

## CHAPTER 6

# Community Goals and Objectives

This chapter lists the goals and objectives for each of the functional areas studied by the Planning Commission. A series of public investment, land use and organization policies constitutes the balance of this chapter.

“Goals” are general statements of shared values that assist local decision makers in implementing objectives and taking action.

“Objectives” are the stated means by which West Traverse Township may reach its goals.

### **General Goals**

Township Planning is based upon and undertaken for the protection of the public health, safety, and welfare of residents and visitors of West Traverse Township.

West Traverse Township will seek to manage and guide growth to maintain and enhance the high quality of rural life for residents and visitors through implementation of this Master Plan.

Township decision-makers should balance the public interest in sound land planning, as expressed by and embodied within this Master Plan, with the rights and interests of private property owners when considering land use decisions.

Retain the existing quiet, scenic, rural and historical character of West Traverse Township by promoting the conservation and/or preservation of forests, view sheds and vistas, open space, water resources, shorelines, historic places, and farms.

### NATURAL FEATURES

*Goal: Preserve and enhance West Traverse Township’s natural features and environment for the betterment of its people.*

Objectives:

Encourage landowners to use conservation easements to protect and preserve open spaces, such as scenic views, farmlands, and forest areas.

- Encourage the use of open space/conservation designs for site development.
- Discourage development in areas designated as unsuitable such as steep slopes, floodplains, wetlands, and poor soils.
- Encourage the use of the Emmet County Soils Survey when reviewing large developments within the Township.
- Continuing review of Township Zoning Ordinance to reflect the goals and objectives of the Township Master Plan.
- Provide for the preservation of scenic sites, such as M-119 and Lower Shore Drive, and open space.
- Encourage the use of combined driveways along public roads.

- Provide for the preservation of the Lake Michigan Shoreline.
- Support the water setback section of the Zoning Ordinance.
- Continue to support The Thorne Swift Nature Preserve.
- Protect the Rural Character of West Traverse Township.
- The long term quality and conservation of natural resources, water quality protection, and environmental protection must be considered of significant importance when making land use decisions.

## TRANSPORTATION

Goal: *Coordinate the development of the transportation network with the overall development of the township's human and physical resources.*

Objectives:

- Promote the maintenance and enhancement of transportation infrastructure within West Traverse Township
- Discourage strip commercial development within the Township.
- Encourage land controls which will minimize development problems including residential, commercial, and outdoor advertising, which interferes with the transportation function of arterial and principal collector roads.
- Minimize congestion on roads and highways by using well-designed access points and intersections, and by minimizing accesses along county and state thoroughfares
- Encourage the scenic nature of M-119 be preserved.
- Encourage the development of bike paths.

## WATER AND WASTEWATER

Goal: *Protect and improve our water heritage to ensure the health and well being of the township's people.*

Objectives:

- Require the protection of the waters of Lake Michigan through zoning setbacks and other regulations.
- Encourage the use of community wells/water systems where appropriate
- Encourage the proper maintenance of the private water and wastewater systems within the Township.
- The long term quality and conservation of natural resources, water quality protection, and environmental protection must be considered of significant importance when making land use decisions.

## RECREATION

Goal: *In conjunction with the Recreation Committee, develop the local park and recreation system which:*

- *Provides a wide variety of recreational opportunities for the township residents, with a major focus on passive recreation.*
- *Is related to the use capacity of the environment.*
- *Wherever possible, is designed for multiple and year round use of the facilities.*

Objectives:

- Make full use of State and Federal assistance programs to develop and fulfill the objectives of this Plan.
- Work on goals and objectives even if Federal funds are not available.
- Encourage additional Lake Michigan access site for public use, encourage intergovernmental agreements between townships and villages to provide recreational services, and possibly develop cooperation with adjacent governments.
- Improve the awareness of the township owned 80-acre parcel as an area of low impact recreation for hiking, biking, snowshoeing, etc.
- Encourage bike/pedestrian trails through out the township
- Encourage the preservation of natural resources and protection of the environment, including Township-owned lands.

### COMMUNITY FACILITIES

Goal: *Encourage, throughout West Traverse Township, the economical development of community facilities and related services that will provide each citizen with the best possible public services.*

Objectives:

- Recognize the importance, to the community, of Township public land.
- Where appropriate, require the development of shared septic, water, access road, and/or pedestrian trail infrastructure in future housing developments. Such infrastructure should conform with and be designed to readily connect to future projects.

### HOUSING

Goal: *Promote the maintenance and enhancement of the rural character and environmental quality in West Traverse Township while balancing the need for new residential development*

Objectives:

- Focus on conservation design and mixed use design techniques.
- Protect steep slopes and wetlands.
- Encourage the retention and maximize the creation of greenbelts and buffers within future developments.
- Encourage areas of increased density, contingent upon the use of open space/conservation design methods of development.
- Encourage the proper development of a wide variety of housing types including; single family homes, cluster development, site condos, and multifamily homes.
- Encourage on-site management of storm water.

### COMMERCIAL/INDUSTRIAL DEVELOPMENT

Goal: *Provide for the orderly development of commercial properties within the township.*

Objectives:

- Allow, with controls, home occupations as viable economic activities without altering the character of neighborhoods and residential areas.
- Incorporate best management practices and low impact development techniques to reduce amounts of impervious surfaces and storm water runoff.
- Require on-site management of storm water.

Goal: *Support the surrounding communities as they plan for year round manufacturing and industrial development.*

Objectives:

- Encourage the development of industrial facilities within planned parks and areas.
- Discourage strip development.

### LAND USE POLICIES

- In making land use decisions, utilize the Township Master Plan.
- Preserve all natural resources to the extent possible.
- All developments should be guided by land use controls.
- Encourage new developments to be placed in areas outlined in the Future Land Use Map which is incorporated as part of the Township Master Plan.
- If necessary, update and review all Township Ordinances.
- Encourage the use of conservation design with a mix of lot sizes and housing types, along with open space for recreation.
- The long term quality and conservation of natural resources, water quality protection, and environmental protection must be considered of significant importance when making land use decisions.
- Secure open spaces by utilizing planning tools and techniques, including but not limited to:
  1. Working with local and state government, land trusts and conservancies, and others to protect identified conservation and recreation areas.
  2. Support the purchase of development rights, transfer of development rights, conservation easements and other available methods that voluntarily preserve natural and/or cultural resources.
  3. Encourage interconnected tracts of land as trail corridors and wildlife areas.
  4. As supported by the survey of Township residents, consider the purchase of unique parcels to protect sensitive resources and valuable vistas.