

CITY OF CHARLEVOIX
210 STATE ST. CHARLEVOIX, MICH. 49720
PLANNING COMMISSION PUBLIC MEETING AGENDA

MONDAY, JUNE 14, 2021 AT 6:00 PM in the Council Chambers, City Hall

- A. Call to Order/Pledge of Allegiance
 - 1. Zoom Log-in for Remote Participation
- B. Roll Call
- C. Inquiry into Potential Conflicts of Interest
- D. Approval of Agenda
- E. Approval of the Minutes
 - 1. May 10, 2021 Minutes
- F. Call for Public Comment Not Related to Agenda Items
- G. New Business
 - 1. Annual Report
 - 2. City Approved Bench Locations
 - 3. Downtown Futures Overview
 - 4. Priority Redevelopment Sites - Visioning Session
 - 5. Master Plan Review Checklist
- H. Old Business
- I. Staff Updates
- J. Requests For Next Months Agenda or Research Items
- K. Adjournment by 8:00 p.m. unless extended by a motion

The City of Charlevoix will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audio tapes of printed materials being considered at the meeting, to individuals with disabilities at the meeting upon one weeks' notice to the City of Charlevoix. Individuals with disabilities requiring auxiliary aids or services should contact the City of Charlevoix Clerk's Office in writing or calling the following: City Clerk, 210 State Street, Charlevoix, MI 49720 (231) 547-3250.

CITY OF CHARLEVOIX

Call to Order/Pledge of Allegiance

TO: Planning Commission

FROM: Jennifer Neal

SUBJECT: Zoom Log-in for Remote Participation

DATE: June 14, 2021

BACKGROUND

The meeting will be held in-person. For those wishing to participate remotely, a Zoom link is available.

Topic: Planning Commission

Time: Jun 14, 2021 06:00 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://zoom.us/j/98892899457>

Meeting ID: 988 9289 9457

One tap mobile

+13017158592,,98892899457# US (Washington DC)

+13126266799,,98892899457# US (Chicago)

Dial by your location

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

+1 646 558 8656 US (New York)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

+1 669 900 9128 US (San Jose)

Meeting ID: 988 9289 9457

Find your local number: <https://zoom.us/u/aen1p7drQC>

CITY OF CHARLEVOIX

Approval of the Minutes

TO: Planning Commission

FROM: Jennifer Neal

SUBJECT: May 10, 2021 Minutes

DATE: June 14, 2021

BACKGROUND

The draft Minutes from May 10, 2021 Planning Commission meeting are included for review and approval.

ATTACHMENTS:

- ▣ May 10, 2021 Draft Minutes

**CITY OF CHARLEVOIX
PLANNING COMMISSION MEETING MINUTES
COUNCIL CHAMBERS, CITY HALL, 210 STATE STREET
Monday, May 10, 2021 - 6:00 p.m.**

A. Call to Order

The meeting was called to order at 6:00 p.m. by Chair Waddell.

B. Roll Call

Chair RJ Waddell

Members Present: Reid Beegen, Sherm Chamberlain, David Gray, Mary Millington, Jennifer Muladore, Emma Suarez Pawlicki, Toni Felter (participating from Ohio)

Staff Present: Jennifer Neal, Planner; Jonathan Scheel, Zoning Administrator; Dean Martin, Community Development Fellow

C. Inquiry into Potential Conflicts of Interest

D. Approval of Agenda

Motion by Member Chamberlain, second by Member Beegen to approve the agenda as presented. Motion passed by unanimous voice vote.

E. Approval of the Minutes

1. April 12, 2021 Meeting Minutes

Motion by Member Gray, second by Member Chamberlain to approve the minutes of April 12, 2021 as presented. Motion passed by unanimous voice vote.

F. Call for Public Comment Not Related to Agenda Items

G. New Business

H. Old Business

1. By-Laws Review

Chair Waddell reviewed the three recommended changes to the By-Laws. He felt that the word "displayed" should be changed in the new sentence under 9.1 g. regarding donations which read "Recommendations to City Council on uses on public property and donations to be displayed in public spaces." He explained ex parte communications and that the Chair is the spokesman for the Planning Commission.

Motion by Member Beegen, second by Member Millington to adopt the By-Laws as revised. Motion passed by unanimous voice vote.

2. Building Code Referral to City Council

Chair Waddell stated that the City Manager asked the Planning Commission to review and recommend language for the adoption of the International Property Maintenance Code (IPMC). The draft ordinance with legal edits provided by the City Attorney and a property maintenance policy were included for the Commission's review. Zoning Administrator Scheel reviewed the proposed changes to Chapter 150: General Provisions, Building Regulations; Construction regarding the Property Maintenance Code and asked that the Commission recommend approval of the Zoning Ordinance changes to the City Council. Zoning Administrator Scheel used the old gas station on the north side on US-31 as an example of a property that would fall under the enforcement provisions of the IPMC.

Motion by Member Gray, second by Member Beegen to send the adoption of the International Property Maintenance Code ordinance with their approval to the City Council for adoption. Motion passed by unanimous voice vote.

3. Master Plan Update

Planner Neal reviewed Chapter 2 which was largely City demographics and included a history of the City. Chair Waddell stated under the second paragraph of "A Short History" the wording "mid-twentieth centuries" should be "mid-twentieth century". Member Chamberlain explained how the history should be more accurately described rather than a "booming lumber trade" and more agricultural uses and other details of the history that could be included in the document. Discussion followed regarding the demographics, median household income, and people below the ALICE threshold (Financial Hardship Study). Planner Neal stated that she would revise Chapter 2 based on the Commission's discussion and bring it back to the Commission for review.

Planner Neal reviewed Chapter 3 and stated that the chapter would include an existing land use map. Commission members suggested including more pictures of Earl Young houses, homes in the seasonal clubs, and mid-century homes. Chair Waddell felt that there should be more mention of recreational amenities and open space than just the golf course. Fellow Martin was concerned that adding information to the Master Plan would cause redundancy with the Recreation Master Plan. Planner Neal further explained the five neighborhoods that were included in the Community Character Areas and the unique planning scenarios of each neighborhood.

Chair Waddell stated that the new Public Works facility should be included in Chapter 5 as an accomplishment. Member Suarez Pawlicki suggested adding cable and internet technology (fiber and broadband) into this chapter as well. Member Chamberlain questioned if information about Fishermans Island Park and the possibility of allowing temporary RV housing for seasonal workers would be included.

4. ADU Architectural Standards

Zoning Administrator Scheel explained the differences between conventional zoning and Form-Based Codes (FBCs). He stated that FBCs were less interested in the use and more on how to blend neighborhoods and character areas together. He questioned whether the community was interested in the neighborhood character and what accessory buildings look like and how they affect the neighborhoods including size, scale, and other architectural significant standards and whether they need to have architectural standards in place.

Discussion followed regarding accessory dwellings, existing dwellings that are somewhat intrusive to their neighbors, height of accessory structures, units based on the size of the lots, and R-2 district irregular shaped lots. Zoning Administrator Scheel suggested that the Commission review the bullet points included in his memo and "say yes that's important enough to regulate or it's an overreach and we shouldn't do that". Chair Waddell felt that the hybrid method that Zoning Administrator Scheel referenced would be the way to go forward. Zoning Administrator Scheel stated that he would bring more broad drawings related to accessory dwellings leaning away from specific technical language to the next meeting.

Motion by Member Millington, second by Member Beegen to extend the meeting end time by 15 minutes. Motion passed by unanimous voice vote.

5. Community Engagement Survey Update

Planner Neal stated that the Community Engagement Survey was currently available through the end of May and was distributed in paper format and electronically. The survey was mailed (or emailed) to all addresses who receive a City utility bill. City residents and non-residents were encouraged to respond to the survey. She stated they received 106 electronic responses and 160 paper responses.

I. Staff Updates

Chair Waddell referenced the stakeholders meeting held the previous week and that there were training sessions some of the members attended in the past month as well.

Zoning Administrator Scheel stated that Bridge Magazine recently published a housing article. Chair Waddell stated that he and Planner Neal participated in an interview for the Charlevoix Courier.

Chair Waddell stated that Tip of the Mitt would be presenting to the Commission including climate change as one of their topics.

J. Request for Next Month's Agenda or Research Items

Chair Waddell stated that the accessory buildings topic and Chapter 4: Housing of the Master Plan would be on next month's agenda. Planner Neal stated that they would have the results of the Community Engagement Survey for the next meeting also.

K. Adjournment by 8:00 p.m. Unless Extended by Motion

Motion by Member Beegen, second by Member Millington to adjourn the meeting. Motion passed by unanimous vote. Meeting adjourned at 8:09 p.m.

Joyce M. Golding/fgm

City Clerk

R.J. Waddell

Chair

CITY OF CHARLEVOIX

New Business

TO: Planning Commission

FROM: Jennifer Neal

SUBJECT: Annual Report

DATE: June 14, 2021

BACKGROUND

Each year the Planning Commission approves and adopts a reporting of the progress and activities they have undertaken the previous year and forwards that report to the City Council.

A draft Annual Report is attached. Please review and be ready to amend, change, make suggestions, etc.

ATTACHMENTS:

- ▣ Draft Annual Report



June 10, 2021

Hon. Mayor and Council Members
210 State Street
Charlevoix, MI 49720

RE: 2021 Charlevoix Planning Commission Annual Report

Hon. Mayor and Council Members:

As required per the Michigan Planning Enabling Act, Section 125.3819 (2) (Act 33 of 2008, as amended), the Planning Commission respectfully submits a report of the activities they undertook in the previous twelve months (May 2020-April 2021).

"A planning commission shall make an annual written report to the legislative body concerning its operations and the status of planning activities, including recommendations regarding actions by the legislative body related to planning and development."

PLANNING COMMISSIONERS

1. R.J.Waddell, Chairperson
2. Dennis Halverson, Vice-Chair (res. Mar. 2021) / Vacant
3. Sherm Chamberlain, Vice-Chair (elected Mar. 2021)
4. Ben Edwards (res. June 2020) / Mary Millington (apt. Oct. 2020)
5. Toni Felter
6. Brian Gelb (res. Sept. 2020) / Reid Beegen (apt. Dec. 2020)
7. David Gray
8. Jennifer Muladore
9. Philip Parr (res. Nov. 2020) / Emma Suarez Pawlicki (apt. Apr. 2021)

PLANNING STAFF

Planning and zoning services are provided by regional planning agency, Networks Northwest. The Zoning Administrator provides on-site support by maintaining regular office hours on Monday, Tuesday, and Wednesday 8 AM – 5 PM. Planning and zoning staff include:

1. Kathy Egan, Regional Director of Community Development, Networks Northwest (ret. Nov. 2020)
2. Jennifer Neal, Community Planner, Networks Northwest
3. Jonathan Scheel, Zoning Administrator, Networks Northwest

MEETINGS

The Planning Commission met a total of ten (10) times in the past year and the meetings are typically scheduled for the second Monday of the month, at 6:00 PM, and City Hall. All meetings are held in compliance with the *Open Meetings Act, PA 267 of 1976, as amended*. Due to pandemic restrictions, the June, September, November, December, January, February, March, and April meetings were held remotely either fully or partially.

- | | |
|--------------------------------------|------------------------------|
| 1. Monday, May 11, 2020 – Cancelled | 7. Monday, November 9, 2020 |
| 2. Monday, June 8, 2020 | 8. Monday, December 14, 2020 |
| 3. Monday, July 13, 2020 – Cancelled | 9. Monday, January 11, 2021 |
| 4. Monday, August 10, 2020 | 10. Monday, February 8, 2021 |
| 5. Monday, September 14, 2020 | 11. Monday, March 8, 2021 |
| 6. Monday, October 12, 2020 | 12. Monday, April 12, 2021 |

DEVELOPMENT REVIEWS

During the previous year, the Planning Commission reviewed several development proposals in the form of site plan reviews. The Zoning Ordinance requires Planning Commission review and approval for all Level B Site Plan applications. The Zoning Administrator, Jonathan Scheel, will often present Level A Site Plans to the Planning Commission to gather input and update them about current projects. The following Level B Site Plan Reviews were completed by the Planning Commission:

1. A request to add six (6) rooftop decks to a previously approved site plan for fourteen (14) new multiple-family dwellings located at 115 Pine Rive Lane. The site plan was approved with conditions.
2. A request to waive parking requirements to accommodate a rooftop deck at 120 Michigan Avenue, Hotel Earl. The request was approved.
3. A request to build a mixed use building located at 1108 Bridge Street. The applicant, Ron Way of Way Building, proposed a project which included first floor commercial office space and second floor residential units. The site plan was approved with conditions.
4. A request to build a rooftop deck located at 230 Bridge Street. The project would provide outdoor living space for the residential use in the downtown mixed-use building. The site plan was approved with conditions.

2021 MASTER PLAN UPDATE

In February, the Planning Commission initiated a review of the City's Master Plan. The current Master Plan was adopted in December of 2016, and in accordance with the Michigan Planning Enabling Act (Act 33 of 2008), the Planning Commission shall review the plan at least every five years after adoption. The plan will be updated with new and relevant data and will include expanded discussion on emerging issues such as housing. Public input will be sought throughout the update process and the plan is expected to be completed in 2022.

UPDATES TO THE ZONING ORDINANCE

The Planning Commission reviewed the Zoning Ordinance for language pertaining to a wide range of topics. In several cases the language required an amendment in which a public hearing was held and the proposed language was reviewed by the city attorney.

1. The Planning Commission began the year by reviewing language for Rooftop Uses. Prior to drafting this language there was no language to guide any activities on rooftops. The Zoning Ordinance amendment drafted applied to all districts. A public hearing was held and proposed ordinance language was recommended to City Council for adoption.
2. Immediately following the drafting of the rooftop uses language, the Planning Commission reviewed the Site Plan Review language in the Zoning Ordinance. Draft language was presented that made the site plan review process more clear, quick, and transparent. Amended language included a Pre-Application Conference, minor changes to the requirements for both Level A and B site plan reviews, Coordination with Other Departments and Agencies, Standards for Site Plan Approval, Authority and Limitation, and an As Built Plan. A public hearing was held and proposed ordinance language was recommended to City Council for adoption.
3. The Planning Commission reviewed a number of housekeeping changes to various sections of the Zoning Ordinance. Amendments included changes to sections for State Construction Code, Definition of Building Height, Decision of the Board, Accessory Buildings and Uses, Renting of Residential Properties, PUD Review and Procedures, and Building Appearance. All changes were minor in nature and intended to clarify existing language. A public hearing was held and proposed ordinance language was recommended to City Council for adoption.

OTHER REVIEWS AND RECOMMENDATIONS

The Planning Commission completed a review of their Bylaws and made three changes:

1. An additional sentence was added to the Section 2: Membership that provided for recording completed education and training sessions completed by the commissioners.
2. Section 5: Meetings was updated with the most current edition of *Roberts Rules of Order Newly Revised*.
3. Section 9: Planning Commission Responsibilities was updated to include making recommendations to City Council for uses on public properties and donations to be used in public spaces.

At the request of the City Manager, the Jonathan Scheel presented a memo regarding the proposed adoption of the International Property Maintenance Code. Adoption of the code would allow the City to pursue blighted properties prior to them deteriorating beyond the point of repair and need to be torn down. The Commission recommended the proposed ordinance language to City Council for adoption.

At the request of the Planning Commission Chair, Jonathan Scheel presented a status report of Accessory Dwelling Units (ADUs). The Planning Commission drafted language and recommended approval to permit Accessory Dwelling Units in the R2 District to City Council in March of 2019. Jonathan's report, dated January 11, 2021, stated he has issued four permits for ADUs. He noted that two are substantially complete and two are under construction. City residents have raised concerns that the size and scale of the structure are not compatible with the neighborhood. If considerations for architectural standards are addressed, Jonathan recommended permitting ADUs in the R1 and R2A Districts. The Commission has had on-going discussions about the architectural standards that are appropriate for ADUs.

Throughout the course of the year the Planning Commission heard presentations from City Staff and agency leaders on various other topics.

- The City Manager presented the Capital Improvements Plan as well as the Alley Corridor Vision draft.
- Kent Knorr, Recreation Director, presented the conceptual plan for a dog park located on Carpenter Street.
- Lindsey Dotson, Executive Director for the Charlevoix Main Street Downtown Development Authority presented downtown design guidelines.
- Dean Martin, Community Development Fellow for the City of Charlevoix present a number of initiatives including a the City's effort to conduct a sidewalk inventory, the City's Economic Development Strategy, and a review of the Implementation chapter of the 2016 Master Plan, and provided an update on the City's effort to become Redevelopment Ready Certified.
- Steve Schnell, Program Director of the Charlevoix County Housing Ready Program presented his agency, the City' Housing and Business Park Initiative, and the City's efforts on the Deed Restriction Program.

LOOKING FORWARD...

As part of the Planning Commission's update of the City's Master Plan they will discuss goals and objectives as well as implementation strategies to fulfill the vision of the City. The implementation strategies are typically assigned to a City department, public body, or organization capable of completing the task and assigned a level of prioritization or a timeframe for completion. This prioritization will likely direct the Commission's work plan for the upcoming year. Anticipated strategies include Zoning Ordinance amendments, further discussion of architectural standards and design guidelines, and joint projects with the Historic District Commission and Downtown Development Authority.

Respectfully submitted,

PLANNING COMMISSION
CITY OF CHARLEVOIX, MICHIGAN

R.J. Waddell, Chairperson

CITY OF CHARLEVOIX

New Business

TO: Planning Commission

FROM: Jonathan Scheel, Zoning Administrator

SUBJECT: City Approved Bench Locations

DATE: June 14, 2021

BACKGROUND

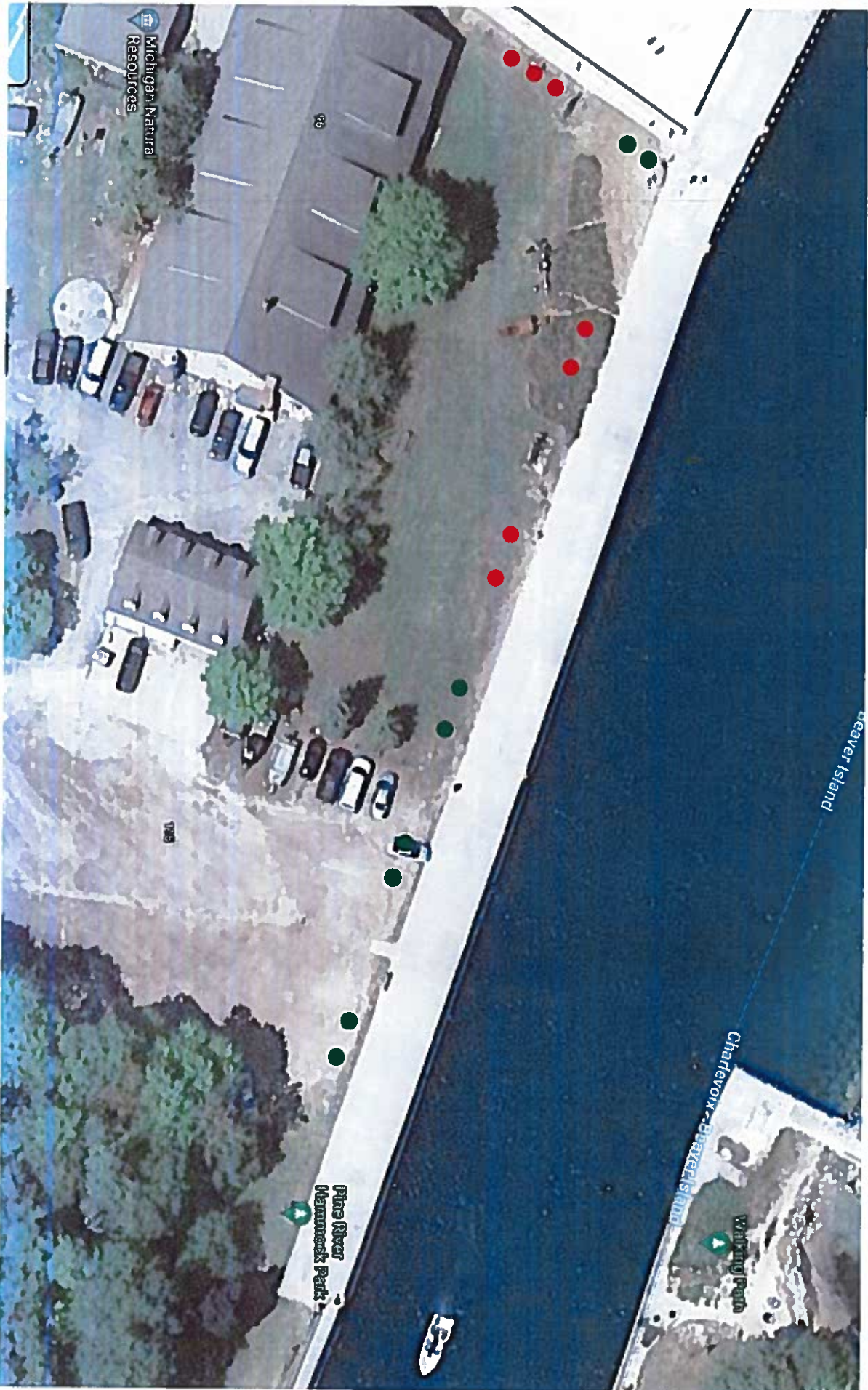
The City Manager has requested the Planning Commission review and provide a recommendation to the City Council for the locations of approved benches. Jonathan has prepared maps which identify the recommended locations.

ATTACHMENTS:

- ▣ Bench Location Maps

Channel

- Existing Bench
- Available Bench
- Replacement Bench



West Dixon

- Existing Bench
- Available Bench
- Replacement Bench



Pine River Lane

● Existing Bench

● Available Bench

● Replacement Bench





CITY OF CHARLEVOIX

New Business

TO: Planning Commission

FROM: Lindsey Dotson, Charlevoix Main Street DDA Executive Director

SUBJECT: Downtown Futures Overview

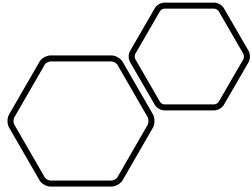
DATE: June 14, 2021

BACKGROUND

Lindsey Dotson has prepared a presentation about the on-going Downtown Futures Program undertaken by the Charlevoix Main Street DDA. The Main Street DDA plays an integral role in supporting City-initiatives such as providing year-round housing, economic development, and placemaking. Through the Futures Program, extensive public input was gathered and several concepts for downtown development were identified. The Planning Commission should consider including the project results in Master Plan update.

ATTACHMENTS:

- ▣ Main Street DDA Update
- ▣ Futures Survey Results
- ▣ Market Snapshot



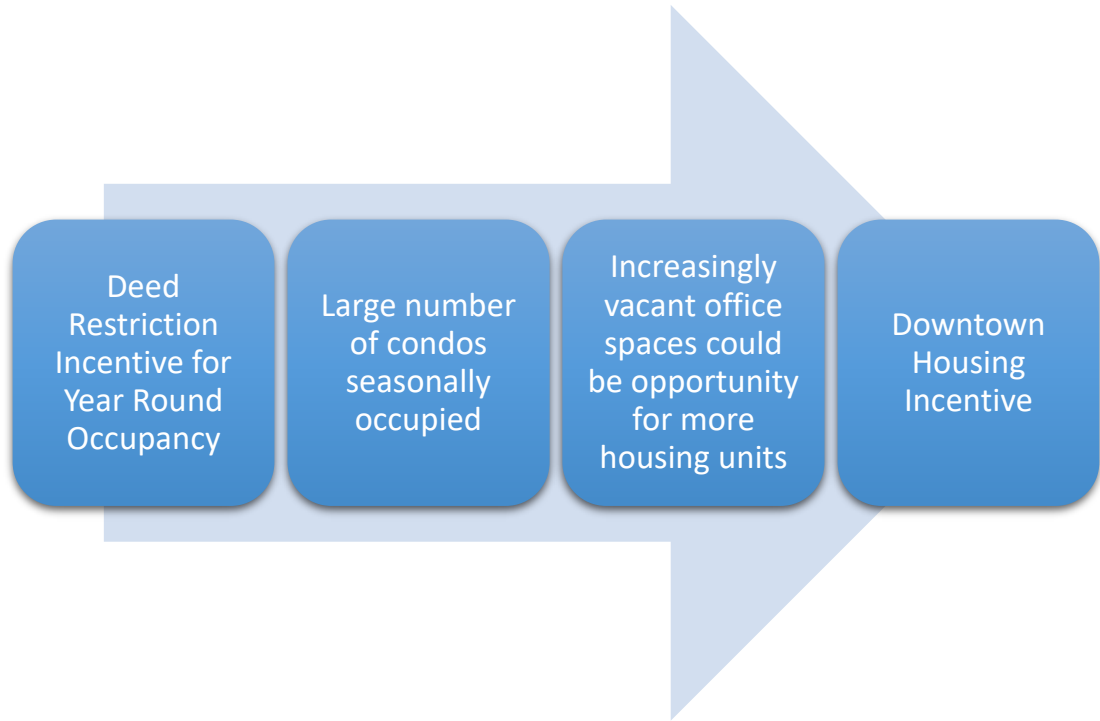
Lindsey J. Dotson, MSARP
Executive Director

Charlevoix Main Street DDA



Establishing our role:

- Homeshare program
- National Register District



Charlevoix Main Street is making a real difference.

Charlevoix Main Street DDA is at the heart of a movement to develop downtown Charlevoix as a beautiful, green, year-round community with a demonstrated commitment to the health and well-being of residents and visitors alike, and sustainable economic opportunities that invite active participation in all that Charlevoix has to offer.

Downtown's Goals

- Create the physical layout and amenities, and sustaining resources that demonstrate Charlevoix's commitment to year-round health and wellness/healthy living.
- Develop a sustainable downtown that provides year-round economic opportunities to the greater Charlevoix community.
- Establish the foundation for a year-round economy by expanding shoulder season activity.
- Bring businesses together to cooperate and coordinate resources to market downtown.



CHARLEVOIX
MAIN STREET DDA

Year-Round Tenants = Year-Round Spending

Street managers estimate the percentage of vacant upper floors and some towns report vacancies as high as 40 percent. One of the best ways to fill that empty space is with residential rental units. And Michigan Main Street communities have done just that, adding 230 housing units in the last decade. These additional downtown residents make a sizable contribution to the health and the stability of the downtown economy. To get an understanding of the opportunity represented by adding a housing unit, the table below is a conservative estimate of the annual economic impact on the downtown of one couple renting an upper floor apartment for \$750 per month. This isn't the total of their expenditures, but just what would likely be spent in the downtown assuming the goods and services are available.

Rent	\$9,000
Food at Home	\$2,322
Food Away from Home & Alcohol	\$997
Household Supplies	\$308
Household Furniture & Equipment	\$390
Apparel and Footwear	\$960
Auto Related	\$2,042
Healthcare	\$380
Entertainment	\$977
Personal Care Products & Services	\$319
Reading & Education	\$236
Contributions & Miscellaneous	\$689
	\$18,619



Impacts of Downtown Housing

DOWNTOWN HOUSING HAS IMPACTS BEYOND JUST RENT CHECKS.

Many North Carolina Main Street communities made it a priority to create downtown housing. This has proven to be an effort worth doing. While there is a wide range of monthly rents for a downtown apartment, the average is around \$950 per month. This allows property owners to receive revenue from space that may well have sat vacant for years. But the landlord isn't the only one who benefits.

How much buying power does a resident in a downtown apartment unit bring? If that unit is occupied by a couple paying rent of \$950 per month, here is what they spend over the course of a year.

Of course, not every dollar that they spend will be spent downtown. Some will be spent on vacation, on the trip to the regional mall, and through online purchases. But downtowns have an opportunity to meet many of the goods and services needs of that couple. So when they lease a downtown apartment, they are not just bringing their rent check; they are bringing considerable purchasing power that has the potential to benefit a wide array of businesses.

Average Annual Expenditures

Rent	\$11,400
Food at Home	\$3,008
Food away from Home	\$2,392
Alcoholic Beverages	\$398
Utilities & Public Services except phone	\$1,777
Telephone	\$991
Personal Services	\$263
Housekeeping Supplies	\$500
Household Furnishings and Equipment	\$1,303
Men's Apparel	\$295
Women's Apparel	\$514
Footwear	\$261
Vehicle related Expenses	\$2,181
Health Insurance	\$2,213
Medical Services	\$571
Drugs	\$327
Fees and Admissions	\$426
Audio and visual equipment and services	\$696
Pets	\$447
Personal care products and services	\$522
Reading	\$63
Education	\$809
Tobacco/Smoking Products	\$279
Cash Contributions	\$1,100
Personal Insurance and Pensions	\$4,325
Everything Else	\$3,649
Total	\$40,710





Downtown Housing Incentive Program

Incentivizing Year-Round Housing

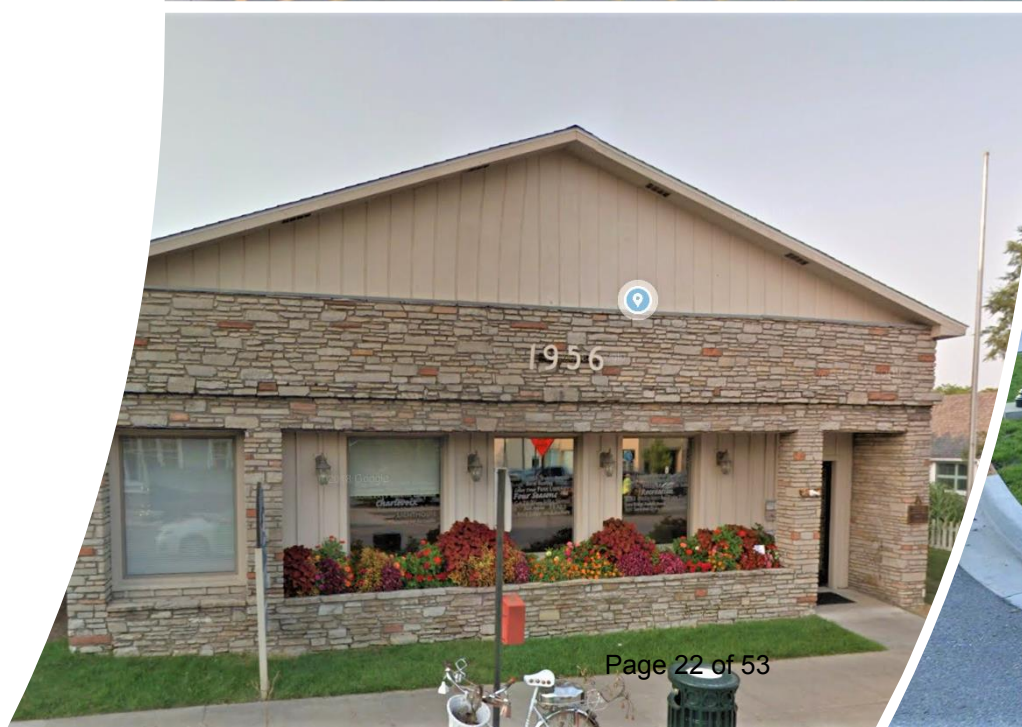
The Downtown Housing Grant offered by the City of Charlevoix Main Street Downtown Development Authority supports property owners seeking to build or convert square footage designated for year-round housing. The matching grant provides financial incentive to help downtown building owners better utilize their vacant or under performing space, while retooling the properties to help address a major challenge in Charlevoix – housing. With more downtown housing, residents have more varied and viable living options, businesses have access to a greater workforce, and property owners have a more diverse and dependable income.

Grant Specifics

- \$50,000 in total is available throughout the 2021-2022 fiscal year.
- Grants are awarded on a per-unit basis.
- Each grant can provide up to \$25,000, or \$15.00 per square foot of newly constructed or renovated residential space, whichever amount is lower.
- Grants require a 50% match and are offered as project reimbursement upon project completion.
- Construction or renovation must begin within 120 days of grant application approval and must be completed within 1 year of approval.

Redevelopment Ready Certified

- Redevelopment on municipally owned property and underutilized properties
- CEDAM Community Development Fellow





At a Glance

2021 DOWNTOWN FUTURES SURVEY RESULTS

Visual Preferences

Based on input collected from more than 1,000 participants responding to the 2021 Downtown Charlevoix Futures Survey to help guide future directions for our downtown.

Downtown Housing

The look and feel would be right for Downtown Charlevoix in terms of style, size and scale.

Rating Scale: -5 (Strongly Disagree) to 5 (Strongly Agree).



1.74
Average Score

Front Elevation



-0.83
Average Score



-0.96
Average Score



-1.63
Average Score



-1.96
Average Score

Infill and Mixed-use

The look and feel would be right for Downtown Charlevoix in terms of style, size and scale.

Rating Scale: -5 (Strongly Disagree) to 5 (Strongly Agree).



1.95
Average Score



0.92
Average Score



0.89
Average Score



-0.42
Average Score



-0.70
Average Score

Q: What style of housing in Downtown Charlevoix would you look for or consider?

Preferred housing styles:

2 BR Condo	55%
2 BR Townhome	54%
2 BR Apartment	28%
Loft	21%
Senior Housing	10%

Q: What is the monthly rent or mortgage amount you would be willing and able to pay?

Mortgage or rent payment:

Less than \$1,000	23%
\$1,000 to \$1,199	22%
\$1,200 to \$1,399	20%
\$1,400 to \$1,999	26%
\$2,400 or more	10%

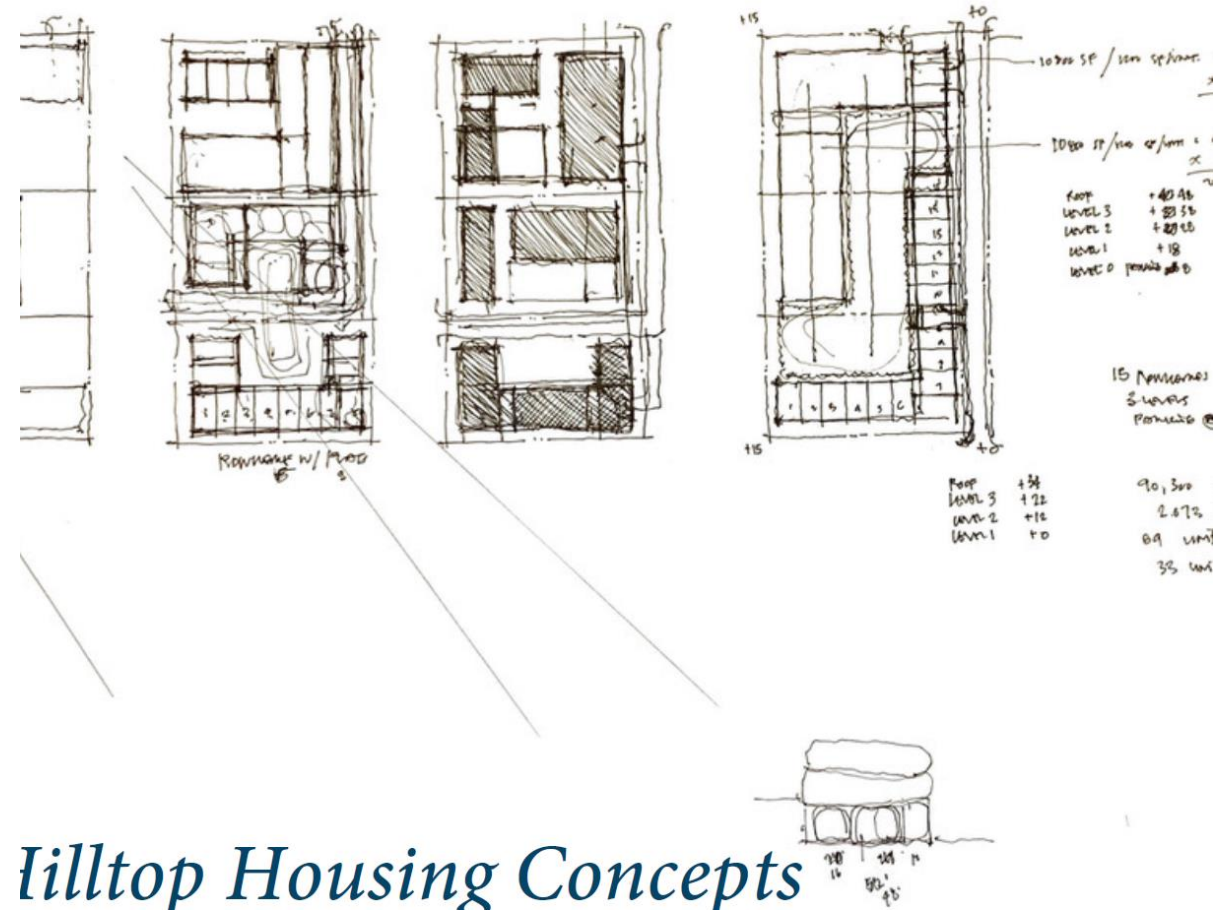
52%

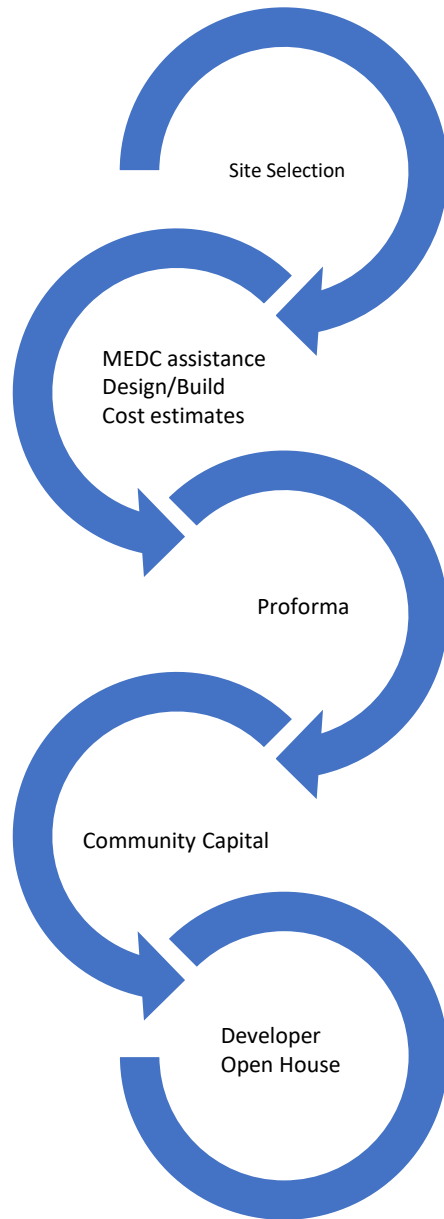
Of those surveyed would or might consider living in Downtown Charlevoix.

IMPORTANT NOTE: None of the projects or improvements depicted in the images shown are currently slated for Downtown Charlevoix. The survey was used to simply gauge the community's favorability and preferences for a wide range of possible projects and enhancements in the future.



2021 FUTURES | VISIONDES





miplace

PROGRAMS

REDEVELOPMENT READY SITES

SMALL BUSINESS

TRAINING & EVENTS

HISTORIC PRESERVATION

Redevelopment Ready Sites

Region 2 Northwest

2

Petoskey

Emmet County, MI

Learn More

3

Charlevoix

Charlevoix County, MI

Learn More

4

Boyne City

Charlevoix County, MI

Learn More

5

Traverse City

Charlevoix County, MI

Learn More

Charlevoix

Lot Details

Square Footage: 435

Parcel Number: 052-242-005-00

State Equalized Value: \$173,200

Taxable Value 2019: \$140,167

Zoning: Central Business District

Utilities on Site: Full Utilities

Wired Broadband: Access to fiber and wifi

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GUIDE TO DEVELOPMENT

Approval Authorities | Application Process | Review Procedure



Updated January 2021

To ensure orderly development, a consistent level of quality in the community, harmonious relationship between building usages, and compliance with the zoning ordinance and master plan, all development proposals must undergo site plan review and approval by the appropriate local authorities. Site plans provide general information on the property to be developed, details on the existing conditions of the property, and plans for proposed development, engineering, and building details.

There are two levels of Site Plans.

Depending on the size of the building(s) to be constructed or relative size of the addition to be installed, the site plan can fall under two separate categories, Level A, or Level B. Generally, Level A site plans are used for smaller buildings or additions, or a change in use in a pre-existing structure.

Who approves site plans, and what is the process of approval?

Level A buildings are subject to review and approval from the Zoning Administrator. Level B site plans are reserved for larger buildings, special uses, planned unit developments, waterfront parcels, and other applications. Level B site plans are subject to review and approval by the Planning Commission.

The required information for site plan applications vary between the levels of site plans, and can be found in the zoning ordinance below. In addition to the required content, a site plan application form must be completed fully and submitted.

[§ 153.234. SUBMITTAL REQUIREMENTS.](#)

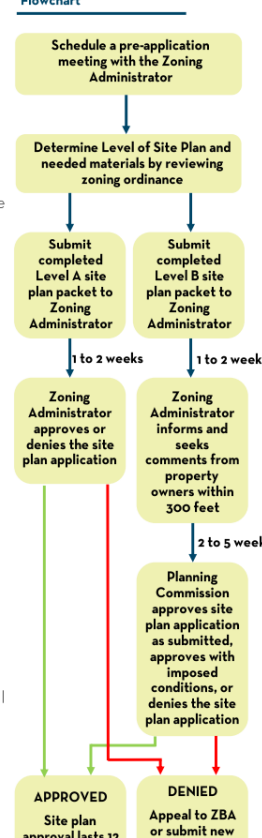
A fee will accompany the site plan review, with varying amounts depending on the site plan's level and the expenses incurred. Please view the fee schedule on the City of Charlevoix Planning & Zoning department page for more information.

Site plan approval will be granted to site plans that are fully completed, adhere to the zoning ordinance and all other applicable city code, and are compatible with other uses of land in the vicinity. The zoning administrator shall review the site plan for completeness, and shall obtain comments, as deemed necessary, from the city departments or consultants. For more information on the approval process, view the relevant zoning ordinance:

[§ 153.235. STANDARDS FOR SITE PLAN APPROVAL.](#)

[§ 153.236. CONDITIONS OF SITE PLAN APPROVAL.](#)

How long does approval last?



- Step #2: Complete Your Project
- Step #3: Get Your Cash Incentive

Click [here](#) for more information and to apply.

Commercial Redevelopment District

Public Act 255 of 1978 encourages the replacement, restoration, and new construction of commercial property by abating the property taxes generated from new investment for a period up to 12 years. As defined, commercial property means land improvements whether completed or in the process of construction, the primary purpose and use of which is the operation of a commercial business enterprise. Mixed-use developments maybe eligible, but the abatement will only apply to the commercial portion of the property. Land and personal property are not eligible for abatement under this act.

Types of commercial property enterprises include:

- Engineering
- Office
- Parts distribution
- Research and development
- Retail sales
- Warehousing

For more information, please view the [Commercial Facilities Exemption Certificate Policy \(PDF\)](#).

Entrepreneurial Toolkit

Review the [Entrepreneurial Toolkit for the Northern Lakes Economic Alliance \(PDF\)](#).

Facade Grant Incentive Program

The grant program was created to encourage private investment in historic facades by providing financial incentives. Historically sensitive rehabilitation and dramatic improvement of facades in downtown Charlevoix will encourage good design that will serve as quality examples to preserve the architectural character that is

- Build up your local incentive toolkit
- Take advantage of ALL the services available to your community
- Incremental change
- Lumber prices/labor issues = PERFECT TIME TO PLAN & GATHER PUBLIC INPUT



At a Glance

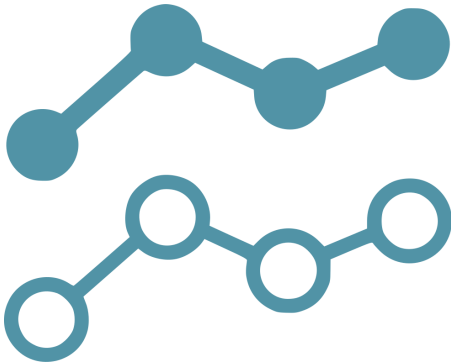
2021 DOWNTOWN FUTURES SURVEY RESULTS

1,033
Survey Sample

Full-time Charlevoix city resident	27.7%
Part-time/seasonal city resident	21.2%
Full-time area resident (within 20 miles)	27.7%
Part-time/seasonal area resident	10.1%
Live 20+ miles from Charlevoix	13.4%

72%
Female

17%
Work Downtown



44%

Described pre-COVID trends in
Downtown Charlevoix as,
"Improving or making progress."

TRENDS

Describe pre-COVID-19 trends in Downtown:

Improving or making progress	44.3%
Steady or holding its own	44.0%
Declining or losing ground	11.8%

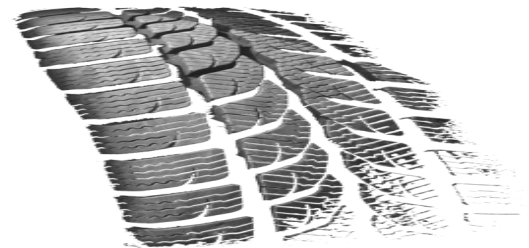
Opportunities Ahead

Eating and Drinking Establishments

Top 4 prospects for expansion and recruitment as selected by more than 800 respondents to the 2021 Downtown Charlevoix Futures Survey.

Italian Restaurant	Ethnic Restaurant	Mediterranean	Coffee Shop
Top Pick: 25.3%	Top Pick: 24.7%	Top Pick: 17.0%	Top Pick: 16.0%
Top Three: 54.4%	Top Three: 54.7%	Top Three: 50.3%	Top Three: 51.0%
Top Features:	Top Features:	Top Features:	Top Features:
Spaghetti/Pasta dishes	Thai/Chinese cuisine	Outdoor seating	Fresh brewed drinks
Outdoor seating	Outdoor dining	Premade and take-out	Fresh baked goods
Full-service bar	Indian cuisine	Feta	Outdoor seating
Relaxed bistro setting	Middle Eastern cuisine	Tahini	Homey atmosphere
Open for lunch	Mexican cuisine	Cocktails/Mixed drinks	Soups and sandwiches
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 19%	25 to 44: 25%	25 to 44: 26%	25 to 44: 27%
45 to 64: 44%	45 to 64: 48%	45 to 64: 54%	45 to 64: 44%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
\$50K to \$100K: 25%	\$50K to \$100K: 37%	\$50K to \$100K: 33%	\$50K to \$100K: 33%
\$100K+: 64%	\$100K+: 52%	\$100K+: 54%	\$100K+: 53%

Potential Market Traction Eating and Drinking Places



Question:

How likely would you be to visit the following types of expanded or new Downtown Charlevoix establishments on a consistent basis?

Eating, Drinking and Entertainment	Avg. Weight
1. Italian Restaurant or Bistro	4.11
2. Ethnic Restaurant	4.02
3. Mediterranean Restaurant	4.00
4. Coffee Shop	3.80
5. Family Fun Café	2.88

Weighted Average Ranking:

- 1 = Definitely would not
5 = Definitely would

Opportunities Ahead

Retail Establishments

Top 4 prospects for expansion and recruitment as selected by more than 800 respondents to the 2021 Downtown Charlevoix Futures Survey.

Shoe Store	Arts/Hobbies	Books/Games	Sports/Fitness
Top Pick: 23.3%	Top Pick: 20.9%	Top Pick: 19.5%	Top Pick: 17.6%
Top Three: 53.4%	Top Three: 48.2%	Top Three: 48.1%	Top Three: 43.1%
Top Features:	Top Features:	Top Features:	Top Features:
Women's casual	Crafts and supplies	New books	Running gear
Women's athletic	Craft/Hobby classes	Educational toys	Bikes and accessories
Men's casual	Home décor items	Card & board games	Athletic equipment
Women's dress	Artist supplies	Outdoor games	Bike repair services
Men's athletic	Sewing/Needlework	Cards and gifts	Health/Fitness classes
Survey Demo: Age	Survey Demo: Age	Survey Demo: Age	Survey Demo: Age
25 to 44: 18%	25 to 44: 23%	25 to 44: 36%	25 to 44: 29%
45 to 64: 43%	45 to 64: 51%	45 to 64: 35%	45 to 64: 54%
Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$	Survey Demo: HH \$\$
\$50K to \$100K: 32%	\$50K to \$100K: 44%	\$50K to \$100K: 35%	\$50K to \$100K: 24%
\$100K+: 55%	\$100K+: 42%	\$100K+: 51%	\$100K+: 68%

Potential Market Traction

Retail Establishments



Question:

How likely would you be to visit the following types of expanded or new Downtown Charlevoix establishments on a consistent basis?

Eating, Drinking and Entertainment	Avg. Weight
1. Shoe store	3.94
2. Books, Toys and Games Store	3.85
3. Sporting Goods/Fitness/Bike Shop	3.80
4. Arts, Crafts and Hobbies Shop	3.70
5. Pet Emporium	3.01
6. Jewelry Store	2.83

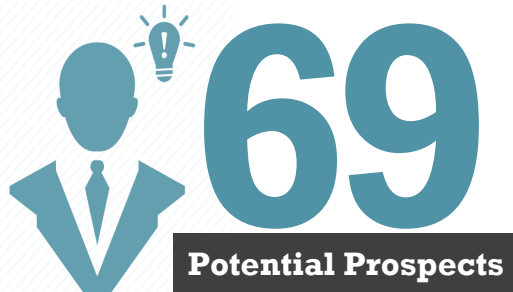
Weighted Average Ranking:

1 = Definitely would not

5 = Definitely would

Are you a prospect?

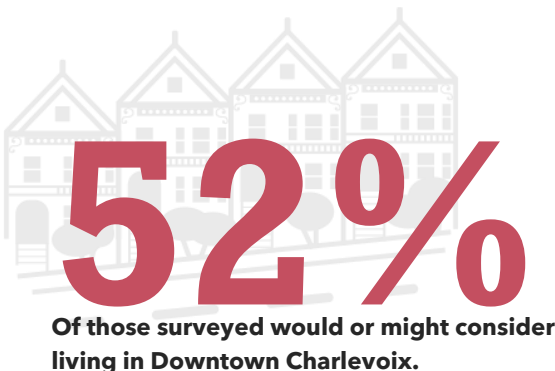
Are you interested in moving your business to, or opening a new business in, Downtown Charlevoix?



Q: Are you interested in moving your business to, or opening a new business in, Downtown Charlevoix?

Interested in moving a business to Downtown	22
Interested in opening a new business in Downtown	47

9.1% of Responding Survey Sample



Q: What style of housing in Downtown Charlevoix would you look for or consider?

Preferred housing styles:

2 BR Condo	55%
2 BR Townhome	54%
2 BR Apartment	28%
Loft	21%
Senior Housing	10%

Q: What is the monthly rent or mortgage amount you would be willing and able to pay?

Mortgage or rent payment:

Less than \$1,000	23%
\$1,000 to \$1,199	22%
\$1,200 to \$1,399	20%
\$1,400 to \$1,999	26%
\$2,400 or more	10%



At a Glance

2021 DOWNTOWN FUTURES SURVEY RESULTS

Visual Preferences

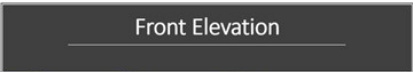
Based on input collected from more than 1,000 participants responding to the 2021 Downtown Charlevoix Futures Survey to help guide future directions for our downtown.

Downtown Housing

The look and feel would be right for Downtown Charlevoix in terms of style, size and scale.
Rating Scale: -5 (Strongly Disagree) to 5 (Strongly Agree).



1.74
Average Score



Front Elevation



-0.83
Average Score



-0.96
Average Score



-1.63
Average Score



-1.96
Average Score

Infill and Mixed-use

The look and feel would be right for Downtown Charlevoix in terms of style, size and scale.
Rating Scale: -5 (Strongly Disagree) to 5 (Strongly Agree).



1.95
Average Score



0.92
Average Score



0.89
Average Score



-0.42
Average Score



-0.70
Average Score

IMPORTANT NOTE: None of the projects or improvements depicted in the images shown are currently slated for Downtown Charlevoix. The survey was used to simply gauge the community's favorability and preferences for a wide range of possible projects and enhancements in the future.

Visual Preferences

Based on input collected from more than 1,000 participants responding to the 2021 Downtown Charlevoix Futures Survey to help guide future directions for our downtown.

Amenities and Features

This would be a good fit for Downtown Charlevoix and would enhance the downtown experience.

Rating Scale: -5 (Strongly Disagree) to 5 (Strongly Agree).



1.72

Average Score



1.69

Average Score



0.95

Average Score



0.83

Average Score



-0.85

Average Score

Attractions

This would be a good fit for Downtown Charlevoix and would enhance the downtown experience.

Rating Scale: -5 (Strongly Disagree) to 5 (Strongly Agree).



2.47

Average Score



1.87

Average Score



1.83

Average Score



1.35

Average Score



-0.52

Average Score

IMPORTANT NOTE: None of the projects or improvements depicted in the images shown are currently slated for Downtown Charlevoix. The survey was used to simply gauge the community's favorability and preferences for a wide range of possible projects and enhancements in the future.

CHARLEVOIX, MICHIGAN



Charlevoix Main Street DDA and community partners are taking a pro-active approach to planning for the future prosperity of the community's traditional downtown business district.

The efforts of Charlevoix Main Street DDA and its partners, along with public and private sector investments, are working to heighten the appeal of the downtown district among consumers, investors and entrepreneurs. Moving forward, it will be important to capitalize upon and leverage these investments and ongoing Charlevoix Main Street DDA business development and marketing efforts to position downtown Charlevoix as a local and regional attraction, economic engine, and center for commerce.

This Market Snapshot, commissioned by Michigan Main Street, a program of The Michigan Economic Development Corporation, summarizes local and regional demographic, lifestyle and retail data. The information serves as a starting point for evaluating the market, potential opportunities, and Charlevoix Main Street DDA enhancement strategies; and as a benchmark to track changes in the market and implications for downtown Charlevoix.



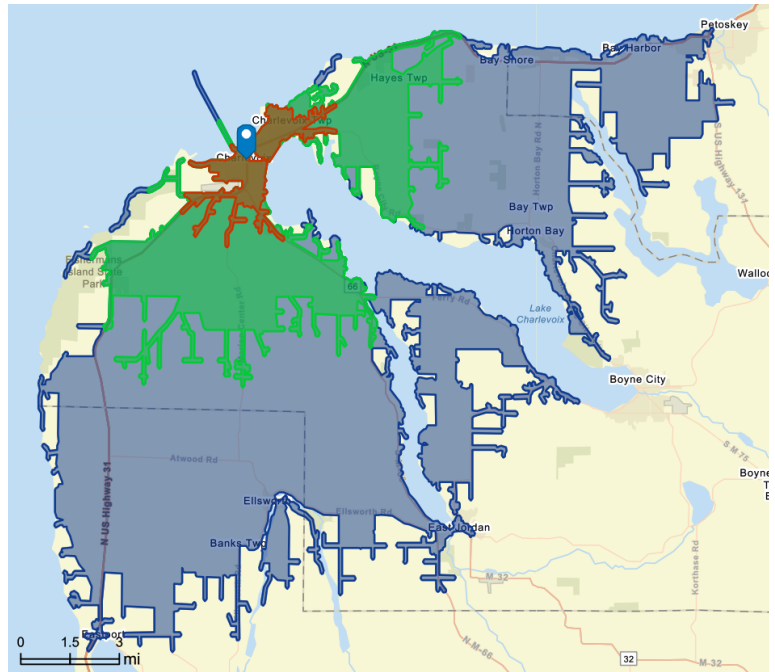
Charlevoix is a Michigan Main Street community.

Michigan Main Street assists communities revitalizing and preserving their traditional commercial districts.

The program provides technical assistance for communities desiring to develop their own local Main Street program by utilizing the Main Street Approach™ – a common-sense approach to tackling the complex issues of revitalization by capitalizing on downtown's history and identifying the unique assets of the community itself.

DEMOGRAPHIC FAST FACTS

ESRI 2020



POPULATION

6,234

10 MINUTE DRIVE TIME | 2020
2020—25 GROWTH: 1.4%

Population	5 Min	10 Min	20 Min
2020 Estimate	3,849	6,234	15,844
Growth (2020-25)	1.1%	1.4%	1.2%

 Est. State Pop Growth (2020-25)	1.2%
---	------



DAYTIME POP

6,794

10 MINUTE DRIVE TIME | 2020
DAYTIME CHANGE: 9.0%

Daytime Population	5 Min	10 Min	20 Min
Total Daytime Pop	4,687	6,794	17,460
Daytime Change	21.8%	9.0%	10.2%



HOUSEHOLDS

2,784

10 MINUTE DRIVE TIME | 2020
2020—25 GROWTH: 1.6%

Households	5 Min	10 Min	20 Min
2020 Estimate	1,833	2,784	6,726
HH Growth (2020-25)	1.4%	1.6%	1.4%

Est. State HH Growth (2020-25)	1.5%
--	------



MEDIAN HH INCOME

\$52,318

10 MINUTE DRIVE TIME | 2020
2020—25 GROWTH: 6.7%

Median HH Income	5 Min	10 Min	20 Min
2020 Estimate	\$45,369	\$52,318	\$57,933
Growth (2020-25)	5.3%	6.7%	8.6%

i 2020 State: \$57,108 2020-25 Growth: 7.2%

Source: Esri Market Profile | 03.21

MARKET TRAITS

ESRI 2020



HOUSING UNITS

2020 HOUSING UNITS SUMMARY

Housing Units	5 Min	10 Min	20 Min
2020 Estimate	3,127	4,471	10,745
- Owner Occupied	36.6%	44.1%	47.1%
- Renter Occupied	22.0%	18.2%	15.5%
- Vacant	41.4%	37.7%	37.4%
Estimated State Percent Vacant (2020)			14.6%



Estimated State Percent Vacant (2020)

14.6%



DIVERSITY

2020 DIVERSITY INDEX

Drive Time Households	5 Min	10 Min	20 Min
2020 Diversity Index	15.5	15.1	16.3

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).



EDUCATIONAL ATTAINMENT

2020 POP 25+ BY EDUCATIONAL ATTAINMENT

Education	5 Min	10 Min	20 Min
No HS Diploma	4.7%	4.6%	4.9%
HS Grad/GED	23.1%	24.9%	25.9%
Some College/Assoc	32.8%	33.0%	33.3%
Bachelor/Grad/Prof	39.4%	37.6%	35.9%



\$35,170

PER CAPITA INCOME
5 MINUTES | 2020

51.0

MEDIAN AGE
5 MINUTES | 2020

77.1%

2020 EMPLOYED
5 MIN. CIVILIAN POP 16+

10 Minutes	\$35,782	10 Minutes	50.1	10 Minutes	78.2%
20 Minutes	\$36,272	20 Minutes	48.9	20 Minutes	79.2%
State	\$31,690	State	40.6	State	79.1%



2020 EMPLOYMENT BY OCCUPATION

2020 Employed 16+	5 Min	10 Min	20 Min
Total Estimate	1,593	2,626	6,746
- White Collar	56.6%	57.0%	57.6%
- Services	19.1%	18.2%	17.1%
- Blue Collar	24.2%	24.8%	25.3%

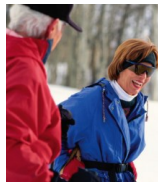
LIFESTYLE PROFILE

ESRI 2020

Esri's Community Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify U.S. neighborhoods. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification with 67 distinct behavioral market segments (Tapestry Segments), each belonging to one of fourteen LifeMode Groups.

Prevalent Esri Tapestry LifeMode Groups

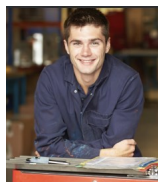
Tapestry LifeMode groups represent markets that share a common experience—born in the same generation or immigration from another country—or a significant demographic trait, like affluence. The Cozy Country Living and Middle Ground LifeMode Groups are among those most prevalent in the Charlevoix drive time areas.



Cozy Country Living (LM6) | #1 in 5/10/20

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
847	47.7%	1,825	65.6%	5,187	77.1%

- ▶ Empty nesters in bucolic settings
- ▶ Largest Tapestry group, almost half of households located in the Midwest
- ▶ Homeowners with pets, residing in single-family dwellings in rural areas; almost 30% have 3 or more vehicles and, therefore, auto loans
- ▶ Politically conservative and believe in the importance of buying American
- ▶ Own domestic trucks, motorcycles, and ATVs/UTVs
- ▶ Prefer to eat at home, shop at discount retail stores (especially Walmart), bank in person, and spend little time online
- ▶ Own every tool and piece of equipment imaginable to maintain their homes, vehicles, vegetable gardens, and lawns
- ▶ Listen to country music, watch auto racing on TV, and play the lottery; enjoy outdoor activities, such as fishing, hunting, camping, boating, and even bird watching



Middle Ground (LM8) | #2 in Drive Times

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
561	30.6%	561	20.2%	962	14.3%

- ▶ Lifestyles of thirtysomethings
- ▶ Millennials in the middle: single/married, renters/homeowners, middle class/working class
- ▶ Urban market mix of single-family, townhome, and multi-unit dwellings
- ▶ Majority of residents attended college or attained a college degree
- ▶ Householders have ditched their landlines for cell phones, which they use to listen to music (generally contemporary hits), read the news, and get the latest sports updates of their favorite teams
- ▶ Online all the time: use the Internet for entertainment (downloading music, watching YouTube, finding dates), social media (Facebook, Twitter, LinkedIn), shopping and news
- ▶ Leisure includes night life (clubbing, movies), going to the beach, some travel and hiking

Information on Esri Tapestry methodology and applications, along with descriptions for Tapestry's 67 segments, are available from the Esri website at:

<http://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm>

Esri's Retail MarketPlace data provides a direct comparison between retail sales and consumer spending by industry. To capture a snapshot of an area's retail market place, a sales surplus or leakage, expressed in current dollars, is calculated to summarize the relationship between supply (retail sales by businesses) and demand (consumer spending by household). Deviations from potential sales, or demand, may reveal areas of opportunity in the trade area's retail sectors, keeping in mind any extenuating circumstances that may be driving the results.

DOWNTOWN CHARLEVOIX DRIVE TIME AREAS

SALES SURPLUS AND LEAKAGE ESTIMATES | (\$MM)

Total Retail Trade (NAICS 44 – 45)	5 Minutes	10 Minutes	20 Minutes
- Est. Sales (Supply)	\$60.2	\$79.7	\$204.1
- Potential Sales (Demand)	\$65.0	\$99.5	\$244.3
- Est. Surplus/(Leakage)	(\$4.8)	(\$19.9)	(\$40.2)
Total Food and Drink (NAICS 722)	5 Minutes	10 Minutes	20 Minutes
- Est. Sales (Supply)	\$21.4	\$22.5	\$39.6
- Potential Sales (Demand)	\$6.0	\$9.3	\$23.1
- Est. Surplus/(Leakage)	\$15.3	\$13.2	\$16.5
Total Retail, Food and Drink (NAICS 44 – 45, 722)	5 Minutes	10 Minutes	20 Minutes
- Est. Sales (Supply)	\$81.6	\$102.2	\$243.8
- Potential Sales (Demand)	\$71.0	\$108.9	\$267.4
- Est. Surplus/(Leakage)	\$10.6	(\$6.7)	(\$23.7)

Estimates rounded to nearest one hundred thousand dollars.

Esri estimates of actual sales reflect current dollars derived from receipts of businesses primarily engaged in selling merchandise. Potential sales is estimated by using Esri's consumer spending data, which provides estimated expenditures for more than 700 products and services that are consumed by U.S. households. The estimate of an area's demand is based upon estimated expenditures by households within the defined geography.

Source: Esri and Infogroup. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace.

Data Note: The polarity of surplus/leakage estimates shown in this document (as compared to those shown in source Esri reports) have been reversed to show surplus as a positive value, and to show leakage as a negative value. The Retail Gap (Sales Surplus/Leakage) represents the difference between Retail Potential and Retail Sales. A positive value represents a surplus in retail sales, often indicating a market where customers are drawn in from outside the defined trade area.

Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as three industry groups within the Food Services & Drinking Places subsector. For more information on Retail MarketPlace data and to download the methodology statement visit: <http://doc.arcgis.com/en/esri-demographics/data/retail-marketplace.htm>

TOTAL SALES

[Retail Trade (NAICS 44—45) + Food & Drink (NAICS 722) | Esri 2017 Retail Data

\$82	\$102	\$244
Million	Million	Million
5 Minute Drive	10 Minute Drive	20 Minute Drive

PERFORMANCE BY CATEGORY

Sales gap factors provide a quick-look means of assessing the relative strength of retail categories for a defined geography. The factor is a measure of the relationship between supply and demand that ranges from +100 (total surplus) to -100 (total leakage). A positive value represents a surplus of retail sales and can be indicative of a market where customers are drawn from outside the defined area. Categories showing the highest surplus factors might signal opportunities for expansion or the introduction of complementary products and services to build on market strengths or niches. Likewise, categories with negative factors might offer an indication of gaps in the business mix and potential for re-positioning, expansion or recruitment.

SALES GAP FACTORS | DOWNTOWN CHARLEVOIX DRIVE TIME AREAS

Category—Factor	5 Minutes	10 Minutes	20 Minutes
Motor Vehicle and Parts Dealers	(13.9)	(11.4)	(16.6)
Furniture and Home Furnishings Stores	(21.5)	(9.8)	6.8
Electronics and Appliance Stores	(29.6)	(12.8)	(33.4)
Building Materials, Garden & Supply	(62.4)	(63.7)	20.6
Food and Beverage Stores	36.0	17.0	8.0
Health and Personal Care Stores	(26.2)	(9.3)	0.3
Gasoline Stations	(15.8)	(34.8)	(34.2)
Clothing and Clothing Accessories	(3.5)	(25.2)	(42.2)
Sporting Goods, Hobby, Book, Music	1.9	(14.3)	(0.3)
General Merchandise Stores	(29.1)	(26.1)	(21.9)
Miscellaneous Store Retailers	16.7	23.1	(2.7)
Nonstore Retailers	(100.0)	(100.0)	(100.0)
Food Services and Drinking Places	56.1	41.3	26.3

Source: Esri and Infogroup. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace

Limitations and Disclaimers

Retail market analyses, their components (such as retail sales gap analyses) and derivative business development plans provide important guidance on how a commercial area should, theoretically, be able to perform and on the sales levels businesses should be able to achieve. However, many factors affect the actual performance of businesses and commercial areas, including the skills of the business operator, level of business capitalization, the quality of the physical environment, changes in overall economic conditions, the effectiveness of business and district marketing programs, and other variables. The information in this document is intended to provide a foundation of information for making business development decisions, but it does not and cannot ensure business success.

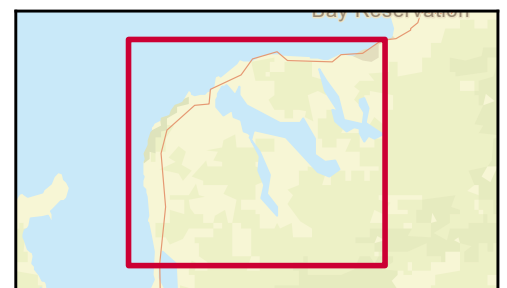
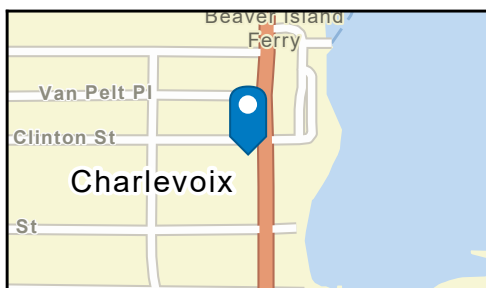
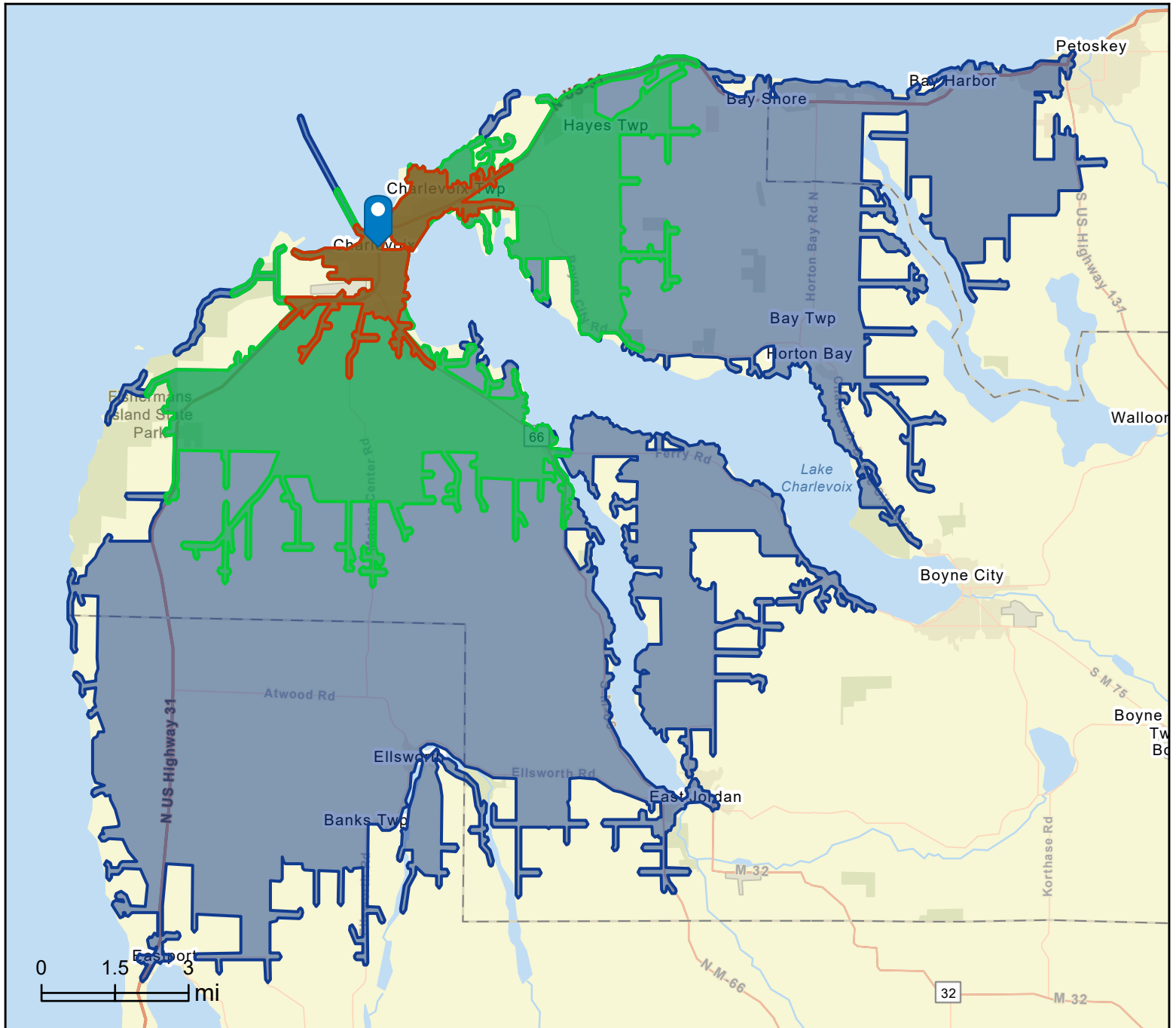
As is true of all demographic, economic and market studies, our analysis' reliability is limited to the reliability and quality of the data available. Our research assumes that all data made available by and procured from federal, state, city, primary and third party sources is accurate and reliable.

Because market conditions change rapidly and sometimes without warning, the information and opinions expressed here represent a snapshot in time and cannot predict or gauge future changes or results.

Site Map

Charlevoix, MI
 301 Bridge St, Charlevoix, Michigan, 49720
 Drive Time: 5, 10, 20 minute radii

Prepared by DPN
 Latitude: 45.31693
 Longitude: -85.25905



March 10, 2021

CITY OF CHARLEVOIX

New Business

TO: Planning Commission

FROM: Dean Martin, Community Development Fellow

SUBJECT: Priority Redevelopment Sites - Visioning Session

DATE: June 14, 2021

BACKGROUND

With the Redevelopment Ready Community certification accomplished, Charlevoix can begin the process of realizing one of the most direct benefits of the program – marketing the City’s Priority Redevelopment Sites.

Priority Redevelopment Sites are properties within the city that are vacant or underutilized, and ready to bring greater use and value to the community. The most important aspect of a priority redevelopment site is the owner’s willingness to see the property transformed, either through sale, or their own redevelopment efforts. Since certification, the City Manager, Downtown Development Authority Executive Director, and Chamber of Commerce President have been contacting property owners, gauging their desire to redevelop key properties.

Attached are 5 selected sites engaged for priority redevelopment status. The Planning Commission’s role in this process is to help create a vision for the future of these sites. The visions could consider recently collected stakeholder input, past plans and priorities, future land use, uses harmonious with the Master Plan, or other parameters set by the Planning Commission.

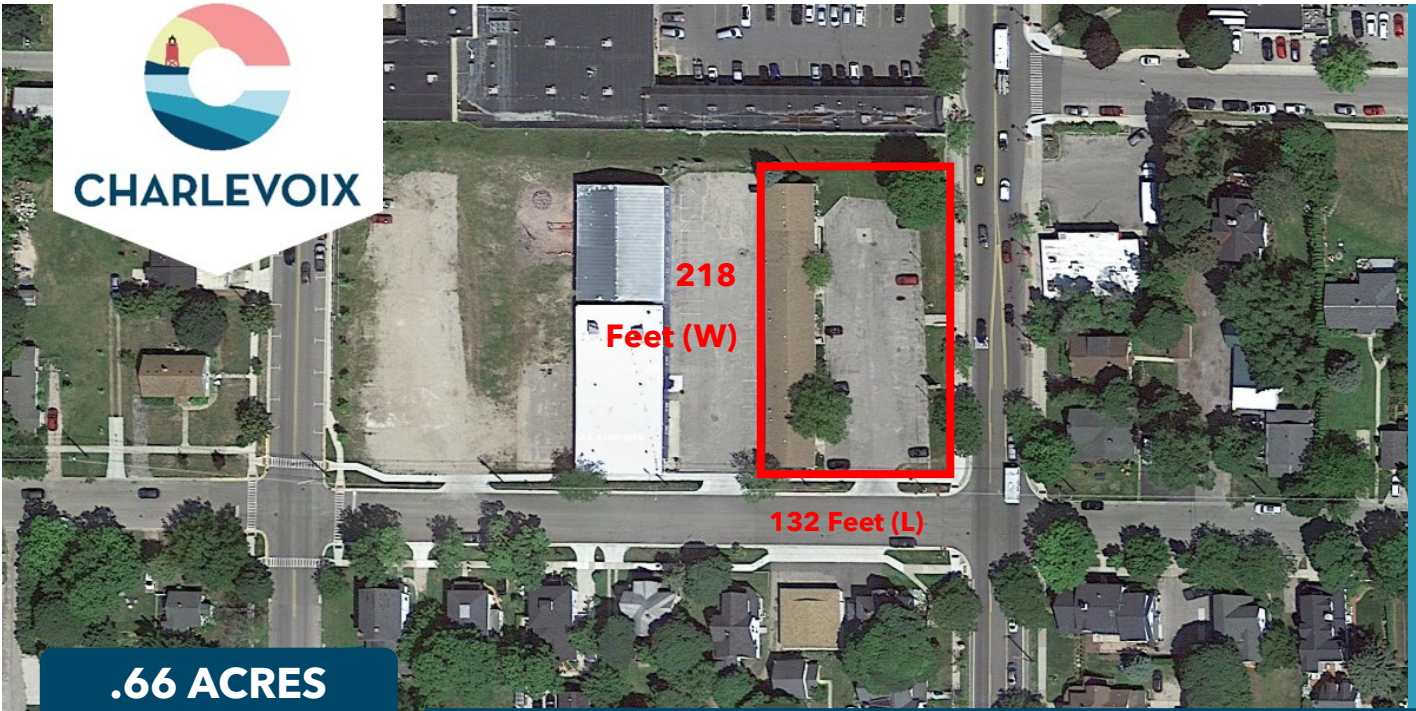
The visions and recommendations established for each site will help the City, property owners, and Michigan Economic Development Corporation create design renderings and marketing narratives. These elements are vital to attracting development in line with the community’s goals for underutilized properties.

ATTACHMENTS:

- ❑ 101-109 Hurlbut Avenue
- ❑ 107, 109 Bridge Street
- ❑ 109 Mason Street
- ❑ 115 Antrim Street
- ❑ 1021 May Street



CHARLEVOIX

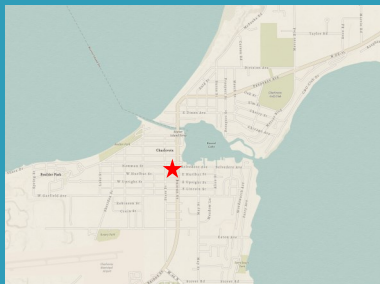
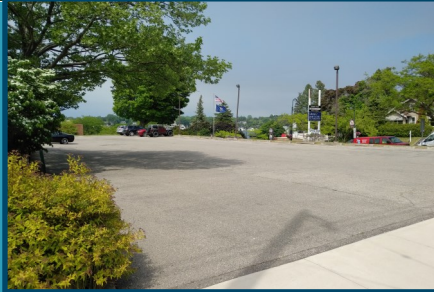


AVAILABLE PROPERTY

.66 ACRES

**101-109 Hurlbut Ave
Charlevoix, MI 49720**

**For pricing information,
please contact:
DENNIS KUSINA**



**Location within the City of
Charlevoix**



Location of Charlevoix, MI

**PLANNING
COMMISSION/
COMMUNITY
VISION GOES
HERE**



CHARLEVOIX



AVAILABLE PROPERTY

Additional Information

Community Demographics

**101-109 Hurlbut Ave
Charlevoix, MI 49720**

City of Charlevoix Population: 2,338

Current Owner: Dennis Kusina

Median Age: 47.5

Parcel Identification Number: 052-361-003-00

Median Household Income: \$31,885

Current Zoning: CM-Commercial Mixed Use

High School Diploma Attainment: 95.9%

Current Use: Professional Offices

Lot Size: .66 Acres /
~28,776 Square Feet

Average Residential Property SEV: \$156,200

Max Height per Ordinance: 35 feet

Annual Market Potential for Additional Residential Rental Units: 215

Maximum Lot Coverage: N/A

Min. Size of Multifamily Dwellings Permitted: N/A

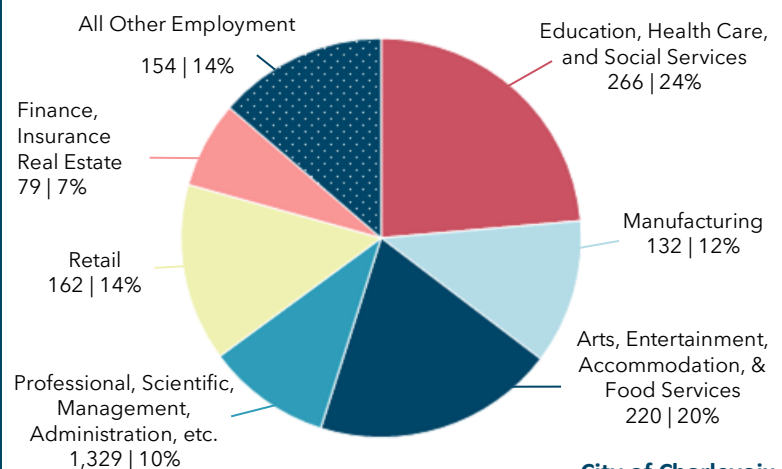
Utilities Available: City Water and Sewer, City Electric, Cable Broadband

Future Land Use/Community Vision: CBD-Central Business District

State Equalized Value: \$287,900

Incentives Available: To Be Determined

City of Charlevoix Workforce Statistics



City of Charlevoix

mark@charlevoixmi.gov

231-547-3270



CHARLEVOIX

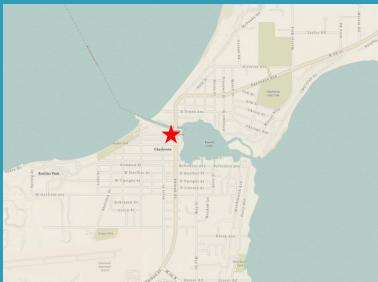
57
Feet (W)

158 Feet (L)

9,006 sq. ft.

107 & 110 BRIDGE ST
Charlevoix, MI 49720

For pricing information,
please contact:
GBJ INVESTMENTS
LBJ INVESTMENTS



Location within the City of
Charlevoix



Location of Charlevoix, MI



PLANNING
COMMISSION/
COMMUNITY
VISION GOES
HERE

AVAILABLE PROPERTY



CHARLEVOIX



AVAILABLE PROPERTY

Additional Information

Community Demographics

107 & 111 Bridge Street Charlevoix, MI 49720

Current Owner:	GBJ Investments LBJ Investments
Parcel Identification Number:	052-242-006-00 052-242-005-00
Current Zoning:	CBD—Central Business District
Current Use:	Restaurant
Lot Size:	.21 Acres / ~9,006 Square Feet
Max Height per Ordinance:	40 feet
Maximum Lot Coverage	N/A
Min. Size of Multifamily Dwellings Permitted	N/A
Utilities Available:	City Water and Sewer, City Electric, Cable Broadband
Future Land Use/Community Vision:	CM—Commercial Mixed Use
State Equalized Value:	\$174,000 \$174,100
Incentives Available:	To Be Determined

City of Charlevoix Population: 2,338

Median Age: 47.5

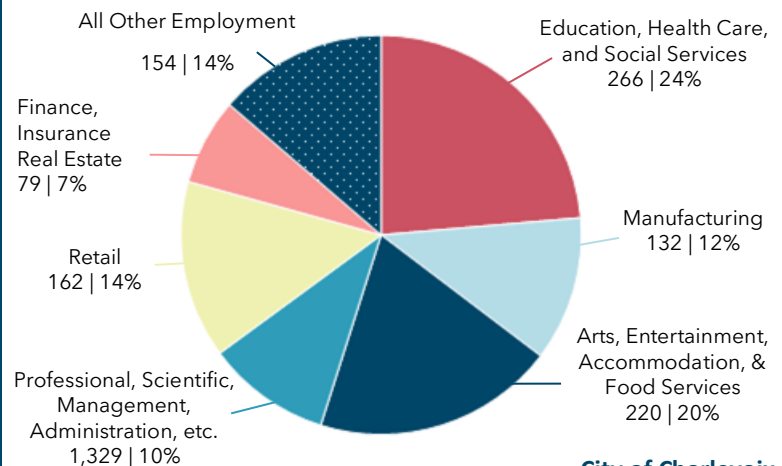
Median Household Income: \$31,885

High School Diploma Attainment: 95.9%

Average Residential Property SEV: \$156,200

Annual Market Potential for Additional Residential Rental Units: 215

City of Charlevoix Workforce Statistics



City of Charlevoix

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m.kh@charlevoixmi.gov

231-547-3270



CHARLEVOIX

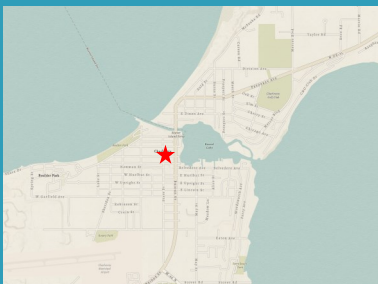


AVAILABLE PROPERTY

11,016 sq. ft.

109 MASON STREET
Charlevoix, MI 49720

For pricing information,
please contact:
CITY OF CHARLEVOIX
(231) 547-3270



Location within the City of
Charlevoix

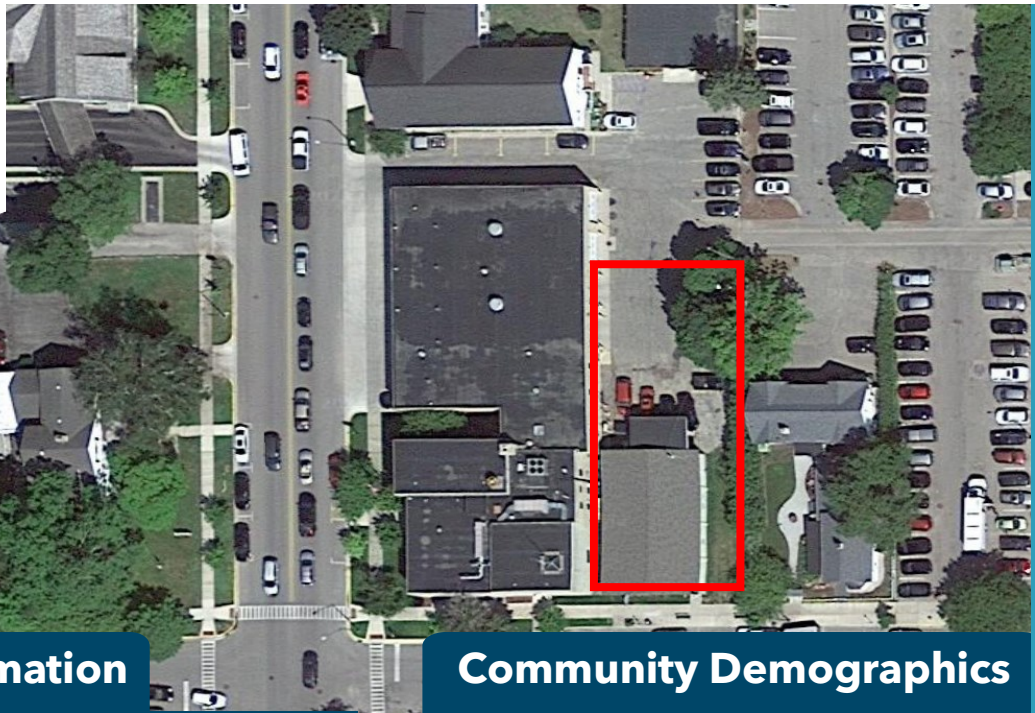


Location of Charlevoix, MI

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CHARLEVOIX



AVAILABLE PROPERTY

Additional Information

**109 Mason Street
Charlevoix, MI 49720**

Current Owner:	City of Charlevoix
Parcel Identification Number:	052-347-017-00
Current Zoning:	CBD–Central Business District
Current Use:	Chamber of Commerce, CVB Office
Lot Size:	.25 Acres / ~11,016 Square Feet
Max Height per Ordinance:	40 feet
Maximum Lot Coverage	N/A
Min. Size of Multifamily Dwellings Permitted	N/A
Utilities Available:	City Water and Sewer, City Electric, Cable Broadband
Future Land Use/Community Vision:	PF–Public Facilities
State Equalized Value:	\$0
Incentives Available:	To Be Determined

Community Demographics

City of Charlevoix Population: 2,338

Median Age: 47.5

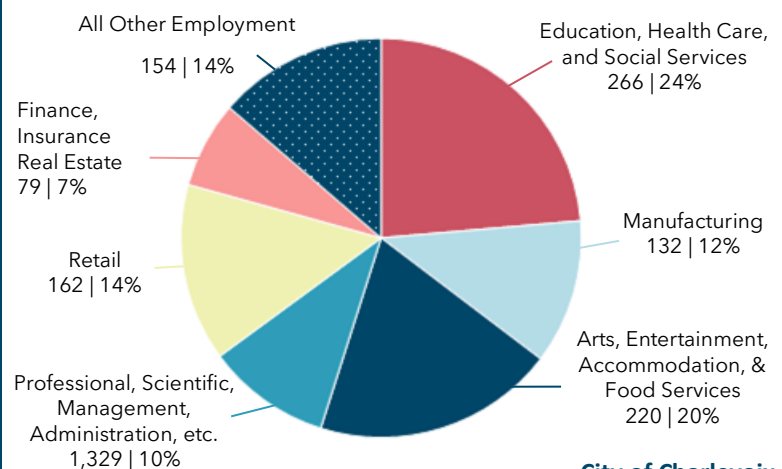
Median Household Income: \$31,885

High School Diploma Attainment: 95.9%

Average Residential Property SEV: \$156,200

Annual Market Potential for Additional Residential Rental Units: 215

City of Charlevoix Workforce Statistics



City of Charlevoix

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231-547-3270



CHARLEVOIX

70
Feet (W)

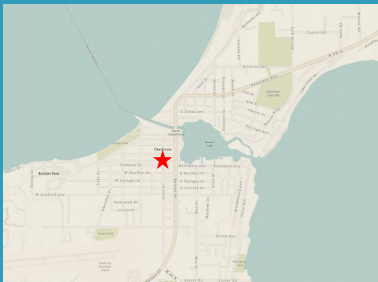
98 Feet (L)

AVAILABLE PROPERTY

6,860 sq. ft.

115 ANTRIM STREET
Charlevoix, MI 49720

For pricing information,
please contact:
RON & JILL WAY
MARK & JEANINE
OOSTMEYER



Location within the City of
Charlevoix



Location of Charlevoix, MI

PLANNING
COMMISSION/
COMMUNITY
VISION GOES
HERE



CHARLEVOIX



AVAILABLE PROPERTY

Additional Information

Community Demographics

**115 Antrim Street
Charlevoix, MI 49720**

City of Charlevoix Population: 2,338

Current Owner: Ron & Jill Way
Mark and Jeanine Oostmeyer

Median Age: 47.5

Parcel Identification Number: 052-348-008-00

Median Household Income: \$31,885

Current Zoning: CBD–Central Business District

High School Diploma Attainment: 95.9%

Current Use: Professional Office, Floral, Restaurant

Average Residential Property SEV: \$156,200

Lot Size: .16 Acres /
~6,860 Square Feet

**Annual Market Potential for Additional
Residential Rental Units: 215**

Max Height per Ordinance: 40 feet

Maximum Lot Coverage: N/A

Min. Size of Multifamily Dwellings Permitted: N/A

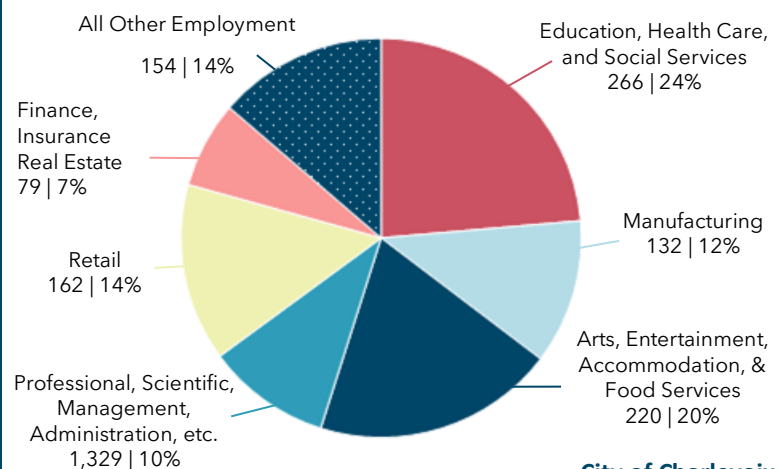
Utilities Available: City Water and Sewer, City Electric, Cable Broadband

Future Land Use/Community Vision: CBD–Central Business District

State Equalized Value: \$130,500

Incentives Available: To Be Determined

City of Charlevoix Workforce Statistics



City of Charlevoix

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mark@charlevoixmi.gov

231-547-3270



CHARLEVOIX

265
Feet (W)

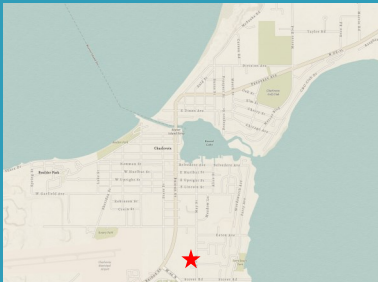
342 Feet (L)

2.1 ACRES

1021 May Street
Charlevoix, MI 49720

For pricing information,
please contact:

CHARLEVOIX
COMMUNITY SCHOOLS



Location within the City of
Charlevoix



Location of Charlevoix, MI

AVAILABLE PROPERTY



PLANNING
COMMISSION/
COMMUNITY
VISION GOES
HERE



AVAILABLE PROPERTY



Additional Information

Community Demographics

**1021 May Street
Charlevoix, MI 49720**

City of Charlevoix Population: 2,338

Current Owner:	Charlevoix Public Schools
Parcel Identification Number:	052-335-046-00
Current Zoning:	R4-Residential Planned high Density
Current Use:	Undeveloped, School Bus Station
Lot Size:	2.1 Acres / ~90,630 Square Feet
Max Height per Ordinance:	35 feet
Maximum Lot Coverage	50%, ~45,315 feet
Size of Multifamily Dwellings Permitted	600 ft. (1 BR) 780 ft. (2 BR) 900 ft. (3 BR)
Utilities Available:	City Water and Sewer, City Electric, Cable Broadband
Future Land Use/Community Vision:	R4-Residential Planned High Density
State Equalized Value:	\$0
Incentives Available:	To Be Determined

Median Age: 47.5

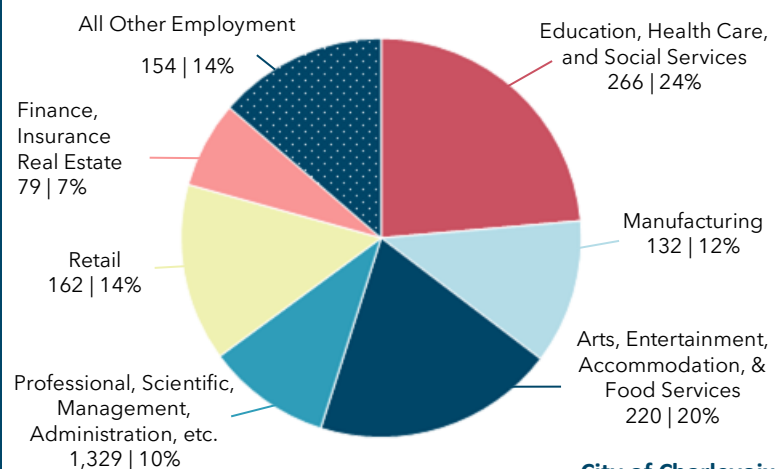
Median Household Income: \$31,885

High School Diploma Attainment: 95.9%

Average Residential Property SEV: \$156,200

Annual Market Potential for Additional Residential Rental Units: 215

City of Charlevoix Workforce Statistics



City of Charlevoix

CITY OF CHARLEVOIX

New Business

TO: Planning Commission

FROM: Jennifer Neal

SUBJECT: Master Plan Review Checklist

DATE: June 14, 2021

BACKGROUND

Grenetta Thomassey, Policy Director for the Tip of the Mitt Watershed Council, prepared a Master Plan review checklist for the City's 2016 Master Plan. This checklist is intended to ensure the document includes critical fresh water resource protections. In the 21st Century, Master Planning by local governments in Northern Michigan must include steps that ensure services and community assets are resilient to extreme weather events and expected impacts from climate change. The checklist covers all of these stated concerns.

The completed checklist is attached for your review. Jennifer will lead a discussion of opportunities to include checklist items in the current Master Plan update.

ATTACHMENTS:

- ▣ Master Plan Review Checklist



MASTER PLAN REVIEW CHECKLIST – CITY OF CHARLEVOIX

Completed May 19, 2021

This Master Plan Review Checklist is intended to ensure the document includes critical fresh water resource protections. In the 21st Century, Master Planning by local governments in Northern Michigan must include steps that ensure services and community assets are resilient to extreme weather events and expected impacts from climate change. The checklist covers all of these stated concerns.

CRITERIA				
WATER RESOURCES - GENERAL	Yes	No	N/A	Comments
1. Does the Master Plan specifically identify the watershed(s) in which the community is located?		X		The City is in the Lake Charlevoix Watershed. If useful, here is a link to the Watershed Management Plan: https://www.watershedcouncil.org/uploads/7/2/5/1/7251350/lake-charlevoix_wmp.pdf The City of Charlevoix is a member of the watershed plan committee. The City Manager gets our agendas and meeting minutes, and attends meetings when agenda items are relevant.
2. Does the Master Plan have a complete inventory of lakes, rivers, and wetlands , with maps of their locations?	X			The city is an urban landscape, surrounded by major lakes, which are included on all the maps. There may be some wetlands in the SR district but no maps in the Master Plan indicated wetland locations, which are few and mostly on private land.
3. Does the Master Plan identify and map groundwater recharge areas?			X	Again, a very urban landscape with drinking water supplied by Lake Michigan.

4. Does the Master Plan have a specific and focused goal or statement of intent to protect water resources ?	X			CHAPTER 3: COMMUNITY VISION AND GOALS, Page 39, <i>GOAL: Work cooperatively with surrounding municipalities, governmental agencies, non-profits, and private sector organizations on a variety of issues.</i> Page 40 3.4 COORDINATE EFFORTS ON NATURAL RE-SOURCE PROTECTION. • <i>Work with organizations like Tip of the Mitt Watershed Council, WATCH, the Little Traverse Land Conservancy, and the Lake Charlevoix Association to inform the public on water quality protection measures and conservation easements.</i>
5. Does the Master Plan include goals for community acquisition or conservation of open space to protect surface water, groundwater, and wetlands?	X			Chapter 3, page 35, stated commitment to Smart Growth includes this: <i>6. Preserve open space, farmland, natural beauty, and critical environmental areas.</i>
6. If applicable, does the Master Plan identify and call for preservation of undisturbed Natural Areas and/or Natural River designations to protect community surface water and groundwater resources?	X			Urban landscape but includes city parks and trails connecting adjacent townships, noted at various places in the plan, as well as many mentions of the city protecting wildlife and the natural beauty and environmental health of the area, especially along shorelines.
7. Does the Master Plan include identification and protection of wildlife corridors ?	X			See question 6 above
8. Does the plan acknowledge the importance of well-constructed and maintained road stream crossings on the quality of stream and water resources, and prioritize replacement where needed?			X	The watershed plan includes a road/stream crossing inventory, done in 2001. This will be updated when the new plan is updated in coming years. There are no crossings noted in the city as being impaired

9. Does the plan require a building setback from wetland areas of at least 25'?			X	Very few wetlands in the city; not really applicable. Some smaller wetlands can still provide functions and values to the nearby waterbodies, but those can be addressed on case by case basis
10. Does the plan call for a required greenbelt buffer of vegetation 35'-50' from the shoreline landward, along at least 75% the length of a shoreline to physically protect lakes and streams? <i>[If the buffer area contains native vegetation and is properly designed, it will infiltrate and filter pollutants, act as a storage area during floods, sustain integrity of the ecosystem for aquatic life, and provide habitat for land-based species.]</i>		X		
STORMWATER RUNOFF	Yes	No	N/A	Comments
11. Does the Master Plan identify stormwater management as an important goal to prevent pollution and raising of water temperatures for the health, safety, and welfare of the residents? <i>[NOTE: A local/county stormwater control ordinance should be in place to control runoff during construction and redevelopment projects. If not, the plan should call for enacting such an ordinance.]</i>	X			Chapter 2, page 31 has a detailed explanation of why this is important There is a recent city Storm Water Control Ordinance in place that is compatible with other storm water ordinances around Lake Charlevoix and used in coordination with Charlevoix County.
12. Does the Master Plan call for using Green Infrastructure solutions to in order to reduce stormwater runoff and improve infiltration? <i>[Green infrastructure can be categorized in two ways: 1.) Natural -the ecosystems present in the natural environment 2.) Built -constructed green infrastructure such as rain gardens, bioswales, and community gardens]</i>	X			The term "green infrastructure" is not used, but Chapter 2, page 31 notes this: <i>Charlevoix recently partnered with the Tip of the Mitt Watershed Council to evaluate its stormwater management system. The report included recommendations on specific stormwater control features such as rain gardens, permeable pavement, and newer technologies that can be incorporated into municipal stormwater systems.</i> The City is currently working with the Watershed Council on storm water runoff control projects, including rain gardens, which can be highlighted in the new plan update.

13. Does the Master Plan call for the use of Low Impact Development (LID), which is application of Green Infrastructure techniques that mimic the natural water cycle to manage stormwater? <i>[LID design techniques infiltrate, filter, store, evaporate, and detain runoff close to its source. Indicating this in the Master Plan establishes a good foundation for implementing LID techniques in the community.]</i>	X			It does not use the term LID but see answer to above question #12. Rain gardens are an example of LID, and these can be incorporated to help manage storm water runoff and filter it before it enters waterways. There are many other examples that can be found here: Lake Charlevoix Watershed Homeowner's Guide: https://www.watershedcouncil.org/uploads/7/2/5/1/7251350/lid_brochure-lcx-web_updated10-28-16.pdf
14. Are incentives supported in the Master Plan to help development projects reduce runoff by minimizing impervious surfaces? <i>[Examples: cost-share programs with public-private partnerships; tax rebates offered for replacing impervious surfaces with permeable pavement or vegetative solutions; increased height or footprint in exchange for installation of stormwater BMPs, such as rain gardens, parking lot modifications, or shoreline buffer zones]</i>		X		No incentives noted but zoning ordinance includes this: <i>Lot coverage requirements in all zones shall be calculated by dividing the total area of the lot by the total square footage of all impervious surfaces.</i> Incentives might help eliminate unneeded impervious surfaces that runoff into water resources
WATER LEVEL FLUCTUATIONS – SETBACKS	Yes	No	N/A	Comments
<i>Great Lakes Coastline</i> 15. If the community has a Great Lakes Coastline, does the Master Plan incorporate the use of an Overlay District, or other tools, to protect the shoreline with setbacks? <i>[NOTE: Establishing the width of a setback so it is effective depends on the type and sensitivity of the natural feature and the expected impacts of surrounding land uses. In general, the wider the setback, the more protection it provides.]</i>	X			The Zoning Ordinance includes this, 153.151 SETBACK REQUIREMENTS (C): <i>Setback from bodies of water.</i> Notwithstanding other provisions of this subchapter, all principal uses located in the R1 and R4 Districts shall have a setback of 50 feet from the ordinary high water mark of Lake Michigan, Lake Charlevoix and Round Lake, as well as the Pine River Channel.
<i>Inland Lakes and Streams</i> 16. Does the Mater Plan require a minimum shoreline setback of 50' for inland lakes and streams, specifically to minimize harmful runoff and erosion? <i>[NOTE: Exceptions can be made for some uses, such as pump houses, recreational docks, storm water and erosion control measures, picnic tables, benches, recreational watercraft, and stairways and walkways.]</i>	X			See question 15 above.

CLIMATE RESILIENCY	Yes	No	N/A	Comments
17. Does the Master Plan include a required Climate Resiliency Assessment to identify vulnerabilities, and actions/strategies to address the vulnerabilities?		X		Suggest publication from Tip of the Mitt Watershed Council that can help with this section of the checklist: Resiliency Plan for Governments in the Little Traverse Bay Watershed: Local Climate Solutions https://www.watershedcouncil.org/uploads/7/2/5/1/7251350/lrbay-climate_change_report-final-web.pdf Even though it was created for Little Traverse Bay, the solutions would apply to the Lake Charlevoix Watershed, as well.
18. Does the Climate Resiliency Assessment include hazard planning for shifts in water level changes , both high and low?		X		
19. Does the hazard planning include a reassessment of current shoreline or coastal setback regulations? <i>[The jurisdiction should increase buffer and stormwater requirements, as appropriate, to help stabilize shorelines during high water and provide somewhere for water to go when the groundwater table is inundated.]</i>		X		
20. Does the Climate Resiliency Assessment include hazard planning for expected changes in climate , including extreme weather events and higher air and water temperatures?		X		
FLOODPLAINS	Yes	No	N/A	Comments
21. Does the Master Plan include a map of floodplains in the jurisdiction?		X		
22. Does the community participate in the National Flood Insurance Program (NFIP)? <i>[Communities participate in NFIP by adopting and enforcing floodplain management ordinances to reduce future flood damage. In exchange, the NFIP makes federally-backed flood insurance available to homeowners, renters, and business owners in these communities. Community participation is voluntary.]</i>	X			

23. If yes on question 22, is there ordinance language that regulates floodplain development in the 500-year flood plain boundary as the "locally regulated flood plain," which exceeds the typical FEMA-recognized 100-year floodplain? (see below checklist)* <i>[This can earn Community Rating System points that lowers insurance premiums.]</i>		X		
24. Does the community coordinate their efforts to protect the floodplain with adjoining communities ?		X		
25. Do community floodplain regulations provide for assessing the impacts of flood management projects on water quality ?	X			Any proposed waterfront development requires site plan review.
26. Do the floodplain regulations provide for using Green Infrastructure to add Best Management Practices (BMPs) to existing projects?		X		Again, many examples can be found here: Lake Charlevoix Watershed Homeowner's Guide: https://www.watershedcouncil.org/uploads/7/2/5/1/7251350/lid_brochure-lcx-web_updated10-28-16.pdf
27. Is there a variable width, naturally vegetated buffer that encompasses the 500-year (or 100-year) floodplain area?		X		
ENFORCEMENT	Yes	No	N/A	Comments
28. Does the Master Plan direct the jurisdiction to participate in reviews of state/federal permit applications to ensure actions taken meet the standards of the jurisdiction?		X		The City could participate in these reviews using MiWaters from EGLE: https://www.michigan.gov/egle/0,9429,7-135-3313_72753---,00.html or USACE: https://www.lre.usace.army.mil/Missions/Regulatory-Program-and-Permits/Public-Notices/
29. Does the Master Plan establish a firm line on enforcement of laws , directing the Zoning Board of Appeals to give strong consideration to principles of the Master Plan when considering requests for nonconforming uses and variances, especially on riparian properties?		X		

*Adopting the 500-year flood plain boundary as the “locally regulated flood plain” does not affect flood insurance requirements, as FEMA requires flood insurance based on the 100-year flood boundary and flood elevations. Although the term “100-year flood” is widely used, it does not give people a good sense of the true risk of flooding in a given year. Some experts suggest instead talking about floods that have a 1 percent chance of happening in a given year (a 500-year flood is one that has a 0.2 percent chance of occurring in a given year). Noting that a parcel of land has a 26 percent chance of flooding over the life of a 30-year mortgage can give homeowners a more concrete sense of the risk. (EPA 2017, Smart Growth Fixes for Climate Adaptation and Resilience)