including lighting posts, signage, seating, and so on, similar to the second Open House. Key takeaways from this survey are listed below.

- » **Usage Patterns:** Most respondents use the Beach District for recreational purposes (26.1%), as their primary/secondary residence (27.3%), or to pass through (27.3%).
- » **Frequent Visits:** About two-thirds (66%) of respondents visit businesses in the Beach District weekly or more often.
- » **Opportunities for Development:** When asked to provide suggestions and opportunities for improvement across the corridor, four primary themes emerged. Respondents identified the enhancement and restoration of outdoor recreation/public spaces as an area of focus as well as additional dining and retail spaces, improved transportation and connectivity, enhanced road safety for pedestrians and cyclists, and additional efforts to incorporate sustainable practices in the area's development.
- » **Missing Elements:** Community members identified a need for safe pedestrian crossings, enhanced connectivity to the TART trail, more dining and retail options, more greenspaces and native vegetation, and improved public spaces and parks.
- » **Prioritization of Improvements:** When asked to prioritize various areas of improvement across the District, respondents identified the following actions as the most important: implementing a pedestrian crossing at 3 Mile; implementing a pedestrian crossing near Pirates Cove; and implementing sidewalks along 3 Mile.
- » **Signage Preferences:** In general, respondents expressed opposition to elevated signs, or signs that resembled a billboard placement. The most popular signage styles included low profile signs closer to the ground with elevations only on brick bases.
- » **TART connectivity:** Respondents want safer access to recreation spaces for walking and bicycling, requested improvements included enhancing connectivity to the TART and increasing signage for better access.

Overall, the survey reflects a strong community desire for a more vibrant, safe, and accessible Beach District that prioritizes local needs and enhances recreational opportunities.

STAKEHOLDER MEETINGS

Stakeholder sessions were held for East Bay residents, employees, and business owners with a total of 12 attendees. The sessions covered things like the future of the district, businesses, employment, placemaking, transportation, and resiliency. Below is a brief description of the themes that emerged from each session.

Community Composition and Relationships

The East Bay Beach District is comprised of a diverse mix of stakeholders, including older residents observing changes, younger individuals living and working in the area, TART trail users, and newer residents who moved into the area from another place, especially Holiday Hills. This diverse demographic contributes to a vibrant community with varied perspectives on the corridor's development and usage.

General Concerns

Residents have expressed significant concerns about safety and walkability within the corridor, particularly with increased traffic on Three Mile Road. Issues such as trespassing for beach access and the loss of natural noise buffers due to tree removal have also been highlighted. Although short-term rentals are not allowed in the commercial district, there is apprehension regarding the impact of short-term rentals and competition from commercial stakeholders. Many advocated for traffic improvements, preferring median designs with a Michigan left-over-center turn lanes, and enhanced public transport options, like a shuttle service.

Current Experiences and Access

Residents enjoy walking in their neighborhoods, utilizing the TART trail, and exploring nearby natural areas. However, the need for improved access to water bodies, and safe pedestrian crossings were emphasized. High traffic speeds and limited crossing points contribute to feelings of insecurity, prompting some residents to switch from walking to driving.

Desired Improvements

There is strong community interest in developing a public space at the end of Four Mile Road

that includes amenities such as parking, clear boundaries, benches, and signage. Residents envision a more walkable, town-center atmosphere with shops and restaurants that encourage lingering and foster a sense of community. Additional suggestions include enhanced pedestrian safety features, clearer signage, and increased recreational opportunities.

Recommendations for Improvement

- » Safer Pedestrian Crossings: Improved crossings to enhance walkability and accessibility.
- » Independent Businesses: More local restaurants, grocery stores, and diverse dining options.
- » Infrastructure Enhancements: Development of sidewalks connecting to TART trails and better signage for navigating the area.
- » Tourist Traffic Management: Improved guidance for tourists navigating pedestrian crossings to ensure safety.

OPEN HOUSES

To interact with community members and gather input in real time, in-person, interactive open houses were held on May 14, May 16, and October 29, 2024 at the Harbor Brook Hall. Each open house presented the opportunity for attendees to both learn about the Beach District project and to share their perspectives and responses to featured questions and visuals.

The first open house session was attended by 53 individuals and focused largely on the overall vision of the Beach District, how it is currently used, and what should be added. Two days later, the second open house focused on design standards and

visual components to inform the overall aesthetics of the Beach District. The second open house was attended by over 75 individuals and included a presentation of initial community engagement results and next steps in the project process before asking participants to also provide input on the proposed action plan. The first two open houses featured questions regarding three properties in the Beach District, considered to be opportunity sites in the area: The Four Mile Road End, O’Grady Parcel, and the Mitchell Creek Inn. These sessions are described in more detail below. Results for these opportunity sites are combined below the open house summary.

The October Open House was held as an opportunity for attendees to provide perspectives and responses to a presentation focused on a drafted Action Plan. At this event, a draft report was presented with the goals from the action plan, along with the action items that would contribute to these goals. Attendees participated in activities to indicate how each action item should be prioritized and had the opportunity to propose additional action items for consideration. A summary of the feedback is in the following section under each goal.

Open House #1

Which aspects of the Beach District should be preserved, enhanced, and transformed?

- » **Preserved:** Most responses suggested that the trees and public water access should be priority for preservation of the area.
- » **Enhanced:** The top suggestions for enhancement of current features in the corridor



are pedestrian crossings, the sidewalks, and public water access.

- » **Transformed:** The most important aspect of transformation in the corridor is public spaces. The second most important point of transformation is the water access at the end of Four Mile Road, reducing speed limits, dark sky lighting, and pedestrian crossings.

What is your favorite place to visit in the Corridor?

Of all responses, the two most popular destinations in the corridor included the TART Trail and the restaurant, Hopscotch. Other top responses include the beaches, Pirate’s Cove mini golf, and the rooftop bar at the Alexandra Inn.

What is missing from the corridor?

According to respondents, the corridor lacks several key elements to enhance safety, accessibility, and community engagement. Suggestions include pedestrian bridges or crosswalks near landmarks like the Bayview Market, better sidewalks, and pull-out spaces for public transportation. There is a desire for scenic gathering spots along the bay, waterfront access for all, and improved parks, especially for children. Ideas range from traffic calming techniques to burying power lines for aesthetics. The community seeks more greenery, safer crossings, and increased accessibility. Suggestions extend to expanding dining options, local retail, and family activities, as well as shuttle services and underground crossovers for beach access. Overall, there is a call for a more pedestrian-friendly, vibrant, and connected corridor with ample green spaces and community amenities.

Which of the following possible improvements should be a priority in the Beach District?

The highest priority for improvement in the beach district is pedestrian crossings closely followed by burying utility lines and constructing wider and more connected, continuous pathways.

Key Takeaways from Open House #1

- » The community emphasizes the importance of preserving trees and public water access as key elements of the Beach District.
- » There is strong support for enhancing existing

features, particularly pedestrian crossings, sidewalks, TART trail, and public water access to improve safety and accessibility.

- » Residents believe that there should be more public spaces. Additional suggestions include improving water access at the end of Four Mile Road, reducing speed limits, and implementing dark sky lighting.
- » There is a strong desire for more greenery, safer crossings, increased accessibility, expanded dining options, local retail, and family activities. Ideas for improving connectivity include shuttle services and underground crossovers for beach access.

Open House #2

At the second Open House consultants gathered input from attendees on aesthetics of the corridor including signage, greenery, seating, amenities, and lighting.

Signage Preferences

Attendees were shown six different styles for signage and voted on their preferred option. The most popular option was a thin profile with directional signage toward points of interest.



Preferred Signage Style

Greenery Preferences

A variety of roadside greenspace options were presented to the public to see what their preference and the most selected option was the

image below. This style featured a short fence around the greenery which would also function as a barrier to protect pedestrians from traffic. Respondents suggested planting native plants in these areas.



Preferred Public Greenery

Small Public Space Preferences

Respondents voted for their favorite design options for pocket parks. Two designs tied for the most votes, with both featuring half circle park styles with benches and trees for shade. These designs can be seen in the two images below.



Top Voted Pocket Park Designs

Desired Streetscape Amenities

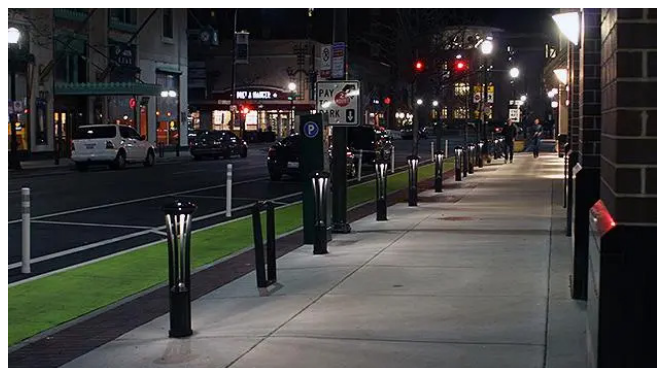
This question presented a variety of bench designs for the beach district. Two designs tied for the most votes; both can be seen in the images below.



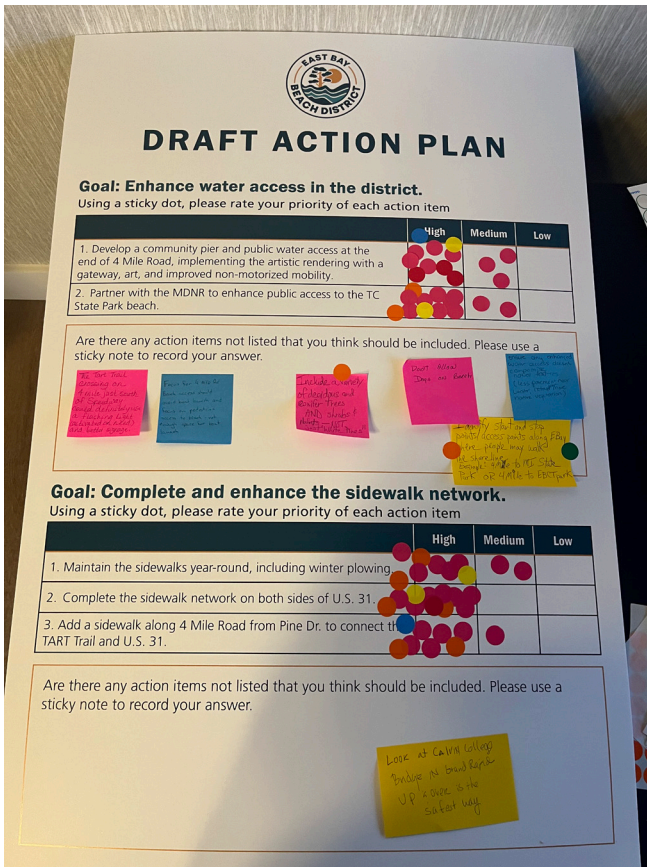
Desired Bench Designs

Pedestrian Street Lighting

A total of six styles of street lighting were presented for the community to vote on. The most voted design was the low-profile design in the image below. This design will light the immediate area with its low to the ground and downward facing style and prevent excess light pollution. This will help the district achieve its goal of minimal light pollution.



Preferred Lighting Design



Open House #3

With approximately 50 attendees, this meeting began with a presentation about the project's aim and process in order to summarize the key themes, information, and preliminary action items that had emerged to date. In addition to providing updates about the project thus far, the purpose of the meeting was to ask members of the public to prioritize action items associated with the Beach District's goals. Importantly, most action items were considered "high priority" by open house attendees. While not all items can be prioritized at the highest level due to both budgetary and time constraints, these results illustrate the public's care for the Beach District and its desire to ensure that it is a safe, protected, and economically viable corridor. A full version of priority voting and comments can be found in the [Appendix](#).

Goal: Enhance water access in the district.

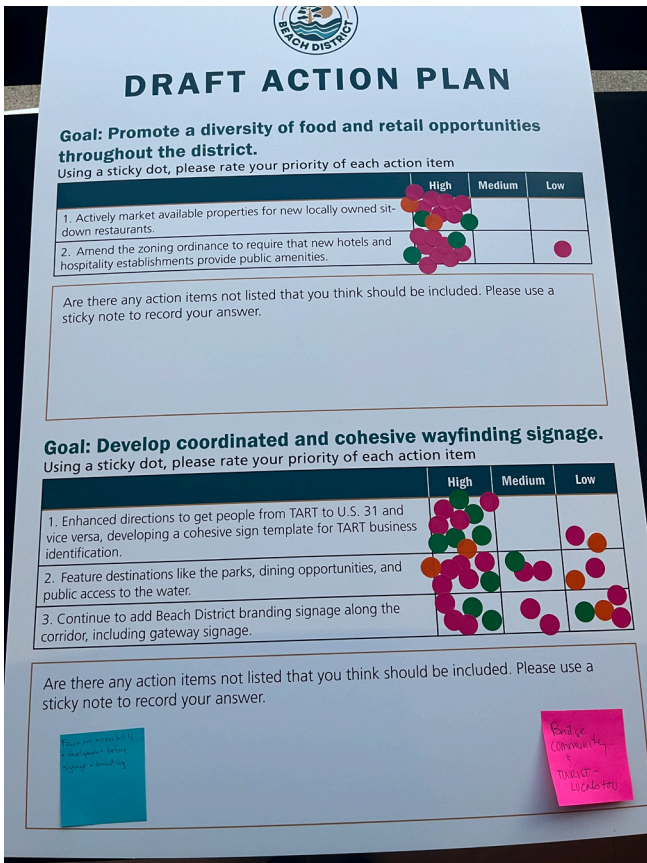
Both action items for this goal were regarded as high priorities. The higher ranked action item "Partner with the MDNR to enhance public access to the TC State Park beach" received 11 high priority votes, one more than "Develop a community pier and public water access at the end of 4 Mile Road, implementing the artistic rendering with a gateway, art, and improved non-motorized mobility." Comments underlined the desire for pedestrian access above all else and protecting natural features during any development.

Goal: Complete and enhance the sidewalk network.

The highest priority action for this goal was to "complete the sidewalk network on both sides of U.S. 31", with comments asking for flashing light crossings specifically where the TART crosses roadways, and to consider more pedestrian bridges over U.S.-31.

Goal: Promote a diversity of food and retail opportunities throughout the district.

Attendees indicated that it is a priority for the district to "actively market available properties for new locally owned sit-down restaurants." Increasing food variety would entice more people to come here for meals.



Goal: Develop coordinated and cohesive wayfinding signage.

“Enhancing directions to get people from TART to U.S. 31” and “developing a cohesive sign template for TART business identification” were identified as the highest priorities for this goal. Comments suggested that signage should encourage more interaction with locals and tourists.

Goal: Encourage housing opportunities in the district.

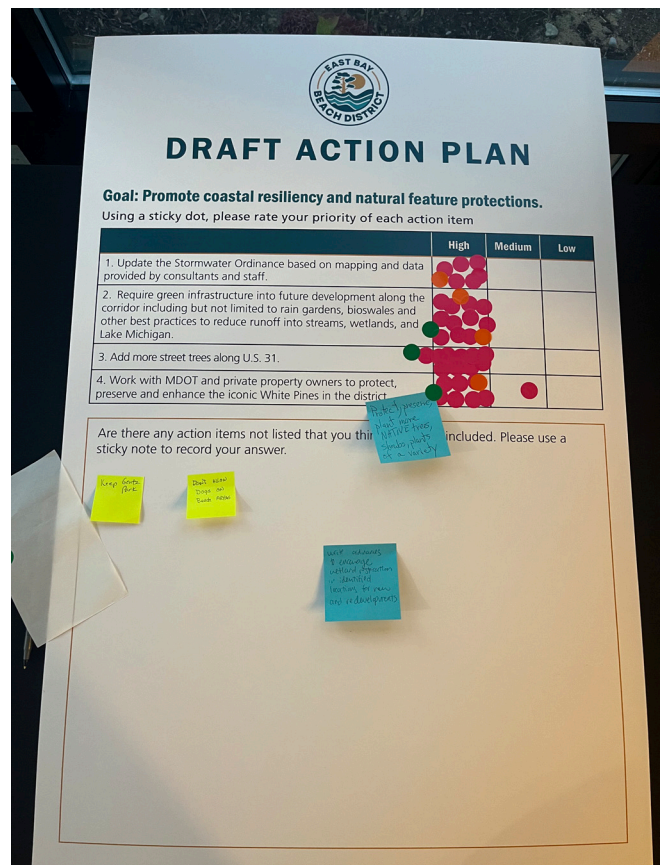
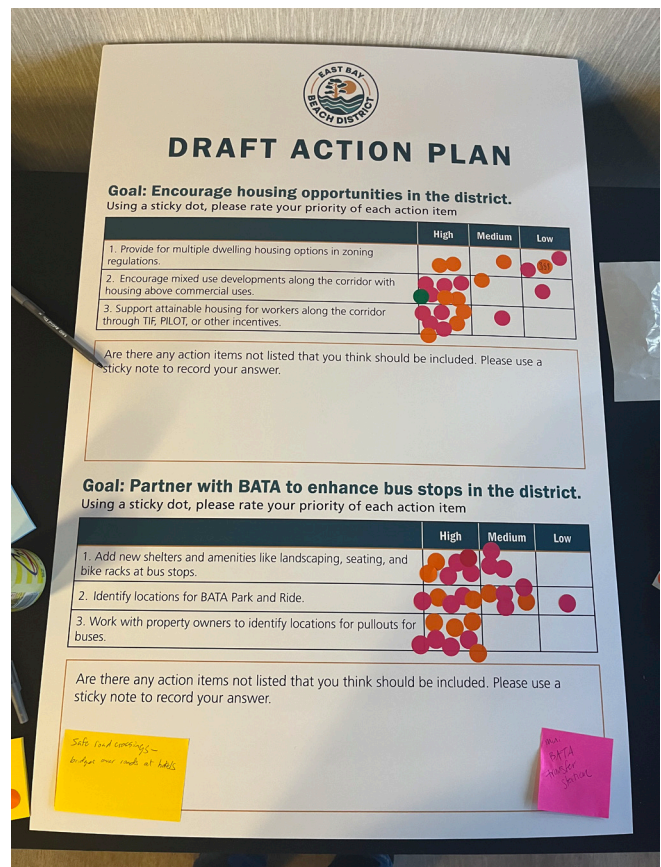
The community indicated that it was a priority to allow more mixed-use developments along the corridor with housing units above commercial uses and to provide attainable housing for Beach District employees through various economic incentives. Both received an equal amount of high priority votes, underlining that the community would like to see more housing options for all income levels.

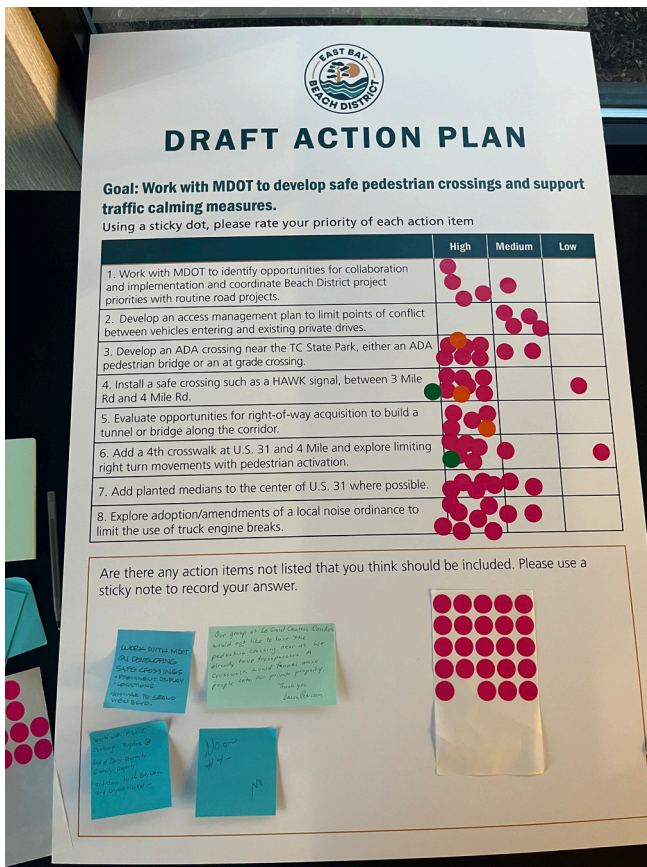
Goal: Partner with BATA to enhance bus stops in the district.

The highest priority action for this goal was to “work with property owners to identify locations for pullouts for buses.” Adding pullouts for buses would allow buses to make stops with fewer disruptions to traffic flow, increasing safety for pedestrians waiting for the BATA. Another popular action included adding new shelters with amenities like bike racks and seating at bus stops for those who are waiting for a ride.

Goal: Promote coastal resiliency and natural feature protections.

The highest priority action item for this goal was to require green infrastructure in all new developments. Green infrastructure types include rain gardens and bioswales which promote better permeation of rainwater and subsequently reduce runoff into streams, wetlands, and the lake. Requiring green infrastructure provides an opportunity to reduce the pollution that enters water sources by allowing the water to absorb slowly into the ground. Additional comments for this goal suggested that a diverse variety of trees and native plants be added to give more ecological diversity to the Beach District as well as the creation of local policies to promote wetland restoration.



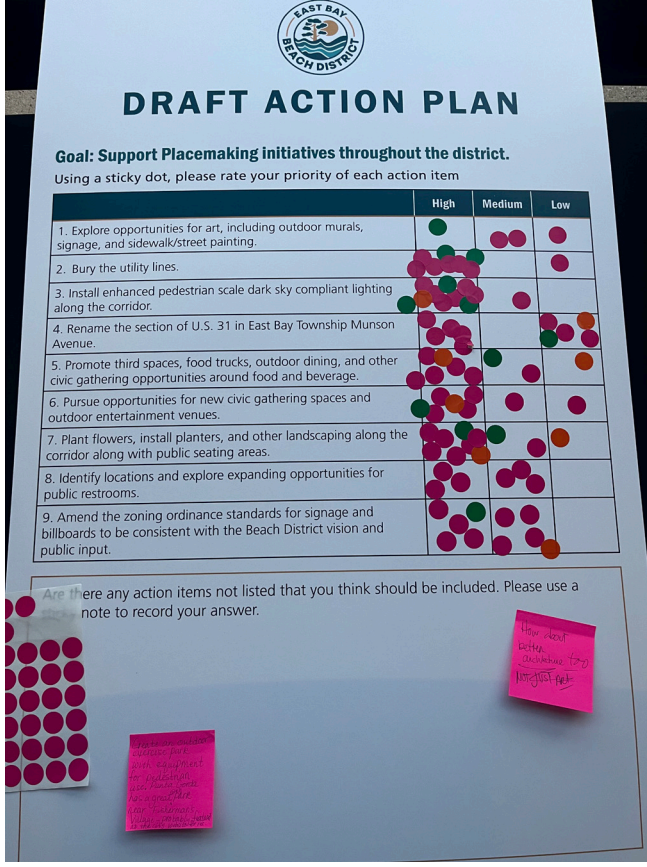


Goal: Enhance recreational opportunities in the district.

This goal also had two equally high prioritized items: "Work with the Grand Traverse Regional Land Conservancy (GTRLC) to expand the path network in Reffitt Nature Preserve and connect it to the TART trail near the State Park" and "Strategically work with TART & private property owners to designate park/ride parking spots to create additional access points to the TART Trail network." Both items show the significance and attraction of the TART Trail and the value that it brings to the community. Increasing the trails coverage and access are important goals to the area.

Goal: Work with MDOT to develop safe pedestrian crossings and support traffic calming measures.

This goal had a total of eight action items presented. The top three included "installing a safe crossing (such as a HAWK signal_ between 3 Mile Rd and 4 Mile Rd," "developing an ADA crossing near the TC State Park, either an ADA pedestrian bridge or an at grade crossing," and "exploring adoption/amendments of a local noise ordinance to limit the use of truck engine breaks." Two of these items directly relate to increasing safety and accessibility to recreation opportunities and reducing the obstruction of automobiles along U.S.-31. The other showed that the community wants the noise from automobiles to affect the community less. Each of these priorities show that there is a large desire for the Beach District to serve the community rather than being strictly a transportation corridor.



Goal: Support Placemaking initiatives throughout the district.

This goal provided a total of nine items for the community to prioritize. The top three action items included "installing enhanced pedestrian-scale dark sky compliant lighting along the corridor," "burying the utility lines," and "planting flowers, installing planters, and other landscaping along the corridor along with public seating areas." These higher priority items are centered around making the area more aesthetically pleasing and reducing light pollution so that the night sky will be more visible in the community.

Appendix

Beth Friend, Supervisor
Susanne M. Courtade, Clerk
Tracey Bartlett, Treasurer



Glen Lile, Trustee
Mindy Walters, Trustee
Matt Courtade, Trustee
Matt Cook, Trustee

**East Bay Charter Township
Board of Trustees**

**Resolution 2025-12
Adoption of the East Bay Charter Township Beach District Subplan**

At a regular meeting of the Township Board for the Charter Township of East Bay, Grand Traverse County, Michigan, held in the Township Hall located at 1965 N. Three Mile Road, Traverse City, Michigan, on the 12th day of May, 2025.

PRESENT: T. Bartlett, M. Courtade, M. Cook, G. Lile, M. Walters, S. Courtade, B. Friend

ABSENT: None

The following resolution was offered by M. Cook and supported by M. Walters and passed without opposition. Whereas East Bay Charter Township undertook a nine-month intensive public visioning effort along the Beach District to develop a community supported vision for public and private investments in the corridor to support safety, placemaking, and coastal resiliency; and

Whereas on May 6, 2025 pursuant to the requirements of Section 43 sub section (3), Preparation and Adoption of Master Plan of Article 3, of Michigan Public Act 33 of 2008, Michigan Planning Enabling Act, the Planning Commission conducted a final public hearing on the proposed Comprehensive Master Plan subplan; and Whereas, in fulfillment of the requirements of Michigan Public Act 33 of 2008 Michigan Planning Enabling Act, the East Bay Charter Township Planning Commission has on this date, May 6, 2025, made the determination that the Master Plan subplan document will facilitate the overall future planning and redevelopment objectives of East Bay Charter Township, and more specifically the East Bay Beach District;

Whereas the Township Board has established the Beach District Implementation Team to take the lead on recommending next steps for implementation of the Beach District plan priorities; and

Whereas in Chapter 3 Implementation of the Beach District Plan there is a recommendation for exploring creation of a Corridor Improvement Authority, which, if pursued, the CIA would be enacted by the Township Board; therefore, be it

Resolved by the Board of Trustees of East Bay Charter Township that:

1. The proposed East Bay Beach District subplan for East Bay Charter Township is hereby adopted by the Board of Trustees and that preparation of the final document is hereby scheduled for final distribution.

Upon roll call vote:

YES: M. Cook, M. Walters, T. Bartlett, G. Lile, M. Courtade, S. Courtade, B. Friend

NO: None

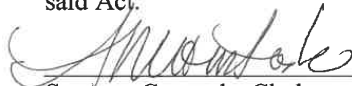
ABSTAIN: None

**THIS EAST BAY CHARTER TOWNSHIP BOARD OF TRUSTEES
RESOLUTION 2025-12, APPROVED ON THE 12th DAY OF MAY 2025,
IS DECLARED ADOPTED BY THE TOWNSHIP SUPERVISOR
AND DECLARED CERTIFIED BY THE CLERK.**


Beth Friend, Supervisor

May 12, 2025
Date

I, the undersigned, the Clerk of the Charter Township of East Bay, Grand Traverse County, Michigan, do hereby certify that the foregoing is a true and complete copy of certain proceedings taken by said municipality of East Bay Charter Township at its meeting, relative to the adoption of the resolution therein set forth, that said meeting was conducted and public notice of said meeting was given pursuant to and in full compliance with the Open Meetings Act, being Act 267 of 1976, Public Acts of Michigan, and that the minutes of said meeting were kept and will be or have been made available as required by said Act.


Susanne Courtade, Clerk

May 12, 2025
Date



**East Bay Charter Township
Planning Commission**

**Resolution PC-2025-03
Adoption of the East Bay Charter Township Beach District Subplan**

At a regular meeting of the Planning Commission for the Charter Township of East Bay, Grand Traverse County, Michigan, held in the Township Hall located at 1965 N. Three Mile Road, Traverse City, Michigan, on the 6th day of May 2025.

PRESENT: Mindy Walters, Dan Leonard, Carl Ferguson, Renee Edly, Rhonda Wassom, Paul Gonzalez,
Steven Richardson

ABSENT: None

The following resolution was offered by Walters and supported by Wassom and passed 7-0.

Whereas in 2020, East Bay Charter Township authorized the preparation of a Comprehensive Master Plan to establish goals and guidelines to facilitate the direction, redevelopment and growth of the Township into the future; and;

Whereas in January 2023, the Planning Commission unanimously adopted the East Bay Township Master Plan, which provides guidance on a number of long range planning and economic development topics, including revitalization of the East Bay Beach District, the corridor along U.S. 31 N; and;

The Township undertook a nine-month intensive public visioning effort along the Beach District to develop a community supported vision for public and private investments in the corridor to support safety, placemaking, and coastal resiliency; and

Whereas on March 3, 2025, pursuant to the requirements of Section 43, Preparation and Adoption of Master Plan of Article 3, of Michigan Public Act 33 of 2008, Michigan Planning Enabling Act, the East Bay Township Planning Commission approved the Master Plan subplan and forwarded it to the Board of Trustees for public release; and

Whereas on March 10, 2025, the Board of Trustees unanimously agreed to send the draft Master Plan subplan out for Public Review; and

Whereas on May 6, 2025 pursuant to the requirements of Section 43 sub section (3), Preparation and Adoption of Master Plan of Article 3, of Michigan Public Act 33 of 2008, Michigan Planning Enabling Act, the Planning Commission conducted a final public hearing on the proposed Comprehensive Master Plan subplan; and
Whereas, in fulfillment of the requirements of Michigan Public Act 33 of 2008 Michigan Planning Enabling Act, the East Bay Charter Township Planning Commission has on this date, May 6, 2025, made the

East Bay Charter Township Resolution PC-2025-03
Page 1 of 2

determination that the Master Plan subplan document will facilitate the overall future planning and redevelopment objectives of East Bay Charter Township, and more specifically the East Bay Beach District; therefore, be it

Resolved by the Planning Commission of East Bay Charter Township that:

1. The proposed Comprehensive Master Plan subplan for East Bay Charter Township is hereby adopted and that preparation of the final Comprehensive Master Plan subplan document is hereby directed and scheduled for final distribution; and
2. That in accordance with Michigan Public Act 33 of 2008, East Bay Charter Township shall, no later than five years from this date, review the entire Master Plan and determine whether to commence the procedure to amend the Plan or adopt a new Plan.


Upon roll call vote:

YES: Mindy Walters, Dan Leonard, Carl Ferguson, Renee Edly, Rhonda Wassom, Paul Gonzalez, Steven Richardson

NO: _____

ABSTAIN: _____

**THIS EAST BAY CHARTER TOWNSHIP PLANNING COMMISSION
 RESOLUTION PC-2025-03, APPROVED ON THE 6th DAY OF MAY 2025,
 IS DECLARED ADOPTED BY THE PLANNING COMMISSION CHAIRMAN
 AND DECLARED CERTIFIED BY THE SECRETARY.**

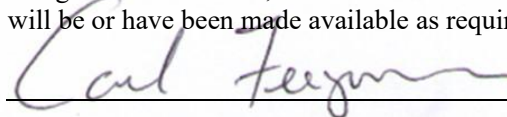


 Dan Leonard, Chair

05.06.25

 Date

I, the undersigned, the Secretary of the Planning Commission of Charter Township of East Bay, Grand Traverse County, Michigan, do hereby certify that the foregoing is a true and complete copy of certain proceedings taken by said municipality of East Bay Charter Township at its Planning Commission meeting, relative to the adoption of the resolution therein set forth, that said meeting was conducted and public notice of said meeting was given pursuant to and in full compliance with the Open Meetings Act, being Act 267 of 1976, Public Acts of Michigan, and that the minutes of said meeting were kept and will be or have been made available as required by said Act.



 Carl Ferguson, Secretary

05.06.25

 Date

