



## Chapter Eight - Community Goals and Objectives

This chapter outlines and describes the collective vision for the future of the Bear Lake Community. This *Vision Statement* and the associated *Goals and Objectives* were developed through a broad-based, community planning process, involving both citizens and public officials. The *Vision Statement* incorporates phrases coined by the participants at several public planning meetings. The vision statement is the expressed future vision of the Bear Lake Community. The vision statement also conceptualizes the values upon which the goals and objectives are developed.

### **Vision Statement**

In 2030, the ***Bear Lake Community*** is a healthy mix of active farms, beautiful natural areas and rural residences surrounding a vibrant village with small town charm and modern amenities. The people of the ***Bear Lake Community*** are friendly, cooperative, and work together to support community events, preserve and rehabilitate downtown buildings, develop new businesses, and manage the area's agricultural and natural resources. From the pristine natural areas of the surrounding landscape to the lively streets of downtown, the ***Bear Lake Community*** offers residents and visitors of all ages, access to modern schools, a broad spectrum of services, healthy waterways, park and recreation facilities, a vibrant downtown, engaging community events, and employment opportunities.

### **Goals and Objectives**

The goals and objectives outlined in this chapter address several issues highlighted throughout the community-wide planning process. The goals and objectives were established by the Joint Planning Commission after considerable discussion concerning: the current social, economic and land use trends; the previous goals and objectives outlined in the 2002 Bear Lake Township Comprehensive Plan and the 1999 Pleasanton Township Land Use Plan; and the extensive public planning process including, a community-wide survey and three large public meetings. The goals and objectives are organized under six primary topics: General Land Use and Development; Downtown and Economic Development; Housing and Neighborhoods; Recreation and Tourism; Public Facilities; and Natural Resources and the Environment.



## **General Land Use and Development**

The primary focus of this topic is the geographic distribution and arrangement of land uses across the Bear Lake Community. Through planning and land use regulation, the community can limit land use conflicts, encourage harmonious development, and preserve a high quality of life. Census data reveals that the Bear Lake Community has and will continue to see very modest population growth. However, most of the residential development that has occurred has been concentrated in the Townships. Based on survey data and public comments, residents want to maintain the Bear Lake Community's rural character, small town appeal and preserve farmland and open space. At the same time, the community wants to preserve private property rights and provide development options for local land owners. Therefore the comprehensive plan promotes a pattern of land uses - current and future - that help to retain these characteristics.

### **Goal A.**

A rural community, including active farms, natural features and scenic qualities in most areas outside the Village that considers private property rights

#### **Objectives:**

1. Farming in the two Townships (including truck farming)
2. High density development in appropriate areas and open space preservation
3. "Agri-tourism"
4. Natural buffers around inland lakes, streams, wetlands and other sensitive natural resources
5. A clear and Enforceable trash and blight Ordinance
6. Rural roadways
7. Planned Unit Development (PUD) approaches to future developments
8. Protection of the rural historical assets of the community
9. Appropriate sign regulations
10. Aesthetically appealing commercial areas outside the Village that blend in with the rural character
11. Adequate buffering or screening around commercial and residential areas

### **Goal B.**

Joint planning and zoning that continually responds to community needs

#### **Objectives:**

1. A new joint zoning ordinance, adopted by the Village of Bear Lake, Bear Lake Township and Pleasanton Township
2. An accurate and up-to-date comprehensive plan
3. Greater awareness of land use issues facing the Bear Lake Community
4. Greater community awareness of tools and techniques that focus on land use planning
5. Citizens and key-stakeholders involved in planning and decision-making groups





## **Downtown and Economic Development**

This topic concerns community-wide economic development with a special focus on the Village of Bear Lake. Through land use planning and regulation, capital improvements and infrastructure investments and cooperative civic action, the community can encourage downtown and economic development while guiding the quality and character of that development. Based on survey data and public discussions, community residents are strongly in favor of new economic development in the Village, with a focus on service and improved cultural opportunities.

### **Goal A.**

Increased levels of economic activity and employment in and immediately adjacent to the Village of Bear Lake, emphasizing commercial development associated with human services, retail, tourist services, in-home businesses and resort development

#### **Objectives:**

1. Financial assistance from programs provided by state agencies for downtown development
2. New and existing businesses in downtown Bear Lake

### **Goal B.**

Key public utilities necessary to support current and increased commercial activity and residential development in the Village of Bear Lake and areas adjacent to the Village

#### **Objectives:**

1. Participation of the Village of Bear Lake in a clear plan and management entity for a new waste-water and storm-water management system
2. A wastewater collection and disposal system (sewer) in or near the Village of Bear Lake
3. An improved storm-water management system (sewer) in or near the Village of Bear Lake
4. An improved public water supply system in or near the Village of Bear Lake
5. Funding mechanisms to help pay for new infrastructure and utilities

### **Goal C.**

A more interesting, culturally active and aesthetically appealing downtown Bear Lake

#### **Objectives:**

1. Properly maintained and universally accessible sidewalks that provide a connection from residential areas to downtown Bear Lake
2. Additional local activities and events for participation by residents and visitors
3. Civic buildings located in downtown Bear Lake
4. Attractive civic amenities (e.g. crosswalks, light posts, trees and plantings and utilities) in downtown Bear Lake



## **Housing and Neighborhoods**

This topic focuses on housing and neighborhood characteristics. Based on public discussion and survey data, community members are interested in having some additional residential development in and near the Village of Bear Lake. Citizens have also expressed concerns that existing neighborhoods and new neighborhoods be attractive, close to services and well integrated. On the other hand, there is some interest in limiting the amount and placement of new, low-density residential development.

### **Goal A.**

Residential areas with strong neighborhood structure, access to services and strong property values

#### **Objectives:**

1. Limited incompatible and detrimental uses encroaching into residential areas
2. Limited residential development in flood plains, wetlands and important natural resource areas (“unique or special”)
3. Reasonable setbacks, minimum building sizes, appropriate lot configuration and quality construction for new development
4. Pedestrian, bicycle and automobile access to parks, schools, downtown and existing and future neighborhoods near the Village

### **Goal B.**

A modest increase in overall population and residential housing

#### **Objective:**

1. New residential development in and near the Village of Bear Lake
2. Additional housing for the community seniors





## **Recreation and Tourism**

This topic focuses on the related topics of recreation and tourism. Through planning and capital improvements and community organizing efforts, the community can develop new recreation facilities that enhance the overall quality of life for area residents and encourage families to stay in the area. In review of discussions with community residents and survey results, there has been a strong emphasis on providing for improved and new recreation facilities. In addition, there has been a strong emphasis on providing for more cultural activities in the community. Therefore, this plan should focus on recreation facilities and community events that can be expanded and promoted, along with the area's unique natural resources, to increase the quality of life for local and seasonal residents and to increase the visibility of the Bear Lake Community for tourism.

### **Goal A.**

New recreational facilities and high-quality maintenance for existing facilities

#### **Objectives:**

1. An additional public park for general recreation with access to Bear Lake
2. Updated and adequately maintained park and recreation facilities
3. Biking and hiking trails that connect to areas around Bear Lake
4. A fully developed DNR boat launch (Big Bay)

### **Goal B.**

Increased tourism throughout the Bear Lake Community



## **Public Facilities**

This topic concerns the availability, sufficiency, location and placement of key infrastructure and services across the Bear Lake community. Through planning, land use regulations and capital improvements the community can focus on the placement of infrastructure and community services in appropriate areas that serve area residents and maintain the rural character and small town appeal of the Bear Lake community. As noted in the survey and public discussions, there is strong interest in the provision of services as it relates to economic development. Other infrastructure concerns include roads, bridges and sidewalks. Service concerns might also include public safety and fire suppression.

### **Goal A.**

Well-maintained public and private roads assuring that no parcel is land locked

### **Goal B.**

New culturally significant facilities

### **Goal C.**

A variety of transportation choices

### **Goal D.**

Adequate services for community seniors

### **Goal E.**

A clean and adequately maintained public restroom in the downtown area



## **Natural Resources and the Environment**

This topic covers the general concerns related to the preservation of environmental quality and opportunities for protecting and benefiting from the natural resources of the community. Recent survey results and public discussions with citizens have revealed a concern over water quality, both current and future (e.g. runoff, groundwater). There is also a big appreciation for lakes, open space, forests and other natural resources as well as the recreational opportunities associated with these resources.

### **Goal A.**

A clean, safe and protected watershed, including groundwater and the lakes and rivers of the Bear Lake Community

#### **Objectives:**

1. Educational workshops and materials about preserving water quality
2. Protections from groundwater contamination (specifically in the wellhead protection area)
3. Protections for the area's wetlands

### **Goal B.**

Clean, safe and protected natural features and open space

#### **Objectives:**

1. A thorough inventory of the unique natural habitats within the natural features of the Bear Lake Community
2. Partnerships with local agencies to preserve natural features and open spaces
3. The retention of natural vegetation
4. Effective land conservation tools that preserve natural features and open space
5. Protected wetlands, woodlands and other important wildlife habitat
6. Wildlife areas free of and/or unharmed by invasive species

### **Goal C.**

A community free of harmful environmental contamination

#### **Objectives:**

1. Educational workshops and materials about preventing pollution
2. Prevention of pollution





## Chapter Nine - Comprehensive Plan Strategies

This chapter outlines a series of implementation recommendations and strategies to achieve the goals and objectives of the comprehensive plan. The recommendations and strategies outlined in this chapter were established by the Joint Planning Commission after considerable discussion concerning the most logical and practical way to achieve the goals and objectives of the plan and in response to an analysis of the current social, economic and land use trends, the previous goals and objectives outlined in the 2002 Bear Lake Township Comprehensive Plan and the 1999 Pleasanton Township Land Use Plan, and the extensive public planning process that included, a community-wide survey and three large public meetings. The recommendations and strategies in this chapter are organized under the six primary topics: General Land Use and Development; Downtown and Economic Development; Housing and Neighborhoods; Recreation and Tourism; Public Facilities; and Natural Resources and the Environment.

### General Land Use and Development

#### Goal A.

A rural community, including active farms, natural features and scenic qualities in most areas outside the Village that considers private property rights.

#### Strategies

1. Develop and adopt a comprehensive zoning ordinance, including provisions for:
  - a) Cluster development;
  - b) Buffering and/or screening around commercial and residential areas;
  - c) Buffering and/or screening along roadways;
  - d) Planned Unit Development (PUD's);
  - e) Mixed uses in appropriate locations;
  - f) Density bonuses as a reward for maintaining existing natural features and vegetation and preserving open space;
  - g) Buffering and/or screening around important natural features (e.g. wetlands);
  - h) The preservation of important view-sheds;
  - i) Design guidelines for rural commercial areas;
  - j) Joint driveways and alternate access points;
  - k) Shared parking lots in the rear of buildings;
  - l) Alternative surface materials;
  - m) Context appropriate signage;
  - n) Appropriate stormwater control and detention; and
  - o) Established pedestrian pathways connecting building entrances and parking facilities
2. Consider Open Space/Farmland Preservation Plans
3. Work together on the development of an ordinance that regulates:
  - a) The size and placement of signs
  - b) Blight and trash
4. Work together to support the consistent and fair enforcement of ordinances
5. Work together to identify and promote centennial farms
6. Work together to inform local farmers of Farmland and Open Space Programs (e.g. PA 116)





7. Work together to determine opportunities and methods for providing “agri-tourism”

**GOAL B.**

Joint planning and zoning that continually responds to community needs

**Strategies:**

1. Develop and prepare a unified zoning ordinance
2. Adopt the unified zoning ordinance (Village of Bear Lake, Bear Lake Township and Pleasanton Township)
3. Review and update the comprehensive plan (required at least every five years)
4. Conduct a series of educational workshops and programs to increase public understanding of land use issues facing the Bear Lake Community
5. Invite citizens and key-stakeholders to engage in planning and decision-making groups
6. Periodically convene a meeting of all elected and appointed officials, including the Bear Lake School, the Village of Bear Lake, Bear Lake Township and Pleasanton Township

**Downtown and Economic Development**

**Goal A.**

Increased levels of economic activity and employment in and immediately adjacent to the Village of Bear Lake, emphasizing commercial development associated with human services, retail, tourist services, in-home businesses and resort development

**Strategies:**

1. Develop a comprehensive economic inventory and market study of the village area, including workforce capacity, available commercial sites, development opportunities and strategies for attracting new businesses and consumers
2. Seek out and contact absentee building owners whose properties in the community appear to be vacant, abandoned and/or in need of significant repair to discuss redevelopment options
3. Increase communication and nurture cooperation between citizens and groups interested in the continued success and viability of the downtown area
4. Work with local business owners, developers and other interested citizens to create and conduct an economic development program, including:
  - a) educational workshops for business owners on current consumer trends, marketing and advertising strategies; and
  - b) recruitment strategies to actively seek out successful businesses looking to relocate in the region; and
  - c) special store hours or open houses during community events; and
  - d) a job retention training program
5. Engage state agencies on opportunities and programs that would provide financial assistance for downtown development



**Goal B.**

Key public utilities necessary to support current and increased commercial activity and residential development in the Village of Bear Lake and areas adjacent to the Village

**Strategies**

1. Engage public officials from the Village of Bear Lake about renewing participation in the Bear Lake Pleasanton Area Utility Authority (BLPAUA)
2. Work with the BLPAUA to develop and pursue a new strategy that will establish a comprehensive wastewater disposal system & stormwater management system in and near the Village
3. Study and assess the need for an improved public water supply system in and near the Village

**Goal C.**

A more interesting, culturally active and aesthetically appealing downtown Bear Lake

**Strategies**

1. Develop a downtown re-development and streetscape plan to guide capital improvements (e.g. crosswalks, light posts, trees and plantings and burying electric and phone infrastructure) and other public and private investment toward improving connections with nearby neighborhoods, parks, schools and recreation areas, expanding local business patronage and create a more aesthetically appealing downtown
2. When constructing new civic buildings in the downtown area, consider architectural styles, building sizes, roof angles and building shapes that will maintain a consistent character.
3. Study and consider the implementation of design guidelines for the downtown area of the Village
4. Establish a historical recognition program for buildings in the downtown
5. Include provisions for parking lots that address placement, the size, access and landscaping in site plan review
6. Place “dark sky” lighting or place shields over new decorative light fixtures to direct light downward, enhance community character and preserve dark skies
7. Establish a way-finding system to enhance knowledge of the unique features and places of the Bear Lake Community
8. Establish a façade improvement program
9. Establish incentives for the adaptive reuse of buildings in the downtown
10. Develop appropriate sign regulations for downtown businesses
11. Establish a farmers market in or near the Village
12. Study and review the comments and suggestions outlined in the Michigan State University Small Town Design Initiative





## **Housing and Neighborhoods**

### **Goal A.**

Residential areas with strong neighborhood structure, access to services and strong property values

### **Strategies:**

1. Develop and enforce a blight and trash ordinance
2. Provide incentives for new residential development to maintain naturally occurring vegetation
3. Incorporate into the new joint zoning ordinance, provisions for:
  - a) Minimum lot-to-width ratios; and
  - b) Sidewalks, pathways and other connections for pedestrians and vehicles between developments and neighborhoods; and
  - c) Stormwater runoff

### **Goal B.**

A modest increase in overall population and residential housing

### **Strategies**

1. Identify appropriate locations for a wide range of housing opportunities

## **Recreation and Tourism**

### **Goal A.**

New recreational facilities and high-quality maintenance for existing facilities

### **Strategies**

1. Develop and adopt a comprehensive recreation plan that outlines improvements to current recreation facilities, the development of future recreation facilities, capital improvement expenditures, programming options and funding mechanisms. This process will include the following activities:
  - a) Establish a multi-jurisdictional recreation advisory committee to oversee and guide the recreation master planning process;
  - b) Conduct a survey (if still needed) with all citizens in the Bear Lake Community on the types of activities and programming they want in their community; and
  - c) Submit a Recreation Plan to the Michigan Department of Natural Resources
2. Establish a land acquisition program to acquire land that will provide for recreation activities and trail development
3. Establish a community-wide “friends for recreation” group devoted to the promotion and support of recreation in the Bear Lake community
4. Work with the Bear Lake School to coordinate, support and manage recreation facilities



**Goal B.**

Increased tourism throughout the Bear Lake Community

**Strategies**

1. Develop and implement a comprehensive marketing program for community festivals (Bear Lake Days) and other events that focus on recreation and family activities
2. Identify and promote local youth programs such as 4-H and church youth groups
3. Seek out existing community organizations to develop new community events
4. Develop one additional festival or event for the Bear Lake Community
5. Support the development of a community-wide “friends group” devoted to the promotion and support of cultural and Tourism activities in the Bear Lake Community

**Public Facilities**

**Goal A.**

Well-maintained public and private roads assuring that no parcel is land locked

**Strategies**

1. Work with the Manistee County Road Commission and other local agencies to maintain all roadways within the Bear Lake Community

**Goal B.**

New culturally significant facilities

**Strategies**

1. Support the development of a community-wide “friends group” devoted to the promotion and support of cultural facilities in the Bear Lake Community

**Goal C.**

A variety of transportation choices

**Strategies**

1. Conduct a transportation study to help determine future needs and investments
2. Work with existing services to provide adequate public transportation options for Bear Lake Citizens
3. Provide for a community-wide non-motorized trail system

**Goal D.**

Adequate services for community seniors

**Strategies:**

1. Conduct a survey to establish the needs and priorities of community seniors





**Goal E.**

A clean and adequately maintained public restroom in the downtown area

**Strategies:**

1. Study the feasibility of building and maintaining a public restroom in the downtown area

**Natural Resources and the Environment**

**Goal A.**

A clean, safe and protected watershed, including groundwater and the lakes and rivers of the Bear Lake Community

**Strategies**

1. Complete an inventory and hazard assessment of current activities and facilities within the wellhead protection area
2. Help develop and distribute informational brochures and other materials on methods to protect and maintain water quality.
3. Incorporate into the new joint zoning ordinance, provisions for:
  - a) Building setbacks of at least 50 to 100 feet along wetlands, rivers, and lakes;
  - b) Stormwater management;
  - c) The retention of natural vegetation along shorelines; and
  - d) A wetland overlay zone
4. Work with local organizations to develop and implement a *rain-garden* program
5. Study the feasibility of underground stormwater infiltration systems under large community parking lots
6. Conduct a thorough wetland inventory

**Goal B.**

Clean, safe and protected natural features and open space

**Strategies**

1. Contact and work with state agencies and local conservation groups to assist with natural resource protection
2. Convene a series of workshops and make available information on conservation tools (e.g. PDR, TDR, conservation-easements, estate donations, local taxes, grant proposals or other programs) that assist citizens and local officials in preserving open space
3. Study options for ridgeline development
4. Provide incentives for developments that incorporate woodland protection and other natural features
5. Work with state and local agencies to understand potential wildlife corridors



**Goal C.**

A community free of harmful environmental contamination

**Strategies**

1. Develop and adopt a comprehensive zoning ordinance, including provisions for:
  - a) Low maintenance landscape buffers and screening; and
  - b) Alternative surface materials; and
  - c) Appropriate stormwater control and detention
2. Study and initiate programs and/or regulations that will limit the amount of fertilizers, pesticides and human waste that reaches community waterways





## **Chapter Ten - Future Land Use & Strategies For Implementation**

This chapter of the comprehensive plan describes the future land use plan of the Bear Lake Community. This chapter also outlines a general timeline for the implementation of key development strategies for the Bear Lake Community.

The future land use plan is the general framework upon which land use and policy decisions in the Bear Lake Community will be guided for the next 25 years. The future land use plan is based upon a careful consideration of several dynamic factors, including: community character, existing land use and development trends, environmental features, community services and extensive public input (e.g. public meetings, community survey). It is important to note, the future land use plan is a general concept (often referring to large areas) for the future development of the Bear Lake Community, whereas the zoning ordinance is the specific (down to the parcel) implementation tool for future land use regulation. Together *Maps 17 and 17a* depict the future seven land use district designations for the Bear Lake Community.

### **Rural Residential - Agriculture/Open Space**

This category is intended to provide for a mixture of rural land uses interspersed among open, undeveloped lands. Appropriate uses will include farming operations, single-family homes, outdoor recreation facilities and natural protected areas. Residents within this area will need to co-exist with farming land uses and will be subject to regulations to protect the natural environment.

### **Medium to High Density Residential**

This category is intended to provide for areas that promote a neighborhood style land use pattern. The district will accommodate single and multi-family housing (including home occupations), churches, public services, and limited commercial uses appropriate to a neighborhood setting.

### **Resort Residential**

This category is intended to provide for areas that promote low to medium density single and multi-family dwellings.

### **Mixed Use – Commercial**

This category provides for a mix of commercial and residential uses. The purpose of this district is to encourage compact arrangements of commercial uses such as golf courses, financial services, health care facilities, restaurants, retail stores, and tourist-oriented services while allowing for single family and multi-family residential uses. Some commercial uses that require large lots, such as retail lumber and automobile sales, may also be acceptable.

### **Mixed Use - Downtown**

This category provides for a mix of commercial and residential uses in and near the Village of Bear Lake and serves as the primary commercial center for the Bear Lake Community. The purpose of this district is to encourage compact building arrangements that provide for single family and multi-family housing, civic and public services facilities, and commercial and general business uses such as banking and financial services, restaurants, retail stores, and personal services. This district should also be pedestrian oriented.



### **Industrial**

This category is intended to provide for limited *light* industrial operations such as warehousing, assembly, processing and packaging of products from previously prepared materials. The category does not include heavy commercial or manufacturing uses.

### **Natural Resources and Open Space**

This land use category is designed to be preserved for public open space and protection. These areas have been identified as special and unique by the community.

### **Strategies for Implementation**

The strategies outlined in this chapter reflect potential actions steps for the Bear Lake Community Planning Commission. It is important to note that the strategies and implementation schedule outlined in this plan are subject to change and update. Each strategy should be reviewed annually for accuracy, consistency and timeliness - given changing conditions. In acting on these strategies the Planning Commission should determine the time-table for planning implementation. The following tables present the priority status of each strategy. The short-term strategies should be implemented in one to two years, the mid-term strategies should be implemented in three to six years and long-term strategies should be implemented any time six years after the adoption of this plan.



## Strategy Implementation Priorities

### General Land Use and Development

**Goal A.**

A rural community, including active farms, natural features and scenic qualities in most areas outside the Village that considers private property rights

Strategies	1 - 2 Years	3 - 6 Years	Over 6 Years
1. Develop and adopt a comprehensive zoning ordinance, including provisions for:	<b>X</b>		
a) Cluster development;			
b) Buffering and/or screening around commercial and residential areas;			
c) Buffering and/or screening along roadways;			
d) Planned Unit Development (PUD's);			
e) Mixed uses in appropriate locations;			
f) Density bonuses as a reward for maintaining existing natural features and vegetation and preserve open space;			
g) Buffering and/or screening around important natural features (e.g. wetlands);			
h) The preservation of important view-sheds;			
i) Design guidelines for rural commercial areas;			
j) Joint driveways and alternate access points;			
k) Shared parking lots in the rear of buildings;			
l) Alternative surface materials;			
m) Context appropriate signage;			
n) Appropriate stormwater control and detention; and			
o) Established pedestrian pathways connecting building entrances and parking facilities			
2. Consider Open Space/Farmland Preservation Plans		<b>X</b>	
3. Work together on the development of an ordinance that regulates:	<b>X</b>		
a) The size and placement of signs			
b) Blight and trash			
4. Work together to support the consistent and fair enforcement of ordinances	<b>X</b>	<b>X</b>	<b>X</b>
5. Work together to identify and promote centennial farms		<b>X</b>	<b>X</b>
6. Work together to inform local farmers of Farmland and Open Space Programs (e.g. PA 116)		<b>X</b>	<b>X</b>
7. Work together to determine opportunities and methods for providing "agri-tourism"		<b>X</b>	<b>X</b>

**Goal B.**

Joint planning and zoning that continually responds to community needs

Strategies	1 - 2 Years	3 - 6 Years	Over 6 Years
1. Develop and prepare a unified zoning ordinance	<b>X</b>		
2. Adopt the unified zoning ordinance (Village of Bear Lake, Bear Lake Township and Pleasanton Township)	<b>X</b>		
3. Review and update the comprehensive plan (required at least every five years)		<b>X</b>	<b>X</b>
4. Conduct a series of educational workshops and programs to increase public understanding of land use issues facing the Bear Lake Community		<b>X</b>	<b>X</b>

5. Invite citizens and key-stakeholders to engage in planning and decision-making groups	X	X	X
6. Periodically convene a meeting of all elected and appointed officials, including the School Board, of the Village of Bear Lake, Bear Lake Township and Pleasanton Township		X	X

## Downtown and Economic Development

### Goal A.

Increased levels of economic activity and employment in and immediately adjacent to the Village of Bear Lake, emphasizing commercial development associated with human services, retail, tourist services, in-home businesses and resort development.

Strategies:	1 - 2 Years	3 - 6 Years	Over 6 Years
1. Develop a comprehensive economic inventory and market study of the village area, including workforce capacity, available commercial sites, development opportunities and strategies for attracting new businesses and consumers		X	
2. Seek out and contact absentee building owners whose properties in the community appear to be vacant, abandoned and/or in need of significant repair to discuss redevelopment options		X	X
3. Increase communication and nurture cooperation between citizens and groups interested in the continued success and viability of the downtown area	X	X	X
4. Work with local business owners, developers and other interested citizens to create and conduct an economic development program, including:		X	X
a) educational workshops for business owners on current consumer trends, marketing and advertising strategies;			
b) recruitment strategies to actively seek out successful businesses looking to relocate in the region;			
c) special store hours or open houses during community events; and			
d) a job retention training program			
5. Engage state agencies on opportunities and programs that would provide financial assistance for downtown development	X	X	X

### Goal B.

Key public utilities necessary to support current and increased commercial activity and residential development in the Village of Bear Lake and areas adjacent to the Village

Strategies:	Short Term	Mid Term	Long Term
1. Engage public officials from the Village of Bear Lake about renewing participation in the BLPAUA	X		
2. Work with the BLPAUA to develop and pursue a new strategy that will establish a comprehensive wastewater disposal system & stormwater management system in and near the Village	X		
3. Study and assess the need for an improved public water supply system in and near the Village		X	



**Goal C.**

A more interesting, culturally active and aesthetically appealing downtown Bear Lake

<b>Strategies:</b>	<b>1 - 2 Years</b>	<b>3 - 6 Years</b>	<b>Over 6 Years</b>
1. Develop a downtown re-development and streetscape plan to guide capital improvements (e.g. crosswalks, light posts, trees and plantings and burying electric and phone infrastructure) and other public and private investment toward improving connections with nearby neighborhoods, parks, schools and recreation areas, expanding local business patronage and create a more aesthetically appealing downtown		X	
2. When constructing new civic buildings in the downtown area, consider architectural styles, building sizes, roof angles and building shapes that will maintain a consistent character			X
3. Study and consider the implementation of design guidelines for the downtown area of the Village		X	X
4. Establish a historical recognition program for buildings in the downtown		X	
5. Include provisions for parking lots that address placement, the size, access and landscaping in site plan review	X		
6. Place “dark sky” lighting or place shields over new decorative light fixtures to direct light downward, enhance community character and preserve dark skies			X
7. Establish a way-finding system to enhance knowledge of the unique features and places of the Bear Lake Community		X	
8. Establish a façade improvement program		X	
9. Establish incentives for the adaptive reuse of buildings in the downtown	X	X	X
10. Develop appropriate sign regulations for downtown businesses	X		
11. Establish a farmers market in or near the Village	X		
12. Study and review the comments and suggestions outlined in the Michigan State University Small Town Design Initiative		X	

**Housing and Neighborhoods**

**Goal A.**

Residential areas with strong neighborhood structure, access to services and strong property values

<b>Strategies:</b>	<b>1 - 2 Years</b>	<b>3 - 6 Years</b>	<b>Over 6 Years</b>
1. Develop and enforce a blight and trash ordinance	X		
2. Provide incentives for new residential development to maintain naturally occurring vegetation	X		
3. Incorporate into the new joint zoning ordinance, provisions for:	X		
a) Minimum lot-to-width ratios;			
b) Sidewalks, pathways and other connections for pedestrians and vehicles between developments and neighborhoods; and			
c) stormwater runoff			

**Goal B.**

A modest increase in overall population and residential housing

Strategies	1 - 2 Years	3 - 6 Years	Over 6 Years
1. Determine the most appropriate locations for a wide range of housing opportunities	X	X	X

**Recreation and Tourism**

**Goal A.**

New recreational facilities and high-quality maintenance for existing facilities

Strategies:	1 - 2 Years	3 - 6 Years	Over 6 Years
1. Develop and adopt a comprehensive recreation plan that outlines improvements to current recreation facilities, the development of future recreation facilities, capital improvement expenditures, programming options and funding mechanisms. This process will include the following activities:	X		
a) Establish a multi-jurisdictional recreation advisory committee to oversee and guide the recreation master planning process;			
b) Conduct a survey (if still needed) with all citizens in the Bear Lake Community on the types of activities and programming they want in their community; and			
c) Submit a Recreation Plan to the Michigan Department of Natural Resources.			
2. Establish a land acquisition program to acquire land that will provide for recreation activities and trail development		X	X
3. Establish a community-wide "friends for recreation" group devoted to the promotion and support of recreation in the Bear Lake Community			X
4. Work with the Bear Lake Community School System to coordinate, support and manage recreation facilities		X	

**Goal B.**

Increased tourism throughout the Bear Lake Community

Strategies:	1 - 2 Years	3 - 6 Years	Over 6 Years
1. Develop and implement a comprehensive marketing program for community festivals (Bear Lake Days) and other events that focus on recreation and family activities		X	X
2. Identify and promote local youth programs such as 4-H, church youth groups		X	
3. Seek out existing community organizations to develop new community events		X	
4. Develop one additional festival or event for the Bear Lake Community			X
5. Support the development of a community-wide "friends group" devoted to the promotion and support of cultural and Tourism activities in the Bear Lake Community			X



## Public Facilities

### Goal A.

Well-maintained public and private roads assuring that no parcel is land locked

Strategies:	1 - 2 Years	3 - 6 Years	Over 6 Years
1. Work with the Manistee County Road Commission and other local agencies to maintain all roadways within the Bear Lake Community	X	X	X

### Goal B.

New culturally significant facilities

Strategies:	1 - 2 Years	3 - 6 Years	Over 6 Years
1. Support the development of a community-wide "friends group" devoted to the promotion and support of cultural facilities in the Bear Lake Community			X

### Goal C.

A variety of transportation choices

Strategies:	1 - 2 Years	3 - 6 Years	Over 6 Years
1. Conduct a transportation study to help determine future needs and investments		X	
2. Work with existing services to provide adequate public transportation options for Bear Lake Citizens	X		
3. Provide for a community-wide non-motorized trail system		X	

### Goal D.

Adequate services for community seniors

Strategies:	1 - 2 Years	3 - 6 Years	Over 6 Years
1. Conduct a survey to establish the needs and priorities of community seniors		X	

### Goal E.

A clean and adequately maintained public restroom in the downtown area

Strategies:	1 - 2 Years	3 - 6 Years	Over 6 Years
1. Study the feasibility of building and maintaining a public restroom in the downtown area		X	

## Natural Resources and the Environment

### Goal A.

A clean, safe and protected watershed, including groundwater and the lakes and rivers of the Bear Lake Community

Strategies:	1 - 2 Years	3 - 6 Years	Over 6 Years
1. Complete an inventory and hazard assessment of current activities and facilities within the wellhead protection area		X	
2. Help develop and distribute informational brochures and other materials on methods to protect and maintain water quality		X	X
3. Incorporate into the new joint zoning ordinance, provisions for:	X		
a) Building setbacks of at least 50 to 100 feet along wetlands, rivers, and lakes;			
b) stormwater management;			
c) The retention of natural vegetation along shorelines; and			
d) A wetland overlay zone			
4. Work with local organizations to develop and implement a <i>rain-garden</i> program			X
5. Study the feasibility of underground stormwater infiltration systems under large community parking lots			X
6. Conduct a thorough wetland inventory		X	

### Goal B.

Clean, safe and protected natural features and open space

Strategies:	1 - 2 Years	3 - 6 Years	Over 6 Years
1. Contact and work with state agencies and local conservation groups to assist with natural resource protection	X	X	X
2. Convene a series of workshops and make available information on conservation tools (e.g. PDR, TDR, conservation-easements, estate donations, local taxes, grant proposals or other programs) that assist citizens and local officials in preserving open space		X	X
3. Study options for ridgeline development	X	X	
4. Provide incentives for developments that incorporate woodland protection and other natural features	X		
5. Work with state and local agencies to understand potential wildlife corridors		X	X

### Goal C.

A community free of harmful environmental contamination

Strategies:	1 - 2 Years	3 - 6 Years	Over 6 Years
1. Develop and adopt a comprehensive zoning ordinance, including provisions for:	X		
a) Low maintenance landscape buffers and screening;			
b) Alternative surface materials; and			
c) Appropriate stormwater control and detention			
2. Study and initiate programs and/or regulations that will limit the amount of fertilizers, pesticides and human-waste that reaches community waterways	X	X	