LAKES TO LAND REGIONAL INITIATIVE

Pleasanton Township People and Land

ADOPTED MARCH 2015

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Expectations

The most striking feature of the priorities set by the citizens who attended Pleasanton Township's visioning session is that the need for methods to bring about change was just as clearly recognized as the need for change itself.

The top priority expressed by the citizens in attendance was for "leadership that brings the community together," with specific exhortations to adhere to the Code of Conduct and to balance of the needs of residents in the rural community with those of residents in the lakefront community. But that was just a start. Recognizing that top-down approaches to goodwill are extremely limited in scope, they also expressed a desire for good cooperation and communication across all members of the community, particularly emphasizing more respect and less judgement. They felt that together, these relationships among leaders and community members could form the basis for the successful execution of their remaining top priorities: formulating a master plan for the township and a zoning ordinance that accurately reflects and meaningfully supports it.

The following pages present "Cornerstones," or goals formulated by the Pleasanton Township Planning Commission to guide future development. Each includes a set of "Building blocks," specific strategies to be implemented to achieve those goals. At the bottom is the "Foundation" that supports each Cornerstone: its linkage to the citizens' stated priorities and to the Manistee County Master Plan.

Cornerstone

Develop the tools necessary to provide strong, capable, reliable, and consistent leadership and policy.

Reliable and consistent leadership is essential to ensure that the master plan is implemented, the zoning ordinance is enforced fairly, and the people responsible for the work of governing the township have the proper training and expertise to undertake their tasks. The leaders of the community are primarily volunteers who bring to the table a diversity and breadth of knowledge from their professions that is critical to quality problem solving. However, making sure that each person has a common skill set specifically designed for township government is needed. Opportunities through the Michigan Association of Planning, Michigan State University Extension, and other organizations are a great way to learn new tools, meet others working on similar problems, and share experiences. Pleasanton Township desires to be a regional leader in developing and using best practices, where enforcement is fairly determined and uniformly applied. Ensuring that leadership has the tools to achieve their goals is an important first step.

Building blocks

- YOUTH LEADERSHIP: Actively recruit the youth of the community to become involved in community government by seeking individuals out and personally asking them to attend meetings, sit on boards and committees, or become involved in making decisions by expressing their opinions.
- ZONING AND MASTER PLAN COORDINATION: Revise the Zoning Ordinance in keeping with the 2013 Master Plan.
- COMMUNITY VOLUNTEER TRAINING: Encourage and pay for, as funding is available, leadership training for Planning Commission members, Zoning Board of Appeals members, and Township Board Trustees.
- WEBSITE UPDATES: Increase communication between the township government and residents by updating and maintaining the township website on a monthly basis by including minutes of meetings, ordinances, maps of recreational opportunities, and actions taken by the township.
- DISTRIBUTION OF FLYERS: Develop a flyer that describes township news and actions taken during the year and send it in the bi-annual tax bills.
- ZONING ENFORCEMENT EQUITY: Ensure that the zoning ordinance is applied and enforced fairly with regard to all members of the community.
- PLANNING COMMISSION SUB-COMMITTEE: Consider establishing a sub-committee to work on implementing the Cornerstones.

Foundation

Manistee County master plan goals	*Economy: increase job opportunities*	*Encourage a variety of housing types and choices*	*Eliminate land contamination and protect surface and groundwater quality*	*Protect agricultural areas by focusing growth in areas with infrastructure*
Pleasanton collective priorities	*Leadership that brings the community together*	*Zoning ordinance that reflects the master plan*	*Master plan*	*Good communication and cooperation among all groups*

Cornerstone

Provide and support opportunities for economic development within the township.

Providing and supporting economic development activities in Pleasanton Township requires the understanding of its unique location in the heart of the "breadbasket" of the region. Here, farming and living off the land provide an important economic generator, and US-31 bisects the township to offer transportation in all seasons, making Pleasanton Township ideally placed to provide agricultural support activities. There is an increasing demand for locally grown food and a movement to re-establish the agricultural infrastructure and distribution lines necessary to support the local and regional farming community. Farmers, whether in Pleasanton or the region, can take advantage of these trends. In 2012, Michigan State University Extension estimated that there was a 30% shortage in hay yields, making it very difficult to feed cattle and other livestock during the winter months as low supply fueled higher prices. Another trend appears to be growing of corn. The United States Department of Agriculture estimates that the market for locally grown food was around $7 billion in 2012. It's important to remember that money spent on local agriculture stays within the local economy, providing an income to residents. Pleasanton Township wants to become the home for the support infrastructure for the local and regional agricultural community.

Pleasanton fully supports other industry and businesses along with agriculture.

Building blocks

- AGRICULTURE-COMMERCIAL MIXED USE DISTRICT: Designate in the zoning ordinance an Agricultural–Commercial Mixed Use District along a portion of US-31 that will provide a location for businesses that make and sell locally grown products and for businesses that support the agricultural industry.
- NORTHWEST MICHIGAN AGRICULTURE AND FOOD SYSTEM SECTOR ALLIANCE RELATIONSHIP: Seek out partnership with the farming community to take advantage of the opportunities initiated as a result of the Northwest Michigan Regional Agriculture Business Services Partnership that was formed to provide a variety of assistance programs and services such as an agriculture innovation counselor, agriculture business counselor, and assistance from the Northwest Michigan Agriculture and Food System Sector Alliance.
- FARMERS MARKET: Start a farmers' market at the Township Hall.
- COMPACT BUSINESS DEVELOPMENT: Encourage business development along US-31 to be located close together and directed where infrastructure may be provided.
- PROMOTE THE COMMUNITY: Actively promote the community through relationships with regional and statewide groups as a community that supports a distinct quality of life. This distinction is based on rural scenic characteristics that make the community a desirable place to live, an abundance of recreational opportunities that take advantage of its wide variety of natural resources and public lands, and an economic development area specifically designed to support the regional agricultural community.
- FINANCING OPTIONS: Consider financing options to attract economic development opportunities.

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Cornerstone

Ensure that a wide range of recreational opportunities exists for all types of users.

Pleasanton Township is home to many recreational opportunities that take advantage of recreational sites and natural features within the community. Playground equipment, a ball diamond, and a picnic area exist at the Township Hall, three public access sites on Bear Lake, and the open space at the township park on Lakeside Drive are all avenues for recreation provided by the township. The State of Michigan owns 2,164 acres of the township's land, and the Grand Traverse Regional Conservancy holds 1,428 acres of land for recreation and other conservation purposes which provide multi-user trails, wildlife viewing, and general enjoyment of nature. Recreational opportunities are plentiful. Refining those opportunities will make them easier to use for current residents as well as attract people to the township. Developing the trail systems so that they are properly surfaced, marked with signage, connected within the community and regionally, and advertised are important elements to further developing all the recreational opportunities. Ensuring continued access to Bear Lake and expanding access opportunities means more people will be able to use the lake even though they don't have lakefront property. Part of the recreational experience in the township includes the visual corridors where people can look over the vistas and view Bear Lake, state forest lands, and perhaps, if they are lucky, an occasional bald eagle.

Building blocks

- PARKS AND RECREATION PLAN: Review the Parks and Recreation plan of 2007 and prepare a new Plan with the goal of applying for Department of Natural Resources grants.
- BEAR LAKE ACCESS POINTS: Continue to maintain and improve access to Bear Lake by developing a road end maintenance program and allocating funds that seek to keep all public access points to Bear Lake viable through weed control, trash removal, installation of picnic tables and trash receptacles, and widening the access point for more users where possible.
- GTRLC LAND: Work closely with the Grand Traverse Regional Land Conservancy to develop the "Borwell Property" and other property under their ownership in order to ensure that the township's recreation goals are considered.
- STATE OWNED LAND TRAIL SYSTEM: Work closely with the State of Michigan to better define, advertise, and provide access to the trail systems within state-owned land (specifically the path at the end of Swanson Road).
- COMMUNITY WIDE TRAIL SYSTEM: Develop an interconnected trail system through the township that accommodates all types of users, including snowmobiles, walking/hiking, biking, horse back riding.
- REGIONAL TRAIL SYSTEM: Ensure that the community trail system is connected to a regional trail system with a priority of providing a connection to the Village of Bear Lake.
- GLOVERS LAKE ACCESSIBILITY: Improve access to Glovers Lake.
- UNIVERSAL ACCESSIBILITY: Improve universal accessibility to all recreational sites and opportunities.
- UNIVERSALLY ACCESSIBLE FISHING PIER: Develop a universally accessible fishing pier on Bear Lake.
- ACTIVITIES HUB: Establish the Township Hall as the hub for information regarding activities within the township, including a kiosk for maps, contact information, and postings.
- ATV/ORV: Continue to improve and promote existing.

Foundation

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Cornerstone

Ensure that transportation and technological infrastructure meets the needs of the community.

Linking infrastructure improvements to economic prosperity isn't always an easy connection. It is hard to assess the impact of poor roads and lack of proper broadband connectivity on your wallet—this type of analysis is an economist's dream. However, we do know a few things that speak to the relationship between infrastructure and prosperity. A 2011 report commissioned by the American Society of Civil Engineers states that deteriorating infrastructure means more money going into vehicle repairs, potentially making the cost of living higher than what is affordable. By not having broadband connectivity, political, economic, social interactions are limited. This means residents are cut off from increasingly more online opportunities, seasonal users may not continue their work and maintain their usual social media activities, and the expansion of home occupations is limited as more and more small business start-ups require internet access to expand their market possibilities. Broadband cannot change economic factors within the township, but it can enhance them and offer greater opportunities for economic prosperity. Quality roads, whether paved or well-maintained gravel, don't necessarily mean a noticeable chunk of change in your wallet that you didn't have to spend on car repairs and maintenance, but it does add up over time. Improving quality of life, helping to provide and support job opportunities, and attracting visitors and residents means providing what is increasingly becoming the most fundamental of services: quality roads and broadband development.

Building blocks

- ROAD IMPROVEMENT ANALYSIS: Conduct a Road Improvement Analysis to understand which roads need improving and the level of improvement necessary to maintain public health, welfare, and safety.
- ROAD IMPROVEMENT SCHEDULING: Promote road improvements that are determined necessary.
- ROAD ACCESS MANAGEMENT: Develop road access management strategies for US-31.
- VISUAL CORRIDORS: Develop guidelines to maintain the visual corridors within the community by restricting the size and number of signs, screening industrial and other land uses with landscaping, locating parking in the rear of buildings, leaving natural vegetation along roadways, and reducing light pollution at night by using non-glare, downward-directed light sources.
- BROADBAND INTERNET: Encourage and support broadband internet access throughout the community.

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Cornerstone

Maintain the scenic rural character of the community.

Scenic rural character is an important attribute of, and to, the community. Scenic rural character consists of uninterrupted views of pasture, fields, woods, lakes, and streams. It is the drive down a dirt road lined with large trees whose branches are gracefully swaying in the wind. It is the view of woodlots and blue crystal clear water from a ridge-line onto Bear Lake and the valley surrounding it. Scenic rural character is the quiet that comes with less development, little traffic, and a dark sky at night unspoiled by the lights of urban development. Scenic rural character is the farmer moving the equipment around as fields are tended to, and it is the slow pace in which life moves within the confines of Pleasanton Township.

Building blocks

- VIEWING PLATFORMS: Develop viewshed locations at the Alkire Road location and the "Fire Tower Hill" on Glovers Lake Road for visitors and residents to take in scenic vistas of the Township.
-
- NATURAL LANDSCAPING: Encourage the use of naturally occurring vegetation along roadways for screening of new buildings.
- WATERSHED PROTECTION: Encourage the state, particularly the Michigan Department of Environmental Quality, on their work overseeing our watershed.
- AGRICULTURAL LAND CONVERSION: Existing agriculture or forest land uses shall have priority over new residential uses and will be encouraged to continue as the principal permitted use.
- ENVIRONMENTAL SITE DESIGN STANDARDS: Review the existing zoning ordinance to ensure the inclusion of standards that state:
  1. New development shall not pollute or degrade the quality of surface water or groundwater, current quiet countryside noise levels, scenic views, or night time dark sky;
  2. New development shall be designed and constructed to avoid sensitive natural features in order to keep them pristine and shall be protected and restored where damaged;
  3. New lakefront public access sites shall be carefully sited to minimize environmental degradation and managed to prevent overcrowding of the lake surface and nuisance impacts on abutting properties.
- ZONING ORDINANCE REVISIONS: Adopt or Amend ordinances to provide protection for sensitive features including wetlands, floodplains, land bordering lakes and streams, current quiet countryside noise levels, scenic viewsheds, and nighttime skies.
- COMMUNICATION WITH GRAND TRAVERSE REGIONAL LAND CONSERVANCY: Maintain regular communication with the Grand Traverse Regional Land Conservancy to ensure that their land use practices are in keeping with this Plan.
- GREENWAY PLANS: Consider development of a Greenway Plan. This is a document that describes how to develop a corridor of open space located along a specific natural feature (i.e. waterway, trail route, forest blocks, unused right-of-way) that may simultaneously protect natural resources, wildlife movement, scenic landscapes, and historical resources while providing recreational opportunities and connecting existing protected and environmentally sensitive areas.
- WILDLIFE CORRIDOR PLAN: Commission a professional study and develop a Wildlife Corridor Plan for the purpose of improving game management and habitat protection.
- MIGRATORY BIRDS: Develop a "Flyways" Map that depicts the migratory patterns of birds in the township.
- JUNK/BLIGHT: Review, update and enforce a Junk/Blight Ordinance to ensure that issues such as unstable structures, accumulation of debris in yards, and perpetually unsightly human-made attributes of the township are removed in a timely fashion to protect the health, safety, and welfare of the community.

Foundation

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People and Places

How many people? How long did they go to school? What do they do? What activities can be supported by the land itself? And where can we go shopping around here, anyway?

Population

Population is both an indicator and a driver of economic growth. An increase in people creates a larger economic and customer base on which the business environment can draw, and areas of bustling economic activity attracts people looking to share in its benefits. Pleasanton Township boomed during the 1990s, increasing its population by over 25% to bring the total number of citizens from 657 to 817. It held on to those residents and even attracted one more during Michigan's overall population slide during the 2000s. Between now and 2016, Esri projects a tiny decline of 9 residents, bringing the anticipated total to 809 Pleasantonians.

Housing

Home is where the heart is, and where all your stuff is, and probably where the people you call family are too. On a community level, it's much the same: housing data may talk about buildings, but it tells us much about the actual people we call neighbors. Pleasanton Township's 694 housing units provide the shelter for its 415 households. Almost half (47%) of the homes are owner-occupied, and another 40% of dwelling units are for seasonal or recreational use. A slight majority (56%) of the owner-occupied homes carry mortgages. The median home value is $166,200, while the median gross rent of $775 is higher than all benchmarks except the national one.

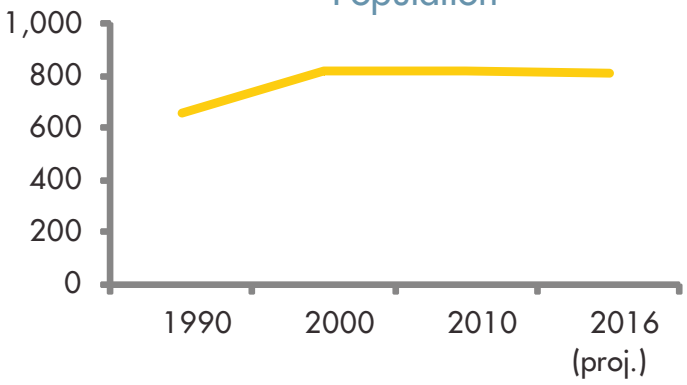
The age of Pleasanton's housing stock is quite diverse. While the greatest proportion of homes (19%, or 155 units) was built before 1939, the years since 1970 have been very nearly as robust: over 100 homes were added per decade until 2000, and another 117 homes were added during the boom in the first five years of the 21st century. Only three homes are recorded as being built during the latter half of that decade, reflecting the swift change in construction patterns that accompanied the worldwide housing crisis.

Demographic Dashboard

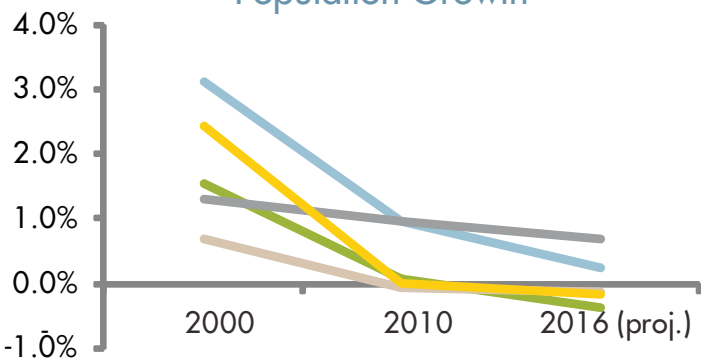
Key for population and prosperity index graphs:

Pleasanton | Benzie County | Manistee County | Michigan | United States

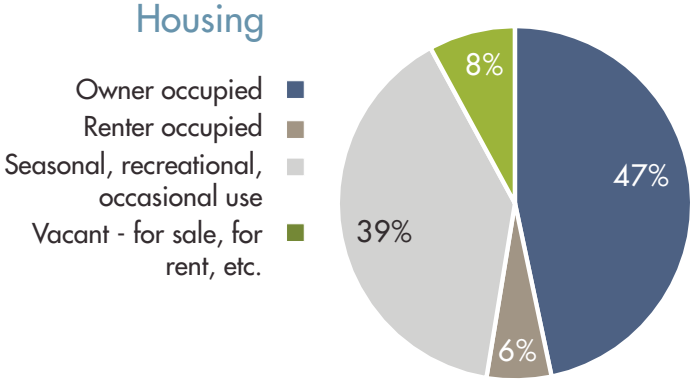
Population



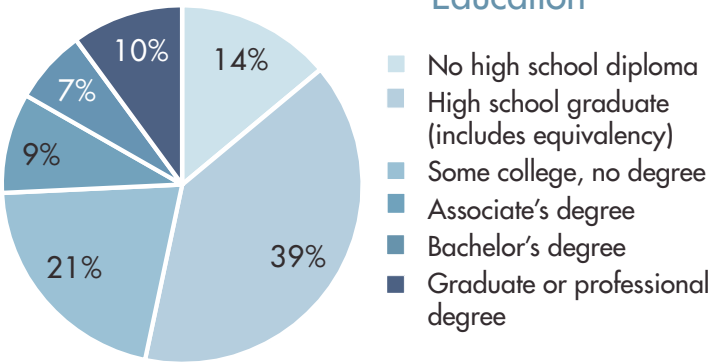
Population Growth



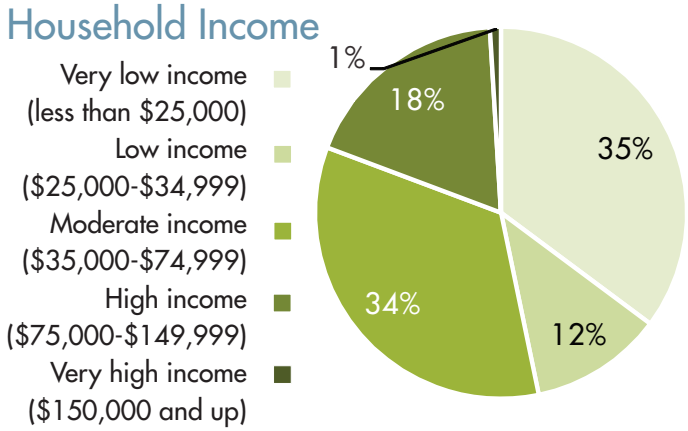
Housing



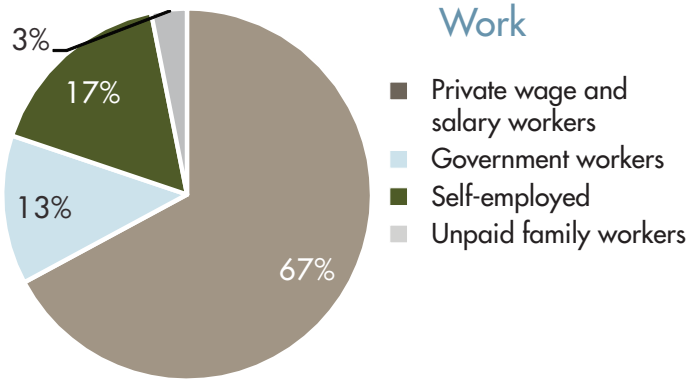
Education



Household Income

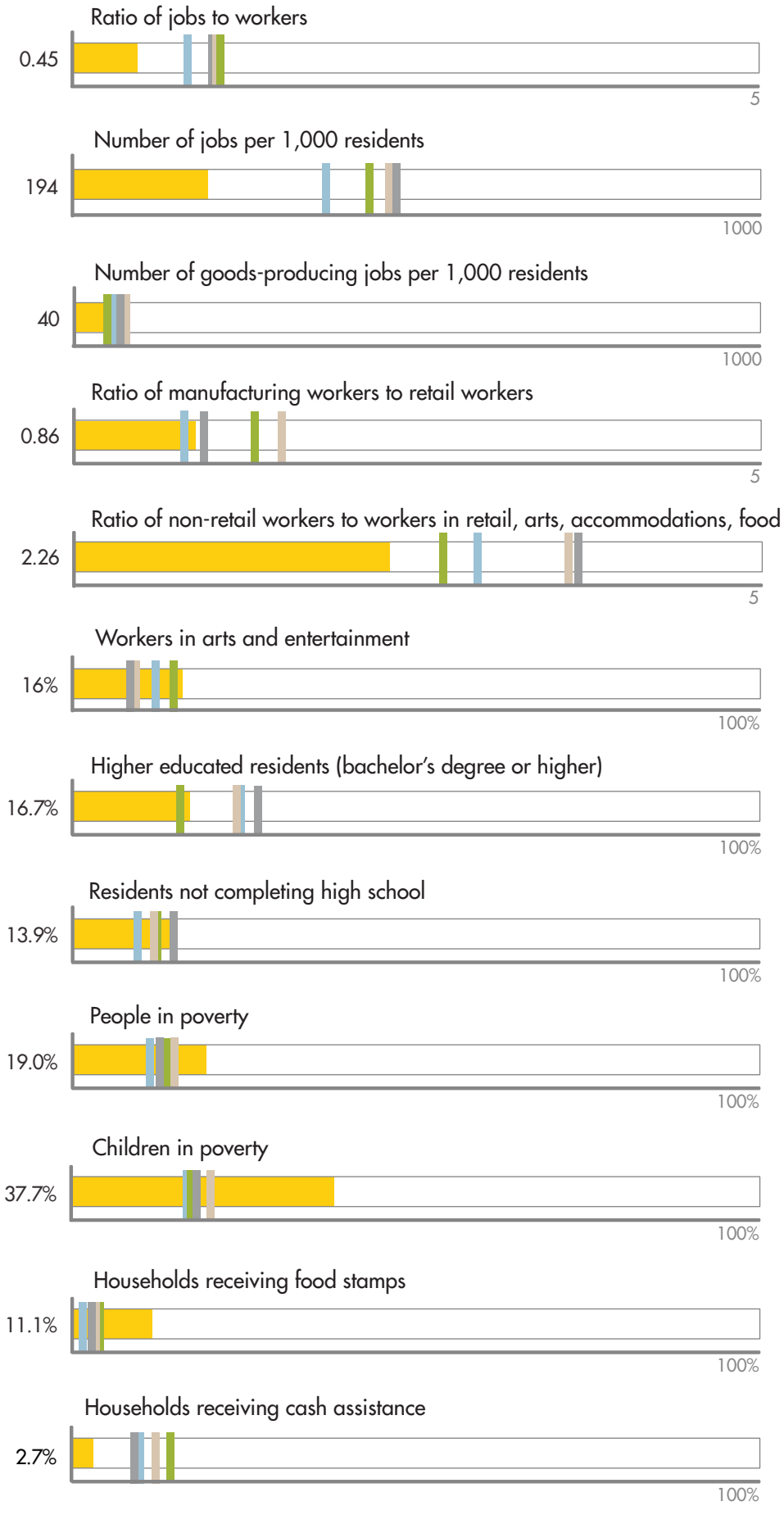


Work



Classifications modified from HUD guidelines, using the state median income of $48,432.

Prosperity Index



Households

2.21
person average household size

$166,200
owner-occupied median home value

$775
median gross rent

Education

28%
population enrolled in school

86%
high school graduate or higher

17%
bachelor's degree or higher

Commuting

95%
workers who commute

73%
commuters who drive alone

24.2
minute average commute

Employment

159
jobs

353
workers

9.7%
unemployment rate

14%
civilian veterans

Income

$37,250
median household income

$19,950
median earnings for workers

$47,083
male full-time, year-round earnings

$24,375
female full-time, year-round earnings

19.0%
population in poverty

37.7%
children in poverty

Top Industrial Sectors

19%
construction

18%
health care and social assistance

14%
accommodation and food services

Most homes in Pleasanton are heated with either bottled / tank / liquid petroleum gas (47%) or wood (28%). Utility gas and fuel oil / kerosene are also common (12% and 9% respectively). Just over a dozen homes (4%) are heated with electricity, and a very few (0.5%) cite "other fuel" as their method of staving off the northern Michigan winter

Education and Income

Just under 17% of Pleasanton Township residents have earned a bachelor's degree or higher level of education. This figure is lower than the rates for Benzie County, Michigan, and the United States (but higher than Manistee County's). The percentage of residents who have achieved at least a high school diploma or equivalency (86%) is similar to those for Manistee County and the United States and slightly lower than the rates for Benzie County and Michigan.

Although by no means offering a full causal explanation, these statistics likely have some bearing on the relatively high poverty rates in Pleasanton Township. Nineteen percent of all people in the community have a household income below the poverty threshold, a rate that is higher than county, state, and national benchmarks (range: 11.1%-14.8%). The poverty rate for those under 18 is even higher at 37.7%. This figure is approximately double the rates at the county, state, and national level. Given that 11% of households are receiving assistance securing food and just 2.7% receive cash assistance, it seems likely that some residents who need help are not getting it.

The median annual household income in Pleasanton Township is $37,250. Aggregate population benchmarks range from $40,853 in Manistee County to $51,914 in the United States, so all are higher than Pleasanton's.

The $22,708 gap between the annual earnings of male and female full-time, year-round workers is more than twice as large as the difference at the national level ($10,438). Pay inequality is a pervasive phenomenon, and frequently its cause in any given instance can be difficult to determine, but table 4.2, which presents actual median earnings rather than just full-time, year-round earnings, suggests that the issue may be relatively straightforward here. Of the three highest paying professions for which the Census has collected analyzable data, one has no women at all (construction), another has a drastically lower median pay for women than for men (54% of men's earnings in public administration), and the third both employs more men and pays women less (agriculture, forestry, fishing/hunting, mining). It is important to avoid ascribing deliberate inequality where none exists—many factors contribute to disparities in pay, including differences in job responsibilities and hours worked—but it is just as important to examine empirical evidence of inequality regarding the need for corrective action.

Occupations

This section discusses the occupations and professions in which the residents of Pleasanton Township work, whether or not they conduct that work within the township's boundaries.

4.2: Median earnings by gender

Industry
Civilian employed population 16 years and over
Public administration
Construction
Other services, except public administration
Agriculture, forestry, fishing and hunting, and mining
Educational services, and health care and social assistance
Arts, entertainment, and recreation, and accommodation and food services
Manufacturing
Transportation and warehousing, and utilities
Retail trade
Finance and insurance, and real estate and rental and leasing
Professional, scientific, management, administrative, waste management services

An '-' entry in the estimate column indicates that either no sample observations or too few sample observations were available to compute an estimate, or a ratio of medians cannot be calculated because one or both of the median estimates falls in the lowest interval or upper interval of an open-ended distribution. An '-' following a median estimate means the median falls in the lowest interval of an open-ended distribution. Source: US Census.

Single-headed households

The vulnerability of one type of household to poverty deserves particular mention: that of single-headed households with dependent children. Although the Census does provide a count of male householders with children and no wife present, it presents only female-headed households in its poverty statistics; most of the research literature follows the same form. This is attributable to two reasons: first, female-parent households make up 25.4% of all families while male-parent households make up just 7.3%, and second, women's lower earnings—about 80% of men's earnings nationally and 55% in Pleasanton—exacerbate the poverty-producing effect.

Children are by far the group most severely affected by poverty in Pleasanton, particularly those under age 5. (Table 4.3 implies that every single pre-school-age child lives below the poverty threshold, but further investigation revealed a large margin of error in that category—as high as 100% in one case. Data for children under 18 was more reliable, with spreads ranging from 15-39 percentage points.) The presence of children in a household raises its risk for poverty, as can be seen in Table 4.3: all families are twice as likely to be poor in the presence of related children under 18 years, and married-couple families are nearly four times as likely. But the situation with female-headed households is a bit anomalous. Although the rate of poverty in female headed households with children under 18 is significantly higher than the rate in all other families, it is actually lower than the rate of poverty in all female-headed households. One hypothesis is that the earnings discrepancy places all females in the township at risk for poverty (median earnings for all female workers are only about $7,500 above the poverty threshold of $11,344 for a single person), but those with children under 18 are the most likely to receive assistance from government, nonprofit, and personal sources.

Support to poor households with children provides an opportunity to have an appreciable, targeted impact on the well-being of Pleasanton's most vulnerable citizens. Flexible work and education schedules, continued support of home-based occupations, innovations in high-quality and affordable child care, and enforcement of pay equity are all tools that can be used to accomplish such support; the last may be particularly effective in Pleasanton Township.

4.3: Poverty by household type

Income in the Past 12 Months is Below Poverty Level	
All families	15%
With related children under 18 years	29%
With related children under 5 years only	100%
Married couple families	7%
With related children under 18 years	26%
With related children under 5 years only	100%
Families with female householder, no husband	58%
With related children under 18 years	46%
With related children under 5 years only	100%
All people	19%
Under 18 years	38%
Related children under 18 years	36%
Related children under 5 years	77%
Related children 5 to 17 years	30%
18 years and over	13%
18 to 64 years	16%
65 years and over	6%
People in families	19%
Unrelated individuals 15 years and over	20%

Median Earnings	Median Earnings: Male	Median Earnings: Female	Total Workers	Workers: Male	Workers: Female
$22,917	$33,750	$18,750	353	63%	37%
$51,250	$53,438	$29,167	31	68%	32%
$48,333	$48,333	-	46	100%	0%
$33,333	-	2,500-	14	36%	64%
$30,357	$31,250	$23,750	18	56%	44%
$24,688	-	$18,929	47	28%	72%
$20,096	$6,250	$22,115	55	49%	51%
$18,125	$19,063	$11,750	42	83%	17%
$16,667	$32,917	-	16	81%	19%
$16,406	$19,375	$9,821	49	74%	27%
$15,750	$57,813	$15,500	15	47%	53%
$14,821	-	$14,286	13	23%	77%

Pleasanton residents work in a broad diversity of fields. The greatest share of civilian workers, 16% (55 workers), listed "arts, entertainment, recreation, accommodation, and food services" as their occupation. Four more categories each claimed about 12%-14% of the workforce (42-49 workers): retail trade; educational services / health care / social assistance; construction; and manufacturing. Of the 13 fields measured by the Census, only "Information" had no workers at all in Pleasanton.

This occupational diversity should serve the community well. The ratio of manufacturing workers to retail workers is 0.86, meaning that the two sectors are about evenly balanced and therefore provide a buffer against dramatic shifts in either. About 16% of the workforce is employed in the lowest-paid sector of art, entertainment, recreation, accommodation, and food services; aggregate benchmarks are 13%-15% at the county level and 9% at the state and national levels. Nonretail jobs pay about 1.6 times the wages of retail jobs, and there are 2.26 nonretail workers for each worker in retail or art / accommodation / food services.

Retail and Business Summary

This section discusses the businesses and jobs within Pleasanton Township's borders, whether or not the proprietors and employees are also Pleasanton residents.

The business summary generated by Esri counts 29 businesses employing 159 people within the township. Construction was the dominant field at 18% of the overall economy, both in terms of businesses (5) and employees (29). There were also five businesses dedicated to accommodation and food services, employing a total of 23 workers. The 28 employees in health care and social assistance were concentrated into just two businesses. Other significant pockets of employment were in the fields of retail trade (10%), educational services (9%), and wholesale trade (8%).

Commuting

It's a real estate truism that the three most important factors considered by buyers are location, location, and location, yet the traditional measure of housing affordability—surely another consideration hovering near the top of the list—makes no allowance at all for location. The Center for Neighborhood Technology set out to redefine "affordability" to more accurately reflect the proportion of a household's income that is committed to housing costs, including those incurred while getting to and from that aforementioned location. CNT describes its Housing and Transportation Affordability Index this way:

> *"The traditional measure of affordability recommends that housing cost no more than 30 percent of income. Under this view, three out of four (76 percent) US neighborhoods are considered "affordable" to the typical household. However, that benchmark ignores transportation costs, which are typically a household's second largest expenditure. The H+T Index offers an expanded view of affordability, one that combines housing and transportation costs and sets the benchmark at no more than 45 percent of household income. Under this view, the number of affordable neighborhoods drops to 28 percent, resulting in a net loss of 86,000 neighborhoods that Americans can truly afford."*

CNT's map has been steadily expanding its coverage since its inception in 2008 and now includes 337 metropolitan areas in the United States. Manistee County has not been analyzed, but Benzie County was considered part of the Traverse City metropolitan area and its neighborhoods are among those that disappear from the affordability map: while the H+T Index shows the average housing cost to be less than 30% of household income for the whole county, the addition of transportation costs to the equation puts the share of household income spent on those two combined items over 45% for all places in the county. Housing, then, is simply not affordable for most people.

The ratio of jobs to workers in Pleasanton Township is 0.45, and the number of jobs per 1,000 residents is 194. Since there are over two workers for every job in the township, at least half of the employed residents are crossing municipal boundaries to find work. It should not be surprising, then, to see that residents of Pleasanton Township also have a fairly long commute of 24.2 minutes. Figure 4.4 shows the Pleasanton "workshed," or the geographic area covered by this average commute, and we can see that it covers a large proportion of the two-county area. A long commute is tough. Everyone who has ever had one knows it subjectively, and a growing body of empirical evidence is pointing to its detrimental effects on happiness, health, and wealth: its costs are rarely fully compensated by our salaries, the

4.4: Pleasanton "workshed"

minutes spent behind the wheel come at the cost of minutes spent on exercise and meal preparation, and people with long commutes are frankly just less happy than those with shorter ones. About 95% of Pleasanton workers have some sort of commute.

While the length of a commute may have the greatest effect on the commuter, it's the method of commuting that has the greatest effect on the environment, and here the news is more encouraging: just 73% of Pleasanton workers who commute do so by driving alone, a circumstance which maximizes the output of vehicle emissions per commuter. This is fewer than any of the aggregated populations (nationally, the rate is just under 80%). The American Community Survey records an impressive 20% of commuters who carpool, much higher than the county, state, and national benchmarks of 9%-12%.

Agricultural Influence

Of the 21,395 acres of land that comprise Pleasanton Township, 5,209 (24%) have an existing land use designation of "Agriculture." This land represents 92 of the 1,150 parcels (8%) in the township. None are designated as are "Natural Resource Related."

Of Pleasanton's 353 civilian workers, 5% (18) listed their occupation as "agriculture, forestry, fishing / hunting, mining." The Esri business summary lists no businesses with that North American Industrial Classification System (NAICS) designation within the township's borders, but other data in the same summary is not clear cut: despite a complete lack of business establishments, it still lists one employee in the field, and two businesses and six employees are listed under the outdated Standard Industrial Classification (SIC) code for agriculture and mining (that system has been phasing out since 1997).

Regardless of "official" recognition, a number of agricultural businesses—some home-based and others as an extension of a farm—exist along the US-31 corridor and account for a significant employment opportunity. Centered around the US-31 corridor, Pleasanton is becoming known as an important economic hub of agriculture-based businesses. Wee Bee Jammin, a value-added, locally grown and produced company, offers direct sales as well as a product line distributed through large retail establishments such as Meijer. Ware Farms, an organic community supported agricultural operation, offers a way for consumers to buy local, seasonal food directly from a farmer. Pleasanton Valley Greenhouses provides quality plants and supplies year round. These establishments join a few home-based businesses selling soaps and handmade quilts to make up an agriculturally defined economic base of the community.

Seasonal / Tourism

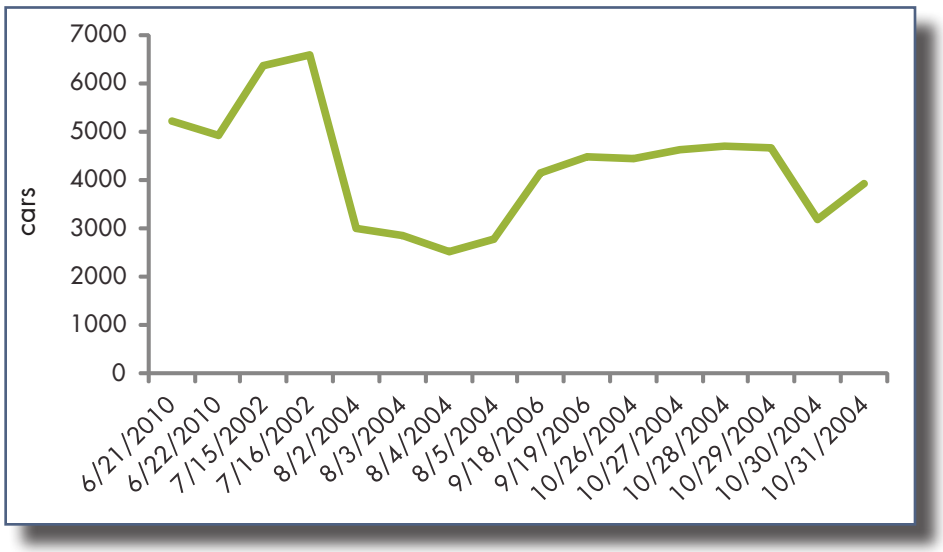
The Michigan Department of Transportation classifies the portion of US-31 which runs through Pleasanton Township as having "medium" vehicle travel volume, defined as carrying 2,500-10,000 vehicles per day. As 7.4 shows, state traffic counts conducted between June and October confirm this range and show the highest traffic counts in June and July. It is somewhat surprising that the lowest traffic counts come in August. Because all of the available data was collected in 2004, a review of annual averages from 1994-2011 was conducted and shows that the 2004 count is the only one that dips below 3,000 vehicles. It is reasonable, then, to attribute this to a yearly anomaly rather than a seasonal one.

The Pere Marquette State Forest peeks into the eastern portion of the township, where guests can hunt, trap, fish, mushroom, camp, hike, snowmobile, and cross-country ski. The Grand Traverse Regional Land Conservancy lays claim to the two northern corners of the township: the 585-acre Misty Acres Nature Preserve in the east, and the Arcadia Dunes Grasslands which spill over into the western corner. Both welcome hiking. Biking, trail running, birding, and hunting are also permitted in parts of Arcadia Dunes Grasslands. These large land holdings are concentrated in the eastern portion of the township and provide an excellent opportunity for a wildlife corridor, multi-user trail system, and to implement other important natural resource conservation goals. They are also home to some spectacular views of the region.

There are plenty of people who want to spend more time in Pleasanton that is afforded by a drive or a visit to the local public land—maybe even enough to call it home for a season. Housing that is "for seasonal or recreational use" is technically considered "vacant" by the US Census because its rules dictate that a household can only attach itself to one primary housing unit, these homes provide a measure of investment by the seasonal population that cannot be replicated elsewhere. A high percentage of seasonal/recreational use homes provides concrete evidence of the value of the area for those purposes. It also provides a measure of a portion of the community which will have a somewhat nontraditional relationship with the community at large: seasonal residents may not have kids in the school system or have the ability to attend most government meetings, but they do pay taxes and take a vital interest in goings-on. In some ways, knowing the percentage of seasonal/recreational housing in a community is the most reliable measure of the accommodations the community must make to include its "part-time" population in its decision-making framework.

It is especially salient, then, that there are nearly as many homes in Pleasanton Township classified as seasonal / recreational use as there are owner-occupied homes (40% and 47% respectively). This proportion is high even compared with Benzie and Manistee counties' aggregated percentages of 33.1% and 24.9%, and it represents a substantive departure from the state and national benchmarks of 5.8% and 3.5%.

4.5: US-31 Traffic



Infrastructure

For planning purposes, infrastructure is comprised of "the physical components of interrelated systems providing commodities and services essential to enable, sustain, or enhance societal living conditions."

These components, which come together to form the underlying framework that supports our buildings, movements, and activities, usually include our power supply, water supply, sewerage, transportation avenues, and telecommunications. Successful infrastructure is often "experientially invisible," drawing as little attention in its optimum condition as a smooth road or a running faucet—until it's not, and then it likely has the potential to halt life as we know it until the toilet flushes again or the lights come back on.

It seems we all know the feeling. The American Society of Civil Engineers' 2013 "Report Card for America's Infrastructure" gave us a D+ (takeaway headline: "Slightly better roads and railways, but don't live near a dam"). The Michigan chapter of the ASCE surveyed our state's aviation, dams, drinking water, energy, navigation, roads, bridges, stormwater, public transit, and wastewater and collection systems in 2009 and gave us a D. Clearly, there is room for improvement all over.

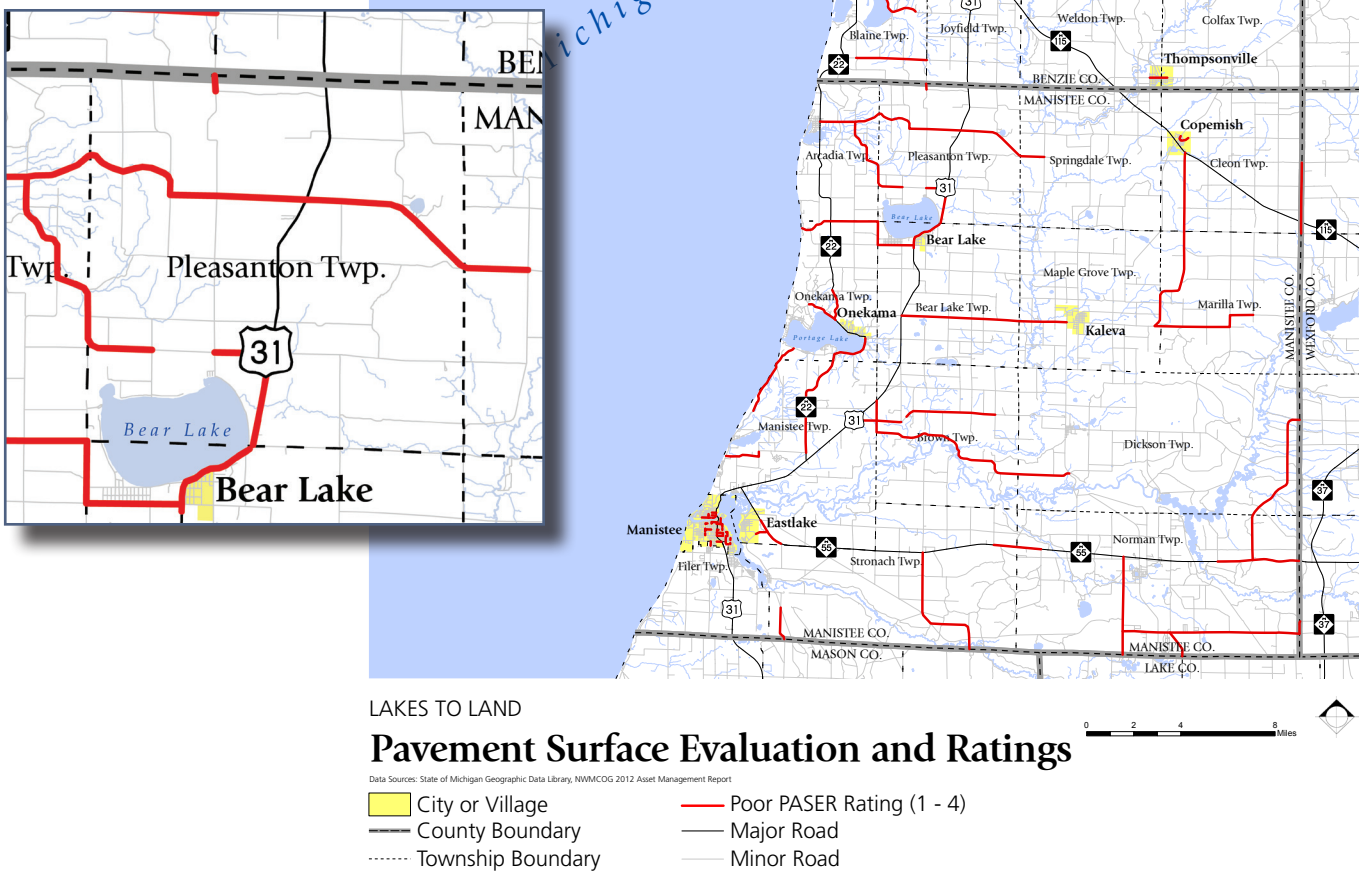
But it's expensive. The ASCE report came with a national price tag of $3.6 trillion in investment before 2020. If this were evenly distributed among the 50 states, it would mean about $72 billion per state—almost half again as much as Michigan's entire annual budget. The combination of the essential nature of infrastructure with its steep price tag highlights a need for creative problem-solving in this area.

Roads

At the most southern portion of the township and directly adjacent to the Pleasanton Township industrial park, 13 Mile Road is a designated as a Class-A, all weather, paved county road where no frost laws are in effect. Roads are designated by class in counties in order to place weight restrictions on the user. Weight restrictions help minimize the impact of heavy trucks on Michigan's roads, especially during the winter months when freezing and thawing in combination of the weight of the truck may produce significant negative impacts to the road. As a Class-A road, 13 Mile Road provides regional access to large trucks carrying heavy loads access, directly impacting transportation of agricultural products and equipment into and out of the region and the types of light industry which are feasible.

The State of Michigan's Public Act 51, which governs distribution of fuel taxes, requires each local road agency and the Michigan Department of Transportation to report on the condition, mileage, and disbursements for the road and bridge system under its jurisdiction. The Pavement

4.6: Road conditions



LAKES TO LAND

Pavement Surface Evaluation and Ratings

Data Sources: State of Michigan Geographic Data Library, NWMCOG 2012 Asset Management Report

- City or Village
- County Boundary
- Township Boundary
- Poor PASER Rating (1 - 4)
- Major Road
- Minor Road

0 2 4 8 Miles

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Surface Evaluation and Rating (PASER) system used to report on the condition is a visual survey conducted by transportation professionals that rates the road surface from 1 to 10; roads rated 5 and above are considered to be at least "Fair."

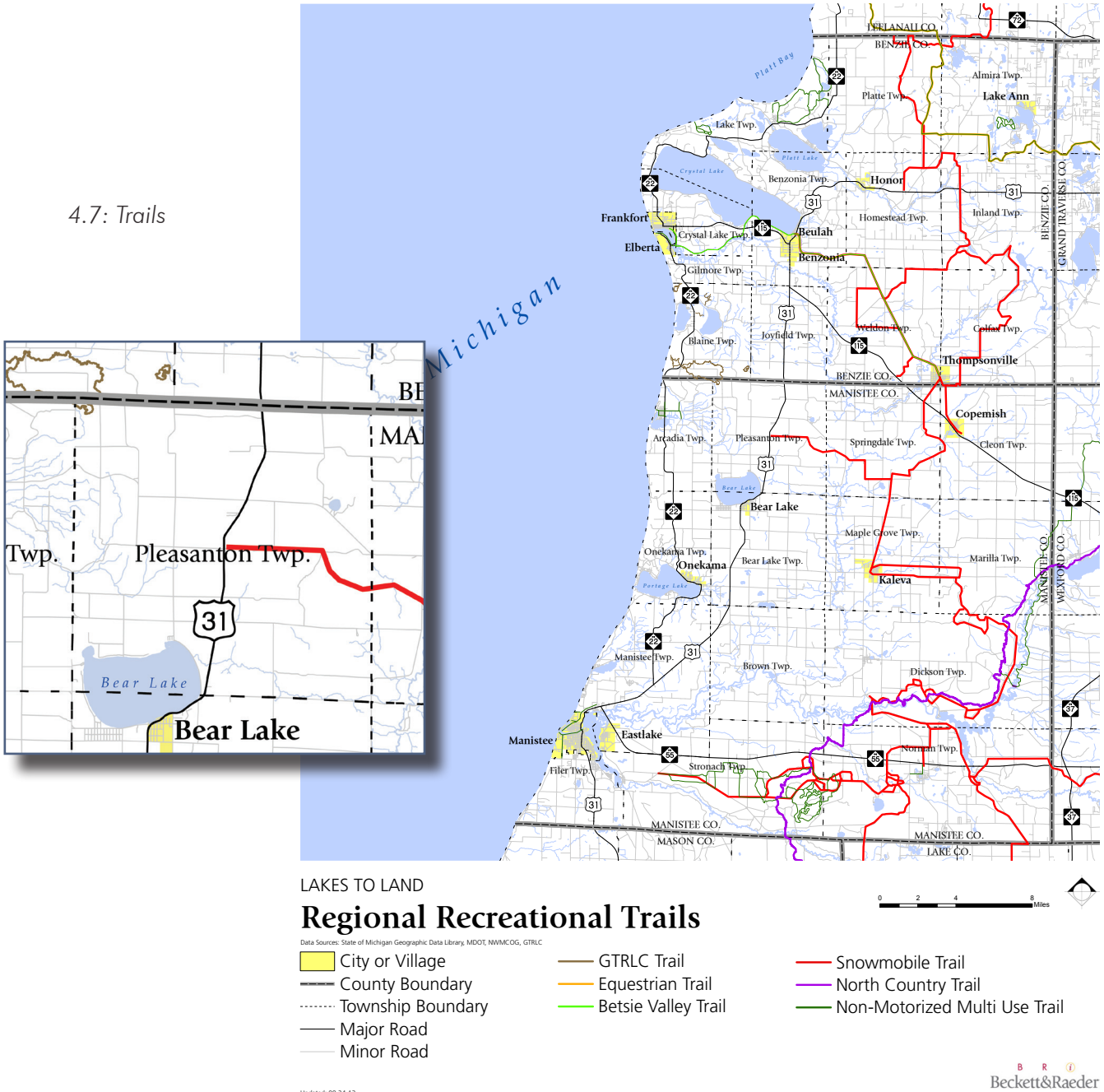
Figure 4.6 depicts all of the roads with PASER ratings of "poor" (1-4) in Benzie and Manistee Counties. The close-up in the inset reveals poor conditions along the entire length of Glovers Lake Road, from Big 4 Road in Springdale Township clear through to M-22 in Arcadia Township.

US-31 needs attention from the Village of Bear Lake north to Norconk Road, and Norconk itself has a poor rating for much of the stretch west of US-31.

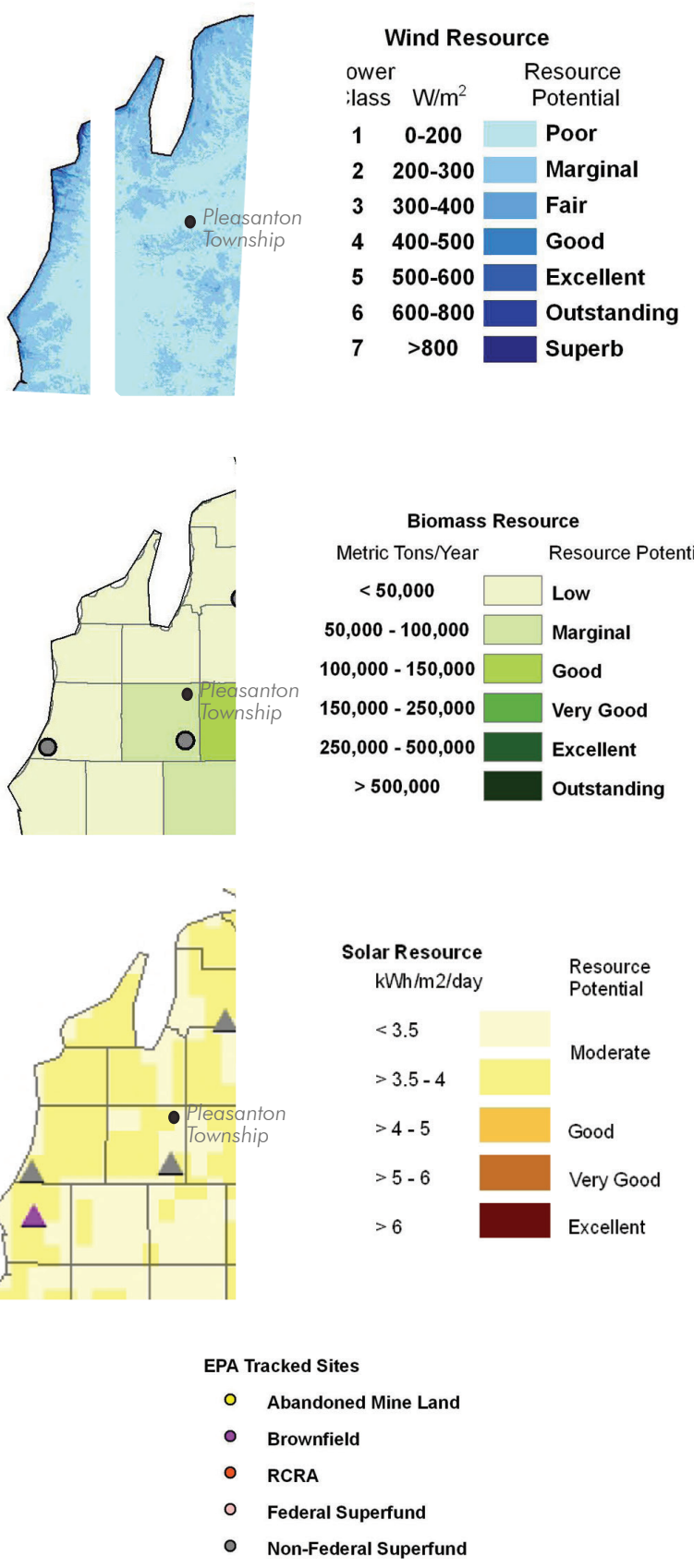
Trails and regional connections

As can be seen in Figure 4.7, Pleasanton's most prominent trail connection is the west end of snowmobile Route 386 that follows Lumley Road east from US-31 toward Springdale Township. It joins the 213-mile-long Route 3 at the end of its 9-mile run, establishing connectivity

4.7: Trails



4.8: Renewable energy potential



among five counties stretching from Leelanau in the north to Newaygo in the south. The Arcadia Dunes Preserve biking and hiking trail grazes the northwest corner of the township, and the preserve itself extends inland even further. Though not officially designated, the Pere Marquette State Forest contains developed equestrian trails.

Trails are important to Pleasanton Township's recreation goals. They were mentioned at both of the visioning sessions, and the Planning Commission has identified strategies for achieving them at several scales in the recreation-focused Cornerstone. These include an interconnected community trail system, a regional system providing access to Bear Lake, and more visible connections to state trails such as the path at the end of Swanson Road.

Power supply

Electricity for Pleasanton Township homes and businesses is available from Consumers Energy Company (Jackson) and Cherryland Electric Cooperative (Grawn). Natural gas service is available from AmeriGas Eagle Propane (Fremont) and Superior Energy Company (Kaleva). Service from "alternative energy suppliers" is also available through Michigan's Electric Customer Choice and Natural Gas Customer Choice programs.

Public Act 295 of 2008 requires Michigan electric providers' retail supply portfolio to include at least 10% renewable energy by 2015. The Michigan Public Service Commission's 2012 report estimates renewables to make up 4.7% of the energy supply

that year. Figure 4.8 shows the US Environmental Protection Agency's analysis of renewable energy potential, which is marginal in Pleasanton Township.

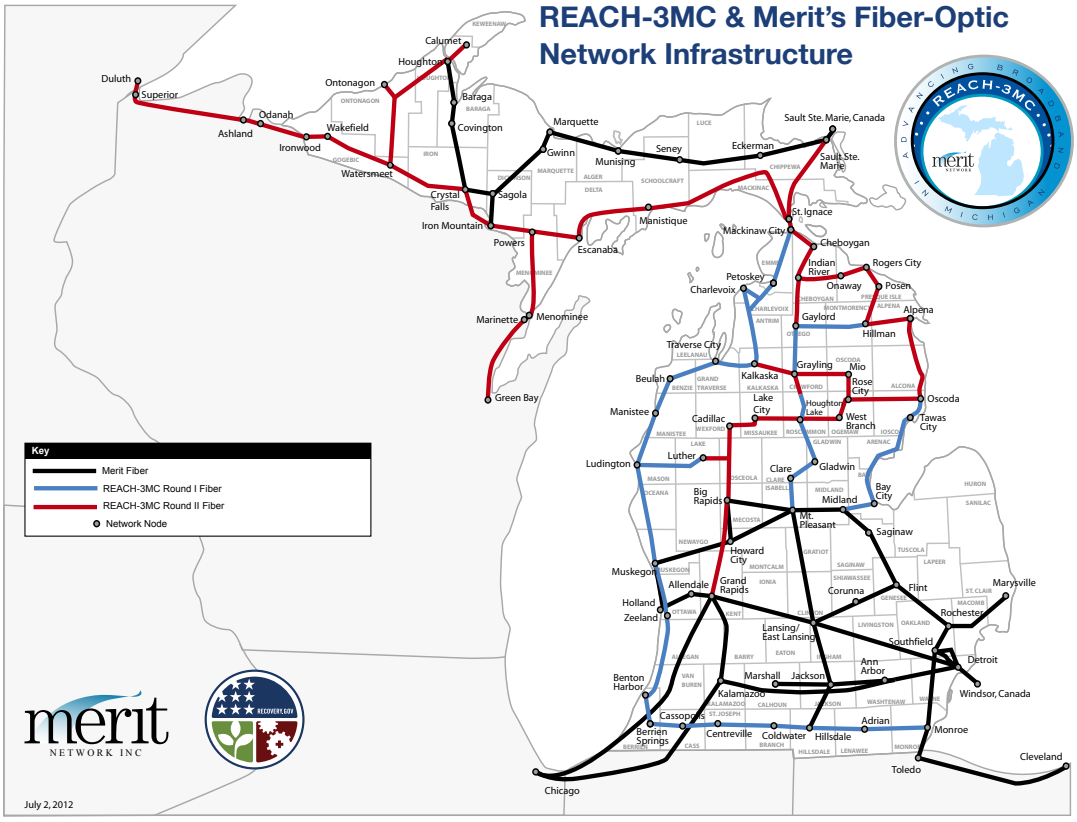
Water and sewer

Pleasanton Township does not have a public water or sewer system. Residents rely on septic and well systems. The township is not known to have difficulty in installing wells and septic systems. Some community-wide considerations include road salting, septic effluent from older systems, drainage from slopes into improperly sited residential areas, and failure to protect groundwater recharge areas through buffer zones and development limitations. Density and intensity of development need to be considered as they relate to septic and well systems also. Health department standards provide regulatory oversight at the individual level, but wise land use policy at the community level is also a partner in the effort to protect the clean water supply and dispose of waste properly.

Telecommunications

Connect Michigan, our arm of the national agency dedicated to bringing broadband access to every citizen, calculates that such success has already been achieved in 97% of households in Benzie and Manistee

4.9: Proposed Merit fiber-optic network

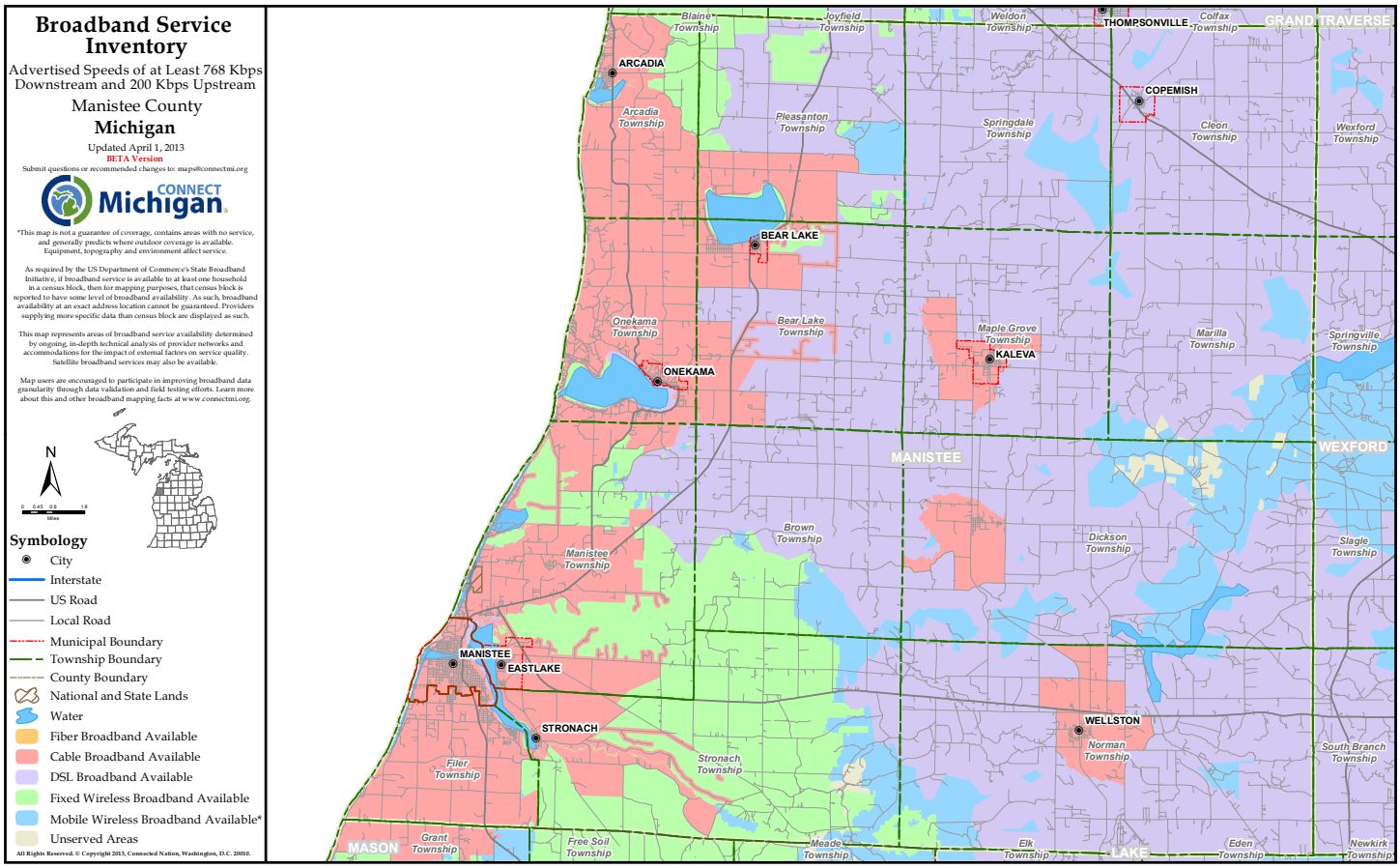


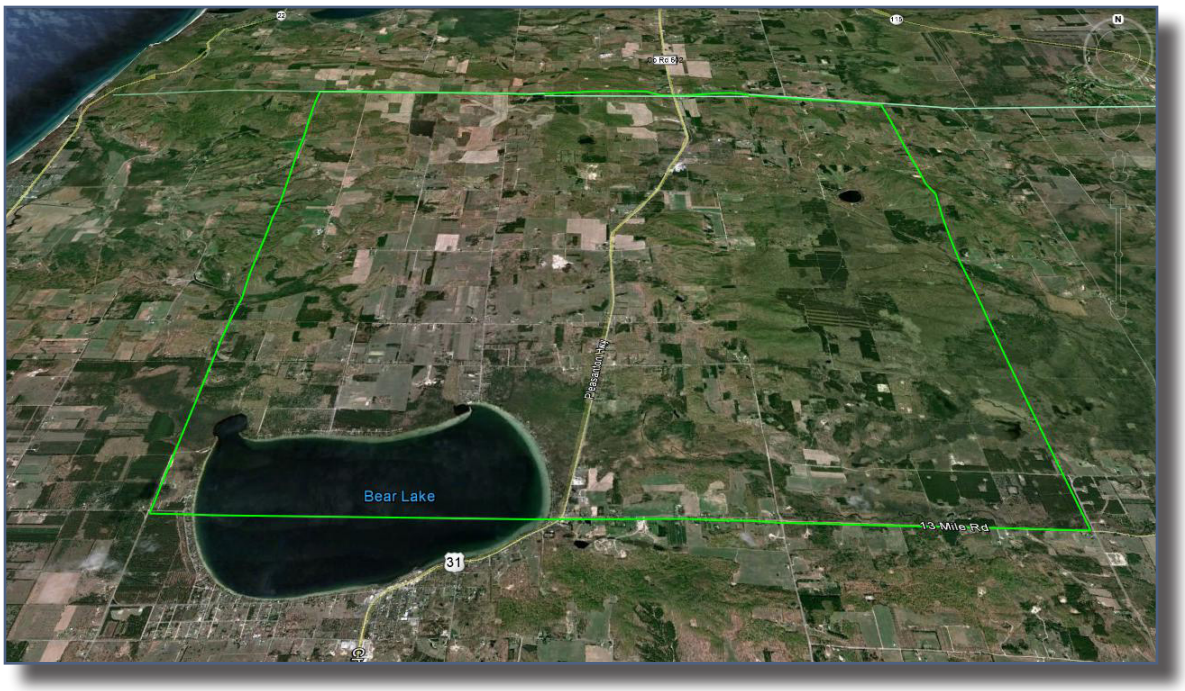
Counties. Figure 4.10 further shows that the remaining unserved areas are mostly in the counties' inland areas.

Still, improved broadband access came up in several of the visioning sessions, including Pleasanton's. There is certainly room for improvement, particularly in terms of increased speed, provider choice, and types of platforms available. In January 2010, Merit Network was awarded American Recovery and Reinvestment Act funds to launch REACH-3MC (Rural, Education, Anchor, Community, and Healthcare—Michigan Middle Mile Collaborative), a statewide fiber-optic network for "community anchor institutions" such as schools and libraries. The completion of the line between Manistee and Beulah was announced on December 28, 2012.

What does this mean? Besides extending leading-edge direct service to organizations that serve the public, the REACH-3MC network uses an open access model that welcomes existing and new internet service providers to join. By constructing the "middle mile" between providers and users, the REACH-3MC cable removes a significant barrier to rural broadband by absorbing up to 80% of an internet service provider's startup costs.

4.10: Broadband service inventory in Manistee County





Land

"Present day US-31 was established as the Allegan, Muskegon, and Grand Traverse State Road in 1861, but was not completed until 1870. Early settlers followed trails through the woods as they walked to Frankfort or Manistee for provisions."

Today, US-31—or Pleasanton Highway, as this stretch of it is known—returns the favor by connecting the township's 5,206 acres of agricultural land to population centers in Traverse City and Manistee. Most of its commercial development in the township abuts this important route, including clusters at Glovers Lake Road, Norconk Road, and just north of the Village of Bear Lake.

Pleasanton Township occupies some of the highest ground in the region. Its apex of 1,125 feet above sea level rises above all other land in the collaboration, and even its nadir of 650 feet above sea level is higher than any other community's low point. Its ridges in the north and central portions of the township are part of the Manistee moraine, comprised of sediment and other materials carried along by glaciation and then deposited wholesale as the grinding ice gave way to running water. That water made changes of its own as it departed, smoothing surfaces and carrying away any material too light to resist until the southern corners of the township had been melted into lower, flatter creekbeds.

Much of the surface water in the township can trace its roots back to Michigan's glaciers also. Though many water bodies are formed at low elevations by the circumstance of being the point at which moving water comes to rest, Bear Lake and Glovers Lake are both high-elevation kettle lakes that are all that remains of chunks of buried ice. The largest expanses of flowing water, Little Bear Creek to the southeast and Bowens and Lumley Creeks in the west central portion, are all meltwater routes toward the Great Lake Michigan.

Agricultural land makes up a quarter of the township's total acreage, and when added to the 4,273 acres of forest, we see that nearly half (44%) of Pleasanton Township's land use expresses its citizen's value of the land on its own merit. It has no residential settlement; instead, 458 of its 743 residential parcels are lakefront cottage/resort properties (2% of total land area) and the remainder are large-lot rural parcels with an average size of about 17 acres, spread over about 25% of the township's land.

Land Dashboard

Percentages indicate proportion of total land area except where noted

TOPOGRAPHY

Elevation	Slopes			Critical dunes
Low: 650 feet above sea level High: 1,125 feet above sea level Range: 475 feet	0-1 degrees:	6,186 acres	30%	0 acres
	1.1-5 degrees:	9,281 acres	45%	
	5.1-9 degrees:	3,084 acres	15%	
	9.1-16 degrees:	1,720 acres	8%	
	16.1-80 degrees:	340 acres	2%	

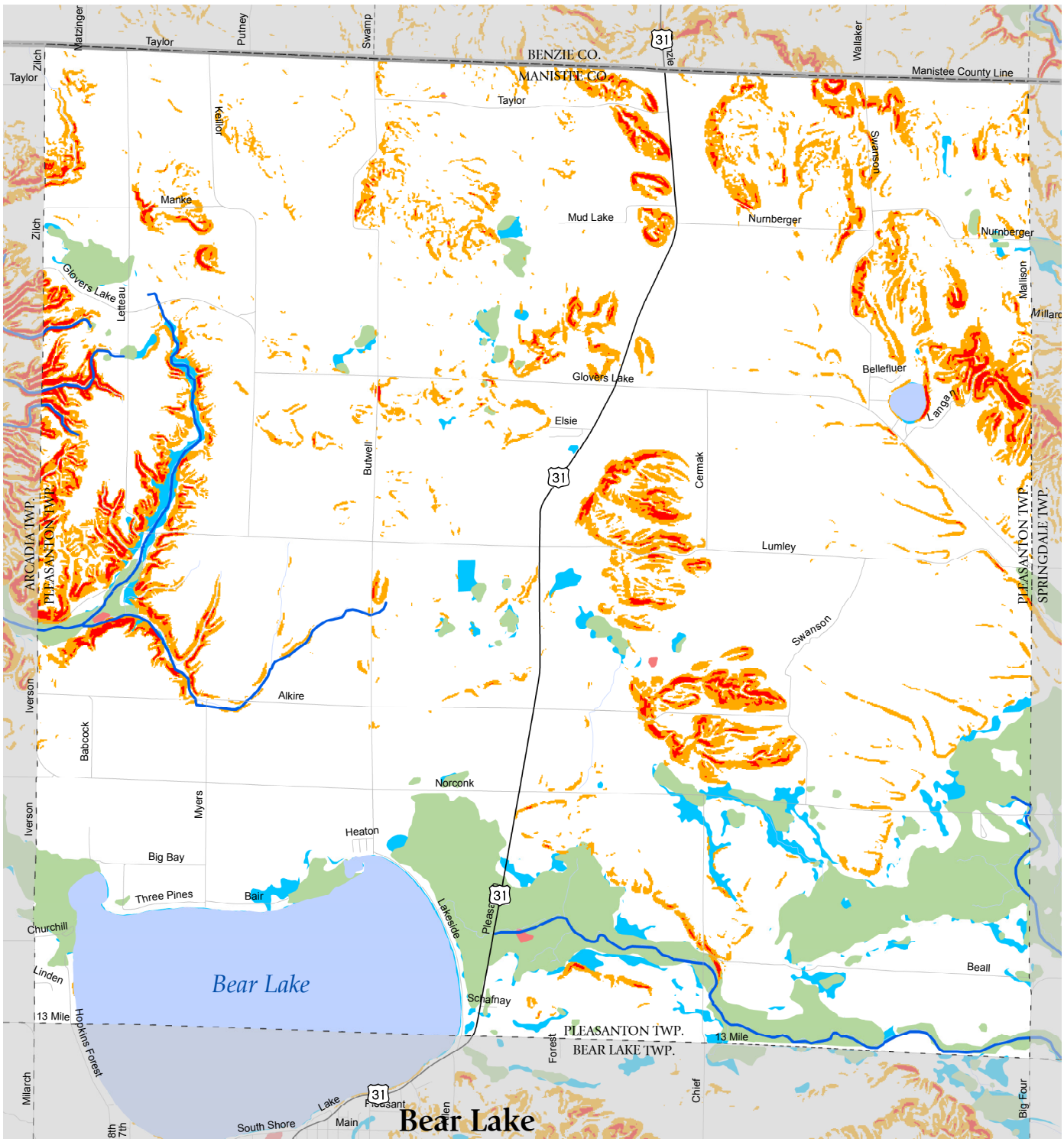
WATER

Lakes	Creek	Wetlands
1,207 acres 6%	20.3 miles 0.1% Trout Streams: 11.1 miles 55% of river length	Emergent (characterized by erect, rooted, herbaceous hydrophytes, excluding mosses and lichens): 8.5 acres 0.04% Lowlands, Shrub, Wooded (characterized by low elevation and woody vegetation): 1,772 acres 9%

PUBLIC LAND USE

Roads	Regional Trails	Conserved Land	State Land	Federal Land
76 miles 0.4%	4.8 miles 0.02%	GTRLC: 1,428 acres 7%	State Forest Lands: 2,082 acres 10% Commercial forest Act: 47 acres 0.2%	0 acres

4.12: Natural features map



LAKES TO LAND

Pleasanton Township Natural Features

0 0.25 0.5 1 Miles

Data Sources: State of Michigan Geographic Data Library, Benzie and Manistee County Equalization

- County Boundary
- Township Boundary
- Major Roads
- Minor Roads

Wetland Type:

- Lowland, Shrub, or Wooded
- Emergent
- Hydric Soils
- Trout Stream

Slope Degree:

- 9.1 - 16
- 16.1 - 45

Updated: 09-24-13

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Land use

The land use section of this master plan provides an analysis of existing land use conditions and a proposed future land use development scenario. It contains two distinct maps: the existing land use map and future land use map.

The existing land use map depicts how the property within the jurisdiction is currently developed. It shows how the land is actually used, regardless of the current zoning, lack of zoning, or future land use map designation—it is what you see happening on the property.

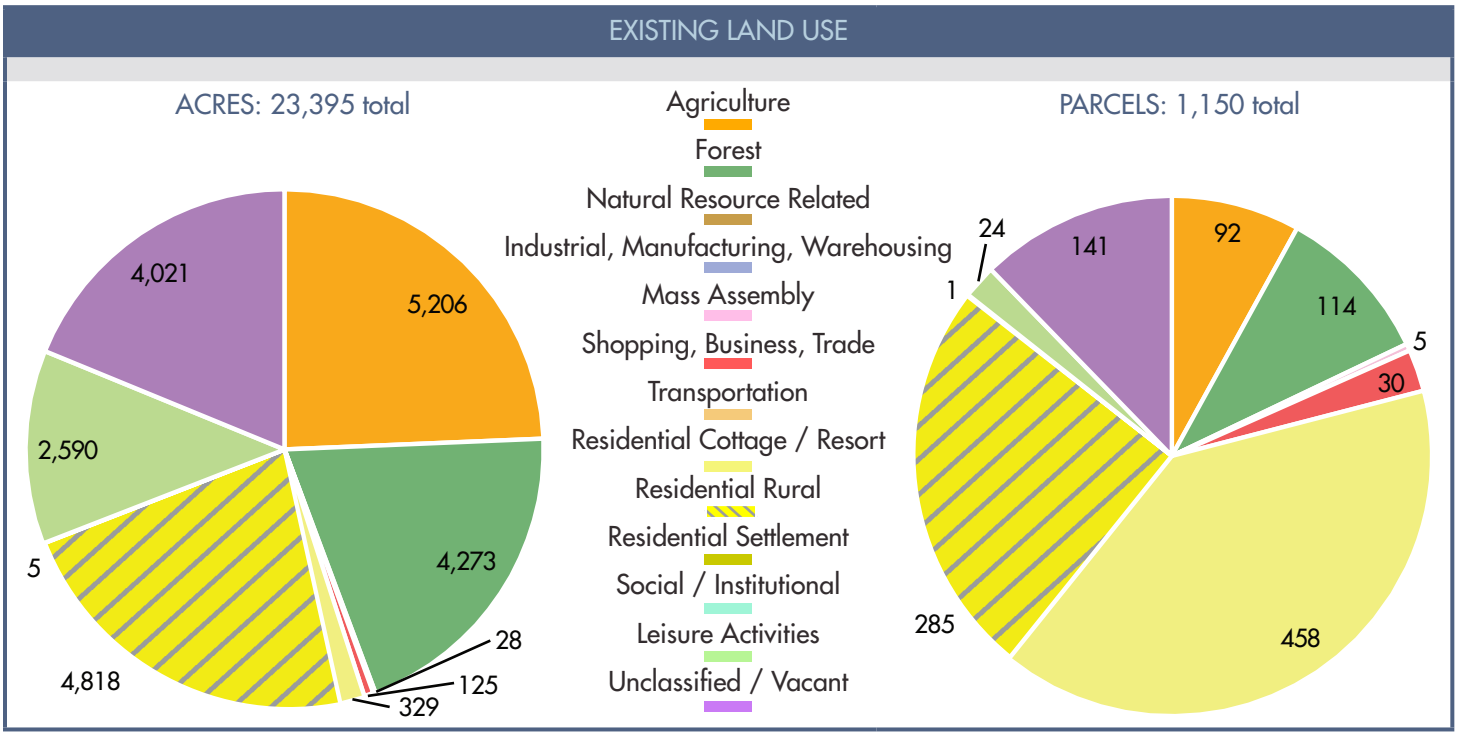
The future land use map of a master plan is a visual representation of a community's decisions about the type and intensity of development for every area of the municipality. These decisions, represented by the community's land use categories, are based on a variety of factors and are guided by the goals developed earlier in the master planning process—the Cornerstones and Building Blocks presented earlier in this plan. Although the future land use map is a policy document rather than a regulatory document, meaning that it is not legally binding once adopted, it is used to guide the creation of the zoning ordinance and the zoning map, and it supports land use decisions about variances, new development, and sub-area planning. That makes it perhaps the most important part of your master plan, as it defines how community land uses should be organized into the future.

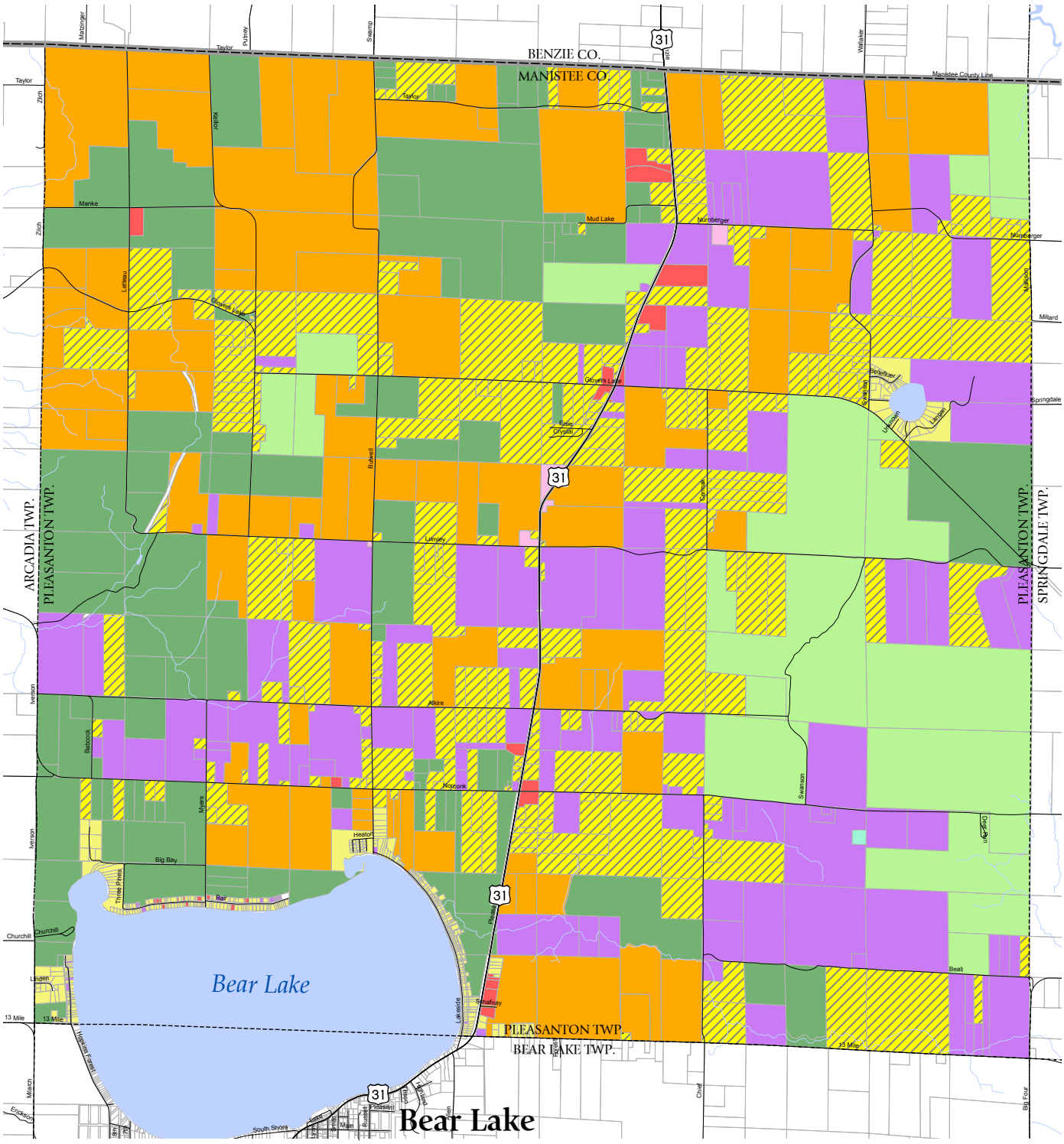
A part of the development of the future land use map is a discussion of the major land use related issues facing the community, how they interrelate with the Cornerstones and Building Blocks, and strategies that may be undertaken to achieve the desired future land use. But at the heart of planning for future land use is a picture of how the physical development of the community will take shape. Simply put, this section describes how, physically, the community will look in 15 to 20 years.

Factors considered when preparing the future land use map include:

1. Community Character. How will the land uses promote that character?
2. Adaptability of the Land. What physical characteristics (wetlands, ridges, lakes, etc.) need to be considered when planning for future development? How do the land uses for those areas reflect the uniqueness of the land?
3. Community Needs. What housing, economic development, infrastruc-

4.13: Existing land use chart and map





LAKES TO LAND

Pleasanton Township Land Use

0 0.25 0.5 1 Miles

Data Sources: State of Michigan Geographic Data Library, Benzie and Manistee County Equalization

- Agriculture
- Forest
- Leisure Activities
- Mass Assembly
- Residential, Cottage / Resort
- Residential, Rural
- Shopping, Bussiness, or Trade
- Unclassified / Vacant
- Parcel Boundary
- County Boundary
- Township Boundary
- Road

Updated: 07-19-13

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ture, or other needs should the community consider planning for?
4. Services. How are we ensuring that existing infrastructure is used efficiently, and that new infrastructure is planned for areas where new development is anticipated?
5. Existing and New Development. How will new development in the community relate to existing development?

Existing and future land use maps are both different from a zoning map, which is the regulatory document depicting the legal constraints and requirements placed on each parcel of land. The parcels are classified into zoning districts, which are based on the future land use map. When owners want to develop or use their property in ways that do not conform to the zoning map, the planning commission uses the future land use map and the master plan to consider whether the proposed development conforms to existing regulations and policy.

Environmentally Sensitive Areas

"The Township has long recognized that the regulated and even unregulated wetlands, forest stands and other ecologically sensitive biomes of the Township are unique biological assets." These areas of the township require special planning attention and development considerations to ensure that the stewardship of the land is appropriate. Design guidelines as well as zoning ordinance regulations must be re-tooled or developed to ensure that the natural environment is considered when future development occurs within and adjacent to these areas.

Compatibility

Planning is deeply rooted, philosophically and legally, in the notion of compatibility of land uses. Single family residential homes located next to a heavy industrial area do not provide compatibility—people do not want to live next to an industrial use that may create pollution, noise, or traffic. Pleasanton Township wants to ensure compatibility among its land uses and to minimize the negative impacts that occur when uses are incompatible. Compatible land uses protect individuals' investments by reducing or eliminating negative impacts to adjacent land uses.

One of the primary issues facing the township is the development of accessory buildings on parcels of land that do not have a primary dwelling. The zoning ordinance does not allow a barn, shed, garage, warehouse, or similar privately-owned individual storage facility on a piece of property unless there exists a home or some other principal land use, but this regulation is routinely disregarded. A notable issue along the Bear Lake waterfront is the building of accessory structures on land adjacent to Bear Lake and/or on lots directly across the street from the principal residence on a vacant lot. Portions of the area have the characteristic of a street with a lakeside home on one side and its garage or storage structure on the other side of the street. These residential streets lined with storage structures are not viewed favorably, as they detract from the residential feel of the community, block views of the lake, and can give the appearance of abandonment.

Some storage structures have also been erected in the rural agricultural areas which violate the zoning ordinance. In some instances, multiple storage structures reside on one piece of property that does not have a principal permitted use and is not being used for agricultural purposes. Compatibility between storage structures and the surrounding land uses is of serious concern. Such randomness leaves the community developing in a disorganized manner, may be unsightly and look abandoned, and may be hazardous as the contents of the storage facility are not known. Lack of state building permits may mean that the buildings are unsafe, and they have the potential to prevent more appropriate uses from locating within the area. A more appropriate location for storage facilities is on a piece of property where a principal use already exists.

What Pleasanton Township *does* want in the development of the US-31 corridor:

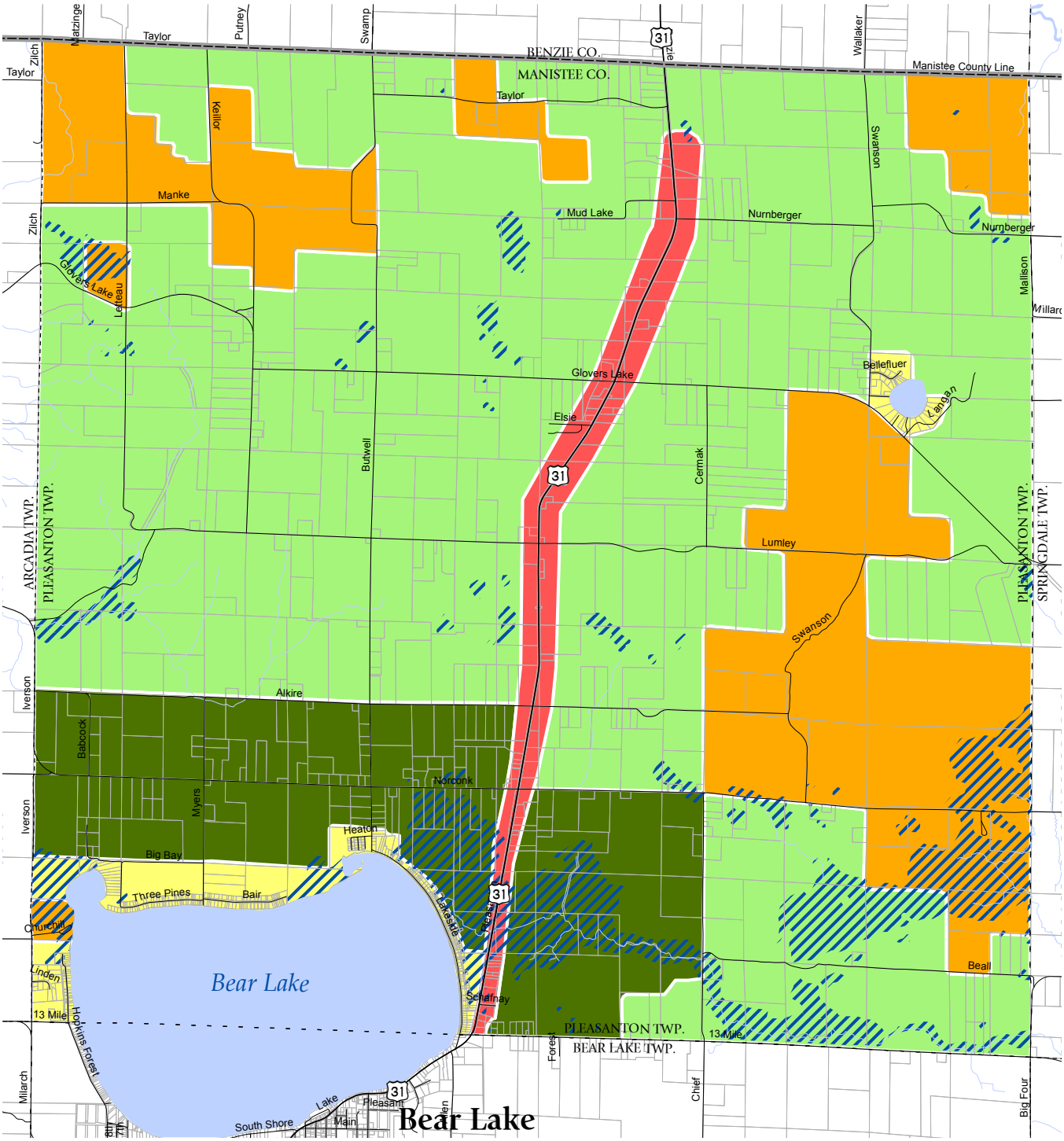
- Retail that supports a local and regional framework. The target retail is specifically agriculture-based.
- Commercial development that first occurs on sites in the geographical center of the community, nearest the largest crossroad locations and population centers (nodal development), and where an existing cluster of commercial development already exists. The intersections of US-31 with Glovers Lake Road and with Norconk Road have established commercial clusters, making these areas ideal for additional future commercial development. In addition, a cluster of light industrial uses already exists at the approach of the Village of Bear Lake along US-31.
- Clustered development which allows multiple uses on one piece of property, is located in the rear of the property, utilizes a shared access point, includes landscaping to buffer the use and/or enhance the corridor, has rear parking, and incorporates walkability in the site design.
- Single use development that is located in the rear of the property, utilizes any shared access points of neighboring uses, includes landscaping to buffer the use and/or enhance the corridor, has rear parking, and incorporates walkability in the site design.
- Ground-mounted, signage with shared users displayed.
- Development that is in keeping with the existing character of the township.

What Pleasanton Township does *not* want in the development of the US-31 corridor:

- Free-standing stores surrounded by asphalt parking lots with many driveways, unnecessary lighting used for parking or to light up the immediate area, and limited landscaping;
- Signs that are inappropriate as a result of their size and character;
- Buildings that are not keeping with the character of the community;
- Uses that may degrade the natural environment;
- A long, undifferentiated corridor dominated by retail uses and commercial activities that detracts from the rural scenic character of the community and does not encourage the placemaking strategy of this master plan;
- Natural vegetation replaced with little to no landscaping such that the built infrastructure takes on a harsh character.

US-31 through Pleasanton Township
Image: Google Earth

4.14: Future land use map



LAKES TO LAND

Pleasanton Township Future Land Use

0 0.25 0.5 1 Miles

Data Sources: State of Michigan Geographic Data Library, Benzie and Manistee County Equalization

- Commercial - Agriculture Mixed Use
- Residential - Agriculture
- Residential - Cottage and Resort
- Rural - Agriculture
- Preserve / State Land
- Sensitive Environmental Area
- County Boundary
- Township Boundary
- Road

Updated: 07-31-13

Beckett&Raeder

Growing Commercial Corridor Development

The type, location, and intensity of commercial development along the US-31 corridor is an important issue to consider as the township works to form an economic identity that will attract and create new opportunities. The commercial corridor along US-31 serves multiple uses: it provides a few retail and industrial opportunities, it is a community gathering place, and it has a number of agriculturally-based businesses. It is an important piece of Pleasanton's built environment, and as such has the potential to either attract or detract from all that the township has to offer. How this area looks and functions as an economic generator and opportunity is very important. In order to develop this corridor, special attention must be given to its design concept (what it will look like), access to US-31, parking demands, and allowable uses. In addition, ensuring that each piece of the corridor is tied together into an integrated whole to ensure compatibility with the rest of the community and region is important to the commercial occupants' success.

Future land use categories

Pleasanton Township has six future land use categories: Commercial–Agricultural Mixed Use, Residential–Agriculture, Residential–Cottage & Resort, Rural–Agriculture, Preserve, and Sensitive Environmental Area. These six future land use categories indicate higher density closest to Bear Lake and Glovers Lake, dissipating outward into the interior of the township. The township is decidedly agricultural and residential, with variations in the density and intensity of residential use. Commercial development is slated for strategic nodal locations along the US-31 corridor.

Residential–Cottage & Resort

The Residential–Cottage & Resort area of the township is located along the shores of Bear Lake and Glovers lake. This area is planned to continue the current residential pattern of small cottages and year-round housing options.

This form of land development will continue due to its proximity to Bear Lake and Glovers Lake and the desire to own lake frontage. However, attempts to acquire property with this form of cottage in order to construct larger residential units should be actively managed by the township. The phenomenon of acquiring lakefront property only to tear down an existing cottage and replace with a structure two to four times the original size can have serious impacts on surrounding properties.

Residential–Agricultural

The Residential–Agriculture area of the township is located closer to Bear Lake and consists of large-lot residential parcels with some continuing agriculture, a development pattern that is planned to continue.

As development occurs, careful consideration of its impact on the Bear Lake Watershed is of great importance. Land use patterns should consider non-motorized transportation needs, road connections to existing infrastructure, Bear Lake access, and connections to the Village of Bear Lake and state and conservancy land. Preservation of the sensitive environmental lands adjacent to the Residential–Agricultural area will need to be considered.

Rural–Agricultural

Rural–Agricultural is the largest current land use in the township. Agriculture is the dominant land use with some large-lot residential land uses. This area is planned for continued agricultural production. Consideration must be given to preventing the fragmentation of the agricultural lands while still allowing expansion of residential opportunities.

Commercial–Agricultural Mixed Use

Traversing the township from the northern to the southern border, US-31 is a major trunkline for the state and region. It also acts as the local connector for trips within the community. Land adjacent to US-31 is a mix of small and large lots, residential homes, industrial uses, and small places of business that primarily relate to the agricultural economy. There is a common characteristic of business activity along the corridor: many businesses retail local agricultural products, provide agricultural services, produce value-added products, and are direct farm-to-table providers. While some retail is found, industrial uses also exist. The Village of Bear Lake, directly adjacent to the township, provides residents with amenities such as restaurants, shopping, parks, and other commercial services. The future use of the land adjacent to the US-31 corridor is directly tied to the agricultural base of the township and, more importantly, the region. Future land use of the corridor will be geared toward the agricultural community of the township and region, providing agricultural tourism, value-added agriculture, agricultural products, agriculture-related uses, farm markets, on-farm markets or road side stands, and home

occupations. Developing the corridor in keeping with rural scenic preservation principles will require adhering to best practices of corridor development.

Sensitive Environmental Areas

Sensitive Environmental Areas include existing residential and some commercial lands, land owned by the state of Michigan and the Grand Traverse Regional Land Conservancy, regulated and identified wetlands of importance, and land kept in permanent open space easements. These areas of the township will continue to be preserved and/or treated with additional environmental protection measures to ensure open space, recreational opportunities, and protection of the most sensitive environmental assets of the community. Development of these areas will continue to expand uses for recreation, habitat protection, and general land management activities. For example, these areas are ideal for motorized and non-motorized transportation paths, recreational opportunities for hiking, walking, and mountain biking, and a place for equestrian activities. Some residential development is also permitted, but in a manner in keeping with good environmental stewardship goals.

Preserve

Preserve includes land held in ownership for the public by the state of Michigan, the federal government, the township, or a land conservancy. This area of the township is primarily located on the east side of US-31 and is planned for perpetual conservation.

Agricultural Uses Defined

Agricultural structures. Greenhouses; outbuildings for storage and/or use for farm operations.

Agricultural tourism, ag-tourism and/or agri-tourism. The practice of visiting an agribusiness, horticultural, or agricultural operation, including, but not limited to: a farm, orchard, winery, greenhouse, hunting preserve; a companion animal or livestock show; and for the purpose of recreation, education, or active involvement in the operation.

Value-added agriculture. The enhancement or improvement of the overall value of an agricultural commodity or of an animal or plant product to a higher value. The enhancement or improvement includes, but is not limited to: marketing, agricultural processing, transforming, or packaging; education presentation, activities and tours; and production of items such as wines and cider.

Agricultural products. Includes, but is not limited to: crops (corn, wheat, hay, potatoes); fruit (apples, peaches, grapes, cherries, berries, etc.); cider; vegetables (sweet corn, pumpkins, tomatoes, etc.); floriculture; herbs; forestry; husbandry; livestock and livestock products (cattle, sheep, hogs, horses, poultry, ostriches, emus, farmed deer, farmed buffalo, milk, eggs, and fur, etc.); aquaculture products (fish, fish products, water plants and shellfish); horticultural specialties (nursery stock, ornamental shrubs, flowers and Christmas trees); maple sap, etc.

Agriculturally related uses. Activities that predominantly use agricultural products, buildings, or equipment, such as pony rides, corn mazes, pumpkin rolling, barn dances, sleigh/hay rides, and educational events such as farming and food preserving classes, etc.

Farm market/on-farm market/roadside stand. The sale of agricultural products or value-added agricultural products directly to the consumer from a site on a working farm or any agricultural, horticultural, or agribusiness operation or agricultural land. Also includes agriculture-related products, which are items sold at a farm market to attract customers and promote the sale of agricultural products. Such items include, but are not limited to: all agricultural and horticultural products, animal feed, baked goods, ice cream and ice cream-based desserts and beverages, jams, honey, gift items, food stuffs, clothing and other items promoting the farm and agriculture in Michigan and value-added agricultural products and production on site.

4.15: Land use aerials

Commercial – Agricultural Mixed Use (west of US-31) with Residential – Cottage & Resort along the lake

Residential – Agricultural

Rural – Agricultural, including two Sensitive Environmental Areas to the north

Images: Google Earth

Zoning

The Michigan Planning Enabling Act, (Act 33 of 2008 Section 125.3881) mandates that a zoning plan be included in the master plan that indicates how the zoning ordinance needs to be revised in order to align with the Master Plan. In Pleasanton Township, the zoning ordinance is in need of substantial revision. With the exception of the recently adopted Wind Energy Systems Ordinance, many provisions are in need of attention. Review and revision of the zoning ordinance will include evaluating the dimension requirements of the zoning districts, determining the appropriateness and compatibility of uses, and providing general requirements for the orderly development of the community.

The following points are issues that will need to be considered when the zoning ordinance is revised:

- One particular change in the zoning ordinance will be the delineation of the Commercial–Agricultural Mixed Use district suggested in this plan. This district will help implement a nodal development pattern along the US-31 corridor so that uses are compressed into specific geographical areas rather than being strung out along the whole US-31 corridor.
- It is also recommended that zoning tools be developed that are geared toward assisting farmers in growing their businesses. Expanding permitted agriculture-related uses and practices within the appropriate districts and providing an atmosphere in support of farming operations are suggested.
- The zoning ordinance should also include revised enforcement tools, such as the insertion of language that calls for civil infractions and the development of a complaint resolution section.
- Additional language should be written into the zoning ordinance requiring approval for state permits (e.g., health department, soil erosion, Michigan Department of Natural Resource, etc.) prior to approval for township permits.
- Zoning dimensional requirements for the Little Bay Resort residential development should also be analyzed to determine the existing dimensions of residential development and to understand the dimensional requirements in Little Bay Resort's deed restrictions. Once this analysis is complete, the information should be used to revise the zoning ordinance.

This master plan suggests five categories and one overlay district to mirror the Future Land Use Map. The categories are:

- *Rural–Agricultural (R-1)*: Low density. Single-family residential with the dominant land use as agriculture.
- *Residential–Agricultural (R-2)*: Medium density. Single-family residential and agricultural uses located closer to the Residential–Cottage & Resort zone. Considered medium density.
- *Residential–Cottage & Resort (R-3*): High density. Seasonal and year-round single family residential on Bear Lake and Glovers Lake. Some lodging allowed. Small lots with higher density.
- *Commercial–Agricultural Mixed Use (C)*: Retail and light industrial primarily related to the agricultural industry.
- *Sensitive Environmental Areas Overlay (SE)*: Areas of important ecological significance such as regulated and unregulated wetlands, tree stands, and open space used for wildlife. This overlay adds a stricter level of regulations to ensure the continued and future protection of those areas of the township with important ecological significance.
- *Preserve (P)*: Areas held in a conservation easement as permanent open space, and state and federal lands.

4.16: Zoning districts

PROPOSED ZONING DISTRICTS	USES (general)	SETBACKS	MINIMUM LOT SIZE	NOTES
Residential– Cottage & Resort (high density) R-3	Single & Muliti- Family Residential, Lodging	Front: 50′ from road edge Side: 10′ Rear: 20′ Water's Edge: 25′	30,000 square feet	
Residential– Agriculture (medium density) R-2	Single & Multi-Family Residential, Agriculture	Front: 50′ from road edge Side: 10′ Rear: 20′ Water's Edge: 100′	5 acres	
Rural– Agriculture (low density) R-1	Single Family Residential, Agriculture	Front 83′ Side 10′ Rear 20′ Water's Edge 100′	10 acres	
Commercial– Agricultural Mixed Use C	Agriculture/Commercial, Single & Multi-Family Residential	Front: 50′ from road edge Side: 20′ Rear: 20′ Water's Edge: 300′	2 acres	Re-evaluate uses to determine whether they are in keeping with this master plan.
Sensitive Environmental Areas Overlay SE	Land Conservation, Recreation, Residential	Front: 50′ from road edge Side: 10′ Rear: 20′ Water's Edge: 300′	Same as the underlying zoning district	Need to develop environmental protection and siting requirements
Preserve	Land Conservation. Agriculture, Recreation			
Little River Resort	Single Family Residential	Front: 15′ Side: 2′ Rear: 0′ Water's Edge: 100′	3,600 square feet	Need to develop environmental protection and siting requirements

Action Plan

The overall success of the Pleasanton Township Master Plan will be determined by how many of the recommendations have been implemented.

This linkage between master plan acceptance and its eventual implementation is often the weakest link in the planning and community building process. All too often we hear that familiar phrase, "The plan was adopted and then sat on the shelf." The plan is cited as the failure, but the real culprit was the failure to execute or implement the plan.

Implementation of the Pleasanton Township Master Plan is predicated on the completion of the tasks outlined in the Action Plan.

4.17: Action plan

RECOMMENDED IMPLEMENTATION STRATEGY 2015 – 2020		
Action Item	Description	Responsible Party
Update the zoning ordinance	Prepare a Township Zoning Ordinance	Planning Commission and Board of Trustees
Develop a multi-user trail system throughout the township that also connects to regional trail systems	Prepare a trail plan that connects to neighboring townships	Planning Commission
Develop agriculture-based economic vitality	Define and prepare regional strategies which promote the continuation and economic viability of farming	Planning Commission

Appendix

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Tab 2 – by Page

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Data

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Subject	Pleasanton	
	Estimate	Percent
POPULATION		
1990	657	NA
2000	817	2.44%
2010	818	0.01%
2016 (proj.)	809	-0.18%
HOUSING OCCUPANCY		
Total Housing Units	694	694
Owner-occupied	324	46.7%
Renter-occupied	41	5.9%
Seasonal/Recreational/Occasional use	274	39.5%
Vacant - For Sale, For Rent, etc.	55	7.9%
EDUCATIONAL ATTAINMENT		
Population 25 years and over	645	645
Less than high school	90	13.90%
High school graduate and equivalency	254	39.40%
Some college, no degree	135	20.90%
Associate's degree	58	9.00%
Bachelor's degree	43	6.70%
Graduate or professional degree	65	10.10%
Percent high school graduate or higher	(X)	86.00%
Percent bachelor's degree or higher	(X)	16.70%
SCHOOL ENROLLMENT		
Population enrolled in school	233	28.48%
CLASS OF WORKER		
Civilian employed population 16 years +	353	353
Private wage and salary workers	237	67.10%
Government workers	46	13.00%
Self-employed	59	16.70%
Unpaid family workers	11	3.10%
Private sector jobs	83.9%	
INCOME AND BENEFITS (IN 2010 INFLATION-ADJUSTED DOLLARS)		
Total households	415	415
Less than $10,000	41	9.90%
$10,000 to $14,999	35	8.40%
$15,000 to $24,999	70	16.90%
$25,000 to $34,999	48	11.60%
$35,000 to $49,999	64	15.40%
$50,000 to $74,999	77	18.60%
$75,000 to $99,999	51	12.30%
$100,000 to $149,999	25	6.00%
$150,000 to $199,999	0	0.00%
$200,000 or more	4	1.00%
Median household income (dollars)	37,250	(X)
Very low income	146	35.2%
Low income	48	11.6%
Moderate income	141	34.0%
High income	76	18.3%
Very high income	4	1.0%

Per capita income	20,713	(X)
Median earnings for workers (dollars)	19,950	(X)
Median earnings for male full-time, year-round workers (dollars)	47,083	(X)
Median earnings for female full-time, year-round workers (dollars)	24,375	(X)
POVERTY		
All families	(X)	15.10%
All people	(X)	19.00%
Under 18 years	(X)	37.70%
Receiving food stamps	46	11.10%
Receiving cash assistance	11	2.70%
INDUSTRY		
Civilian employed population 16 years and over	353	353
Agriculture, forestry, fishing and hunting, and mining	18	5%
Construction	46	13%
Manufacturing	42	12%
Wholesale trade	7	2%
Retail trade	49	14%
Transportation and warehousing, and utilities	16	5%
Information	0	0%
Finance and insurance, and real estate and rental and leasing	15	4%
Professional, scientific, and management, and administrative and waste management services	13	4%
Educational services, and health care and social assistance	47	13%
Arts, entertainment, and recreation, and accommodation and food services	55	16%
Other services, except public administration	14	4%
Public administration	31	9%
Manufacturing to retail jobs	0.86	
Non-retail	235	
Retail, arts, accommodations, food	104	
Non-retail to retail, arts, acc., food	2.26	

EMPLOYMENT STATUS		
Population 16 years and over	742	742
In labor force	391	52.70%
Civilian labor force	391	52.70%
Employed	353	47.60%
Unemployed	38	5.10%
Armed Forces	0	0.00%
Not in labor force	351	47.30%
Civilian labor force	391	391
Percent Unemployed	(X)	9.70%
Jobs per 1,000 residents	432	
Non-service jobs per 1,000 residents	431	
COMMUTING TO WORK		
Workers 16 years and over	346	346
Drove alone	241	69.70%
Carpooled	66	19.10%
Public transit (except taxi)	0	0.00%
Walked	16	4.60%
Other means	7	2.00%
Worked at home	16	4.60%
Workers who commute	330	95.38%
Commuters who drive alone		73.03%
Mean travel time to work (minutes)	24.2	(X)
HOUSEHOLDS BY TYPE		
Total households	415	415
Average household size	2.21	(X)
Average family size	2.68	(X)
VETERAN STATUS		
Civilian population 18 years +	704	704
Civilian veterans	100	14.20%
ANCESTRY		
Total population	919	919
American	65	7.10%
Arab	0	0.00%
Czech	0	0.00%
Danish	17	1.80%
Dutch	39	4.20%
English	134	14.60%
French (except Basque)	52	5.70%
French Canadian	11	1.20%
German	364	39.60%
Greek	0	0.00%
Hungarian	21	2.30%
Irish	76	8.30%
Italian	6	0.70%
Lithuanian	0	0.00%
Norwegian	9	1.00%
Polish	96	10.40%
Portuguese	0	0.00%
Russian	0	0.00%
Scotch-Irish	34	3.70%
Scottish	22	2.40%
Slovak	2	0.20%
Subsaharan African	0	0.00%
Swedish	33	3.60%
Swiss	0	0.00%
Ukrainian	7	0.80%
Welsh	6	0.70%
West Indian (excluding Hispanic)	0	0.00%

OCCUPATION		
Management, business, science, and arts occupations	23.80%	+/-6.5
Service occupations	27.70%	+/-6.5
Sales and office occupations	23.70%	+/-5.6
Natural resources, construction, and maintenance occupations	10.00%	+/-4.4
Production, transportation, and material moving occupations	14.70%	+/-5.8
VALUE		
Owner-occupied units	366	366
Median home value (dollars)	166,200	(X)
MORTGAGE STATUS		
Owner-occupied units	366	366
Housing units with a mortgage	206	56.30%
Housing units without a mortgage	160	43.70%
GROSS RENT		
Occupied units paying rent	18	18
Median rent (dollars)	775	(X)
HOUSE HEATING FUEL		
Occupied housing units	415	415
Utility gas	50	12.00%
Bottled, tank, or LP gas	193	46.50%
Electricity	15	3.60%
Fuel oil, kerosene, etc.	38	9.20%
Coal or coke	0	0.00%
Wood	117	28.20%
Solar energy	0	0.00%
Other fuel	2	0.50%
No fuel used	0	0.00%
YEAR STRUCTURE BUILT		
Total housing units	812	812
Built 2005 or later	3	0.40%
Built 2000 to 2004	117	14.40%
Built 1990 to 1999	122	15.00%
Built 1980 to 1989	124	15.30%
Built 1970 to 1979	116	14.30%
Built 1960 to 1969	80	9.90%
Built 1950 to 1959	64	7.90%
Built 1940 to 1949	31	3.80%
Built 1939 or earlier	155	19.10%

Notes for US Census Bureau, American Community Survey 2006-2010, Table S2403

Data are based on a sample and are subject to sampling variability. The degree of uncertainty for an estimate arising from sampling variability is represented through the use of a margin of error. The value shown here is the 90 percent margin of error. The margin of error can be interpreted roughly as providing a 90 percent probability that the interval defined by the estimate minus the margin of error and the estimate plus the margin of error (the lower and upper confidence bounds) contains the true value. In addition to sampling variability, the ACS estimates are subject to nonsampling error (for a discussion of nonsampling variability, see Accuracy of the Data). The effect of nonsampling error is not represented in these tables.

The methodology for calculating median income and median earnings changed between 2008 and 2009. Medians over $75,000 were most likely affected. The underlying income and earning distribution now uses $2,500 increments up to $250,000 for households, non-family households, families, and individuals and employs a linear interpolation method for median calculations. Before 2009 the highest income category was $200,000 for households, families and non-family households ($100,000 for individuals) and portions of the income and earnings distribution contained intervals wider than $2,500. Those cases used a Pareto Interpolation Method.

Industry codes are 4-digit codes and are based on the North American Industry Classification System 2007. The Industry categories adhere to the guidelines issued in Clarification Memorandum No. 2, ""NAICS Alternate Aggregation Structure for Use By U.S. Statistical Agencies,"" issued by the Office of Management and Budget.

While the 2006-2010 American Community Survey (ACS) data generally reflect the December 2009 Office of Management and Budget (OMB) definitions of metropolitan and micropolitan statistical areas; in certain instances the names, codes, and boundaries of the principal cities shown in ACS tables may differ from the OMB definitions due to differences in the effective dates of the geographic entities.

Estimates of urban and rural population, housing units, and characteristics reflect boundaries of urban areas defined based on Census 2000 data. Boundaries for urban areas have not been updated since Census 2000. As a result, data for urban and rural areas from the ACS do not necessarily reflect the results of ongoing urbanization.

Explanation of Symbols:

1. An '**' entry in the margin of error column indicates that either no sample observations or too few sample observations were available to compute a standard error and thus the margin of error. A statistical test is not appropriate.

2. An '-' entry in the estimate column indicates that either no sample observations or too few sample observations were available to compute an estimate, or a ratio of medians cannot be calculated because one or both of the median estimates falls in the lowest interval or upper interval of an open-ended distribution.

3. An '-' following a median estimate means the median falls in the lowest interval of an open-ended distribution.

4. An '+' following a median estimate means the median falls in the upper interval of an open-ended distribution.

5. An '***' entry in the margin of error column indicates that the median falls in the lowest interval or upper interval of an open-ended distribution. A statistical test is not appropriate.

6. An '*****' entry in the margin of error column indicates that the estimate is controlled. A statistical test for sampling variability is not appropriate.

7. An 'N' entry in the estimate and margin of error columns indicates that data for this geographic area cannot be displayed because the number of sample cases is too small.

8. An '(X)' means that the estimate is not applicable or not available.

S2403: INDUSTRY BY SEX AND MEDIAN EARNINGS IN THE PAST 12 MONTHS (IN 2010 INFLATION-ADJUSTED DOLLARS)
FOR THE CIVILIAN EMPLOYED POPULATION 16 YEARS AND OVER
2006-2010 American Community Survey 5-Year Estimates

	Total		Male		Female		Median earnings (dollars)		Median earnings: male		Median earnings: female	
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
Civilian employed population 16 years and over	353	+/-70	63.2%	+/-5.8	36.8%	+/-5.8	22,917	+/-6,809	33,750	+/-10,653	18,750	+/-3,530
Agriculture, forestry, fishing and hunting, and mining:	18	+/-12	55.6%	+/-29.0	44.4%	+/-29.0	30,357	+/-8,015	31,250	+/-6,909	23,750	+/-15,109
Agriculture, forestry, fishing and hunting	9	+/-7	44.4%	+/-50.1	55.6%	+/-50.1	28,750	+/-15,728	-	**	19,063	+/-6,793
Mining, quarrying, and oil and gas extraction	9	+/-9	66.7%	+/-29.4	33.3%	+/-29.4	31,250	+/-9,488	30,000	+/-16,838	-	**
Construction	46	+/-24	100.0%	+/-40.2	0.0%	+/-40.2	48,333	+/-9,117	48,333	+/-9,117	-	**
Manufacturing	42	+/-21	83.3%	+/-14.9	16.7%	+/-14.9	18,125	+/-6,802	19,063	+/-11,510	11,750	+/-9,376
Wholesale trade	7	+/-10	100.0%	+/-100.0	0.0%	+/-100.0	-	**	-	**	-	**
Retail trade	49	+/-23	73.5%	+/-16.2	26.5%	+/-16.2	16,406	+/-6,257	19,375	+/-20,993	9,821	+/-2,955
Transportation and warehousing, and utilities:	16	+/-13	81.3%	+/-30.4	18.8%	+/-30.4	16,667	+/-24,629	32,917	+/-114,362	-	**
Transportation and warehousing	13	+/-12	76.9%	+/-37.3	23.1%	+/-37.3	15,417	+/-118,800	14,583	+/-281,765	-	**
Utilities	3	+/-4	100.0%	+/-100.0	0.0%	+/-100.0	-	**	-	**	-	**
Information	0	+/-109	-	**	-	**	-	**	-	**	-	**
Finance and insurance, and real estate and rental and leasing:	15	+/-11	46.7%	+/-41.3	53.3%	+/-41.3	15,750	+/-4,956	57,813	+/-79,413	15,500	+/-5,354
Finance and insurance	11	+/-10	27.3%	+/-45.0	72.7%	+/-45.0	12,292	+/-6,314	-	**	15,500	+/-5,354
Real estate and rental and leasing	4	+/-5	100.0%	+/-100.0	0.0%	+/-100.0	-	**	-	**	-	**
Professional, scientific, and management, and administrative and waste management services:	13	+/-11	23.1%	+/-37.6	76.9%	+/-37.6	14,821	+/-7,363	-	**	14,286	+/-7,216
Professional, scientific, and technical services	0	+/-109	-	**	-	**	-	**	-	**	-	**
Management of companies and enterprises	3	+/-4	0.0%	+/-100.0	100.0%	+/-100.0	-	**	-	**	-	**
Administrative and support and waste management services	10	+/-11	30.0%	+/-52.4	70.0%	+/-52.4	14,286	+/-4,651	-	**	-	**
Educational services, and health care and social assistance:	47	+/-38	27.7%	+/-26.2	72.3%	+/-26.2	24,688	+/-6,322	-	**	18,929	+/-12,155
Educational services	12	+/-10	0.0%	+/-78.7	100.0%	+/-78.7	18,929	+/-5,306	-	**	18,929	+/-5,306
Health care and social assistance	35	+/-37	37.1%	+/-26.1	62.9%	+/-26.1	29,583	+/-19,943	-	**	13,750	+/-32,967
Arts, entertainment, and recreation, and accommodation and food services:	55	+/-25	49.1%	+/-21.8	50.9%	+/-21.8	20,096	+/-12,178	6,250	+/-8,275	22,115	+/-5,745
Arts, entertainment, and recreation	18	+/-11	72.2%	+/-24.9	27.8%	+/-24.9	10,833	+/-10,419	4,063	+/-17,323	12,083	+/-79,033
Accommodation and food services	37	+/-22	37.8%	+/-26.0	62.2%	+/-26.0	20,865	+/-6,072	7,000	+/-7,844	22,212	+/-5,341
Other services, except public administration	14	+/-12	35.7%	+/-42.6	64.3%	+/-42.6	33,333	+/-67,091	-	**	2,500-	***
Public administration	31	+/-14	67.7%	+/-22.5	32.3%	+/-22.5	51,250	+/-6,849	53,438	+/-9,307	29,167	+/-21,513
PERCENT IMPUTED												
Industry	5.1%	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)

Esri Business Analyst

Financial Expenditures			
Pleasanton township_1			
Pleasanton township, MI (2610164860)			
Geography: County Subdivision			
	Spending Potential Index	**Average Amount Spent**	**Total**
Assets			
Market Value			
Checking Accounts	70	$3,950.23	$1,433,932
Savings Accounts	72	$9,142.47	$3,318,717
U.S. Savings Bonds	80	$320.92	$116,492
Stocks, Bonds & Mutual Funds	63	$23,654.44	$8,586,561
Annual Changes			
Checking Accounts	40	$100.88	$36,619
Savings Accounts	66	$249.17	$90,448
U.S. Savings Bonds	331	$7.64	$2,772
Earnings			
Dividends, Royalties, Estates, Trusts	74	$700.99	$254,458
Interest from Savings Accounts or Bonds	69	$609.86	$221,378
Retirement Plan Contributions	62	$830.97	$301,642
Liabilities			
Original Mortgage Amount	50	$10,427.03	$3,785,010
Vehicle Loan Amount 1	84	$2,213.15	$803,375
Amount Paid: Interest			
Home Mortgage	56	$2,523.77	$916,130
Lump Sum Home Equity Loan	64	$80.58	$29,249
New Car/Truck/Van Loan	72	$146.16	$53,054
Used Car/Truck/Van Loan	87	$136.69	$49,617
Amount Paid: Principal			
Home Mortgage	64	$1,222.98	$443,942
Lump Sum Home Equity Loan	66	$107.17	$38,904
New Car/Truck/Van Loan	72	$776.93	$282,027
Used Car/Truck/Van Loan	88	$649.49	$235,766
Checking Account and Banking Service Charges	65	$17.51	$6,356
Finance Charges, excluding Mortgage/Vehicle	66	$156.79	$56,916

Business Summary

Pleasanton Township
Area: 35.45 Square Miles

Data for all businesses in area		
Total Businesses:	29	
Total Employees:	159	
Total Residential Population:	813	
Employee/Residential Population Ratio:	0.20	

	Businesses		Employees	
by NAICS Codes	**Number**	**Percent**	**Number**	**Percent**
Agriculture, Forestry, Fishing & Hunting	0	1.1%	1	0.4%
Mining	0	0.5%	1	0.4%
Utilities	0	0.0%	0	0.0%
Construction	5	18.2%	29	18.5%
Manufacturing	1	3.1%	2	1.2%
Wholesale Trade	1	4.0%	12	7.6%
Retail Trade	2	8.2%	16	10.0%
Motor Vehicle & Parts Dealers	1	3.6%	4	2.7%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	1	2.1%	7	4.5%
Food & Beverage Stores	0	0.5%	0	0.2%
Health & Personal Care Stores	0	0.5%	1	0.7%
Gasoline Stations	0	1.0%	3	1.7%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%
General Merchandise Stores	0	0.0%	0	0.0%
Miscellaneous Store Retailers	0	0.5%	0	0.2%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	2	7.2%	5	3.4%
Information	0	1.5%	0	0.3%
Finance & Insurance	0	1.4%	1	0.7%
Central Bank/Credit Intermediation & Related Activities	0	0.5%	1	0.4%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	0	1.0%	1	0.4%
Real Estate, Rental & Leasing	0	1.1%	0	0.2%
Professional, Scientific & Tech Services	1	2.2%	1	0.8%
Legal Services	0	0.5%	0	0.2%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation Services	3	9.3%	7	4.4%
Educational Services	0	1.4%	15	9.1%
Health Care & Social Assistance	2	8.3%	28	17.7%
Arts, Entertainment & Recreation	1	3.7%	3	1.8%
Accommodation & Food Services	5	16.5%	23	14.4%
Accommodation	3	9.7%	6	4.0%
Food Services & Drinking Places	2	6.7%	16	10.4%
Other Services (except Public Administration)	2	8.2%	7	4.3%
Automotive Repair & Maintenance	0	1.6%	1	0.6%
Public Administration	1	2.6%	6	3.9%
Unclassified Establishments	0	1.6%	1	0.9%
Total	29	100%	159	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2012, all rights reserved. Esri forecasts for 2011.

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PLEASANTON TOWNSHIP BOARD
MANISTEE COUNTY, MICHIGAN
Monday, March 9, 2015

APPROVED MINUTES

The regular monthly meeting of the Pleasanton Township Board was called to order at 7:00 pm followed by the Pledge of Allegiance to the American Flag. Members present: Supervisor Carol Merrill, Clerk Amy Cross, Treasurer Judy Girven, Trustees Brenda Monk and Rochelle Rollenhagen.

Sarah Archer, Manistee County Recyling Coordinator, attended the meeting to explain the County Recycling Program.

"Budget 2015-16" Public Hearing opened; none given; closed. Motion by Girven, supported by Monk, to approve the budget resolution (Appropriations Act) for 2015-2016; roll-call vote – ayes: Cross, Girven, Monk, Rollenhagen, Merrill; AIF; Motion carried.

Public comment opened; none given; closed.

Motion by Monk, supported by Cross, to approve the regular meeting minutes of February 9, 2015 and workshop minutes of February 26, 2015; AIF; Motion carried.

Motion by Monk, supported by Rollenhagen, for Supervisor's acceptance of the Treasurer's Report; AIF; Motion carried.

Motion by Girven, supported by Cross, to pay the monthly bills as presented on the check register adding cemetery electric $22.61 and hall electric $70.87; AIF; Motion carried.

CORRESPONDENCE: Memo from Rob Carson re: Free Placemaking Training in Manistee County; MDOT meeting in Cadillac, County Recreational Plan informational packet.

NEW BUSINESS: Motion by Monk, supported by Rollenhagen, to approve the Manistee County Planning Department resolution supporting the planning process to develop a County-Wide Park & Recreation Plan; AIF; Motion carried.

Motion by Merrill, supported by Girven, to approve the Planning Commission's Master Plan; roll-call vote – ayes: Girven, Monk, Rollenhagen, Merrill, Cross; AIF; Motion carried.

Motion by Cross, supported by Girven, to amend the current budget moving $803.00 from Township Hall/Maintenance: $253 to Cemetery Wages; $550 to Cemetery Maintenance; AIF; Motion carried.

OTHER BUSINESS: Motion by Cross, supported by Merrill, to approve Resolution No. 3-09-2015 which requires employees within ninety (90) days of resignation/termination to close their retirement account with Pleasanton Township; and requires former employees to-date to close their retirement account with Pleasanton Township within 90 (ninety) days of this resolution; roll call – ayes: Merrill, Cross, Girven, Monk, Rollenhagen; AIF; Motion carried.

Motion by Rollenhagen, supported by Cross, to approve ACD Telecommunication's Metro Act permit; AIF; Motion carried.

PLANNING COMMISSION: Report given by Brenda Monk. (Twp Bd March agenda – Zoning ordinance)
COUNTY COMMISSIONER: Report given by Ken Hilliard.

The meeting adjourned at 8:23 pm.

Respectfully submitted,
Amy Cross, Clerk

TOWNSHIP OF PLEASANTON
COUNTY OF MANISTEE, MICHIGAN
PLANNING COMMISSION RESOLUTION

PLANNING COMMISSION RESOLUTION TO ADOPT
PLEASANTON TOWNSHIP COMMUNITY MASTER PLAN

WHEREAS, the Michigan Planning Enabling Act (MPEA) authorizes the Planning Commission to prepare a Master Plan for the use, development, and preservation of all lands in the Township; and

WHEREAS, the Planning Commission prepared a Community Master Plan and submitted the Plan to the Township Board for review and comment; and

WHEREAS, the plan was distributed for review to entities identified in the MPEA; and

WHEREAS, notice was provided to the entities as provided in the MPEA; and

WHEREAS, the Planning Commission held a public hearing on October 6, 2014 to consider comment on the proposed Community Master Plan; and

WHEREAS, the Township Board has asserted, by resolution, its right to approve the Community Master Plan; and

WHEREAS, the Planning Commission finds that the proposed Community Master Plan is desirable and proper, and furthers the use, preservation, development goals, and strategies of the Township;

THEREFORE BE IT HEREBY RESOLVED AS FOLLOWS:

RECOMMENDATION OF ADOPTION OF THE PLEASANTON TOWNSHIP COMMUNITY MASTER PLAN. The Planning Commission hereby approves the proposed Community Master Plan, including all of the chapters, figures, maps, and tables contained therein, and forwards a copy to the Township Board for adoption and to other entities as required by the MPEA, **contigent on additions and changes made by the Planning Commission on January 19, 2015.**

Date: February 2, 2015

Motion by: Tony Merrill

Seconded by: Bob Peterson

Roll call vote: ayes – Monk, Peska, Merrill, Peterson, Absent – Kranz, motion carried.