



VILLAGE OF BELLAIRE
Master Plan

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Chapter 1: Introduction

The Village of Bellaire is located in west central Antrim County in the northern lower peninsula of Michigan. The Village is bisected by the Intermediate River, which serves as the jurisdictional boundary line for Kearney Township to the east and Forest Home Township to the west. The Village of Bellaire comprises 1.97 square miles of the County's 476.9 square mile area. The greatest distance from the northern boundary to the southern boundary is approximately 1.8 miles, and the greatest east-west distance is approximately 1.9 miles.

The purpose of this Master Plan is to put forth a strategy for the Village of Bellaire to guide future development and change according to the community's priorities. The plan is intended to provide for:

- **Informed decisions:** The Master Plan provides a stable, long-term basis for informed decision-making. Analysis of existing conditions, combined with the goals and policies that are outlined in the Plan, help guide the Planning Commission and Village Council as they consider zoning, new development, capital improvements, and other matters relating to land use and development.
- **Optimizing Investments:** The Master Plan provides for coordination of public improvements and private development, and also helps prioritize improvements to community facilities.
- **Predictability:** The Master Plan informs citizens, property owners, and neighboring communities of the community's priorities and goals, as well as where and how the community is expected to grow—allowing them to plan for the use of property in a way that is consistent with the community's vision.
- **Zoning:** The Master Plan provides the legal foundation for zoning. The Michigan Zoning

Enabling Act requires the zoning ordinance be based on a plan designed to meet residents' needs for natural resources, housing, recreation, industry, business, service, and other uses.

Planning Process

The Village of Bellaire Master Plan was developed in 2018-2019 by the Bellaire Master Plan Committee, a committee comprised of Village Planning Commissioners and interested residents and business owners. Assistance in development of the plan was provided by Networks Northwest. The Planning Commission reviewed current area efforts as the starting point to prepare this plan, in order to develop a general picture of the village and surrounding townships to produce a baseline on which to plan for future growth. Individual members of the planning commission and concerned citizens participated in the planning process.

Public input was central to the plan development with opportunities for participation through meetings and forums. A community-wide survey was conducted in August, 2018. Plan goals, objectives, strategies, and future land use recommendations were developed based on public input obtained throughout the process, analysis of existing conditions, and related plans and studies. The Plan was prepared in accordance with provisions of the Michigan Planning Enabling Act (Public Act 33 of 2008) to enhance and protect the health, safety, and welfare of its citizens.

Organization of the Plan

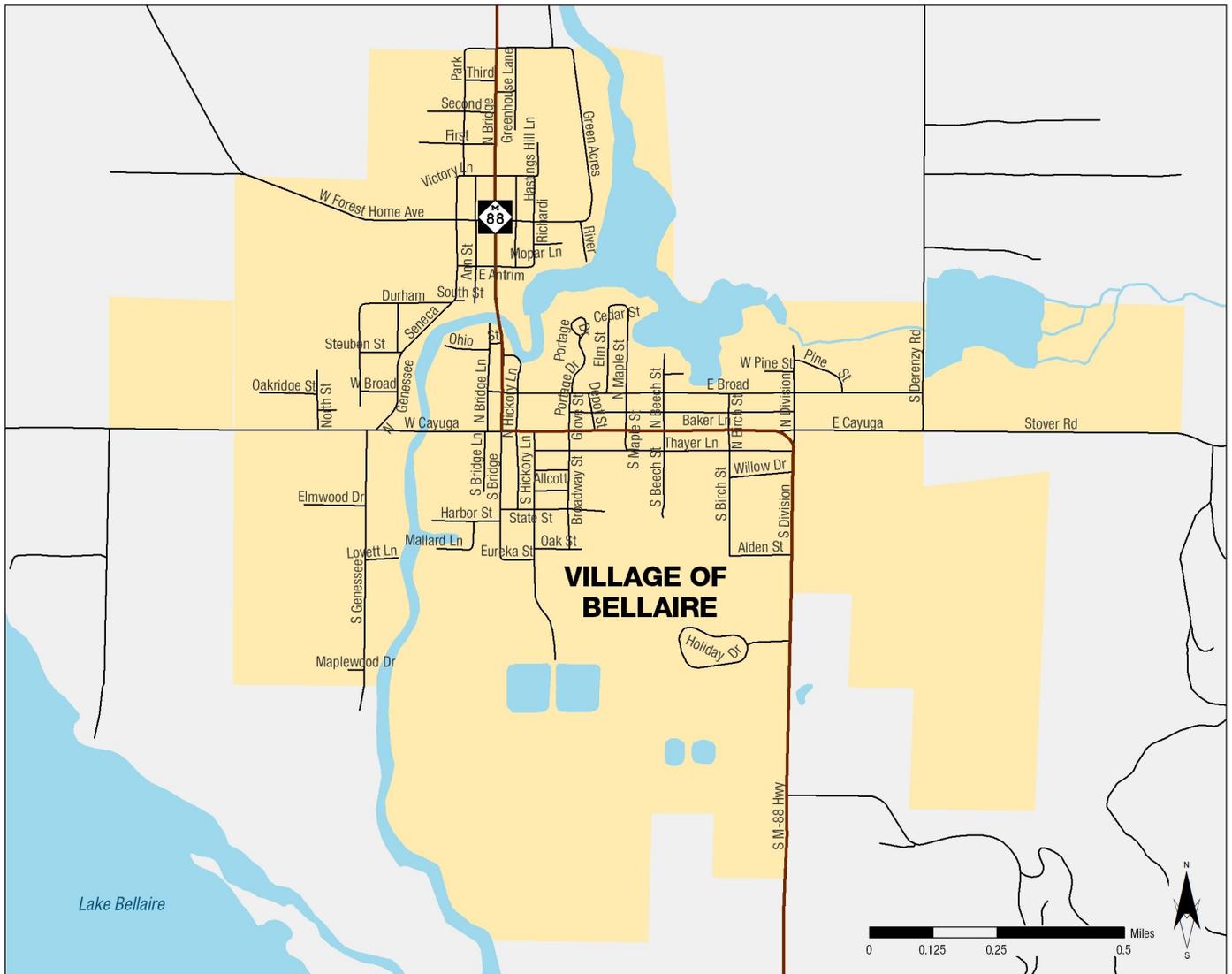
The Village of Bellaire Master Plan provides overviews of existing conditions; discussion of public input; identification of issues and



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opportunities surrounding different elements of the community; and goals, objectives, and action statements; and implementation strategies. Descriptions of best practices, relevant programs, and resources are highlighted throughout the plan.

The plan is divided into sections and chapters as follows:

The **Introduction** provides an overview of the plan and process.

The **Action Plan** delivers a strategy for implementing the plan, including:

1. **Vision, Goals & Objectives** provides a statement on the desired future of the community and recommendations for actions and policies that will address the issues and opportunities identified in other plan chapters. The chapter summarizes policies that will be used in making decisions related to community image and civic engagement; environment; land use; housing; transportation; public places and facilities; and, quality of life and sense of place. As the boards, councils and commissions experience turnover and changes in leadership over time, the plan will provide a stable, continuous basis for decisions and encouraging the implementation of its long-term goals and objectives.
2. **Plan Implementation** will provide an overview of the community's decision making structure, leadership, and other considerations that will ultimately drive the execution of the plan.

The **Community Assessment** offers a summary of the community assets and issues, including:

1. **Existing Conditions and Context** discusses

Bellaire's history, its place in Antrim County and the region, and issues that are relevant across the spectrum of the community, including demographics, economic, and infrastructure issues.

2. **Natural Resources** provides an overview of the natural features found within the Bellaire area.
3. **Quality of Life and Sense of Place** discusses the community's place-based and quality of life assets and why it's essential to preserve and enhance these attributes.

Historical Context

Although the recorded history of Antrim County began in the 1840's when Abram S. Wadsworth, the first white settler, came to the area, much of the early activity was in Elk Rapids, the first town in Antrim County.

By 1878, the population was shifting inland and it was that shift that led to a suggestion that a more centrally located county seat would be more convenient for everyone.

Moving the county seat out of Elk Rapids to the Village of Keno (later renamed Bellaire) was met by controversy, so the Antrim County Supervisors decided to put the move to a countywide vote. On April 7, 1879, county residents cast a total of 1,020 votes with 574 in favor, and 446 opposed, to move the county seat to the central location.

Bellaire, no longer an isolated place in the woods, was a prospering town with a growing population. There was a woodenware factory, two saw mills, a planing mill, shingle mill, blacksmith shop, hotel, three general stores and many other businesses.

What is a Master Plan?

State law allows townships, cities, villages, counties, and regions to create "master plans" that make recommendations about community issues like public services, housing, natural resources, and transportation needs. A master plan does not have the rule of law; instead, it acts as a guide for governments and other community partners to use when making decisions. To be effective, the Village of Bellaire Master Plan must be put into practice through partnerships with communities, organizations, and local government units.

With the county experiencing a period of growth, the need for a new permanent courthouse was established. In 1904, county supervisors decided to let the people vote on the courthouse issue. The vote, held on April 4, brought out 2,679 county residents with 1,414 in favor and 1,250 against. This authorized the supervisors to raise \$26,000 through a loan, which was to be paid off by taxation levied on property within the county.

Work on the courthouse began in November 1904 and ended in November 1905 when county officials moved into their new offices.

Although the 1950's and 60's brought more people north, it was the 70's and 80's when large numbers of people began to "discover" Antrim County and the Grand Traverse Region. Large-scale resort development took place near Mancelona and Bellaire with Schuss Mountain and then Shanty Creek resorts. Condominiums, golf courses and skiing were the primary focus.

One of the biggest assets of the county continues to be its beauty and rural character as well as high quality water resources.

Government

The Village of Bellaire was established as a General Law Village under Public Act 3 of 1895. The Village Council, headed by the Village President, serves as the legislative or governing body for the Village. The Village Clerk/Zoning Administrator, Village Treasurer, Department of Public Works, and Department of Public Safety primarily handle the day-to-day administration of the Village. The duties and responsibilities regarding planning for the future of the Village rest primarily with the Village Planning Commission, whose role is defined by state statutes (the Municipal Planning Act and the City or Village Zoning Act). The Planning Commission has planning support through the office of the Zoning Administrator.

Status of Planning and Zoning in Village of Bellaire

The Village Council re-established a Planning Commission on June 20, 1996. The Planning Commission is responsible for the preparation and

adoption of the Master Plan to guide development in the Village. The Planning Commission monitors the implementation of the Zoning Ordinance to ensure it continues to guide development consistent with the Village plans.

At the present time, development within the Village of Bellaire is governed by the Zoning Ordinance of the Village of Bellaire, as amended. The Village of Bellaire Zoning Map, as amended, serves as the official zoning map. Michigan law requires that a zoning ordinance correspond with a current adopted Master Plan. Therefore, the development and adoption of an up-to-date plan will provide a stronger legal foundation for the existing Zoning Ordinance. After the completion of this Master Plan, portions of the Zoning Ordinance may need to be amended.

Related Plans and Studies

Plans and economic development strategies that are consistent across local boundaries are critical for success. In today's economy, traditional political boundaries are virtually ignored. Today's communication technologies enable businesses to operate in many communities; workers commute across multiple community boundaries; and businesses draw their customer bases from large market areas that do not follow political boundaries. On their own, communities can rarely provide all of the features necessary to support new economic needs, especially if it has an undiversified economic base such as tourism. Creating strategies for growth and economic development that are consistent across government boundaries can thus help communities attract and support new investment, facilitate business operation, and create a more competitive regional economy with advantages. This regional approach to planning and economic development also allows communities to seek funding, partnerships, and other resources for implementation of local goals from regional, state, or economic development partners. Some plans and studies in Antrim County and the region that are important in planning and economic development activities for the Bellaire area include:

Framework for Our Future

Focus: Region

Developed/Adopted: 2014

This regional planning resource for local governments and community organizations was developed as part of Michigan's Regional Prosperity Initiative, which encourages local private, public, and non-profit partners to identify regionally-aligned growth and investment strategies. It includes information and tools that can help stakeholders address issues and supplement their local deliberation, planning, and decision-making processes. The *Framework* was developed by Networks Northwest with input and partnerships from a variety of community stakeholders and members of the public through an intensive, inclusive, region-wide community outreach process. The goals, strategies, and actions included in the *Framework* were built upon public input heard

throughout the process, as well as on existing and adopted goals from local plans and planning initiatives.

Grand Vision

Focus: Region

Developed/Adopted: 2009

The Grand Vision is a vision of regional growth built on input from over 15,000 residents in Antrim, Benzie, Grand Traverse, Kalkaska, Leelanau, and Wexford counties. The process, completed in 2009, included random-sample, scientifically-valid surveys, public workshops, questionnaires, traffic modeling, and data analysis. It resulted in the selection of a "preferred scenario" - that is, a growth scenario that would promote the values that were identified by the public. The "preferred scenario," as identified by the questionnaire and tested by a random-sample survey, included a vision of future growth that would occur primarily in the region's cities and villages, with additional growth in the main cities of Traverse City and Cadillac. Large amounts of rural open space would be preserved. This development pattern would require investments in regional bus service, sidewalks, and bike trails in villages and cities, with some investments in new or widened roadways.

Antrim County Master Plan

Focus: County

Developed/Adopted: 2018

The Antrim County Master Plan was developed with participation from stakeholders and units of government throughout the County, and was adopted in 2018. It provides guidance to the County and other stakeholders that are working to address issues around land use, housing, agriculture, economic development, recreation, and natural resources. It clarifies the roles of different players and recommends some strategies for moving forward in a way that respects local authority and private property rights, while leveraging relationships and opportunities for collaboration between communities and existing organizations. Rather than providing prescriptive recommendations for new development and growth, it is intended to be a high-

level, broad-brush guide for addressing the issues, challenges, and opportunities faced by the many citizens, jurisdictions, businesses, nonprofits, and other stakeholders throughout Antrim County.

Antrim County Target Market Analysis

Focus: County

Developed/Adopted: 2014

A residential target market analysis was conducted by real estate consultants LandUseUSA in 2014 for Northwest Michigan. The study analyses demand from various demographic groups for multi-family housing types from potential “movers” both inside and outside the study area.

Antrim County Housing Inventory

Focus: County

Developed/Adopted: 2014

Housing reports were prepared by Networks Northwest for Antrim, Benzie, Kalkaska, Leelanau, and Wexford counties, to provide the information foundation for a regional housing strategy, an element of the *Framework for Our Future*. The inventories provide an overview of housing affordability, type, and condition, as well as information on related factors such as energy and transportation costs, vacancies and foreclosures, and homelessness.

Bellaire DDA Development Plan

Focus: Bellaire Downtown Development District

Developed/Adopted: 2016

The Downtown Development Authority (DDA) Development Plan was created to identify and implement projects designed to meet certain goals established for the Bellaire DDA. It details the boundaries of the DDA, existing uses and establishments, challenges and opportunities, and proposed land uses. The plan further identifies potential projects that will support and enhance the DDA, along with financing/phasing recommendations for project implementation.

Chapter 2: Goals, Objectives, & Actions

*The master plan provides a blueprint for the future through the establishment of a vision, goals, and objectives. A **vision** is a long-term view that incorporates a community's values and aspirations and provides a shared image of what they want their community to become over the next 20 years in the future. **Goals** provide general direction and description to achieve the community's vision. They address issues and specific needs, but are broad in scope. **Objectives** are a tangible means of achieving goals. The Implementation Matrix identifies the **Actions** for the achieving the goals and objectives. The action items are listed with their associated timelines and the parties responsible for implementing the strategies.*

The vision, goals, objectives, and actions in this chapter are intended to guide future development, policy initiatives, and other activities in a manner that reflects the community's values and priorities. These goals were developed using public input, previously adopted plans and studies, and analysis of current conditions, as discussed in other plan chapters.

Village of Bellaire Vision

Future Bellaire is a family-friendly, small town community with tree-lined streets, picturesque buildings, vibrant shops and gathering places, regular cultural events, connected trails, and wonderful parks making it a place where people want to visit and live. It is a community with protected scenic natural areas and family-oriented, outdoor adventure activities. With up-to-date infrastructure and transportation choices, Bellaire is where existing businesses grow, new businesses develop, and there are jobs that meet local needs and interests.



Bellaire's Guiding Goals

Preserve the **unique beauty of Bellaire** by protecting the waterfront setting, small town character, and maintaining an overall clean, healthy and well-maintained living environment.

Protect the **health, safety, and welfare** of Village residents by coordinating the land use so that efficient public services are provided.

Promote a **diverse business environment**, and provide opportunities for new commercial, mixed-use development, and light industrial businesses.

Encourage **cultural events and facilities** that meet the diverse needs of the entire community within the Village parks and other gathering places.





Built Environment

GOAL: Planning and Community Development

Maintain an ecologically sound balance between human activities and the environment.

OBJECTIVES

1. Encourage creative design and planning techniques, which produce visual harmony while preserving special features and protecting vital natural resources.
2. Encourage planned land uses in coordination with public utility, facility, and service improvement programs.
3. Utilize all Village Departments in public projects.
4. Consider the character of the Village in applying the development review process.
5. Encourage roadside and open space buffer strips of vegetation, both to enhance the visual image of the Village and to protect the land uses adjacent to the roadway from traffic noise, dirt and glare.
6. Encourage the development of housing in the buildable portions of the Village.
7. Encourage buffers like the construction of fences or vegetative screening to shield residential properties from adjacent non-residential development.
8. Continue to review and revise the Zoning Ordinance to be easily understandable and fit the Village vision.
9. Encourage general public, civic organizations and all commissions to provide input for Village decisions.
10. Increase communication between units of government by focusing on issues of common interest, including land use development and training.

GOAL: Housing

Provide for suitable housing opportunities for all income levels and age groups.

OBJECTIVES

1. Encourage the development of housing to meet the needs of all household types and income groups.
2. Protect the residential neighborhoods from intrusion of incompatible uses.
3. Plan for higher density residential development in those areas that are suitable for such use.
4. Encourage the development of mixed use development of residential and commercial in the downtown and other appropriate areas of Village.



Built & Natural Environment

GOAL: Infrastructure and Public Facilities

Improve and maintain the Village's vehicular and pedestrian circulation routes, community facilities, programs and public utilities to accommodate the needs of residents and visitors.

OBJECTIVES

1. Encourage the efficient use of existing roadways and infrastructure.
2. Encourage combined use and development of governmental facilities.
3. Plan for safe access and circulation of vehicles as well as pedestrians.
4. Support the development of bicycle paths and pedestrian walkways.
5. Develop a sidewalk improvement/maintenance plan.
6. Encourage the placement of utilities underground.
7. Plan utility improvements to coincide with development, where possible.
8. Support public transportation.
9. Develop a parking study and plan for the downtown area.

GOAL: Natural Environment

Protect and preserve the natural resources.

OBJECTIVES

1. Encourage a land use pattern that is oriented to and respects the natural features and water resources of the area.
2. Protect land resources and water quality related to our lakes, streams and wetlands.
3. Encourage the continued natural use of wetlands as groundwater recharge and stormwater holding areas.
4. Identify and protect desirable open space and scenic vistas.
5. Coordinate efforts by non-profit organizations and others to protect the natural areas and improve access for recreation, including trails.
6. Utilize Best Management Practices (BMP) to regulate and minimize direct stormwater discharge into lakes and rivers.
7. Participate in regional initiatives and partnerships to enhance and protect water quality.
8. Consider impacts to water quality in decision-making on new projects or development.



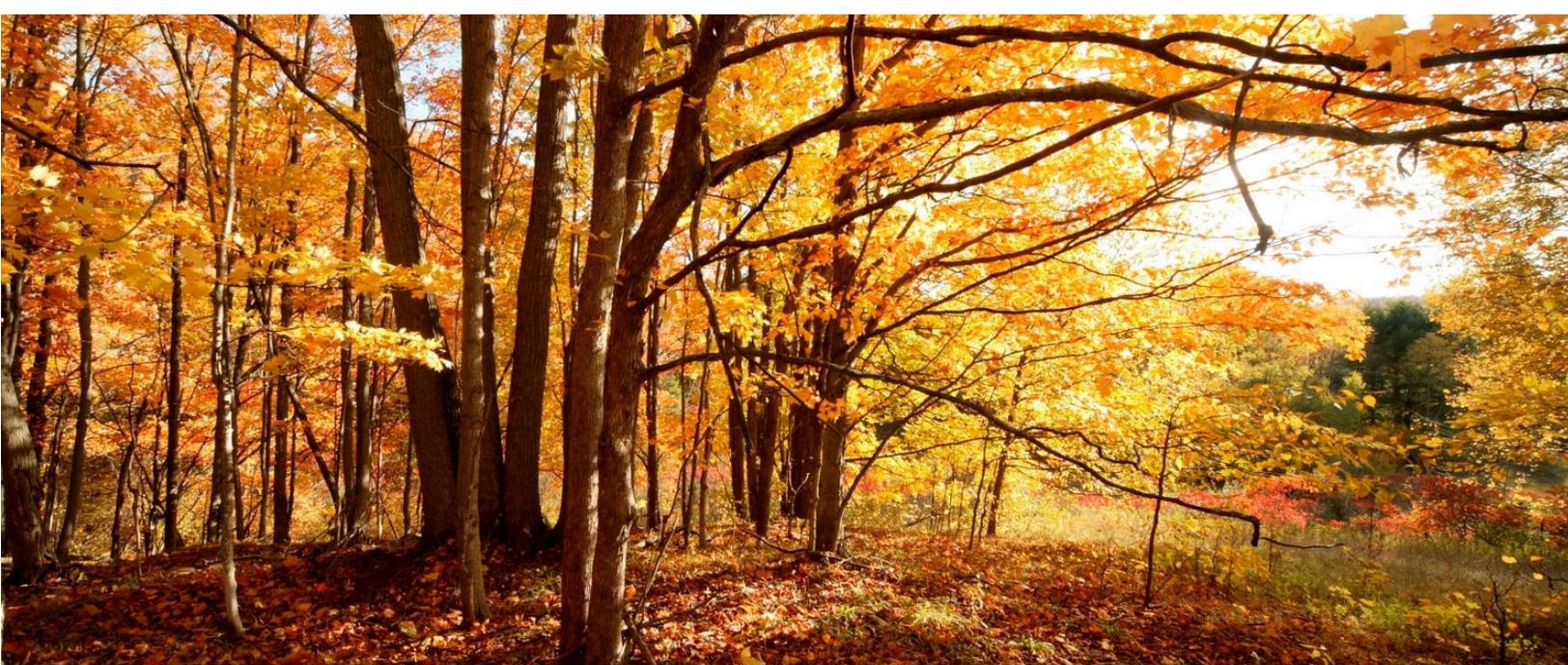
Recreation & Public Lands

GOAL: Recreation, Public Lands, and Beautification

To preserve, protect, maintain environmentally sensitive areas, open space and public parks for the enjoyment of residents, visitors and future generations.

OBJECTIVES

1. Build up Bellaire as a destination for outdoor adventure activities for residents, youth, and visitors.
2. Improve the overall quality of parks and public spaces with new amenities.
3. Designate Bellaire as a walkable and bikeable community to establish lifelong recreation opportunities, by establishing pedestrian/bike linkages between parks, natural areas, downtown, shopping and schools.
4. Preserve environmentally sensitive lands for open space and passive recreational purposes.
5. Encourage creative design and planning techniques for all new development so as to produce visual harmony, preserve special features and protect vital natural resources.
6. Preserve and maintain existing active recreation areas.
7. Continue efforts to provide seasonal outdoor recreational opportunities.
8. Support cooperative recreational planning and development with the surrounding townships and the schools.
9. Encourage the consideration of recreational facilities as an integral part of community development plans.
10. Encourage the recreational use of the waterways.
11. Support and actively encourage a snowmobile trail to Bellaire.





Economic Environment

GOAL: Community and Economic Development

Encourage a diversified economy, which supports a wide variety of business and industries to strengthen the local tax base, while preserving the natural environment and small town appeal.

OBJECTIVES

1. Strengthen efforts to retain existing businesses and attract new businesses, particularly helping start up businesses.
2. Improve the economy by attracting good-paying, specialty jobs that meet local needs and interests.
3. Establish opportunities for year-round tourism.
4. Complete the Redevelopment Ready Communities (RRC) program as administered by the Michigan Economic Development Corporation (MEDC).
5. Support the creation, attraction, and retention of an adequate and skilled workforce through initiatives such as “attract back” programs that offer scholarships or student loan repayment for Bellaire students, in partnership with other organizations and agencies.
6. Recognize need for residential in mixed-use areas.
7. Concentrate commercial development in commercial areas.
8. Continue to improve the central business district.
9. Recognize the importance of the tourist industry to the local economy and continue to build up infrastructure to accommodate visitors, including wayfinding signs, public restrooms, and trails.
10. Encourage light factory industries, which do not pollute the air, soil or water nor offend because of noise, odor, or visual impact, to locate in the designated industrial areas.
11. Increase safety and reduce the visual impact of signs by controlling their size, number, illumination, and configuration.
12. Encourage the re-use of existing facilities where appropriate and consistent with existing zoning.
13. Consider the cooperative pursuit of an industrial park beyond the Village limits, to be developed with Townships.
14. Encourage home occupations compatible with existing residential areas.
15. Ensure that industrial developments take place in an environmentally sensitive manner and are harmonious with the existing community.
16. Work with partner agencies and other units of government to provide and enhance high-tech infrastructure, including high-speed Internet.



Social Environment

GOAL: Placemaking

Create memorable and unique public spaces to enhance community character and build neighborhood identity.

OBJECTIVES

1. Restore the Village Community Hall which currently houses the Village offices as an event space and place for community residents and visitors to gather.
2. Gauge interest in developing a community garden for Village residents.
3. Consider developing a public art policy to encourage the placement of public art within the Village.
4. Improve the quality of life in the community for residents and visitors by participating in the assessment program offered by Michigan State University Extension Service titled "First Impressions: Assessing Your Community for Tourism (FIT)." FIT is a comprehensive community assessment conducted by unannounced visitors in a host community and involves developing community leadership, assessing the host community, sharing the results in a community forum and providing suggestions to drive community action.

GOAL: Government Services

Provide services in an efficient, environmentally responsible and caring manner to meet the needs of the residents, property owners, business people and visitors.

OBJECTIVES

1. Promote intergovernmental and regional cooperation on issues of mutual concern.
2. Ensure a responsible fiscal policy and budget process to finance the Village government.
3. Promote the involvement of volunteers in the government process, such as boards and commissions.
4. Utilize the proactive master planning process as a check and balance on decision-making.
5. Encourage and participate in a summit of local government officials from around the county to discuss issues of common interest.
6. Conduct a survey of young Village residents to determine their interests and priorities.

Implementation Matrix (Actions)

RESPONSIBILITY: These are parties specific to the Village. However, implementation of the following actions will involve collaboration with outside organizations, other government agencies, and the public.

VC = Village Council

DPW = Department of Public Works

PC = Planning Commission

Staff = Village Staff

DDA = Downtown Development Authority

All = All of the above

TIMELINE:

Short = a priority action or where action is critical to the advancement of another; 6 months-2 years

On-Going = actions that have no beginning and end period; these go on continuously; 1-5 years

	RESPONSIBILITY	TIMELINE
PLANNING & COMMUNITY DEVELOPMENT		
Review, revise, and utilize the zoning ordinance to support the vision, goals, and objectives of the Master Plan.	PC	On-going
Utilize zoning to encourage roadside and open space buffer strips of vegetation, and to encourage buffers like the construction of fences or vegetative screening between uses.	PC, DPW	Short/On-going
Develop a Communications plan to ensure consistent and enhanced communications internally and externally.	VC, Staff	Short
Utilize all Village Departments in public projects.	All	On-going
HOUSING		
Ensure that the zoning ordinance provides for sufficient areas for the construction of a range of housing types.	PC	On-going
Identify areas that are suitable for higher density residential development.	PC	Short/On-going
Ensure that the zoning ordinance provides opportunities for mixed use development of residential and commercial, where appropriate.	PC	Short
INFRASTRUCTURE AND PUBLIC FACILITIES		
Adopt and implement a capital improvements plan (CIP).	DPW, VC, PC, Staff	Short/On-going
Develop and implement a sidewalk improvement/maintenance plan.	DPW, PC, VC, Staff	Short/On-going
Develop a parking study and plan for the downtown area.	DPW, VC, Staff	Short
Incorporate Complete Streets design concepts into planning efforts to enhance the safety and walkability of the streets and to ensure all forms of transportation are adequately provided for.	PC, VC	On-going
Plan utility improvements to coincide with development, where possible.	VC, DPW	On-going

	RESPONSIBILITY	TIMELINE
NATURAL ENVIRONMENT		
Review, revise, and/or utilize zoning to protect land resources, open space, scenic vistas, wetlands, and water quality.	PC	On-going
Utilize Best Management Practices (BMP) to regulate and minimize direct stormwater discharge into lakes and rivers.	PC, VC	Short/On-going
Identify desirable open space and scenic vistas for protection.	PC	Short
RECREATION, PUBLIC LANDS, AND BEAUTIFICATION		
Maintain a five-year recreation plan; and maintain, improve, and expand on recreation where indicated in the recreation plan.	PC, VC, Staff	On-going
Establish pedestrian and bike linkages throughout the Village to connect parks, natural areas, downtown, shopping, schools, and residential areas.	PC, VC, DPW	Short
COMMUNITY AND ECONOMIC DEVELOPMENT		
Review, revise, and utilize the zoning ordinance to support the Master Plan's goals and objectives for economic development,	PC, DDA, VC	On-going
Complete the Redevelopment Ready Communities (RRC) program as administered by the Michigan Economic Development Corporation (MEDC),	VC, Staff	Short
Create an economic development strategy that connects the Master Plan and future CIP, and coordinates with municipal budgets.	VC, DDA, Staff	On-going
Develop a Marketing Strategy to promote the Village.	DDA, Staff	Short
Identify and market priority sites for redevelopment.	Staff	On-going
Support infrastructure projects to accommodate visitors, including wayfinding signs, public restrooms, and trails.	VC, DDA, DPW	On-going
Continue to work with area partners to retain existing businesses and attract new businesses, particularly helping start up businesses.	PC, DDA, Staff	On-going
Work with partner agencies and other units of government to provide and enhance high-tech infrastructure, including high-speed Internet .	VC	On-going
Explore opportunities to develop an industrial park beyond the Village limits in cooperation with neighboring townships.	VC, Staff	On-going

	RESPONSIBILITY	TIMELINE
PLACEMAKING		
Restore the Village Community Hall which currently houses the Village offices as an event space and place for community residents and visitors to gather.	DDA, VC	Short
Participate in the assessment program titled “First Impressions: Assessing Your Community for Tourism (FIT),” as offered by Michigan State University Extension.	PC, DDA, Staff	Short
Encourage the placement of public art within the Village, such as through a public art policy.	VC, PC, DDA	Short/On-going
Assess interest in a community garden.	DDA, VC, Staff	Short
GOVERNMENT SERVICES		
Ensure a responsible fiscal policy and budget process to finance the Village government.	VC, Staff	Short/On-going
Review the Master Plan to evaluate accomplishments, identify needs, objectives, and priorities.	PC, Staff	On-going
Build a network of involved volunteers to support and participate in government process.	PC, VC, Staff	On-going
Encourage and participate in a summit of local government officials from around the county to discuss issues of common interest.	PC, VC, Staff	Short/On-going
Conduct a survey of young Village residents to determine their interests and priorities.	PC, Staff	Short

Chapter 3: Future Land Use & Zoning Plan

Much of the Village of Bellaire's buildable area is already developed, although opportunities exist for redevelopment and infill in some parts of the community. Such development or redevelopment may be needed in the future to meet housing, economic, or service needs.

To provide a context for future land use decisions, this chapter includes descriptions of existing land use and neighborhood types found in the Village, issues and opportunities that have been identified for each use, and future land use descriptions and recommendations for each use and district.

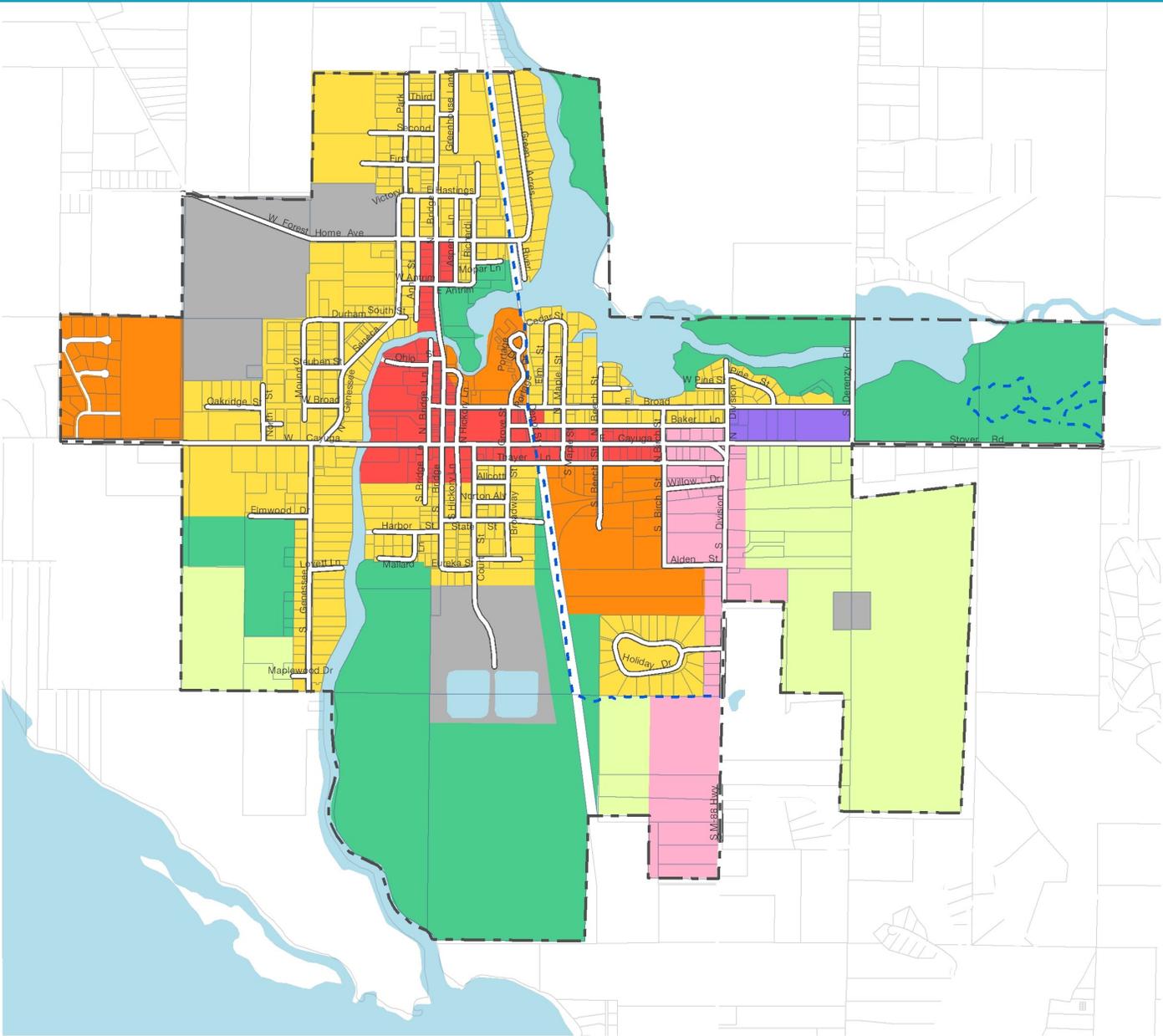
This analysis and recommendations are portrayed through the following maps and descriptions:

- The **existing land use map and descriptions**, identify the current, "on the ground," uses of properties within the Village, regardless of what is permitted by zoning or recommended by the Master Plan. An understanding of existing land uses is needed to ensure that future development is compatible with the Village's existing character, environmental features, community needs, and vision and goals.
- The **future land use map and descriptions** identify the preferred patterns of development and redevelopment, and are based on the goals and objectives identified in the planning process. The future land use recommendations are intended to be used as a long-range (20+ years), general guide for development patterns. Desired results are not expected to occur in the near future.
- The **zoning plan** includes an explanation of how the land use categories on the future land use map relate to the districts on the zoning map.
- The **zoning map** is not adopted as part of this plan but as part of the zoning ordinance as adopted by the Village Council. It identifies the permitted land uses for each geographic area in the Village. The zoning map shows what is allowed to occur legally on a parcel-by-parcel basis, *regardless* of the current existing use for that parcel. Please note that the zoning map is included in the Plan for reference only, and may not be shown in its most current form.

Bellaire Zoning Ordinance & Relation to the Master Plan

The Master Plan and Zoning Ordinance are closely connected, and both have important impacts on land use and development. The Michigan Zoning Enabling Act (PA 110 of 2006) requires zoning to be based on an adopted plan that is designed to promote the health, safety, and general welfare of all citizens. The master plan provides guidance for zoning decisions, including amendments to the text or the zoning map. As such, zoning is the method most commonly used to achieve master plan goals. However, it's important to recognize that the Master Plan is only a guide, and cannot enforce where or how something is built. The Zoning Ordinance, on the other hand, is a legally enforceable law that regulates land and buildings, and establishes standards for development. The Master Plan contains a zoning plan that provides an explanation of how the land use categories on the future land use map relate to the districts on the zoning map.

Future Land Use Map



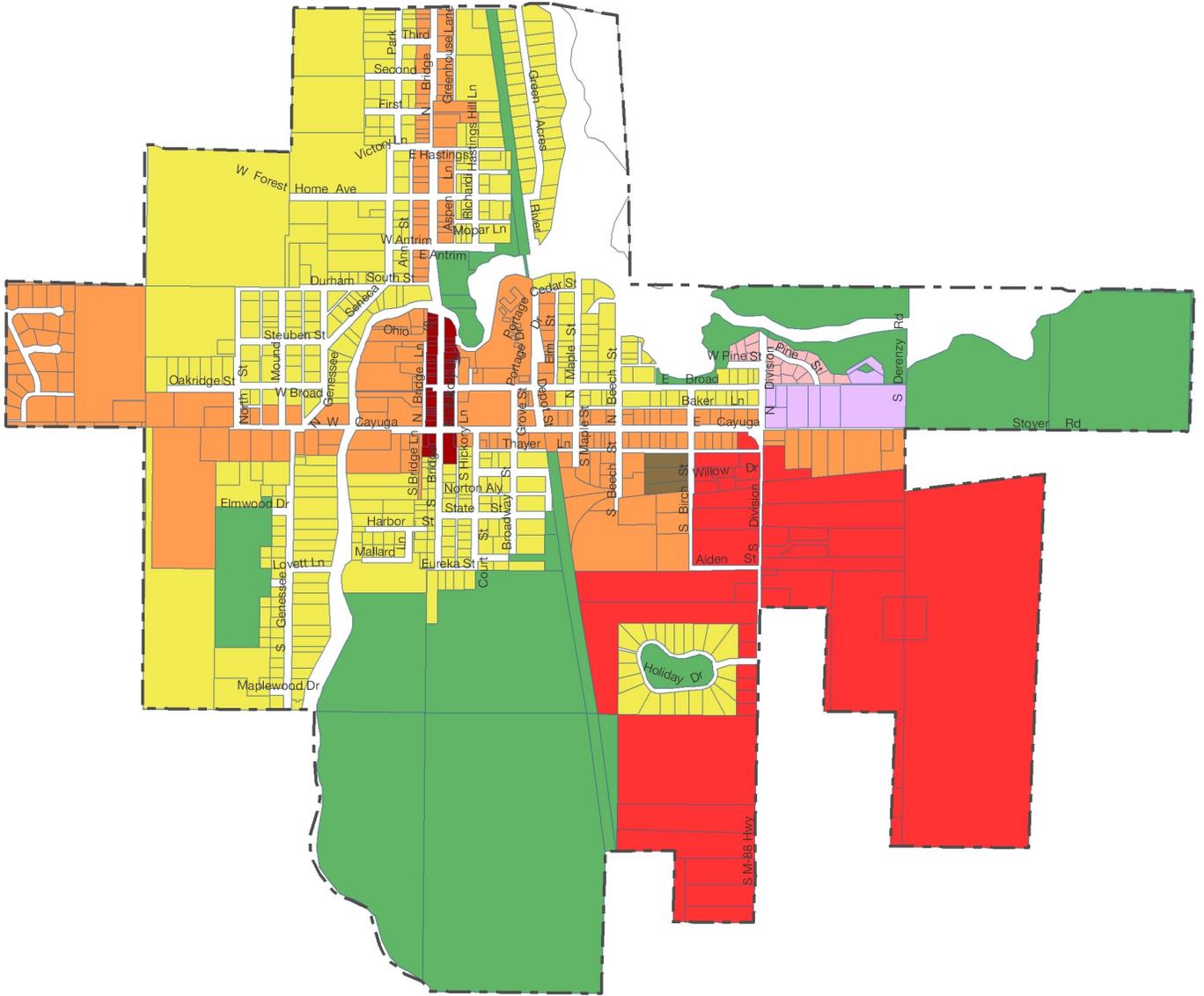
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Future Land Use

- Conservation / Recreation --- Existing Pathways
- Cluster Residential
- General Residential
- Mixed Residential
- Village Commercial
- General Business
- Industrial
- Public Service



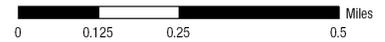
Zoning Map



VILLAGE OF BELLAIRE, ANTRIM COUNTY

Zoning Map

- Single Family Residential - R-1
- Commercial - C
- Commercial Business District - CBD
- Conservation Reserve - CR
- Manufacturing - M
- Multiple Family Residential - R-2
- High Density Residential - R-3
- Village Commons - VC



Date | March 2019

Data Source | Michigan Geographic Data Library, Antrim County, Village of Bellaire

Conservation/Recreation

The Conservation/Recreation category is designed to provide protection to existing recreation property, areas planned for future recreation use, or other environmentally sensitive areas and natural resources, while allowing for very limited and low intensity recreation development to occur, consistent with recreational and conservation uses.

The Conservation/Recreation category incorporates the following existing public and private recreational properties: Craven Park, Richardi Park, Rotary Soccer Park, and part of the Village owned property in the vicinity of the treatment facilities.

Future Land Use Recommendations

It is recommended that all publicly owned recreational land remain as Conservation/Recreation lands. If developed, cluster residential is the recommended approach for this property, thus maintaining some protected open space within the development. The Conservation/Recreation land use category is consistent with the Village's natural resource, public lands, recreation goals and policies.



Residential

Three proposed residential areas in the Village are intended to provide a variety of different living environments, and are defined as follows.

Clustered Residential

The Clustered/Residential category is designed to protect environmentally sensitive areas, such as wetlands and steep slopes. Development in this category will be restricted due to the environmental conditions. The privately owned Clustered Residential lands occur in two locations in the Village, which are largely wetlands or steeper sloped areas and should not be intensively developed. The wetland area on the western boundary of the Village, surrounding the Rotary Soccer Park is the smaller of the areas. The second area in this category is located east of M-88 at the southeastern portion of the Village. It is recommended that clustered residential use be allowed as a special condition use in these Clustered Residential areas, at a much-reduced overall density. This approach will allow development on the buildable area, while protecting the more environmentally sensitive areas.

Future Land Use Recommendations

The intent of this district is to preserve environmentally sensitive lands, while allowing a mix of commercial and residential uses and development. Any infill and redevelopment should carefully consider and incorporate the specific dimensional and building characteristics of these neighborhoods.

General Residential

The General Residential area encompasses a range of lot sizes located in the central portion of the Village, surrounding the downtown area. The size of the existing lots in this category range significantly, from approximately 0.17 acres to 8 acres in size. General Residential is recommended to accommodate low to medium density residential



development. Existing platted small and narrow lots are intended to remain. The suggested uses to be allowed in the General Residential area include single family and two family residential, bed and breakfast establishments, daycare facilities, assisted living facilities and compatible institutional uses such as schools and churches. It is also recommended that a residential clustering option be allowed as special condition use in the zoning for areas identified on the future land use as General Residential. Clustering would allow for the preservation of some larger open areas, and encourage the housing to be located on the portion of the parcel most suited for development.

Future Land Use Recommendations

The intent of the General Residential District is to accommodate and encourage residential development consistent with existing development patterns, while providing opportunities for additional, diverse housing options.

Mixed Residential

The Mixed Residential area is designated to accommodate higher density residential use, such

as apartments or a modular home development, with a recommended density not to exceed eight dwelling units per acre. This mixed residential designation occurs in a few locations in the Village, including the proposed Planned Unit Development properties, existing apartments and suitable land in the vicinity of the existing apartments. The designated areas are currently served by water and sewer, or have lines in close proximity to serve the site. These services will need to be provided prior to development for any higher density use. Mixed Residential areas are suggested to accommodate compatible personal services and office uses.

Future Land Use Recommendations

The intent of the Mixed Residential District is to incorporate the Village's existing residential land and provide areas for a mix of densities and a variety of types of future residential growth on presently underdeveloped land within the Village boundaries.

Commercial, Industrial & Public Service

The commercial needs within the Village boundaries are diverse, and come with different types of impacts. As such, the Village has designated two commercial classifications, along with categories for industrial and service uses.

Village Commercial

The Village Commercial category is designated for the central business district of the Village. The area incorporates existing commercial uses, which are primarily in the retail and service sectors. The Village offices, Bellaire Community Hall and County buildings are within the Village Commercial district and are considered compatible with existing commercial uses.

At present, a number of residential uses exist in the Village Commercial area and add to the activity level downtown. It is intended that these in-town or above-the-store residential uses will remain and that residential uses may be added in the future, consistent with a Village center environment. This type of housing can be especially convenient and economical for young apartment dwellers and senior citizens who can benefit from immediate pedestrian access to downtown. Therefore, residential is

recommended as a continued use downtown.

Future Land Use Recommendations

The intent of this district is to maintain the current historic downtown character while providing new opportunities for business and housing. Any infill and redevelopment or new development should carefully consider and incorporate the historic characteristics of the district. Improvements and development should also maintain and enhance the pedestrian-friendly environment of the downtown, including improvements to accessibility for all residents and visitors.

General Business

General Business is designated to accommodate the highway related commercial uses, designed to serve both local and pass-through traffic needs along M-88, such as restaurants, motels and gas stations. It is recommended that warehouse uses also be allowed as special condition uses in this area. Specific landscaping and streetscaping elements should be included, such as street trees and sidewalks. Additionally, screening and buffering of parking areas should be considered.



Future Land Use Recommendations

The intent of this district is to maintain the current commercial character while providing new commercial and higher-density residential opportunities and creating a more pedestrian-friendly environment. New development or redevelopment should incorporate Complete Streets elements to enhance the safety and walkability of the streets. Any infill and redevelopment should carefully consider and incorporate the specific dimensional and building characteristics of these neighborhoods.

Industrial/Mixed-Use

The Industrial category is designated to accommodate the existing manufacturing and industrial uses located on East Cayuga. The industrial future land use category is designed to provide sites for wholesale activities, warehouses, repair operations, food processing, manufacturing and other light industrial operations. These locations appear to adequately provide for current needs, and future needs will likely be addressed through collaboration with surrounding communities. Industrial operations should be subject to performance standards relative to impacts on the Village. Commercial and service uses may also be appropriate uses for this district. Screening or buffers should be considered for any residential uses within or near the district.

Future Land Use Recommendations

The intent of this district is to continue to support and provide opportunities for industrial and related uses, while providing new opportunities for a mix of industrial, commercial, and service uses.

Public Service

The Village of Bellaire is fortunate to have many village-owned and other public facilities. The Village offices and Forest Home Township offices are

located within the Village Commercial district and should be allowed for as a special condition use. This plan recommends a separate Public Service district be designated to accommodate the unique circumstances for the larger non-recreation public properties which are located outside the Village Commercial district.

This district includes the wastewater treatment facility and Department of Public Works facilities, Bellaire Schools property, Antrim County facilities, and water well locations. The churches in the Village are located in the Village Commercial or General Residential district and are considered consistent with either of these environments.

Utilities and related facilities are allowed in all land use area, however depending on the nature of the facility, conditions such as landscape buffering and screening should be considered.

Future Land Use Recommendations

The intent of this district is to ensure the efficient and effective delivery of services to the community.

Zoning Plan

Section 33, (2), (d), of the Michigan Planning Enabling Act (Act 33 of 2008) requires that Master Plans adopted after September 1, 2008 include a Zoning Plan to explain how the future land use categories in this Plan relate to the zoning districts incorporated in the Village’s Zoning Ordinance. The following table relates the more general future land use categories with the zoning districts and discusses features and factors to be considered in reviewing requests to rezone lands in the Village consistent with this plan.

In considering a request to rezone property in the Village of Bellaire, the Planning Commission shall consider the future land use map and the future land use descriptive narrative of this plan. The following table shall be used to evaluate the degree to which proposed rezoning is, or may be, consistent with this plan together with an evaluation of the specific

request. The proposed rezoning shall also consider whether the proposed site may be reasonably used as it is currently zoned, whether the proposed site is an appropriate location for any and all of the land uses that might be permitted within the requested zoning district, whether there may be other locations in the community that are better suited to accommodate such uses and any potential detrimental impact on the surrounding property that could result from the proposed rezoning.

In all cases, this Zoning Plan shall be applied as a guideline for the Planning Commission subject to the appropriate application of the discretionary authority permitted to the Planning Commission and Village Council by statutory authority, case law and good planning practice.

Table 1: Zoning Plan

Future Land Use Categories	Supporting and Compatible Zoning Districts	Potentially Compatible Zoning Districts
Conservation/Recreation	CR	CR
Clustered Residential	C, CR	C, CR
General Residential	R-1	R-1
Mixed Residential	R-2, R-3	R-2, R-3
Village Commercial	CBD	CBD
General Business	VC, C	VC, C
Light Industrial	M	M
Public Service	C	C

Chapter 4: Implementation

This section of the Plan identifies a number of actions available to the community that may be employed to bring the goals and objectives of the Plan to fruition. These implementation tools are interrelated, working together to transform the Plan's vision to reality.

Zoning Plan

Zoning has traditionally been the primary means of implementation for most master plans. Further, the Michigan Planning Enabling Act (PA 33 of 2008) requires the Master Plan to include a zoning plan, showing how land use categories on the future land use map relate to the zoning map. The Future Land Use Map and district descriptions act as the Village of Bellaire Zoning Plan. The proposed land uses illustrated on the future land use plan map are a guide and not intended to indicate the precise boundary between uses. These uses could vary depending on how a specific proposal relates to existing uses and to the plan.

Many goals and objectives in the Master Plan can be addressed through continued administration and implementation of, or changes to, the Village Zoning Ordinance. The Village should review and evaluate existing regulations to determine where and if changes are needed to encourage or accommodate the desired intent of the future land use map. As part of this review, the Village should also explore the possibility of implementing or reviewing regulatory techniques that allow the community to protect and preserve its most valued characteristics while allowing for new development and redevelopment in areas that represent opportunities for infill and redevelopment.

Rezoning and Conditional Rezoning

In many cases, current zoning allows for the use of properties in a way that is consistent with the intent of the Future Land Use Map. However, in some

cases, rezonings may be needed to allow for the intended uses or development types of the Future Land Use Map.

Conditional zoning is a technique permitted in Michigan which allows a property owner to voluntarily attach conditions to a rezoning request. These conditions restrict the development of the property to that scenario proposed by the applicant, and must be offered by the applicant—not imposed by the local government. This technique may be useful in circumstances where possible impacts to adjacent uses are a concern.

Economic Development Strategy

In today's economy, community development or placemaking and workforce attraction/retention are key factors in successful economic development initiatives. An economic development strategy can identify initiatives and methods that will encourage diversity of the region's economic base, tap into opportunities for economic expansion, and identify opportunities for placemaking and workforce development that will help to create a sustainable, vibrant community. Creating an economic development strategy for Bellaire that connects the master plan and future capital improvements plan, while coordinating with municipal budgets, will help the community focus resources where they matter most. This strategy will assist in identifying potential economic opportunities within Bellaire.

Marketing Strategy

To attract new residents, visitors, and investment, it's critical for communities to effectively market and promote themselves and their amenities. Communities must develop a positive, promotional strategy through marketing campaigns, advertising and special events to encourage investment. Marketing campaigns can assist with sharing the

established community vision, values and goals. Developing a brand to promote a consistent identity can position a community for future success. A community's website is an important marketing tool and must be well-designed to provide information to the public and build a positive image. In order to create these tools, campaigns, and messages, a formal marketing strategy will help the community focus their efforts on how they strategically manage their resources to promote the Village.

Development Guide

With multiple types of approvals from different agencies, the development process can be complicated and confusing. Development information and applications can be assembled to help citizens, developers and public officials gain a better understanding of how the development process in the community works. Documents should be updated regularly and provide a general overview of development processes, steps necessary to obtain approvals and be readily available online. Additionally, documents provide guidance to development for those interested in making private

investment in Bellaire.

Redevelopment Ready Sites

Often, developers may be cautious or hesitant to invest in properties that require substantial pre-development time or expense because of complicated approval processes, questions related to property ownership, or divided public opinion about the future of the property. A redevelopment ready site is a site targeted by the community to address these issues *before* a proposal comes to the table. Identifying and marketing priority sites can assist a community to stimulate the real estate market for obsolete, vacant and underutilized property. Communities that have engaged the public and determined desired outcomes for priority sites create a predictable environment for development projects and reduce the risk of rejected development proposals—which will ultimately entice hesitant developers to spend their time and financial resources pursuing a project in their community.

Bellaire has begun the process of working with the Michigan Economic Development Department to become a Redevelopment Ready Community (RRC) which, once completed, will mean that Bellaire will have a predictable and efficient system in place ready to invite and welcome investment in the community. A final stage of the RRC process is to identify specific priority sites that the community feels are vitally important to the economic health of the community. The following general areas are possible redevelopment sites as identified through the Master Planning process:

1. Area north of East Cayuga St, between N. Division St. and Derenzy Rd. The site has been designated as future Industrial.
2. Area along M-88 to the south. The site is designated as future General Business.
3. East of M-88 at the southeastern portion of the Village. The site is designated as future Clustered Residential.

The inclusion of these general areas of redevelopment is not meant to preclude alternate areas of redevelopment in the Village if the opportunity for redevelopment becomes available. Further, if a development proposal on a priority site is deemed controversial, additional public



participation opportunities should be held to ensure community support.

In addition to identifying priority sites and taking steps to make them “redevelopment ready,” to encourage development it is essential that communities actively package and market sites prioritized for redevelopment. The Village should consider identifying priority sites, compiling property information packages for those sites, and promoting them to developers regionally and statewide.

Capital Improvements Plan

While many Village planning goals will be implemented through zoning or other policies, some projects or objectives will require local expenditures. Because some expenses or improvements may be eligible for grant funding, the Village should pursue grant opportunities as appropriate. Other, non-grant funded spending needs will be addressed in the Village budget, which is adopted annually and addresses expenditures for facilities, maintenance, staffing, and other administrative functions.

A capital improvements plan (CIP) is an important tool used to assist with the implementation of the master plan visions and goals. The Village of Bellaire is currently working to develop a CIP. Developing a CIP brings departments together that are rarely thought of as players in the redevelopment process. Planning for future investment is not only a best practice for redevelopment readiness, but a CIP encourages project coordination internally and externally, and assists with implementing the community vision established during the master planning process. A comprehensive CIP also makes a community more competitive in securing available funding by showing funders the city is properly planning for the future needs of the community.

Leadership and Community Engagement

The Village Council is elected every four years to represent the community. Responsibilities include adopting plans and ordinances, setting tax rates, authorizing expenditures and borrowing, hiring administrative staff, providing oversight of public facilities, and other duties as necessary. The



Council also appoints the Village Planning Commission, which is charged with development of plans and zoning ordinances, along with review of development proposals. The Village should consider establishing a process and criteria for selecting members for open board and commission positions.

Both elected and appointed leadership should attend regular training sessions on planning and zoning fundamentals, best practices, and emerging and innovative approaches to community development.

To ensure that the community is responsive to community and development needs while protecting the public health, safety, and welfare, the Village Council, Planning Commission, and staff should engage in regular, open communication with the community. Regular focus groups, public discussions, or other forum type opportunities should be considered as a means to continuously obtain input and feedback. The Village may also consider developing a public engagement plan to identify opportunities for consistent, accessible opportunities for communicating with the public.

Pre-development meetings with property owners or developers should be available and encouraged to clarify ordinance requirements and approval procedures.

Partnerships

While many of the Master Plan’s objectives may be addressed through Village policies, ordinances, or other regulations, many of the goals and objectives will require strong partnerships with community

stakeholders. The Master Plan recommends pursuing partnerships with local service clubs, schools, nonprofits, regional agencies, and other levels of government. Partnerships broaden the scope of available grant dollars and other revenue, encourage citizen engagement in community activities, and enhance staff capacities and efficiencies. Possible partners may include:

- Antrim County
- Neighboring units of government
- Friends of Glacial Hills
- Bellaire Youth Initiatives
- Bellaire Community in Action
- Grass River Natural Area
- Antrim Conservation District
- Schools
- Traverse Bay Area Intermediate School District
- Chamber of Commerce
- Networks Northwest
- Crosshatch
- SEEDS
- Grand Traverse Regional Land Conservancy
- Northwest Michigan Community Action Agency
- Northwestern Michigan College
- Michigan State Housing Development Authority
- Michigan Department of Transportation
- Michigan Economic Development Corporation
- Watershed Center
- Tip of the Mitt Watershed Council

Partnerships with some of these organizations may provide volunteer capital to implement some small-scale community projects. Volunteer activities will be critical to building citizen engagement and community pride. To ensure that partnerships are efficient and effective, the Village may wish to consider partnership agreements that clearly identify responsibilities, accountability, and length of commitment.

Plan Updates

The Michigan Planning Enabling Act requires that all plans be reviewed, and updated if necessary, every 5 years. While comprehensive updates may not occur as often as every 5 years, regular review of the plan and its objectives will be important to ensure that the plan and related ordinances are effective, whether the goals and objectives are being addressed, whether the plan's policies are still relevant and appropriate, and which objectives remain to be addressed.

During the plan review, several objectives should be identified and prioritized as addressed.

Provision of Municipal Services

The provision of municipal services, including water and sewer infrastructure, is one way that many communities address or achieve local plan objectives. The Village of Bellaire provides municipal water and sanitary sewer services. Sewer and water capacity can impact options for new development and redevelopment. Engineering studies and ongoing community discussions can help the Village identify needs related to infrastructure capacity and to determine whether, where, and how to expand infrastructure to accommodate new development or address Master Plan goals and objectives.

Chapter 5: Existing Conditions & Context

Population and household characteristics are essential components to consider in the development of any Master Plan. An analysis of a community’s existing and future population and household characteristics provides a foundation upon which a major portion of a master plan is based. While an evaluation of a community’s current characteristics provides insight to immediate needs and deficiencies, population projections provide a basis for determining future land use requirements, public facility needs, and essential services.

Population

Like most small villages, Bellaire’s population has remained fairly stable over the years, despite dramatic population increases in the surrounding area. As noted in Table 2, the population for the Village of Bellaire in 2017 was 1,363 persons. The Bellaire population decreased by 1.9 % between 2010 and 2017. This decline is illustrative of a fluctuation of the Village’s population over the last

four decades where there has been incremental increases and decreases. None of these fluctuations have exceeded 5%.

It is important to note that both Forest Home Township and Kearney Township each include a physical portion of the Village, therefore each Township population count includes a portion of Village residents.

Seasonal Population

The population of Antrim County increases substantially during the summer months due to second homes and overnight visits. In Bellaire, however, only 6% of the housing units in the Village of Bellaire are seasonal, significantly lower than surrounding townships, which have seasonal homes ranging from 24% to nearly 40% of total housing stock. The regional resident population increases during the summer months, while the Village population remains quite stable year-round. However, the Village does experience notable daytime population increases.

Table 2: Population Change, 1970-2017

	1980	% change 1970-1980	1990	% change 1980-1990	2000	% change 1990-2000	2010	% change 2000-2010	2017	% change 2010-2017
Village of Bellaire	1,432	14.1%	1,370	-4.3%	1,408	2.8%	1,390	-1.3%	1,363	-1.9%
Forest Home Twp	1,288	28.4%	1,803	40.0%	2,692	49.3%	3,010	11.8%	2,946	2.1%
Kearney Twp	2,720	20.5%	3,173	16.7%	4,100	29.2%	4,400	7.3%	4,309	2.1%
Antrim County	16,194	30.8%	18,185	12.3%	23,110	27.1%	23,580	2.0%	23,144	-1.9%
NW Michigan	208,286	31.5%	230,962	10.9%	281,468	21.9%	297,912	5.8%	303,254	1.8%

Source: US Census-ACS Data

11%

**Growth rate in the Village of Bellaire
between 1970-2010**

-1.9%

**Growth rate in the Village of Bellaire
between 2010-2016**

Additional data is available from the Northwest Michigan Seasonal Population Study (2014), which shows changes in population by month in each county in Northwest Michigan. Antrim County's population is estimated to increase by 42% in the summer months to over 40,000. This includes seasonal residents, overnight visitors, and other transient residents that are staying in second homes, campgrounds, RV parks, hotels, motels, bed and breakfasts, cottages, and marinas. The seasonal increase in population provides additional consumer spending in the local economy, but also places increased demand on municipal services and facilities.

Age Distribution

The age of a community's residents has significant impacts on housing demand, service needs, and employment base; while household size can reflect changes in community demographics and signal a need for specific housing options.

The population in the Village of Bellaire is younger than the County overall: 27% of the Village's population is age 60 or over, compared to 35% of the County's population. The median age in the Village is 43, compared to 50.4 years of age in Antrim County.

About 43% of the Village's population is aged between 25-59 years of age. This segment of the population is considered to be in their working years, and may have families and/or children in school. An age bracket from 5-24 years of age incorporates the school age population and young

Table 3: Median Age

	Median Age (2016)	% Age Change from 2010
Village of Bellaire	44.6	3.8%
Forest Home Township	56.9	0.5%
Kearney Township	50.2	4.4%
Antrim County	50.0	5.5%
Michigan	39.5	1.5%

Source: US Census-ACS Data

working population, and makes up about 26% of the Village population.

Households

As the population ages, the number of one- and two-person households increase, a trend reflected in a declining average household size. Fewer school-aged children and family households represent growing numbers of "empty nesters" and contribute to the Village's shrinking household size. At 2.19 people per household (PPH), Bellaire's average household size is well below that of the average household size of the state (2.51 PPH) and the County (2.35 PPH).

Some of these changes reflect natural age increases, as the Baby Boomers begin to reach retirement age; while some growth can be accounted for by new residents that moved to the area following retirement. These trends have tremendous impacts on the County's workforce, schools, and service and market demands.

With a total of 391 households in the Village, 241 (62%) are family households and 173 are non-family households. A family household is defined as a household in which a person is living with one or more persons related to him or her by birth, marriage or adoption. A non-family household is a household where a person is living alone or with non-relatives only.

About 44% of the Village's households include one or more people age 60 years or older, compared to

Data Sources

A number of resources and data sources were used to inform the content of the Bellaire Village Master Plan, including the US Census, American Community Survey, US Bureau of Labor Statistics, and topical studies specific to County or local geographies.

When reviewing data, it is important to note that different geographies, data collection methodologies, and updated time-lines mean that comparable information is not always available at the Village level. Additionally, changes in the Census mean that comparisons between current and historic Census is not available.

The decennial **US Census** is conducted every 10 years to measure population, age, and other basic demographic information for all geographies in the country. Historically, the Census “long form” also recorded more detailed information on individual household characteristics, including income, employment, poverty, housing value, commute time, etc. Since 2005, that information has instead been collected every 5 years by the **American Community Survey (ACS)**, a large, continuous demographic survey conducted by the Census Bureau that will eventually provide accurate and up-to-date profiles of America’s communities every year. Questionnaires are mailed to a sample of addresses to obtain information about households and housing units. The survey produces estimates of population and housing characteristics data for small areas, including tracts and population subgroups. Questions asked are similar to those on the decennial census long form. Estimates for small geographic areas are based on data collected over a 5-year time period, and represent the average characteristics over that time period. For small geographies, the margin of error is high. Antrim County data is used in place of Bellaire data for some detailed information.

Table 4: Age Distribution 2016

	Village of Bellaire	Antrim County	Michigan
Under 5 years	4.2%	4.3%	5.8%
5 to 9 years	4.7%	4.6%	6.1%
10 to 14 years	8.1%	6.2%	6.4%
15 to 19 years	7.4%	5.6%	6.8%
20 to 24 years	5.3%	4.7%	7.3%
25 to 29 years	3.1%	4.0%	6.3%
30 to 34 years	2.7%	4.5%	6.0%
35 to 39 years	6.5%	4.4%	5.8%
40 to 44 years	9.5%	5.1%	6.0%
45 to 49 years	5.5%	6.2%	6.6%
50 to 54 years	8.1%	7.5%	7.2%
55 to 59 years	7.7%	7.9%	7.3%
60 to 64 years	6.5%	9.3%	6.6%
65 to 69 years	5.7%	7.8%	5.3%
70 to 74 years	4.6%	7.2%	3.8%
75 to 79 years	3.9%	5.1%	2.7%
80 to 84 years	3.3%	2.8%	1.9%
85 years and over	3.1%	2.7%	2.1%
Median Age	42.7	50.4	39.6
<i>Source: US Census-ACS Data</i>			

39% of Michigan households and 54% of Antrim County households.

Housing

Like other Northwest Michigan communities, Antrim County is experiencing changes in housing demand and shortages of a range of housing choices that are impacting businesses, schools, and community vitality. While housing shortages—particularly rentals—are impacting households from across the income spectrum; there is an especially short supply of housing that’s affordable or available year-round to a large portion of the workforce.

A number of recent housing studies document this shortage. The 2014 Antrim County Housing Inventory showed significant affordability gaps for households throughout Antrim County, as well as issues related to housing quality or condition. With 4,500 households earning less than \$50,000 per year, only about 3,300 homes were considered “affordable” to those households.

A 2014 “target market analysis” assessed the potential annual demand for new housing units in Antrim County. It showed that there may be a market for 37 new owner-occupied housing units, and 78 rental units, in Antrim County each year through 2019, for households earning between \$19,000 and \$92,000 per year

Housing affordability issues are compounded by transportation costs: a typical household in Antrim County may spend 57% or more of its total income on the combined costs of housing and transportation, while moderate income households may spend up to 85% of their income on those two costs alone.

Income & Poverty

Workers in Bellaire earn less on average than workers countywide and statewide. The annual median household income in the Village is \$35,789. In comparison, the median household in the county earns \$48,825 while statewide, the median household earns \$50,803 per year. Despite lower incomes, however, costs of living are higher. A 2017 United Way report identifies the cost of basic needs for each county in Michigan, and the number of households that are what United Way calls ALICE –

an acronym for Asset Limited, Income Constrained, Employed. ALICE households have incomes above the federal poverty level, but still struggle to afford basic household necessities. In Antrim County, about 13% of households are estimated to live in poverty, and another 28% of households are considered to be ALICE. With a median household income of \$46,485, and household “survival” budgets ranging from about \$16,600 per year to \$59,500 per year, many households in Antrim County are clearly struggling to make ends meet.

Commuting

Over 5,000 Antrim residents—67% of its workforce – work outside of the County, while nearly 2,000 workers commute into the County for work. The primary destinations for those workers commuting into Antrim County are Bellaire, Elk Rapids, and Mancelona. In Bellaire, 85% of all workers travel outside of the area for work.

11% of workers in Bellaire take a car pool which is slightly lower than Antrim County at 13.4% and the state at 8.8%. The mean travel time to work is 16 minutes which is significantly less than the county or state commute times.

With large percentages of workers leaving the County, transportation costs—including vehicle ownership costs, fuel, insurance, and maintenance—make up a large proportion of an average household budget. The Housing + Transportation Affordability Index of the Center for Neighborhood Technology shows that the typical moderate income household in Antrim County spends about 44% of its income on transportation costs alone.

Community Health

Personal health depends on a variety of factors, including individual decisions about lifestyle and diet, preventive activities, and access to health care. While these decisions and circumstances are highly individual and personal, they are all closely connected to our physical and social environments. Recognizing that local policies and initiatives play a major role in individual and community health is an important first step in improving our health outcomes.

The County Health Rankings & Roadmaps program, a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute, provides overall rankings in health outcomes that represent how healthy counties are within Michigan. The healthiest county in the state is ranked number one. The ranks are based on two types of measures: how long people live and how healthy people feel while alive. Antrim County is ranked 17th out of 83 counties in Michigan for health outcomes.

The overall rankings in health factors represent what influences the health of a county. They are an estimate of the future health of counties as compared to other counties within Michigan. The ranks are based on four types of measures: health behaviors, clinical care, social and economic, and physical environment factors. Antrim County is ranked 27th in Michigan for health factors.

A Community Health Needs Assessment (CHNA) was conducted by Munson Medical Center, Kalkaska Memorial Health Center, and Paul Oliver Memorial Hospital during 2015 and 2016 to explore the health status of people living in the area. The 2016 CHNA covers Antrim, Benzie, Grand Traverse, Kalkaska, and Leelanau counties. The top seven health issues identified in the assessment are obesity and overweight, diabetes, substance abuse/tobacco use, access to health services, mental health, maternal, fetal and infant health, and access to healthy foods.

Workforce and Employment

In 2018, the average unemployment rate over the course of the year in Antrim County was 4.4% (Bureau of Labor Statistics). This low unemployment rate represents a significant change since the years of the recession, when many people left the County and the State to look for work elsewhere. In 2017, with low unemployment rates and increasing costs of living, business and other stakeholder input from throughout the County and the region emphasize that the County is now experiencing the opposite problem: it's become increasingly difficult for business to find and retain workers. Data from the Michigan Department of Labor and Growth shows that, over the 5 year period between 2013-2018, the number of jobs in the County increased by 5%, while the population only grew by .5%. Contributing factors include the loss of young families and the aging of the population; high costs of living, including housing and transportation costs; limited daycare options; and a mismatch in the skills needed by employers and those possessed by the existing workforce. Another important factor is the impending retirement of many current workers: in Northwest Michigan, over 10,000 workers are age 55 or older and projected to retire soon, according to EMSI, which is significantly higher than the national average for an area this size, which on average has about 6,600 workers in that age bracket.

Education



Educational attainment rates are an important consideration for business, particularly knowledge-based businesses, which often seek to locate in communities that are home to an educated workforce. While 27% of residents statewide have a bachelor's degree or higher, 28% of Antrim County residents over the age of 25 have a bachelor's degree or higher. In Bellaire, 19% of residents over the age of 25 have a bachelor's degree or higher, and 92% have a high school diploma or higher (2017 American Community Survey).

Tourism

Tourism is a foundation of the County's economy, and acts as its most visible economic driver. Tourism-related jobs (including those in Retail; Arts, Entertainment, and Recreation; and Accommodation and Food Services) account for 20% of the County's total jobs, employing over 2,400 employees. These jobs are typically lower-paying and seasonal in nature, with average annual earnings of \$23,784, compared to annual average earnings of \$44,808 for all jobs in the County.

Tourism and tourism-related employment are significantly impacted by Bellaire's growing "brand" as a recreation destination related to its trails and craft beverage industry. As business and investment related to these activities has grown, the Village has seen, and will continue to see, significant impacts on job opportunities and business revenues.

Manufacturing

The Manufacturing industry makes up about 19% of Antrim County's jobs. Typically, the manufacturing sector pays relatively high wages. However, the industry has encountered challenges related to plant closings and the region's labor shortage, as a smaller labor force and difficulties in attracting new workers has impacted their ability to hire adequate staff.

Agriculture

About 3% of Antrim County jobs are classified within the Agriculture industry. While it may seem a small percentage of the County's total jobs, agriculture is a defining characteristic of the County, its quality of

life, and scenic character. Antrim County is third in the state for production of tart cherries, according to the Michigan Department of Agriculture, and jobs in agriculture in Antrim County, per capita, are four times higher than the national average—and are projected to grow by 40% through 2027 (EMSI). Some of that growth is likely to come from innovation, entrepreneurialism, and trends in agri-tourism that are driving a significant amount of economic activity in Antrim County and the region. Value-added agriculture and agri-tourism have created, and continue to create, jobs that may not be accounted for within the agriculture "industry" classification. What's more, the US Department of Agriculture estimated that the market value of agricultural products in 2012 that each dollar in agricultural exports stimulated another \$1.27 in business activity. Agriculture also has profound impacts on tourism. Many of the area's visitors are attracted to the area's rural character, rolling hills of orchards and fields, and agriculturally-based attractions like farm markets and roadside stands.

Health Care

Jobs in health care are an important economic engine, making up 9% of jobs County-wide. As the population ages and demand for health care increases, this sector will become increasingly important. Currently, the Village contains several medical professional services. As demand for health care grows, the Village will be well-positioned to capitalize economically on the growth in health care services and demand.

Issues & Opportunities

Workforce

The presence of talent—a skilled, knowledgeable workforce—is needed to support existing business, and also helps to create and attract high-paying, sustainable jobs. As the region adjusts to the reality of an aging population that is increasingly reaching retirement, the ability to recruit new workers is vitally important. Local efforts to improve the quality of life

Table 5: Households 2016

	Village of Bellaire	Forest Home Twp	Kearney Twp
Total Households	386	794	696
Change from 2010	-15.4%	1.7%	0.3%
Households with Children	25.6%	18.9%	26.7%
Average Household Size	2.19	2.17	2.34
Change from 2010	-10.0%	-3.0%	-1.0%
<i>Source: US Census– ACS Data</i>			

Table 7: Personal Income 2016

	Median Household Income	Per Capita Annual Income
Village of Bellaire	\$35,789	\$20,295
Forest Home Twp	\$60,556	\$36,182
Kearney Twp	\$47,717	\$29,338
Antrim County	\$48,825	\$28,180
Michigan	\$50,803	\$27,549
<i>Source: US Census– ACS Data</i>		

Table 6: Housing Units 2016

	Village of Bellaire	Forest Home Twp	Kearney Twp
Total Housing Units	485	1,584	1,285
Change from 2010	-11.7%	4.8%	7.2%
Single Family Units	342	1438	867
Multiple Family Units	132	105	351
Mobile Homes	11	41	67
Occupancy Rate	79.6%	50.1%	54.2%
Owner-Occupied	216	711	503
Renter-Occupied	170	83	193
Vacant	99	790	589
Average Home Age	1964	1974	1983
Median Home Value	\$122,000	\$172,000	\$171,400
<i>Source: US Census– ACS Data</i>			

What Is Affordable Housing?

Because there's no "one size fits all" definition for affordable housing, and because it can include market-rate and subsidized housing, it's important to define the different types and prices of affordable housing, as well as the various income levels and populations served.

Low-income, permanent, or long-term affordable housing

Rental or for-sale housing that is made affordable, through public or other subsidies, to low- and moderate-income households. Deed restrictions or other controls limit the resale price or rent for a specified number of years. Affordability may be guaranteed for periods ranging from 10 years to perpetuity. Housing is typically available to households earning 80% or less of the area median income (AMI).

Workforce housing

Rental or for-sale housing, located near employment centers, that is affordable to households with earned income. Workforce housing may be either subsidized or unsubsidized, and is often marketed to those with moderate- and entry-level incomes like teachers, police officers, medical technicians, office workers, construction workers, and retail and restaurant staff. Generally these occupations earn up to 100% of the area median income (AMI).

Supportive housing

Housing that is made affordable to residents with subsidy that is linked to support services such as mental health care, employment or job training assistance, addiction treatment, or other services that support independent living.

Even within each of these categories, the types and prices of affordable housing vary considerably. Various income levels are used by funders and housing providers to determine the level of affordability and the type or level of subsidy. For 2017 income levels by county in Michigan, visit www.michigan.gov/mshda.

Housing Affordability in Antrim County

- A household earning the County's median homeowner income of about \$47,000 might be able to afford a home valued at about \$118,000 ; however, the median home value in the County is over \$156,000.
- The average renter in Antrim County can afford a monthly rent of about \$525; however, the median rent in the County is over \$660 per month.
- 54% of renters pay more than 30% of their income on housing costs. 23% are considered "severely cost overburdened," paying 50% or more of their income for rent, which puts them at a higher risk of eviction and homelessness.
- In order to afford the median monthly rent in Antrim County, workers need to earn at least \$12.75 per hour, or \$26,520 per year.
- Minimum wage workers (\$9.25 per hour) need to work about 69 hours per week to afford the County's median rent.

Antrim County Economic Overview

Antrim County's economy has historically been rooted in manufacturing and tourism, and these remain among the County's most important economic drivers today.

Employment in Antrim County is concentrated in manufacturing, accommodation and food services, retail, and health care. Employment in the Manufacturing represents nearly 19% of all employment in the County, while Accommodation and Food Services accounts for 18% of all employment. When including retail trade and health care and social assistance, these industries make up more than half of the total employment in the county.

Table 8: Labor Force by Industry in Antrim County 2017

Industry	# Employed	% of Total Employment	Average Annual Earnings
Manufacturing	950	19.31%	\$46,032
Accommodation and Food Services	852	17.32%	\$19,140
Retail Trade	572	11.63%	\$25,944
Health Care and Social Assistance	434	8.82%	\$41,148
Educational Services	411	8.36%	\$39,300
Construction	350	7.12%	\$36,024
Public Administration	306	6.22%	\$34,536
Other Services	225	4.57%	\$26,664
Professional, Scientific, and Technical Services	199	4.05%	\$33,372
Agriculture, Forestry, Fishing & Hunting	158	3.21%	\$27,852
Information	103	2.09%	\$18,072
Finance and Insurance	103	2.09%	\$51,900
Real Estate Rental and Leasing	75	1.52%	\$40,152
Wholesale Trade	57	1.16%	\$38,292
Arts, Entertainment, and Recreation	54	1.10%	\$27,468
Administrative Support & Waste Management	44	0.89%	\$30,180
Transportation and Warehousing	26	0.53%	\$37,692
Mining, Quarrying, and Gas Extraction	0	0	\$0
Utilities	0	0	\$0
TOTAL	4,919	AVERAGE	\$31,740

Source: U.S. Census Longitudinal Employer-Household Dynamics (LEHD): Quarterly Workforce Indicators (QWI) 2017



and affordability of living costs will be key factors in attracting new residents, families, and workers that can support new and growing economic activity. Placemaking activities that enhance the sense of place and community—including community improvement projects, events and festivals that bring the community together, and recreation improvements that provide recreation and entertainment options for all ages and income levels—can make Bellaire a more desirable place to live and do business. Housing is a particularly important component in attracting workers: the limited availability of affordable housing for employees has been identified as a primary business challenge in many communities throughout Northwest Michigan and Antrim County. Zoning that incrementally increases density or allows additional housing types, meanwhile, can create important residential options that meet the needs and preferences of individuals and families that may be looking to relocate in Bellaire.

Housing Affordability

Housing affordability has serious impacts on quality of life, local businesses, school enrollment, and traffic patterns. When families or households experience housing cost overburden, they are at increased risk of foreclosure or homelessness. To avoid cost overburden, households may choose to live in substandard or overcrowded housing, or they may move to less expensive areas—often rural areas without significant services or employment opportunities. These moves mean that businesses lose year round customers; school enrollment is

destabilized, impacting school budgets; and traffic increases as residents commute into town for jobs, school, and shopping.

Affordable housing, small homes, rentals, or multi-family housing units consistent with single-family development—otherwise known as the “missing middle”—are all becoming more important in meeting the needs of the workforce, an aging population, small households, young professionals, and families. Without them, employers struggle to hire qualified new workers, including seasonal and professional staff; and schools lose out on new students. The ability to meet these needs is limited by land values, the high costs of development, regulatory obstacles, limited infrastructure, and a lack of developers with the experience or financing options needed to build these new housing types.

To create more opportunities for housing, the Village of Bellaire can consider regulatory approaches that allow diverse housing options that cost less to build and provide year-round options—including rentals—for families and the workforce.

Tourism, Seasonal Population & Housing

Seasonal economic activity in Bellaire, connected to its many natural assets and recreational opportunities, has enormous impacts on economic activity from tourism.

Tourism comes with some concerns that the dependence on tourism-related industries will exacerbate seasonality issues and create generally lower-wage jobs. Increasingly, there’s also concern about the impact of seasonal housing on year-round residents, and especially seasonal workers, who have extra challenges in finding housing during the busy summer months when they’re here to work. As vacation rental options via the internet become more popular, there is a concern that new housing – particularly “affordable” or “workforce” housing – will be purchased, rented, or used for seasonal residents or visitors, with subsequent impacts on businesses, schools, and the Village’s year-round character and sense of community. Housing data from the American Community Survey shows that seasonal housing units are increasing at a faster

rate than total housing units, as year-round homes are being converted to seasonal homes. And as land and development costs increase, seasonal housing increasingly looks like the best investment for some builders or developers: with a strong market for seasonal homes, and the ability to turn a profit, there is more incentive to build seasonal homes than those that are affordable to the workforce or families. In Bellaire, tourism also comes with concerns related to parking and public safety.

At the same time, short-term rentals and tourism have an important economic impact. Visitors using short-term rentals spend money at local businesses, and property owners are investing in the community and improving and rehabilitating property. Tourism provides jobs, supports local businesses, and influences the types of commercial, business, recreational, and other kinds of development that occurs here. What's more, visitors who experience the community's unique sense of place and its physical, natural, and cultural assets may choose to permanently relocate here.

There must be a balance between encouraging tourism's economic benefits, while minimizing negative impacts to the population and housing market. Communities can look to local examples for regulatory options for short-term rentals that ensure proper balance in meeting the needs of year-round and seasonal residents and visitors—through approaches such as requiring registration or permitting of short-term rentals, ensuring that these properties are managed by local agents, and requiring “good visitor guides” that establish compliance with existing relevant codes and ordinances.

High-Tech Infrastructure

Wireless and broadband is becoming increasingly important in creating a competitive environment for new economic investment. Greater coverage of telecommunications and high-speed internet are critical in today's business operations: high-tech, high-speed Internet infrastructure is a “must-have” in accommodating the interconnected, innovative nature of new economic growth.



Chapter 6: Natural Resources & Land Use

One of the greatest attractions for the residents and visitors to the Bellaire area is the natural environment, most notably the water resources. The Cedar and Intermediate Rivers are within the Elk River Chain of Lakes Watershed. This watershed covers approximately 500 square miles in the counties of Antrim, Charlevoix, Grand Traverse, and Kalkaska, including some of Michigan's most beautiful and well-known water resources.

The natural environment, which attracts people to the area, also imposes constraints on the use of the land. Often the alteration of sensitive environments creates problems, which cannot be easily corrected. For example, the combination of increasing impervious surfaces and the filling of wetlands will result in increased volumes of storm water runoff while reducing the natural storm water retention areas. It is essential that any future development consider the varied characteristics of the natural environment in order to preserve the unique character of Bellaire and yet realize the economic benefits of the tourism and recreation industries.

An analysis of the Village of Bellaire's physical environment can assist government officials in planning for future use. Natural resources addressed in this chapter include climate, geology, topography, soils, water, wetlands, and wildlife.

Climate

The Village's climatic conditions are similar to those across northern Lower Michigan: long cold winters and moderate warm summers. However, the proximity to Lake Michigan serves to moderate temperature extremes as compared to inland communities of northwestern Michigan. The average date when temperatures drop to freezing in the fall, is typically several weeks later than those areas further inland, with the first frost in the Village occurring as late as the middle or end of October. According to the Soil Survey of Antrim County, the average winter temperature is 22.6 degrees F, and the average summer temperature is 65.7 degrees F. Total annual precipitation is 18.8 inches, and average seasonal snowfall is 89.9 inches.

Geology

According to geologists, the bedrock underlying the Village of Bellaire was laid down during the Mississippian and/or Devonian ages of the Paleozoic Era. The bedrock in the Village consists of Berea Sandstone, Bedford Shale and Ellsworth Shale.

The surface geology of the Village was formed 10,000 to 12,000 years ago by glacial activity. Numerous advances and retreats by the glaciers



resulted in the locally complex pattern of erosion and deposition. Bellaire's surface geology is dominated by fine- to medium-textured glacial till, composed of Lacustrine sand and gravel and may include considerable areas of organic soils. This type of sand and gravel typically occur as former beaches and near offshore deposits of the glacial Great Lakes. For the Bellaire area the deposit pattern follows the Intermediate River.

Topography

The topography of Bellaire is gently rolling to hilly. Elevations range from a low of 590 feet in the southern area to a high of 738 feet in the western portion of the Village. The steep slopes are predominantly in northwest and southeast portions of the Village.

Soils

One important determinant of land use is the soil's suitability for development. The physical and engineering properties of a soil type should be considered before development occurs.

The following is a brief description of the soil associations found in the Village. A general soil map for Antrim County shows nine different associations found in the Village of Bellaire. While the soil association information presented can be used as a general guide for management of large undeveloped tracts of land, it should not be used for development of specific sites.

CdA - Crosswell Sand

Nearly level to gentle slopes (up to 4%), moderately well drained lowland soils. It is mainly in shallow depressions or adjacent to stream channels or bogs and swamps. Permeability is rapid and the available water capacity is low. Runoff is very slow. The seasonally high water table is within 2 to 3 feet of the surface in winter and spring, adversely affecting sanitary facilities and community development.

KeB - Kalkaska-East Lake Complex

Nearly level to gentle slopes (up to 4%), somewhat excessively drained soils on upland plains. Because of the rapid permeability, water supplies can be polluted by sanitary facilities.

Ta - Tawas Muck

Nearly level, poorly drained organic soils located in lowlands and subject to flooding. This soil association is classified as a wetland soil (unless previously drained) with severe septic and construction limitations.

Te - Tawas-Ensley Complex

Nearly level, poorly drained soils located in swamps and drainage ways and subject to flooding. This soil association is classified as a wetland soil (unless previously drained) with severe septic and construction limitations. Approximately 38% of the total Village area consists of hydric (wetland) soils. The areas still functioning as wetlands are shown on the Existing Land Use Map. Some of the wetland soils located in the Village have been previously drained and built upon and consequently no longer serve as a development limitation. Developed areas of the Village are mainly on Crosswell Sand and Kalkaska-East Lake Complex soil associations.

Most of the soils in the Village have been identified as having limitations for sanitary facilities. However, since the Village requires development to hook-up to the municipal water and sewer systems, the soils with extreme septic limitations do not pose a significant development limitation. Soil type limitations do not preclude the development of specific sites. However, the Village and developers should realize that construction on some soils especially those associated with steep slopes may be costly.

Water Resources

One of the most valuable natural resources of the Village of Bellaire is water. The Village is located within the Elk River Chain of Lakes watershed, the largest sub-watershed of Grand Traverse Bay. The watershed includes over 200 miles of shoreline and almost 60 square miles of water. The "centerpiece" of the watershed is the Chain of Lakes, a series of 14 lakes and interconnecting rivers. The Village is located on the border that separates the Central Lake and Lake Bellaire sub-basins of the watershed.

The major surface water resources in Bellaire are Blair Lake (Craven Pond), Cedar River, Intermediate River, and Bellaire Pond (wide area in the

Intermediate River directly next to Richardi Park swimming area). Within the Village nearly 5.8 miles of frontage is on inland lakes, ponds and rivers. Lake Bellaire with approximately 1,775 acres in surface area is located just outside the southwest village boundary line. Just north of the village limits, Intermediate Lake (1,520 acres) is connected to the Intermediate River. These lakes, rivers and their associated streams and creeks offer scenic and recreational amenities to Village residents and visitors. It is extremely important that the quality of these surface waters be protected from the negative impacts of development, such as pollution and loss of scenic views to open water.

Both groundwater and surface water are vital resources within the Village of Bellaire. The entire Village relies on groundwater for drinking water. The Village operates four (4) municipal wells and the data indicates that these sources provide good water quality and have sufficient capacity to meet both current and future demands. The 'Aquifer Vulnerability to Surface Contamination in Michigan' map, prepared by the Center for Remote Sensing and Department of Geography at Michigan State University, reveals the majority of the Village is located in an area where the vulnerability of drinking water aquifers to surface contamination is high, due to highly permeable soils over highly sensitive drift lithology. The remainder of the Village is over an area with moderate vulnerability, due to moderate to slowly permeable soils over highly sensitive drift. The aquifer vulnerability is recognized and wellhead protection measures are in place under the Wellhead Protection Plan for the

municipal water wells.

The point source discharges to the surface waters in the Village are addressed below. Also of concern are non-point sources. Proper land use management can help control water quality conditions in the Village. Some methods to curb pollution include runoff control measures, additional storm water management techniques and septic systems maintenance. The septic systems are an area of limited concern within the Village since municipal water and sewer serve most of the Village. Lakes, creeks and wetlands are important for surface drainage, groundwater recharge and wildlife habitat. Alterations to the water features can contribute to flooding, poor water quality, and loss of valuable fish and wildlife habitat. The Village Zoning Ordinance includes a waterfront greenbelt ordinance to help protect the surface water quality within the Village.

Surface Water Discharge Permits

All point source discharges into surface waters are required to obtain a National Pollutant Discharge Elimination System (NPDES) permit which the Michigan Water Resources Commission issues upon recommendation by DEQ, Surface Water Quality Division. Permit requirements generally address discharge limitations, effluent characteristics, monitoring and reporting requirements, along with facility management requirements. Currently the Village's sewage treatment plant is the only point source discharge permit holder located in Bellaire. Additionally, just outside the Village limits, Anchor Danly (metal



processing business) has a point source discharge permit. Both operations are in compliance with their respective permits.

Wetlands

Wetlands are unique and diverse ecosystems where water is found, either on the surface or near the surface, at various times during the year. These areas often contain poorly drained soils, which support water-loving vegetation. Wetlands are also referred to as marshes, swamps or bogs. Residents of Michigan are becoming increasingly more aware of the value of wetlands. Beyond their aesthetic value, wetlands protect the water quality of lakes and streams by filtering polluting nutrients, organic chemicals and toxic heavy metals. Wetlands are closely related to high groundwater tables and serve to discharge or recharge aquifers. In the Village of Bellaire, wetlands also serve a critical role in storm water management by providing temporary flood or storm water storage areas. Wetlands support wildlife, and wetland vegetation protects shorelines from erosion.

Originally, much of Bellaire was wetlands; however some of the wetland areas have been dredged, filled and developed. The still existing wetlands areas are found primarily in the undeveloped portions of the Village and adjacent to the Intermediate River and associated streams. Wetland areas correspond to the areas where mucky soils and low elevation occur simultaneously in the Village.

Michigan's Wetland Protection Act defines wetlands as "land characterized by the presence of water at a frequency and duration sufficient to support, and that under normal circumstances does support, wetland vegetation or aquatic life, and is commonly referred to as a bog, swamp or marsh." The Act further specifies State jurisdiction depends on proximity to lake, stream, pond, or Great Lake, and/or having a direct hydrological relationship with it. Wetlands, which meet the statute criteria are considered, regulated and require a permit before draining, filling, dredging or construction in a wetland.

Fish and Wildlife

The State fishery management strategy for the local waters includes stocking and periodic surveying of fish populations. The MDNR has planted over 35,000 brown trout, 93,000 splake and 168,000 walleye during the past eight years in locally important fishing waters.

Habitat for populations of songbirds, waterfowl, shorebirds, muskrat, mink and raccoon are provided by the wetlands and lakeshores within the Village. Predominant mammal species found in the Village of Bellaire are squirrel, grouse, rabbit and deer.

Sites of Environmental Contamination

The Michigan Environmental Response Act 307 of 1982, as amended, provides for the identification, evaluation and risk assessment of sites of environmental contamination in the State. The Environmental Response Division (ERD) of the Michigan Department of Environmental Quality (DEQ) is charged with administrative responsibility.

A site of environmental contamination, as defined by ERD, is "a location at which contamination of soil, ground water, surface water, air or other environmental resource is confirmed, or where there is potential for contamination of resources due to site conditions, site use or management practices."

The agency annually updates a list of sites that are considered "facilities," which can include leaking underground storage tanks and areas where a hazardous substance is located, according to Part 201 of the Natural Resources and Environmental Protection Act. As of May 2019, 127 sites were listed in Antrim County, including 20 within Bellaire village limits.

Air Quality

The Air Quality Division of the Michigan Department of Environmental Quality (DEQ) monitors air Quality. Standards have been established as acceptable levels of discharge for any of the

following air pollutants: particulate matter, sulfur dioxide, nitrogen dioxide, carbon monoxide, ozone, lead, and trace metals. These pollutants are monitored on a continuing basis at selected locations around the state. Monitoring in recent years has shown the level of pollutants in the region to be within the established acceptable standards.

Air discharge permits are required for businesses discharging more than the acceptable level of any of the regulated air pollutants. There are no known permits issued to businesses located in the Village.

Existing Land Use

Analyzing existing land use is an important component in the planning process. Historic land use patterns help to define community character and the path which future development may follow. The formulation of future land use policy will take into account current and past land use trends.

Pattern of Land Divisions

As development occurs, larger tracts of land are generally broken down into smaller parcels. Therefore, studying the existing pattern of land divisions is one way to analyze the status of land use and development. Land division patterns for the Village of Bellaire are discussed below.

The larger undivided parcels are primarily located in the southern and eastern portions of the Village. The remaining large tracts of undivided land in the Village are typically nonforested open fields, upland forest, or wetlands with construction limitations. Slightly more than one third of the Village remains undeveloped. The category of nonforested land is simply open field, grassland or shrub land, not being used for agriculture or any other active use. No agricultural land was identified within the Village limits.

The Village's downtown commercial area combined with the surrounding smaller lot residential properties provide Bellaire with a strong small town community identity.

Existing Land Use Statistics and Characteristics

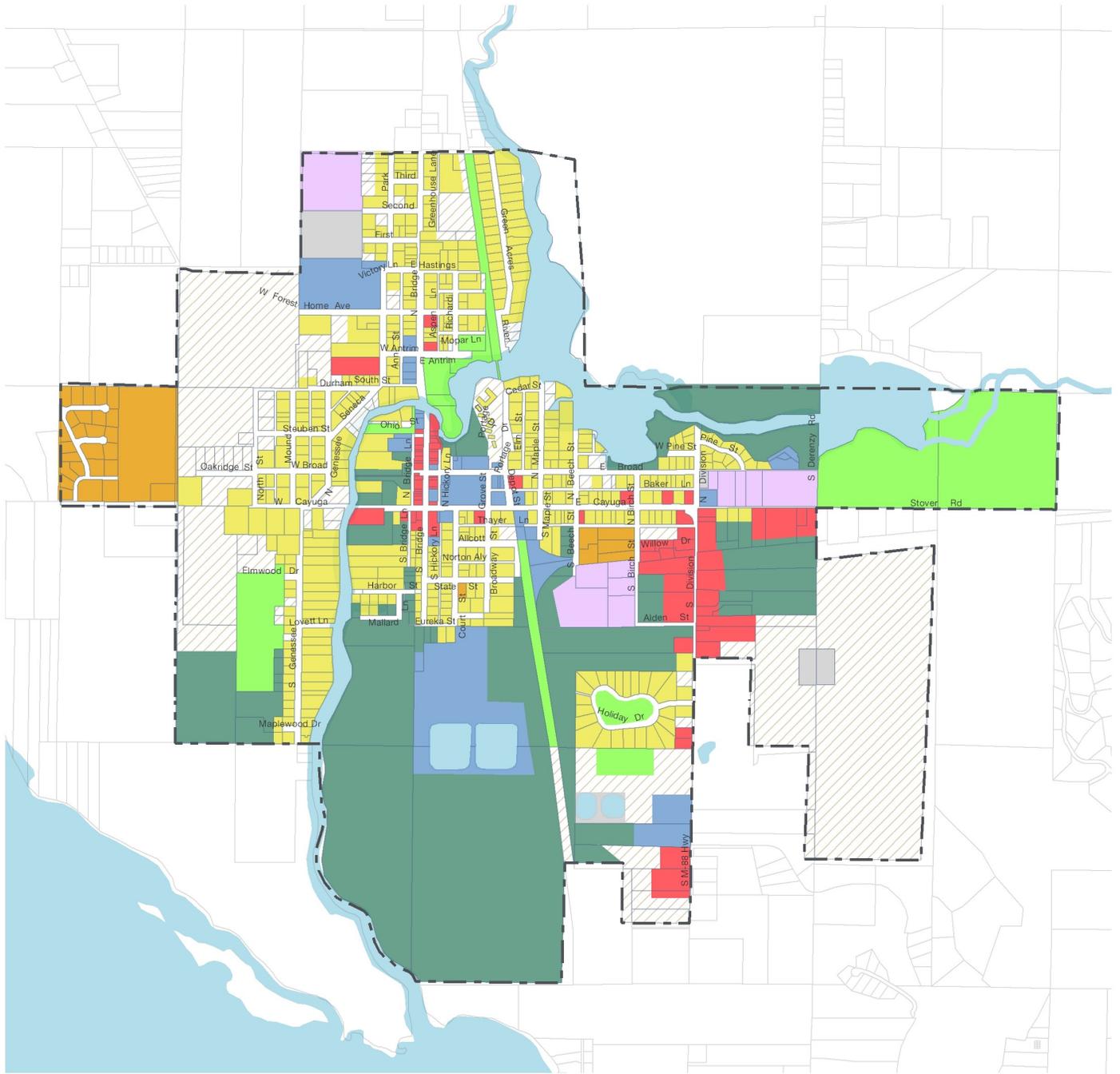
The Planning Commission for the Village of Bellaire in 2016 updated the zoning ordinance and looked at existing and future land use for the Village. The map of existing land use illustrates the distribution of land uses within the Village. Michigan Resource Information Systems (MIRIS) land cover/use classification categories were used to map the existing land use. Using a parcel map as the basis, the existing land use was mapped with 1992 aerial photographs in combination with extensive field checking. The updated information was then computerized to produce the existing land use map and statistics. Table 9 presents the land use in current rank order in each of the land use categories. Each of the land use categories is discussed later in this chapter.

Wetlands

Wetlands include land that has sufficient water at, or near, the surface to support wetland or aquatic vegetation. These areas are commonly referred to as swamps, marshes and bogs. The identified wetland areas include areas, which support lowland hardwoods and conifers, such as northern white cedar, willow and aspen species, as well as lowland brush and grasses. Wetlands comprise 29.1% of the Village area, and are the community's most prevalent land use/cover. Large wetland areas can be noted on the Existing Land Use Map in the southern and eastern portions of the Village.

Residential

As can be seen both on the Existing Use Map and the graph below, residential is the second most predominant land use within the Village. Residential use occupies more than 13% (176.4 acres) of the land in the Village. Residential use is distributed throughout the Village where subdivisions have been created, with smaller lots concentrated in proximity to the downtown commercial area. This category also includes multiple family housing, which covers slightly more than four acres of land.



VILLAGE OF BELLAIRE, ANTRIM COUNTY

Existing Land Use

- Commercial
- Industrial
- Institutional
- Residential
- Multi-Family Residential
- Recreational
- Utilities
- Wetlands/Lowlands
- Vacant (Open Land and Upland Forest)



Date | April 2019

Data Source | Michigan Geographic Data Library, Antrim County, Village of Bellaire

Upland Nonforested

The upland nonforested land category consists of undeveloped city lots and herbaceous open and shrub land. More than than 13% of the Village is in the nonforested category. Nonforested vacant lots are scattered throughout the Village, with larger land areas located in the southeast region of the Village and at the western Village boundary.

Upland Forest

The upland forested lands account for 11.8%, or 152.9 acres, of the Village. Large forested areas are found on the northwest and southeast portions of

town. Smaller wooded areas are scattered through the Village. These forests include upland hardwoods and conifers, such as beech, maple, white pine and red pine.

Street and Road Corridors

The public street and road corridors were separated from the adjacent land uses, because they occupy such a large proportion of the Village property, more than 117.1 acres, or 9% of the Village. Private roads are not shown on the Existing Land Use Map, nor are their associated land area included in the land area acreage for this category.

Table 9: Existing Land Use Inventory

Existing Land Use	Types of uses	%
Residential	Single family detached residential dwellings, attached residential dwellings including apartment buildings and duplexes	13.6%
Commercial	Retail businesses, office buildings	3.2%
Industrial/Extractive	Manufacturing and assembly facilities, warehouses and storage facilities	1.1%
Streets/Roads		9%
Institutional	Public facilities, government buildings, schools, road commission, churches and other gathering places	2%
Recreational	Municipal parks, civic spaces and open park areas	7.1%
Upland Forests	Upland hardwoods and conifers	11.8%
Upland Nonforest	Undeveloped city lots, herbaceous, open, and shrub land	13%
Wetlands/Lowland	Land with sufficient water to support wetland or aquatic vegetation	29.1%
Water	Lakes, streams, rivers, ponds	6.9%
Utilities	Wastewater treatment facility, water system facilities, power substation	3.2%

Source: Michigan Resource Inventory System, field verification and map updating

Recreation

The recreation land category covers 7.1% of the Village's land area. It includes the Richardi and Woodenware Parks on the north side of the Intermediate River near the center of town, Craven Park on the east side of town, the soccer fields on the west side, the open space in the center of Holiday Acres, and the Bellaire Walking Path along the former railroad grade now used as a multi-purpose pathway.

Water

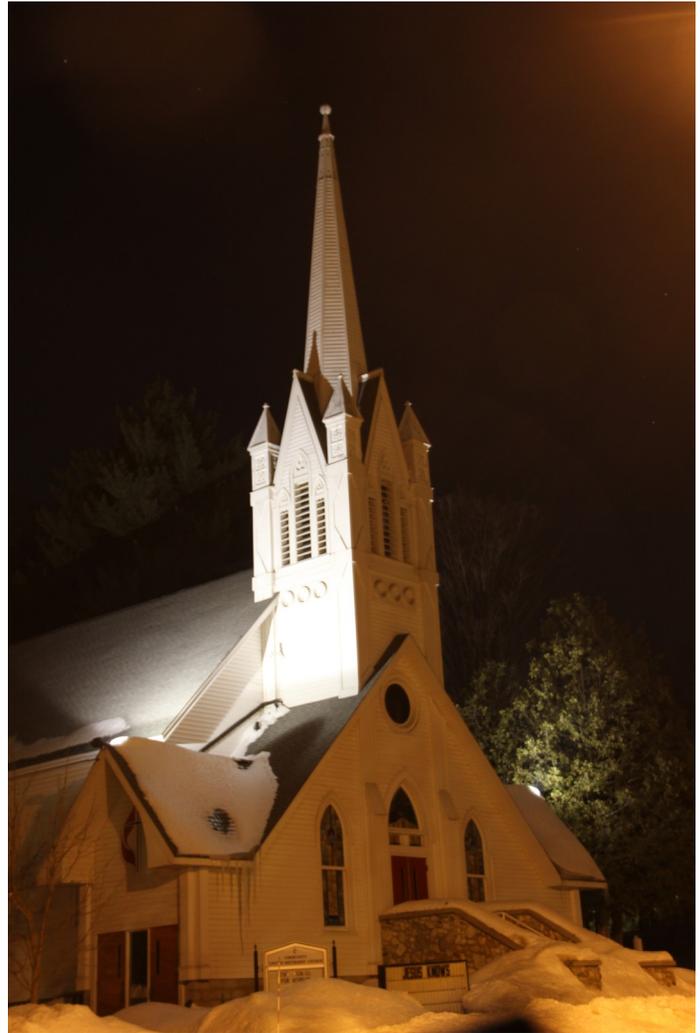
Open water comprises nearly 7% of the Village. Included in this category are Blair Lake, Cedar River, Intermediate River and Bellaire Pond.

Commercial

The majority of the commercial businesses are located in the two commercial areas, the downtown and the commercial strip on M-88/South Division. However, there are also assorted commercial establishments scattered throughout the Village. The entire length of the M-88 corridor is becoming more of a mixed commercial use. Many commercial businesses are renovating the existing homes into businesses. The downtown area of the Village is comprised primarily of commercial, residential and institutional uses. In the heart of the downtown business area, some of the buildings have commercial uses on the ground floor and residential apartments above. These are mapped as commercial. Lands used for commercial purposes comprise 3.2% of the Village area.

Utilities

The utilities category includes the wastewater treatment facility, the water system facilities, and a power utility substation. A detailed discussion of the Village utilities is provided in Chapter 5 - Community Services, Facilities and Transportation. Additionally, the wellheads and lift stations are considered utilities, but due to the physical size in any one location they typically do not show on the land use map.



Institutional

This land use category was separated from the recreational land use category to more accurately depict both the recreational and other institutional facilities currently available. The institutional lands, which include the school, churches, and governmental (federal, state, county and local) facilities, comprise 2% of the Village.

Industrial/Extractive

Industrial land use covers only 1.1%, approximately 14.6 acres, of the Village. The industrial uses are located primarily on Cayuga on the east side of the Village. A gravel pit is found at the extreme northwest corner of town.

Chapter 7: Community Services, Facilities & Transportation

Water and Sewage Disposal Systems

The majority of the Village of Bellaire is served by municipal water and sewer systems, which are maintained by the Village Department of Public Works (DPW). The areas not currently served are undeveloped, and will be required to tie into both the water and sewer systems at the time of development.

The Village operates four community wells. One well is located east of South Division and three on a parcel located off the west end of First Street. The data indicates these four wells are currently meeting the community's water needs and have sufficient capacity to accommodate anticipated future needs. The water quality from these wells is good and is not currently being treated. However, based on the aquifer vulnerability information presented in Chapter 3, there is a risk of the water source being contaminated as a result of surface activities. The Village has wisely pursued and passed a wellhead protection plan for the Village to ensure the continued protection of the water quality. The Village built a 100,000-gallon water reservoir addition for a total storage capacity of 150,000 gallons. Construction of this facility was completed in 2004.

There are limited existing septic systems currently serving properties in the Village. The Sanitary Sewer System includes the sewer lines throughout much of the Village, three lift stations, and the Bellaire Wastewater Treatment Plant (WWTP), located in the southwestern portion of the Village, west of M-88. The Village has three lift stations located at the treatment plant, S. Genesee Street and off River Street. The wastewater treatment plant is a highly efficient treatment facility with adequate capacity to handle anticipated growth for the foreseeable future. The treatment plant combines the use of basic aerated lagoon treatment with advanced treatment of a package system using

secondary and tertiary processes. Following the tertiary treatment, the treated wastewater is discharged to the wetland area where it undergoes further treatment prior to entering the Intermediate River.

Storm Water

Storm water management is becoming more widely recognized as an extremely important issue in Bellaire. Storm water runoff can contain high concentrations of sediment (soil particles), hydrocarbons and other hazardous fluids like motor oil and anti-freeze, herbicides and pesticides, bacteria from domestic and non-domestic animals and nutrients from fertilizers. The topography of both the east and west parts of the Village is relatively gently rolling areas to hilly areas and much of the storm water runoff drains to the Lakes and Rivers of the area. Surface and subsurface soil types impede the rate at which water infiltrates into the soil. Impervious surfaces associated with development typically increase the amount and rate of storm water runoff. Storm water management attempts to control the quantity, quality and timing of the runoff. The Village has a stormwater clause in their zoning ordinance that requires developers to contain excess stormwater on site and not discharge more than before the improved development. This requirement is suspended in the Central Business District, as there is no way to contain it with the buildings being built lot line to lot line.

The current Village storm water system consists mostly of ditches that flow into the wetlands and River. Storm water management within the Village is typically considered on a project-by-project basis. Only the storm water from M-88 is managed by the Michigan Department of Transportation and is covered by a state prepared plan.

The Village should consider a comprehensive and coordinated approach to storm water management, which will incorporate existing infrastructure and



relevant recommendations of previous plans and provide storm water management implementation strategies for the entire Village (and possibly the Townships).

Solid Waste

Residential and commercial trash pick-up is offered within the Village by private haulers. Residential waste and recycling is taken to the transfer station in Kalkaska. The Village does not currently operate a recycling/transfer facility.

Antrim County contracts with the Antrim Conservation District to provide two (2) household hazardous waste collections per year for Antrim County residents.

Other Public Utilities

Consumers Power Company provides electric power to the Village residents and businesses. A sub-station is located on North Division. DTE Energy provides natural gas service. Verizon provides local phone service, while a variety of long distance carriers may be selected. Charter Communications serves the Village's cable television needs.

There are two dams located within the Village. The hydroelectric facility located at Derenzy Road, at the west end of Craven Pond, is owned by the Village of Bellaire and is no longer used to generate power. It is only used to control the water level. Extensive repairs were undertaken during 2001 to restore and maintain this dam. The second dam is located along the Intermediate River adjacent to the Richardi Park, and is under the authority of the Antrim County Drain Commission. This dam is also only used to

regulate flow and water levels. The County dam has recently been repaired and upgraded.

Police, Fire and Emergency Medical Services

Police protection is provided by Village of Bellaire officers [two (2) full-time and two (2) volunteer reserves] and the Antrim County Sheriff's Department, also located in Bellaire. The Kalkaska State Police Post supplements the County and Village services with staff assigned to Antrim County.

The Village of Bellaire is within the Bellaire District Fire Department, which also serves Kearney and Forest Home Townships as well as part of Custer Township. A volunteer fire department provides fire protection services for the community from the Fire Department facility located at 735 Broad Street in the Village. The Fire Department maintains an extensive fleet of equipment, including two (2) class A pumper trucks, one (1) mini-pumper truck, two (2) tanker trucks, one (1) waterpoint truck (2,200 gal/min), one (1) rescue squad and two (2) equipment trucks. The Bellaire Fire Department has a five-minute response time, which contributed to the lower ISO fire rating.

The Village is provided EMS protection from the Township Ambulance Authority (TAA). TAA has two Advanced Life Support (ALS) Units, one located at the Bellaire station (4405 S M-88), and the other located at the Mancelona Station (120 West State St, Mancelona). Both units are staffed 24 hours a day, 365 days a year, with in-house staff, and operate at the ALS level. TAA also has one Michigan First Responder unit that assists on large events, or when resources are limited. TAA has 3 backup units, staffed as needed with licensure levels based on the level of the crew on site. Additionally, if more EMS units are needed in the Bellaire area, mutual aid agreements are on file with Bellaire Rescue (MFR), Torch Lake Ambulance (LALS), East Jordan EMS (ALS), Kalkaska EMS (ALS), Otsego EMS (ALS), and both North Flight Ground and Air Services from the Traverse City area. North Flight Aero Med offers Fixed Wing transfer services, and 911 helicopter services. All EMS services are under the Northwest Regional Medical Control Authority.

Munson Medical Center, Traverse City campus, serves the area with Trauma II services and Advanced Cardiac services. Other area hospitals provide limited services and stabilization assistance. Transport diversion guidelines are provided within the medical control protocols. Antrim County Central Dispatch provides enhanced 911 with text capabilities and Smart911. The Village of Bellaire and Township participate in mutual aid agreements for police, fire, and EMS services within Antrim County. Under these agreements the Village can request additional emergency services from other municipalities within Antrim County on a needed basis.

Schools

The Bellaire School District operates an elementary school and a combined Middle School/High School. The district serves an area approximately 75 square miles in size, which includes the entire Village of Bellaire and Forest Home Township, as well as the majority of Kearney and Custer Townships. Additionally, one family from Echo Township is served by the Bellaire School District. The Bellaire School District currently (2001) has a total enrollment of approximately 633 students. The elementary school enrollment is 250 students in grades kindergarten through fourth grade. The middle school /high school enrollment is 383 students in grades five through 12. Concord Academy-Antrim, a charter school located in Alba, also serves Bellaire. In addition to the vocational/technical courses offered through the Bellaire School district, courses are available to students at the Traverse Bay Area Intermediate School District Career-Tech Center in Traverse City. The school system has incorporated extensive technology consistent with the National Goals 2000 education program. The school facilities include numerous facilities available for community use, gymnasiums, and Internet access, and classrooms. The school's activities and extensive facilities serve both as a physical and social focus for the community.

Post high school education is available at Northwestern Michigan College in Traverse City, including interactive distance learning opportunities available locally. Northwestern Michigan College, a two-year institution, is noted for strong nursing and



maritime programs. The college has joint arrangements with Ferris State University, Central Michigan University, Michigan State University, Eastern Michigan University, Michigan Technological University, Lake Superior State University, University of Michigan and Wayne State University to offer several bachelor and masters degree programs. Northwestern Michigan College has an enrollment of approximately 3,000 full-time students and is increasingly being used by area residents.

Municipal, County, State and Federal Facilities

The Village Offices are located at 202 N. Bridge Street in the Bellaire Community Hall. The Fire Hall is located in a separate facility at 735 E. Broad Street. The Bellaire Public Library is located on S. Bridge Street and serves as a district library for Kearney and Forest Home Townships.

Bellaire serves as the County seat for Antrim County, and thus is home to the County Court House and the County governmental offices. The County office facilities are primarily located on E. Cayuga Street adjacent to the historic county courthouse in an area referred to as Court Square. Additional facilities are located on Broad Street



immediately east of Court Square.

Other county, state and federal offices located in Bellaire include: the Antrim County Conservation District office on Stover Road; a Michigan Department of Natural Resources office on Cayuga; the United States Department of Agriculture (USDA) office on Depot; and the Post Office on Bridge Street.

The Village of Bellaire Department of Public Works (DPW) storage and maintenance facility is located on South Court Street. At present, this facility is adequately meeting the Village's storage and maintenance needs.

Civic Organizations and Churches

Although private civic organizations in the Village of Bellaire are not affiliated with any governmental unit, they are listed in this chapter because of the important services they provide to the community residents. Organizations presently active in Bellaire include:

- American Red Cross
- American Youth Soccer Organization
- Area Seniors
- Bellaire Community in Action
- Bellaire Conservation Club
- Bellaire Garden Club
- Bellaire Historical Society
- Chamber of Commerce
- Commission on Aging
- Grass River Natural Area
- Lions / Lioness Clubs
- Masons
- Northern Lakes Economic Alliance
- Rotary Club
- Three Lakes Association

Churches

- Antrim Community Church
- Bellaire Community United Methodist Church
- Church in the Hills (Shanty Creek)
- Cornerstone Church
- Fresh Start Bellaire Wesleyan Church
- Hope Lutheran of Bellaire
- Living Word North
- New Hope Community Church—Bellaire Campus
- St. Luke the Evangelist's Catholic Church

Transportation

The main north-south route through the Village is M-88, a state trunk line under the jurisdiction of the Michigan Department of Transportation (MDOT). The width of the right-of-way varies. Entering the Village from the south, M-88 follows S. Division Street to the north, and then jogs west on Cayuga Street and north again on Bridge Street. The Village of Bellaire is working with MDOT on a corridor plan for the south M-88 corridor.

The east-west main collector road connecting to M-88 in the Village is County Road 620. It enters the Village from the west on Bellaire Highway, converges with M-88 on Cayuga Street and continues east, then northeast and out of the Village on Derenzy Road. These roads have right-of-way widths of 66 feet. The remainders of the roads in the Village are considered local roads, handling less traffic volume. The local road right-of-ways are also 66 feet wide. The Bellaire Village Council is responsible for policy decisions regarding the approximately 2.6 miles of collector and 6.4 miles of local streets (not M-88) within the Village limits and the Village DPW is responsible for the maintenance of such Village streets and the right-of-ways, including the trees in the right-of-ways. The Village is also responsible for the sidewalks along the collector and local roads.

Transit

The Antrim County Transportation (ACT) provides an on-call dial-a-ride bus service within Antrim County. For transportation needs beyond the County boundaries, ACT coordinates with the similar transportation services in adjacent Counties. Additionally, the Regional Ride and Heath Ride systems covering a six county area were implemented early in 1998, however only the Health Ride portion of the regional system is still operational in 2001. The six county area includes Antrim, Benzie, Charlevoix, Grand Traverse, Kalkaska, and Leelanau Counties.

Antrim County Airport

The Airport lies adjacent to the northeastern boundaries of the Village of Bellaire is run and maintained by Antrim County. They provide two runways with limited repair services available. There is no commercial traffic other than charter service originating from other locations. Area airports that provide commercial flights are Cherry Capital Airport in Traverse City and the Pellston Regional Airport in Pellston.

Chapter 8: Quality of Life & Sense of Place

In recent years, Bellaire has transformed from a village known for its proximity to the Shanty Creek resort and other vacation destinations to a hub for outdoor adventure activities and craft beverage establishments.

These well-known establishments present important opportunities for building and supporting Bellaire's economic success. Enhancing sense of place, creating and promoting a positive identity, branding, and global visibility are key elements of placemaking, which uses strategic assets to create attractive and sustainable communities, improve the quality of life, and help communities succeed in the new economy. Placemaking involves working with what a community has to create a destination point for new economic investment. In addition to making Bellaire an even better place to live, work, and visit, enhancing Bellaire's sense of place and quality of life can create opportunities for economic development through tourism and attraction of companies and knowledgeable workers.

Quality of Life Assets

Small Town Atmosphere and Lifestyle

Bellaire residents appreciate the friendly atmosphere and other characteristics of small town life. Neighbors help neighbors and residents and businesses come together to share resources and support community efforts and to celebrate small town life.

Shanty Creek

Shanty Creek is a four-season resort that offers skiing and other winter sports, golfing, dining, and lodging. In a region where most tourism activity is centered on the summer months, Shanty Creek is an important asset for the Village, offering opportunities for year-round tourism around the Village.



Entertainment Destination

Bellaire has become known as a destination for its breweries and distilleries. Led by the establishment of Short's brewery, businesses in Bellaire have capitalized on the growing interest in craft beverages. Many visitors come to Bellaire for the combination of outdoor recreation access and to visit local breweries, cideries, wineries, and distilleries.

Water and Land Connections & Access

The Elk River Chain of Lakes Watershed is a 75-mile-long waterway consisting of 14 lakes and connecting rivers—including some of Michigan's most beautiful and well-known lakes—which empty into Lake Michigan. A recently-developed Water Trail connects these lakes for paddlers and other boaters, with the majority of the system located in Antrim County. The Water Trail connects a mixture of small, vibrant communities—including Bellaire—along with many natural areas and homes. Beginner, intermediate, and advanced routes are found along these water trails.

In addition to the Water Trail, Bellaire is also located in close proximity to mountain biking trails at Glacial Hills, which features 31.5 miles of hiking, mountain biking, and winter sports trails. Hiking trails are also located nearby at the Grass River Natural Area. The Grass River Natural Area is a haven for wildlife, including many rare and endangered plants and animals. Grass River Natural Area produces diverse habitats including marshy bogs and floating sedges.

The Water Trail, Glacial Hills, and Grass River Natural Area are regional and statewide destinations for outdoor recreation, making Bellaire an outdoor recreation gateway that acts as a significant economic asset for the Village and surrounding communities. According to an economic impact study released in 2017, the Glacial Hills Pathway and Nature Area brings \$1.4 million to Bellaire each year. The study also predicts that if trail use increases by 10% each year as it becomes better-known, the trail will have generated \$25.4 million for Bellaire in a decade.



Cultural Center

The Village of Bellaire, the DDA, and other partners are exploring options to create an enhanced community center at the Bellaire Community Hall, to offer cultural events, entertainment, and other social uses.

What is Placemaking?

Because it offers a variety of tools and techniques, with an emphasis on activities that are “lighter, quicker, and cheaper” than large-scale community development initiatives, placemaking has become an important community development strategy.

Placemaking can take a number of forms, depending on the type of community and its needs. In cities or villages, it can involve tangible public infrastructure improvements, like new sidewalks, or it can focus on the social aspects of a place, by simply making room for new events in unused spaces. It can be put into practice on the micro-scale—addressing the aesthetics or functionality of a single street corner or crosswalk—or community-wide, addressing larger issues such as street design or trail connectivity.

In rural areas, on the other hand, placemaking often requires a “macro” lens: rural areas draw heavily on assets found *outside* of urban areas for their sense of place. Natural beauty, farmland, and outdoor recreation all work together to build a vibrant rural place. Preserving scenic qualities, small town and historic character, and unique assets—like dunes, cherries, or trails—that set the area apart from others are high priorities in rural placemaking. Additionally, improving the connections—real and perceived—between communities in a rural region is another important rural placemaking strategy. Using scenic highway designations to tie towns together, or promoting multiple villages together as a single vacation destination, can help brand a rural region as a distinct and unique “place.”

Regardless of the environment, placemaking’s versatility is its hallmark. It can be initiated by community groups, individual members of the public, or community leaders. The sheer range of activities that can occur with placemaking makes it a valuable tool for communities of all sizes.



Appendix

Public Input Survey Summary	A
Focus Group Summary	B
Approval Documentation	C

