

CHAPTER 7. GOALS AND OBJECTIVES

As a part of the effort to develop this plan, the East Bay Township Planning Commission undertook a community-wide effort to establish a broadly-held consensus about the preferred future of the community. A study team of thirty-two members was formed from community members to aid the Planning Commission in the completion of the Plan and to serve as a “sounding board” for the Plan’s goals, objectives and strategies. In addition, a series of key stakeholder interviews was held to gain the perspectives of the owners of some of the Township’s larger parcels. Finally, a community futuring session was held to identify and rank the various land use “opportunities and threats” facing the Township.

The result of these activities is a series of ten broad goal statements each supported by more specific objectives. This Plan is founded on the policies outlined in the following statements. The goals are intended to describe a desirable end state or the condition of the Township about twenty-five years into the future. They are intentionally general but all are felt to be attainable through concerted effort. The objective statements tend to be more specific and may be regarded as milestones in the journey to achieve the larger goal.

A. NATURAL FEATURES

The citizens of East Bay Township will continue to enjoy the rural character of the community as manifested in the expansive views of the Bay, the rolling hills, inland lakes and woods. The rural character will be defined by clean lakes and streams, clear air, native wildlife and the clarity of the star-filled night skies. A central purpose of this Comprehensive Plan is the preservation of these valuable assets for current and future residents.

OBJECTIVES:

1. Create an inventory of the significant natural features of the Township, identifying the characteristics to be preserved, the likely threats that may impact them and the relative priority among the various natural assets. This will include a description of important wetlands, sensitive areas and contiguous lands for wildlife habitat.

2. Establish systems to monitor the viability of significant natural features.
3. Establish and continually strengthen a community consensus to support rational growth management.

B. HOUSING AND NEIGHBORHOODS

East Bay Township will preserve its diversified residential character, managing growth to assure that residential development strengthens existing neighborhoods and that new developments are adequately and economically served by public utilities and roads and configured in harmony with the natural features of the Township.

OBJECTIVES:

1. Identify lands targeted for housing development.
2. Establish and continually strengthen the demand for compact and livable communities.
3. Establish mechanisms to permit the extension of water and wastewater services to areas targeted for development.
4. Establish limitations on the use of on-site wastewater disposal systems.

C. ECONOMIC DEVELOPMENT

The economic health of East Bay Township will be secured through local and regional job creation and growth that is compatible with the area's natural features, aesthetically attractive and served with water, sewer and transportation infrastructure.

OBJECTIVES:

1. Establish lands targeted for industrial development.
2. Identify obstacles to appropriate and desired economic development.
3. Broaden cooperative regional economic development activities.
4. Extend water and wastewater services to areas targeted for development.

D. MANAGED GROWTH AND OPPORTUNITIES

Growth within East Bay Township will be guided in a rational and sequential manner avoiding patterns of sprawl and using innovative and flexible approaches where appropriate to integrate development into the Township's natural features.

OBJECTIVES:

1. Establish and strengthen the demand for compact and environmentally compatible forms of development.
2. Identify lands targeted for community and neighborhood commercial development.
3. Establish incentives for development that supports the Township's goals and disincentives for development that encourages sprawl.
4. Incorporate the concepts of the Development Guidebook in site plan design standards
5. Develop an inventory of in-fill development opportunities and promote their use.
6. Create an informed and educated community concerning the advantages of managed growth.
7. Encourage development patterns that minimize the use of automobiles in favor of those that advance pedestrian, bicycle and public transportation.

E. COMMUNITY FACILITIES AND UTILITIES

Utilities will be provided in a rational and sequential manner to promote the continued protection of groundwater and to encourage development that supports the land use goals of the Township.

OBJECTIVES:

1. Identify lands targeted for development of all types.
2. Extend water and wastewater services to areas targeted for development.
3. Establish limited approaches to wastewater collection and treatment for isolated areas of development which will not exacerbate sprawl.

4. Establish limitations on the use of on-site wastewater disposal systems.

F. REGIONAL COOPERATION AND GOVERNANCE

East Bay Township will continue to provide leadership in cooperation with neighboring communities to manage growth, seeking to establish consistent and compatible land use policies and to effectively communicate those policies to other units of government and to the public.

OBJECTIVES:

1. Establish and strengthen structures for regional decision-making.
2. Identify fiscal, political and administrative obstacles to regional decision-making and implement programs to overcome them.
3. Create an informed and educated community concerning the advantages of regional cooperation.

G. RECREATION

The residents of East Bay Township will enjoy access to the area's natural features for recreation purposes at sustainable levels that are balanced with the community's goals to preserve and maintain its natural features.

OBJECTIVES:

1. Create an inventory of the significant recreational assets of the Township, and determine the appropriate and sustainable level of public use for each.
2. Create additional access points to natural areas, including Grand Traverse Bay, consistent with the land use objectives of the Township.
3. Create mechanisms to own, control and/or manage access to natural areas and to monitor their continued viability.
4. Establish and extend networks of non-motorized trails to connect population centers with natural features and recreation amenities.
5. Broaden community understanding regarding sustainable levels of recreation usage of natural features.

6. Support patterns of development that reserve open lands for passive and active recreation of area residents.

H. FARMLAND AND AGRICULTURAL PRESERVATION

East Bay Township will be characterized by large tracts of unfragmented lands well suited to agriculture. These may be actively farmed or fallow in keeping with the rural character of the community and the changing agricultural marketplace.

OBJECTIVES

1. Create an inventory of viable tracts of farmlands.
2. Establish and maintain effective communication with owners of significant tracts.
3. Foster and strengthen markets for agricultural products
4. Establish incentives for continued agricultural operations and disincentives for development that fragments significant agricultural lands and forest habitat.

I. TRANSPORTATION AND TRANSIT

The roadway network and transit services in East Bay Township will effectively serve the needs of the Township and the region and will be developed and expanded in accord with the Township's land use objectives consistent with its aesthetics standards.

OBJECTIVES:

1. Increase Township authority in roadway planning and decision-making.
2. Extend roads into areas targeted for development.
3. Provide corridors for local and regional transit including roadways, non-motorized transportation and forms of mass transit.

J. COMMUNITY SUPPORT

East Bay Township will continue to be a leader in regional cooperation and in supporting community pride and understanding of the challenges of growth.

OBJECTIVES:

1. Create an informed and educated community concerning the advantages of regional cooperation.
2. Provide gathering spaces and forums for the free exchange of ideas
3. Strengthen community cohesiveness and pride.