

BARLOW GARFIELD NEIGHBORHOOD PLAN



An addendum to the
Charter Township of Garfield Master Plan

Prepared by the
Charter Township of Garfield Planning Commission

Adopted by the
Charter Township of Garfield Board of Trustees
June 9, 2020

2020

CHARTER TOWNSHIP OF GARFIELD

**CHARTER TOWNSHIP OF GARFIELD
GRAND TRAVERSE COUNTY, MICHIGAN**

**PLANNING COMMISSION RESOLUTION TO
ADOPT AN AMENDMENT TO THE MASTER PLAN**

A RESOLUTION TO ADOPT AN AMENDMENT TO THE CHARTER TOWNSHIP OF GARFIELD 2018 MASTER PLAN BY THE CHARTER TOWNSHIP OF GARFIELD PLANNING COMMISSION, in accordance with the provisions of Act 33 of the Public Acts of 2008, as amended.

WHEREAS, the Michigan Planning Enabling Act, Act 33 of 2008, as amended, authorizes the Planning Commission to prepare a Master Plan for the future development of the Township; and

WHEREAS, the Michigan Planning Enabling Act, Act 33 of 2008, as amended, the Township Board approved the Charter Township of Garfield 2018 Master Plan on September 25, 2018; and

WHEREAS, the Planning Commission prepared an amendment to Master Plan for Grand Traverse County to promote the public health, safety and general welfare; to encourage the use of resources in accordance with their character and adoptability; to provide for planned and orderly land use and development; to avoid the overcrowding of land by buildings or people; to lessen congestion on public roads and streets; to ensure that land uses will be situated in appropriate locations and relationships; and to meet the needs of residents for places of residence, recreation, industry, trade, service, and other uses of land; and

WHEREAS, on March 24, 2020, the Charter Township of Garfield Board approved distribution of the Amendment to the Master Plan to municipalities for their review and comment; and

WHEREAS, the Planning Commission held a public hearing on May 13, 2020 to consider public comment on the Amendment to the Master Plan and to further review and comment on the proposed Amendment to the Master Plan.

NOW, THEREFORE, BE IT RESOLVED that the Charter Township of Garfield Planning Commission hereby approves the Amendment to Charter Township of Garfield 2018 Master Plan and recommend approval of same to the Charter Township of Garfield Board of Trustees.

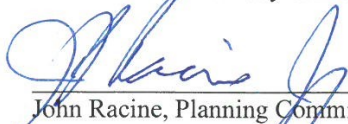
Moved: DeGood Seconded: Fudge

Yeas: Cline, DeGood, Duell, Fudge, McManus, Racine, Robertson

Nays: none

Absent: none

Attested to this 27th day of May, 2020



John Racine, Planning Commission Chair



Joe Robertson, Planning Commission Secretary

**CHARTER TOWNSHIP OF GARFIELD
GRAND TRAVERSE COUNTY, MICHIGAN**

TOWNSHIP BOARD RESOLUTION TO ADOPT AN AMENDMENT TO THE MASTER PLAN

RESOLUTION #2020-10-T

A RESOLUTION TO ADOPT AN AMENDMENT TO THE CHARTER TOWNSHIP OF GARFIELD 2018 MASTER PLAN, in accordance with the provisions of Michigan Planning Enabling Act, Public Act 33 of 2008, as amended (MPEA).

WHEREAS, the Township Planning Commission prepared an amendment to the Master Plan in accordance with the MPEA; and

WHEREAS, on March 24, 2020, the Township Board received and reviewed the proposed amendment to the Master Plan prepared by the Planning Commission and authorized distribution of the Master Plan as required by the MPEA; and

WHEREAS, the Township Planning Commission approved and recommended approval of the proposed amendment to the Master Plan on May 27, 2020; and

WHEREAS, the Township Board finds that the proposed amendment to the Master Plan is desirable and proper and furthers the use, preservation, and development goals and strategies of the Township; and

WHEREAS, the MPEA authorizes the Township Board to assert by resolution its right to approve or reject the proposed Master Plan;

THEREFORE, BE IT HEREBY RESOLVED AS FOLLOWS:

1. Township Board's Right to Approve or Reject. Pursuant to the MPEA, the Township Board asserts by this resolution its right to approve or reject the proposed amendment to the Master Plan and therefore the approval granted herein is the final step for adoption of the plan.

2. Adoption of an Amendment to the Master Plan. The Township Board hereby approves and adopts the amendment to the Master Plan, including all the chapters, figures, maps, and tables contained therein.

3. Distribution to the Amended Master Plan. The Township Board hereby approves distribution of the amended Master Plan.

4. Findings of Fact. The Township Board has made the foregoing determination based on a review of existing land uses in the Township, a review of the existing Master Plan provisions and maps, and input received from the Planning Commission and public hearing, and finds that the amended Master Plan will accurately reflect and implement the Township's goals and strategies for the use, preservation, and development of lands in the Charter Township of Garfield.

5. Effective Date. The Master Plan shall be effective as of the date of adoption of this resolution.

Moved: Denise Schmuckal

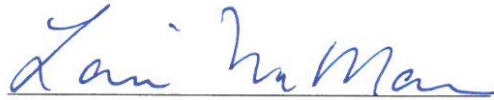
Supported: Molly Agostinelli

Ayes: Schmuckal, Agostinelli, Walters, McManus, Blood Law, Duell, Korn

Nays: None

Absent and Excused: None

By:



Lanie McManus, Clerk

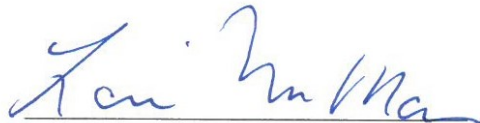
Charter Township of Garfield

CERTIFICATE

I, Lanie McManus, Clerk of the Charter Township of Garfield, do hereby certify that the above is a true and correct copy of Resolution #2020-10-T which was adopted by the Township Board of the Charter Township of Garfield on the 9th day of June, 2020.

Dated:

6-10-2020



Lanie McManus, Clerk

Charter Township of Garfield



Aerial image of West South Airport Road corridor—1964



Aerial image of West South Airport Road corridor—2020

PREFACE

In 2018, the Charter Township of Garfield adopted its current Master Plan. The Master Plan is a document and policy guide designed to help the Township achieve its desired vision of future development. As part of its implementation, the Master Plan recommended focusing on major corridors to create subplans to provide greater detail with regard to desired development in each subarea. At a joint meeting of the Township Board and Planning Commission in 2019, redevelopment of the Cherryland Center was made a priority. The Barlow Garfield Neighborhood Plan focuses on the east side of the Township including the Cherryland Center area, Barlow Street, South Airport Road, Garfield Avenue, and surrounding sites.

The Master Plan further recommends encouraging and incentivizing new and infill development close to the core area of the Township in close proximity to amenities in an effort to slow outward growth. The Barlow Garfield neighborhood is one of those areas. Historically, it is the first commercial center in the Township and has infrastructure needed for new and infill development. Its location at the center of the urban area creates a prime opportunity for new investment and growth. As an amended part of the Master Plan, this Plan will be an essential guide for land use and zoning decisions specifically for the Barlow Garfield neighborhood.

The Barlow Garfield Neighborhood Plan acknowledges that infill development and investment is needed in this area to address economically underperforming sites, especially Cherryland Center. As shopping and retail preferences have shifted away from big box stores and malls, shopping centers such as Cherryland Center have struggled to compete. Many former malls have closed across the country and many communities have used targeted planning efforts to reimagine the use of mall sites. A failure to address underperforming sites may lead to liabilities such as lower property tax revenue, enforcement issues, and potential decline of nearby areas. This Plan is Garfield Township’s effort to be proactive in reversing those trends and incentivize new investment in the Barlow Garfield neighborhood.

ACKNOWLEDGEMENTS

Board of Trustees

Chuck Korn, *Supervisor*
Jeane Blood Law, *Treasurer*
Lanie McManus, *Clerk*
Molly Agostinelli, *Trustee*
Steve Duell, *Trustee*
Denise Schmuckal, *Trustee*
Dan Walters, *Trustee*

Planning Commission

John Racine, *Chair*
Joe McManus, *Vice Chair*
Joe Robertson, *Secretary*
Pat Cline
Chris DeGood
Steve Duell
Robert Fudge

Special Thanks

Rob Bacigalupi, *Mission North, LLC*
Amy DeHaan, *Township Assessor*
Jean Derenzy, *Traverse City DDA*
Robert Gibbs, *FASLA, AICP*
Jennifer Hodges, *PE, Township Engineer*
Grand Traverse County
Traverse Area Association of Realtors

CHARTER TOWNSHIP OF GARFIELD

John Sych, AICP, Planning Director | Stephen Hannon, AICP, Deputy Planning Director
3848 Veterans Drive | Traverse City, MI 49684 | 231-941-1620

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EXECUTIVE SUMMARY

INTRODUCTION TO BARLOW GARFIELD NEIGHBORHOOD

This plan is intended to generate a vision and sense of place for this part of the township. The plan covers a neighborhood located generally in the northeast corner of the township, which presents an opportunity for new business investment and growth. Several properties in this neighborhood have been underperforming economically, particularly Cherryland Center. The plan is intended to guide infill development and redevelopment on these sites. The plan is also intended to recognize unique strengths of the area such as the proximity of Cherry Capital Airport, a key regional travel hub, and the intersections of major roads including Garfield Avenue and South Airport Road.

Forming a plan for this neighborhood will also guide the use of redevelopment tools and incentives. Financing programs, such as corridor improvement authorities or others, could be used to fund new infrastructure improvements or public amenities. Parts of the neighborhood are also located within the only Opportunity Zone in Grand Traverse County. The Opportunity Zone is a federal program designed to help spur private investment in economically distressed neighborhoods.

VISION STATEMENT

Barlow Garfield Neighborhood is a connected, livable, community center within Garfield Township. The neighborhood is a destination for shopping and services with sidewalks and improved streets. The neighborhood provides a variety of housing choices, public gathering places, and parks.

REDEVELOPMENT POTENTIAL

As the commercial market continues to change, many retail and shopping oriented properties have struggled to maintain occupancy. The Cherryland Center is an example of the changes in shopping trends away from large format and big box retail. It is also indicative of many commercial areas being 'over retailled,' creating an oversupply in the market. The Barlow Garfield Neighborhood was in part identified as a special planning area because of the opportunity to redevelop the Cherryland Center site and positively enhance the surrounding area. In addition, concepts for this area are intended to complement and build upon recent investment elsewhere in the Township and surrounding community. In order to increase activity and viability of retail space, there is a growing movement to infuse these properties with new activities and full-time residents which will diversify the market and increase day and night time activity in the area. The site also represents an opportunity to increase missing middle housing options in the Township.



EXISTING CONDITIONS & MARKET OPPORTUNITIES

The Existing Conditions Report for the Barlow Garfield neighborhood describes demographic, housing, economic, environmental, and other information for the area. The full Existing Conditions Report can be found in Appendix A. The key findings from this report include the following:

- The neighborhood sits in a strategic location in the region along major roadways and is near the Cherry Capital Airport
- The neighborhood has had economic challenges and lower average land values per acre, but the strengths of the neighborhood offer major opportunities for investment
- Specifically, the Cherryland Center site represents a key opportunity for investment given its location at a major intersection and the overall size of the site
- The investment and growth in nearby areas, including Traverse Heights to the north and on LaFranier Road to the south, bring additional potential demand to the neighborhood
- The neighborhood may be ideal to help meet the demand for smaller footprint commercial businesses along with some larger commercial along the major roadways
- The neighborhood may be ideal to help meet the demand in the Township and region for smaller, attached housing units, especially for young singles or retired people
- The neighborhood would benefit from investments in new infrastructure such as sidewalks and improvements to existing infrastructure
- Planning for this neighborhood will help meet the Garfield Township Strategic Plan goals of economic development, housing, and transportation and infrastructure
- Additional investment can be potentially attracted to this neighborhood from the private sector (Opportunity Zone) and public sector (tax increment financing)

DEVELOPMENT PRINCIPLES

Based on public input and data analysis gathered for this project, these are the guiding principles for the future development of the Barlow Garfield neighborhood:



1

MIXED-USE DEVELOPMENT

The neighborhood will allow for mixed-use development on primary corridors as appropriate including residential, commercial, light industrial, office, and institutional uses. Consideration shall be given to surrounding existing uses, future land use, and site design to determine the compatibility of proposed mixed-use developments.



2

PUBLIC SPACES

Development throughout the neighborhood will account for public spaces including public gathering, parks, and recreational areas. Public spaces in the neighborhood will accommodate a variety of activities and promote public safety and community identity.



3

CONNECTIVITY

Development throughout the neighborhood will encourage connectivity by including sidewalks and trails along primary corridors to promote walkability, internal street connections, cross-access agreements to allow access between adjacent sites and to manage curb cuts, and connections to transit services.



4

SITE DESIGN

The neighborhood will allow sites to be designed at a scale that encourages a neighborhood character appropriate for the surrounding area. Site design will reinforce the development principles through consistency in building setback and placement, landscaping and planting elements, and other site features.



5

HOUSING

New housing stock in the neighborhood will allow for a diverse selection of unit types and sizes, which will serve the varied housing needs of the neighborhood population.



6

INFRASTRUCTURE

New developments will facilitate improvements for public infrastructure which could include water, sewer, sidewalks, benches, lampposts, signage, and other elements as needed.

DEVELOPMENT GUIDELINES

Future Land Use

- *Cherryland Center* — This plan envisions the redevelopment of the Cherryland Center as a catalyst for the neighborhood and to spur additional investment.
- *West Side of Barlow Street* — This plan is intended to encourage the continuation of light industrial uses while also allowing for additional complementary uses.
- *East Side of Barlow Street* — Improvement of this area will see a mix of new single and multi-family dwellings.
- *Garfield Avenue and South Airport Road (East of Barlow)* — This area will continue to serve as a vital commercial center for the Township and region.
- *South Airport Road (West of Barlow)* — Industrial uses should be maintained and improved.
- Land use changes in this area are subject to the Airport Overlay Zone and need to be planned so as to be compatible with Zone standards and requirements.

Zoning and Design Standards

- Standards for setbacks and building placement to promote neighborhood character.
- Flexibility in land uses and improved urban design.
- Pedestrian-oriented design to increase walkability in the neighborhood.
- Parking areas should be placed in rear or side yards and avoid front yards and other prominent locations.
- Connectivity improves access, connects parking areas, reduces turning conflicts, and improves traffic flow.
- Community appearance and identity promote a safe and attractive neighborhood.

Public Infrastructure

- Coordinated construction of public and private infrastructure support new development.
- Public parks and gathering places create a better sense of community.
- New sidewalks and trails expand the non-motorized network for the neighborhood.
- Landscaping and pedestrian scale lighting to support neighborhood identity.

Housing

- A variety of housing densities, unit types, and sizes should be strongly encouraged in this area.
- Residential options in mixed-use and non-residential districts should be provided where appropriate, including dwelling units above commercial uses and live-work units.

Investment

- Various economic development mechanisms serve as incentives for private investment for redevelopment and new development, including brownfield redevelopment, Corridor Improvement Authority, the Garfield Opportunity Zone, and Redevelopment Ready Communities.



The boundaries of the Barlow Garfield neighborhood

I INTRODUCTION

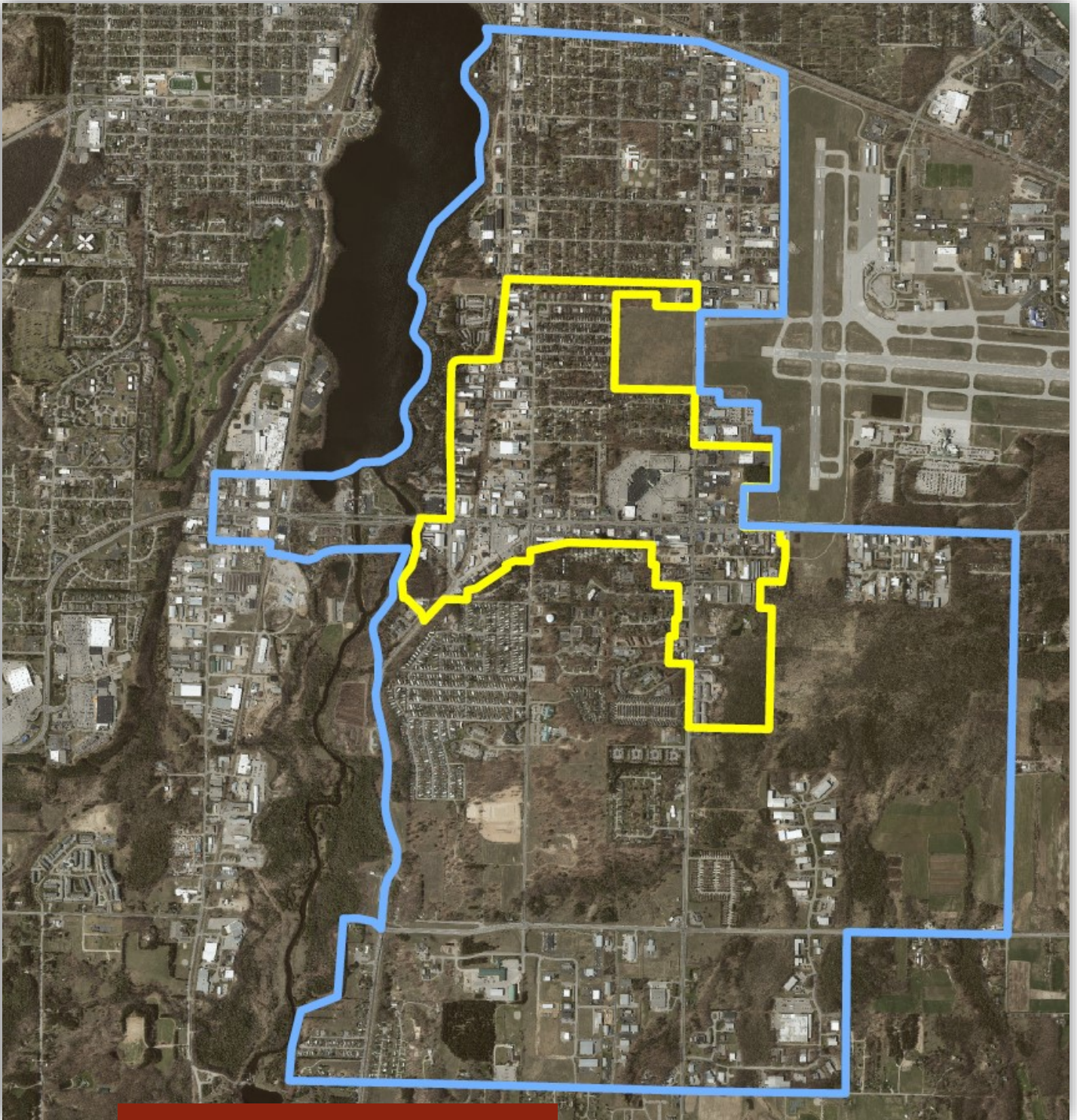
The Barlow Garfield Neighborhood Plan is Garfield Township’s plan to help guide future land use and development for a portion of the east side of the township. This neighborhood, the study area for the subplan, includes both sides of the street on portions of Barlow Street, South Airport Road, Garfield Avenue, and surrounding sites. This subplan, especially the Existing Conditions Report in Appendix A, also analyzes an “area of influence” which is roughly defined as a five-minute drive from Cherryland Center.

In accordance with the Michigan Planning Enabling Act, a planning commission may, by a majority vote of its members, adopt a subplan for a geographic area less than the entire planning jurisdiction, if, because of unique physical characteristics of that area, more intensive planning is necessary. The Barlow Garfield Neighborhood Plan functions as a subplan for this portion of the township. It has been adopted as an addendum to the Garfield Township Master Plan originally adopted in 2018.

PURPOSE OF THE PLAN

This plan is intended to generate a vision and sense of place for this part of the township. The plan covers a neighborhood located generally in the northeast corner of the township, which presents an opportunity for new business investment and growth. Several properties in this neighborhood have been underperforming economically, particularly Cherryland Center. The plan is intended to guide infill development and redevelopment on these sites. The plan is also intended to recognize unique strengths of the area such as the proximity of Cherry Capital Airport, a key regional travel hub, and the intersections of major roads including Garfield Avenue and South Airport Road.

Forming a plan for this neighborhood will also guide the use of redevelopment tools and incentives. Financing programs, such as corridor improvement authorities or others, could be used to fund new infrastructure improvements or public amenities. Parts of the neighborhood are also located within the only Opportunity Zone in Grand Traverse County. The Opportunity Zone is a federal program designed to help spur private investment in economically distressed neighborhoods.



Barlow Garfield neighborhood boundaries (yellow) with the area of Influence (blue). The area of influence is a five-minute drive from Cherryland Center.

DESCRIPTION OF THE PLANNING PROCESS

The following is a description and timeline of the planning process:

JUNE 2019—SEPTEMBER 2019

Prepare Existing Conditions Report

OCTOBER 21, 2019

Public Input Session

OCTOBER 2019—DECEMBER 2019

Online Survey

NOVEMBER 5, 2019

An Evening with Bob Gibbs

NOVEMBER 2019-DECEMBER 2019

Survey of Property Owners

SEPTEMBER 2019—JANUARY 2020

Prepare the Draft Plan

JANUARY 2020—MARCH 2020

Review the Draft Plan with Planning Commission

MARCH 25, 2020—MAY 5, 2020

Public Comment Period

MAY 13, 2020

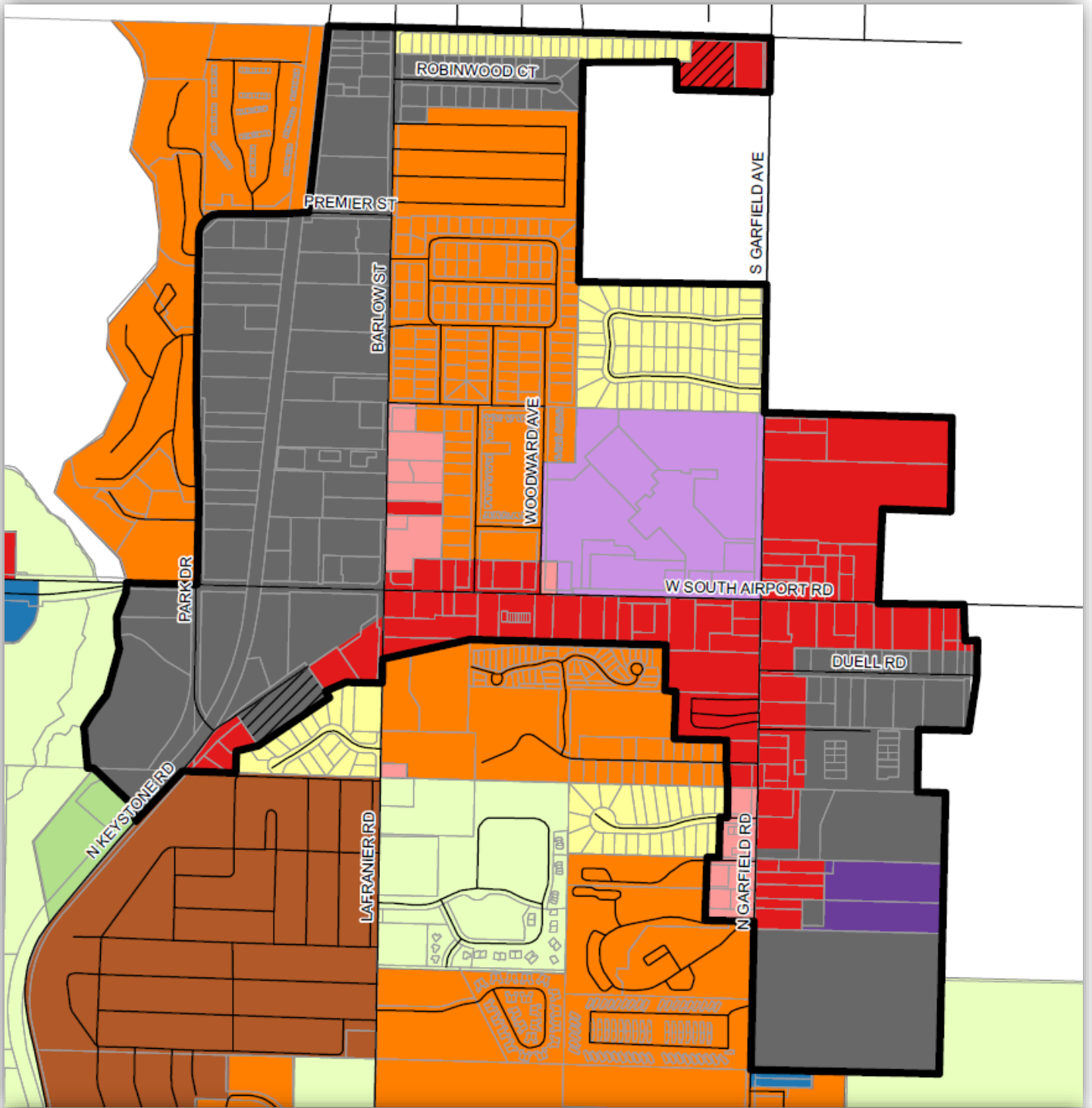
Public Hearing at Planning Commission

















MAY 27, 2020

Adoption and Recommendation by the Planning Commission

JUNE 9, 2020

Adoption by the Township Board



- | | | |
|---|--|--|
|  A - Agricultural |  C-O Office Commercial |  I-G General Industrial |
|  R-R Rural Residential |  C-L Local Commercial |  I-L Limited Industrial |
|  R-1 One-Family Res |  C-G General Commercial |  P-R Park-Recreation |
|  R-2 Two-Family Res |  C-H Highway Commercial |  GTC - Grand Traverse Commons |
|  R-3 Multi-Family Res |  C-P Planned Shopping |  Conditionally Zoned |
|  R-M Mobile Home Res | | |

Zoning map for the Barlow Garfield neighborhood

II EXISTING CONDITIONS

EXISTING CONDITIONS REPORT

The Existing Conditions Report chronicles the current conditions of the Barlow Garfield area, including the following:

<i>History of the Neighborhood</i>	<i>Regional Context</i>	<i>Existing Land Use</i>
<i>Development Patterns</i>	<i>Zoning</i>	<i>Roadways and Traffic Counts</i>
<i>Non-motorized Facilities</i>	<i>Transit</i>	<i>Utilities</i>
<i>Demographics</i>	<i>Housing</i>	<i>Land Values</i>
<i>Walkability</i>	<i>Wetlands</i>	<i>Parks and Open Space</i>
<i>Future Land Use</i>	<i>Opportunity Zone</i>	<i>Tax Increment Financing</i>

KEY FINDINGS

The full Existing Conditions Report can be found in Appendix A. Key findings presented in the Existing Conditions Report include the following:

- The neighborhood sits in a strategic location in the region along major roadways and is near the Cherry Capital Airport
- The neighborhood has had economic challenges and lower average land values per acre, but the strengths of the neighborhood offer major opportunities for investment
- Specifically, the Cherryland Center site represents a key opportunity for investment given its location at a major intersection and the overall size of the site
- The investment and growth in nearby areas, including Traverse Heights to the north and on LaFranier Road to the south, bring additional potential demand to the neighborhood
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- Planning for this neighborhood will help meet the Garfield Township Strategic Plan goals of economic development, housing, and transportation and infrastructure
- Additional investment can be potentially attracted to this neighborhood from the private sector (Opportunity Zone) and public sector (Tax Increment Financing)



*Bob Gibbs presenting on the evening of
November 5, 2019*

III PUBLIC ENGAGEMENT PROCESS

The awareness and involvement of interested persons in governmental processes are critical to successful planning. When the public is engaged in the process, their input and feedback help ensure projects address community needs. Likewise, the public gains a better understanding of the tradeoffs and constraints associated with planning.

The following public involvement process for the Barlow Garfield Neighborhood Plan alerts people of the effort and provides the foundation for plan goals and priorities. The complete results and data from the public engagement process can be found in Appendix B.

PUBLIC INPUT SESSION & ONLINE SURVEY

On October 21, 2019, the Township hosted a public input session at the Grand Traverse County Health Department Building. About 20 people attended and according to a survey of attendees, five live in the Barlow Garfield neighborhood and everyone else lives elsewhere.

After going over the planning process and the existing conditions report, the people participated in a visual preference survey. This survey included different development types, architectural and design features, landscaping, street furniture, and other elements. The survey included 18 images with each image showing a combination of these elements.

Participants were asked to evaluate how well they thought the elements in each image would fit with the character of the Barlow Garfield neighborhood. This included images where only some of these elements may fit or fit only in certain parts of the neighborhood.

An online version of the visual preference survey was posted on the Township project website after the public input session. The online survey received eight total responses.

The highest rated and lowest rated images from those surveyed, combining the results of the public input session and online survey, were the following (see Appendix B for full results):

HIGHEST RATED IMAGES



LOWEST RATED IMAGES



Overall, the highest rated images share several common character traits. Each of these images include well-groomed landscaping and clear sidewalks. The buildings each show a different density and scale, but all have an architectural design that fits with the neighborhood. The highest rated of all images is a park with a gazebo. Several people commented that they liked seeing a shared open space and a place for people to gather.

The lowest rated images also share common character traits. These images showed areas with sparse landscaping and greenspace, including the image with a public square. For the other images, no sidewalks are shown. As several people commented, the buildings shown in these images have a generic look and architecture with no strong ties to activities along the street.

AN EVENING WITH BOB GIBBS

The Township hosted “An Evening with Bob Gibbs” on November 5, 2019 at the Township Hall. The event was co-sponsored by Garfield Township, the Traverse Area Association of Realtors, and Grand Traverse County. This event supported the Barlow Garfield Neighborhood Plan along with specific focus on the federally designated Opportunity Zone.

Mr. Robert Gibbs gave a presentation on the development trends facing urban, suburban and rural communities across the country, and different redevelopment opportunities for each type of place. Key concepts as presented by Mr. Gibbs included the following:

- Communities are facing economic challenges with declining shopping malls such as Garfield Township with Cherryland Center. Mr. Gibbs showed different examples of redevelopment on former shopping mall sites.
- Different scales of development such as city, town, village, and hamlet, encompass different strategies for design.
- The housing projections for the country indicate that there will be increasing demand for small-lot housing under 7,000 square feet and decreasing demand for large-lot housing. This may negatively affect communities whose housing stock is mostly large-lot housing.
- Approximately one-third of home buyers prefer walkable neighborhoods, one-third prefer a suburban neighborhood, and one-third are ambivalent.

Approximately 20 people attended the event. The ideas presented at this event may help inspire any future development or redevelopment in the Barlow Garfield neighborhood.

ROBERT GIBBS, FASLA, AICP

Robert Gibbs serves as president and managing director of Gibbs Planning Group. He is a registered landscape architect, professional planner and Charter Member of the American and European Congress for the New Urbanism. Mr. Gibbs teaches at the Harvard Graduate School of Design Executive Education program and has authored numerous books including, “Principles of Urban Retail Planning and Development.” Mr. Gibbs was named one of the 100 Most Influential Urbanists by Planetizen and has consulted across the globe for over 2500 projects.

SURVEY OF PROPERTY OWNERS

The Township mailed a survey in late November 2019 to property owners in the neighborhood, with responses accepted until late December 2019. The survey asked three questions:

- What aspects do you like about the neighborhood?
- What aspects do you NOT like about the neighborhood?
- What changes would you like to see in the neighborhood?

The Township received about 50 responses which roughly corresponded to 10% of all surveys mailed to property owners. The complete responses are included in Appendix B. The most common themes among responses were the following:

What aspects do you like about the neighborhood?

- Convenient location within the region
- Close to retail and commercial businesses
- Quiet neighborhoods
- Trees and wooded areas

What aspects do you NOT like about the neighborhood?

- Decline of Cherryland Center site
- Lack of sidewalks and accessibility issues
- Traffic congestion and speeding
- Poor condition of roads
- Poorly maintained properties and junk in yards

What changes would you like to see in the neighborhood?

- More sidewalks and pathways
- Clean up neighborhood and enforce junk ordinance
- Development on Cherryland Center site
- Road changes to reduce traffic congestion and speeding
- More trees and public park space



Neighboring property owners would like to see new development of the Cherryland Center (lower left)



There are some challenges and many opportunities facing the Barlow Garfield neighborhood. A strategic plan is the start to making the change toward its improvement.

IV STRATEGIC PLAN FOR THE NEIGHBORHOOD

VISION STATEMENT

The Barlow Garfield neighborhood is a connected, livable, community center within Garfield Township. The neighborhood is a destination for shopping and services with sidewalks and improved streets. The neighborhood provides a variety of housing choices, public gathering places, and parks.

VISION ELEMENTS

The following elements support the Vision for the Barlow Garfield neighborhood:

CONNECTED

- Neighborhood travel & mobility
- Enhanced arterial corridors and streets
- Walkable and bikeable

LIVABLE

- Regional and local businesses and services
- Housing choices
- Neighborhood gathering places

VITALITY

- Economic investment
- Redevelopment and infill development
- Improved infrastructure

IDENTITY

- Town center
- Quality design
- Landscaped areas

DEVELOPMENT PRINCIPLES

Based on public input and data analysis gathered for this project, these are the guiding principles for the future development of the Barlow Garfield neighborhood:

MIXED-USE

The neighborhood will allow for mixed-use development on primary corridors as appropriate including residential, commercial, light industrial, office, and institutional uses. Consideration shall be given to surrounding existing uses, future land use, and site design to determine the compatibility of proposed mixed-use developments.



PUBLIC SPACES

Development throughout the neighborhood will account for public spaces including public gathering, parks, and recreational areas. Public spaces in the neighborhood will accommodate a variety of activities and promote public safety and community identity.



CONNECTIVITY

Development throughout the neighborhood will encourage connectivity by including sidewalks and trails along primary corridors to promote walkability, internal street connections, cross-access agreements to allow access between adjacent sites and to manage curb cuts, and connections to transit services.





SITE DESIGN

The neighborhood will allow sites to be designed at a scale that encourages a neighborhood character appropriate for the surrounding area. Site design will reinforce the development principles through consistency in building setback and placement, landscaping and planting elements, and other site features.



HOUSING

New housing stock in the neighborhood will allow for a diverse selection of unit types and sizes, which will serve the varied housing needs of the neighborhood population.



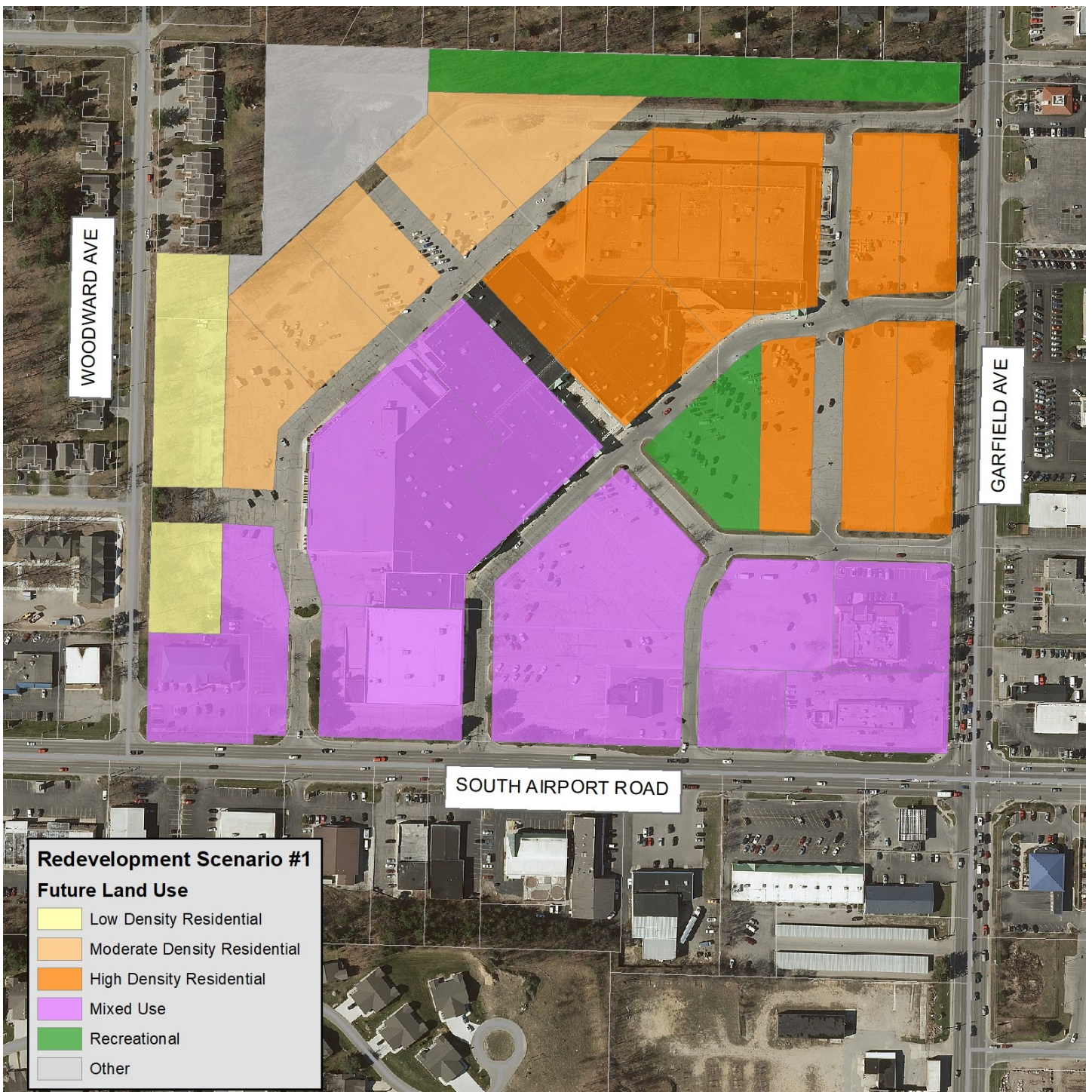
INFRASTRUCTURE

New developments will facilitate improvements for public infrastructure which could include water, sewer, sidewalks, benches, lampposts, signage, and other elements as needed.

POTENTIAL REDEVELOPMENT SCENARIOS

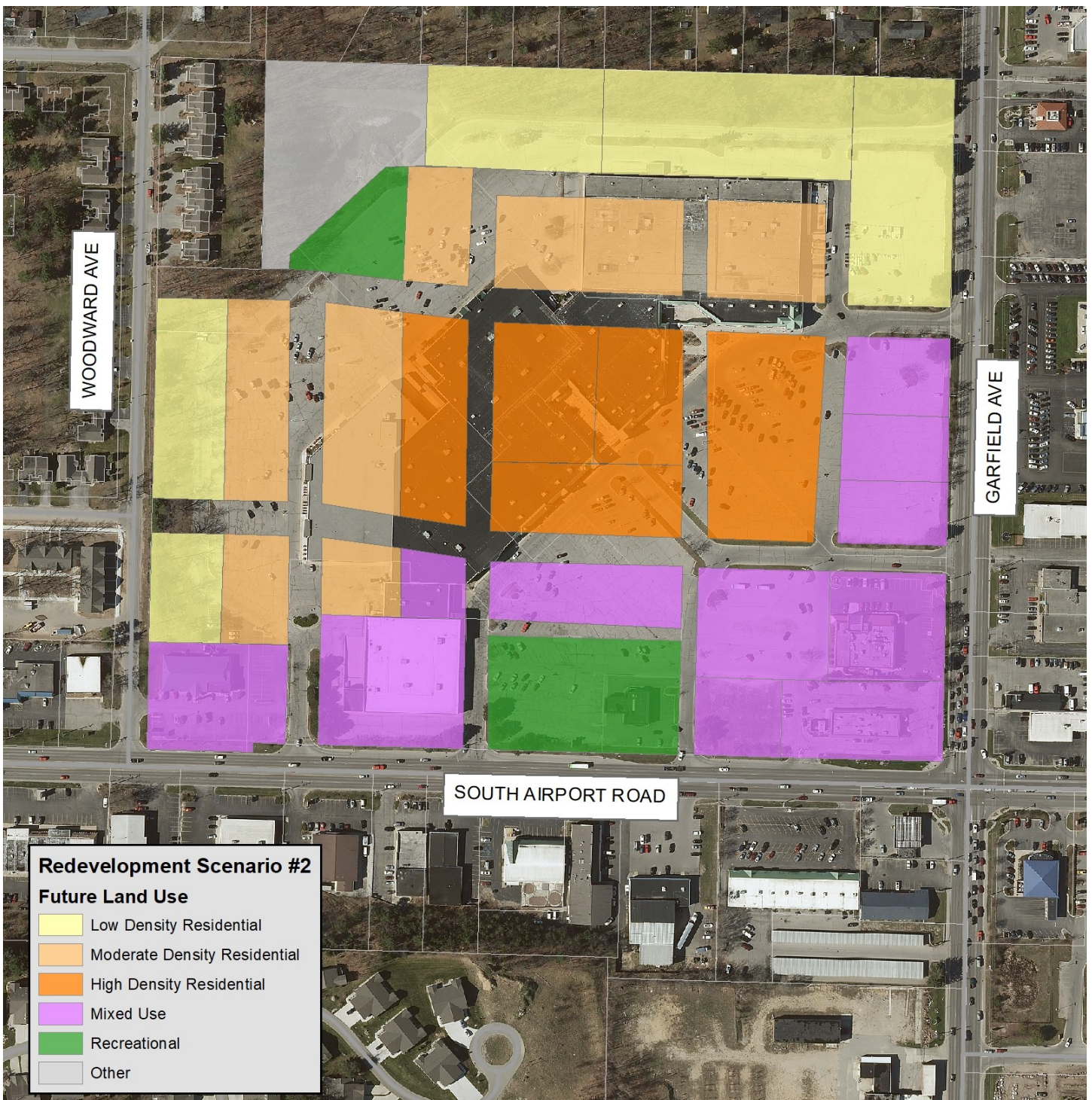
The Barlow Garfield Neighborhood Plan envisions opportunities to improve the neighborhood by encouraging investment and redevelopment. There are several potential redevelopment sites in the neighborhood, but Cherryland Center is the largest of these sites. Redevelopment of Cherryland Center will help catalyze further investment in the neighborhood and may serve as a community focal point.

The following shows two conceptual redevelopment scenarios for the Cherryland Center site. These scenarios consider the vision and development principles of the Barlow Garfield neighborhood and are a compilation of the ideas and feedback gathered throughout the development of the plan:



REDEVELOPMENT SCENARIO #1

The first redevelopment scenario shown above would retain some of the existing buildings and site layout including the Big Lots and Sears buildings. These buildings and others facing South Airport Road are envisioned for mixed use development, primarily commercial and retail with the potential for office and residential uses. The northeast portion of the site would include mostly high-density residential uses and a central green space. The northwest portion would include moderate-density and low-density residential, to function as a transition between the redeveloped Cherryland Center site and the surrounding neighborhoods.



REDEVELOPMENT SCENARIO #2

The second redevelopment scenario envisions a complete redevelopment of the site. The retail and commercial sites along South Airport Road and Garfield Avenue are envisioned as mixed use which will allow for the continuation of retail and accommodation of additional uses. This scenario shows the common green space on South Airport Road in a more visible location. The central portion of the site would include high-density residential. To the north and west, moderate-density residential and low-density residential would be used to transition from the denser uses at the center of the site to the surrounding neighborhoods.

V DEVELOPMENT GUIDELINES

FUTURE LAND USE

The Cherryland Center. This plan envisions the redevelopment of the Cherryland Center as a catalyst for the neighborhood and to spur additional investment. The plan encourages mixed-use development on the site, which may be achieved through the following methods:

- *Zoning Changes* — The current C-P Planned Shopping zoning of the property permits a wide range of uses from entertainment centers to hotels. Further changes to the C-P district could allow for a greater flexibility in uses while also addressing connectivity, design standards, and other issues.
- *Planned Unit Developments* — The application of a planned unit development would provide greater flexibility to developers while also meeting community goals. A full redevelopment would allow for the creation of a public square or park where people could gather as a community and share experiences, as well as other amenities.

West Side of Barlow Street. The west side of Barlow Street is mostly light industrial. This plan is intended to encourage the continuation of light industrial uses while also allowing for additional complementary uses that create an innovation district. Business incubators, live-work units, makerspaces, and limited commercial may be considered for this area.

East Side of Barlow Street. At its core, this area is primarily residential. Improvement of this area will see a mix of new single and multi-family dwellings. Office and commercial uses may be permitted on Barlow Street between Floresta and South Airport Road.

Garfield Avenue and South Airport Road (East of Barlow). This area serves as a vital commercial center for the Township and region. Commercial uses along Garfield Avenue and South Airport Road, east of Barlow Street, should be maintained and improved. Improved access to these businesses is important for their continued vitality.

South Airport Road (West of Barlow). Industrial uses are needed to provide essential products and services for the community. Industrial uses should be maintained and improved along South Airport Road, west of Barlow Street. Complementary uses should be applied sparingly to keep it primarily an industrial area.

Airport Overlay Zone. Land use changes in this area are subject to the Airport Overlay Zone and need to be planned so as to be compatible with Zone standards and requirements.

ZONING AND DESIGN STANDARDS

Standards for setbacks and building placement. Placement, scale, and design of buildings should establish a sense of place, while increasing the allowable density of land development creates a critical mass of activity. This critical mass of activity, through density, mix of uses, architectural character, and recreational opportunities draw new investment, visitors, and residents. This plan envisions any new buildings in the Barlow Garfield area to promote neighborhood character. For streets designed to be walkable, setbacks should be smaller and building placement should be consistent between neighboring sites.

Flexibility in land uses and improved urban design. To provide for a variety of development options, development of a mixed-use zoning district should be considered and the use of Planned Unit Developments should be applied where feasible to provide flexibility in uses and improved urban design.

Pedestrian-oriented design. To increase neighborhood walkability, buildings should be placed in close proximity and sidewalks should be constructed along major roads and interior streets and drives. Drive-thru development often conflicts with walkable areas and should be discouraged.

Parking areas. Parking areas should be placed in rear or side yards and avoid front yards and other prominent locations. Prominent locations should be reserved for buildings, landscaping or gathering spaces. Shared parking and on-street parking should also be used whenever possible.

Connectivity. Shared driveways and cross-access easements should be developed to improve access, connect parking areas, reduce turning conflicts, and improve traffic flow on major thoroughfares. Currently, a limited number of driveways works successfully in providing smooth access to multiple businesses located at Cherryland Center. This same design can be applied to the south side of South Airport Road between LaFranier Road and Garfield Road. By providing cross access and consolidating driveways, access to businesses from South Airport Road is easier and results in an improved level of service on South Airport Road. The Township should work with the Grand Traverse County Road Commission and property owners on access issues.

Community Appearance and Identity. Positive visual aspects of the built and natural environment promote a safe and attractive neighborhood for residents and visitors. Furthermore, community pride is projected through the development and maintenance of a distinctive image. Activities to improve appearance include cleanup of properties, including enforcement of the Township junk ordinance, and upgrade of public infrastructure, including streets and sidewalks. Landscaping and signage create and enforce neighborhood identity.

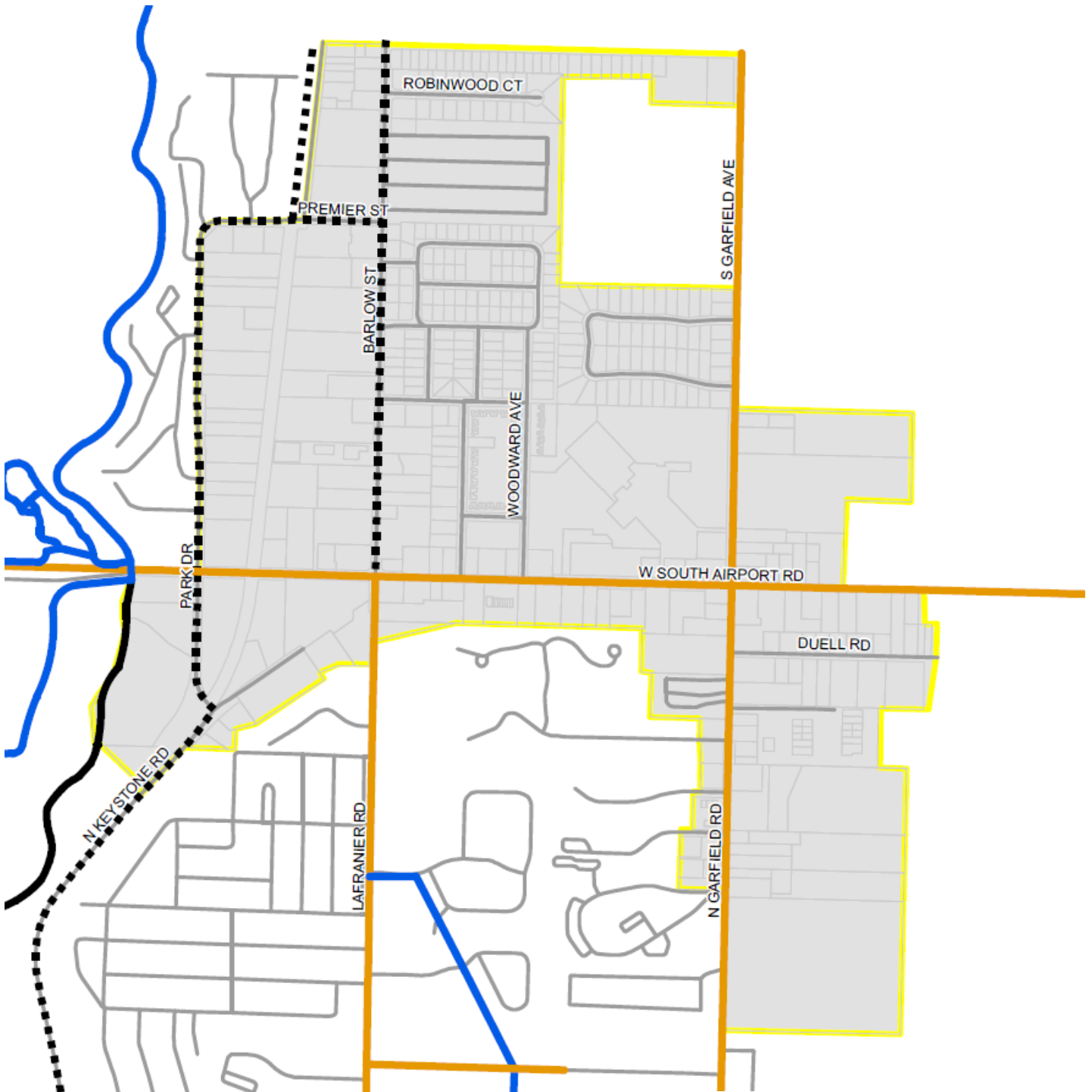
PUBLIC INFRASTRUCTURE

Prioritization of improvements. Coordinated construction of public and private infrastructure will support new development and ensure efficient expenditure of resources. Developing a capital improvement program (CIP) for the neighborhood is recommended for public improvements, including utilities, walkways, and streets.

Parks and gathering places. Establishing public parks and other types of gathering places in key locations within the neighborhood will create a better sense of community and meet the needs of residents and visitors. The parks and gathering places can be small in scale and provide a variety of activities and entertainment.

Non-motorized network. Sidewalks and trails should be built to expand the non-motorized network for the neighborhood and to connect with adjoining neighborhoods and areas. In addition to main corridors, interior streets and drives should also include sidewalks. On the following pages, current and proposed changes to the Township Non-Motorized Plan Map are provided to illustrate current and new sidewalk and bike path priorities for the neighborhood.

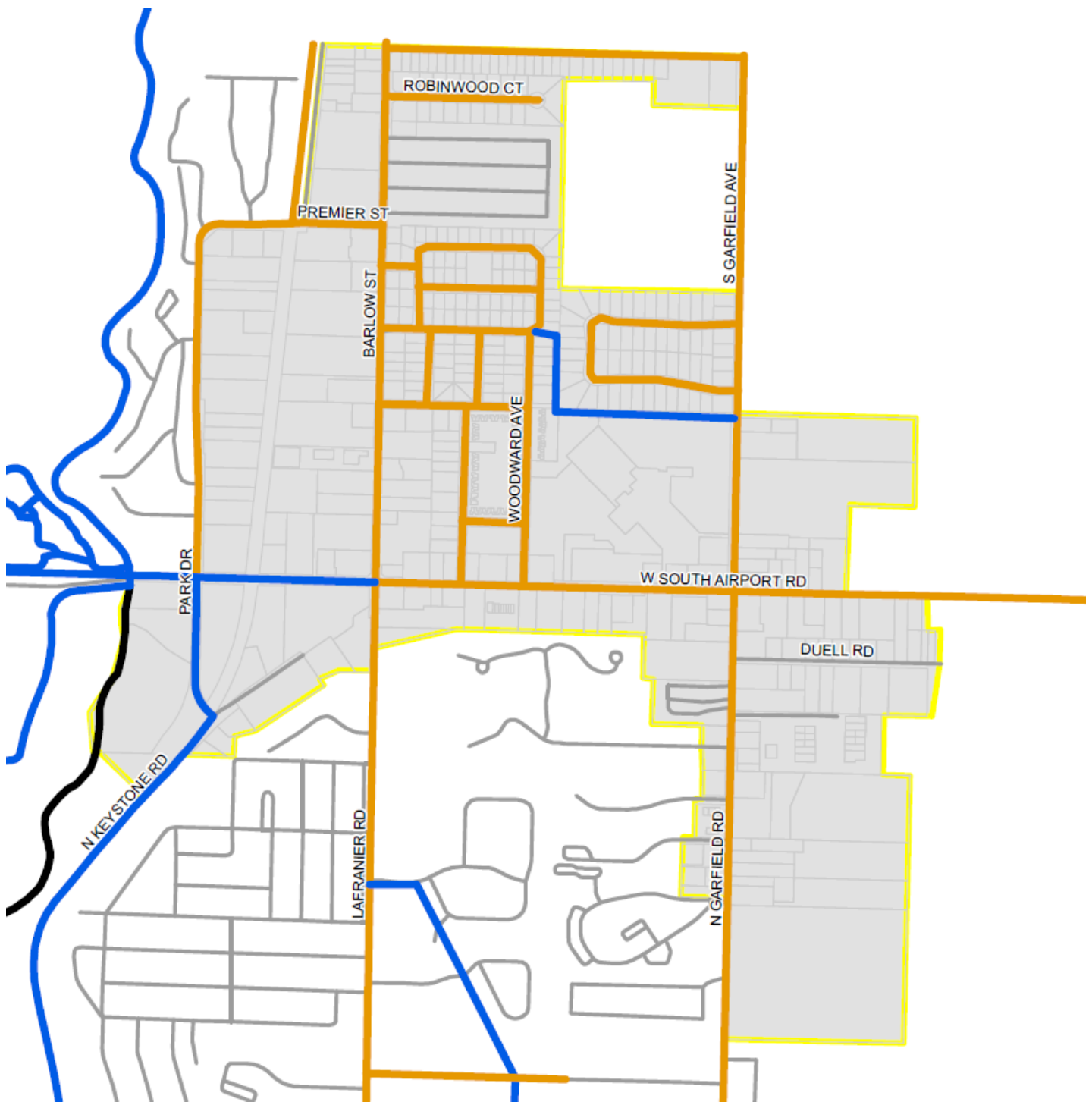
Streetscape improvements. To build neighborhood character and improve appearance, landscaping and pedestrian scale lighting should be provided along major thoroughfares and prominent interior streets.



Current Non-Motorized Plan Map from the Garfield Township Master Plan and Five-Year Parks and Recreation Master Plan

Legend

- Bike Path
- Nature Trail / Singletrack
- Sidewalk
- Connector Trail
- Bike Lane / Route
- Township Parkland
- Other Public Parkland
- Street



Proposed Non-Motorized Transportation Plan Map for the Barlow Garfield neighborhood, envisioning a greater density of sidewalks and trails in the neighborhood core

Legend

- Bike Path
- Nature Trail / Singletrack
- Sidewalk
- · - · Connector Trail
- Bike Lane / Route
- Township Parkland
- Other Public Parkland
- Street

HOUSING

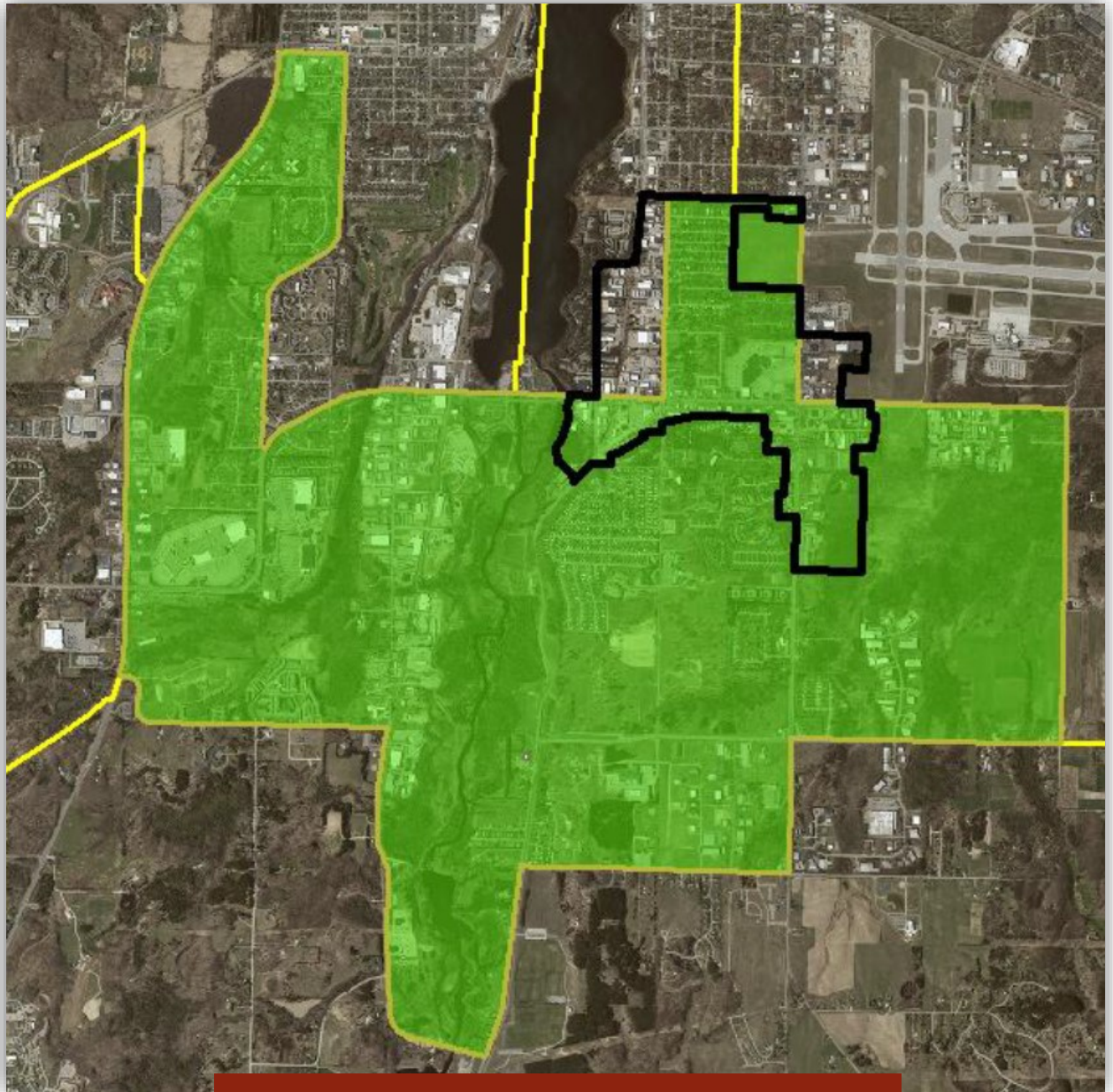
Housing options. A variety of housing densities, unit types, and sizes should be strongly encouraged in this area. Where appropriate, housing may be multiple-stories, provided it does not conflict with FAA height requirements.

Residential options in mixed-use development. Residential options in mixed-use and non-residential districts should be provided where appropriate, including dwelling units above commercial uses and live-work units.

INVESTMENT

Economic development and investing. Various economic development mechanisms serve as incentives for private investment for redevelopment and new development. The following incentive mechanisms should be pursued or promoted:

- **Brownfield redevelopment** uses tax increment financing (TIF) to reimburse brownfield related costs incurred while redeveloping contaminated, functionally obsolete, blighted or historic properties. The Grand Traverse County Brownfield Redevelopment Authority (BRA) is the local jurisdiction entity that manages the development of brownfield plans. After approval of a brownfield plan by the local governing body, the BRA may request capture of state school taxes via a work plan submitted to the State of Michigan. With local and state support, a brownfield plan should be applied to the Cherryland Center as incentive with new private investment.
- As noted above, a capital improvement program is recommended for the neighborhood. A CIP prioritizes public infrastructure improvements and identifies the needed resources to construct and maintain those improvements. One resource is the **Corridor Improvement Authority**. The Corridor Improvement Authority (CIA), Public Act 57 of 2018, is designed to assist communities with funding improvements in commercial corridors outside of a downtown area. The authority could be created and operated in a similar manner to a Downtown Development Authority (DDA). Once created, a Corridor Improvement Authority may hire a director, establish a tax increment financing plan, levy special assessments, and issue revenue bonds and notes for improvements along the corridor. The application of a CIA or similar TIF authority should be further evaluated along the South Airport Road, Garfield Road, and Barlow Street corridors.
- The **Garfield Opportunity Zone** is a United States Census Tract generally composed of economically distressed neighborhoods that qualify for the Opportunity Zone program, according to criteria outlined in the United States Tax Cuts and Jobs Act of 2017. The Opportunity Zone program was created to revitalize these neighborhoods using private investments rather than taxpayer dollars. To stimulate private participation in the program, taxpayers who invest in the Opportunity Zone are eligible to benefit from capital gains tax incentives available exclusively through the program. Continued promotion and awareness of the Opportunity Zone provides added value to potential investors in the



Map showing the Garfield Opportunity Zone, highlighted in green, with the Barlow Garfield neighborhood area outlined in black.

neighborhood.

The Garfield Opportunity Zone covers most of the Barlow Garfield neighborhood. To access the tax benefits, investors must invest in the Opportunity Zone specifically through Opportunity Funds. A qualified Opportunity Fund is a US partnership or corporation that intends to invest at least 90% of its holdings in one or more qualified Opportunity Zones.

In exchange for following the rules of the Opportunity Zone program and investing in the Opportunity Zone through Opportunity Funds, investors can receive substantial capital gain tax incentives immediately and over the long term.

How does the Opportunity Zone work?

When an investor divests an appreciated asset, such as stocks or real estate, they realize a capital gain, which is a taxable event. Under the Opportunity Zone Program, if an investor reinvests a capital gain into an Opportunity Fund, they can defer and reduce their tax liability on that gain. Beyond that, they can also potentially receive tax-free treatment for all future appreciation earned through the fund. Together, these tax incentives can boost after-tax returns for Opportunity Fund investors:

- Those who invest realized capital gains into a Qualified Opportunity Fund can defer paying capital gains tax for those earnings until April 2027 for investments held through December 31, 2026. Gains must be invested in a Qualified Opportunity Fund within 180 days in order to qualify for any tax treatment available under the Opportunity Fund program.
- Those who hold their Opportunity Fund investments for at least five years prior to December 31, 2026, can reduce their liability on the deferred capital gain principal invested in the Opportunity Fund by 10%. If the investment is held for a minimum of seven years prior to December 31, 2026, the tax liability can be reduced by 15% total.
- Those who hold their Opportunity Fund investment for at least 10 years can expect to pay no capital gains taxes on any appreciation in their Opportunity Fund investment. That's because Opportunity Fund gains earned from Opportunity Zone investments can qualify for permanent exclusion from the capital gains tax if the investment is held for at least 10 years.

What types of investments are allowed?

Real estate investments using Opportunity Funds must lead to “substantial improvements” within 30 months after the acquisition. Investments in businesses such as liquor stores, massage parlors, country clubs, or casinos are prohibited through Opportunity Funds.

Why should investors be interested?

As part of the Traverse City urbanizing area, investors looking to this area will find projects that are low risk and provide substantial community benefit. Although the Opportunity Zone may be classified as an economically distressed area, Garfield is a market that has experienced continuous lucrative investment with future growth potential.

Redevelopment Ready Communities (RRC). Township enrollment in the RRC program operated by the Michigan Economic Development Corporation will help to attract and retain businesses, offer improved customer service, and streamline the development approval processes.

Further information on the Opportunity Zone, corridor improvement authorities, and tax increment financing is available in Appendix A.

APPENDICES

APPENDIX A—EXISTING CONDITIONS REPORT

APPENDIX B—RESULTS OF PUBLIC ENGAGEMENT

**Barlow Garfield Neighborhood Plan
Appendix A – Existing Conditions Report**

Acknowledgements

Board of Trustees

- Chuck Korn Supervisor
- Jeane Blood Law Treasurer
- Lanie McManus Clerk
- Molly Agostinelli Trustee
- Steve Duell Trustee
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Executive Summary

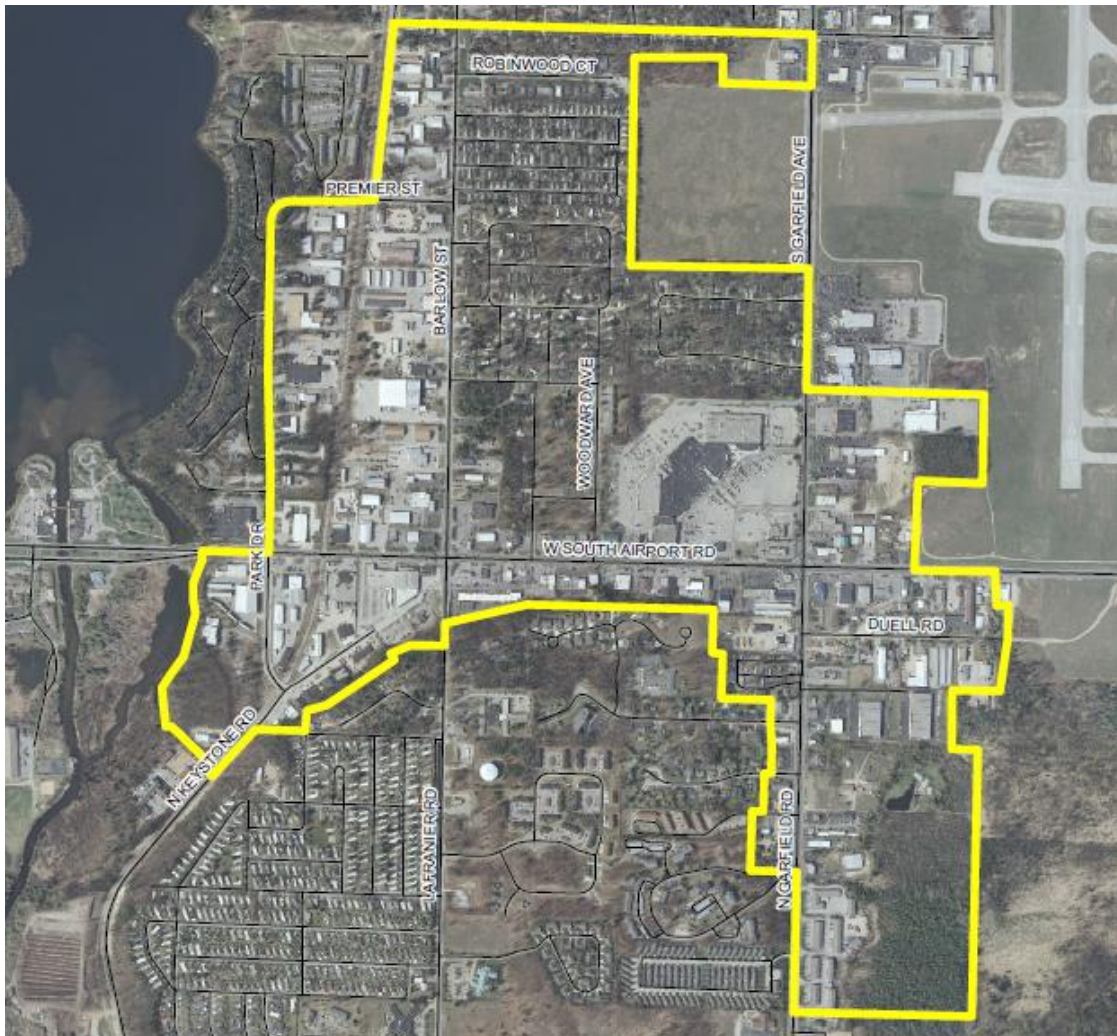
This report chronicles existing conditions in the Barlow Garfield neighborhood, defined as a portion of the northeast corner of Garfield Township. The area includes portions of Barlow Street, Garfield Avenue, South Airport Road, and surrounding sites. This plan is intended to generate a community vision and sense of place for this part of the township and to encourage economic investment in the neighborhood.

The following is an existing conditions report for the Barlow Garfield neighborhood describing the demographics, housing, economy, environment, and other information. The key findings from this report include the following:

- The neighborhood sits in a strategic location in the region along major roadways and is near the Cherry Capital Airport
- The neighborhood has had economic challenges and lower average land values per acre, but the strengths of the neighborhood offer major opportunities for investment
- Specifically, the Cherryland Center site represents a key opportunity for investment given its location at a major intersection and the overall size of the site
- The investment and growth in nearby areas, including Traverse Heights to the north and on LaFranier Road to the south, bring additional potential demand to the neighborhood
- The neighborhood may be ideal to help meet the demand for smaller footprint commercial businesses along with some larger commercial along the major roadways
- The neighborhood may be ideal to help meet the demand in the Township and region for smaller, attached housing units, especially for young singles or retired people
- The neighborhood would benefit from investments in new infrastructure such as sidewalks and improvements to existing infrastructure
- Planning for this neighborhood will help meet the Garfield Township Strategic Plan goals of economic development, housing, and transportation and infrastructure
- Additional investment can be potentially attracted to this neighborhood from the private sector (Opportunity Zone) and public sector (Tax Increment Financing)

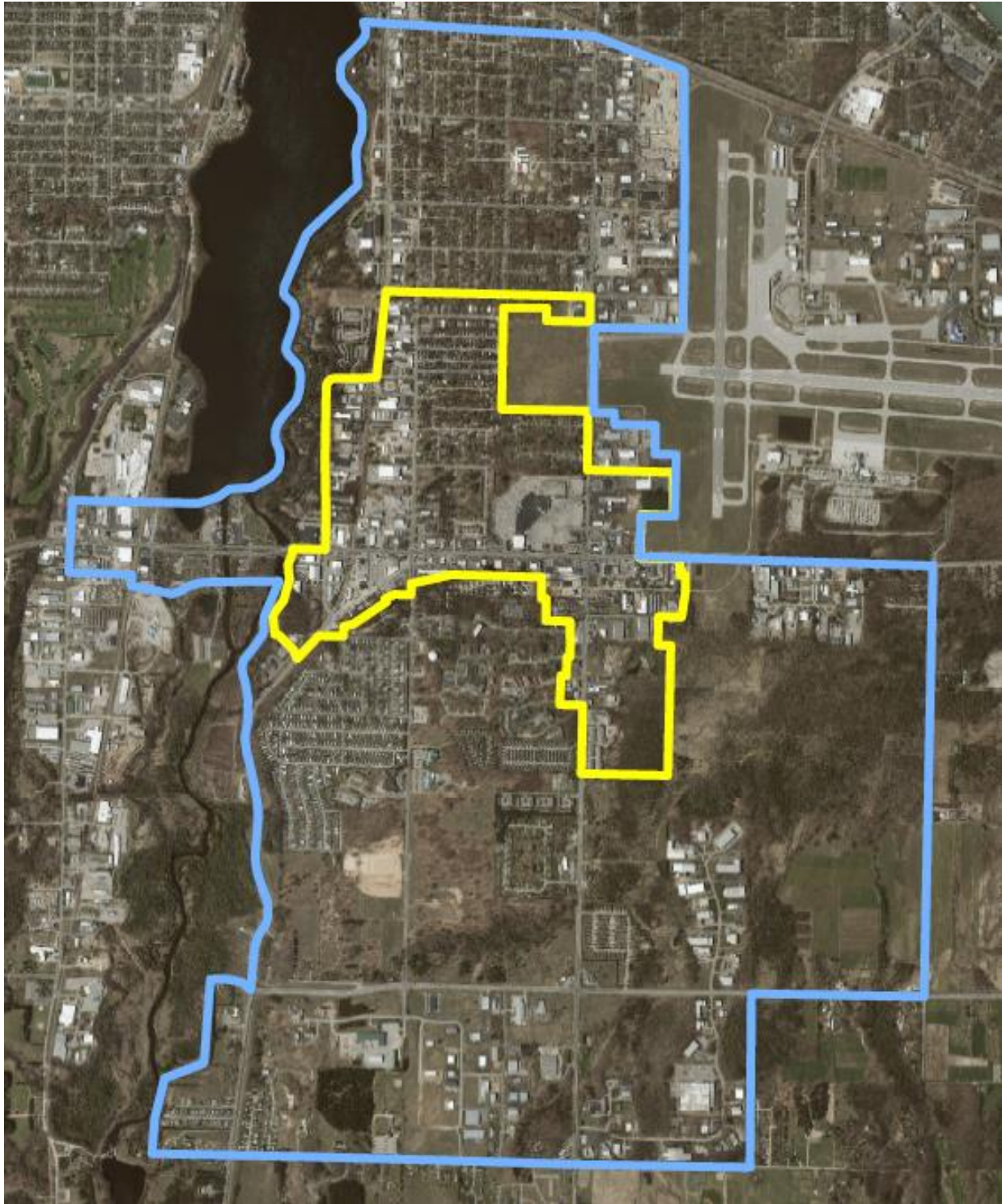
I. Introduction

The Barlow Garfield Neighborhood Plan is Garfield Township’s plan to help guide future land use and development for a portion of the east side of the township. This neighborhood, the study area for the subplan, includes both sides of the street on portions of Barlow Street, South Airport Road, Garfield Avenue, and surrounding sites. This subplan also analyzes an “area of influence” which is roughly defined as a five-minute drive from Cherryland Center.



Barlow Garfield Neighborhood Plan study area

In accordance with the Michigan Planning Enabling Act, a planning commission may, by a majority vote of its members, adopt a subplan for a geographic area less than the entire planning jurisdiction, if, because of unique physical characteristics of that area, more intensive planning is necessary. The Barlow Garfield Neighborhood Plan will function as a subplan for this part of the township, and be adopted as an addendum to the Garfield Township Master Plan originally adopted in 2018.



Barlow Garfield Neighborhood Plan study area (yellow) in context with area of influence (blue)

Purpose of the Plan

This plan is intended to generate a vision and sense of place for this part of the township. The plan covers a neighborhood located generally in the northeast corner of the township, which presents an opportunity for new business investment and growth. Several properties in this neighborhood have been underperforming economically, particularly Cherryland Center. The plan is intended to guide infill development and redevelopment on these sites. The plan is also intended to recognize unique strengths of the area such as the proximity of Cherry Capital Airport, a key regional travel hub, and the intersections of major roads including Garfield Avenue and South Airport Road.

Forming a plan for this neighborhood will also guide the use of redevelopment tools and incentives. Financing programs, such as corridor improvement authorities or others, could be used to fund new infrastructure improvements or public amenities. Parts of the neighborhood are also located within the only Opportunity Zone in Grand Traverse County. The Opportunity Zone is a federal program designed to help spur private investment in economically distressed neighborhoods.

Description of the Planning Process

From June to September 2019, township planning staff gathered data and documented the existing conditions in the neighborhood in terms of the built environment, demographics, current land uses, transportation, and other aspects. This information was compiled in an Existing Conditions Report prepared for the Planning Commission and the public as presented within this document. The next step will be the neighborhood visioning session on October 21, 2019.

2. Existing Conditions and Context

History of the Neighborhood

The neighborhood was historically on the edge of the Traverse City urbanized area. Aerial images from 1964 show major streets in place including Garfield Avenue, South Airport Road, LaFranier Road, Barlow Street, and Keystone Road which at the time connected to LaFranier. The area did not have any large-scale developments at this time, with some active cherry orchards but primarily woodlands and undeveloped land with several scattered single-family homes. The railroad in this area originated in the late 19th century as part of the Chicago and West Michigan Railway.



Aerial image from 1964 showing portion of neighborhood

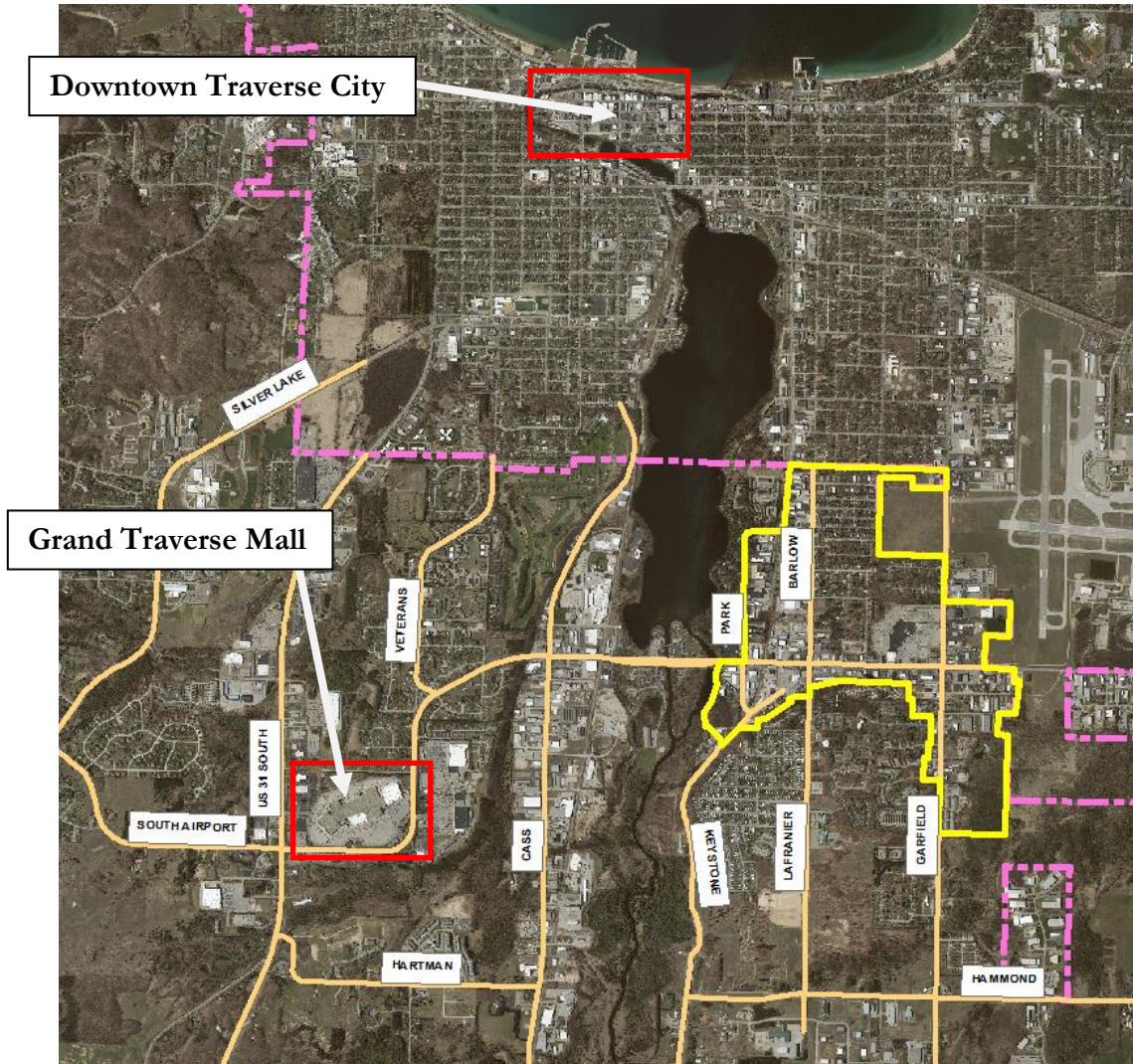
The area began to change over the next few decades as growth from Traverse City moved outward from downtown. New residential developments emerged including the Gladewood subdivision in 1967. Retail growth was catalyzed by Cherryland Mall, which opened in 1978 as the first enclosed shopping mall in Northern Michigan with Kmart, Sears, Prange’s department store, and Kroger as anchor stores. Other retail and commercial uses sprang up on South Airport Road. Barlow Street became home to industrial uses on the railroad, and car dealerships emerged on Garfield Avenue.

The Cherryland Mall began to decline with the opening of the larger Grand Traverse Mall in 1992. Cherryland Mall was revamped in 2000 as Cherryland Center, including an open-air “power center” format, in an attempt to revive the mall’s fortunes. However, the mall continued a gradual decline over several years with national economic challenges facing their anchor tenants. Kmart closed in 2017 followed by Younkers and Sears in 2018.

Built Environment

Traverse City Urbanized Area – Regional Context

The Barlow Garfield neighborhood is in the northeast corner of Garfield Township and has several of the major commercial sites for the region. It is located approximately 3.5 miles from Downtown Traverse City, and 2.5 miles from Grand Traverse Mall. Garfield Avenue and South Airport Road connect the Barlow Garfield area to several other regional commercial corridors on US 31, both to the west (Division Street) and north (Front Street/Munson Avenue).

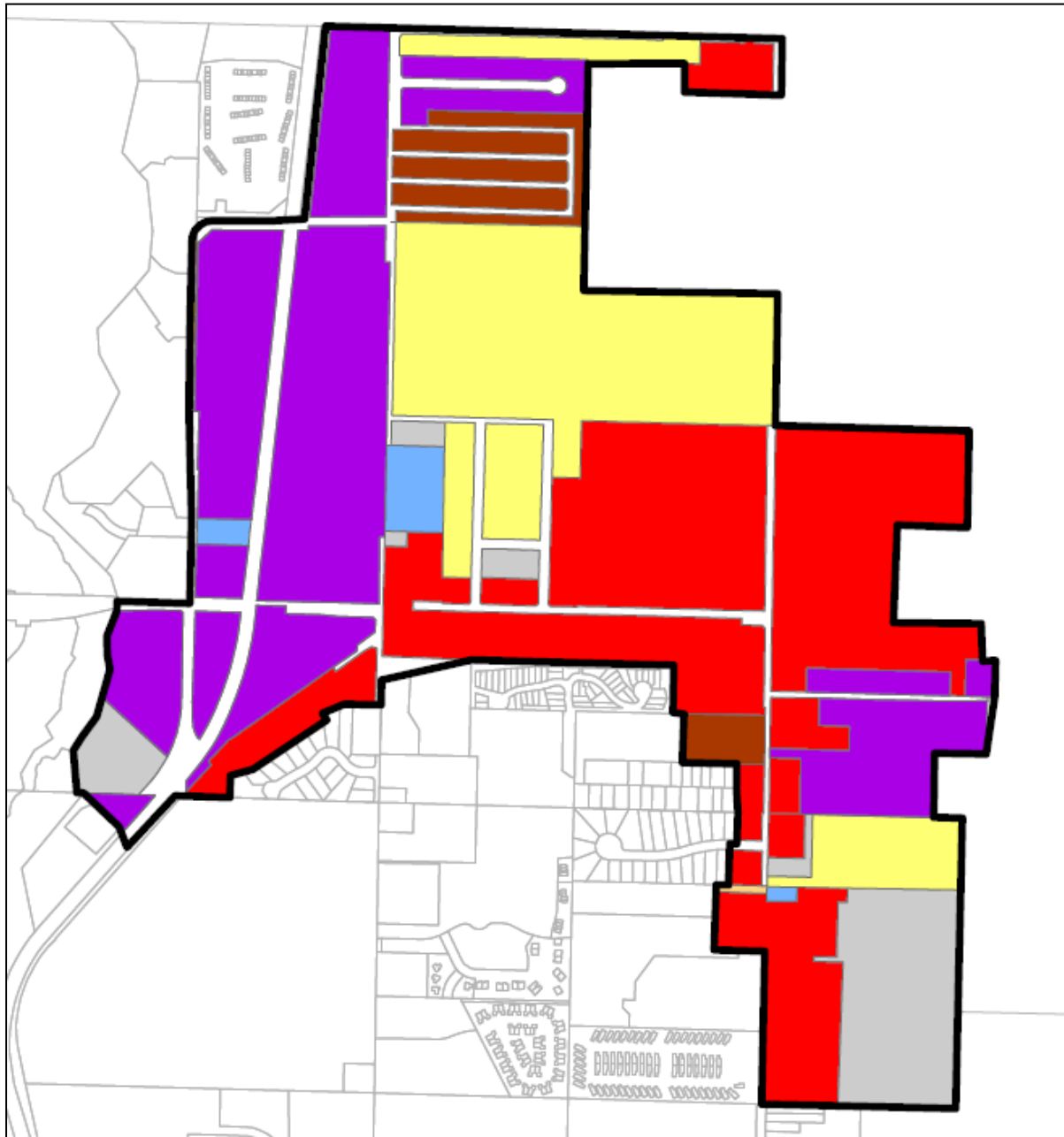












Barlow Garfield neighborhood with regional context (Township boundary in pink)

The neighborhood also has a mix of residential uses such as single-family homes, duplexes, mobile homes, and apartments. The area easily connects to the Traverse Heights neighborhood in the city to the north, especially with a lack of natural barriers. Barlow Garfield is otherwise separated from areas to the east by Cherry Capital Airport and to the west by the Boardman River.

Existing Land Use and Neighborhood Development Patterns

The following shows the existing land use for parcels in the study area, based on land use data from the Garfield Township Master Plan. Some uses have changed since Master Plan was completed.



 Commercial	 Res 7-14 Per Acre
 Industrial	 Res <6 Per Acre
 Office	 Res >15 Per Acre
 Public (Park)	 Res Mobile Home
 ROW or Misc	 Vacant

2014 Existing Land Use data for study area

Existing Land Use Category	Total Area (acres)	Percentage of Total
Residential – <6 per acre	99.81	21.2%
Residential – >15 per acre	1.15	0.2%
Residential – Mobile Home	22.70	4.8%
Commercial	160.38	34.1%
Office	7.32	1.6%
Industrial	139.48	29.7%
Vacant	38.55	8.2%
Total	469.84	100.0%

South Airport Road contains a variety of commercial developments on its entire length through this neighborhood. The largest is Cherryland Center at the northwest corner of South Airport Road and Garfield Avenue. Cherryland Center has about 167,000 square feet of retail space on a site totaling 37 acres. All of the anchor spaces have been recently vacated and the largest store currently on the site is Big Lots. Cherryland Center also has space for smaller retail stores and retains some tenants for these spaces. Other uses on South Airport include strip malls, standalone retail, and mixed-use industrial and commercial sites.

Garfield Avenue contains a variety of mostly commercial uses. These include many standalone sites, and north of South Airport also includes several automobile dealerships. South of this intersection, the commercial uses are mainly on the east side of the road, with a few commercial sites on the west side interspersed by entrances to mobile home parks and apartment complexes.

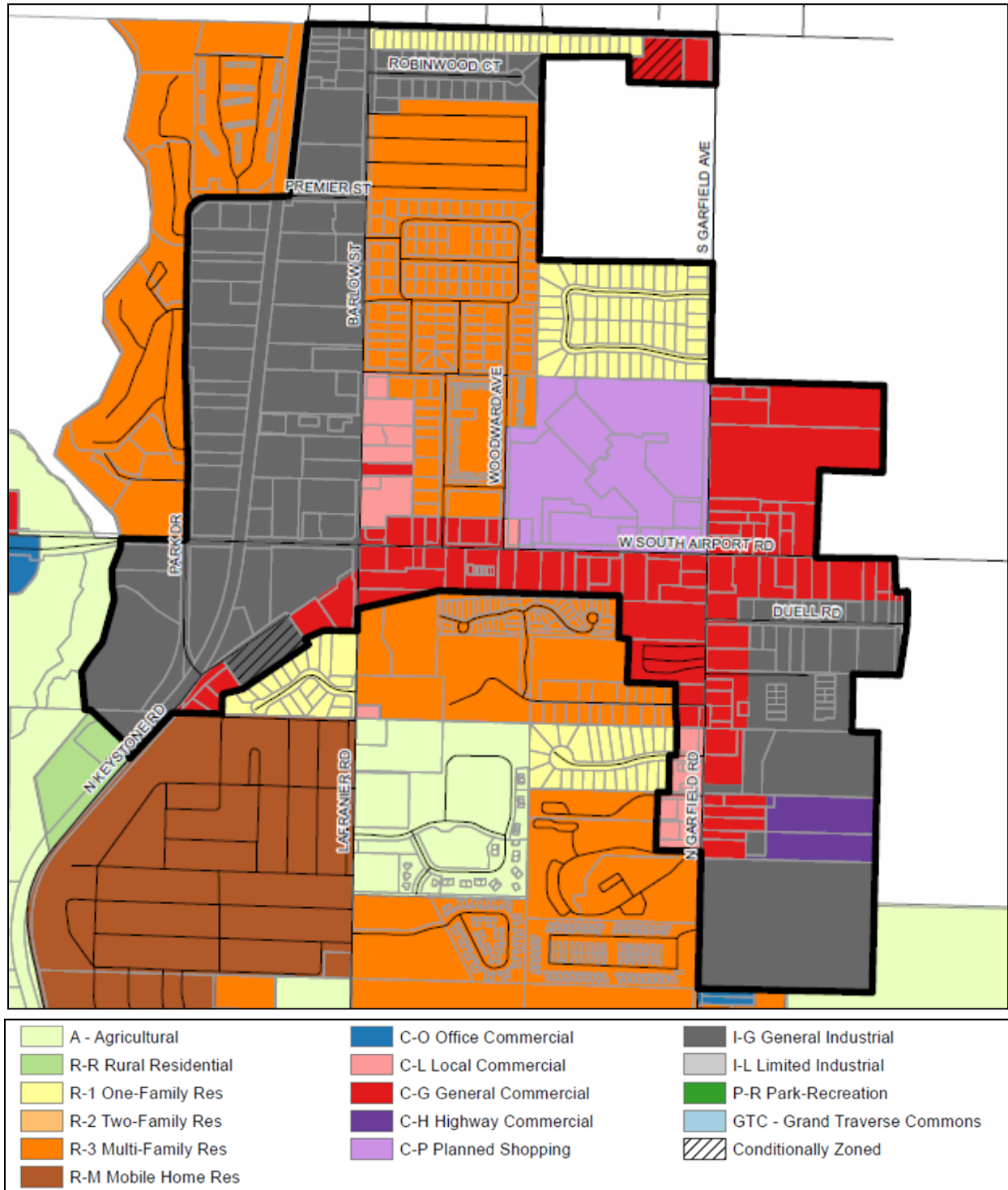
Barlow Street has a mix of commercial and industrial near the intersection with South Airport Road, along with institutional uses such as the Postal Service and Secretary of State offices. Further north from the intersection, the west side of Barlow has a mix of commercial and industrial, while the east side of Barlow is mostly residential.



Barlow Garfield neighborhood highlighting Cherryland Center

Zoning

The following map shows zoning information for the neighborhood.



Zoning Map for Study Area

For parcels within the study area the zoning districts break down as follows:

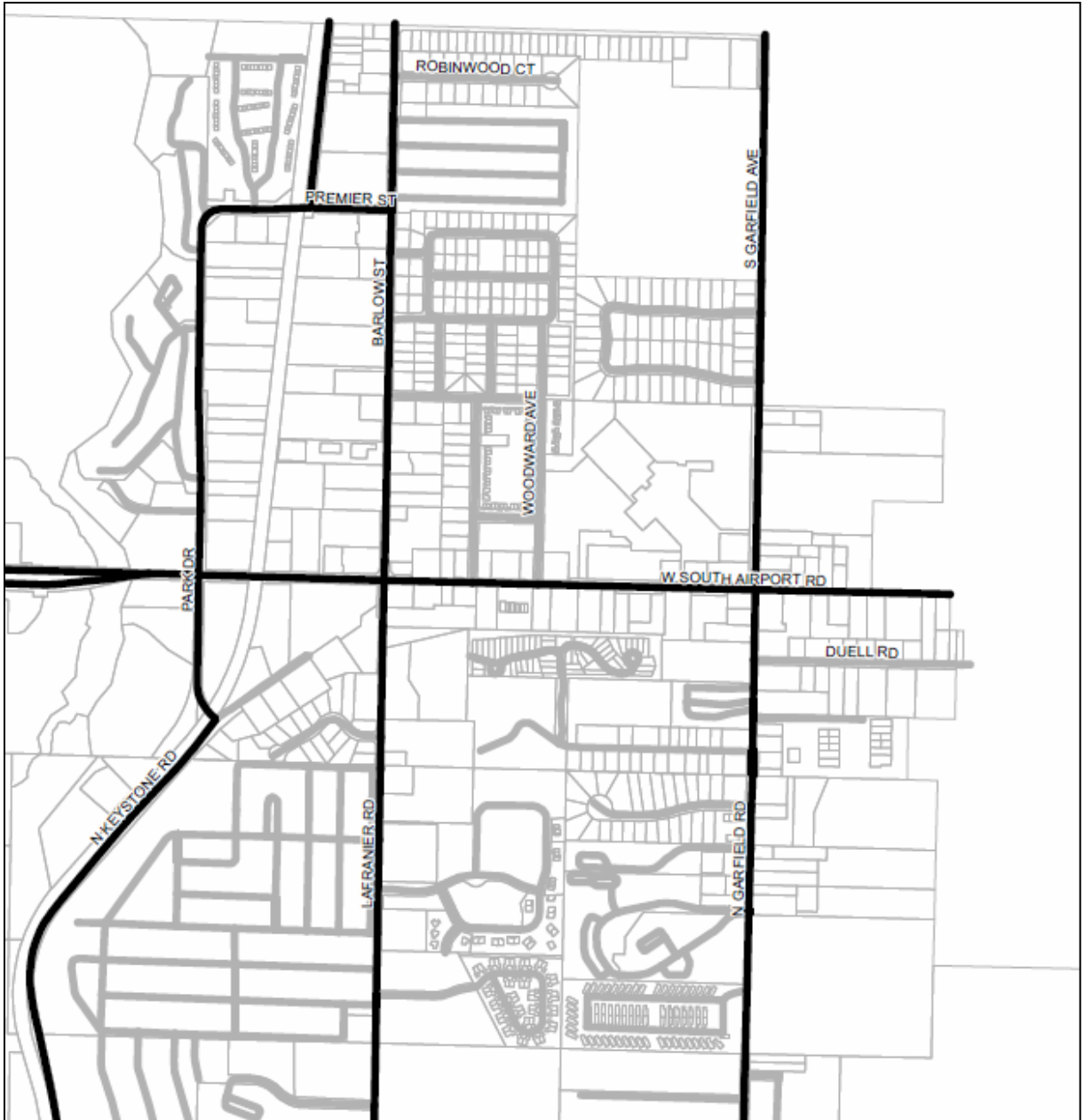
Zoning Category	Total Area (acres)	Percentage of Total
R-1 One-Family Residential	29.77	6.5%
R-3 Multi-Family Residential	67.74	14.8%
C-G General Commercial	103.87	22.7%
C-H Highway Commercial	9.52	2.0%
C-L Local Commercial	14.53	3.2%
C-P Planned Shopping	40.40	8.8%
I-G General Industrial	192.62	42.0%
Total	458.44	100.0%

Roadways

The major east-west corridor is South Airport Road. Coming from the east, the road has one travel lane in each direction and a center turn lane. As South Airport Road enters the township, it has two travel lanes for each direction and a center turn lane. Between the Garfield Road and Barlow Street intersections, South Airport Road also has several right-turn only lanes for westbound traffic. West of Barlow Street has right-turn only lanes for eastbound traffic at Barlow Street and Park Drive.

The major north-south corridor is Garfield Avenue. In general, this roadway has two travel lanes in each direction and a center turn lane for its entire length within the neighborhood. The center turn lane is removed when the road crosses between the Cherry Capital Airport properties. The road has two right-turn only lanes for southbound traffic to access Cherryland Center, and to turn right onto South Airport Road.

Barlow Street/LaFranier Road comprises a major north-south corridor. From the south, LaFranier has two lanes and a steep downhill grade as it approaches the intersection with South Airport Road. Before the intersection, LaFranier widens to five lanes to allow access to several businesses near the intersection, having two travel lanes in each direction and a center turn lane. Across South Airport, LaFranier Road becomes Barlow Street and the road has six lanes, with an extra right-turn only lane for southbound traffic turning onto South Airport Road. Barlow Street then quickly narrows to the center turn lane and one travel lane in each direction, with wide shoulders on each side.



Roadway Network within the Study Area

Traffic Counts

The Michigan Department of Transportation (MDOT) collects traffic count data for its roads, also known as trunklines, and several non-trunkline federal aid highways, although the available years of the data varied. Traffic counts are shown for Garfield Avenue, South Airport Road, Barlow Street, Premier Street, Woodmere Avenue, Keystone Road, and Park Drive.

Trunklines and Non-Trunkline Federal-Aid Highways

MDOT uses the term *trunkline* to describe all of the roads owned and/or maintained by the State including Interstates, U.S. Routes, and State Highways with an M- prefix, and which are the main recipients of federal funding. Other key roads can be designated as *non-trunkline federal-aid highways* and become eligible for some federal funding. Traffic counts are only available for these sets of roads and not for other local roads.



Traffic counts map

Road	Segment	Traffic Count
Keystone Road	South of Park Drive	4,611
Park Drive	Keystone Road to Premier Street	6,211
Woodmere Avenue	North of Premier Street	9,114
Premier Street	Woodmere Avenue to Barlow Street	8,790
Barlow Street	North of South Airport Road	10,675
South Airport Road	West of Garfield Avenue	33,505
South Airport Road	East of Garfield Avenue	12,602
Garfield Avenue	North of South Airport Road	26,371
Garfield Avenue	South of South Airport Road	23,620

Traffic counts table; data generally from 2000 to 2010

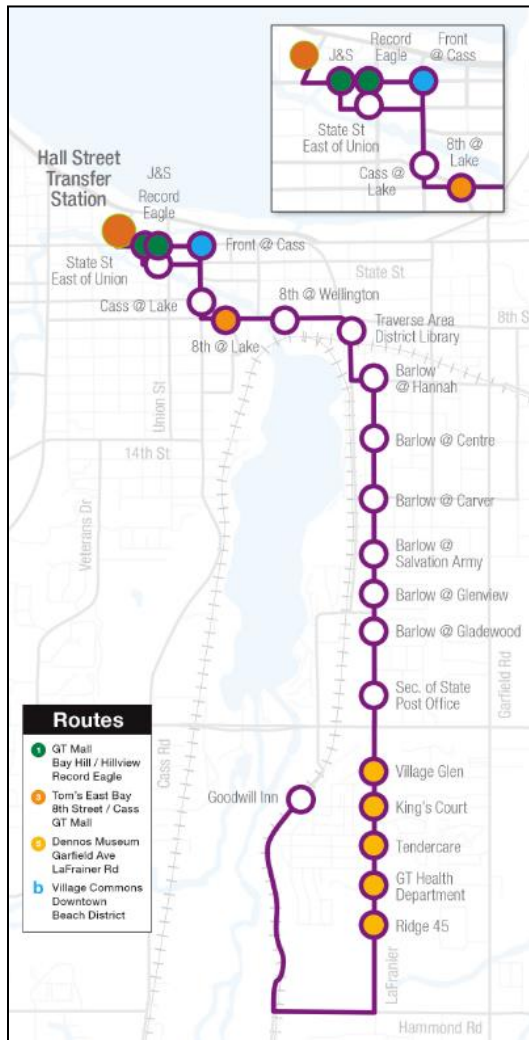
The two most heavily traveled roadway segments are Garfield Avenue north of South Airport, and South Airport west of Garfield Avenue. These segments connect major commercial businesses in the township to the east side of Traverse City.

Pedestrian and Bicycle Facilities

Throughout the entire neighborhood, there is a general lack of non-motorized infrastructure such as sidewalks and pathways. The Boardman Lake Trail, which links to other regional trails, connects to the neighborhood at South Airport Road and Park Drive, but there are no further connections with any other parts of the neighborhood.

Transit

The Bay Area Transportation Authority (BATA) provides bus service to the Traverse City area. The neighborhood is served by two of the BATA City Loop routes. Route 2 begins at the Goodwill Inn and runs on Keystone and Hammond to Barlow. The route has several stops on Barlow serving the neighborhood and connects to Eighth Street and Downtown Traverse City.



BATA Route 2



BATA Route 5

Route 5 begins at the Grand Traverse Mall and continues on South Airport to LaFranier. The route then serves LaFranier, Hammond, and Garfield Roads. Heading north on Garfield Road, this route connects the neighborhood to the County Civic Center and Northwestern Michigan College.

Utilities

Sewer

Municipal sewer and wastewater treatment services are available through an agreement with the City of Traverse City. The neighborhood has several sewer mains running through it including a 12-inch main along Barlow Street and LaFranier Road; 10-inch mains on Garfield Avenue, Park Drive, and east-west on Forestlane Drive and Linwood Lane, and 8-inch mains on South Airport Road, Barlow Street, Woodmere Avenue, and Premier Street.

Water

Municipal water service is available through an agreement with the City of Traverse City. There is a 16-inch water main along South Airport Road, a 12-inch main on Barlow Street and parts of South Airport Road and Garfield Avenue, 10-inch mains on parts of Garfield Avenue and Park Drive, and 8-inch mains throughout most of the rest of the neighborhood.

Natural Gas and Electric

Garfield Township is served in its entirety by DTE Energy for natural gas. The Township has three different electric service providers including Traverse City Light and Power, Consumers Energy, and Cherryland Electric Cooperative. The Barlow Garfield neighborhood primarily receives its services from Traverse City Light and Power.

High-Speed Internet

The Traverse City region has several different internet service providers from which customers can choose. Three of the service providers are generally available in the Barlow Garfield neighborhood: AT&T, Spectrum, and EarthLink.

Demographics and Economic Trends

The following is an analysis of demographics and economic trends in the study area, using data from many sources including the decennial Census, American Community Survey, and ESRI. Specifically, ESRI Business Analyst was used to estimate demographic data for the neighborhood. The Business Analyst tool allows for the analysis of custom geographic areas and can be used to compare different neighborhoods to each other.

Data from the US Census Bureau

The *decennial Census* is an actual enumeration of the U.S. population every ten years. The *American Community Survey* (ACS) is an ongoing, recurring survey and gathers additional demographic information such as housing, income, educational attainment, employment, and more. The ACS is not an actual enumeration, but rather uses sampling techniques to provide more frequent data about communities.

What is ESRI?

Founded as the Environmental Systems Research Institute, *ESRI* is a software company that supplies geographic information system (GIS) mapping products primarily under the banner of ArcGIS. ESRI also compiles demographic and market data from several sources, and has GIS analysis tools available to analyze this data for custom geographic areas.

Community Profile

According to ESRI estimates, the neighborhood has a population of 1,017 in 2019, an increase from 813 in 2000 and 922 in 2010. The 2024 projected population is 1,071. The average household sizes have increased from 1.93 in 2000 and 2.12 in 2010 to 2.16 in 2019, with a projected increase to 2.17 by 2024. The increase in population and household size may indicate new families being formed or moving into the area, though the household size may indicate singles or couples without children.

The estimated median household income is \$34,909 in 2019 and projected as \$39,092 in 2024. The estimated median home value is \$131,452 in 2019 and projected as \$145,430 in 2024. These points reflect the reality that the neighborhood is home to a lower-income population as compared to other neighborhoods of the township. The median age has risen from 40.8 in 2010 to 43.6 in 2019, with a projected rise to 44.7 in 2024 reflecting a broader aging population trend.

Demographic Information (current estimate)	Barlow Garfield Neighborhood	Garfield Township	Grand Traverse County
Population	1,017	17,436	91,807
Average household size	2.16	2.34	2.51
Median household income	\$34,909	\$44,226	\$58,229
Median age	43.6	38.6	42.8

Demographic comparison between the neighborhood, Township, and County

The economic profile also includes consumer spending information including the spending potential index (SPI). The SPI measures how much a group of people spend money in different industries as compared to the national average. An SPI of 100 indicates spending levels near the national average for that industry. For each industry, the neighborhood ranges from an SPI of 63 to 77, meaning the people in the neighborhood only have 63-77% of national average spending power.

ESRI Retail MarketPlace Profile

ESRI uses data about consumer spending and retail sales to create an estimated market profile for a defined geographic area. This profile includes information on demand, the amount of money spent by people living in the area, with supply, the amount of money earned by businesses located within the area. These two numbers are used to calculate the retail gap. A positive gap means that there is potential for a new business in that industry to open in the area, but currently people leave this area to spend money in that industry. A negative gap means that businesses earn much of their revenues from people outside the area, but may experience economic hardship if people outside the area stop coming to their business.

A Retail MarketPlace Profile was analyzed for the study area and an “influence area” roughly defined as a 5-minute drive from Cherryland Center. The retail data was from 2017 when Sears, Kmart, and Younkers were all still operating, and therefore the data is skewed to show many negative retail gaps. However, both the study area and the influence area indicated a strong positive retail gap for grocery stores, indicating that there may be potential for a grocery store to thrive in the area by serving those people living within the area. A more detailed market study would provide a clearer indication of an opportunity to develop a grocery store in this neighborhood.

Industry (sample)	Demand	Supply	Retail Gap
Automobile Dealers (study area)	\$1,744,328	\$13,185,561	-\$11,441,233
Automobile Dealers (influence area)	\$12,710,427	\$118,887,567	-\$106,177,140
Home Furnishings Stores (study area)	\$124,104	\$2,324,153	-\$2,200,049
Home Furnishings Stores (influence area)	\$880,035	\$8,866,007	-\$7,985,972
Grocery Stores (study area)	\$1,653,999	\$509,736	\$1,144,263
Grocery Stores (influence area)	\$12,072,500	\$4,925,184	\$7,147,316
Department Stores (study area)	\$1,109,583	\$51,609,455	-\$50,499,872
Department Stores (influence area)	\$8,048,235	\$63,073,000	-\$55,024,765

Sample of industries from Retail MarketPlace Profile analysis

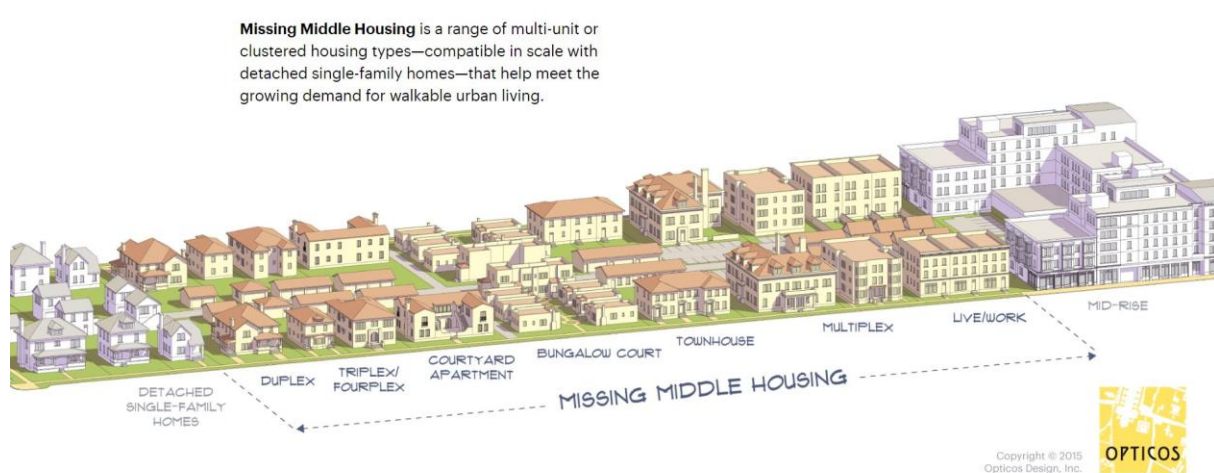
Housing Market Analyses

Target markets are identified to distinguish between different groups of people with similar lifestyles and preferences. These markets can be used to analyze specific demographic groups in terms of the preferences they exhibit for housing and other consumer choices. Examples of these target markets include the ESRI Tapestry Segmentation and Experian Mosaic USA consumer lifestyle groups. The full Housing Market Analyses are included in Chapter 3 of this Existing Conditions Report.

LandUse USA completed target housing market analyses in 2014 for the ten counties in Northwest Michigan. These analyses focused on twelve target demographic markets that show preferences for attached housing units in an urban format and estimated the demand for “missing middle” housing to meet these preferences.

“Missing Middle” Housing

The term *“missing middle”* describes housing that has a higher density per unit than single family homes, but a lower density per unit than apartments. Examples include duplexes and triplexes, bungalows, townhomes, and live/work homes (see graphic below). Missing middle housing can provide a variety of housing options for a neighborhood, and can be built to be compatible with surrounding development patterns.



Example of missing middle housing

Part of the LandUse USA analysis focused on Garfield Township as a whole. It concluded that of the twelve target demographic markets showing preferences for attached housing units in an urban format, the Township could potentially absorb 482 new housing units in a conservative scenario or 1,150 annual new units in an aggressive scenario.

Upon reviewing new residential building permits issued since the start of 2014, Garfield Township has added about 1,000 new residential units over the last five years. This is about 40% of what the study predicted the Township could absorb in a conservative scenario, suggesting that there is still unmet demand for housing especially within these demographic groups.

The ESRI Tapestry Segmentation allows for an analysis of custom geographic areas and was used in this report to analyze the Barlow Garfield neighborhood. The ESRI data describes the “life mode” groups in terms of socioeconomic traits and “urbanization” groups in terms the type of community whether urban, suburban, or rural.

Almost all people in the Barlow Garfield neighborhood were identified as part of one demographic life mode group characterized by singles, renters, people at the beginning of their career, or retirees. This life mode group is also part of the Metro Cities urbanization group, which reflects the location of the neighborhood between the core city of Traverse City and the suburban and rural portions of Garfield and other townships.

The Metro Cities urbanization group contains several other life mode groups, many of whom might want to live in a neighborhood like Barlow Garfield. Most of these life mode groups contain similar demographics to those people who are already living in the neighborhood, especially singles, seniors, and smaller households, suggesting that the neighborhood has strengths from which to build on for future housing development.

Indicators of Economic Stability

Some data can help indicate the economic stability of a neighborhood. Stability, in this case, means that the neighborhood can weather the ups and downs of the economy and that property values are stable, vacancy rates remain low, and neighborhood residents have a sense of community. Some of the most stable neighborhoods often have traditional development patterns and a community focal point like a shared public gathering space. This report looks at two indicators of economic stability: land value per acre and walkability.

Land Value per Acre

One measure used to estimate the economic strength and potential opportunities in a neighborhood is through an analysis of the land value per acre. Determining the land value per acre allows for the comparison of properties with different uses and parcel sizes. Assessed value per acre describes the actual value of the properties in a neighborhood. The taxable value per acre describes the impact of properties on the tax base.

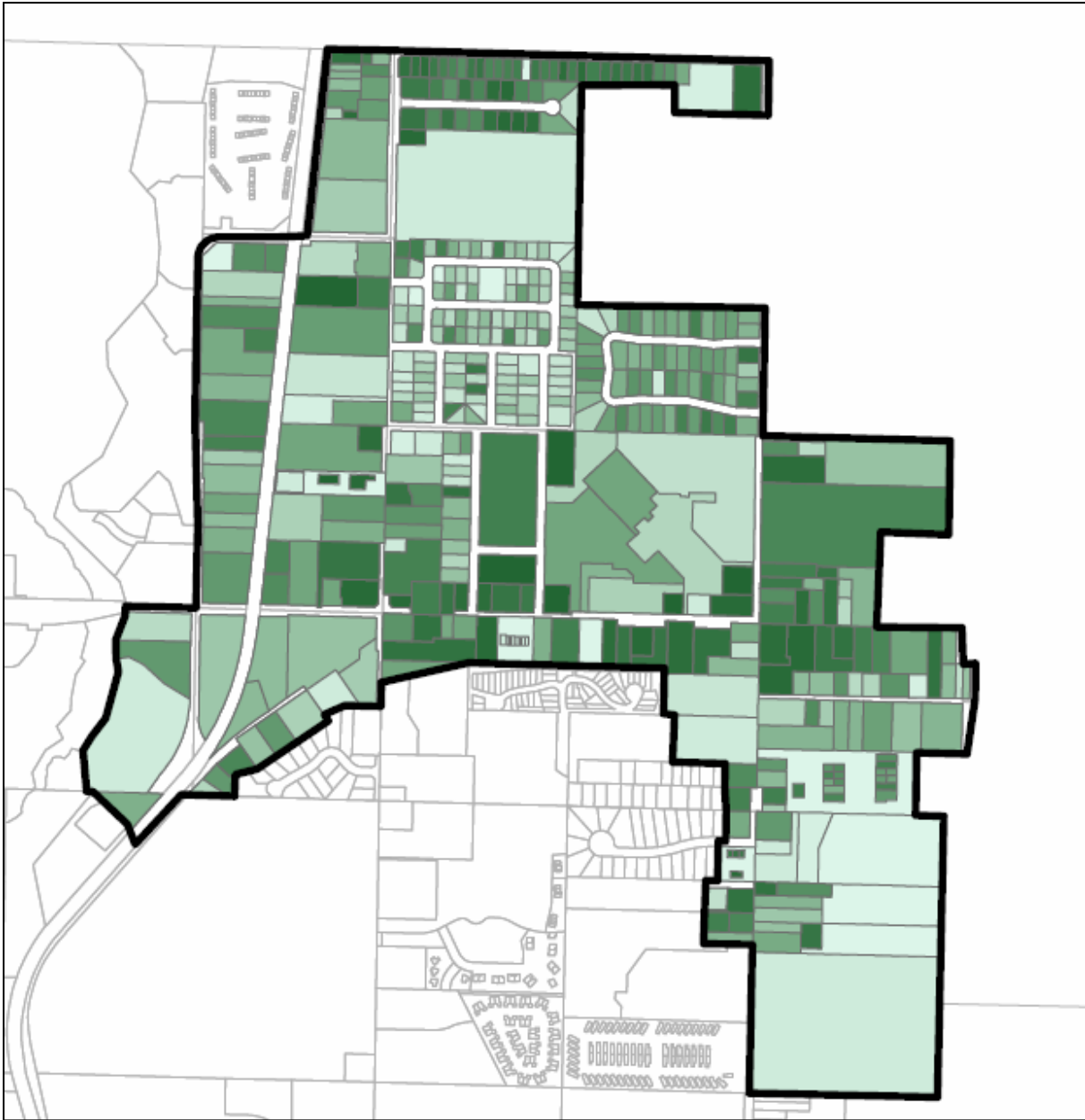
Looking at Township assessing data, the parcels within the Barlow Garfield neighborhood averaged the following in per acre value in 2006, 2010, 2014, and 2018:

Year	Approximate Land Value per Acre
2006	\$197,000
2010	\$184,000
2014	\$100,000
2018	\$110,000

Land Value per Acre in study area

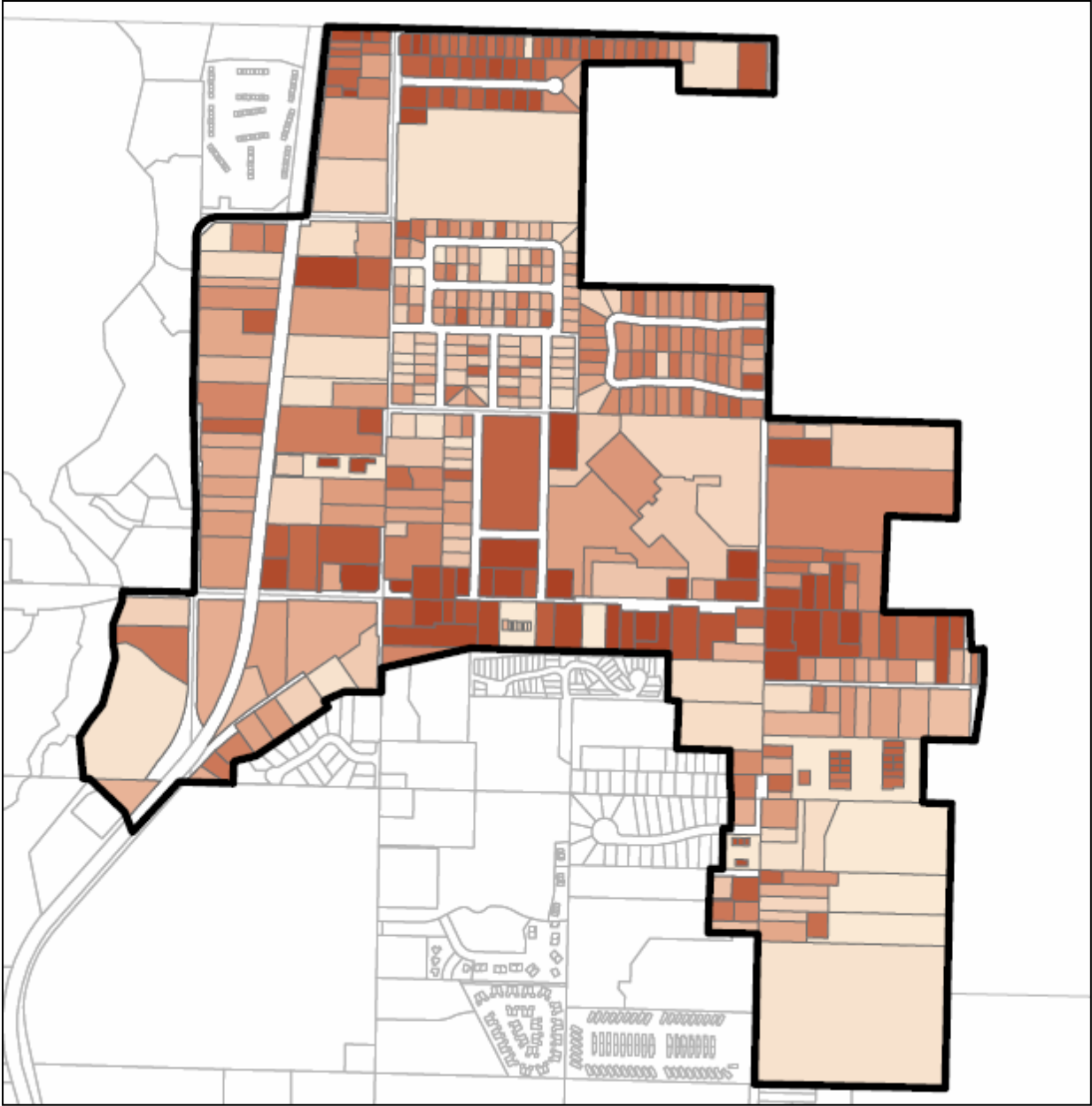
Between 2006 and 2010, the neighborhood saw a slight decrease in the average land value per acre as the U.S. recession began, a trend which had accelerated by 2014. Land values had slightly recovered by 2018, but were still far below the 2006 values. The neighborhood includes the Cherryland Center properties which have been underperforming and include several vacant spaces, thus contributing to the lower average land value per acre.

Maps describing taxable value per acre and assessed value per acre for the neighborhood in 2018 are shown on the following pages, with darker colors representing higher values.



Taxable Value per Acre

Values of individual properties may vary widely and a range of values may indicate different levels of land affordability in a neighborhood. Large parcels with low values per acre may indicate significant development opportunities or potential site development constraints such as wetlands.



Assessed Value per Acre

The most valuable land per acre includes the commercial entities on South Airport and the industrial properties on Robinwood Court. Larger sites such as the vacant portions of Cherryland Center may represent key investment opportunities.

Walkability

The walkability of a neighborhood refers generally to how well the infrastructure, land uses, and the design of the neighborhood accommodate walking as an activity. Places where walking is common have a strong neighborhood character, allow people to accomplish many common errands on foot, and often have well-used public amenities. One indicator of walkability, Walk Score, is analyzed for the Barlow Garfield neighborhood in the following section.

Walkability as an Indicator of Economic Stability

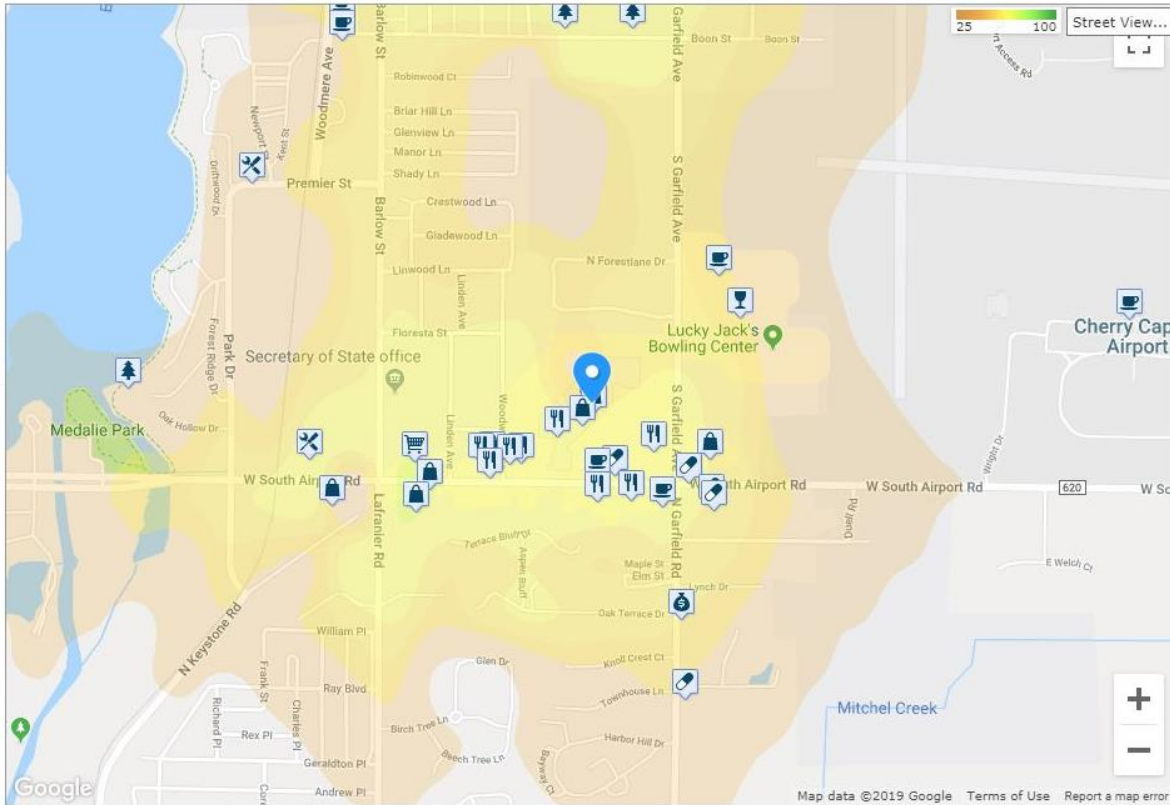
Walkability describes how well a neighborhood allows for walking as an activity. Walking is seen as a highly desirable activity and many of the best-performing real estate markets around the U.S. include neighborhoods with excellent walkability. According to a recent study from the Center for Real Estate and Urban Analysis, *Foot Traffic Ahead 2019*, showed that there is a high demand for walkability in neighborhoods, including both urban and suburban places.

Walk Score

Walk Score is an online service that provides data on the accessibility of walking, biking, and transit for a neighborhood. These data sets include indices from 0 to 100 for each mode of transportation, with scores closer to 100 being more accessible. The walkability index for any particular place takes into account how close that location is to common destinations including businesses, entertainment venues, parks, and schools. Despite its name, the Walk Score index does not account for sidewalks and roads or other infrastructure conditions, or availability of specific housing types. Walk Score is generally available by address, and the following table shows several different locations in the study area and locations from around the region for comparison:

Walk Score

Walk Score is an index measuring the walkability of an address or neighborhood, and based on the proximity of specific amenities such as stores, parks, and schools. Amenities within a quarter mile of an address are awarded maximum points, with the points decreasing between a quarter mile and one mile. No points are awarded for amenities more than one mile away. The quarter mile distance represents a common short walking distance, although Walk Score does not account for the condition or availability of sidewalks or other infrastructure.



Sample Walk Score heatmap for Cherryland Center (darker color indicates higher Walk Score)

Location	Walk Score
Cherryland Center	32
Secretary of State Office	55
South Airport and Woodward	54
Grand Traverse Athletic Club	38
Cherry Capital Foods	46
Grand Traverse County Health Department	19
Serra Toyota	56
Walgreens (South Airport and Garfield)	45
Grand Traverse Mall	43
Walgreens (US 31)	37
Family Fare Supermarket (Rose and Eighth)	73
Union and Eighth	86
Downtown Traverse City	83

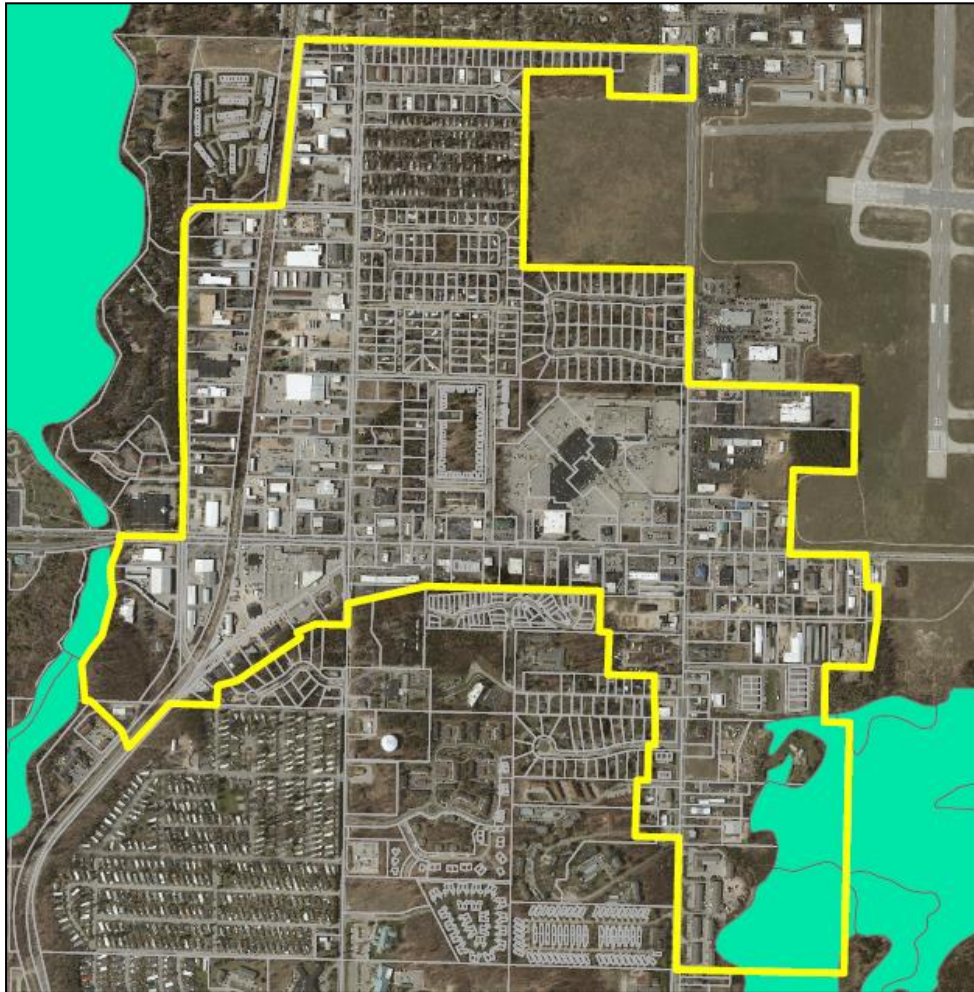
Sample Walk Score data for sites within neighborhood and around the region

South Airport Road and Barlow Street have many different businesses and destinations in proximity. However, these corridors lack a complete sidewalk system, and most nearby housing is further away from these roads. Improving the neighborhood infrastructure would let residents take advantage of their proximity to businesses and destinations. Redevelopment may also bring additional businesses and destinations as well as new housing units to the area.

Environmental Conditions

Wetlands

There are relatively few wetlands in the neighborhood. The area is uphill from the Boardman River and Boardman Lake, and most of the wetlands and wetland soils are contained to lands immediately surrounding these water features. The only other wetland areas in the neighborhood along Garfield Road south of South Airport Road, behind and downhill from buildings along the road.



Wetlands (shown in green) as indicated by National Wetlands Inventory

Parks and Open Space

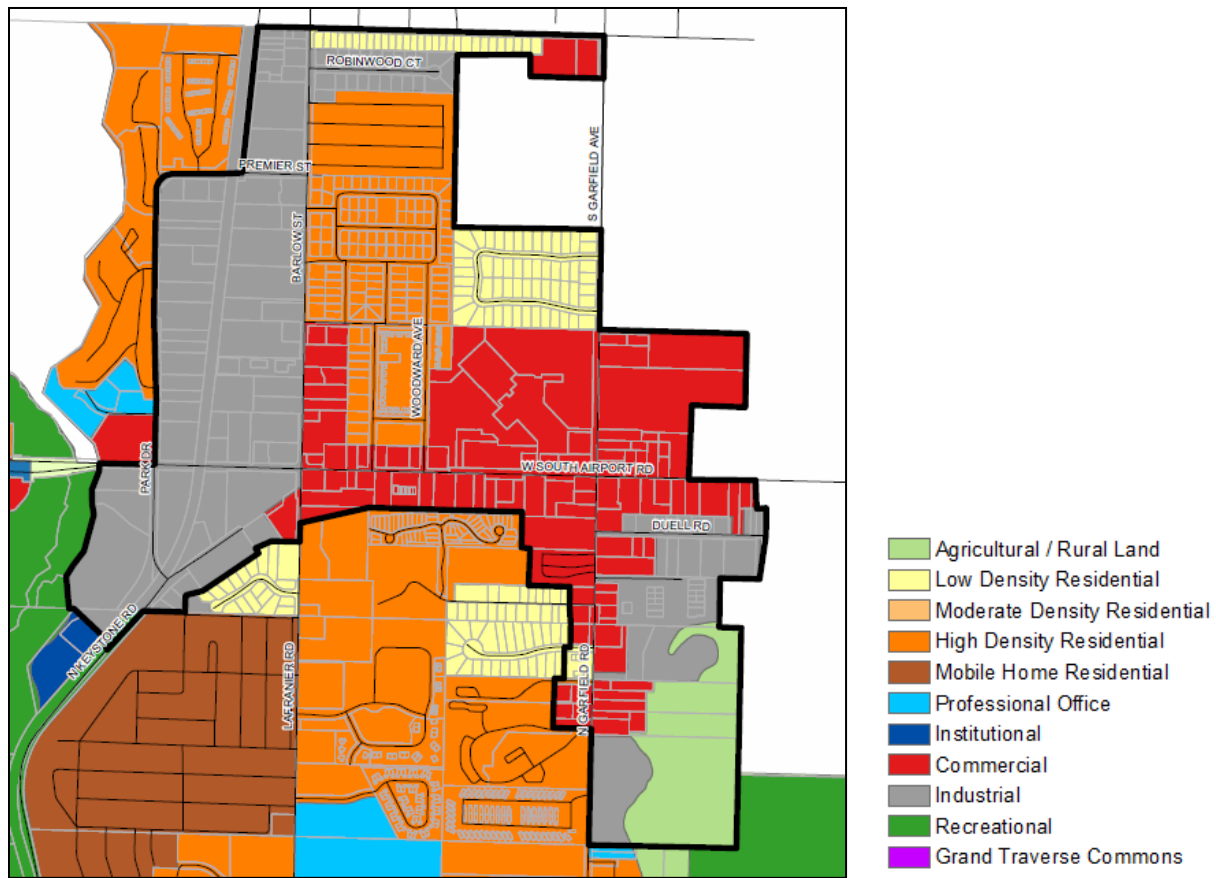
The neighborhood lacks any significant parks or open space areas. The nearest parks and recreation areas are all west of the neighborhood. These include Medalie Park, a county park on the shores of Boardman Lake, and the Boardman Valley Nature Preserve, a township park and natural area south of South Airport Road along the Boardman River. The Grand Traverse Bay YMCA, South Branch building is located next to Boardman Valley Nature Preserve.

Consistency with Existing Plans and Policy

Garfield Township Master Plan

Garfield Township adopted the Five-Year Master Plan on September 25, 2018. The master plan is intended to be a road map for land use decisions over the next five years and beyond. The master plan includes an overview of existing land use and an inventory of housing, transportation, natural resources, parks, and other characteristics of the community. This data, along with input from the public, influenced the future land use, zoning, and implementation plans.

The following map shows the future land use plan for the study area. Most of the study area west of Barlow is categorized as Industrial future land use. Parcels fronting South Airport, Garfield, and the east side of Barlow are categorized as Commercial. The rest of the study area is generally classified as either Low Density Residential (1-3 units/acre) or Moderate Density Residential (3-6 units/acre).



Future Land Use Map

The zoning plan explains how each future land use category corresponds to the zoning districts on the township's Zoning Map. The following table describes the zoning plan for the future land use categories in the study area.

Master Plan Designation	Current Zoning	Other Potentially Compatible Districts
Low Density Residential (1-3 units/acre)	R-1 Single-Family Residential	R-R Rural Residential A Agricultural
Moderate Density Residential (3-6 units/acre)	R-2 Two-Family Residential	R-1 Single-Family Residential R-3 Multi-Family Residential
Commercial	C-L Local Commercial	C-O Office Commercial
	C-G General Commercial	C-H Highway Commercial C-P Planned Shopping
	C-H Highway Commercial	C-G General Commercial C-O Office Commercial
	C-P Planned Shopping	C-H Highway Commercial
	C-O Office Commercial	R-1 Single-Family Residential A Agricultural
Industrial	I-G General Industrial	R-M Mobile Home Residential I-L Limited Industrial
	I-L Limited Industrial	I-G General Industrial

Zoning Plan for Study Area

The Master Plan also acknowledges the need to study several roadway corridors in greater detail, to outline opportunities for improving motorized and non-motorized efficiency and the built form of the roadway environment. Three of these corridors are in the study area.

West South Airport Road between Park Drive and Garfield Road

This entire corridor is located within the study area. As described in the master plan, the roadway is characterized by four travel lanes, a center turn lane, and many additional right-turn lanes. There are generally no non-motorized pathways along this section of the road. Some sites have a landscaping buffer between the parking lots and streets, but in many cases the parking lot paved area will extend into the right-of-way which reduces green space.

Garfield Road between Boon Street and Hammond Road

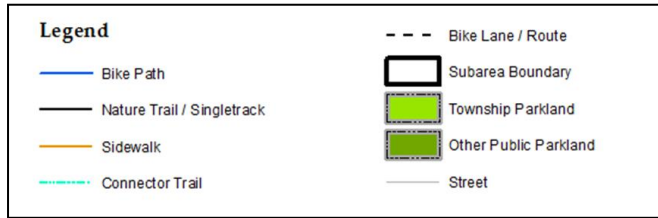
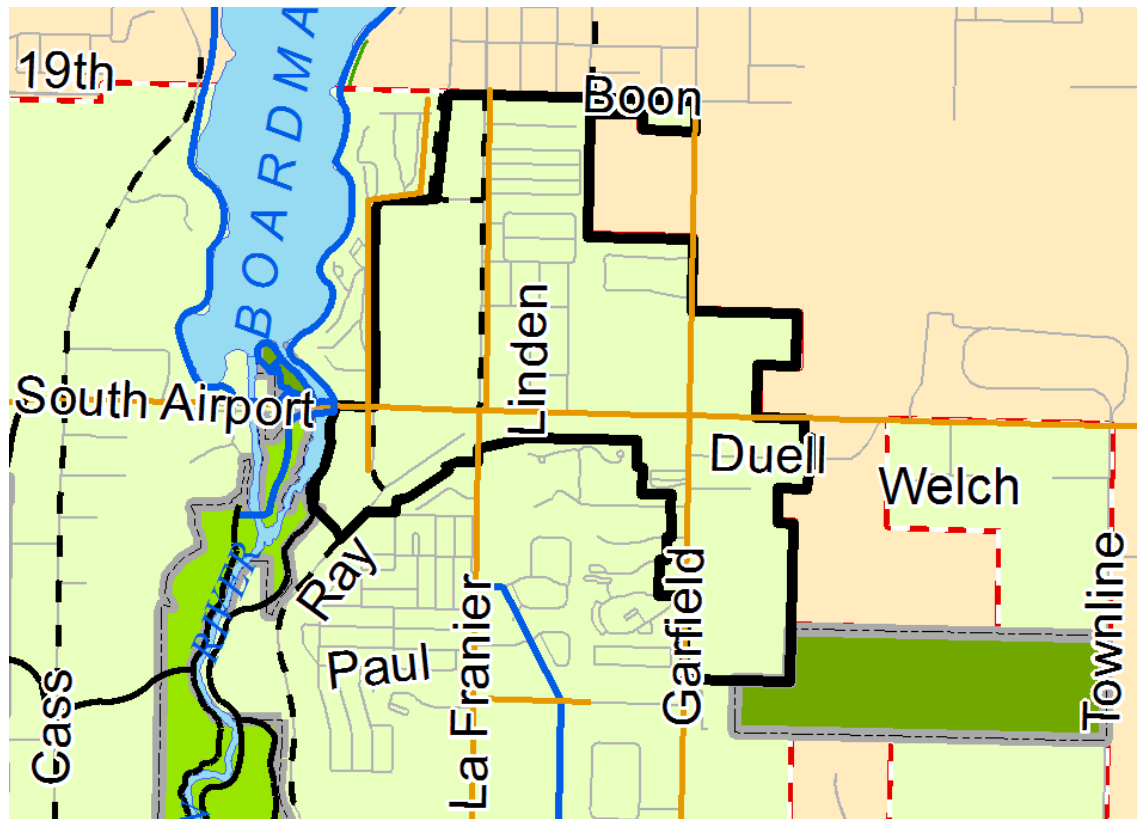
Most of this corridor is located within the study area, excluding the section from Hemingway Lane south to Hammond Road. This section of Garfield Road has a mix of uses including high-density housing, offices, retail, industry, and the Cherry Capital Airport. It is a regional arterial road which connects Traverse City to Kingsley and other locations further south. This section of the roadway has two travel lanes in each direction and a center turn lane. Challenges for this corridor include a lack of non-motorized facilities, access management, wetlands and streams, and property vacancies. Strengths include a variety of land uses and strong redevelopment opportunities.

Barlow Road between Boon Street and West South Airport Road

This entire corridor is located within the study area. This is a mixed-use corridor in close proximity to southeastern neighborhoods of Traverse City. On the west side of Barlow Road, there are many different mixed-use mostly industrial uses, and the east side of Barlow Road has mostly commercial and office uses. The corridor exhibits a high demand for non-motorized facilities, but currently the corridor does not have sidewalks or pathways. The north end of this segment also includes several residential areas, and encouraging affordable housing in this area is identified as a priority.

Master Plan – Non-Motorized Plan

The Non-Motorized Plan for the Township is included within the Master Plan. The non-motorized facilities prioritized for this neighborhood include sidewalks along Park Drive, Woodmere Avenue, Barlow Street, LaFranier Road, South Airport Road, and Garfield Avenue. Bike lanes or bike routes are also identified for Barlow Street, Woodmere Avenue, Premier Street, Park Drive, and Keystone Road. These facilities will connect the neighborhood with the regional non-motorized system.



Non-Motorized Plan from Master Plan; study area outlined in black

Master Plan – Implementation

The implementation chapter of the Master Plan describes the township’s priorities for achieving the goals and objectives outlined in the plan. Relevant priorities for this subplan include the following:

- Using zoning incentives, including density bonuses, to allow high demand housing types
- Encouraging a variety of housing types and densities, and mixed-use where compatible
- Collaborating with BATA to provide public transit service in densely populated areas
- Considering zoning regulations to require bus stops or bus shelters in new developments
- Advancing the Township’s complete streets initiative and non-motorized infrastructure
- Incentivizing new and infill development close to the core areas of the Township
- Researching the creation of specific redevelopment districts
- Creating subarea plans to focus on major corridors identified in the Master Plan
- Guiding the analysis and review of proposed zoning map and text amendments

Garfield Township Strategic Plan

From June to August 2019, the Township Board developed a strategic plan, overall vision, and goals for the township. This strategic planning process included an analysis of the strengths, weaknesses, opportunities, and threats (SWOT analysis) facing the township, which then led to the development of a vision statement, mission statement, and goals. This plan is meant to help fulfill the township’s long-term vision, carry out its mission, and meet the goals for the Township Board and staff.

Vision Statement

The Charter Township of Garfield is...

- a vibrant, thriving, safe community served by a fiscally stable, efficient government
- a place where the Boardman River and Silver Lake are testimonies to the local value of clean water
- a livable and memorable community interspersed by beautiful parks and connecting trails
- a regional economic center where interconnected transportation and infrastructure systems allow for smooth traveling and flow of commerce
- a leader in meeting regional challenges

Mission Statement

As neighbors, we work together to create a community where our residents and businesses thrive, our natural resources are protected and enjoyed, our visitors are welcomed and appreciated, and our high quality of life is promoted

Goals

1. Identity

Develop a strong identity that conveys the character and values of the community to the region and beyond

2. Economic Development

As part of a regional hub in Northern Michigan, promote Garfield Township as a great place for business development and job opportunities

3. Public Safety

Support collaborations which promote public safety including police and fire services

4. Parks and Trails

Foster a system of high-quality active and passive parks connected by trails

5. Water Quality

Make water system improvements and support environmental conservation efforts to protect water quality

6. Housing

Provide for a balance of housing choices with a variety of housing types

7. Transportation and Infrastructure

Invest in transportation and infrastructure which support high-quality development

8. Partnerships

Participate in local and regional partnerships to advance community interests

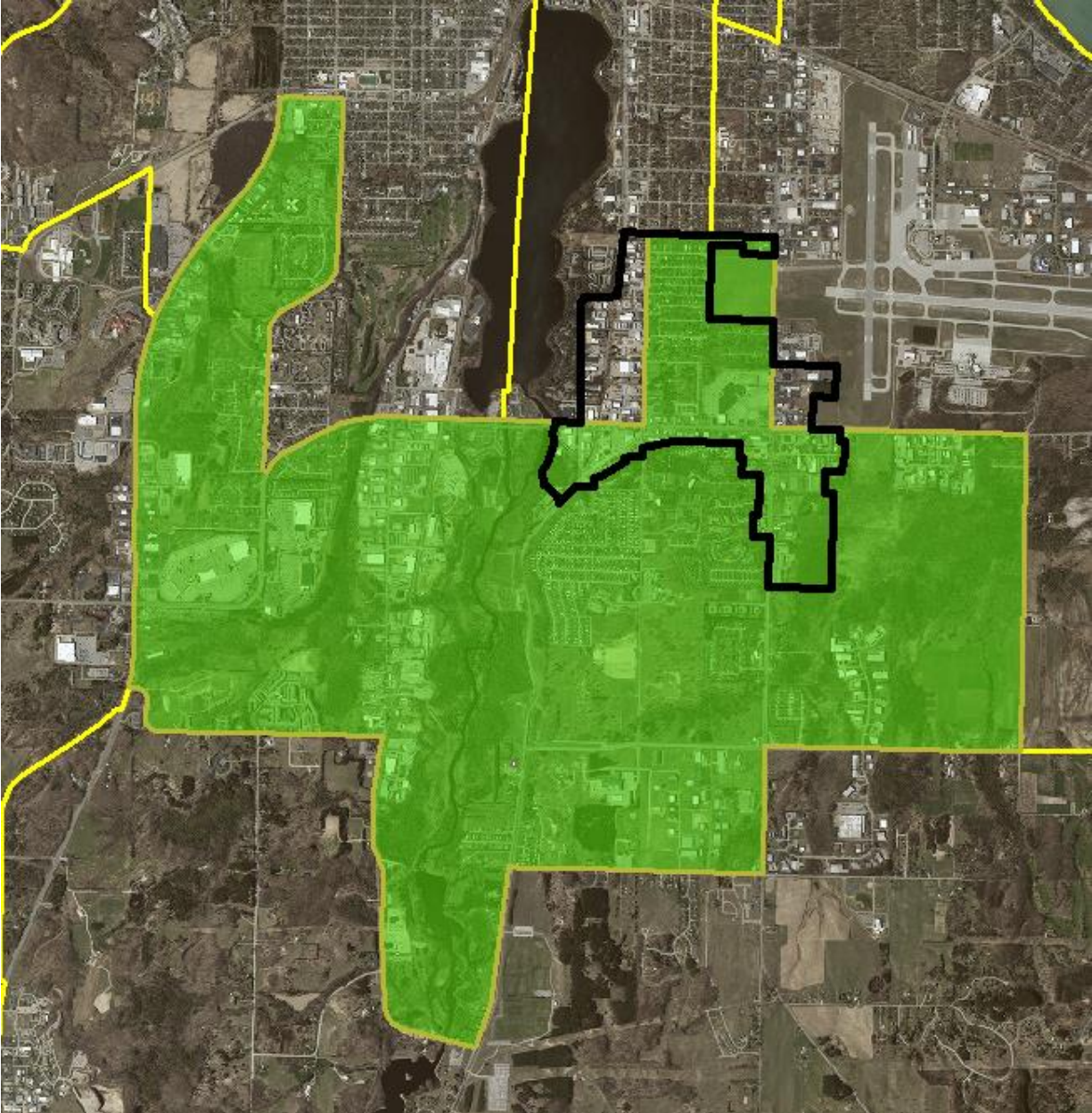
9. Fiscal Responsibility

Deliver effective public services to the community and operate with fiscal efficiency

Inventory of Resources

Opportunity Zone

The Opportunity Zone is a national program designed to spur investment in economically distressed neighborhoods using private funding. Investors in a property in an Opportunity Zone are eligible to benefit from incentives allowing them to reinvest taxable gains on a sale (the “rollover gain”) into an Opportunity Fund and defer counting the gain as income through the end of 2026.



Opportunity Zone highlighted in green; study area outlined in black

The Opportunity Zone in Garfield Township consists of Census Tract 5513. Within the study area, the Opportunity Zone includes the entire area defined by Boon Street, Barlow Street, South Airport Road, and Garfield Avenue, and also all of the land south of South Airport Road. This zone has an average lower median household income, higher unemployment rate, higher poverty rate, and higher rate of renter-occupied housing units than Garfield Township overall or Grand Traverse County.

Tax Increment Financing

Communities can use Tax Increment Financing (TIF) as a tool to help fund public improvements in redeveloping neighborhoods. TIF captures the increase in taxes from development activities to help fund public improvements in the near-term, and uses the ensuing tax revenue to pay for these public improvements over the long-term. Two TIF resources that may be helpful in this neighborhood are the Corridor Improvement Authority (CIA) and Brownfield Redevelopment Authority (BRA).

The CIA is designed to help facilitate development and investment in establish commercial districts by using TIF to make capital improvements. These improvements may include sidewalks and other public amenities, water and sewer infrastructure, building rehabilitation and construction, and other improvements to the land. To qualify, the district must be adjacent to a road classified as an arterial or collector road, have been in existence for at least 30 years, have at least 51% of existing first floor space classified as commercial, and other factors.

The BRA uses TIF to fund the cleanup of properties for redevelopment including properties which are contaminated, blighted, historic, functionally obsolete, or owned by a land bank. The local BRA is run by Grand Traverse County, which works to qualify the eligible environmental activities for tax recapture benefits while developers are ultimately responsible for the projects. The BRA helps guide developers through a seven-step Brownfield Redevelopment Process.

3. Housing Market Analyses

Several target markets are identified in this section to distinguish groups of people who have similar lifestyle characteristics and preferences. Examples of these include the ESRI Tapestry Segmentation and the Experian Mosaic USA consumer lifestyle segmentation.

2014 Housing Market Analysis

LandUse USA completed target housing market analyses in 2014 for the ten counties in Northwest Michigan. These analyses focused on twelve target demographic markets that show preferences for attached housing units in an urban format, estimated demand for “missing middle” housing to meet these preferences, and considered other factors including migration into and out of the region. The twelve target markets are described as follows:

Target Market	Description
C12 – Golf Carts, Gourmets	Upscale retirees and empty-nesters in comfortable communities
K40 – Bohemian Groove	Older, unattached individuals enjoying settled urban lives
L41 – Booming, Consuming	Older empty-nesting couples and singles enjoying relaxed lives in small towns
L42 – Rooted Flower Power	Mid-scale baby boomer singles and couples rooted in established suburban communities and approaching retirement
M45 – Infants, Debit Cards	Young, working-class families and single parent households living in small established, city residences
N46 – True Grit Americans	Middle-aged, lower middle-class households in town and country communities located in the nation’s midsection
O51 – Digital Dependents	Mix of Generation Y and X singles who live digital-driven, urban lifestyles
O55 – Family Troopers	Families and single-parent households living near military bases
Q62 – Reaping Rewards	Relaxed, retired couples and widowed individuals in suburban homes living quiet lives
Q65 – Senior Discounts	Retirees settled in metro apartment communities living frugal, sensible lives
S68 – Small Town Shallow Pockets	Older, down-scale singles and empty-nesters living in modest, exurban small towns
S70 – Tight Money	Middle-aged, lower-income couples and divorced individuals in transitional small town and exurban apartments

For Garfield Township, this analysis showed an annual market potential of adding 482 new housing units in a conservative scenario and 1,150 annual new units for these target markets in an aggressive scenario. The potential annual demand was primarily for the renter-occupied units, with 394 in the conservative and 972 in the aggressive scenario. Potential demand for new owner-occupied units is 88 in the conservative and 178 in the aggressive scenario. The following shows the potential annual demand for these target markets for the Township in an aggressive scenario:

Target Market	Existing	Potential Annual: Conservative	Potential Annual: Aggressive
C12 – Golf Carts, Gourmets	0	0	0
K40 – Bohemian Groove	937	190	466
L41 – Booming, Consuming	43	6	12
L42 – Rooted Flower Power	248	4	10
M45 – Infants, Debit Cards	18	4	10
N46 – True Grit Americans	430	16	36
O51 – Digital Dependents	278	134	308
O55 – Family Troopers	171	60	150
Q62 – Reaping Rewards	206	6	12
Q65 – Senior Discounts	504	34	82
S68 – Small Town Shallow Pockets	99	6	12
S70 – Tight Money	63	22	52
Total	2,997	482	1,150

The above analysis shows that of the twelve target markets analyzed for the entire region, Garfield has about 3,000 households that fit their description, and could potentially absorb 482 to 1,150 of these household types annually. Specifically, the target markets which are the strongest in Garfield Township include singles and smaller households such as Bohemian Groove, Digital Dependents, Family Troopers, and Senior Discounts.

Upon reviewing new residential building permits issued since the start of 2014, Garfield Township has added about 1,000 new residential units over the last five years. This includes 356 single-family homes, 32 multifamily homes, 441 apartments, and 190 mobile homes. This is about 40% of what the study predicted the Township could absorb in a conservative scenario, suggesting there is still a large unmet demand for housing especially within these demographic groups.

ESRI Tapestry Segmentation

The ESRI Tapestry Segmentation was used explicitly to analyze the Barlow Garfield neighborhood. The Tapestry Segmentation data from ESRI describes neighborhoods using both demographic data and socioeconomic traits. The life mode groups correspond roughly to socioeconomic groups and the urbanization groups correspond roughly to the type of community whether urban, suburban, or rural. The Tapestry Segmentation for the neighborhood contains three segments:

Segment	Percent	Life Mode Group	Urbanization Group
Old and Newcomers (8F)	98.1%	Middle Ground	Metro Cities
<i>(Singles' lifestyles, on a budget, neighborhoods in transition, renters, people just beginning their careers or retiring)</i>			
Set to Impress (11D)	1.7%	Midtown Singles	Metro Cities
<i>(Young, working class, living in large multiunit apartment complexes, majority single person or nonfamily households)</i>			
Heartland Communities (6F)	0.2%	Cozy Country Living	Semirural
<i>(Semirural, semiretired, older householders, primarily homeowners, embrace the slower pace of life)</i>			

The neighborhood is almost all composed of clusters in the Metro Cities urbanization group, which reflects the location of this neighborhood in this region, between the core city of Traverse City and the suburban and rural portions of Garfield and other townships. Metro Cities also contains several other Life Mode groups that may want to live in a neighborhood like Barlow Garfield, and many of these match the characteristics of the target markets from the regional housing study, including:

- Singles and smaller households (ESRI groups In Style (5B), Emerald City (8B), Front Porches (8E), Young and Restless (11B), and City Commons (11E))
- Senior living (ESRI groups Retirement Communities (9E) and Social Security Set (9F))

4. Township Engineer Review

The Township Engineer, Jennifer Hodges, PE, of Gourdie-Fraser (GFA) conducted the following preliminary review of the public infrastructure in the Barlow Garfield Neighborhood Plan:

The greatest impact to the public infrastructure will be caused by changes to the use / redevelopment of the available properties within the Barlow Garfield Neighborhood. The Plan identifies the following areas of potential changes in use / redevelopment.

1. Cherryland Center – Largest redevelopment potential and impact on public utilities. Plan encourages mixed-use, higher density development with both residential, commercial and recreational uses zoned.
2. West Side of Barlow Street – Light Industrial uses to continue.
3. East Side of Barlow Street – Primary residential use to continue with some commercial uses permitted between Floresta and South Airport.
4. Garfield Avenue and South Airport Road (East of Barlow) – Commercial uses to be maintained and improved.
5. South Airport Road (West of Barlow) – Maintain Industrial Uses
6. Non-motorized network – Expansion and improvement of sidewalks and non-motorized trails across the Planned Area.

STORM WATER MANAGEMENT

- Cherryland Center, Area 1, has existing storm water management facilities located in the rear/ northwest corner. The continued use of the existing system needs to be confirmed as its complexity is unknown and will likely need to be adjusted to fit the final build-out. Redevelopment of Area 1 will be required to maintain its storm water drainage on-site based on the current Ordinance rules and sized for final build-out. Encouragement of green infrastructure and low-impact design is recommended for Area 1.
- Continued development within Areas 2-6 are required to maintain storm water on-site per the current Ordinance. This method will continue.
- Holistically, the Plan's road drainage facilities could be reviewed to see if regional storm water management is applicable. If applicable, regional storm water management offers the infrastructure to ease the cost and land burden for development of Areas 1-6 to meet the storage and quality standards. This could be constructed as road projects are completed.

NON-MOTORIZED NETWORK

- The plan indicates significant potential to update the sidewalk and non-motorized trail networks. These improvements can have significant grading, space, and access issues to construct along South Airport and Garfield.

- There was some mention of cross-access agreements within the commercial area to eliminate curb cuts, such as along the south edge of South Airport. This would be helpful to eliminate instances where pedestrian / non-motorized users cross vehicular users.

PUBLIC UTILITIES

The following sections describe the current sanitary and water infrastructure available and the possible impacts of redevelopment of the Cherryland Center property, Area 1.

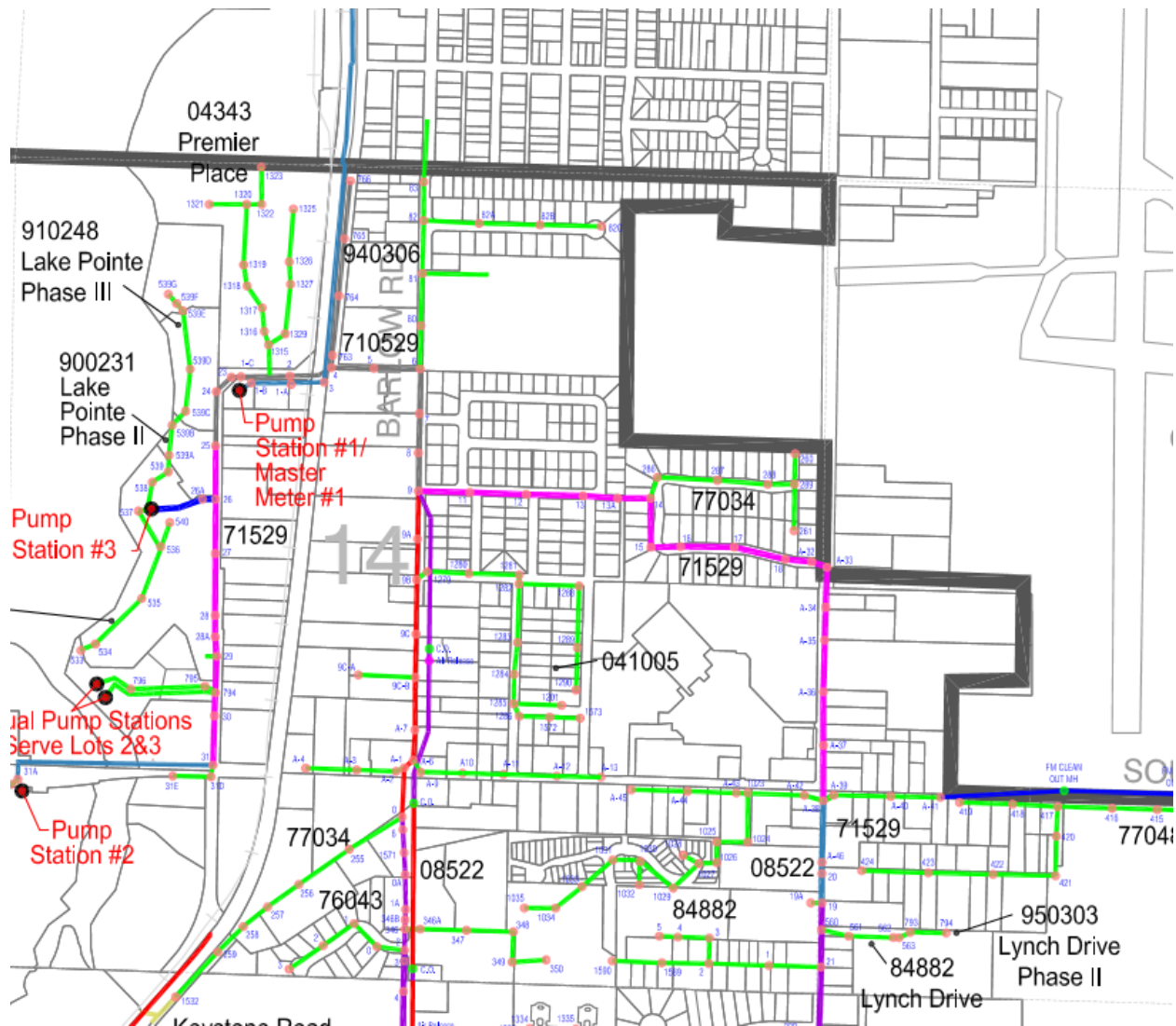
SANITARY SEWER SYSTEM

Stations

The Garfield Township sanitary sewer collection system is divided up into eight (8) distinct service areas, designated by name according to the primary trunk line running along the respective road. The Barlow / Garfield Corridor is serviced by the Garfield Road Service District. Flow generated from the area follows the gravity sewer system north along Barlow and to Premier Street and discharge into Garfield Lift Station No. 1. The capacity of the collection system transporting the flows from this development is restricted by Pump Station No. 1. Substantial upgrades to Garfield Lift Station No. 1 in 2005 provided increased capacity to the station and it capable to handle flows up to 2,700 gpm. The lift station is currently experiencing peak flows of approximately 1,450 gpm as based upon the capacity analysis / flow monitoring that was completed by GFA in 2006 and in 2018. Based on our review, the existing lift station is capable of handling an additional 7,200 benefits (REUS) that may generate from the prosed corridor plan. Negligible future capital improvements plans (aside from maintenance) are slated for this area and existing infrastructure is capable to accommodate future needs project in the plan.

Collection Piping

Ample networking of gravity sewer lines are present throughout the area with sizes ranging from 8 to 18” in diameter with the exception of Cherryland Mall area. Any piping that does exist within this parcel are private and function / size are unknown. The majority of the existing infrastructure installed was completed in the 1970s by the Township through a capital improvement project with more recent installations completed by private developments based upon needs. All existing trunk lines have sufficient capacity to accommodate some growth with no restrictions or need for upgrades known. The Township had implemented the last upgrade in 2009 in this area to upsize a sewer line restriction at Duell Road. The only possible restriction would be the 18” segment of sewer along Barlow / Premier that has a remaining capacity of 450 gallons which can accommodate an additional 2,400 REUS. There are no specific capital improvement projects related to this area that have been identified by the Township in the near future. Any specific needs identify that arise from the corridor plan would be considered to benefit a limited / defined area and ownership to construct would be borne by the developer subject to approval by the Township.



WATER SYSTEM

Storage / Tanks

The Garfield Township water distribution system is divided up into five (5) distinct service districts with the limits defined by the existing infrastructure that services the users. For this corridor the area is serviced predominantly by the City District with a portion (in red serviced by the Birmley District).

The City District infrastructure is limited only to water distribution piping and receives its supply directly from the City of Traverse City from four (4) connections monitored by Master Meters as follows:

- 1) Cass Road at the City Limits (Cass Road Master Meter)

- 2) Garfield Avenue at the City Limits (Garfield Avenue Master Meter)
- 3) Townline Road and S. Airport Road (Townline Master Meter)
- 4) Barlow Street and South Airport Road (Barlow Street Master Meter).

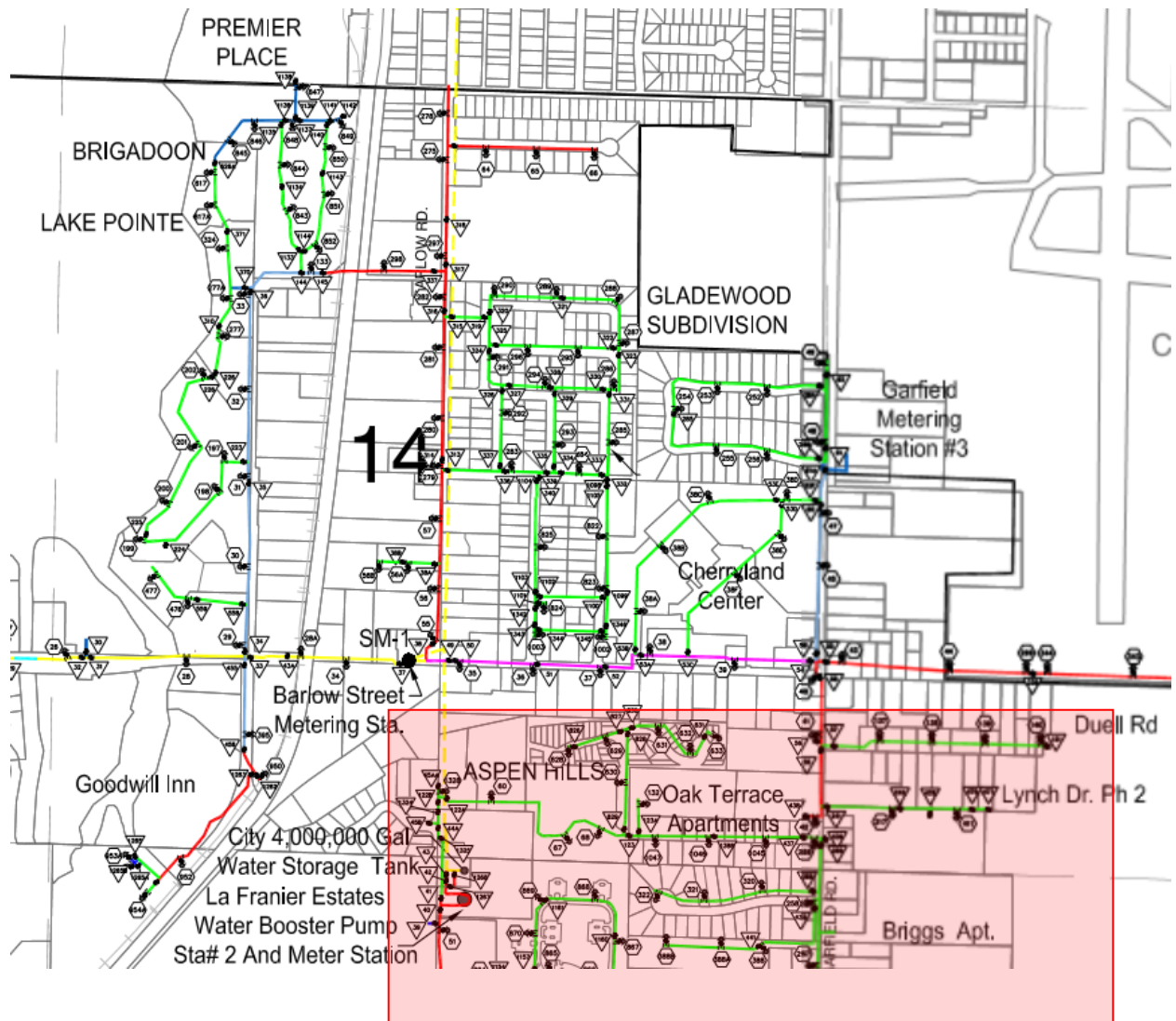
From these meters originate the transmission mains that also feed other Service Districts in the Township. These transmission mains receive their supply from the City's 4 and 2-million-gallon Ground Storage tanks located on LaFranier Road south of South Airport Road. This storage tank services all the users within the district by maintaining pressures and meeting their domestic and fire flow demands that range from 40-60 psi with available fire flows ranging from 1,000 to 6,000 gallons per minute. Minimal future capital improvements plans are slated for this area and existing infrastructure is capable to accommodate future needs project in the plan.

The Birmley District infrastructure is limited only to water distribution piping and receives its supply directly from the City of Traverse City's four (4) PLUS two (2) million-gallon storage tanks on LaFranier road. Pressure is supplied by the Birmley Estates Elevated Storage Tank and maintained by Booster Station #2 that are owned and operated by the Township.

Based upon information obtained from the 2019 Water Reliability Study and recent hydrant test data conducted by GFA, operating pressures range from 70 –90 psi with an available fire flow of approximately 2,500 gpm within the red area. The Township is in the process of planning a large capital improvement project to upgrade the existing booster station to address pressure and fire flow issues related to the developments near Tradition / Ashland Park. These upgrades will have minor impact to the red area where customers will see an increase in available pressure and flow. However, the infrastructure as is has sufficient capacity to meet needs in project plan.

Network Piping

Ample networking of watermain is present throughout the area with sizes ranging from 8 to 14" in diameter. The majority of the infrastructure installed was completed in the 1970s by the Township through a capital improvement project with more recent installations completed by private developments based upon needs. Specific to the Cherryland area there is existing internal looped piping available and accessible to accommodate extensions to provide adequate flow and pressures for future proposed development. There are no additional improvement projects related to this area that have been identified by the Township. Any specific needs identified that arise from the plan would be considered to benefit a limited / defined area and ownership to construct would be borne by the developer subject to approval by the Township.



Barlow Garfield Neighborhood Plan
Appendix B – Results of Public Engagement

Acknowledgements

Board of Trustees

Chuck Korn Supervisor
Jeane Blood Law Treasurer
Lanie McManus Clerk
Molly Agostinelli Trustee
Steve Duell Trustee
Denise Schmuckal Trustee
Dan Walters Trustee

Planning Commission

John Racine, Chair
Pat Cline
Chris DeGood
Steve Duell
Robert Fudge
Joe McManus
Joe Robertson

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I. Public Input Session and Online Survey

The Township held a public input session for the Barlow Garfield Neighborhood Plan on Monday, October 21, 2019 at 6:00 PM at the Grand Traverse County Health Services Building. There were about 20 people in attendance. Township Staff began the session with an overview of the planning process and the existing conditions report.

Before beginning the visual preference survey, attendees were asked if they lived within the Barlow Garfield neighborhood, in the surrounding areas of Traverse Heights (in the City of Traverse City) or along LaFrainer Road, or elsewhere. Where attendees live was reflected by the following:

Where attendees live	Percentage of attendees
Within Barlow Garfield neighborhood	28%
LaFrainer Road / Traverse Heights	11%
Elsewhere	61%

Attendees participated in a visual preference survey designed to gauge reactions to different types of development, land uses, landscaping, and other design elements. These people were asked how well they thought each image fit within the neighborhood or portion of the neighborhood, based on the following scale. Participants were shown 18 different images.



Absolutely!



I like it.



**I could live
with it.**



No Way!

An online version of the visual preference survey was posted on the Township project website after the public input session. This survey received eight total responses.

The full presentation is shown on the following pages, including votes from attendees for all images. This is followed by the total combined votes from the public input session and online survey.



New housing construction - Aspen Pines on Floresta

Mentimeter



Recent housing construction - Carson Square

Mentimeter



Recent housing construction - Duplexes on Woodward

Mentimeter



Economic / retail challenges - Cherryland Center

Mentimeter



Mentimeter

New investment / Industrial - Cherry Capital Foods



Mentimeter

New investment / commercial - Serra Toyota



Mentimeter

Sidewalks / streetscape / public realm



Mentimeter

Sidewalks / streetscape / public realm



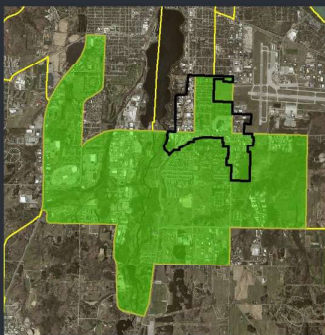
Mentimeter

Sidewalks / streetscape / public realm



ter

Sidewalks / streetscape / public realm



Mentimeter

Opportunity Zone



Mentimeter

Other considerations

- Ideal area for smaller household housing units
- Nearby investment - LaFranier & Traverse Heights
- Garfield Township Strategic Plan

Existing Conditions Report

To read the full report visit the project website:
[<http://www.garfield-twp.com/barlowgarfield.asp>]

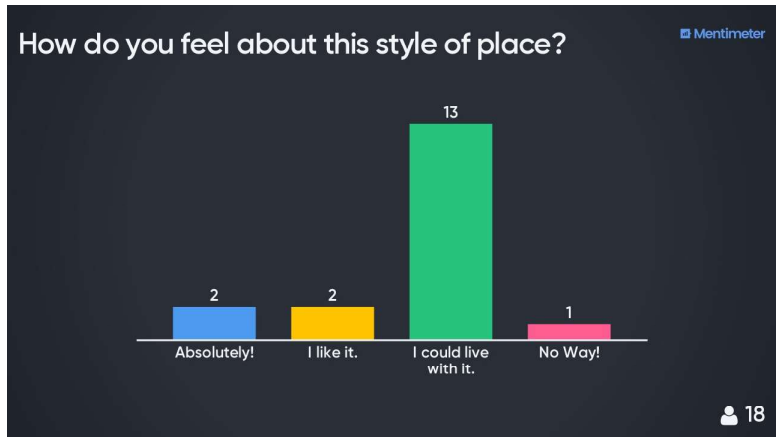
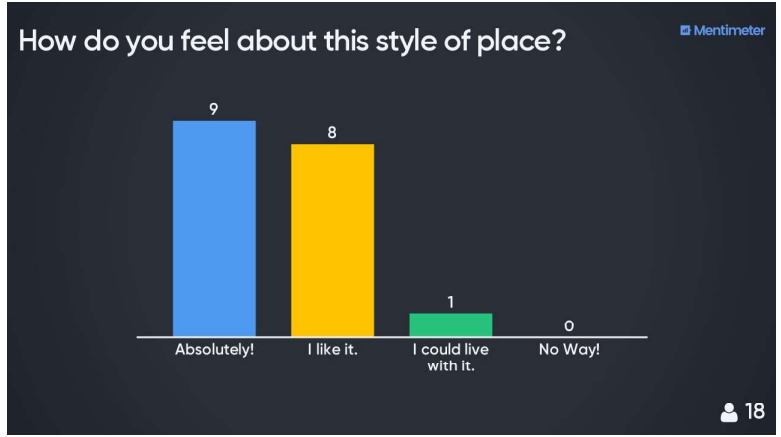
Where do you live?

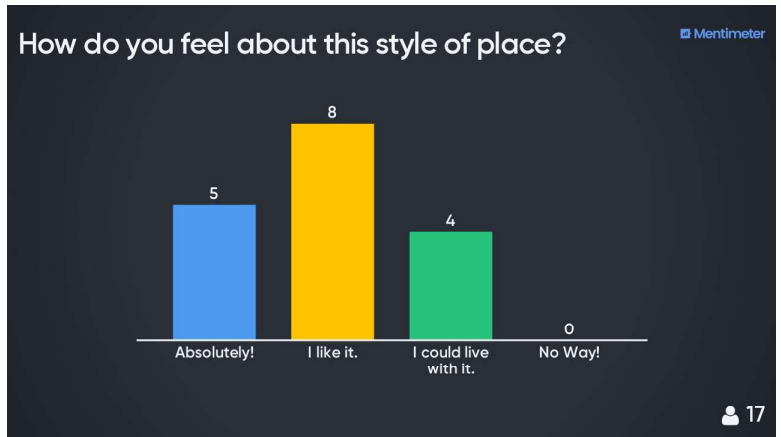
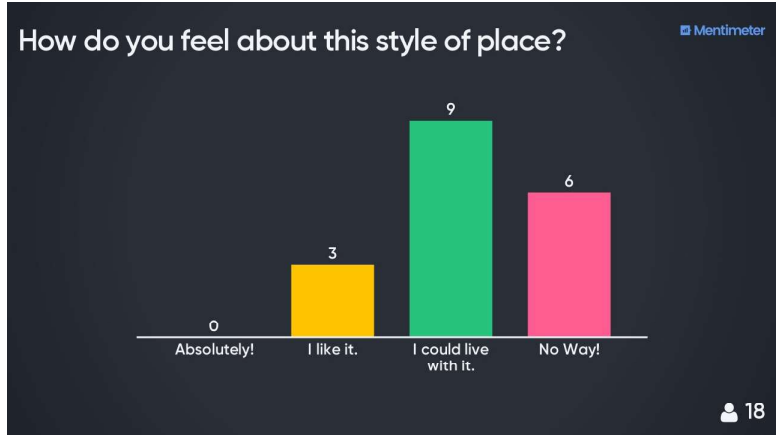


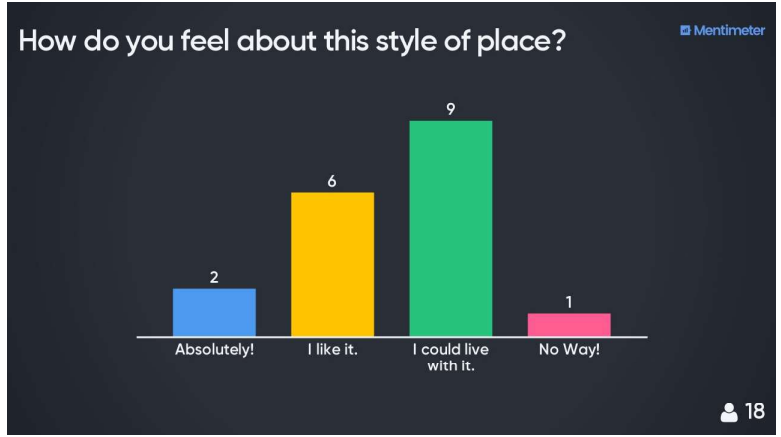
 Absolutely!	 I like it.
 I could live with it.	 No Way!

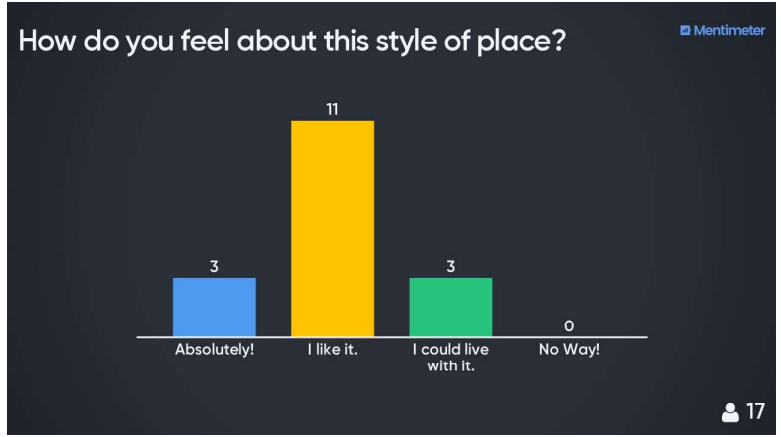
Visual Preference Survey

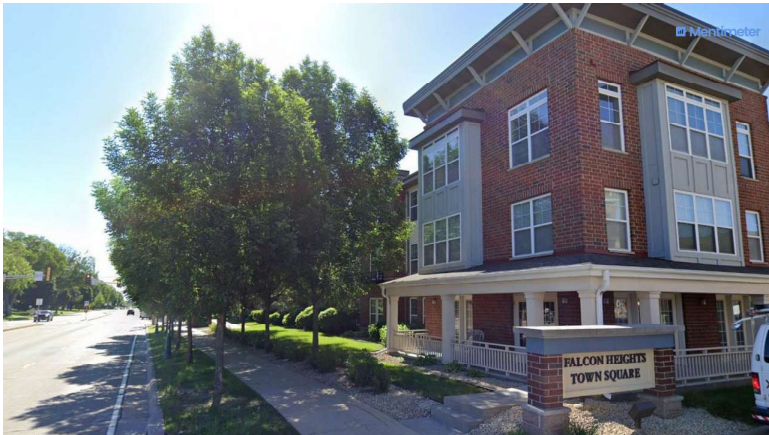
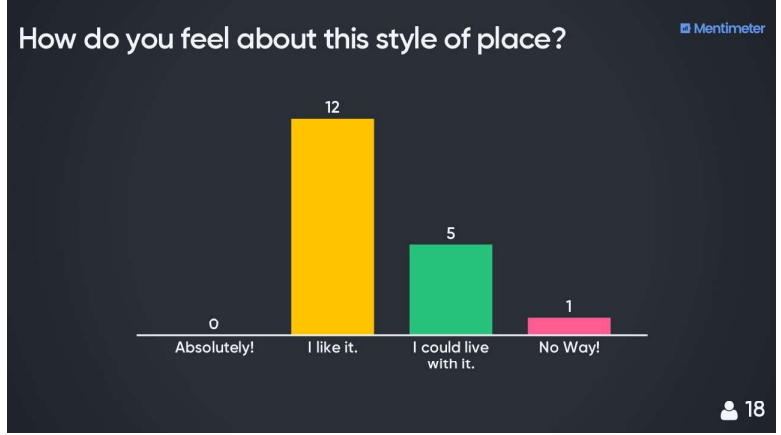
- Absolutely!
- I like it.
- I could live with it.
- No Way!

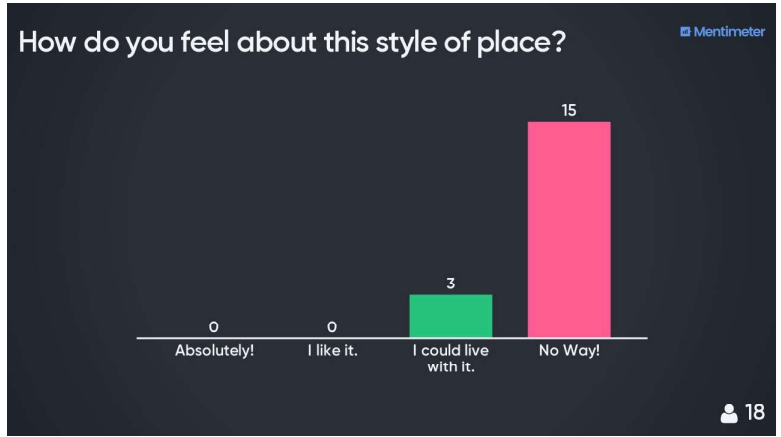
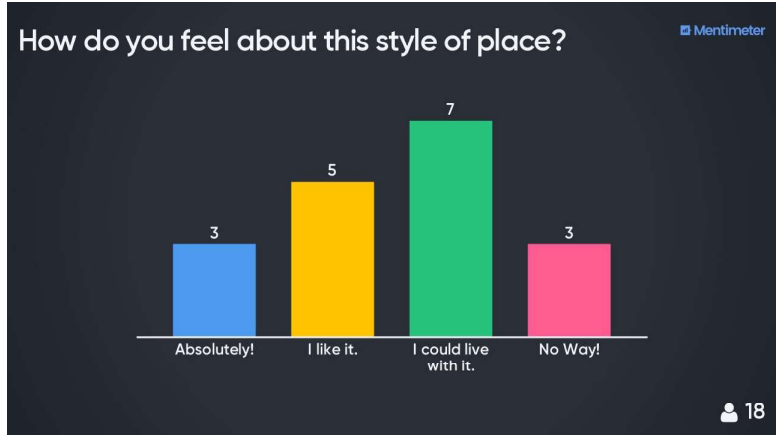


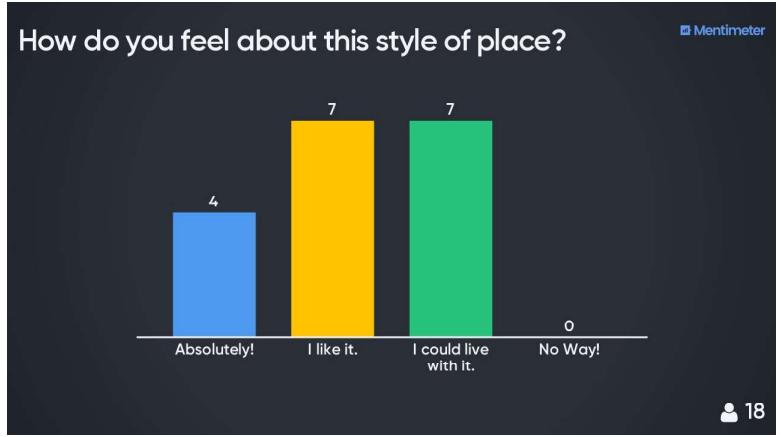
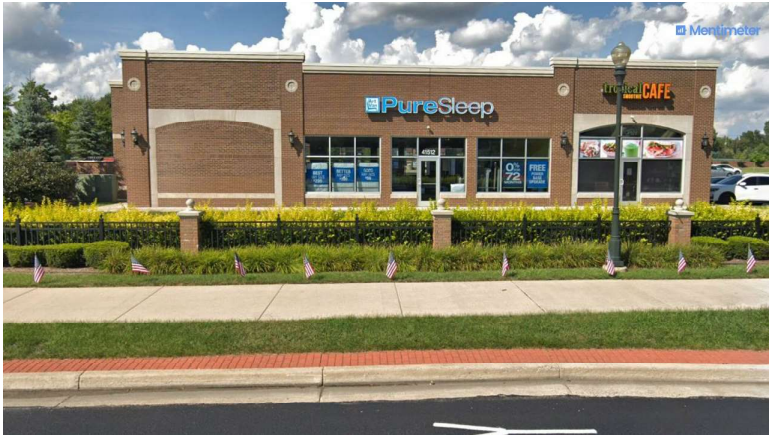


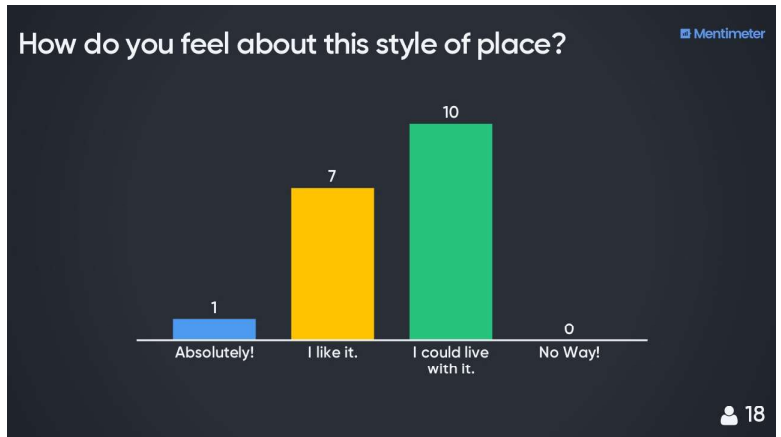
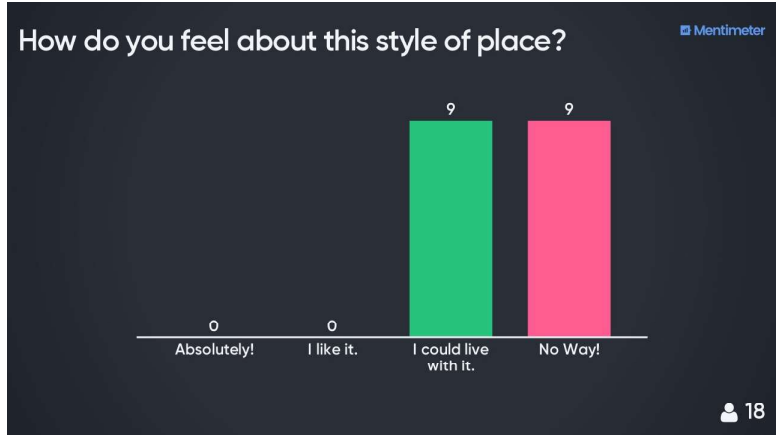












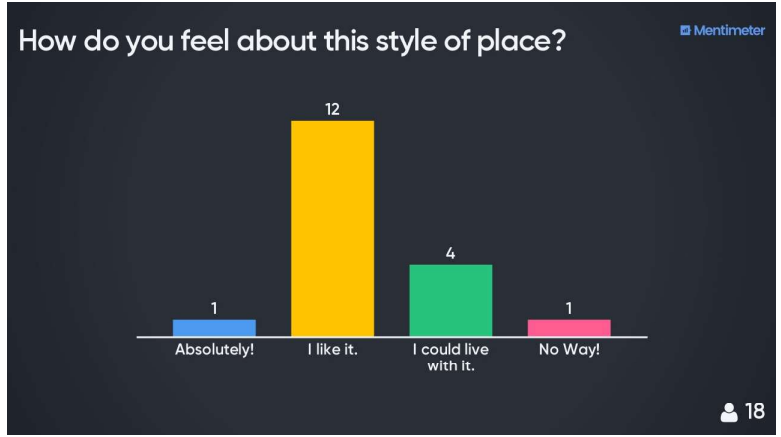


Image	Absolutely!	I like it	I could live with it	No way!	Total Votes	Weighted Score
#1	13	13	2	0	28	23.75
#2	3	5	17	3	28	16.00
#3	1	4	13	10	28	13.00
#4	7	12	7	1	27	19.75
#5	3	10	11	4	28	17.00
#6	1	4	13	10	28	13.00
#7	4	15	8	0	27	19.25
#8	0	7	14	7	28	14.00
#9	1	14	8	5	28	16.75
#10	6	11	11	0	28	19.75
#11	4	8	10	6	28	16.50
#12	0	0	6	22	28	8.50
#13	5	11	12	0	28	19.25
#14	2	11	12	3	28	17.00
#15	0	0	13	15	28	10.25
#16	1	12	13	2	28	17.00
#17	5	15	6	2	28	19.75
#18	3	12	9	4	28	17.50

Top Five Highest-Rated Images
Top Five Lowest-Rated Images

2. Survey of Property Owners

The Township mailed out a survey in late November 2019 to property owners in the neighborhood, with responses accepted until late December 2019. The survey asked three questions:

- What aspects do you like about the neighborhood?
- What aspects do you NOT like about the neighborhood?
- What changes would you like to see in the neighborhood?

The Township received the following responses to the survey:

What aspects do you like about the neighborhood?	What aspects do you NOT like about the neighborhood?	What changes would you like to see in the neighborhood?
Improved Garfield cooridor. Improved business landscape & lawn care. Neighbors improving homes w/remodeling.	Cherryland mall - need HOTEL for Airport Travelers & improve GREEN SPACE. I would offer to be involved in such a study for this use.	Street Scape Plan - bike paths w/improved lit streets. New lights needed for S. Forestlane/Mall could be a great attraction to resturants & businesses alike.
At this point none. Garfield township let me down. I look forward to moving out of it.	Lack of sidewalks. Inability to put up a fence to block the business' I now look at after the airports tree cutting.	More sidewalks & trees.
Minimal thgough traffic. Large areas of undeveloped space. Easy access to main road routes, at all hours. The occasional drive throughs by law enforcement. The people are nice enough.	plus/minus 80% of traffic does not stop at the STOP signs; ("my" corner-Linwood/Woodward Ave). Most drive well above the speed limit. Dilapidated mail boxes.	Fewer rentals/absentee landlords. More primary owners. Junkie mailboxes replaced with new(er) properly placed boxes. Thank you.
You addressd the light at Logans. Great!	S. Airport is a mess	Sidewalks along south airport complete path around Boardman Lake.
Everythingis so convenient	Yard is getting so trashy, Junk cars, two trailers on one lot Garfield township used to have some restrictions. Teens speeding in the neighborhood-STOP.	Clean up the neighborhood they put couches and chairs in their yard for the trash and they're there for 2or3 years it used to be clean area.
The trees! The 4 way stop at Boon & Barlow.	Cutting the trees down - too many rentals.	Replant the trees that were cut down! Less Rental, NO Roundabout.
Clean growth for lower priced housing.	Changes that have already been approved changed midway through development.	More open conversation with Garfield.
It's quiet most of the time.	Furniture everywhere + Park needs to be a park if there is a sign that says park. I would like to be able to burn sticks w/out Fire Dept.	I would like to have option of -bulk garbage picked up once a year. Ex. Couches, chairs, etc. so they aren't sitting in people's yards
Busy!	No sidelwalks	Sidewalks & more control on signage.
Retail and commercial area.	Too many visibly impaired bums wandering around.	More shopping! Fewer bums!
Proximity to main resources		More self storage, more apartments, senior housing
Shopping	Petty crime-small time criminal activities	Eradicate the vagrant population.
Commercial area with a lot of business activity.	Too many trailer parks and cheap apartments.	More commercialization.
The wooded area where we live.	No sidewalks. How the trailer parks are allowed to be junky. There doesn't seem to be any rules about how much stuff you can pile up in front on your trailer. Carson St Apt also have some people who seem to be unruly and loud-screaming. We are tired of calling the police to that place.	Making the neighborhood look nicer and appealing.

What aspects do you like about the neighborhood?	What aspects do you NOT like about the neighborhood?	What changes would you like to see in the neighborhood?
<p>It seems I have reversed where the "like" and "don't like" comments are suppose to be. My apologies. In spite of our list of concerns we love our location being close to shopping, our church and work. It is affordable for us to live here. We are also pleased with the staff of Garfield Township. We have interacted a few times and have been treated kindly and professionally. We want to be proud to tell people we live on Linden Ave but right now it doesn't feel that way.</p>	<p>Thank you for your efforts to make our neighborhood better. While we do like where we live we do have some concerns. We live on Linden Ave. There are several properties that are eyesores and neglected. One of those properties is on the corner of Barlow and Floresta. Broken windows, waist high grass and a collapsed fence. It is an invitation for drug use and certainly unsafe for the children in the neighborhood. Another is the corner of Floresta and Crescent St. Car parts, old snowmobiles and trash are littered over the entire property. We understand the income situation in the neighborhood but it doesn't take money to keep your property tidy. There are also active drug dealers. There have been arrests but it is still a big problem. When walking our dog we have found used syringes. Obviously a health hazard. There is also a park I believe between Gladewood and Crescent. We don't know if it is a Township park or not, the sign is unreadable. It is also not maintained and is a place for people to dispose of their garbage. It would be nice to take our grandchildren there. It is also the habit of many home owners to set used furniture by the street in the hope that someone would take it. It is often unusable and will sit for several months, even after the weather has finished it off. There are also several people who use burn barrels and firepits to burn their trash and furniture. We have called the fire department a few times. I have asthma and there are times I cannot go outside or have our windows open in the summer. There are also vacant properties that are neglected, in particular across the road from us at 1649 Linden. It has been a very active drug house and currently has a severe black mold problem. We have considered</p>	<p>We would like to see Garfield's junk ordinance enforced. I served on the Kasson Township Planning Commission in Leelanau County in the past and I know it can be a difficult task to enforce but it must be done. Perhaps the installation of street lights would help diminish the illegal activity that occurs at night.</p>
The Airport	No sidewalks	New sidewalks on Garfield Ave & Airport
Location location location	Traffic needs to slow down on S Garfield from Boon St to S Airport	I completed survey once and thought a light at city limits sign by GMC oil change might work but now I think it might be too close to the Cherryland center light, but instead of that would a drop in the speed limit from 45 to say like the rest of Garfield keep at 35 MPH from Boon St to S Airport would make it safer for all exiting and entering all the businesses and residents in Forestlane Sub.
Nothing	The deterioration of the Cherryland Mall	Changes must be made to the Cherryland Mall
Quiet & people seem to take care of their homes	Traffic	Get the Hartmen-Hammond by-pass done ASAP!!! Quit screwing around.....
Town location.	Too many squirrels!	Would like to see leaf pick-up, wifi added
Close to everything-shopping, transportation, hospital, library. Most neighbors easy to get along with.	Housing shacks the people that walk the streets are mostly trouble; drugs, crime, stealing bad area to live in this condition. Street are bad condition.	Junk=cars, garbage, appliance & other. Filth in yards even mobile homes that are unfit, be removed, this area is the ghetto of town.

What aspects do you like about the neighborhood?	What aspects do you NOT like about the neighborhood?	What changes would you like to see in the neighborhood?
I like that you are doing a survey. I don't like that all the trees were cut down in the trailer park by Airport. I rode my bike over there-it's awful! Plant trees to replace the one cut down.	Property owners who rent their property and don't follow thru with up keep and clean up	Better roads-sidewalks. Would like to see light industry or manufacturing; maybe build up the railroad for shipping & supply to this part of Michigan
We like the location. It's close to shopping & most of the services we use.	The old Kmart Plaza is empty-How about a grocery store in there?	Sidewalk/bike trail along Garfield Rd from Boon to S. Airport. Bike trail along Airport Rd. away from traffic (like 8th Street)
Locations	Deterioration of neighborhood. Roads in very poor condition.	Need to allow marijuana grows. Need to look at traffic flows an plan for the future.
Convenience to area shopping	Folks disrespecting area. Parking anywhere the please. Throwing garabe anywhere they please.	Junk ordinances enforced. Many junk unlicensed vehicles in yards. Old sofas in yards. Please help!
My peaceful, quiet neighborhood in the midst of hustle bustle of Garfield. Most responsible residents live here. Keep this development of 52 houses forever residenital. We have big trees here & it feeds the quality of air in the city. Never let this development become condemned & become commercial!!!	Enforcement & lack of subdivision ordinances as it pertains to property maintenance i.e, uncut lawns for weeks storage of undriveable autos, junk in yards etc.	Being in a mobile setting if folk are going to buy these units then rent them to section 8 to be assured of rent or renting in general they should be taxed as a business as that is what it is.
I live close to my doctors and grocery store. The neighbors are great and you can walk the dogs. The community in general helps one another with needs. The parcels allow us elbow room. Country living close to the city. I have affordable housing.	The section of Garfield Avenue from Cherryland Mall past Bill Marsh & up to Serra needs to have more police patrol-it is a drag strip!! A policeman told me he knew it was a drag strip but they don't have enough policemen to patrol it.	A sidewalk on Garfield would be great to walk, (at least towards S. Airport)
I want it to remain the quiet neighborhood that it is. You ca walk down Rose St. & leave your home unlocked when you go out shopping. Very friendly & quaint. Not too much traffic.	Limited sidewalks, no bike paths handicap accessible sidewalks	Property ordinances that are enforced. Police patrol on a regular basis. Solutions & movement on a plan for the empty Cherryland Mall property.
Close to Downtown TC. Close to food & shops.	There has been a lot of new development but the roads do not support additional traffic. Semis, large trucks and general traffic use our roads to avoid jams on S. Airport Rd. and our roads (as Statewide) are already crumbling...need repair.	The trailer park off of Barlow is run down & depressing. I have walked in there. It needs to be restored or condemned. Bike trail near Hannah & Garfield intersection could use an improved sign for safety in 25 mile/hr zone. Bike trail sign needed. Thanks
Great location; most houses kept up in good shape	To much clutter/debris outside of apartments. Needs more local enforcement.	Sidewalks, bike paths, handicap accessible sidewalk
Easy access to all parts of town.	Junk vehicles in yards; terrible to pull out onto Garfield (across from Bill Marsh Buick); hate yard sales.	Underground utilities to every home and road maintenance improved. Investors to make the old Cherryland Mall usable again, (possibly Motel for T.C. Airport patrons.) I would like to see gov. twnp. & county planners work together on traffic, roadways to support additional building.
This is extra income for me to live on.	Rundown-no bike lanes or sidewalks on Barlow St.	Not many if any at all. I'm pretty satisfied the way it is. Residential-no big stores. To be clear: I'm not going to sell my house I want to make that clearly understood
It is convenient to town or rest of community	High taxes and restrictions on business, lots of hoops to jump to get things done	New dog park.

What aspects do you like about the neighborhood?	What aspects do you NOT like about the neighborhood?	What changes would you like to see in the neighborhood?
Quiet	No leaf removal	Something done with Cherryland Center empty building; should be a grocery store on that corner; should be a time-limit for construction-goes on too long
I like our proximity to everything: both downtown and the south side of town are close. There are decent amenities around us, ranging from Big Lots, to fast food restaurants, to convenience stores. I also want to take a moment to thank you (Garfield Township) for *not* allowing U-Haul to come into the Cherryland Center. I very much appreciate how focused you were on the residents and the potential impact on us. Every township meeting write up I've read reiterates for me that you care about residential impact and are thoughtful with zoning accordingly. Thank you for looking out for us and asking for our input in this survey!	That they made me put my new home sideways when I own 4 feet on each side of me. Sorry not fare, zoning laws and my taxes increase.	Add sidewalks & bike lanes to Barlow. Bury above ground lines.
Great location, location, location. Need a traffic light at city limits sign at Bill Marsh oil change before someone gets killed.	I'm concerned by how much of Garfield has now become overrun with car dealership property. This lessens the character and community feel of our neighborhood. I also find it a bit frightening and challenging to walk or ride my bike around Garfield and South Airport. Even crossing at the lights there requires a bit of courage.	Some upkeep on roads.
Convenience for commercial use	Traffic in and out of Forestlane subdivision. There are 4 exits, entrances out of Bill Marsh, plus 2 for the bowling alley. There have been multiple accidents and serious injuries in this corridor. Traffic goes too fast to make safe left and or right turns because of multiple cars in and out of the dealership. Cars even get in center left turn lane forcing residents turning left facing north out of their lanes instead of hitting someone. Cars get into left turn lane also going south starting at city limits sign, where oil change is to go into the new car area which is a block away, it is very scary living in Forestlane and this would force cars to slow down a lot also. Don't need a roundabout Smile. just a traffic light. I've lived at 912 N Forestlane Dr for 51 years and hopefully my car won't be Tboned and me killed at my home intersection. Garfield officials please keep us in the loop with meetings, etc. so we can provide future input.	Cherry land Center Development
Central location	Anything that appears trashy and does not contribute to the neighborhood feel	Ditto
Good mix of residential and business	No curbs on Barlow St; need another light to slow traffic; Mobile home Park is sketchy	Fix park.

What aspects do you like about the neighborhood?	What aspects do you NOT like about the neighborhood?	What changes would you like to see in the neighborhood?
<p>The new 4- way stop on Boon and Barlow. I like the trees that remain. I like the two parks on Boon street. I like the little bit of sidewalk that there is.</p>	<p>Not a lot of public spaces. Would be nice to have parks</p>	<p>consideration given for turning Garfield and South Airport (as well as La Franier & South Airport) into a roundabout. As some of your county studies have shown, safety is significantly increased with roundabouts. People coming in from the south, on Garfield, are often flying right through that Garfield/S. Airport light. A roundabout would both force them to slow down and keep more traffic flowing through a critical intersection. I would like to see Cherryland Center turn into a community-focused offering. I recognize much of that is beyond your control (as you don't own it) but there is great potential for it to become an alternative farmer's market--similar to Detroit's downtown market. Where the TC downtown market currently blocks vendors from out of town, a market at the Cherryland Center could welcome them from any part of the state. This would bring our residents affordable food and produce. In the winter it could offer indoor activities, craft markets, etc. It could become a significant destination place for the county, and has the underlying infrastructure (Parking and property) to support it. A park could be added at the Cherryland Center, too. There could be a community garden plot, a park, and maybe a skating rink for the winter. I'd also like to see more sidewalks around our neighborhood and initiatives to make our entire neighborhood more walkable. This would help improve our community health in multiple ways: physically and mentally. People may be encouraged to develop relationships with their neighbors and be more invested in seeing the community thrive. Whatever can be done to help attract more small, affordable restaurants and fast food places would be great.</p>
	<p>I don't like that there are hardly any sidewalks, especially on Boon street, which cars use as a cut-through. It is very dangerous to walk down Boon street. I also don't like that the Boon street parks haven't been updated since the 70's. The slide is metal! Barlow could really use sidewalks and bike lanes!</p>	<p>See above reply Frank Greenlaw 912 N Forestlane Dr 49686</p>
		<p>More trees along street</p>
		<p>Change the above</p>
		<p>Need to find stores to fill up Cherryland Center. Worry that it could be a target for vandalism or vagrancy.</p>
		<p>I would like it to be more pedestrian and biker-friendly. Definitely more sidewalks! No more trees being cut down! I would like the parks on Boon street to be updated and be maintained. New slide, new structures!</p>
	<p>Way too much traffic!</p>	<p>Plan and build bridge over Boardman cut down on S. Airport Rd Bottleneck! Please Please Please</p>