



Master Plan



September 2024

VILLAGE OF ELBERTA
BENZIE COUNTY, MICHIGAN

VILLAGE OF ELBERTA PLANNING COMMISSION
RESOLUTION #2024-1 TO ADOPT THE
VILLAGE OF ELBERTA MASTER PLAN

WHEREAS, the Michigan Planning Enabling Act (MPEA) authorizes municipal planning commissions to prepare a "master plan" pertinent to the future development of the municipality; and

WHEREAS, the Planning Commission has prepared a draft master plan for the municipality, and

WHEREAS, the Village Council authorized the distribution of the draft Master Plan to the general public and the various entities as required by the MPEA, for review and comment purposes; and

WHEREAS, the proposed Master Plan was made available to the various entities and the general public as required by the MPEA, and a public hearing thereon was held by the Planning Commission on May 9, 2024, pursuant to notice as required by the MPEA; and

WHEREAS, the Planning Commission finds the proposed Master Plan update as submitted for the public hearing is desirable and proper, and furthers the land use and development goals and strategies of the Village;

NOW, THEREFORE, the Village of Elberta Planning Commission hereby resolves to adopt the Master Plan as submitted for the public hearing with discussed changes, including all the text, charts, tables, maps, and descriptive and other matter therein intended by the Planning Commission to form the complete Master Plan, including the Future Land Classification Map.

CERTIFICATE

I hereby certify the foregoing resolution was approved by a majority of the members of the Village of Elberta Planning Commission by a roll call vote at a meeting of the Commission on **September 4, 2024**, in compliance with the Open Meetings Act.

Motion by: Ryan Fiebing

Seconded by: Michael Murphy

Roll Call: Jon Ottinger Yea Ryan Fiebing Yea Michael Murphy Yea Mary Link Yea
Megan Gray Yea

May Link Date 9/4/24

Secretary, Mary Link
Village of Elberta Planning Commission

Acknowledgments

Village Council Members:

Jennifer Wilkins, President
Emily Votruba, President Pro Tempore
Kenneth Holmes
Ryan Fiebing
Brett McGregor

Planning Commission Members:

Jon Ottinger, Chair
Ryan Fiebing, Council Liaison
Michael Murphy
Mary Link
Megan Gray
Janet "Jen" Kennedy, Former Chair

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1 Introduction



Welcome to the Village of Elberta sign.
Image Credit: Village of Elberta

Purpose of a Master Plan

Since it was founded in 1867, the Village of Elberta has changed from an industrial town with a working waterfront to a recreation-oriented residential community. It has seen railroads, ferries, and industry come and go as its businesses have transformed to meet shifts in population. Because the region will likely continue to change, the Village routinely updates its Master Plan to set forth a strategy that guides future development according to the community's evolving priorities, market realities, and capacity.

To be effective, the Village of Elberta Master Plan must be put into practice through partnerships with communities, organizations, and local government units to achieve the following tenets of the document:

- » Provide a stable, long-term basis for informed decision making, which includes a regular analysis of existing conditions and goals,
- » Coordinate public improvements, capital projects, and private development,
- » Engage with residents, property owners, and neighboring communities to determine the plan's priorities,
- » Be the legal basis for zoning to guide the Planning Commission and Village Council towards predictable and desired land use outcomes.

What is a Master Plan?

The Michigan Planning Enabling Act (PA 33 of 2008) allows municipalities to create a policy document known as a "Master Plan" that makes recommendations to the Planning Commission on community issues like public services and facilities, housing, natural resources, land use, and transportation needs. A Master Plan is not law; instead, it acts as a guide for governments and other community partners to use when making decisions and serves as a basis for laws such as the Zoning Ordinance.

Planning Process

The Master Plan kicked off at the end of 2022. During the writing of the plan, an engagement series was held concurrently. An online survey was open for approximately six weeks and an in person Open House was held in June 2023 to collect community feedback on Village goals and priorities. Community input, planning and development best practices, and existing conditions analysis were used to develop key strategies for the Village to employ over the next 10 years.

As a part of the Michigan Planning Enabling Act requirements, the Master Plan was approved by the Planning Commission on {insert month, year}.

Village History

The first inhabitants of Elberta were the indigenous peoples who farmed and foraged this area for thousands of years. The French first identified the Betsie River on a map as Riviere Aux Becs Scies. They named the river after the Saw Billed, or Merganser, ducks which were visible at the mouth of the river. "Becs Scies" was anglicized to "Betsie" over time and that is how Betsie Lake was named.

In 1855 Joseph Robarge, John Greenwood and Frank Martin moved to what is now identified as Elberta. Greenwood and Martin had each married one of Robarge's daughters and settled the south shore of Betsie Lake. The community was called South Frankfort until 1911 when it was renamed after the Elberta peach when a contest was held to select a new name for the village.

The initial development in the Village took place along the water to provide for transportation of wood and iron products. The harbor channel, built in 1867, stimulated the development of Frankfort City, as the Village was first named. The Life Saving Station was built in 1887 and moved around 1935 and was then used as the Marine Office of the railroad.

The Frankfort Iron Works was the first industry to take advantage of the improved harbor. Built in 1870, the foundry contained a blast furnace for iron smelting and had 22 kilns for the preparation of charcoal. The need to move cordwood for the production of charcoal led to the development of a narrow gauge railroad leading to Elberta in 1872. The Frankfort Iron Works ceased operations

Map 1: Regional Location



Village of Elberta, Benzie County
Regional Location

Map Sources: State of Michigan Geographic Data Library, Benzie County GIS, Esri Basemap

- State Roads
- All Roads
- Lakes / Ponds
- ★ Village of Elberta
- State Park
- Federal Park



in 1883. The Toledo, Ann Arbor, and Northern Michigan Railway, later known as the Ann Arbor Railroad Company, took ownership of the foundry property in 1892 and converted the buildings and grounds for railroad use, including a roundhouse, tracks and switches, and an engine house.

The first cross lake car ferry service was developed with the arrival of the railroad in 1892. The car ferries connected Elberta with the Lake Michigan ports: Kewaunee, Manitowoc, Menominee and Manistique. The railroad and car ferry system continued to serve the community until 1982, when the Ann Arbor Railroad terminated all operations in the Village of Elberta. The property formerly used by the railroad now partially includes the Waterfront Park and is otherwise privately owned. (*We are grateful for the historical knowledge contributed by the Elberta resident and Benzie Area Historical Society researcher Andrew Bolander.)

Elberta and the Region

The Northwestern region of Michigan's lower peninsula is a place of incredible natural beauty and natural resource assets, thriving agricultural economies, seasonal recreation and resorts, and year-round communities. Elberta's small-town charm, historic character, maritime heritage and three-mile waterfront, scenic vistas, and access to unique recreation (i.e. Sleeping Bear Dunes National Shoreline, Point Betsie, The Betsie River, Elberta Beach, The Betsie Valley Trail, Elberta Dunes South Natural Area) make it a desirable destination to live and visit. This was reaffirmed again through the community survey that one of the most important characteristics for a desirable future is high-quality and well-maintained beaches and parks. And while the Village wants to preserve its charm, the residents also noted that residential and commercial development are needed to enhance the economy. They wish to see it done with reasonable land use regulations.

Its landscape of forests, beaches, lakes, rivers, orchards, and farmland have become regional economic drivers. The rural, scenic setting that surrounds Elberta is inseparable from the regional context that influences the community's population trends, employment opportunities, and lifestyle. This rural character, with its proximity to smaller cities (i.e. Frankfort) and villages that provide critical

employment, education, recreation, shopping, and health services have more recently made the Village attractive for retirees and seasonal residents.

The region has continued to transform with the times. With beginnings in the lumber industry or as major hubs for water-based or rail-based transportation, it has diversified into agriculture as an economic foundation, and now into a recreation-based market.

Related Plans and Studies

Consistent plans and economic development strategies across local boundaries are critical for success: in today's economy, traditional political boundaries are virtually ignored. Today's communication technologies enable businesses to operate in many communities, allowing workers to commute across multiple community boundaries, and businesses to draw their customer bases from larger market areas.

On their own, communities can rarely provide all of the features necessary to support new economic needs, especially if the economic base is not diverse. Creating regional and consistent strategies for growth can help communities attract and support new investment, facilitate business operation, and create a more competitive regional economy. This regional approach to planning and economic development also allows communities to seek funding, partnerships, and other resources for implementation of local goals from a range of partners. Below is a summary of larger-scale or specialized plans for the Village to coordinate its planning efforts with.

Village Plans

2018 Village Master Plan

This Master Plan grapples with preserving the Village's natural beauty while also providing for a greater housing supply and infrastructure that doesn't vastly alter quality of life or sense of place. This is a challenging balance but is not insurmountable if done correctly through the Zoning Ordinance. The Village's goals and objectives call for many Zoning Ordinance updates to allow for housing diversity, natural features preservation, enhanced placemaking, and broader economic development initiatives.

2020-2024 Parks and Recreation Master Plan

The Village's Parks and Recreation Master Plan aims to protect its amazing natural resources so that they can continue to be recreational attractions. The inventory of its dozen sites helps to provide specific actions to improve them. The plan outlines strategies to achieve its goals of connectivity, beach access, placemaking, dune upgrades, and securing sustainable revenue sources. The adoption of this plan by the Michigan Department of Natural Resources makes the Village eligible for grants.

Regional Plans

2014 Framework for Our Future

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

2014-2015 Lakes to Land Initiative

Lakes to Land is a unique joint planning effort among the northwestern Michigan townships of Arcadia, Blaine, Crystal Lake, Gilmore, Bear Lake, Joyfield, Lake, Manistee, Onekama, and Pleasanton; the Villages of Honor, Onekama, Bear Lake, and Elberta; and the Cities of Frankfort and Manistee.

The Initiative seeks to bring voices from throughout the region to articulate a vision for the region's future. This process has resulted in a series of master plans which include a detailed assessment of the community, a consensus on a shared vision, and policy and action statements that will help each community translate its vision into reality. The communities have now begun collaborating on a clear set of strategies and actions for achieving their vision.

2019 Benzie County Target Market Analysis

A residential target market analysis was conducted by real estate consultants LandUseUSA in 2019 for Benzie County. The study analyzed demand from various demographic groups for multi-family housing types from potential "movers" both inside and outside the study area. The analysis finds that the Village of Elberta has a need to capture new households moving into the county by building more housing units annually. New housing units would also help retain households moving within Benzie County.

2020-2024 Benzie County Comprehensive Plan

This plan acknowledges that growth is inevitable, and that responsible land management will be at the crux of its success. The plan establishes a set of eight fundamental principles that focus on sustainability – meeting this generations' needs without compromising future generations' quality of life. There is an emphasis on natural and scenic preservation that is achieved in many ways, one of which is to concentrate development in more urbanized areas. It encourages intergovernmental cooperation by creating an umbrella framework for local municipalities to fall under. It is intended to be a high-level, broad guide for addressing the issues, challenges, and/or potential land use conflicts, as it holds no regulatory power.

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2 Demographics & Housing



Introduction

Demographics and housing are tightly linked; for that reason, they are discussed in tandem in community planning. Population growth, household size, age, and income are all indicators of what type of housing a person or family wants or can afford. Using the US Census to track demographic changes over time provides some indication of the health and wellness of the community and allows the Village to gauge the potential causes of such trends. Understanding trends lends itself to making informed predictions, and therefore apt policy choices. The confluence of these indicators is discussed in greater detail in this section.

Data Sources

- » **American Community Survey (ACS):** The ACS replaced the “long-form” questions on the US Decennial Censuses beginning in 2000, collecting more detailed information about social, economic, and housing questions on a continual basis. The annual monitoring also allows for more frequent tracking of changes than every ten years. The ACS is sent to a random sample of homes each year and the Census Bureau uses the responses to create estimates for the remainder of the population. Communities under 20,000 people, like the Village of Elberta, require multiple years of sampling to create estimates; these ACS surveys are referred to as five-year estimates. Due to the size of this community, the margins of error are high.

- » **2020, 2010, 2000 US Decennial Censuses:** The decennial censuses are the most prominent and most accurate source of demographic information about the United States. Mandated in Article I, Section II of the US Constitution, the aim of the decennial census is to count the entire population of the United States. Because the decennial census has been operating since 1790, it offers a valuable reference point to illustrate how populations have changed over time. Information collected in the most recent censuses includes age, sex, race, ethnicity, the relationship between household members, household occupancy, and tenure.

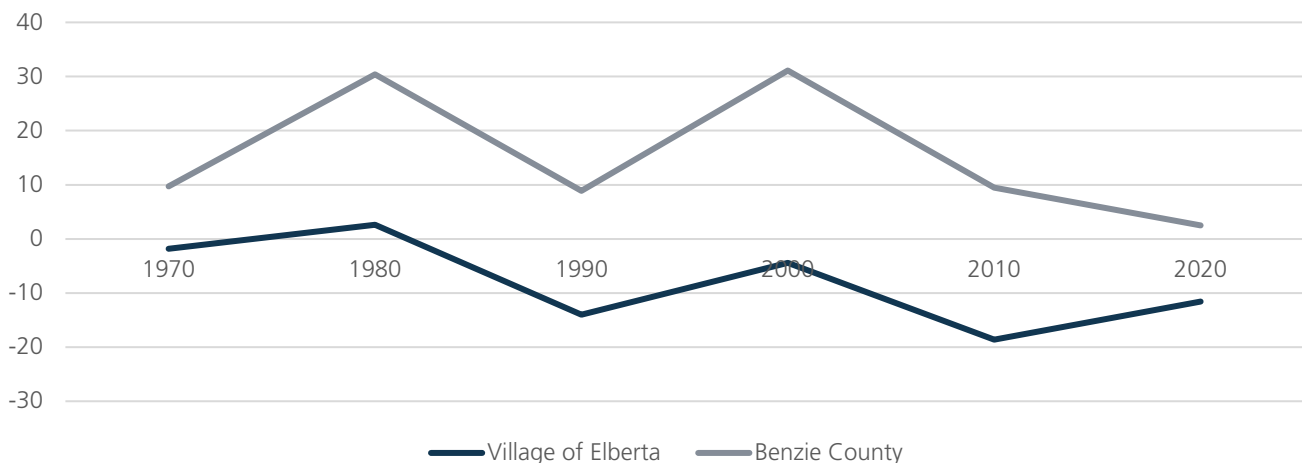
Demographics

Population Trends

Benzie County’s population growth has seen fluctuations since 1970. For example, between 1970 and 1980 and again between 1990 and 2000, the County’s population grew by 30%, whereas other decades only saw single-digit growth. Since 2010, the growth rate has slowed to 2.5%. Elberta has followed similar patterns as the County but to a less dramatic degree.

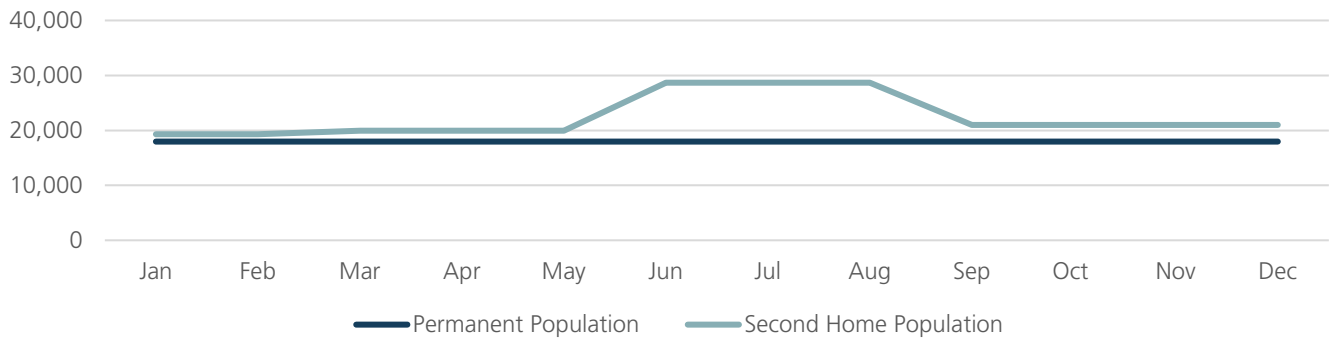
Benzie County’s growth has occurred primarily outside of the region’s cities and villages. Elberta’s population peaked in 1940 at 617 residents. Since then, the population has declined, with large losses between 1980 and 1990, when the community’s largest employer, the Ann Arbor Railroad, closed. Another significant drop occurred again between 2000 and 2010 during the Great Recession. The

Figure 1: Percent Population Growth, 1970-2020



Source: Decennial Census

Figure 2: Seasonal and Permanent Population Estimates by Month – Benzie County*



Source: Networks Northwest Seasonal Population Study, 2022. *Does not include transient boats in the Marina and people living in boats seasonally.

Figure 3: Visitor Estimates by Month – Benzie County



2020 census for the Village estimate was 329 residents.

Seasonal Population

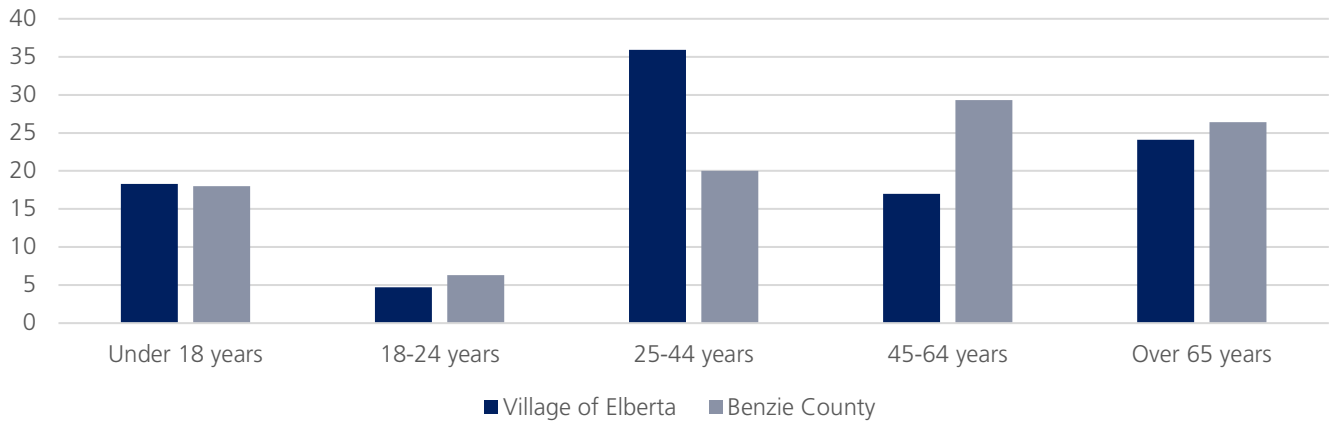
Elberta’s economy and population are highly seasonal, with an influx of visitors and seasonal residents occurring primarily in the summer months. Networks Northwest completed a seasonal population study in 2022 that found that while Benzie County has the smallest land area in the region, in the month of July after accounting for the second-home owners and overnight visitors, Benzie County becomes the third-most populous county in the region. The substantial increase in population is primarily driven by visitors staying in accommodations like campgrounds, hotels, and motels. Those staying in short term rentals also contribute to the boom in overnight visitors, but account for only roughly 14% of the total

Seasonal Population

For half the year, the overnight visitor population is larger than the permanent population and second-home population combined.

overnight visitors in the month of July. For half the year, the overnight visitor population is larger than the permanent population and second-home population combined. Benzie County’s seasonal labor force never accounts for more than 10% of the labor force at any point in the year and is aligned with the regional averages.

Figure 4: Age Cohort by Percentage, 2021



Source: ACS 5-Year Estimates, S0101

Age

Age can be a helpful indicator for housing preference and size (discussed in more detail in the housing section), income, lifestyle, and recreation options. Nearly all of the Village’s population loss between 2000 and 2010 was in age groups under the age of 44. This trend seems to have reversed more recently: in 2021, the median ages were 32.9 years for the Village and 50.4 years for the County compared to 2000, when the median was 36.5 years, and 40.8 years, respectively.

The biggest contributors to the younger median age for the Village is the higher percentage of people aged 25-44 in the Village compared to the County, and smaller proportions of people over age 45. These numbers are not exact; the ACS data from 2021 has substantial margins of error for such a modest population, but the trends are indicating younger age cohorts are concentrated in the Village.

Disability

Disability statistics from the Census span from physical to cognitive impairment. It’s an important component in planning that highlights the urgency with which communities need to build or rehabilitate infrastructure for its disabled persons.

Types of Disabilities

- Ambulatory
- Cognitive
- Self-care
- Independent living
- Vision
- Hearing

Table 1: Type of Disability (%) By Age Cohort, 2021

	% Ambulatory		% Cognitive		% Self-Care		% Ind’t living		% Vision		% Hearing	
	18-64 years	65+ years	18-64 years	65+ years	18-64 years	65+ years	18-64 years	65+ years	18-64 years	65+ years	18-64 years	65+ years
Village of Elberta	6.5	19.7	5.3	19.7	0	19.7	4.7	19.7	0	19.7	0.6	23.9
Benzie County	5.4	15.4	6.5	6.3	3.1	7.5	7.6	10.8	2.4	4.7	2.5	12.8

Source: U.S. Census, S1810

It is estimated that in the Village of Elberta, nearly 10% of residents have a disability, compared to 15.5% in Benzie County in 2021. Approximately 29 people fall into one of the disability types (large margin of error), but this has been a considerable drop from 2015. Because disabilities are typically concentrated in older age cohorts, the shrinking number of people with disabilities aligns with a population that is getting younger. However, as the County ages and senior citizens come to the Village for services, disabled persons will continue to have a presence in Elberta and should be accommodated.

Income

Income is a valuable signifier of economic well-being when compared to cost of living. As of 2021, workers in Benzie County earned a median household income of \$68,875 annually, compared to about \$76,750 in Elberta households. Higher than the state and county, the Village’s median household income has more than doubled since 2010. Interestingly, during that period the household size also jumped from 2.36 to 3.6 persons but the percentage of households with children under 18 stayed about the same. This means the growth in household size may include more adults earning income. This is possible as many young adults moved back home with their parents during the pandemic. If they maintained an income and/or received stimulus checks that could have been counted in the Census.¹

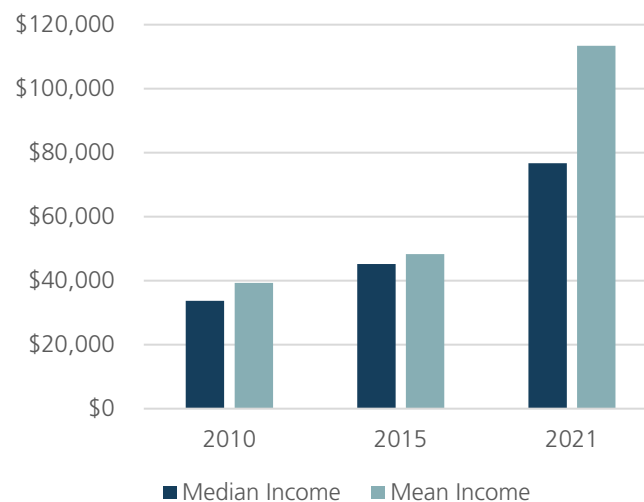
The mean household income was even higher in 2021 at over \$113,000. When the mean is larger than the median, it indicates that incomes skew much higher when all households are calculated. That is to say, there are potentially more outliers on the higher end of the income spectrum. The rise in income is also seen in the income brackets of \$100,000 or more rising from 3.3% to 43.3% in that period. Frankfort and Benzie County follow a similar trend but with a less dramatic incline (large margin of error).

The rise in income may also be attributed to a changing composition of occupations. Between 2015 and 2021, there was a noticeable increase in the management occupation. During that period, it increased from 24.1% to 31.6% and the median earnings jumped from \$59,000 to \$73,000. Similarly, in the service occupations, median



Source: United Way

Figure 5: Elberta Household Median vs. Mean Income, 2010-2021



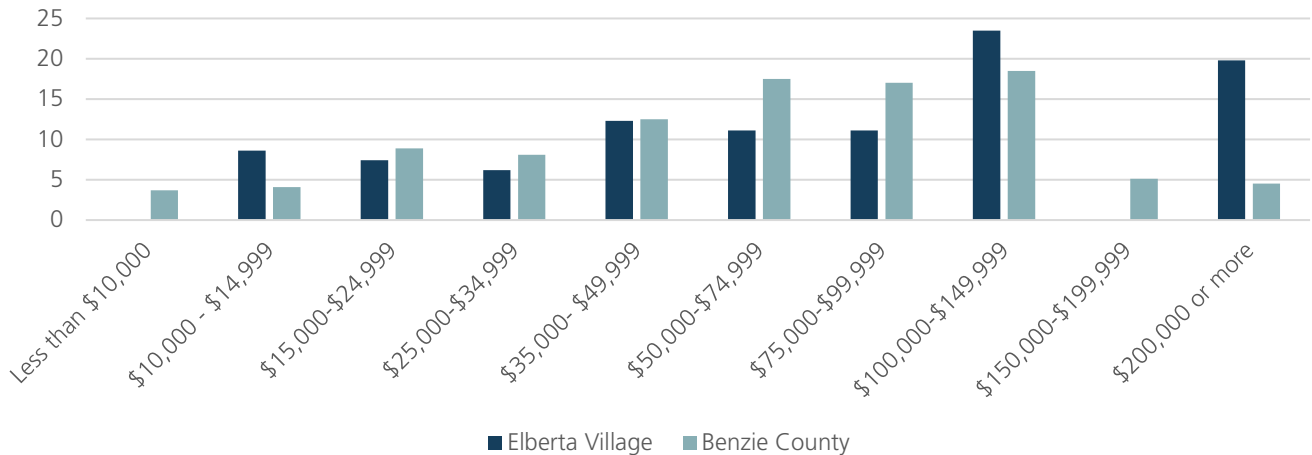
Source: ACS 5-Year Estimates, S1901

earnings doubled from \$19,000 to \$40,000, and went from 26.4% of the workforce to 48.7% in those six years.

ALICE

A 2021 United Way report identifies the cost of basic needs for each county in Michigan, and the number of households that are what United Way calls ALICE, an acronym for Asset Limited, Income Constrained, Employed. ALICE households have incomes above the federal poverty level, but still

Figure 6: Percent Per Income Group, 2021



Source: 2021 ACS 5-Year Estimates, DP03

struggle to afford basic household necessities. In Benzie County, 38% of households were considered ALICE in 2019.² About 10% of that 38% lived in poverty county wide, whereas the Village of Elberta had a lower poverty rate of 3.8%. Poverty is spread throughout the county but is not concentrated in the Village.

For those who lost their jobs or were partially furloughed during the pandemic, the federal government approved trillions of dollars in unemployment benefits that helped to keep households afloat. However, the benefits have expired and 2022 and 2023 have seen high inflation; there could be even more ALICE households now than in 2019.

The average ALICE household “survival budget” in Michigan was \$23,400 for a single adult and \$63,116 for a family of four in 2019. What it takes to survive is nearly double what it considered the federal poverty line: \$12,490 for a single adult and \$25,750 for a family of four.

Table 2: ALICE Data for Northwest Michigan Counties, 2019

County	# Households	% Poverty & ALICE
Antrim	9,899	34
Benzie	6,792	38
Charlevoix	11,503	37
Emmet	14,463	36
Grand Traverse	37,319	33
Kalkaska	7,145	41
Leelanau	9,139	43
Manistee	9,426	42
Missaukee	6,055	40
Wexford	12,963	42

Source: ALICE in Michigan: A Financial Hardship Study, 2021



Betsie Bay

Housing

The housing shortage caused by the economic crash in the mortgage industry in 2008 has compounded annually to create a chronic housing crisis. Like other Northwest Michigan communities, Benzie County is experiencing changes in housing demand and shortages on a range of housing choices. While housing shortages - particularly rentals - impact households across the income spectrum, there is an especially short supply of housing that's affordable or available year-round to a large portion of the workforce. This problem is worsened when short-term rentals and second homeowners take units off the market, putting greater upward pressure on housing costs for those who want to enter the housing market as renters or homeowners.

On the other end of the spectrum, the pandemic may have been a catalytic boom for the region. Now that many can work remotely, they have invested outside of the metros where their jobs are headquartered. In 2020, Benzie County issued 115 more deeds than in 2019, and residential mortgages were off the charts early in the pandemic (doubled from 2019). Demand for living in the County spanned across the nation.³ Given that the Village population is shrinking, and no residential building permits are pending now, this development occurred elsewhere in the county. It brought new people who have invested in developing the area, and the County's revenue increased as a result. While this can be good financially for the County, it is unknown if increasing the housing supply in this way helps alleviate the affordability issues as new construction in the region is typically higher-end and out of reach for much of the workforce.

Household Size

The average household size for homeowners in Elberta was declining until COVID-19. This increasing average household size corresponds to an increasing family size. More data will be needed to see if this trend continues as it may be capturing the unique times of households expanding as they isolated during quarantine. This would represent a major departure from commonly falling household size across Michigan. Still, about half of occupied households have two people or fewer (51.7%), yet over 90% of housing units are single-family

Table 3: Average Household Size, 2010-2021

Year	Average Household Size	
	Owner-Occupied	Renter-Occupied
2021	3.49	6.5
2010	2.23	2.84

Source: ACS 2021 and 2010 5-Year Estimates, DP04

detached, presenting a potential mismatch. The larger jump in renter-occupied units could indicate a tight rental market where family members are staying at home longer, extended family is moving in, or more roommates are needed to meet rising rents.

Housing Supply

The housing supply refers to two different components. The number of units on the market and the type of unit. Given the housing crisis stems partially from a limited supply of housing, Village strategies can include policies and programs that boost the number of units on the market.

Number of Units

There were 207 housing units in the Village in 2021 and only 0.5% of the total housing stock has been built since 2010. The data from the 2019 Residential Target Market Analysis for Frankfort and Elberta suggest that limited supply is affecting population growth, not the other way around. The findings, which represent the maximum market potential based on in-migration and internal movership, estimate an annual need of 80 detached units and 25 attached units for renters and owners (combined for Elberta and Frankfort). This can be accomplished by new builds and rehabilitation of existing units. Of the potential 105 new units, 79 are expected to be renter-occupied, partly because of the lucrative seasonal market with high demand for rentals, and for year-round residents that are not yet ready to buy.

The housing market in Benzie County is complicated by a highly seasonal workforce and seasonal residents. As shown in the figure titled, "Seasonal and Permanent Population by Month – Benzie County," close to 60% of housing units are second homes, which stand idle for most of the

Annual Market Potential (New Builds and Rehabs)

80 detached units

+

25 attached units

105 potential new units

Best Practices for Missing Middle

- » Update zoning to modify size and density requirements for housing
- » Permit accessory dwelling units
- » Identify infill development sites
- » Design standards for housing that also include accessibility features
- » Streamline development processes

Figure 7: Missing Middle Housing Types



year, creating a very high vacancy rate. On top of that, it is estimated that its maximum population in July is 121% higher than in February, and at peak season, an estimated 856 seasonal workers come to the county. This puts tremendous pressure on the housing market that has not been relieved with additional housing supply. Housing North, a local housing non-profit, estimated that by 2025, there will be a shortage of 15,500 housing units in the 10 counties that make up the Northwest region of the lower peninsula.⁴

Type of Units

Part of the supply problem is the noticeable lack of housing variety in Elberta. Over 92% of housing units are single-family detached and most of the remainder of the units are mobile homes (3.9%). This leaves a huge gap in suitable

options for a greater range of households. The changing household composition and desire for more walkable communities has spawned conversation about the “Missing Middle,” described as “a range of housing-scale buildings with multiple units – compatible in scale and form with detached single-family homes – located in a walkable neighborhood.”⁵ Neighborhoods can be gently upzoned to allow more housing units without compromising the aesthetic and function of a single-family neighborhood. Duplexes and triplexes can have the appearance of single-family homes with adequate design standards enforced. The desired outcome is that Missing Middle units can help drop housing costs, increase the supply more efficiently, make better use of existing infrastructure, boost tax revenue to the Village, and encourage walkability.

Tenure

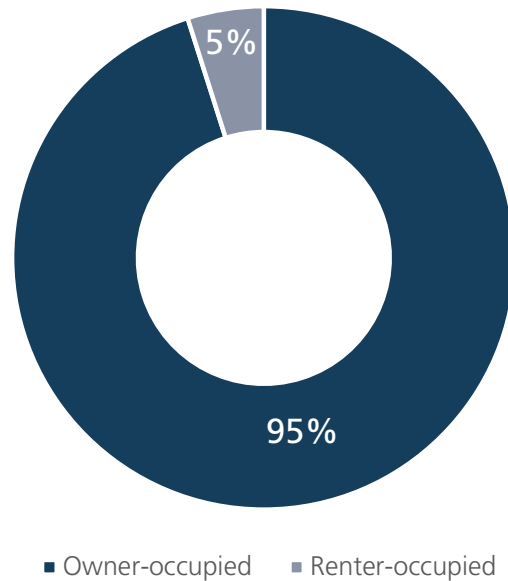
It is not surprising that housing tenure skews towards homeownership. This typically goes hand in hand with the overwhelming presence of single-family housing. The lack of rentals can make it challenging for groups that are transitioning into the market: young professionals, single-person households, moderate income households, and newcomers to the Village. The County provides some more opportunities to rent, but not significantly (10.6% versus 4.9%, respectively). Furthermore, the farther a household moves from jobs, goods, and services, the more it must spend on vehicular expenses when no reliable transportation exists. A “drive until you qualify” approach is not advisable as it creates all the other problems associated with sprawl.

Affordability

The housing affordability problem is well documented. Businesses in the region have started buying units to attract workers up north with affordable, temporary housing. A shortage of workers is their top concern, and they see housing as one way to solve the problem.⁶

Affordability is defined by households spending more than 30% of their income on housing costs. Households in this situation are considered “cost-burdened.” In Table 4, there are too few rentals to have cost-burden data for the Village, but the trend at the county level shows that the percentage of cost-burdened renters has decreased even as rent

Figure 8: Tenure Status in Elberta, 2021



Source: ACS 5-Year Estimates, DP04

has increased. Homeowners are doing substantially better, likely a reflection of the median household income doubling during that period while the median housing value only rose by \$70,000.

What this data does not capture is the workforce looking for temporary contracts. They are likely to be the most cost-burdened as they fill primarily service positions at lower wages and compete for very few options.

Table 4: Cost-Burdened Households

Year	Cost-Burdened Households, Elberta Village	Cost-Burdened Households, Benzie County	Median Gross Rent, Benzie County
	Owner-Occupied	Renter-Occupied	
2021	30.0%	48.0%	\$916
2010	58.7%	55.1%	\$737

Source: ACS 2021 and 2010 5-Year Estimates, DP04

Sources

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- 5 Opticos. Missing Middle Housing. <https://missingmiddlehousing.com/>
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3 Natural Features



Elberta Beach and Pier.
Image Credit: Village of Elberta

The Village's Natural Beauty

The natural resources in and surrounding the Village of Elberta are almost unmatched for a community of its size: towering dunes, over a mile of public water frontage, and a 58-acre natural area. Combined, they are a foundational piece of Elberta's high quality of life that sets it apart from other communities. Both residents and visitors take advantage of the wide range of recreation opportunities available in the forests, lakes, and streams within and near the Village. Public input from the 2017 Master Plan update process showed a substantial consensus on preserving and enhancing Elberta's natural resources: survey respondents and public forum participants overwhelmingly agreed that the Village's natural resources, primarily its beach and waterfront, are an important community asset that should be protected, maintained, and enhanced.

To ensure the continued quality of these resources, it will be important to balance community development needs with environmental considerations. The benefits of such a balance are being tied more closely together. Increasingly economic, public safety, health, and social measures are discussed in quantifiable terms. For example, how environmental quality and protection can enhance economic development efforts, such as increasing the value of developed properties and drawing new residents, visitors, and investors to town. And, even more fundamentally, planning efforts must respect the environment which they build upon. This chapter provides an overview of Elberta's natural features, to provide context for planning and future development.

Elberta's Shoreline

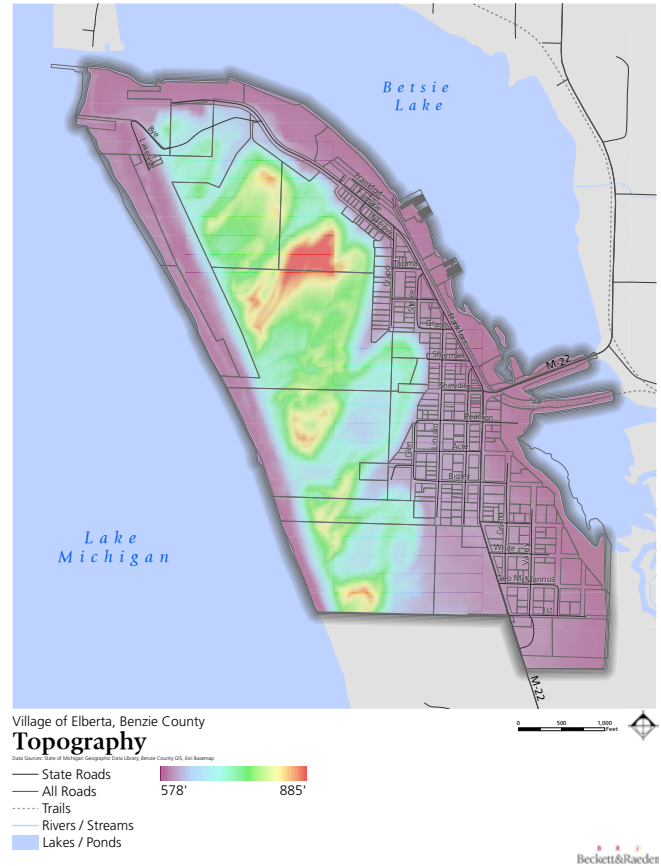
3 miles of shoreline

Lake Michigan shoreline = 1.42 miles

Betsie Lake shoreline = 1.62 miles

About 1/3 of that frontage is owned by the Village

Map 2: Topography



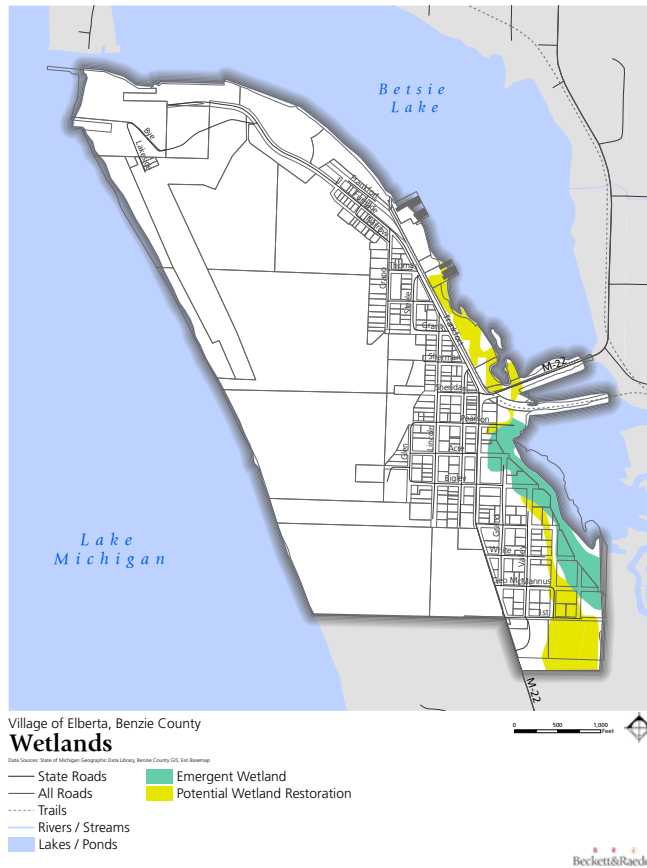
Topography

Elberta's topography is a product of glacial actions that created unique terrain and land formations within the region, especially along the Lake Michigan shoreline. The Village sits upon a glacial drift, which accounts for the sand, clay, and gravel deposit which make up the subsurface conditions of community soils. Within the Village boundaries the elevation ranges from about 575 feet to approximately 885 feet. Elevation in the surrounding county ranges from 424 feet to 1159 feet. This has an impact on what and how structures can be built.

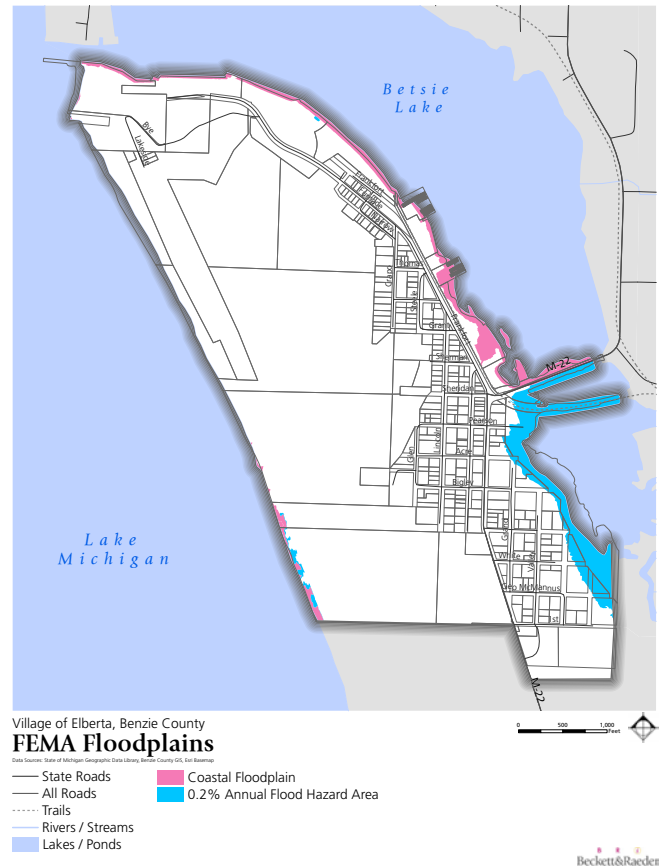
Wetlands and Floodplains

Wetlands - often called marshes, swamps, or bogs - are areas where water is found, either on or near the surface, at any time during the year. These areas are invaluable natural resources for several reasons:

Map 3: Wetlands



Map 4: FEMA Floodplains



- » offer important wildlife habitat,
- » provide opportunities for recreation such as fishing, hunting, boating, and birdwatching,
- » improve water quality by removing and sequestering excess nutrients and sediments found in rivers and streams,
- » reduce potential for floods by acting as natural “sponges.”

There are two types of wetlands: freshwater emergent (17 acres) and potential wetland restoration areas (21.2 acres): the former hugs the Betsie Lake and River shoreline, the latter is adjacent to the freshwater emergent wetlands. Potential wetland restoration areas represent the estimated extent of historic wetlands, and falls into this designation because with major reparations, they could be restored to fully functioning wetlands. When looking at Map 4: FEMA Floodplains, the wetland areas are designated flood-prone areas and illustrate that the two systems have significant overlap.

Existing floodplain maps are often based on outdated data that does not account for the

frequency and intensity of precipitation that storms now deliver. It is not uncommon that properties or infrastructure outside of the floodplains experience substantial flood damage. While private property owners are responsible for flood insurance, there are things municipalities can do to mitigate the impacts of flooding.

Green Infrastructure

Continuous systems of forests, wetlands, and other open areas reduce the risk of flooding by controlling stormwater runoff and providing protection from storm damage and erosion in coastal areas. Larger, connected systems — often referred to as green infrastructure systems, such as woodlands, wetlands, rivers, and streams — are more successful at maintaining ecological diversity and integrity. When natural systems are not present in this form, smaller versions can be built into the city’s hardscape to perform a similar function.

Open space and forestland cover 78% of the Village’s land area, and a significant portion of that area is publicly owned and preserved. The Village took ownership of the Elberta Dunes South



Examples of Green Infrastructure: Left - rain garden. Right - planter boxes in the streetscape.

Natural Area, a 58-acre parcel composed of glacial moraines, dunes, and forests that offers sweeping views of Lake Michigan and the Betsie Valley. The property has a quarter mile of sandy Lake Michigan beach frontage and is home to endangered species such as the Pitcher's Thistle, piping plover, and Lake Huron locust. The property was purchased by the Grand Traverse Regional Land Conservancy (GTRLC) in 2009 with the intention of creating a public natural area in partnership with the Village of Elberta. The Village took ownership in 2011 and has worked in partnership with the GTRLC to develop a stewardship and management plan, with implementation activities including enhanced/improved trails and parking opportunities.

Stormwater Runoff

Sediment, including sand, is a major surface water pollutant that washes from roads, parking lots, and driveways. When rain and snowfall hit the ground, they naturally filtrate through the earth and recharge the groundwater. However, paved or impervious surfaces prevent filtration. This precipitation instead flows over the ground, picking up debris, chemicals, dirt, and other pollutants, and then flows into a storm sewer system or directly into a lake, stream, river, or wetland. Then, it is discharged, untreated, into the water we use for swimming, fishing, and drinking. Reducing impervious surfaces, like parking lots, provides significant benefits to water quality. For instance, lowering the required number of parking spaces reduces the surface area that runoff covers before it hits a water body. Likewise, installing green infrastructure into the built environment with

native vegetation, like rain gardens, green roofs, bioswales, or planter boxes, capture precipitation before it's channeled to a water body.

Coastal Resiliency

Elberta's coastal resources are some of its most cherished resources, beloved for their beauty and recreational opportunities. However, these areas - including dunes, steep slopes, and shoreline - are vulnerable to natural disasters from extreme weather events, development, and geological processes. Dunes are prone to natural movement and erosion more than other areas; sand is easily impacted by development or construction that disrupts the natural process of beach creation and replenishment that exacerbates erosion and other hazards.

The potential hazards in these high value areas make coastal resilience a priority. The term coastal resilience refers to the ability of these environments to "bounce back" after hazardous events like coastal storms and flooding. Improving resilience through anticipating, preparing for, responding to, and adapting to changing conditions with minimal damage is essential for reducing vulnerability in coastal areas.

Critical Dune Areas and Erosion

Elberta is home to nearly 200 acres of vegetated, high perched, parabolic dunes along Lake Michigan, which have been designated as critical dunes and/or high risk erosion areas, including some that have been permanently preserved. Steep slopes and bluffs, dunes, and sandy beaches are

dynamic, ever changing environments that must retain their features to function properly within the ecosystem. The dynamic nature of dunes and coastal areas makes them vulnerable to hazards like erosion that can cause damage to human life and property. As such, fragile sand dunes and high-risk erosion areas are regulated by state law.

According to the Michigan Department of Natural Resources (MDNR), critical dune areas protected by Part 353 represent the highest and most spectacular dunes, most of which extend along Lake Michigan's and Lake Superior's shoreline, totaling about 70,000 acres. Michigan has found that critical dune areas are a unique, irreplaceable, and fragile resource that provide significant recreational, economic, scientific, geological, scenic, botanical, educational, agricultural, and ecological benefits to its visitors.¹ As such, alteration or use of critical dune areas shall occur only when the protection of the environment and the ecology is assured.

The MDNR defines high risk erosion areas as the shorelands of the Great Lakes and connecting waters where erosion has been occurring at a long-term average rate of one foot or more per year. Erosion can be caused by one or several factors: high water levels, storms, wind, ground water seepage, surface water runoff, and frost. The high risk erosion area regulations establish required setbacks to protect new structures from erosion for 30 to 60 years, depending on the size, number of living units, and type of construction. Other setback requirements apply to home restorations and additions to existing structures. Any person or local government agency proposing to erect, install, move, or enlarge a permanent structure on a parcel must obtain a permit prior to the commencement of construction with engineering studies showing changes to the slope of the dune and other information concerning the placement of buildings.

The Map "Critical Dunes" also shows the boundaries of the Coastal Zone Management, a program designed in partnership with the federal government to protect and restore the Great Lakes coastline. Yet, effective approaches to coastal resilience must also take place with local government through land use planning and zoning. Collaboration among all levels of government is necessary to implement resilience policies.

Dune Unique Hazards

- » Loss or relocation of property during erosion
- » Roadways along shoreline may crack or become structurally unstable
- » Sand deposits onto roads, driveways, or parking lots
- » The foundation of structures or utilities may become exposed to the elements

High Risk Erosion Areas

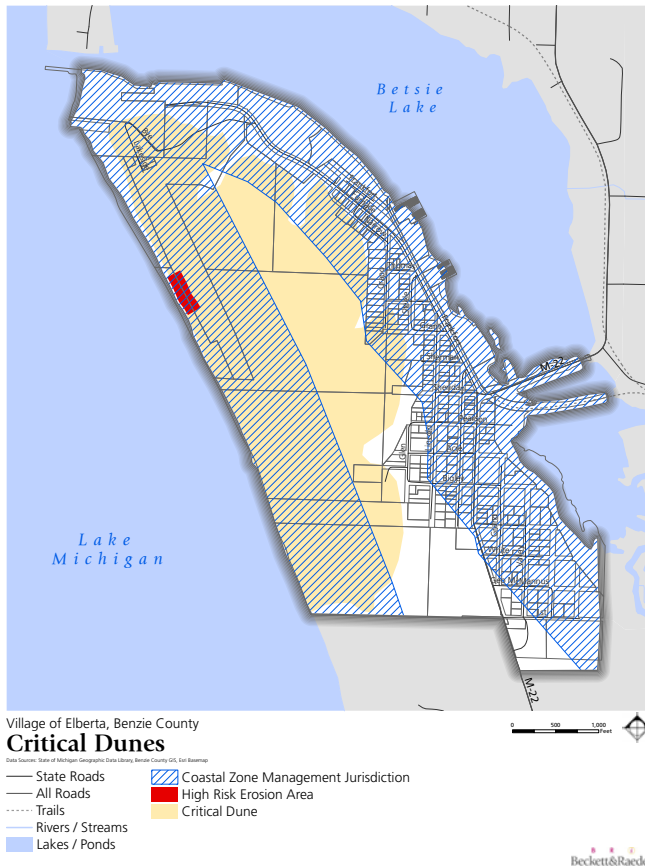
Shorelands of the Great Lakes and connecting waters where erosion has been occurring at a long-term average rate of one foot or more per year

Elberta Beach Area Improvements

Elberta Beach, largely an untamed section of the shoreline, is accessible to the public from Bye Street. However, the beach sits next to privately owned parcels. An unclear distinction between public and private land has led to abuse of this area. Trespassing by vehicle has harmed federally protected plant and bird species (and likely contributed to erosion). To safeguard the future of this coastal asset, Lakeside Boulevard was closed to vehicular traffic but remained open to pedestrians through a public easement. While this closure helped to solve one problem, natural preservation, it created another: limited parking for visitors.

With grants from Grand Traverse Regional Land Conservancy and the Michigan Natural Resources Trust Fund, the Village is undertaking improvements that make the beach more accessible while also preserving this coastal habitat. The money will help add ADA (Americans with Disabilities Act of 1990) compliant parking lot, pavilion, and restrooms. Future funding will build a foot bridge at the second public access point in the South Parking Lot to the beach and future extension of the Betsie Valley Trail to the Beach Trail.

Map 5: Critical Dunes



Invasive Species

Invasive species are plant or animal species that are not native to an area and cause negative effects on that area’s environment, health, or economy. Numerous invasive species present a significant threat to the integrity of native plant and animal communities, and the ecosystem in and around Elberta. Certain high-profile invasive species are especially prolific and are out-competing many native species, significantly disrupting the food chain and ecology of Lake Michigan and many inland lakes. On land, they are having tremendous impacts on the ecology of forested areas and open space.

In Elberta, baby’s breath is a particularly impactful species. With a deep taproot and uncanny seed-spreading ability, baby’s breath thrives in Elberta’s coastal dune environment. Once established, it displaces native plants. Conservation and planning efforts can help prevent or mitigate the spread of invasive species to preserve vital ecosystem services and biological diversity. Addressing nutrient pollution through stormwater management is one

action that communities can take. Community-led initiatives and partnerships can be, and have been, successful in addressing invasive species issues. Networks of volunteers and environmental organizations like the Northwest Michigan Invasive Species Network work to identify and remove invasives from public properties. In Elberta, these groups have partnered with community members and regional volunteers to effectively address phragmites and are currently working to mitigate the impacts and spread of baby’s breath in Elberta’s coastal dunes and beaches.

Brownfields

Brownfields are properties that are known, suspected, or perceived to be contaminated. Often, even the perception of contamination on a site discourages redevelopment, leading to blight and subsequent decline in property values for the site and surrounding properties. Incentives available through the state’s and county’s brownfield redevelopment programs, such as tax credits, revolving loans, and grants, help developers remove soil contamination and address groundwater so that the property can be put back into productive use. This redevelopment often works as a catalyst for new investment in the surrounding neighborhood, ultimately resulting in higher property values and tax revenues, along with new business opportunities.

Benzie County has an Economic Development and Brownfield Redevelopment Authority, which has been successful in remediating property throughout the Village. Brownfield plans and grants have particularly had an impact along the shoreline, with remediation and demolition activities making way for the Village’s Waterfront Park and for the future redevelopment of privately held parcels.

Table 5: Invasive Species

Lake	Land
Purple Loosestrife	Baby’s Breath
Phragmites	Common Buckthorn
Eurasian Watermilfoil	Garlic Mustard
Round Goby	Emerald Ash Borer
Quagga Mussels	Spotted Knapweed
	Phragmites
	Bradford Pear

Recommendations

Zoning is an important part of the local framework for natural resource protection, offering several techniques that can minimize the impacts of development on sensitive natural features.

- » Shoreline protection setbacks, which require buffers of naturally growing grasses, shrubs, and trees in coastal areas. These setbacks have been shown to protect the health of streams, wetlands, rivers, or lakes. They are most effective when they are 50-100 feet to capture surface runoff and are consistently applied.
- » Limit shoreline structures.
- » Require environmental impact statements.
- » Establish “bluff protection zones” or overlay districts in sensitive areas.
- » Coordinate permits with related regulations.



Source

- 1 Michigan Department of Energy, Great Lakes, and Environment. “Atlas of Critical Dunes: Township Maps of Critical Dune Areas.” <https://www.michigan.gov/egle/about/organization/water-resources/sand-dunes/maps-of-critical-dune-areas>

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4 Transportation



Betsie Valley Trail sign.
Image Credit: Village of Elberta

Mobility plays a critical role in land use planning. In addition to considering where certain land uses belong, it is the Master Plan’s role to examine how these sites will be connected. A community’s physical road, sidewalk, bicycle lane, and trail networks determine where residents go, how they can get there, and if they arrive safely to their homes, work, or entertainment venues. Whereas the major emphasis in this country has been on how to move motorists efficiently through corridors, this section will inventory the different transit modes and discuss how to improve them so that motorized and nonmotorized users can be accommodated.

Infrastructure for Motorists

Cost of Car Ownership & Commuting

Assuming car ownership, transportation costs are commonly the second highest household expenditure, behind housing costs (i.e., mortgage or rent, insurance, and utilities). The 2021 ACS estimates show that 89% of workers over the age of 16 commuted alone in a vehicle, the other 11% carpooled, and practically no one reported commuting by any other means. It is recommended that transportation costs account for 15% of a household’s income; in the Village of Elberta, on average it costs households close to 50% of their income.¹ This aligns with the region. In small communities located considerable distances from job centers, households commuted a long way for employment before the pandemic. In 2019, about 44% of workers who lived in Elberta traveled over 25 miles to work.² This has likely changed as we emerge from the depths of the pandemic as evidenced by a significant drop in the average travel time to work: in 2015, it took about 23 minutes and in 2021 it was less than 12 minutes. This could represent a consequential drop in transportation costs for those who can work from home. For those who can’t, it continues to be a necessary high cost to reach jobs.

Road Classifications and Conditions

Frankfort (M-22) and Furnace Avenues

Elberta is endowed with natural beauty, and as such its gateways into the Village have become attractions. M-22, a state highway, was voted the “best scenic autumn drive” by USA Today’s readers in 2015.

Under the Federal Highway Administration’s standardized roadway classification called the “National Functional Classification System,” M-22 is a minor arterial. This classification is described as roads that carry relatively large volumes of long-distance traffic through a community and provide access to and from major commercial establishments.³ Entering the Village from the south, M-22 hosts a cluster of commercial uses, carrying on average about 3,200 vehicles per day, and jogs east to connect to Frankfort.

The more use a road gets, the more maintenance it will likely need. While the price tag for fixing roads seems too expensive to tackle, publicly funded repairs are more cost-effective for residents. The damage done to cars from roads in poor condition costs on average an extra \$650 per driver per year as opposed to \$250 per person per year in taxes or fees.⁴

Where M-22 turns near Betsie Lake, Frankfort Avenue continues in the northbound direction. This road becomes classified as a major collector defined as carrying lower traffic volumes and functions to connect commercial and residential properties to larger arterials. Frankfort Avenue becomes Furnace Avenue, which runs parallel to Betsie Lake and stretches almost to Lake Michigan. It carries fewer vehicles on average than a minor arterial, and primarily connects residences to M-22. It is a well-maintained road managed by the Village.

Table 6: Road Statistics

Road Segment	Condition	Ownership	Traffic Volume (average per day)
Frankfort Avenue (M-22)	Good	MDOT	3,215
Furnace Ave	Good	Village of Elberta	1,019

Map 6: National Functional Classification



Village of Elberta, Benzie County

National Functional Classification

Data Sources: State of Michigan Geographic Data Library, Benzie County GIS, Esri Basemap

- Minor Arterial
 - Major Collector
 - Local Roads
 - - - - Trails
 - Rivers / Streams
 - Lakes / Ponds
- ####: Annual Average Daily Traffic (AADT)



Public Transportation

Beginning in 2007, the Benzie Bus remains a well-respected regional dial-a-ride service. In 2019, it hit its millionth ride after 12 years of service. Recently the service has modernized; real time trackers provide users with its location and can send text notifications for updated arrival times. According to its 2022 annual report, the top three reasons riders take the bus were for work (29%), for school (27%), and for recreation (18%).⁵ Having traveled 765,805 miles in 2022 with a 97% on-time performance, Benzie Bus is a reliable transportation and economic asset that prioritizes seniors and disabled users. Bill Kennis, the former Executive Director, said it is estimated that most people will outlive their independent mobility by seven years, so an active bus system is necessary even for those who don't need it now.⁶ This service helps to mitigate the equity issues caused by car dependence. Residents can save thousands per year not having to pay for a personal vehicle.

Infrastructure for Nonmotorists

Most of us use both automobile and non-motorized transportation. We own a vehicle for primary use but sometimes wish to walk, scoot, or ride a bike to our destination or for a fun pastime.

Complete Streets

Complete Streets advocates, many of which are national organizations, seek to make roadways safe for all users, regardless of their travel mode, age, and ability. Complete Streets design contrasts with conventional design in the United States, which has historically facilitated rapid vehicular throughput at the expense of other modes. The Complete Streets movement calls for specific streetscape design elements to enable convenient travel by bicycle, walking, and public transportation. Potential

Nonmotorized Users

Pedestrians

Bicyclists

Scooters/Skateboarders

Wheelchairs

benefits of Complete Streets include the following:

- » improved safety for nonmotorists,
- » lower transportation costs associated with the automobile,
- » reduced incidence of childhood obesity,
- » lowers carbon emissions,
- » placemaking elements that are economically sound,
- » travel choices that certain demographics need or prefer.⁷

The state of Michigan passed Complete Streets legislation in 2010 that requires MDOT and local transportation agencies to consider all roadway users when undertaking transportation projects. It is up to local jurisdictions to implement a similar policy for local streets.

Complete Street Features

Typically, well-designed streetscapes are in downtowns or commercial nodes. However, this can be challenging when the appropriate roadway for design interventions is owned by another entity, in the Village's case, MDOT. While not impossible, it requires an additional layer of review and collaboration to install Complete Street features on a state highway.

The idea is to create safe and appealing environments that encourage nonmotorized modes. If the resources are available, this could include large-scale street configurations that

Complete Street Features

Lighting

Landscaping

Wayfinding

Crosswalks

Public Art

Refuge Islands

Signalized intersections

Benches



Source: Alta Planning + Design via Smart Growth America

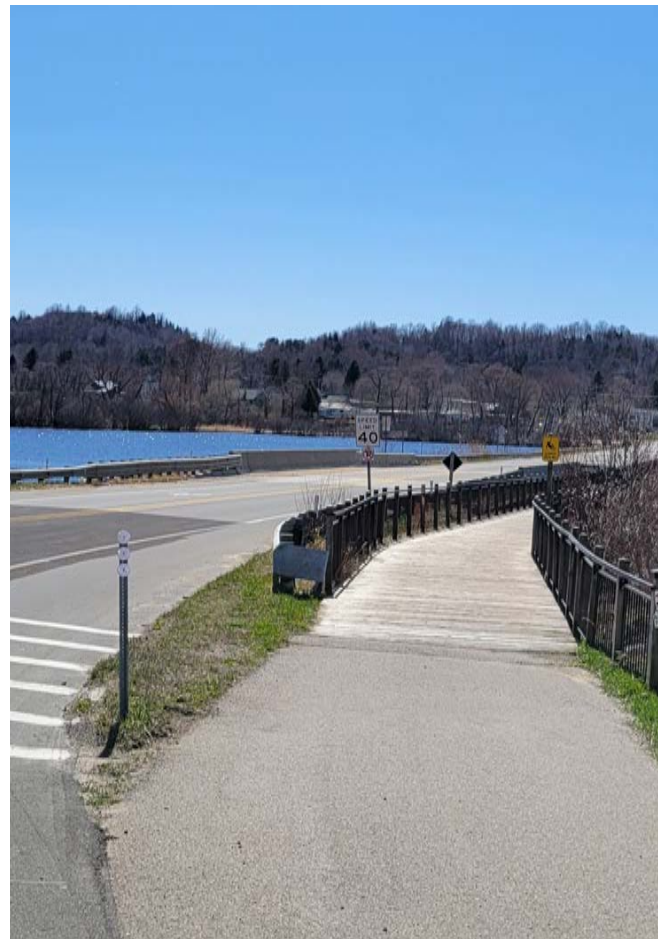
typically consist of road-diet interventions such as narrowing vehicular lanes, adding bicycle lanes, and widening pedestrian paths and crosswalks. However, the level of Complete Streets that can be installed are context specific. It could be that less costly efforts, such as painted striping or planter boxes instead of curbs, can enhance the streetscape enough to beautify the path for residents and visitors to use.

Trails

Betsie Valley Trail

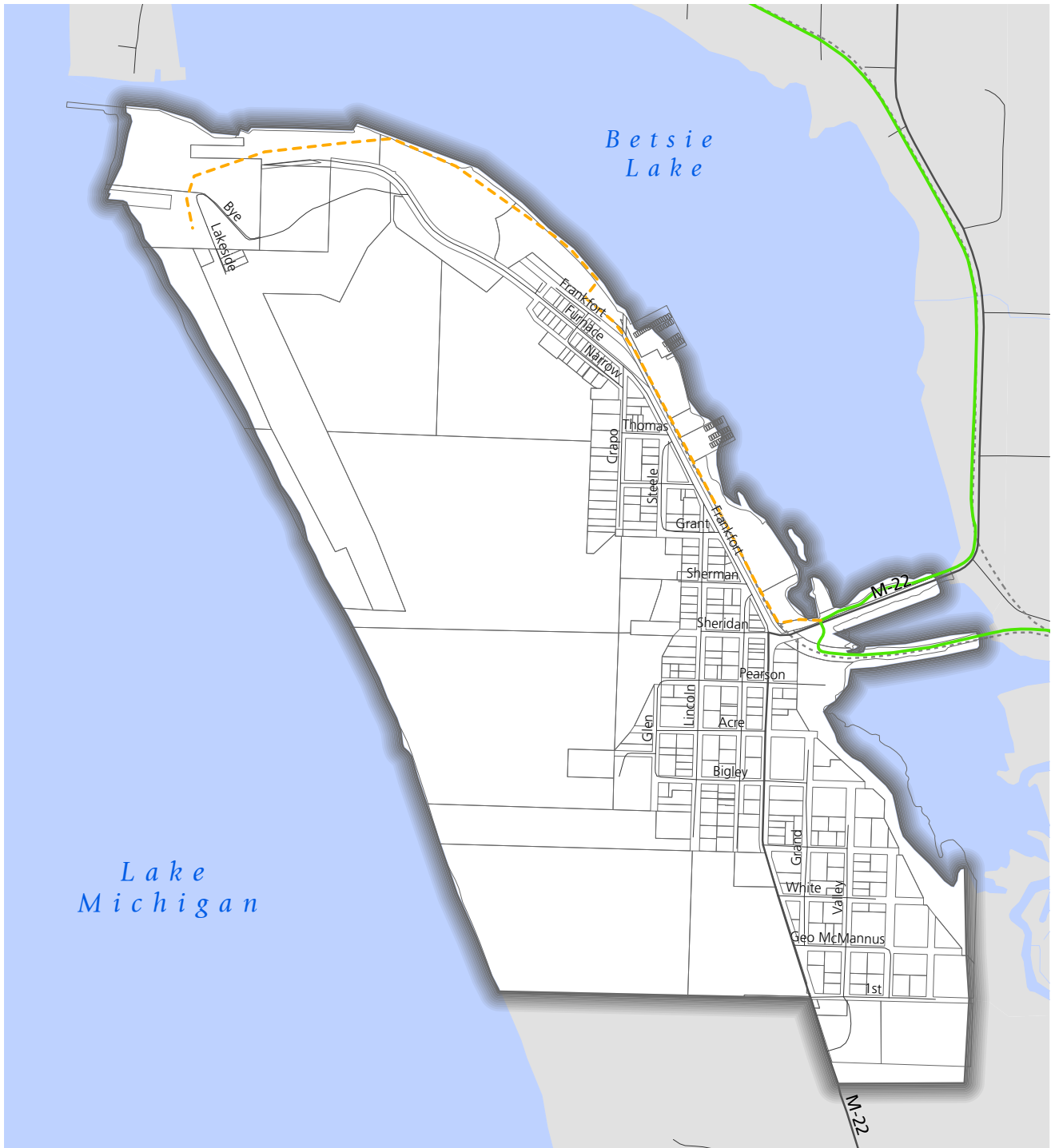
This Trail Park extends approximately 23.5 miles throughout Benzie County; about one-half mile of it runs through the Village and connects to Frankfort. It takes a collaborative effort to develop and maintain this trail: the Michigan Department of Natural Resources (MDNR) owns it, the Betsie Valley Trail Management Council manages it, and the Friends of the Betsie Valley Trail provide volunteers to maintain it. It remains a community priority for maintenance and extension.

This trail is widely used for both recreation (hiking and biking) and for running errands. Because the trails connect the Village to a regional system,



Betsie Valley Trail along M-22.

Map 7: Trails



Village of Elberta, Benzie County

Trails

Data Sources: State of Michigan Geographic Data Library, Benzie County GIS, Esri Basemap

- State Roads
- All Roads
- Trails
- Rivers / Streams
- Lakes / Ponds
- Betsie Valley Trail
- - - Proposed Extension
(Exact route to be determined at a later date)



any investment in this endeavor can be seen as an economic development tool. Because trails are often considered a desirable amenity that enhance quality of life and connect destinations, municipalities have invested in them to attract workers and visitors. Knowing this, the Village wants to extend the Betsie Valley Trail along the south shore of Betsie Bay to connect to Elberta's and Frankfort's Lake Michigan beaches, respectively, when funding is available. The goals for this connection are outlined in the 2020-2024 Parks and Recreation Master Plan and include:

- » improve the trailhead parking area accessibility on M-22,
- » connect the State Game Area and Elberta Beach/parks via the Betsie Valley Trail,
- » improve and create sidewalks and designated bike lanes to connect all Village recreation areas via an intra-Village safe route for bikes and pedestrians.

Trail Challenges

More recently, there have been challenges with portions of the existing trail. Due to Lake Michigan water levels being the highest they've been in over 30 years, portions of the Betsie Valley Trail were underwater for the entire 2019 summer season. Lake Michigan has backed into the mouth of the Betsie River not only submerging portions of the Betsie Valley Trail but filling the mini pond with leaves and debris. In addition to extending the trail, re-designing these current segments could be just as important for maintaining the network.

The community continues to prioritize the extension of the Betsie Valley Trail to the Village-owned beach, yet challenges related to easements along the waterfront may necessitate alternative routes for the Betsie Valley Trail be identified to complete the proposed trail. The Parks and Recreation Master Plan makes the Village eligible for grant funding. If this plan stays current and continues to prioritize the Betsie Valley Trail, the Village can apply for funding to extend the trail to connect to its recreational sites. Even if granted the funding, land assembly and design work precede implementation, and those are not small hurdles.

Sources

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- 2 U.S. Census Bureau. Distance/Direction Analysis. <https://onthemap.ces.census.gov/>
- 3 Michigan Department of Transportation. National Functional Classification. Pg. 9
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- 7 Networks Northwest. A Framework for Transportation in Northwest Michigan. Pg. 40

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5 Community Engagement



Methods

The Village distributed a survey between February and March 2023 and received 111 responses. It was distributed online and physical copies were made available at the Village Office. On June 15, 2023, the Village held an input session for residents to answer open-ended questions on a series of display boards. Below is a summary of some of the key findings.

Survey Demographics

The demographic questions reveal who was reached and what groups of people took the survey. When possible, a comparison to the census helps to determine if the responses are representative of the community's demographic composition. For example, the figure "Age of Survey-Takers vs. Age Cohorts from Census" shows that there is underrepresentation from ages 34 and under and overrepresentation from age cohorts 45 to 74 years. Moreover, two-person households were the most vocal (one of the more popular household sizes in the Village). Still, this survey captured almost double the percentage of two-person households when compared to the Census.

Over half of the respondents are not Village residents but have a connection to Elberta. Participants may own a property or a business, shop or recreate in town, own a seasonal home, or commute into the Village for work. Close to 30% of the respondents are retired, corresponding to the age distribution that skews toward

older cohorts. After removing the retirees, the percentages diverge quite a bit when participants were asked how many days a week they work from home. The most common responses were zero days or five days. Remember, this is not purely reflective of Village residents, but rather survey participants.

Present and Future

As a snapshot exercise, survey-takers were asked to describe Elberta in one word. When condensed into themes, we see that Elberta is many things. It is quaint, peaceful, and an authentic place to live. The desire is to keep it this way while being open to necessary change. It is understood that private investment is needed, but there is concern that too much or unsuitable types will make the Village unrecognizable. At the same time, it is considered by some to be declining and feels neglected. Between the two, it is safe to say, as some did, that it is a place with potential. There is hope that the Village's trajectory is upward.

Survey-takers were asked two broader, future-oriented questions that help to establish planning priorities. Interestingly, housing is the most selected response for how to improve the economy. This perception aligns with the housing analysis conducted for the Master Plan. Following more housing choices is the need for more basic commercial services and infrastructure updates. While those improvements would benefit everyone, there is a focus on improving the lives of year-round residents. They were also asked to rank which characteristics would be the most important

Figure 9: Age of Survey-Takers vs. Age Cohorts from Census

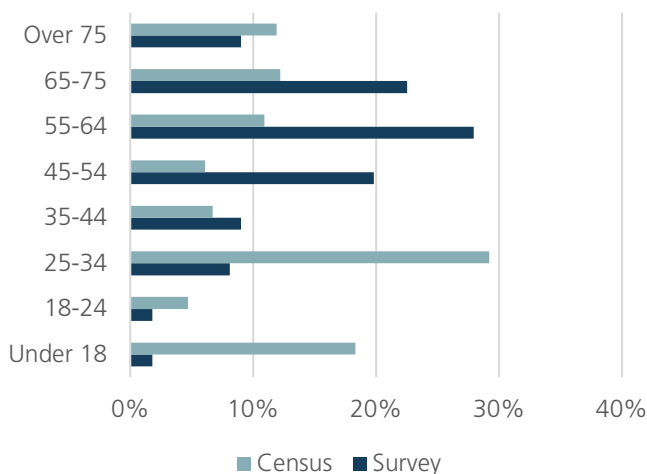


Figure 10: Number of Persons Per Household

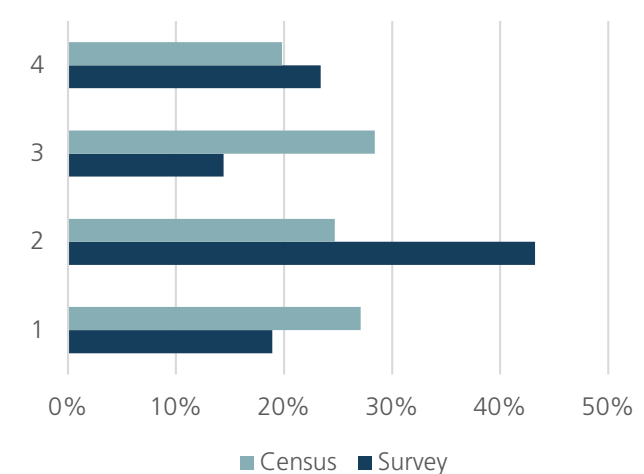


Figure 11: What would enhance Elberta’s year-round economy? (Please check all that apply)

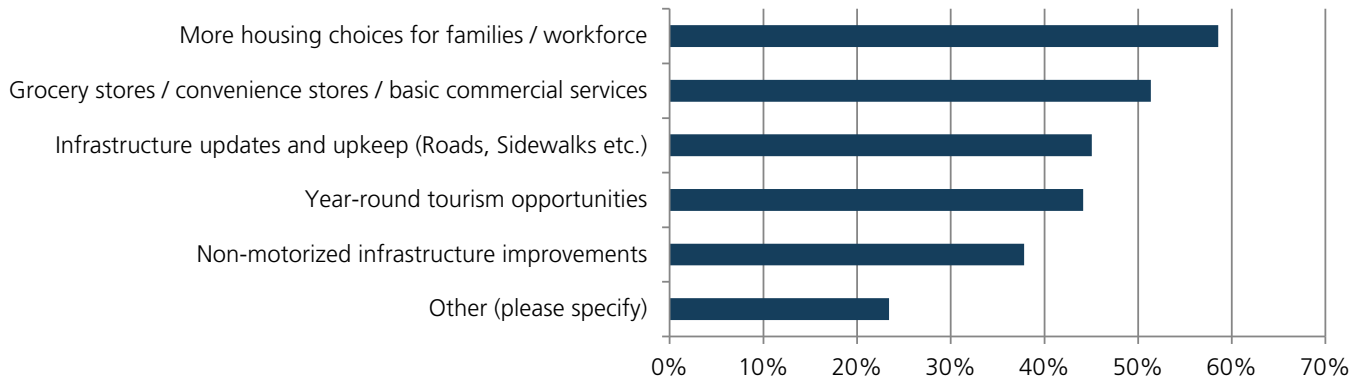
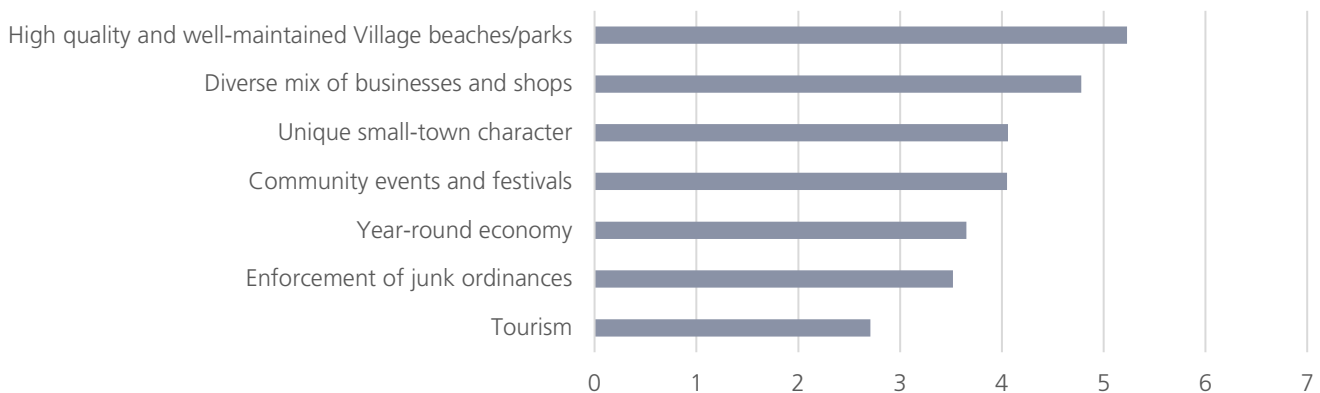


Figure 12: Rank the following characteristics in order of importance in creating a desirable future for Elberta? (1=highest, 7=lowest)

The graph records the average score that an option received based on a scale of 1 to 7.



for the village in the future; the responses were scored, and the the responses were scored, and the average score is shown in Figure 12. Access to nature receives the highest average score, making maintenance of beaches and parks a top priority. Next highest is a “diverse mix of businesses and shops” which is linked to the fourth most common option “unique small-town character.” The third highest score was for “community events and festivals.” This finding has a strong overlap with how to improve community engagement. Many survey participants feel that public art events, volunteering activities, and events that reach out to seasonal residents would enhance the quality of civic interaction.

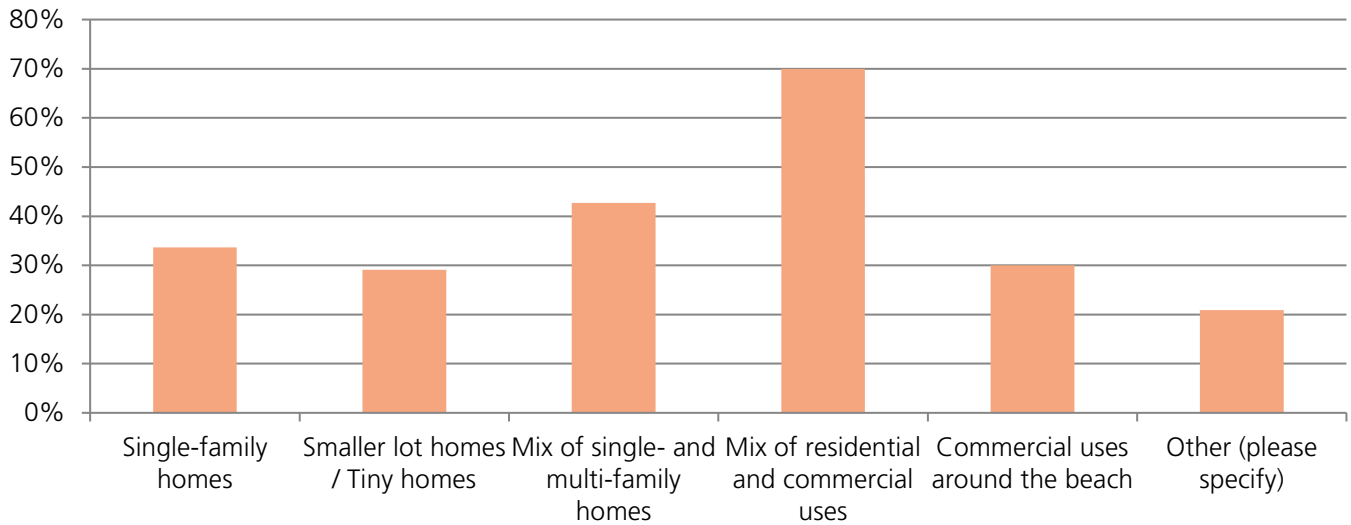
Development

The survey asked respondents to broadly select what type of development they want to see; mixed uses garnered the highest support (70%). Notably, it is recognized that sand dunes and



Participants of the Community Open House.

Figure 13: What types of development would you like to see in Elberta? (Please check all that apply)



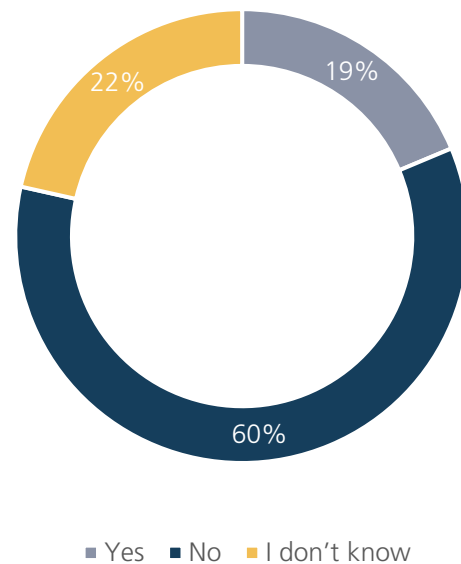
other environmentally sensitive areas should not be jeopardized for new development; participants were clear: nearly 89% believe in the importance of environmental protection in planning for growth. Above all else, respondents want to see commercial and residential uses mixed. Figure 13 shows summary for each development type.

Housing

It is important to note that 97.2% of those who took the survey were homeowners and more than two-thirds of them plan to remain in their current home in the next five years (68.2%). As such, some of the rental related questions had too few responses to report. In general, survey-takers think that residential development should be encouraged through appropriate land use regulation (70%). Their support corresponds with the finding that almost 60% of respondents do not think there is a variety of attainable housing. Specifically, they reported the greatest support for single-family detached homes that are affordable for the workforce (65.4%) and mixed-use (57%). Similarly, 41% of respondents support smaller single-family homes, 800 square feet or less. Multi-family units did not fare as well but still received considerable backing for cottage courts (38.2%) and apartments (33.6%).

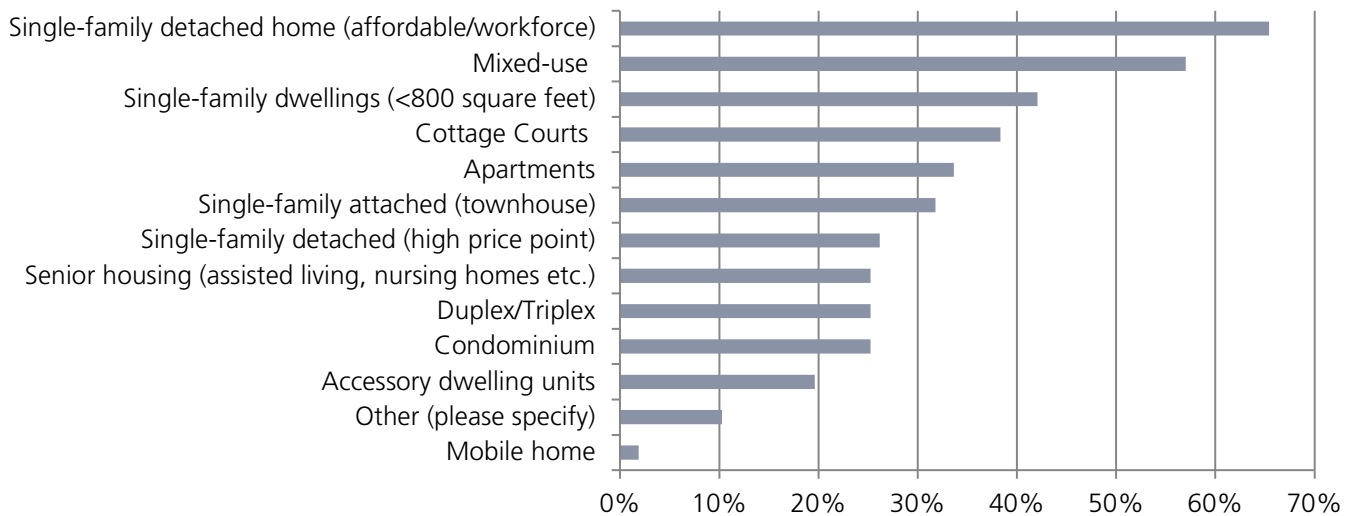
Accessory dwelling units (ADUs), commonly known as “granny flats” were highly regarded, only 7.8% of participants felt that they shouldn’t be allowed

Figure 14: Do you feel that there’s a variety of attainable housing types in Elberta?



at all. The remaining respondents agreed, in varying levels, that ADUs should be permitted. At the public input session, participants’ votes were almost equally split between attached and detached ADUs (24 and 25 votes, respectively). Comments surrounding these votes mention that the support for ADUs is primarily for year-round residents, while others think their use for short-term rentals is a “necessary evil” for the tax base.

Figure 15: What type of housing do you think is needed in the Village of Elberta? (Please check all that apply)



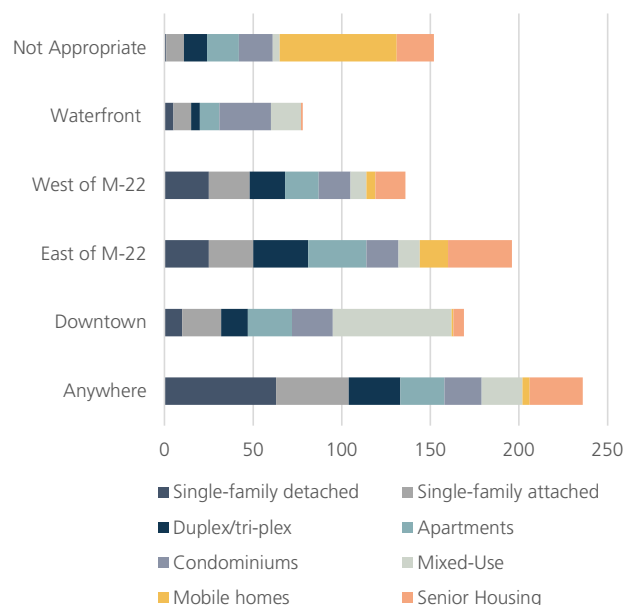
The top two winners for single-family (left two images) and multi-family units (right two images) are from the visual preference survey.

In terms of budget to buy a house, about two-thirds of respondents (64.1%) feel financially comfortable spending between \$100,000 and \$299,999. Within the household budget, nearly 41% agree that housing options in Elberta are financially attainable but the largest portion of respondents selected “neutral (32.0%).”

Locations for Residential

In planning, the “where” is just as important as the “what.” The survey asked which housing types would be appropriate where. Some of these responses are to be expected. The largest portions of votes go to “single-family detached, anywhere” and “mobile homes, not appropriate.” But along that spectrum we find support for other pairings. There is support for mixed-use primarily downtown

Figure 16: Locations for Residential Units, by Type



and secondarily on the waterfront. Condominiums follow the same locational logic. It can also be said that there is slightly more support for denser units such as senior housing, apartments, duplexes, and triplexes on the east side of M-22.

Commercial Development

Overwhelmingly, survey-takers think there are not enough businesses in the Village (80.9%) and would like to see commerce encouraged with appropriate land use regulations (61.8%). Receiving more than 50% of survey votes (and in descending order), “food service/restaurant,” “grocery stores,” “retail,” “outfitters,” and a “bakery” were selected as desired new commercial establishments, preferably not large chains. The public input session yielded similar results but there was a stronger call for mixed-use development.

The most popular place for commercial growth was downtown (68.2%) with another option for growth to take place north of downtown (36.4%). While identifying locations for growth is important for planning, over one-quarter (26.4%) of respondents would like to see growth throughout the village. Based on the survey and the public input session, the images are examples of what survey respondents consider an appealing format, downtown-style, to shop and socialize. In this image, they cite liking the small town, quaint aesthetic, the height limit and variety in building type and façade, and the thoughtful parking.

The support for commercial development extends to food trucks. Almost 51% of survey-takers support them but listed many concerns including hours of operation and location, cleanliness, and

impact to brick-and-mortar restaurants. Generally, if they are not located in residential neighborhoods, there is some support for them in Village parks (70%) and near commercial land uses (55%).

Waterfront

The public Open House featured two display boards with waterfront questions. When asked how residents want the waterfront to look, they preferred a waterfront that was publicly accessible by a large margin. This option received 26 votes compared to all the housing types combined (15), and hotels (1). In describing their concerns about waterfront development, the highest vote getters were “views of the water,” which corresponds to “building height,” and finally “pedestrian access.” Attendees fear that development will block scenic views and that it would hinder public access to the waterfront if it were privatized. In one instance, this even included tree species (or no planting at



Preferred waterfront option.



Examples of what survey respondents consider an appealing format, downtown-style, to shop and socialize.

all) that would block views of the water. The open comments reflect similar sentiments. There is a call to keep access to the water public and if there is development that it be thoughtful in terms of design, for example, that it is not too tall, has high quality design, and serves its residents.

Iron Works

The Village owns the historic Frankfort Iron Works at the Waterfront Park. The survey asked how this property should be re-purposed. The greatest proportion of responses call for restoring the structure. In the same vein, others want to preserve it as a historic site to acknowledge and educate the public on the importance of its various modalities. A small proportion see it as a recreational space either with courts or fields for organized sports or as an open space.

Old Marina

The Village owns the old Marina at the bridge next to Penfold Park. The survey asked how this property should be re-purposed. In general, responses suggest that the site remains for public use either as a community gathering space, park, boardwalk, boat launch, or kayak/canoe rental.

Natural Resources

Survey-takers firmly hold that water and energy conservation are important in Elberta (80.9%). In an open-ended question, they were asked to brainstorm strategies in preserving and enhancing Elberta's natural resources. The strategies touch on many themes. In the conservation and preservation camp, strategies include land acquisition to restrict development and maintain views of access to nature. This view was expressed principally along the waterfront. Others felt that the issue was creating and enforcing protective policies. Education and awareness were brought up as were clean-up efforts that rely more on the volunteerism of residents. Still others felt that if certain amenities were installed such as trash and recycling, bathrooms, and trails in natural areas that this could enhance the visitor's experience. Specifically, for Elberta Beach, Village parks, and other natural

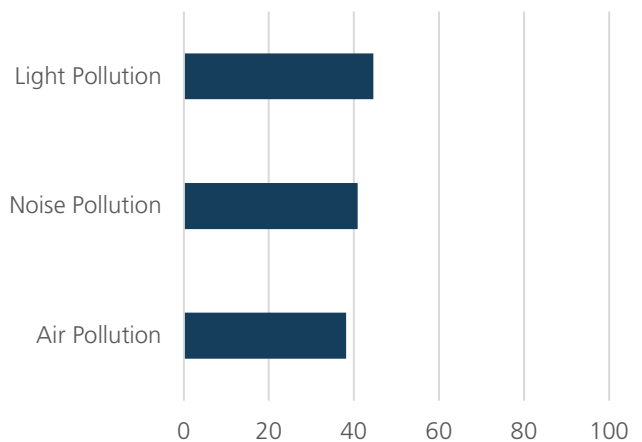
areas, survey-takers believe the following strategies will enhance these areas:

- » Keep the sites clean, well-maintained
- » Keep the sites natural
- » Improve accessibility
- » Increase parking

Pollution

The survey asks residents about air, light, and noise pollution. On a scale of 1 to 100, survey-takers were asked to rank the three types of pollution. Results show that residents are most concerned with light pollution, but overall score between 38 and 44 indicate that they do not feel very strongly that any of these are a top priority.

Figure 17: On a scale of 0 (not concerned) to 100 (very concerned), how concerned are you about pollution in the Village?



Parks

The park system is one way that residents and visitors connect with nature. This can be seen from their responses for desired recreation opportunities: improved water recreation and biking/hiking trails. Included in these requests are rentals for boats, bikes, scooters, and the infrastructure needed to facilitate these uses. Beach access and sports courts (i.e. pickle ball, tennis, etc.) would also be appreciated.

Open House Responses

WELCOME!

To the Village of Elberta Community Open House

Thinking of places you have traveled, what is your favorite location and why?

Responses include: Omaha, Neb; St. Michael's Parish; Danvers (lover); Boston; The Island of Barbados; Why place that hill we have; Portofino, Maine; Dublin, Ireland; and many others.



When thinking about the area between Furnace Avenue and Betsie Lake what type of uses would you like to see in this area?

Responses include: 'mixed-use, medium density, rec uses, no more density', 'local biz only no chains - with windows/decks late', 'the Boardwalk', 'Access to Lake', 'Public uses: race, tennis', 'Boardwalks along road @ Commercial', and 'Public uses: race, tennis'.

What is the most important component of development in this area? (Choose 2)

Chart data: View of the water (10 dots), Too much density (5 dots), Building height (10 dots), Types of uses (5 dots), Pedestrian access (10 dots). Other categories include 'Public uses: race, tennis', 'Boardwalks along road @ Commercial', and 'Public uses: race, tennis'.

Place a sticky dot by the image that best represents what you would like to see along the waterfront (Choose 2).

Images include: a large house with a dock, a boat dock, a row of houses, a row of townhouses, a row of townhouses with a walkway, and a multi-story apartment building. Responses include: 'I like the look of the house with the dock', 'I like the look of the house with the dock', 'I like the look of the house with the dock', 'I like the look of the house with the dock', 'I like the look of the house with the dock', and 'I like the look of the house with the dock'.

Many communities provide alternative and more affordable housing options by allowing accessory dwelling units (see images). Accessory dwelling units (ADUs) are second homes or units that share the same lot as the larger, primary home. These can include garage apartments, "granny flats" or mother-in-law suites, and more.



Chart data: Attached (10 dots), Detached (10 dots), Internal (10 dots). Comments include: 'ADU's for long term rentals Not for STR', 'STR Rentals are necessary and to provide more for those who prefer rentals', 'Would like to see more detached ADUs', and 'Reduced Water & LLs'.

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6 Economic Development



Farmer's Market.
Image Credit: Village of Elberta

What Can Municipalities Do for Economic Development?

Economies are a complex web of relationships that span local, national, and global geographies. While municipalities have some influence on economic development, they are also beholden to laws, policies, and trends outside of their borders that can have a tremendous negative or positive impact on their well-being. Due to its dependence on a larger system, economic development strategies are best conceived of and implemented with partners to strengthen the force of the network they operate within. With a regional approach, all municipalities have a greater chance to thrive.

In a local government, economic development is highly correlated to land development. When land is redeveloped according to the region’s need for housing, commercial, recreational, or industrial uses, then it can optimize for job creation, provide housing for the workforce, and create tourist destinations. This section will explore the region’s major employment sectors, partnerships, and opportunities for development.

Key Findings

The County has recovered fairly well from COVID-19, but there are many areas of concern when considering a longer-term view of economic development:

- » The labor force participation is small and is expected to shrink as the population ages.
- » Some of the largest employers pay low wages, often in seasonal jobs with no benefits.
- » There is some reliance on industries that are likely to experience a negative transition in the next decade because of climate change vulnerability (i.e., fossil fuel, fruit and vegetable value added products).
- » The village owns two sites available for transformation development, Iron Works and the Old Marina, and has made public investments to entice development on the waterfront. Little private investment has occurred.

Employment

Elberta has a very low labor participation rate. Of the population 16 and over, only 31.6% are in the labor force. One of the primary reasons for a small working population is the prominence of retirees. According to the 2021 ACS 5-Year Estimates, almost 68% of households are collecting social security income.

For those employed, the Census tracks what sectors Elberta residents work in, regardless of location. With remote work, it is possible that Elberta residents work in sectors headquartered outside of the region. The largest representation comes from the following sectors, which could be located anywhere: “educational services, health care, and social assistance (35.5%),” “arts, entertainment, recreation, and accommodations (26.5%),” and “public administration (14.5%).”¹ Combined, those three sectors employ over three-quarters of Elberta residents of working age. Manufacturing still has a role in the local economy but has stagnated over the last 10 years in terms of the number of Village residents employed.

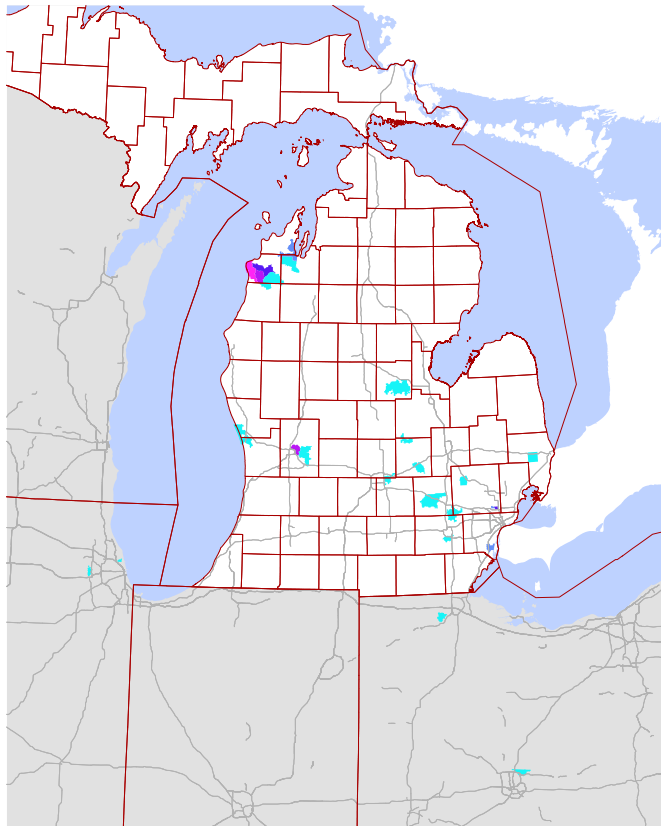
Zooming out a bit further to Benzie County residents who took the Master Plan survey, it appears that Kalkaska and Leelanau counties are employment hubs. While the goal is not to make Elberta an employment center, it is important to note that as of 2020, no one who lived in the Village worked there, and that over half of workers commute between 10 to 50 miles. In a post-pandemic world, the share of remote workers is likely growing, and helping to reduce the cost of commuting. As shown in the maps where “Work Zip Codes” do not match with “Home Zip Codes,” survey-takers are likely working remotely for organizations outside of the region or state.

Table 7: Labor Force Participation, 2021

	Village of Elberta	Benzie County
Population over 16	247	15,038
In Labor Force	78	8,386
Labor Force Participation	31.6%	55.8%

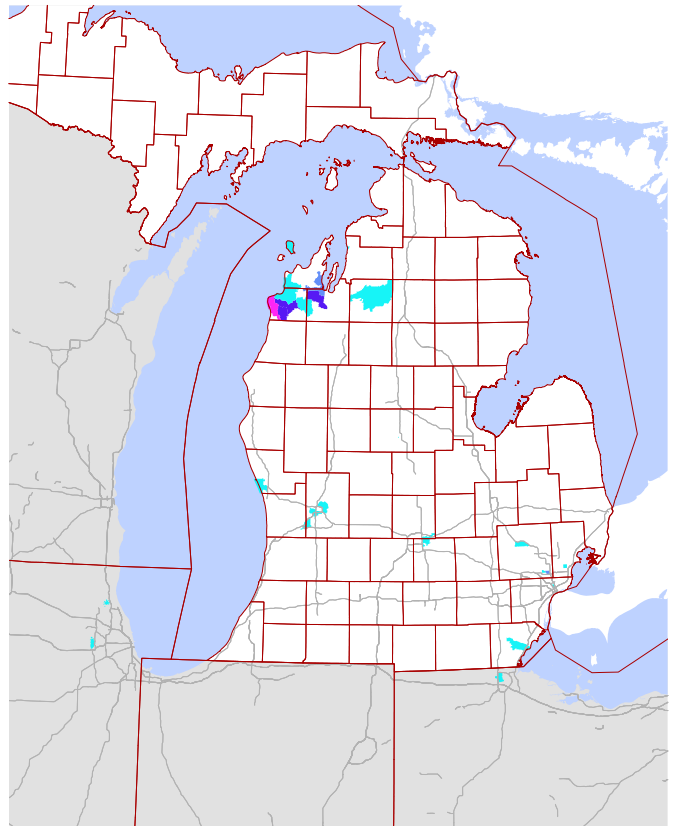
Source: ACS 5-Year Estimates, 2021

Map 8: Home & Work Zip Code



Village of Elberta, Benzie County
Home Zip Code

Data Source: Office of Michigan Geographic Data Library, Benzie County GIS, For Benzie
 1
 2
 3 - 4
 5 - 9
 10+
 Not Shown:
 Florida - 2
 West Virginia - 1



Village of Elberta, Benzie County
Work Zip Code

Data Source: Office of Michigan Geographic Data Library, Benzie County GIS, For Benzie
 1
 2
 3 - 4
 5 - 9
 10+
 Not Shown:
 Florida - 1
 West Virginia - 1
 Virginia - 1
 Texas - 1

Beckett&Raeder

Sector Analysis

Products on the shelf often go through multiple stages of manufacturing, processing, distribution, and sales before they get to the consumer. IMPLAN, an input-output economic modeling tool, was used to illustrate the interdependency of industries and sectors in Benzie County. IMPLAN data was sourced from various governmental sources including the Bureau of Economic Analysis, Census Bureau, and Internal Revenue Service. IMPLAN models upstream economic activity which includes the resources, supply, and manufacturing of goods and services, it does not model sales, use, and disposal activity (downstream economic activity). IMPLAN models several elements of economic output, including labor income, intermediate output, and value add. The elements discussed in this section are as follows:

- » “Value Added” represents the contribution to the gross domestic product.
- » “Total Economic Output” is the combined value of labor income, value added, and intermediate outputs.

The analysis was performed at a county scale to better capture a regional economy while retaining relevance to Elberta. In total, 531 unique industries were analyzed; of them, 196 are active in Benzie County. By looking at each industry’s change in economic output, size of economic output, and relative concentration in the County between 2014 and 2019, the industries are categorized as mature, growth, emerging, declining. The table titled “Growth and Decline Spectrum” indicates a strong County economy where positive change has exceeded negative change. Emerging and growing industries outperformed declining and mature

Declining: small presence and declining economic activity; negative change

Emerging: expanding but have yet to establish a strong presence; trending towards positive change

Growth: strong presence in the region and are expanding; positive change

Mature: have been a specialty for the region but are declining; trending towards negative change

industries in terms of total number of businesses, dollars of economic output, percentage of workers employed.

- » Over 82% of workers in Benzie County are in growth or emerging industries
- » Growth and emerging industries produce almost seven times the amount of economic input when compared to mature or declining industries
- » Almost 83% of economic output is derived from industries that are considered stable.
- » Two-thirds of businesses have seen positive change between 2014 and 2019.

Examples

Table 9 shows a comprehensive, but not exhaustive, list of industries in the County that fall into each category.

Table 9: Example Industries by Category

Stage	Examples
Declining (decreased by 100%)	footwear manufacturing; petroleum refineries; polish and other sanitation good manufacturing; mechanical power transmission equipment manufacturing; small electrical appliance manufacturing; other communication and energy wire manufacturing; other motor vehicle parts manufacturing; wood kitchen cabinet and countertop manufacturing
Emerging (100% growth rate or higher)	death care services; dry-cleaning and laundry services; grantmaking, giving, and social advocacy organizations; management of companies and enterprises; office administrative services; photographic services; insurance carriers (except direct life); data processing, hosting, and related services
Growth (100% growth rate or higher)	wineries/distilleries; travel services; investigation and security services; direct life insurance carriers; wholesale motor vehicle and parts supply; stationary product manufacturing; scales, balances, and other general-purpose machinery; soap and detergent manufacturing
Mature	Tree nut farming; water, fruit farming; sewage and other systems; dehydrated food products manufacturing

Source: IMPLAN

Table 8: Growth and Decline Spectrum

Stage	Industry Count	Economic Output		Employment	
		Dollars	Percent of Total	Count	Percent of Total
Declining	53	\$ 40,707,983	4.5%	503	7.5%
Emerging	61	\$ 173,422,067	19.0%	1,547	22.9%
Growth	69	\$ 582,007,369	63.7%	4,113	60.8%
Mature	12	\$ 116,908,694	12.8%	596	8.8%
Total	195	\$ 913,046,115	100%	6761	100%

Source: IMPLAN

Largest Industries

This section analyzes industries by their regional advantage, economic output, and number of employees to inventory the county's strengths and areas for improvement.

Industries: Regional Advantage

This analysis also identifies which industries are exporting and importing goods and services in Benzie County. This type of measurement indicates a region's industrial specialization; industries that export suggest that the supply of that good or service in the county outpaces demand. Of all the industries analyzed, 81 industries were exporting industries. The table titled "Top Five Export Industries" shows their economic output and number of employees in Benzie County when compared to the state of Michigan.

The export industries (County specialties) show a reliance on fruit and vegetable cultivation and value-added products. This is a precarious anchor for a local economy with the impending effects of climate change to the region. While it is true that the growing season will likely lengthen as temperatures rise, more extreme and less predictable climate will also continue to impact this industry more severely over time.

Industries: Biggest Employers

The biggest employers, defined by the number of employees in 2019, cover interrelated industries: hospitality and real estate. The seasonal nature of the region lends itself to seasonal work, for example accommodations and restaurants/bars. Together, they account for three of the five top employers, and about 61% of the total employment from the industries shown in the table titled "Top Five Employers in Benzie County." The respective average employee compensation reflects a much lower income than the mean household income reported in the 2021 ACS estimate of about \$113,000 annually. Whether these are seasonal or year-round wages, four out of five employees annual compensation is not enough to meet ALICE "survival budget" for a family of four (~\$63,000) unless doubled. Moreover, it is likely that many of the positions in hospitality are unlikely to include benefits, putting employees in a precarious situation should they have an accident and are not covered.

Construction, especially for single-family housing, is also somewhat seasonal and notoriously known to be heavily impacted in recessions. Employee compensation is noticeably higher in construction because there is a great demand for new housing

Table 10: Top Five Export Industries

Top Export Industry	Economic Output	Employment
Dehydrated food products manufacturing	\$45,182,778	106
Frozen fruits, juices, and vegetables manufacturing	\$55,081,534	118
Stationery product manufacturing*	\$5,393,091	15
Overhead cranes, hoists, and monorail systems manufacturing	\$6,112,795	15
Canned fruits and vegetables manufacturing	\$33,794,437	70
TOTAL	\$145,564,635	324

* Establishments primarily engaged in converting paper or paperboard into products used for writing, filing, art work, and similar applications such as computer paper, envelope, memo pads, die-cut paper products for office use, stationery made from purchased paper

Source: IMPLAN

in the area and a lack of skilled labor. Construction has not returned to pre-Great Recession rates, but any comeback is a big win for the region that is in desperate need of new residential units. Ideally, given the demand, some of the new construction would come as multi-family units.

Industries: Largest Economic Output

Industries with the largest economic output calculated as of 2019 show slightly more diversity than the industries with a regional advantage. Two of the food-related industries remain in the top five again, but real estate generates the greatest output, followed by hotels and motels. This is not surprising considering the massive seasonal/second home population and tourists who reliably flock to the coast with their discretionary incomes. Fossil-fuel generated power is also in need of a transition

towards renewable sources. While it has a strong economic output now, it would be shortsighted planning to miss this opportunity to diversify the region’s energy portfolio.

COVID Impacts

Benzie County has bounced back fairly well from the economic impacts of COVID-19. Using a similar analysis for the years 2019 and 2021, the IMPLAN model helps explain the recovery process. By 2021, the County’s economic output exceeded pre-pandemic in terms of dollars (\$967,688,879 in 2021 vs. \$913,045,115 in 2019). The biggest jump took place in the category “increase and outperform” in both employment and output, meaning that a greater proportion of industries in the County performed better than those industries elsewhere in the state over those two years.

Table 11: Top Five Employers in Benzie County, 2019

Industry	Employment	Economic Output	Average Employee Compensation
Hotels and motels, including casino hotels	404	\$47,240,409	\$32,141
Other real estate	391	\$55,753,267	\$34,205
Full-service restaurants	292	\$16,647,695	\$23,826
All other food and drinking places	190	\$10,577,218	\$25,925
Construction of new single-family residential structure	179	\$17,546,177	\$52,204
TOTAL	1,456	\$147,764,768	–

Source: IMPLAN

Table 12: Top Five Industries - Economic Output

Industry	Economic Output	Employment
Other real estate	\$55,753,267	391
Frozen fruit, juices, and vegetable manufacturing	\$55,081,534	118
Hotels and motels, including casino hotels	\$47,240,409	404
Electric power generation – fossil fuel	\$46,920,708	41
Dehydrated food products manufacturing	\$45,182,778	106
TOTAL	\$250,178,696	1,060

Source: IMPLAN

Table 13: COVID Impacts

Industry Status	Description	# Industries
Decline and Underperform	Industry declined after COVID and declined more than the industry statewide	65
Decline but Outperform	Industry declined after COVID but less than the industry statewide	9
Increase and Outperform	Industry increased after COVID and increased more than the industry statewide	93
Increase but Underperform	Industry increased after COVID but less than the industry statewide	18

Economic Development Partnership

Elberta cannot be solely responsible for its economic development. As a part of a network, it will have to cooperate with agencies that have a larger scope and connection to resources such as funding, expertise, talent, and program management. The partnership could include cross promotion, regularly scheduled update meetings, joint projects, and other mutual support that is needed. Table 14 shows an inventory of regional partners.

Local Development

The Village owns two sites where it can use the economic data in this section, along with community engagement results, to determine the “highest and best” use of available land. This approach to economic development tries to match the land uses/businesses in demand with available parcels. This cannot always be done. The size, shape, and surroundings of each parcel may not be suitable for the types of uses needed. In a Village this size, most of this development should occur downtown or along the waterfront where most of the opportunity and interest for development exists. However, one-quarter of survey-takers were interested in commercial growth throughout the Village.

In general, survey-takers believe that there is not enough business in the Village, and they would like to see more development under appropriate land use regulations. Fortunately, the businesses that locals are interested in can be accommodated within the Village: restaurants, bakeries, a grocery store, and outfitters are not too niche or land consuming.

Table 14: Economic Development Partners

Organization	Major Focus
Benzie County Economic Development and Brownfield Redevelopment Authority	Remediate brownfields to convert them to productive use
Benzie County Chamber of Commerce	To attract, support, and represent the business community
Networks Northwest	A non-profit with a 10-county regional scope. Primary services include workforce development; business & economic development; and community development
Frankfort-Elberta Area Chamber of Commerce	Strives to promote the civic, commercial, educational, and industrial welfare of Frankfort-Elberta and the surrounding area.

Overwhelmingly, survey-takers think there are not enough businesses in the Village (80.9%) and would like to see it encouraged with appropriate land use regulations (61.8%).

When asked how residents want the waterfront to look, they preferred that it be publicly accessible by a large margin. This option received 26 votes compared to all the housing types combined (15) and hotels (1).

Iron Works

The Village owns the historic Frankfort Iron Works at the Waterfront Park. Survey respondents recommend restoring the structure or preserving it as a historic site. Given its recreational setting, this site will not be able to accommodate most of the industries analyzed, but at the very least, can be leveraged as a tourist site to visit, if renovated.

Old Marina

The Village owns the old Marina at the bridge next to Penfold Park. In general, survey responses suggest that the site should remain for public use either as a community gathering space, park, boardwalk, boat launch, or kayak/canoe rental.

Placemaking

Placemaking aims to create desirable places with a focus on physical improvements. The focus on investing in beauty through landscaping, amenities, art, and events helps to create a distinguishable “place.” This investment in public infrastructure signals to developers that the Village is ready and willing to support business establishments. It takes the coordination of public and private dollars to create a place that people want to be, and in many cases the municipality must take the lead.

Building a sense of place starts with defining borders, a core, hubs of activity, and landmarks in the public realm so that there is communal understanding on what the “place” is. Once those are agreed upon, a place can take on a shape and style unique to others. Below are proposed zones in the Village and techniques to engage in placemaking.

Downtown & Waterfront

Downtown events have great potential to stimulate economic activity. Free outdoor movies have been offered downtown in the past; downtown movies were popular with families and visitors and stimulated business activity in the downtown. Similarly, festivals and events like the Solstice Festival have historically been important in the Village. Re-energizing these or similar traditions could act as draws to the downtown and help in generating revenue for local businesses.

Aside from events, residents want to see new business downtown and its appearance enhanced. They want to see a focused effort on development or building enhancements to reinforce the Village’s quaint, small-town image. Ideally, the storefronts are filled with local entrepreneurs that serve the year-round and seasonal populations.

Likewise, activities geared towards “sunset-watchers” such as additional commercial offerings (i.e. concessions) could be a way to “capture” some activity or revenue from sunset watchers along the waterfront. This would require a stronger connection between downtown and the waterfront. The beauty of the water is the most cherished asset. Survey-takers want the waterfront to stay accessible, preferably with little to no development. Development that blocks views of the water is not seen favorably.

Streetscapes

Well-designed streetscapes create safe, appealing environments that encourage pedestrian activity, enhance walkability, and create vitality in commercial areas. Public art, landscaping, crosswalks, and wayfinding efforts can enhance Elberta’s commercial areas and attract visitors to local businesses while improving the community’s image.

Arts & Culture

Arts and cultural opportunities are critical economic assets. Skilled and talented workers are drawn to communities with a strong sense of place with a thriving arts-oriented culture. Benzie County and

the northwest Michigan region are home to many artists and others with creative talent that can be leveraged to enhance civic engagement, create a unique identity or brand, and support community image and beautification efforts.

Farmers Market

The Elberta Farmers Market is considered one of the region's best farmers markets and has received national recognition. The Farmers Market represents the Village's strong connection with the region's agricultural heritage, an important part of the community's identity, and acts as a draw for regional residents and visitors. Maintaining,

supporting, and enhancing the Farmers Market and other agricultural or local food related economic activities will support the region's economy, strengthen the Village's connection with the region, enhance its identity, and capitalize on a growing economic sector.

Recreation

Along with placemaking, recreation helps to create distinguishable community and provide recreational opportunities to residents and visitors. The Village of Elberta owns and maintains nine recreational properties, shown in Table 15 on the following page.



Iron Works.

Image Credit: Village of Elberta

Table 15: Village of Elberta Recreational Properties

Property	Description	Size
Elberta Historic Waterfront Park	This is a neighborhood park located on the shores of Betsie Bay with over 1,200 feet of scenic water frontage. Amenities provide for activities such as fishing, picnicking, and group gatherings such as weddings, reunions, and outdoor theater. The park includes a covered picnic pavilion, children’s playground, lighted and paved accessible trails, park benches, an outdoor amphitheater, a covered fishing deck, and both vehicle and bicycle parking facilities.	10+ acres
Life Saving Station	This is a historic building (ca 1887) in Waterfront Park which is available for rent to group gatherings. The facility’s carefully renovated historic character and presence along the waterfront make it very popular for weddings and other celebrations, and the building is heavily used in the summer.	–
Elberta Lake Michigan Beach	This public beach access to Lake Michigan is often used for swimming, fishing, kite sailing, surfing, and paddleboarding. Facilities include ADA restrooms, handicapped accessible pier, a pavilion, scenic overlook, handicapped parking at beach access, and a boardwalk.	1/2 mile of shoreline
Elberta Dunes South Natural Area	This is a natural area composed of glacial moraines, dunes, and forests that offers sweeping views of Lake Michigan and the Betsie Valley, has a quarter-mile of sandy Lake Michigan beach frontage, and is home to endangered species such as the Pitcher’s thistle, piping plover, and Lake Huron locust. It was purchased by the Grand Traverse Regional Land Conservancy in 2010 with the intention of creating a public natural area in partnership with the Village of Elberta. The Village took ownership in 2011 and is currently managing the property in partnership with the GTRLC.	63 acres
Dudley Penfold Memorial Park (Mini-pond/Pavilion Park/Elberta Marina)	This neighborhood park is located in the heart of Elberta on Betsie Bay and is directly accessible from M-22. Facilities include a covered picnic pavilion and picnic tables, grills, playground, boat launch suitable for shallow boats such as kayaks and canoes, pedestrian bridge, access to the Betsie Valley Trail, trailhead parking, public restrooms, and ADA kayak launch. It serves as the location for the Elberta Farmers Market.	4 acres
The Community Building	This 7-acre neighborhood park is located at the south end of the Village, and was originally part of the local school property. The property was split, and the side with the school was sold. The remaining portion is used for a baseball field and bleachers, and the Community Building, which includes a public meeting room and restrooms.	7 acres
Tot Park	This is a mini-park located within the residential area of the Village that serves as a local playground for Village residents. Facilities include a sandbox and swing set.	1/4 acre
Veterans Park	This is a mini-park maintained as open space in the residential area of the Village.	1/2 acre
Anderson Park	This is a mini-park and basketball court located within the residential area of the Village.	1/2 acre

Source: 2018 Village of Elberta Master Plan

Note

- 1 These figures will not necessarily align with the section “Sector Analysis” because census data is not bound by location, and the Sector Analysis is only for Benzie County.

7 Land Use Implementation



Life Saving Station.
Image Credit: Village of Elberta

Land Use Coordination

Land use is the central tenet of the Master Plan. Demographic projections, the housing market, sensitive natural resources, and economic transitions all affect how the land should be used. After analyzing all these elements, the Village can create land use policies to coordinate development that is better adapted to these changes.

Communities typically coordinate land use planning through a series of maps: Existing Land Use, Zoning Map, and the Future Land Use Map. The first two explain the current conditions; the Existing Land Use Map uses land codes that show the broad pattern of development and the Zoning Map shows what uses are legally permitted in each zone. Both maps are drawn on a parcel-by-parcel basis. On the other hand, the Future Land Use Map (FLUM) identifies preferred future land uses in the Village on a more conceptual level. It is used as a land use visualization tool to guide land use changes in the Zoning Ordinance and Zoning Map over the next 10 years. The proposed future land use categories allow the community to identify where certain development should expand or contract without committing it to law (as the Zoning Map does). If the Planning Commission and staff are not consulting the FLUM for such purposes, then the map should be re-evaluated and updated to reflect the community's preference for change.

Land Use Patterns

The Village has developed in predictable ways considering its geography. Because it is a small peninsula with a large portion covered by an unbuildable sand dune, development has concentrated where it is flatter along Betsie Lake

and M-22. Even along this area, there are wetlands to the south that the Village must avoid, which leaves little available land to develop. The "Existing Land Use" map shows the greatest density of residential and commercial development along the Village's major corridor and the northern portion of the waterfront. The "vacant" residential land code refers to parcels that do not have a structure on them. The dunes are covered in this category, but state regulations protecting them still apply. There are several areas that have not been classified; so, this map is a partial representation of the Village's land use patterns.

Future Land Use Categories

Future land use categories lay the groundwork for modifying the land use regulations in the Zoning Ordinance and Zoning Map so that eventually local law aligns with the vision set forth in the Master Plan. Table 16 compares the descriptions of the proposed land use categories, their intent, specific considerations, and how they correspond to the current zoning districts.

Conservation

Elberta has many great natural features that are a draw for residents and tourists alike. The land is characterized by sensitive natural resources such as steep slopes, critical dunes, shoreline, and wetlands. While these areas are protected by state, federal, and tribal guidelines, the local Zoning Ordinance can provide additional layers of protection specific to Elberta's unique character. Revising the Zoning Ordinance to include strategies like bluff and shoreline setbacks, vegetative green belts, limiting removal of shore cover, conservation district overlays, and cluster developments can help protect the land while allowing existing development rights to remain.

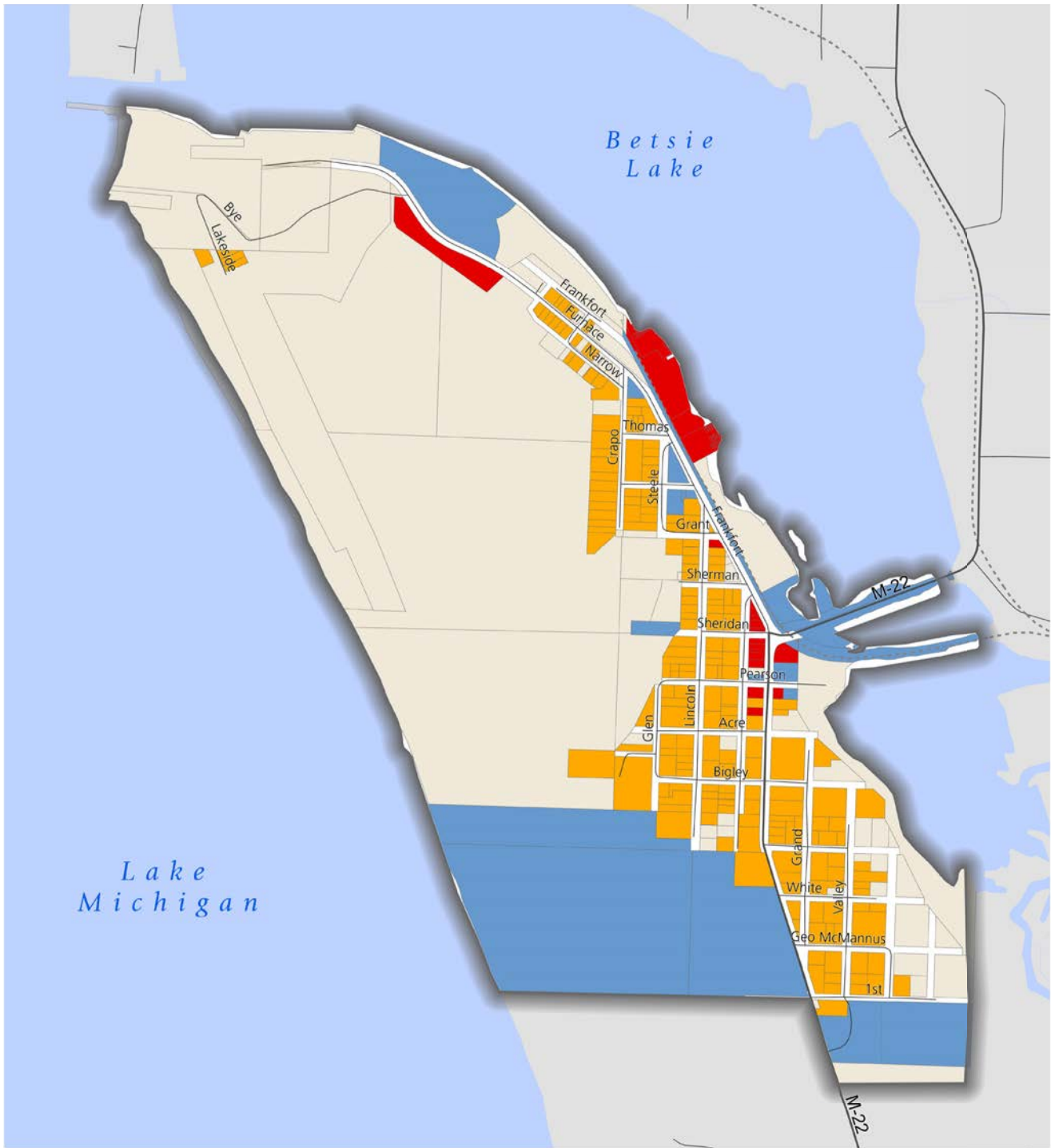
Existing Land Use, Zoning, and Future Land Use Maps

EXISTING LAND USE codes are applied to parcels by the assessor for taxation purposes and broadly categorize land as agricultural, residential, commercial, industrial.

THE ZONING MAP AND ZONING ORDINANCE are legal documents that show the locations of the Village's zoning districts, what uses are permitted by zone, and dimensional and design requirements for new structures.

THE FUTURE LAND USE MAP is an exercise in developing a blueprint that brings together all the elements of a Master Plan to guide how the Village should be developed over time.

Map 9: Existing Land Use



Village of Elberta, Benzie County
Existing Land Use

Data Sources: State of Michigan Geographic Data Library, Benzie County GIS, Esri Basemap

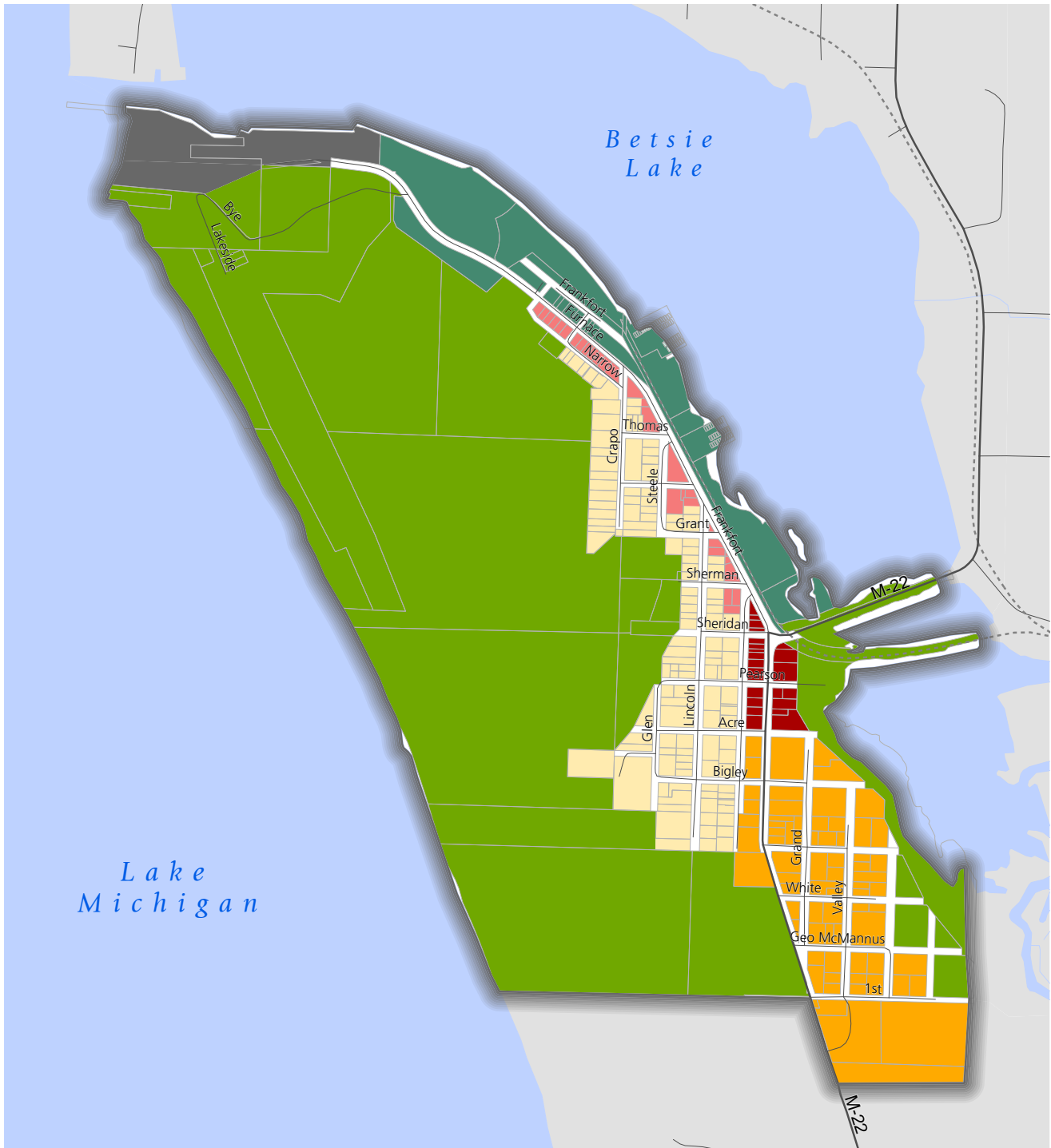
- Vacant/Undeveloped
- Commercial
- Residential
- Public



Table 16: Proposed Future Land Use Categories (Zoning Plan)

Proposed Future Land Use Category	Intent	Considerations	Current Zone	Future Zone
Conservation	To preserve important natural features and protect sensitive environmental resources. Very limited development is permitted and may be subject to state and federal regulations.	Prioritize low impact design for structures when development is permitted	DD R-1	Conservation
Residential				
Flexible Residential	To provide a district that permits a greater variety of denser housing options that take advantage of different lot sizes and a need for attainable price points; design standards may be necessary to keep quality high	Permit ADUs with conditions, create design standards for new builds, create new zoning district for higher density residential	R-1 C-1	FR-Flexible Residential (R-2)
Neighborhood Residential	To primarily maintain the single-family and two-family residential character; new infill shall consider compatible design	Permit ADUs with conditions	R-1	Same as Existing
Commercial				
Downtown	To be the commercial epicenter of the Village with improved mobility and circulation for nonmotorized users, include mixed uses and attractive facades and streetscapes to draw in patrons	Create design standards for buildings, enhance landscaping standards, evaluate parking standards	C-1	DC- Downtown Commercial
Waterfront	To provide a mix of uses that include water-related businesses and recreation, land uses that do not harm the water or shoreline, connect to downtown for nonmotorized users, and maintain public access to Betsie Lake	Standards that protect structures from lake level fluctuations, standards to protect the lake from development, provide lake access, prioritize uses that are water-related, maintain views of the waterfront, create design standards for buildings	DD C-1	WF-Waterfront
Deepwater Port	To provide a mix of uses that include water-related businesses and recreation but also allow for uses that require a deepwater port	Mixed use commercial and water-related uses	PD	DD- Deep Water Port
Neighborhood Commercial	To create a district that supports both the downtown commercial and waterfront commercial while providing a transitional zone to residential districts	Mixed use commercial that has low impact on neighboring residential	R-1 C-1 DD	NC- Neighborhood Commercial

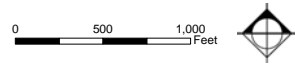
Map 10: Future Land Use



Village of Elberta, Benzie County
Future Land Use

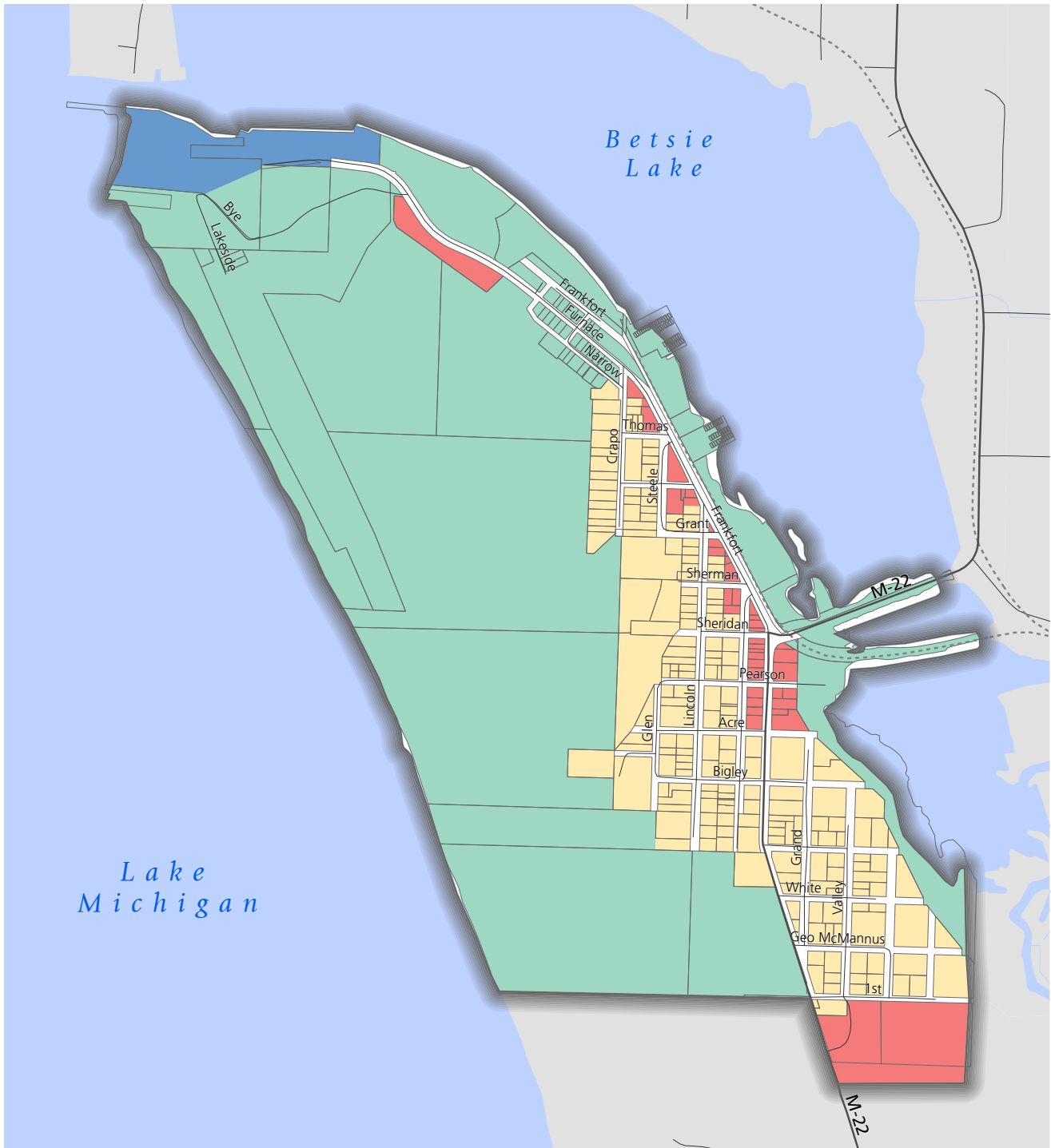
Data Sources: State of Michigan Geographic Data Library, Benzie County GIS, Esri Basemap

- Conservation
- Flexible Residential
- Neighborhood Residential
- Downtown Commercial
- Neighborhood Commercial
- Waterfront
- Deep Water Port
- Trails



B R I
 Beckett&Raeder

Map 11: Zoning



Village of Elberta, Benzie County

Zoning

Data Sources: State of Michigan Geographic Data Library, Benzie County GIS, Esri Basemap

- State Roads
- All Roads
- Trails
- Rivers / Streams
- Lakes / Ponds
- C-1: Commercial District
- DD: Waterfront & Lakebluffs Development District
- PD: Deep Water Point District
- R-1: Residential District



B R I
Beckett & Raeder

Residential

There is currently only one residential zone in the Village, R-1. The zone permits single-family and two-family homes and associated neighborhood uses like religious institutions and parks. Elberta, like many municipalities in the state, is in need of more housing units. More specifically, housing needs to be attainable at different price points to match for the range of residents' income levels. The popularity of short-term rentals in the area has removed even more units available to year-round residents, lowering supply and placing greater pressure on existing units.

It will be difficult to expand the housing options with one zoning district that only permits two housing types. While the Village's residential character has been based on single-family housing, the housing crisis dictates that more flexibility in housing types is necessary to accommodate a new market where 60% of survey-takers felt there was a lack of variety of attainable housing. New builds are expensive, but generally, smaller units are more cost-effective to maintain over time when yards, repairs, and utilities are considered. Townhomes, senior living, triplexes, cottage courts, and small single-family homes are examples of in-demand units that would be challenging to build in compliance with the current Zoning Ordinance. Yet these are more attainable for households with one person, couples with no children, and for those with a low to moderate income.

Accessory dwelling units (ADUs) are another unused tool to increase housing supply without dramatically altering an established neighborhood. In the survey, most respondents felt that they should be permitted with some restrictions. This FLUM supports permitting ADUs in both proposed residential land use categories, but the Zoning Ordinance should outline the specific conditions for approval, for example, lot size, housing type, size of ADU, parking, neighbor approval, etc.

The proposed residential land use categories aspire to increase supply of housing without compromising on aesthetics. **Neighborhood Residential** covers the Village's lots that are 5,000 square feet or smaller with shorter setbacks. These lots would be harder to convert to denser housing and should be preserved as they are. The other

areas covered by **Flexible Residential** have a wider range of lot sizes that can accommodate more housing diversity contingent upon regulations such as height, setbacks, parking, and design.

Commercial

Currently in the Village of Elberta there is one commercial district and two development districts. These districts are all intended for mixed uses, commercial and residential, but should differ in their density and atmosphere. The Future Land Use Map intends to clarify the goals of these different zones to better meet the urban planning needs of the Village. The geographic scope of each zone is re-defined and a new Neighborhood Commercial district is created.

Downtown

The existing downtown will have its own land use category because it acts as a destination along M-22. The existing buildings have a traditional mixed-use format: commercial first floor and residential above. The Village should encourage this type of development here with appropriate land uses and architectural design standards so that the downtown has a discernible and cohesive look. The goal is to have a pedestrian friendly atmosphere with infrastructure for those who would like to stroll and shop in a leisurely manner. Some of these changes will require revisiting the parking standards to make sure cars are not prioritized over people's experience. Typically, this happens when more spaces are required than are needed and they are placed in front of buildings where they distract from the architecture and impede pedestrian friendliness. Land uses are also very important, as a downtown should not feature land consumptive or auto-oriented uses such as: drive-throughs, car washes, or car dealerships. Businesses should be contained in storefronts that draw in foot traffic.

Neighborhood Commercial

The new Neighborhood Commercial district would be a corridor that connects the downtown to the waterfront development districts. This district would be smaller in scale to the other commercial districts with buildings and uses that would be appropriate being adjacent to the neighborhood residential district. This district would have larger open space requirements that allow for outdoor seating areas,

food trucks, car and bicycle parking, and other communal areas. It would allow commercial access for people traveling by car, by bike along the Betsie Valley trail, and for pedestrians walking from the neighborhoods nearby.

Waterfront Development Districts

The current zoning map treats both of its waterfronts as development opportunities. These districts have unique conditions due to their geographic proximity to Lake Betsie and Lake Michigan, and other sensitive natural features. Special care needs to be taken in these areas to protect the natural resources in line with Elberta's conservation goals. The DD and PD districts both allow residential uses from R-1 by right, and intense commercial uses as special uses through the Planned Unit Development process. This process allows flexibility in how a development is shaped upon the land in order to balance the following qualities:

- » a mix of water-recreation and other complementary businesses
- » commercial uses that do not erode the shoreline or water quality
- » development with an appropriate scale and look to fit into the Village's aesthetic
- » primarily local businesses
- » a strong connection to downtown
- » maintain public access to the lake
- » uses/structures that are designed and engineered to handle lake level fluctuations
- » limit structures on sensitive natural features and provide trails and overlook destinations

Survey-takers want to see improved water-based recreation, and this is the right place to do this. Some ideas were for boat and kayak/canoe launches, rentals, a trail along the water to walk and access the lake. With the right mix of services and complementary businesses (i.e. ice cream shop and a small hotel), this could be a hub of summer activity. The DD zone currently permits residential and commercial uses that recognize the unique features of the coastal environment.

To date, this area has not been developed in that manner, despite infrastructure upgrades to enable

more intense development. The Village has invested in the Waterfront Park, which is over 10-acres. This was the first effort to help redevelop this area, but the Village continues to wait for private investment. Once development occurs, a bike trail is intended to connect Elberta Beach to the Betsie Valley trail system, adding another great destination to the recreational options within the area.

Implementation Tools

Capital Improvement Plan

To aid in the budgeting process, the Village should maintain an updated Capital Improvements Plan (CIP) that provides a blueprint for capital expenditures and project phasing such as roads, utility improvements, parks, and heavy equipment. A CIP would offer additional budgeting guidance for Village assets and would help the use of tax dollars more efficiently. It would help determine funding and phasing for infrastructure projects that serve new and existing development.

Rezoning

In many cases, current zoning allows for the use of properties in a way that is consistent with the intent of the Future Land Use Map. However, in some cases, rezonings may be needed to allow for the intended uses or development types of the Future Land Use Map.

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

Visioning

The Michigan Economic Development Corporation recommends that the community define its priorities and vision for sites it wants to see redeveloped. In building consensus upfront and promoting a cohesive vision to the development community, the Village signals that it is serious and ready to accept proposals. This approach helps to

save time later. Instead of going back and forth through the site plan review process, it encourages developers with the appropriate type of experience to submit and focuses the scope.

Training

The Planning Commission has a huge role to play in how the community develops. They oversee the writing and enforcement of the Master Plan and the Zoning Ordinance, two of the biggest tools that regulate land use. As a commission of volunteers, regular training on their role, responsibilities, and consistency in applying the vision to development is necessary. This approach should also be taken with Council. Joint meetings a couple times a year could ensure that both groups are on the same page.

Planned Unit Development

To have a cohesive waterfront, the development should go through a Planned Unit Development (PUD) process. A PUD is a zoning tool that allows for some flexibility in terms of use, density, and site layout through a special review process. The process is based more heavily on meeting adopted community goals or standards included in the PUD section of the Zoning Ordinance and that align with the Master Plan. This tool is best used for creating larger-scale projects, under single ownership, where a unified design is desired. While the proposed Waterfront district would permit mixed uses, the PUD process could help produce a cohesive and phased outcome. Because these tend to be transformative projects, an educational and input session is recommended for the public.

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8

Vision, Goals, & Actions



One of the fundamental roles of a Master Plan is to provide a blueprint for the future, through the establishment of a vision, goals, and actions. A vision is a long-term aspirational view of the community, while goals provide general direction and serve as a description of the desired future. Goals address issues and specific needs but are still broad in scope. Actions are a tangible means of achieving goals.

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

Vision Statement

Elberta is a vibrant village, a home to a diverse population, year-round tourism, a mixed-use waterfront, bustling downtown, variety of housing choices, and small-town character. Village beaches, parks, restaurants, shops, and community events draw residents, tourists, and investment that provide economic well-being and a high-quality of life for Village residents.



Water Front Park.
Image Credit: Village of Elberta

HOUSING GOALS

The region, state, and nation are suffering from a housing shortage. One of the solutions is to expand the housing supply to relieve the upward pressure on the housing market. Expansion primarily includes smaller housing units to accommodate smaller households. The actions focus on land use policy that can help achieve the construction of new units. The goals also focus on how to keep the housing inventory in good shape and how to ensure that new housing fits in aesthetically with the neighborhoods.

Table 17: Housing Action Plan

Action	Lead Party	Timeframe for Completion
GOAL 1: Provide a range of housing types, sizes, and densities to ensure housing options for all incomes, ages, household sizes, and abilities.		
Identify parcels for infill in residential areas.	Planning Commission/ Subcommittee	1 year
Update Zoning Ordinance to allow for a variety of lot sizes, setbacks, housing types in residential neighborhoods, including accessory dwellings.	Planning Commission	1.5 years
Update Zoning Ordinance to allow mixed-uses in commercial districts to include residential on the upper stories.	Planning Commission	1.5 years
GOAL 2: Ensure new housing development is well-designed and compatible with the community's existing neighborhoods		
Update Zoning Ordinance to incorporate Master Plan goals.	Planning Commission	1 year
Ensure that new housing developments provide nonmotorized pathways/connections to schools, jobs, shopping, adjacent neighborhoods, services, and recreation.	Planning Commission	Ongoing
GOAL 3: Maintain and improve the quality of existing housing stock.		
Create a blight ordinance and enforcement.	Planning Commission/ Village Council	1 year



Existing housing in the Village.

NATURAL FEATURES GOALS

Elberta’s natural beauty is a huge asset. Due to such sensitive terrain, much of the Village is protected by state legislation. However, there are still local ordinances that the Village can enact to keep water quality high and mitigate the presence of invasive species. While some of this can be accomplished in the Zoning Ordinance, it will also require an educational campaign on the effects of development on the Village’s natural features.

Table 18: Natural Features Action Plan

Action	Lead Party	Timeframe for Completion
GOAL 1: Protect, conserve, and preserve wetlands, woodlands, floodplains, critical sand dunes, groundwater and groundwater recharge areas, surface water, lake and stream shores, view-sheds, topography, wildlife, wildlife corridors, environmentally sensitive lands, dark skies, and clean air.		
Update the Zoning Ordinance to include green stormwater infrastructure and require developers to install low impact design features where appropriate.	Planning Commission	1.5 years
Update the Zoning Ordinance to establish minimum setbacks from sensitive natural features, vegetative buffering, prohibit invasive species, and reduce impervious surfaces.	Planning Commission	1.5 years
Ensure that the Zoning Ordinance requires all applicable environmental permits and conditional approvals are in place prior to issuance permits.	Planning Commission	1.5 years
Continue to maintain an up-to-date 5-Year Parks and Recreation Master Plan.	Park & Recreation Committee	Ongoing
GOAL 2: Involve citizens, volunteers, and local organizations in the protection of natural resources and sensitive lands.		
Support county and regional efforts to educate landowners, residents, and developers on the importance of environmental conservation practice.	Park & Recreation Committee	Ongoing



Betsie Lake and critical dunes.

Image Credit: Village of Elberta

TRANSPORTATION GOALS

To try to reduce the high cost of car ownership, the Village aspires to provide more nonmotorized infrastructure so that residents and visitors can walk, scoot, roll, and bike to destinations. Its roads, as in many Michigan communities, are in poor condition, so removing heavy vehicles from roads can help lengthen the time between repaving. Many of these strategies are aimed at making different modes of transit safer so that all users feel comfortable outside of a car and can take advantage of healthier transportation alternatives.

Table 19: Transportation Action Plan

Action	Lead Party	Timeframe for Completion
GOAL 1: Provide a high-quality, multi-modal transportation network that is safe and efficient for all users.		
Develop and adopt a Complete Streets Ordinance.	Planning Commission	3-5 years
Work with MDOT and other transportation stakeholders to develop and implement traffic calming measures along M-22, including streetscape enhancements.	Village Council	Ongoing
Create separate bike/walking paths, where needed and feasible, and create safe, wide shoulders on street pavement for bicycles when a separate bike path cannot be built.	Village Council	Ongoing
Improve Betsie Valley Trailhead parking accessibility on M-22 and connect State Game Area and Elberta Beach/parks via the Betsie Valley Trail	DNR/Betsie Valley Trailway Management Council	Ongoing



Betsie Valley Trail along M-22.

ECONOMIC DEVELOPMENT GOALS

The economic analysis conducted in the Master Plan is on a regional scale. As one of its economic players, the Village should remain an active voice among larger scale organizations dedicated to economic development. The sector analysis shows which industries warrant additional investment based on employment, output, and regional specialty. Next steps are to inventory and connect the land, processes, and infrastructure to emerging or growing industries so that development is streamlined and suitable to the Village.

On the local side, the Village can invest in the beauty and functionality of its major nodes to entice private investment. Placemaking in key areas is recommended as are regulations that produce a cohesive design for development. This level of involvement and coordination among staff, commissions, and committees will require regular and ongoing training to yield consistent results.

Table 20: Economic Development Action Plan

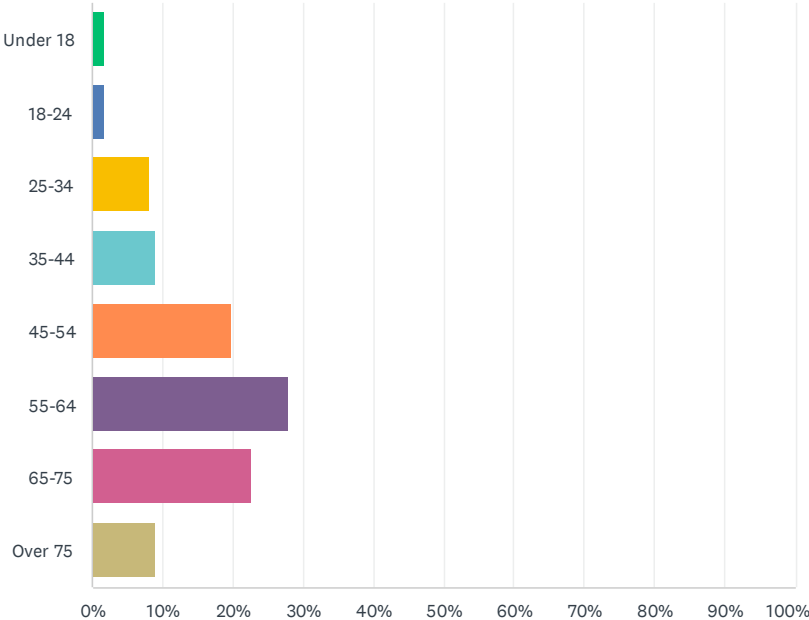
Action	Lead Party	Timeframe for Completion
GOAL 1: Invest in placemaking features in commercial nodes to entice private investment		
Develop a wayfinding/signage program that promotes Elberta's character and draws visitors to businesses and public spaces.	Park & Recreation Committee	Ongoing
Invest in streetscape improvements that beautify the right of way and public realm (i.e., landscaping, lighting, benches, art).	Park & Recreation Committee	Ongoing
Update Zoning Ordinance to develop design standards for commercial areas.	Planning Commission	2 years
GOAL 2: Take a more proactive role pursuing development options for the Village		
Identify available land and structures that can be appropriately used for industries that are growing or emerging.	Consultant	5-10 years
Streamline the development process. Encourage pre-development meetings.	Planning Commission	Ongoing
Conduct a property inventory to assess concentrations of blight and opportunity.	Code Enforcement Officer/ Committee	1 year
Hold regular training for Planning Commission and Village Council.	Planning Commission/ Village Council	Ongoing
Ensure that Village water, sewer, and stormwater are sufficient to accommodate increased capacity.	Public Works/ Village Council	Ongoing

Appendix: Community Survey Results

Elberta Village Master Plan Community Survey

Q1 What age group do you fall into?

Answered: 111 Skipped: 0

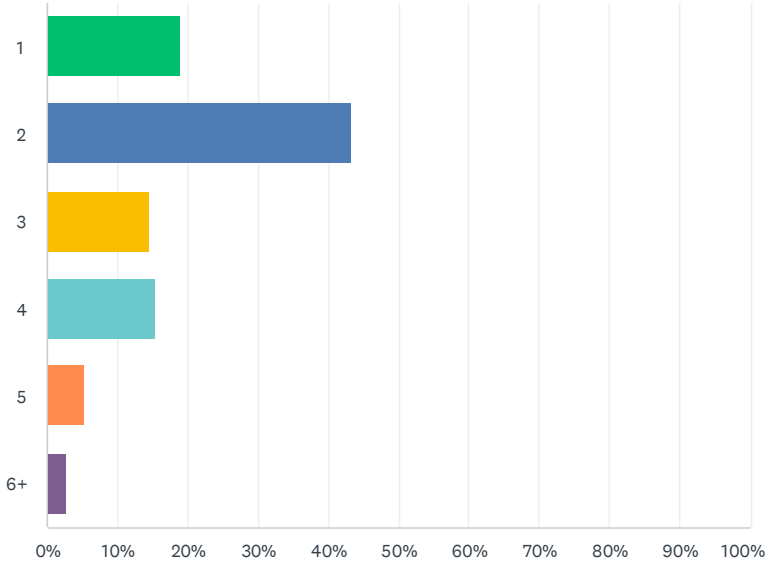


ANSWER CHOICES	RESPONSES	
Under 18	1.80%	2
18-24	1.80%	2
25-34	8.11%	9
35-44	9.01%	10
45-54	19.82%	22
55-64	27.93%	31
65-75	22.52%	25
Over 75	9.01%	10
TOTAL		111

Elberta Village Master Plan Community Survey

Q2 How many members are in your household?

Answered: 111 Skipped: 0

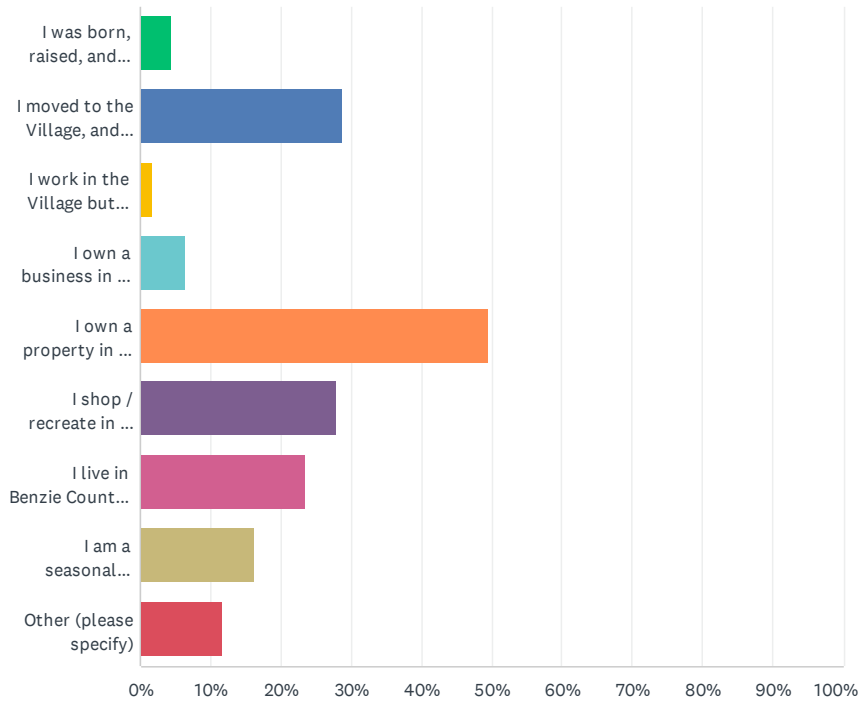


ANSWER CHOICES	RESPONSES	
1	18.92%	21
2	43.24%	48
3	14.41%	16
4	15.32%	17
5	5.41%	6
6+	2.70%	3
TOTAL		111

Elberta Village Master Plan Community Survey

Q3 What is your connection to the Village of Elberta? (Please select all that apply)

Answered: 111 Skipped: 0



ANSWER CHOICES	RESPONSES
I was born, raised, and currently live here	4.50% 5
I moved to the Village, and currently live here	28.83% 32
I work in the Village but live elsewhere	1.80% 2
I own a business in the Village	6.31% 7
I own a property in the village	49.55% 55
I shop / recreate in the village	27.93% 31
I live in Benzie County, outside of the village	23.42% 26
I am a seasonal resident of Benzie County	16.22% 18
Other (please specify)	11.71% 13
Total Respondents: 111	

#	OTHER (PLEASE SPECIFY)	DATE
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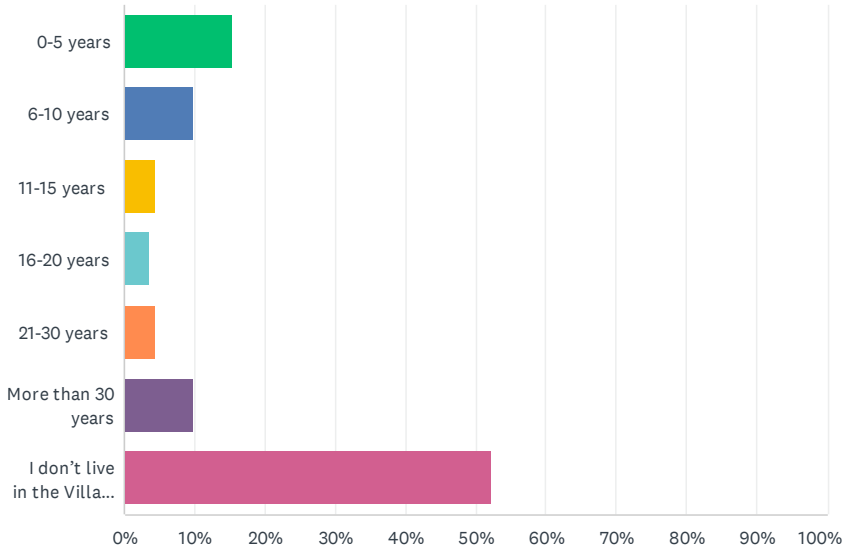
Elberta Village Master Plan Community Survey

1	I work in the area	4/3/2023 2:55 PM
2	i was born and raised in Elberta. I own the house that I grew up in. We live in it usually from part of May through the end of October.	3/31/2023 12:50 PM
3	We bought a house with plans to move to Elberta at some point in the future	3/29/2023 5:21 PM
4	I used to own a business in the village	3/21/2023 2:27 PM
5	Summer cottage	3/8/2023 11:38 AM
6	Live in Gilmore twp formally in the village	2/24/2023 12:47 PM
7	Seasonal resident in 2023 after retirement	2/23/2023 9:21 AM
8	Family comes year round	2/23/2023 8:31 AM
9	I own properties in the village and in the nearby area. I am a seasonal resident.	2/23/2023 12:07 AM
10	Served by the water/sewer system of Elberta	2/22/2023 9:36 AM
11	I lived there for awhile in 2008/09	2/17/2023 10:33 AM
12	Own property, retiring here this summer	2/16/2023 4:08 PM
13	Local who shops and recreates in Elberta	2/16/2023 2:49 PM

Elberta Village Master Plan Community Survey

Q4 If you are resident, how long have you lived in Elberta Village?

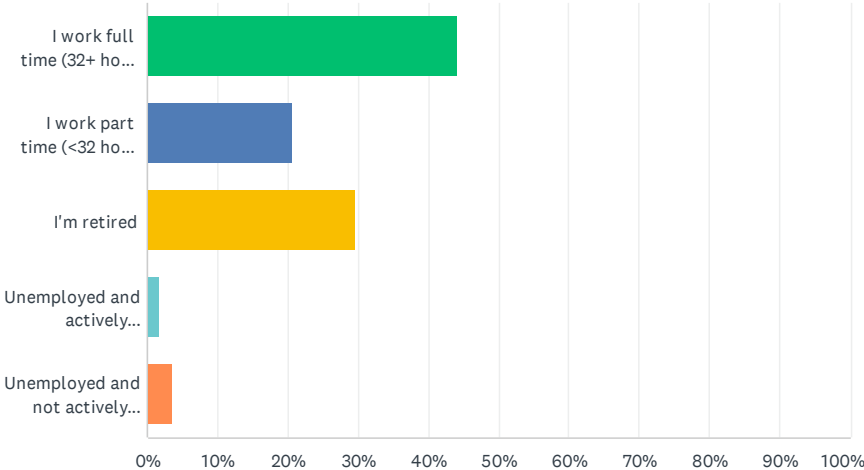
Answered: 111 Skipped: 0



ANSWER CHOICES	RESPONSES	
0-5 years	15.32%	17
6-10 years	9.91%	11
11-15 years	4.50%	5
16-20 years	3.60%	4
21-30 years	4.50%	5
More than 30 years	9.91%	11
I don't live in the Village of Elberta	52.25%	58
TOTAL		111

Q5 Please indicate your employment status.

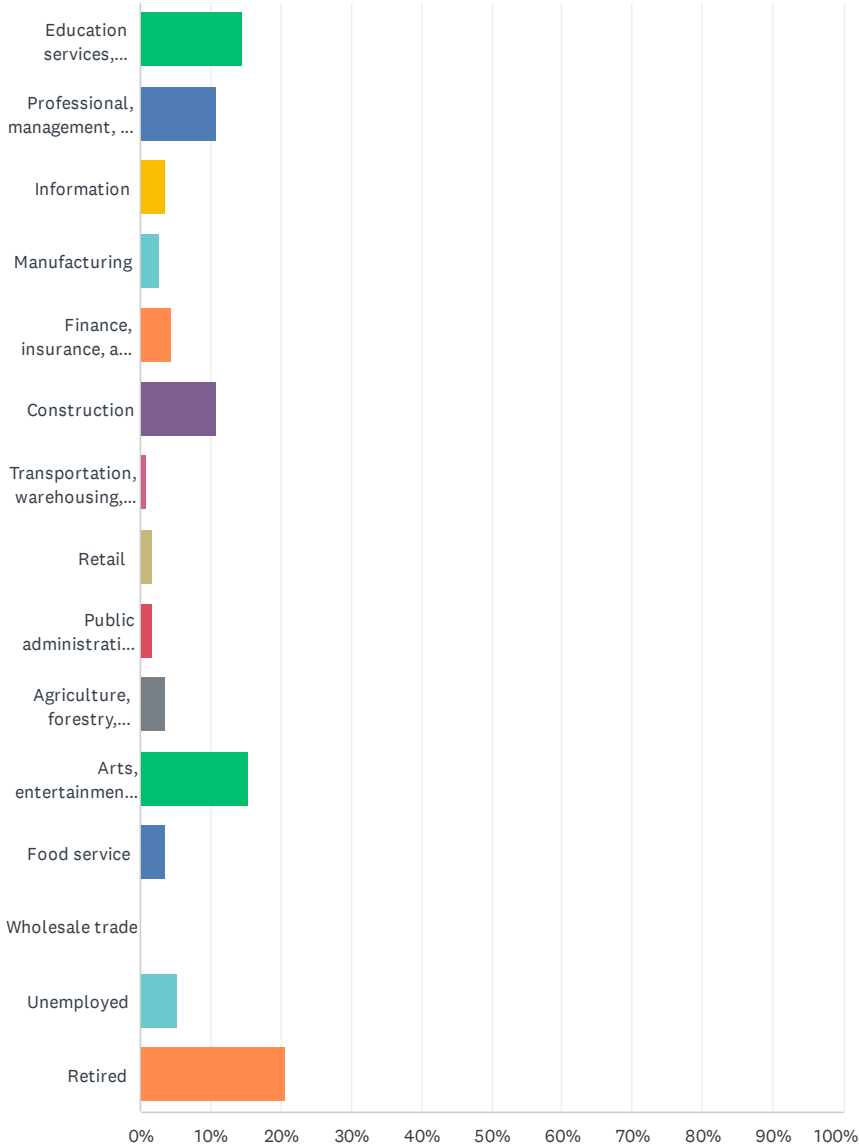
Answered: 111 Skipped: 0



ANSWER CHOICES	RESPONSES	
I work full time (32+ hours a week)	44.14%	49
I work part time (<32 hours a week)	20.72%	23
I'm retired	29.73%	33
Unemployed and actively looking	1.80%	2
Unemployed and not actively looking	3.60%	4
TOTAL		111

Q6 In what sector do you work?

Answered: 111 Skipped: 0



Elberta Village Master Plan Community Survey

ANSWER CHOICES	RESPONSES	
Education services, health care, and social assistance	14.41%	16
Professional, management, and administrative	10.81%	12
Information	3.60%	4
Manufacturing	2.70%	3
Finance, insurance, and real estate	4.50%	5
Construction	10.81%	12
Transportation, warehousing, and utilities	0.90%	1
Retail	1.80%	2
Public administration and government	1.80%	2
Agriculture, forestry, fishing, hunting, mining	3.60%	4
Arts, entertainment, media, recreation, and accommodation	15.32%	17
Food service	3.60%	4
Wholesale trade	0.00%	0
Unemployed	5.41%	6
Retired	20.72%	23
TOTAL		111

Elberta Village Master Plan Community Survey

Q7 In what zip code is your place of employment?

Answered: 71 Skipped: 40

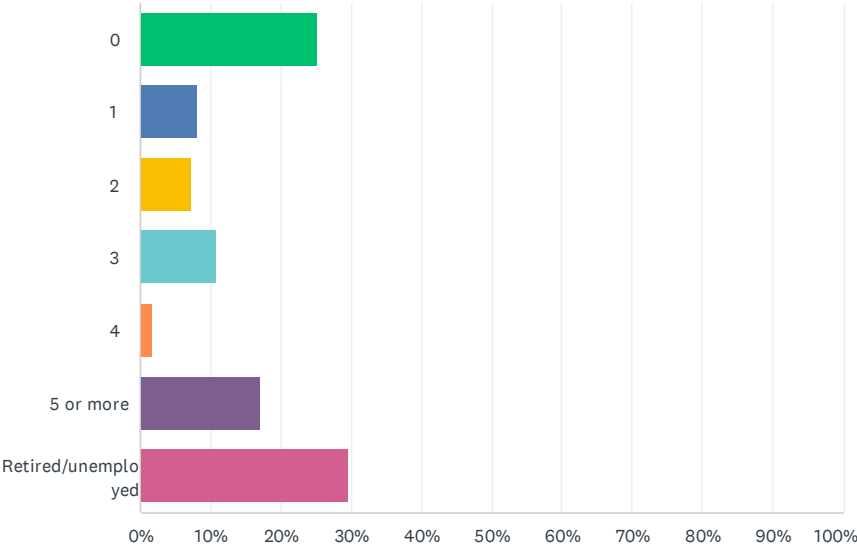
#	RESPONSES	DATE
1	West Michigan	4/3/2023 2:55 PM
2	49525	3/31/2023 12:57 PM
3	60137	3/30/2023 10:40 PM
4	49628	3/30/2023 8:01 PM
5	49504	3/30/2023 1:58 PM
6	04092-2041	3/29/2023 5:21 PM
7	49685	3/29/2023 4:00 PM
8	49635	3/21/2023 10:49 AM
9	49643	3/19/2023 10:22 AM
10	49628	3/14/2023 5:50 PM
11	49635	3/12/2023 6:05 PM
12	49635	3/12/2023 11:06 AM
13	49684	3/11/2023 5:26 PM
14	78232	3/11/2023 11:36 AM
15	49635	3/10/2023 6:31 PM
16	48346	3/8/2023 11:38 AM
17	48067	3/4/2023 10:04 AM
18	49616	3/3/2023 10:51 AM
19	48067	3/3/2023 9:51 AM
20	25112	3/3/2023 8:39 AM
21	34236	3/2/2023 9:41 PM
22	49616	2/26/2023 11:03 AM
23	43615	2/25/2023 5:59 PM
24	49640	2/25/2023 4:50 PM
25	48202	2/25/2023 12:16 PM
26	49685	2/24/2023 12:47 PM
27	48072	2/23/2023 5:42 PM
28	48226	2/23/2023 5:13 PM
29	49617	2/23/2023 11:28 AM
30	48161	2/23/2023 9:21 AM
31	49635	2/23/2023 3:32 AM
32	48859	2/23/2023 12:07 AM
33	49635	2/22/2023 10:07 PM

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34	49441	2/22/2023 6:05 PM
35	49628	2/22/2023 5:27 PM
36	60069	2/22/2023 10:30 AM
37	22209	2/22/2023 9:51 AM
38	48026	2/22/2023 9:36 AM
39	49684	2/22/2023 8:34 AM
40	49628	2/21/2023 6:43 PM
41	49418	2/21/2023 3:02 PM
42	49635	2/21/2023 10:21 AM
43	49635	2/20/2023 4:39 PM
44	49635	2/20/2023 12:57 PM
45	49628	2/20/2023 12:00 PM
46	34230	2/20/2023 10:08 AM
47	49628	2/20/2023 7:45 AM
48	49635	2/19/2023 1:33 PM
49	49685	2/18/2023 7:15 PM
50	49685	2/18/2023 7:05 PM
51	49617	2/18/2023 2:44 PM
52	49617	2/18/2023 11:13 AM
53	49616	2/18/2023 10:03 AM
54	49628	2/18/2023 7:33 AM
55	49635	2/17/2023 8:19 PM
56	49635	2/17/2023 11:21 AM
57	49628	2/17/2023 10:59 AM
58	48683	2/17/2023 8:41 AM
59	49635	2/17/2023 8:20 AM
60	49635	2/16/2023 6:30 PM
61	49635	2/16/2023 4:08 PM
62	49635	2/16/2023 4:04 PM
63	49628	2/16/2023 3:56 PM
64	49635	2/16/2023 2:41 PM
65	49503	2/16/2023 1:32 PM
66	48823	2/16/2023 12:21 PM
67	49646	2/16/2023 12:19 PM
68	49635/49627	2/16/2023 12:14 PM
69	49635	2/16/2023 12:12 PM
70	49628	2/16/2023 12:10 PM
71	49630	2/16/2023 12:04 PM

Q8 How many days a week do you work from home?

Answered: 111 Skipped: 0



ANSWER CHOICES	RESPONSES	
0	25.23%	28
1	8.11%	9
2	7.21%	8
3	10.81%	12
4	1.80%	2
5 or more	17.12%	19
Retired/unemployed	29.73%	33
TOTAL		111

Elberta Village Master Plan Community Survey

Q9 What zip code do you live in?

Answered: 100 Skipped: 11

#	RESPONSES	DATE
1	49628	4/10/2023 2:07 PM
2	49628	4/10/2023 1:57 PM
3	49441	4/3/2023 2:55 PM
4	49525	3/31/2023 12:57 PM
5	49525	3/31/2023 12:57 PM
6	49525	3/31/2023 12:57 PM
7	49525	3/31/2023 12:57 PM
8	34232	3/31/2023 12:50 PM
9	60137	3/30/2023 10:40 PM
10	49628	3/30/2023 8:01 PM
11	49525	3/30/2023 1:58 PM
12	43081	3/29/2023 5:21 PM
13	49628	3/29/2023 4:29 PM
14	49685	3/29/2023 4:00 PM
15	49628	3/23/2023 12:19 PM
16	49635	3/21/2023 2:27 PM
17	49628	3/21/2023 10:49 AM
18	49628	3/21/2023 9:42 AM
19	49628	3/19/2023 10:22 AM
20	49628	3/14/2023 5:50 PM
21	49635	3/12/2023 6:05 PM
22	49635	3/12/2023 11:06 AM
23	49684	3/11/2023 5:26 PM
24	48843	3/11/2023 11:36 AM
25	49635	3/11/2023 9:23 AM
26	49628	3/10/2023 6:31 PM
27	48108	3/8/2023 2:56 PM
28	49635	3/8/2023 2:39 PM
29	49635	3/8/2023 11:42 AM
30	48350	3/8/2023 11:38 AM
31	49628	3/5/2023 5:25 PM
32	48067	3/4/2023 10:04 AM
33	49628	3/3/2023 10:51 AM

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34	48067	3/3/2023 9:51 AM
35	25301	3/3/2023 8:39 AM
36	34234	3/2/2023 9:41 PM
37	48414	2/28/2023 7:36 AM
38	49628	2/26/2023 11:03 AM
39	43571	2/25/2023 5:59 PM
40	49628	2/25/2023 4:50 PM
41	48067	2/25/2023 12:16 PM
42	49628	2/24/2023 5:00 PM
43	49635	2/24/2023 12:47 PM
44	49635	2/24/2023 12:31 PM
45	48072	2/23/2023 5:42 PM
46	48072 and 49635	2/23/2023 5:13 PM
47	49616	2/23/2023 11:28 AM
48	48183	2/23/2023 9:21 AM
49	48841	2/23/2023 8:31 AM
50	49617	2/23/2023 3:32 AM
51	48640	2/23/2023 12:07 AM
52	49628	2/22/2023 10:07 PM
53	49456	2/22/2023 6:05 PM
54	49628	2/22/2023 5:27 PM
55	60625	2/22/2023 10:30 AM
56	49628	2/22/2023 9:51 AM
57	48027	2/22/2023 9:36 AM
58	49684	2/22/2023 8:34 AM
59	49628	2/21/2023 6:43 PM
60	49628	2/21/2023 5:38 PM
61	49301	2/21/2023 3:02 PM
62	49628 and 48178	2/21/2023 1:10 PM
63	49628	2/21/2023 10:21 AM
64	49628	2/20/2023 4:40 PM
65	49628	2/20/2023 4:39 PM
66	49635	2/20/2023 12:57 PM
67	49635	2/20/2023 12:00 PM
68	49635	2/20/2023 7:45 AM
69	49628	2/19/2023 1:33 PM
70	49628	2/18/2023 7:15 PM
71	49628	2/18/2023 7:05 PM

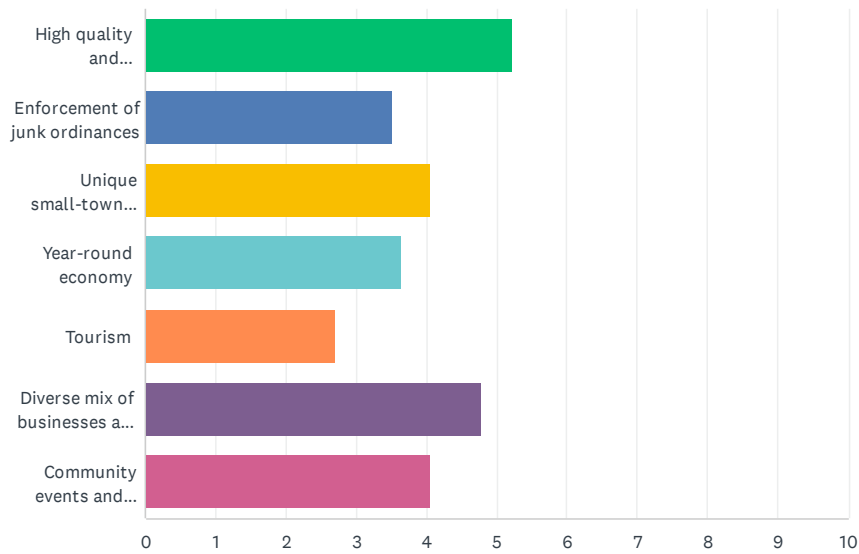
Elberta Village Master Plan Community Survey

72	49617	2/18/2023 2:44 PM
73	49616	2/18/2023 2:11 PM
74	49617	2/18/2023 11:13 AM
75	49616	2/18/2023 10:03 AM
76	49628	2/18/2023 8:18 AM
77	49628	2/18/2023 7:33 AM
78	49628	2/17/2023 8:19 PM
79	49635	2/17/2023 11:21 AM
80	49628	2/17/2023 10:59 AM
81	49635	2/17/2023 10:33 AM
82	49616	2/17/2023 8:41 AM
83	49635	2/17/2023 8:20 AM
84	49616	2/16/2023 9:06 PM
85	49635	2/16/2023 6:30 PM
86	48183	2/16/2023 4:08 PM
87	49617	2/16/2023 4:08 PM
88	49635	2/16/2023 4:04 PM
89	49628	2/16/2023 3:56 PM
90	49628	2/16/2023 3:06 PM
91	49635	2/16/2023 2:49 PM
92	49635	2/16/2023 2:41 PM
93	49683	2/16/2023 2:31 PM
94	49628	2/16/2023 1:32 PM
95	48823	2/16/2023 12:21 PM
96	49635	2/16/2023 12:19 PM
97	49635	2/16/2023 12:14 PM
98	49635	2/16/2023 12:12 PM
99	49635	2/16/2023 12:10 PM
100	49628	2/16/2023 12:04 PM

Elberta Village Master Plan Community Survey

Q10 Rank the following characteristics in order of importance in creating a desirable future for Elberta? 1=highest, 7=lowest

Answered: 110 Skipped: 1

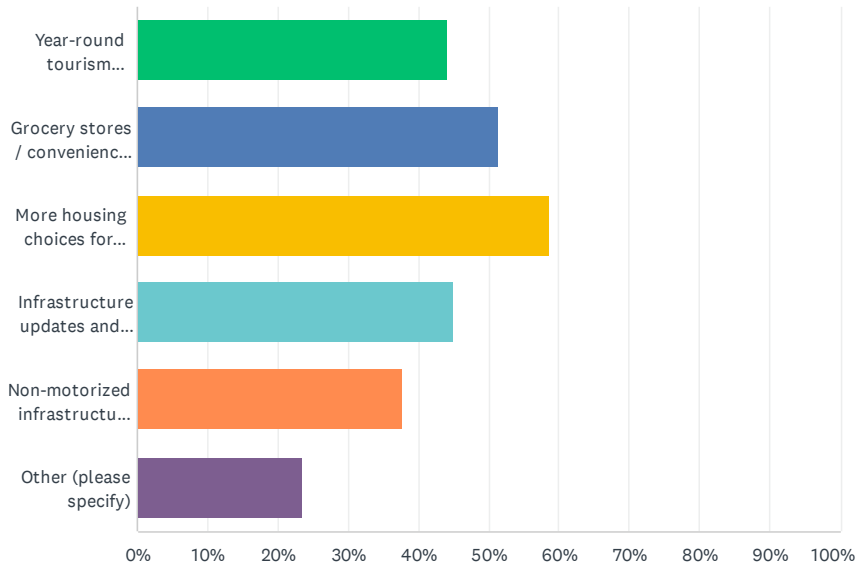


	1	2	3	4	5	6	7	TOTAL	SCORE
High quality and well-maintained Village beaches and parks	20.91% 23	24.55% 27	20.91% 23	25.45% 28	6.36% 7	1.82% 2	0.00% 0	110	5.23
Enforcement of junk ordinances	11.82% 13	10.00% 11	17.27% 19	5.45% 6	13.64% 15	18.18% 20	23.64% 26	110	3.52
Unique small-town character	17.27% 19	9.09% 10	18.18% 20	10.91% 12	15.45% 17	20.91% 23	8.18% 9	110	4.06
Year-round economy	13.64% 15	13.64% 15	9.09% 10	10.00% 11	18.18% 20	12.73% 14	22.73% 25	110	3.65
Tourism	7.27% 8	3.64% 4	2.73% 3	12.73% 14	18.18% 20	23.64% 26	31.82% 35	110	2.71
Diverse mix of businesses and shops	20.00% 22	20.91% 23	16.36% 18	16.36% 18	14.55% 16	10.00% 11	1.82% 2	110	4.78
Community events and festivals	9.09% 10	18.18% 20	15.45% 17	19.09% 21	13.64% 15	12.73% 14	11.82% 13	110	4.05

Elberta Village Master Plan Community Survey

Q11 What would enhance Elberta’s year-round economy? (Please check all that apply)

Answered: 111 Skipped: 0



ANSWER CHOICES	RESPONSES
Year-round tourism opportunities	44.14% 49
Grocery stores / convenience stores / basic commercial services	51.35% 57
More housing choices for families / workforce	58.56% 65
Infrastructure updates and upkeep (Roads, Sidewalks etc.)	45.05% 50
Non-motorized infrastructure improvements	37.84% 42
Other (please specify)	23.42% 26
Total Respondents: 111	

#	OTHER (PLEASE SPECIFY)	DATE
1	inexpensive broadband internet	3/30/2023 8:01 PM
2	Reliable, affordable internet!!	3/29/2023 5:21 PM
3	JOBS	3/29/2023 4:29 PM
4	Shops, stores, restaurant etc	3/19/2023 10:22 AM
5	Re-open Elberta Beach	3/12/2023 11:06 AM
6	Winter community events	3/5/2023 5:25 PM
7	Capitalize on the Farmer's Market--maybe expand hours	3/3/2023 10:51 AM

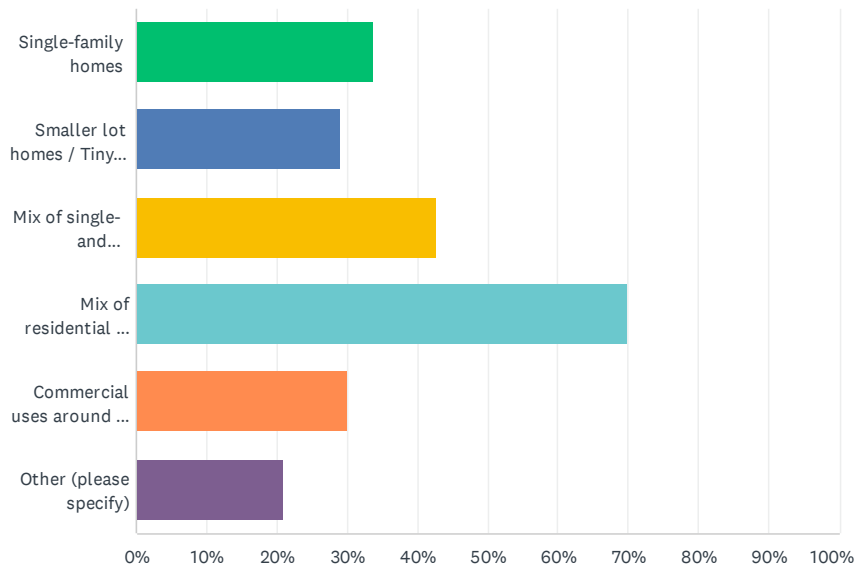
Elberta Village Master Plan Community Survey

8	Elberta is still seen as a village where poor people live who don't keep up their property. Our house is surrounded by houses that are vacant with tall grass and dilapidated buildings. People are allowed to keep junk in their front yard in their driveway. Nobody wants to live or visit an area that has these issues. We love our house and we love this village, but it's embarrassing to have people visit when the neighbors houses are allowed to become such eyesores.	3/3/2023 9:51 AM
9	I am not sure there is much the government can do about this.	2/26/2023 11:03 AM
10	More year-round employers in the region	2/25/2023 12:16 PM
11	Unsure if it "needs" year round economic growth	2/24/2023 12:47 PM
12	I don't think that Elberta needs to focus on a year-round economy. The beauty of elberta is that it is a quiet community that is only one mile from Frankfort. Don't try to follow the model of a "typical town". enhance what you have and let Frankfort develop their economy..	2/23/2023 12:07 AM
13	Restaurants	2/22/2023 11:51 AM
14	Furnace Street Distillery and Cabbage Shed operating year round would help, but I understand they have to make the best business decision for them.	2/22/2023 10:30 AM
15	The likelihood of a Year-round economy in Elberta is slim to non. There is an exceptional seasonal economy though.	2/22/2023 8:34 AM
16	Require exterior of homes to be covered with finished material such as siding. Institute junk ordinance and exterior lawn maintenance	2/21/2023 3:02 PM
17	education for township officials	2/21/2023 1:10 PM
18	Maintain the sidewalks like they did in the 80's	2/20/2023 4:39 PM
19	Housing choices but not three story structures. Replace trailer park with 2 story apartment buildings.	2/19/2023 8:15 AM
20	Family-oriented opportunities; Nature-based events	2/18/2023 2:44 PM
21	Elberta should not be tackling this problem alone it should be considered at the County level	2/18/2023 2:11 PM
22	Extension of the Betsie Valley Trail to Elberta Beach would have greatest economic impact.	2/18/2023 8:18 AM
23	Vista trail high above the beach	2/17/2023 11:21 AM
24	Open The Mayfair!	2/17/2023 10:33 AM
25	native flower, tree, shrub plantings	2/16/2023 9:06 PM
26	I'm not sure what non-motorized infrastructure improvements are...	2/16/2023 12:21 PM

Elberta Village Master Plan Community Survey

Q12 What types of development would you like to see in Elberta? (Please check all that apply)

Answered: 110 Skipped: 1



ANSWER CHOICES	RESPONSES
Single-family homes	33.64% 37
Smaller lot homes / Tiny homes	29.09% 32
Mix of single- and multi-family homes	42.73% 47
Mix of residential and commercial uses	70.00% 77
Commercial uses around the beach	30.00% 33
Other (please specify)	20.91% 23
Total Respondents: 110	

#	OTHER (PLEASE SPECIFY)	DATE
1	rejuvenate any empty homes or property 1st	4/10/2023 1:57 PM
2	Keep the beach as private as it is just more accessible.	4/3/2023 2:55 PM
3	recreational development in Waterfront Park	3/30/2023 8:01 PM
4	Resort	3/30/2023 1:58 PM
5	no multi-family developments (condos), but a bigger boardwalk on the lake would be nice	3/30/2023 12:46 PM
6	Better beach access and parking	3/11/2023 11:36 AM
7	I'd like to see the shrubbery around the bay, cut down so that everybody living in the village	3/3/2023 9:51 AM

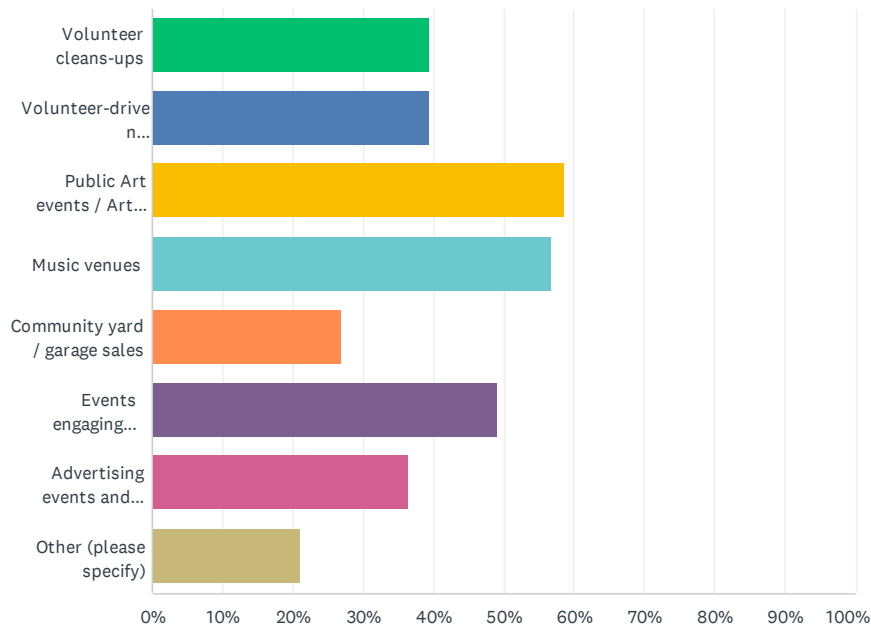
Elberta Village Master Plan Community Survey

	and visiting, can enjoy the beautiful views. There's so much overgrown shrubbery, that.	
8	None! A perfect small-town community. Please don't let anyone else in:)	3/3/2023 8:39 AM
9	Better upkeep of the beaches and amenities along the shoreline	2/25/2023 12:16 PM
10	None	2/23/2023 5:13 PM
11	Mixed-use, missing middle housing types	2/23/2023 9:21 AM
12	The village just needs to be cleaned up more still. it has come a long way but the developers that have homes that are not lived in need to tear them down. Other towns all around the country have ordinances that prohibit leaving abandoned homes and buildings in disrepair. Seems like we should be able to do the same.	2/23/2023 12:07 AM
13	waterfront development	2/22/2023 1:14 PM
14	A road to the beach accessible from furnace street for bikes and pedestrians, better restrooms year round, more parking at the beach	2/22/2023 11:51 AM
15	Creating a DDA- more support for local businesses.	2/21/2023 6:43 PM
16	beach parking, new boardwalks, sidewalks	2/21/2023 1:10 PM
17	Open the access to the beach back up	2/20/2023 4:39 PM
18	None	2/20/2023 10:08 AM
19	Small homes to be built on lots that are currently too small for a structure to be built.	2/19/2023 8:15 AM
20	Elberta should not be tackling this problem alone it should be considered at the County level	2/18/2023 2:11 PM
21	Short term rentals are acceptable. They are my best neighbors when appearance is considered.	2/18/2023 8:18 AM
22	Wind power. Internet tower. Dance on beach area. Boardwalk.	2/17/2023 11:21 AM
23	no high income, no gated, not exclusive to non-residents	2/16/2023 9:06 PM

Elberta Village Master Plan Community Survey

Q13 What would enhance community engagement in Elberta? (Please check all that apply)

Answered: 104 Skipped: 7



ANSWER CHOICES	RESPONSES
Volunteer cleans-ups	39.42% 41
Volunteer-driven community-building activities	39.42% 41
Public Art events / Art fairs	58.65% 61
Music venues	56.73% 59
Community yard / garage sales	26.92% 28
Events engaging seasonal residents	49.04% 51
Advertising events and engagement opportunities to the community	36.54% 38
Other (please specify)	21.15% 22
Total Respondents: 104	

#	OTHER (PLEASE SPECIFY)	DATE
1	Building the road around the bottom of the beach hill to the beautiful Elberta Beach. It will bring people and entrepreneurs into the area so they can see what we have to offer and possibly opportunities for investment within the community.	3/31/2023 12:50 PM
2	Open the road to the beach! We used to vacation in Elberta and would drive our car further	3/29/2023 5:21 PM

Elberta Village Master Plan Community Survey

south on the road that runs between the dune and the beach. I understand there are safety and environmental concerns with allowing motor vehicles on this road, but a road with parking and some kind of barrier between the road and the beach would be ideal.

3	open the beach	3/12/2023 11:06 AM
4	Food festivals	3/3/2023 10:51 AM
5	I'd really like seasonal residence to have the opportunity to run for offices and serve on committees	3/3/2023 9:51 AM
6	I am not sure this is the role of our government officials	2/26/2023 11:03 AM
7	Any of them	2/25/2023 4:50 PM
8	Monthly news letter at least available on website	2/24/2023 5:00 PM
9	Neighbor coffee hours, neighbors helping neighbor initiative, coffee shop	2/23/2023 9:21 AM
10	I like the village being a quiet and pleasant place to live, which to a large degree, it meets my expectations in that area. I really don't need or desire anything more. I just want neighbors to treat each other well and for people to be considerate of each other. Part of what that means is for those who live in the community to keep their yards cleaned up and to remove buildings that are abandoned. Taking care of our park areas is a high priority as well. But honestly, I don't care a lot about engagement activities.	2/23/2023 12:07 AM
11	An affordable bar and grill.	2/22/2023 1:14 PM
12	Develop access to some of the most beautiful and pristine parkland in the state. Better parking, trail, and road to the beach.	2/22/2023 8:34 AM
13	Renovation of commercial zone- new sidewalks, lighting and landscaping/weed control.	2/21/2023 6:43 PM
14	Dog park, historical center	2/20/2023 10:08 AM
15	Elberta should not be tackling this problem alone it should be considered at the County level	2/18/2023 2:11 PM
16	Weekly concerts at the bandshell last summer were the best events I've witnessed in the village. (Diverse demographics, presence of young families, numbers participating in the event)	2/18/2023 8:18 AM
17	Diversity outreach. A swim center indoor pool.	2/17/2023 11:21 AM
18	Shakespeare in the Park was much better in Elberta and the Farmer's Market is very important!	2/17/2023 10:33 AM
19	food court, darling houses like the subdivision as you come down the hill into Empire	2/16/2023 9:06 PM
20	There is no sense of community; unfortunately it seems as if most residents do not have a sense of pride in their community; there is no common gathering spot- Main St does not exist	2/16/2023 6:30 PM
21	A vibrant Summer Solstice festival	2/16/2023 2:41 PM
22	efforts to help neighbors who are elderly or infirmed, borrowing closet for tools/equipment	2/16/2023 12:21 PM

Elberta Village Master Plan Community Survey

Q14 Are you aware that there are vacancies on various Boards and Commission in the Village? What would encourage/help you to participate in local government?

Answered: 57 Skipped: 54

#	RESPONSES	DATE
1	To shy, Don't work well in groups	4/10/2023 1:57 PM
2	A specific email/news letter.	4/3/2023 2:55 PM
3	I'm already on as many committees as I can handle. :)	3/30/2023 8:01 PM
4	Once we move there and become year-round residents, we will likely get involved.	3/29/2023 5:21 PM
5	Yes and I am already involved in Frankfort	3/21/2023 2:27 PM
6	If things actually get resolved. I hate politics.	3/21/2023 10:49 AM
7	More information on it, I would be interested in joining if I knew more information on positions available, hours etc	3/19/2023 10:22 AM
8	Don't need to emphasize why people should join. More efforts to reduce the perceived barriers. "There will be arguments, fights." " I'm uncomfortable speaking up in front of groups." " I don't know enough". Make engagement fun rather than a duty.	3/11/2023 9:23 AM
9	When I am retired and can spend more time in Elberta	3/8/2023 11:38 AM
10	A more respectful and professional conduct on the part of Village leaders would draw me in. Village president needs to back off being involved in every board or commission	3/5/2023 5:25 PM
11	Yes. I will be reducing work hours in the months ahead, so would consider at that time.	3/3/2023 10:51 AM
12	You read my mind. I would love to serve, but I've been told we're not allowed since we're not a full-time resident.	3/3/2023 9:51 AM
13	I would need to retire to spend more time in Elberta. Maybe moving forward that will happen...	3/3/2023 8:39 AM
14	yes. Meetings should be recorded and available on the website.	3/2/2023 9:41 PM
15	Be asked	2/26/2023 11:03 AM
16	Allowing property owners who are not residents to have representation.	2/25/2023 5:59 PM
17	Yes I am. Older generation with no forward thinking retiring	2/25/2023 4:50 PM
18	Not aware of openings. Where are openings posted or advertised?	2/24/2023 5:00 PM
19	Na	2/24/2023 12:47 PM
20	If there were Weekend meetings I would join	2/23/2023 5:42 PM
21	No and no.	2/23/2023 11:28 AM
22	Yes, I might help but I am not available now.	2/23/2023 9:21 AM
23	Yes Am not a resident	2/23/2023 3:32 AM
24	Difficult to do this when i am living outside of the village most of the year.	2/23/2023 12:07 AM
25	Wish I could but I am not a permanent resident	2/22/2023 6:05 PM
26	No I am not aware, not sure of when meetings happen or how to access this information	2/22/2023 11:51 AM
27	Clear, easily accessible explanation of all available positions. Also meeting times that are outside of 9 to 5! Being approached by someone/volun-told	2/22/2023 9:51 AM

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28	Knowing about the vacancies.	2/22/2023 8:34 AM
29	More flexible methods for meeting- remote meetings for those unable to attend in person.	2/21/2023 6:43 PM
30	Better understanding and a reasonable approach to the blight problem,	2/21/2023 5:38 PM
31	education/ clear job description	2/21/2023 1:10 PM
32	I'm too old.	2/20/2023 4:40 PM
33	I can't, I would be asked to leave every meeting lol	2/20/2023 4:39 PM
34	N/A	2/20/2023 12:57 PM
35	Yes. Spare time.	2/20/2023 10:08 AM
36	NA	2/19/2023 1:33 PM
37	Being younger	2/19/2023 8:15 AM
38	Not eligible; people might enjoy joining if it is fun	2/18/2023 2:44 PM
39	Benzie County has (13) townships/Frankfort: 18,000+ population I own (3) properties in Benzie County, I pay taxes (8X) -Village of Elberta -Gilmore township (2X) -Village of Benzonia - Benzonia Township (2X) -Inland Township (2X) This should all be done at the County level (1X) single computer system. Recent example-I attended the meeting regarding Graceland/Benzie Habitat new housing project after oral presentations for/against-Graceland Fruit lawyer stands up and states the entire debate was illegal to State of Michigan laws! Even though the planning commission was doing their best-How can they stand up against Graceland Fruit (their best interests/money)-(13) different entities in Benzie County. This should be conducted at the County level!!!! I will not be participating in local government until it is done at a meaningful level for problem resolve.	2/18/2023 2:11 PM
40	I don't live in Elberta. I would be happy to offer whatever services or help I could, either as a volunteer or if bringing equipment like backhoe or video, low pay. Specifically, if the owners of the former tank property would be willing to sell that property to the village for a reasonable profit, I would organize a county-wide fundraising effort. There is a unique opportunity for fundraising coming up.	2/18/2023 11:13 AM
41	I am. I'm not a resident of Elberta, but I'm involved in my community.	2/18/2023 10:03 AM
42	Yes	2/18/2023 7:33 AM
43	Yes. Our Elberta Council is dysfunctional	2/17/2023 8:19 PM
44	Yes. and unsure.	2/17/2023 11:21 AM
45	Yes, if more people were excited about the potential of Elberta, rather than afraid of change.	2/17/2023 10:59 AM
46	Yes	2/17/2023 10:33 AM
47	I am not an Elberta resident however, if there is an opportunity for a Benzie Co./Frankfort resident I maybe interested	2/17/2023 8:20 AM
48	do I have to be an actual resident of Elberta, or is owning a rental property qualifying enough ?	2/16/2023 9:06 PM
49	yes; less corruption; more open minded peers	2/16/2023 6:30 PM
50	Not eligible at this time but we do volunteer often	2/16/2023 4:08 PM
51	No.	2/16/2023 3:56 PM
52	A council that would get off their high and mighty and actually listen to residents rather than condemn and criticize. The village has always been controlled by just a few people and that sucks big time!	2/16/2023 3:06 PM
53	As a non-resident of Elberta, I don't think I'm qualified to serve	2/16/2023 2:41 PM
54	Yes, aware. A change in council.	2/16/2023 1:32 PM
55	I am, but I'm not eligible.	2/16/2023 12:19 PM
56	Yes, and I would participate if I lived there. It's a numbers game - Elberta doesn't have enough	2/16/2023 12:12 PM

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year-round residents with interest/availability to serve. You need more workforce housing.

57	Open-mindedness and willingness to hear younger voices.	2/16/2023 12:04 PM
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Elberta Village Master Plan Community Survey

Q15 What additional services could the Village provide?

Answered: 55 Skipped: 56

#	RESPONSES	DATE
1	Recycle container	4/10/2023 1:57 PM
2	Continue to cleanup maintain and make the waterfront accessible.	4/3/2023 2:55 PM
3	Community garden, cleanups, EV chargers, community solar, greenhouse	3/30/2023 8:01 PM
4	I can't overstate the importance of reliable, affordable internet access as a factor for us. I work from home as a consultant for a global company, and I need reliable internet. As it stands, I think there is currently only one choice in providers, and when I have tried to work from our place in Elberta, the service was seriously unreliable. I think that municipalities benefit from directly providing low cost or even free high speed internet to residents. It might even attract businesses who conduct business online, which increases the tax base. It would definitely attract residents who can truly work from anywhere, as long as they have solid connections. I think the pandemic prompted many people to think about not just working remotely, but doing it from a place where the quality of life is good.	3/29/2023 5:21 PM
5	A shuttle to the beach & Penfold park area back and forth would make parking & access to Elberta beach easier during the summer months.	3/21/2023 10:49 AM
6	Clearing snow from the street to sidewalk at driveways. Battery powered lawnmowers for minimal/no charge rental.	3/21/2023 9:42 AM
7	The village is beautiful, however it doesn't have much to bring in more tourism such as local shops. Many homes along Main Street are falling apart and could be more room for a small downtown area of stores such as a cherry republic, tourist clothing, small grocery even.	3/19/2023 10:22 AM
8	Re-Open Elberta Beach	3/12/2023 11:06 AM
9	Consider relationships and bringing meaning to life rather than events, projects. Any event can be either good or bad. What matters is not the activity but the interactions of people involved. A goal should be to increase people's feelings of value, acceptance and belonging. Completing a checklist of events or structures will not achieve this goal. Provide opportunities for people to express friendliness and being good neighbors rather than how much money can we bring in. Happiness is not a result of more things.	3/11/2023 9:23 AM
10	Bring people to the town with special events	3/8/2023 11:38 AM
11	Wi-fi in parks. Temporary secure storage of personal watercraft at Penfold Park so we can pull kayak/canoe/SUP out of water and leave while we retrieve our cars from upstream.	3/5/2023 5:25 PM
12	Dog Park, Food truck or two	3/3/2023 10:51 AM
13	I can't say it enough, I believe ordinances should be passed, forcing homeowners to either repair, tear down or sell abandoned homes that are not kept up	3/3/2023 9:51 AM
14	Personally I would appreciate not having to pay 70+\$ a month when my sewer and water is not in use(which is 7+ months a year). Seems like 40\$ would be more reasonable.	3/3/2023 8:39 AM
15	Focus on the basics.	2/26/2023 11:03 AM
16	Extend Betsie trail through Elberta.	2/25/2023 5:59 PM
17	More modern payment option, street sweeping, council members more open to community less in there own agenda	2/25/2023 4:50 PM
18	For year around residents a winter shoveling and snow plowing program for elderly even if contracted and residents had to pay (reasonable cost) as long as it was reliable. Would be nice if monthly water costs were reduced. We pay too much for water and sewer compared to other villages.	2/24/2023 5:00 PM

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19	Community vegetable gardens, public boat launches,	2/23/2023 5:42 PM
20	Automatic billing and payment of water bills (such as is done by Frankfort) would be helpful.	2/23/2023 11:28 AM
21	Focus on the basics with the resources you have	2/23/2023 9:21 AM
22	Clean up the old Marina- opportunity to produce income for the village	2/23/2023 3:32 AM
23	One service that would be very helpful: To be able to get rid of large trash items more often than once a year. Focus on keeping the parks well maintained. Try to encourage a little bit of creative-class commerce in the "downtown" strip. I understand that this isn't an easy/simple task however. The buildings between Acre Street and Sheridan are largely pretty unkept and unattractive looking -- not the kind of places that make you want to "stroll" around and enjoy the afternoon. To make that happen would require some gentrification, which people can be opposed to, but the options are to continue to watch things decline.	2/23/2023 12:07 AM
24	Remove the tall trees and brush along Frankfort Ave from penfold park to the cabbage shed so the natural waterfront can be seen	2/22/2023 5:27 PM
25	More garbage cans on sidewalks, enforce condemned houses to be cleaned up or torn down. There needs to be a crosswalk for safety where furnace street meets M-22. Very dangerous for bikers crossing the street.	2/22/2023 11:51 AM
26	Recycling pickup 🗑️	2/22/2023 9:51 AM
27	Better communication of local government operations. It used to be very good, now it seems to function invisibly and secretly.	2/22/2023 8:34 AM
28	Focusing on the qualities that make Elberta a special plac to visit. Provide a more friendly and inviting environment for businesses; local support for new and unique business opportunities. Finding ways to encourag people to come visit Elberta; give people a reason to come visit the community.	2/21/2023 6:43 PM
29	External Housing and property codes WITH enforcement. Example: take care of abandoned properties, vehicles, tires and bathtubs in lawns.	2/21/2023 3:02 PM
30	Broad band internet	2/21/2023 10:21 AM
31	Lower rates on sheet s d water. No one else pays such outrageous rates.	2/20/2023 4:40 PM
32	Open up the beach so my kids can enjoy it like I did.	2/20/2023 4:39 PM
33	The Village would benefit from a pro development village council and planning commission to attract investment in our community so it thrives and doesn't continue to decline	2/20/2023 11:21 AM
34	Online payments	2/20/2023 10:08 AM
35	re-open Elberta beach	2/20/2023 7:45 AM
36	Dog park	2/19/2023 1:33 PM
37	More ecological celebrations of the local nature - it is a true confluence of epic waterways, hills, etc. and has a lot to teach us - for little to no money, always available!	2/18/2023 2:44 PM
38	Elberta should not be tackling this problem alone it should be considered at the County level	2/18/2023 2:11 PM
39	The most precious resource of the village is Elberta Beach. Securing the beach as a wild public space never to be developed is my dream for Elberta. The adjacent property (tanks) that is not owned by the village to be purchased by the village via fundraising within Benzie and then bloomed out in a low profile and wilds resonant manner into a mixed residential and commercial neighborhood, similar perhaps to the philosophy of the Commons in Traverse City.	2/18/2023 11:13 AM
40	Extend the road to the beach so that traffic doesn't need to pass through the overlook/hill. The village has the right of way to build the road.	2/18/2023 8:18 AM
41	Pick up leaves. Fix the terrible sidewalks. Add curb and gutter. Plant more trees. Trim existing trees. Force abandoned homes in bad condition to be torn down. There's are 10 to 15 empty homes full of cats that should be razed.	2/18/2023 7:33 AM
42	Leaf pick up	2/17/2023 8:19 PM
43	Train dogs or lamas to chase away the geese.	2/17/2023 11:21 AM

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44	advertising campaign "Pure Elberta" highlighting the amazing recreational opportunities and history. In hopes of attracting more visitors and year round residents.	2/17/2023 10:59 AM
45	Curbside recycling	2/17/2023 10:33 AM
46	More public recreation opportunities, hiking/biking trails	2/17/2023 8:41 AM
47	great job guys. We all know development MAY be inevitable, but these sharks coming in from out of town, in the winter, the day after xmas when no one is paying attention, to exploit Elberta, have to realize that we are a savvy bunch !	2/16/2023 9:06 PM
48	the village should be part of Frankfort and quit trying to be independent when they are so reliant on services from Frankfort. It doesn't make sense to invest in an independent infrastructure.	2/16/2023 6:30 PM
49	Helping the elderly citizens with chores that they can no longer do nor afford to hire out. ie., BRUSH REMOVAL. ENFORCE junk ordinance instead of just having one.	2/16/2023 3:06 PM
50	Code enforcement	2/16/2023 2:41 PM
51	No cost clean up days Improved leadership hospitality	2/16/2023 1:32 PM
52	Discussion/trouble shooting to assist non-full time residents with trash disposal.	2/16/2023 12:21 PM
53	To avoid the consumer-driven chaos that Frankfort's focus on tourism has created, Elberta should make sure all projects/engagement/development that Elberta residents/local economy are the top priority and central focus of every decision made. Tourism will always be here in the area, but AUTHENTIC COMMUNITY will not grow if you're not supporting/providing for/housing those who live, work, and have "roots" (i.e. family, involvement) here year round.	2/16/2023 12:14 PM
54	Land to build workforce housing.	2/16/2023 12:12 PM
55	Develop vacant properties, free town clean-up like Frankfort, fix the mail/address problem (our street addresses aren't recognized by delivery services)	2/16/2023 12:04 PM

Elberta Village Master Plan Community Survey

Q16 What strategies do you think are important in enhancing Elberta Beach and other Village parks & natural areas for public use?

Answered: 83 Skipped: 28

#	RESPONSES	DATE
1	more parking	4/10/2023 2:07 PM
2	Easy parking and well maintained	4/10/2023 1:58 PM
3	Publicly promoting outside of Alberta and Frankfurt fact that we have such a incredible beach on Lake Michigan.	4/3/2023 2:58 PM
4	maybe have picnic tables grills lights and in the long run possibly a concession stand again. Keep it clean.	3/31/2023 12:59 PM
5	Rental	3/31/2023 12:58 PM
6	Hotel	3/31/2023 12:58 PM
7	Resort	3/31/2023 12:58 PM
8	Rentals	3/31/2023 12:58 PM
9	Minimizing vehicular traffic but increasing accessibility for people with mobility issues. Low impact boardwalks. Also a path around the base of the hill through the former Kohn property (extend the Betsie Valley Trail as promised)	3/30/2023 8:10 PM
10	Resort	3/30/2023 1:59 PM
11	I think that maintenance, safety and supervision are important. I know those things require people, money and time. Having access to trash cans, clean restrooms and parking are great goals. But I also can say that the fact that this beach is somewhat remote and undeveloped is a really big draw for us. I appreciate the porta-potties, and they seem to be clean and pretty well maintained. I am sure some folks would prefer "real" bathrooms, but I don't mind the portable ones, as long as they are monitored and maintained. I think additional access for wheelchairs and people with limited mobility would be awesome. And as I said in another part of this survey, it would be nice to see the road between the dune and the beach be open, as long as it could be done with attention to environmental health. It would also be nice to see programs led by naturalists, etc, such as night hikes, star gazing, nature walks along the shore and bike path. I think it might also be interesting to have people who know about the history of the area - the railroad, furnace, logging, harbor activities, etc - give talks at the site of the turntable and old furnace, etc. This might be of particular interest to seasonal residents and visitors.	3/29/2023 5:33 PM
12	Beach and park is great. We need to attract developers and investment to revitalize our village	3/29/2023 4:33 PM
13	Continued accessibility enhancements, regular maintenance/upkeep and designated access points for ease of water access for activities such as fishing, kayaking, canoeing etc...	3/29/2023 4:12 PM
14	Keeping it clean, having ample trash bins for folks to use.	3/21/2023 10:58 AM
15	The beach is beautiful and has great qualities. I think with more tourism and opportunities for commercial, more people would know about our beaches like Frankfort's area..	3/19/2023 10:27 AM
16	reasonable parking	3/14/2023 5:51 PM
17	Join with Frankfort and Benzie County resources to purchase the Elberta beach property area that's for sale	3/12/2023 6:53 PM
18	Removing the gate from the Elberta Beach road	3/12/2023 11:11 AM
19	regular cleaning of the outhouses at the beach parking lot	3/11/2023 5:30 PM
20	Access and parking, restrooms and beach facilities	3/11/2023 11:40 AM

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21	Set high standards for any project. Whatever we do should be outstanding. Aspire to the WOW! factor rather than "I guess this will be okay". One outstanding thing will be better than five "so so" things.	3/11/2023 9:34 AM
22	Signs. Maps.	3/8/2023 2:44 PM
23	Parking & walkways	3/8/2023 11:44 AM
24	Bathrooms/changing rooms needed. Maybe concessions??	3/8/2023 11:42 AM
25	Additional planned activities to draw people to those locations. Enforcement of the dog poop clean-up law	3/5/2023 5:29 PM
26	Strong Parks and Rec Dept. or Committee that creates/enforces policies on public input	3/3/2023 10:59 AM
27	Access to more parking at the beach would be great. Re-opening restrooms and digging up the now buried boardwalk to the beach. It's lovely to have the boardwalk all the way down to the beach and we have let that go	3/3/2023 9:56 AM
28	Ugh. I hate to see the beach road paved. So much fast traffic down there if that happens....I wonder if a parking lot(gravel) with a gravel road and big speed bumps is possible??? OK----I know the answer. I consider fast traffic----and nighttime noise a serious problem down there. All that being said----put a working restroom/changing space at the bottom of the hill-----people need to go to the bathroom! Consistent dumpster maintenance is also important. I find people will pick up after themselves if they have a place to put garbage.	3/3/2023 8:45 AM
29	Protecting natural areas from overuse. Keeping trails maintained.	3/2/2023 9:45 PM
30	Keep up maintenance. Don't need to do anymore.	2/26/2023 11:05 AM
31	Restrooms.	2/25/2023 6:00 PM
32	Maint. And clean up	2/25/2023 4:54 PM
33	Better upkeep and cleaning of the beach and surrounding areas. It would be nice if there were working bathrooms and a changing area near the beach.	2/25/2023 12:21 PM
34	Regular clean up and maintenance. Preventing unleashed animals poo left behind.	2/24/2023 5:10 PM
35	Reopening the beach and road is so important. Also, putting the kayak launch on the east side of the road, instead of the mini pond, where you can actually pull out from a river trip would be super helpful.	2/24/2023 12:51 PM
36	More waterfront access to the public, like a "river walk" type of feel. Maybe a food truck event by the lifesaving station. More community events at the life saving station instead of just weddings.	2/23/2023 5:47 PM
37	Keep it the way it is. Just keep it clean. Elberta is amazing because it's small and unassuming.	2/23/2023 5:17 PM
38	Commercialization! There is so much area that is just wasted right now.	2/23/2023 11:30 AM
39	Maintain their naturalness; do not overdevelop; a restroom at the beach would be OK If paved, charge for parking at the beach like Empire to pay for it	2/23/2023 9:23 AM
40	Keep everything public CLEAN	2/23/2023 3:36 AM
41	I am not sure that i am qualified to answer this.	2/23/2023 12:09 AM
42	Remove tall trees and brush around penfold park and along Frankfort ave towards cabbage shed so that waterfront can be seen, re open Elberta beach	2/22/2023 5:31 PM
43	Parking, restrooms, sitting areas.	2/22/2023 1:19 PM
44	Need an accessible road not a mountain to access the beach. The toddler park is redundant no one uses it. How about a dog park?	2/22/2023 11:58 AM
45	First and foremost, our hope is that the Village continues to support the fabulous natural environment Elberta is known for.	2/22/2023 10:34 AM
46	Appropriate development, opportunities for community involvement (cleanup, event planning?). Reasons to gather at lakefront Park especially, while keeping beach bluff area protected.	2/22/2023 9:56 AM

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47	Kiosks, staff presence in peak season	2/22/2023 9:40 AM
48	Walk-able/bike-able access to the beach. Better and more parking at the beach. Develop hiking trails at the beach.	2/22/2023 8:42 AM
49	They need to be well maintained and have regular schedule events that showcase/highlight their beauty and features.	2/21/2023 7:03 PM
50	Improve parking at the beach	2/21/2023 5:41 PM
51	Road maintenance to beach	2/21/2023 3:08 PM
52	parking areas, boardwalk or similar surface	2/21/2023 1:18 PM
53	Continue the bike trails to the west end of Elberta and to Elberta beach	2/21/2023 10:26 AM
54	Put some money into trash cans and parking for the beach, in turn people will come and spend money at local restaurants	2/20/2023 4:45 PM
55	We will never get tourist like Frankfort and Beulah does.	2/20/2023 4:44 PM
56	Just well maintained and looking good.	2/20/2023 12:59 PM
57	Work with future developers to provide additional amenities	2/20/2023 11:27 AM
58	Bath house	2/20/2023 10:12 AM
59	remove gate	2/20/2023 7:48 AM
60	NA	2/19/2023 1:34 PM
61	Parking and restrooms	2/19/2023 8:18 AM
62	Keeping it casual and not building anything up too much. Keeping vehicles off the beaches. Educational opportunities around natural areas	2/18/2023 2:46 PM
63	Keeping Elberta Beach walk, bike, boat access only. Free and with permit, wilderness camping.	2/18/2023 2:27 PM
64	Should be decided at County level!!!	2/18/2023 2:14 PM
65	Access. Road and BVT to beach.	2/18/2023 8:29 AM
66	Paint the Life Saving Station. Do an electronic village newsletter.	2/18/2023 7:36 AM
67	The beach and parks are great	2/17/2023 8:21 PM
68	Public access toilets or porta potties for dancing. Vendors allowed to sell alcohol and or snacks. Avoid parking restrictions except at the beach. Loosen up, get people thinking that Elberta is fun and unusual. Plant Elberta peach trees everywhere and tell folks Elberta invented that peach. Chase the geese to the watershed areas.	2/17/2023 11:32 AM
69	connecting bike path / boardwalk all the way to the beach	2/17/2023 11:04 AM
70	Better public restrooms	2/17/2023 10:36 AM
71	Encouraging events and festivals, consider building infrastructure for more modern recreation activities (mountain bike trails, pump tracks, pickle ball courts)	2/17/2023 8:50 AM
72	Accessibility to the general public any development near these areas would be scaled to not overwhelm the vistas	2/17/2023 8:28 AM
73	nice restroom, bags for dog waste, recycling bins.... perhaps open air art sheds that teach classes with artists in "residence" for the day...or musicians	2/16/2023 9:12 PM
74	maintain the natural beauty and landscape - do not build additional structures at the beach; it is special because it is unchanged by development	2/16/2023 6:38 PM
75	Keep it natural, restrooms other than porta potty, fix or extend boardwalks	2/16/2023 4:11 PM
76	I don't know.	2/16/2023 3:10 PM
77	Open up E beach! Closing it the way you (past president) did that is shameful! That beach has	2/16/2023 2:53 PM

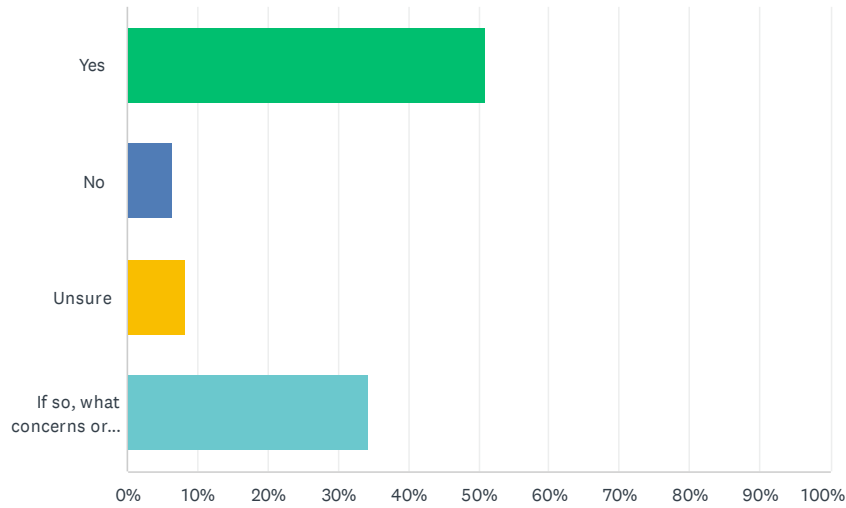
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	been a long standing enjoyment just the way it was.	
78	Keeping motorized vehicles off the recreational areas	2/16/2023 2:44 PM
79	Marketing	2/16/2023 1:34 PM
80	I like the plan to improve access/parking at the beach in a limited capacity with strategies to protect beach and dunes from cars/vehicles. The playground/picnic park is excellent and seems to be used by many. I think good care and maintenance of village property is important and sends a great message. If WE don't care about our community, who will?	2/16/2023 12:27 PM
81	Keeping them clean and accessible	2/16/2023 12:26 PM
82	Regional year-round community input via survey and workshops or events.	2/16/2023 12:15 PM
83	We need less park space (excluding the beach). No one uses them with Frankfort so close by. Land of empty playgrounds.	2/16/2023 12:09 PM

Elberta Village Master Plan Community Survey

Q17 Should food trucks be allowed?

Answered: 108 Skipped: 3



ANSWER CHOICES	RESPONSES
Yes	50.93% 55
No	6.48% 7
Unsure	8.33% 9
If so, what concerns or strategies are important in addressing food trucks?	34.26% 37
TOTAL	108

#	IF SO, WHAT CONCERNS OR STRATEGIES ARE IMPORTANT IN ADDRESSING FOOD TRUCKS?	DATE
1	On good food & pricing need apply and must use completely recyclable service ware	4/10/2023 1:58 PM
2	Unsure I think food trucks would promote more trash. If people brought their own and were in the grilling area most of the trash would go in the trash cans.	3/31/2023 12:59 PM
3	garbage	3/30/2023 8:10 PM
4	At the beach? No, I don't think so. At the parks, sure, especially during concerts and events. Food trucks are over-rated, IMHO. They are often inconsistent and unreliable. It's just the nature of the business, it seems.	3/29/2023 5:33 PM
5	Allowed in specified and designated areas only. Not in residential district.	3/29/2023 4:12 PM
6	Good quality food; safe parking	3/23/2023 12:21 PM
7	Make taxation/fees fare with what is expected of brick and mortar	3/12/2023 6:53 PM
8	Make the setting and display creative. Everything on the beach or in Parks should be an attraction not a collection of clunky structures and trucks. The question is not whether to do it or not but how to do it well.	3/11/2023 9:34 AM

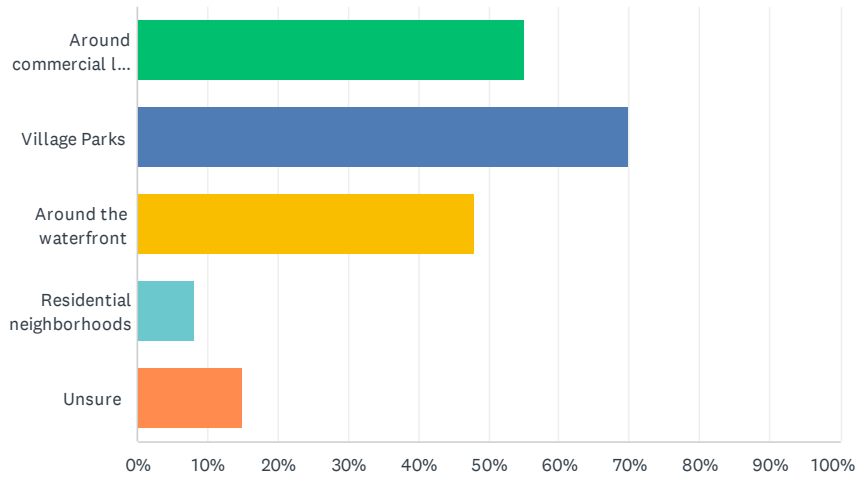
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9	Clean up after.	3/8/2023 2:44 PM
10	Parking, noise	3/8/2023 11:42 AM
11	Policies for cleanliness, parking, traffic flow, seating	3/3/2023 10:59 AM
12	It's fun and festive to have occasional food trucks. I would not support permanent food trucks.	3/3/2023 9:56 AM
13	They should serve margaritas:)	3/3/2023 8:45 AM
14	In limited areas eg. festivals in the park	3/2/2023 9:45 PM
15	Do not want to take away from local business	2/28/2023 7:38 AM
16	Any required registrations or licenses	2/24/2023 5:10 PM
17	I think, ensuring that they don't overrun the area and hurt the brick and mortar. Restaurants is important, but certainly a limited number with a creative plan for rotating them through would offer variety and additional appeal to come to Elberta.	2/24/2023 12:51 PM
18	Time, place and manner	2/23/2023 9:23 AM
19	Follow BENZIE Co Regs	2/23/2023 3:36 AM
20	Limit the numbers and follow how Frankfort does things.	2/23/2023 12:09 AM
21	Parking, restrooms, sitting areas	2/22/2023 1:19 PM
22	Hours of operation and location	2/22/2023 11:58 AM
23	There needs to be very specific regulations for licensing. Having food trucks as a permanent feature can be a detriment to current brick and mortar food service businesses. Licensing fees should be established with the understanding that the fees are going to used to offset financial obligations of the Village of Elberta. Focusing on food trucks should not overshadow support of current established businesses.	2/21/2023 7:03 PM
24	Trash and garbage collecting in natural beauty areas would ruin the natural gem we have. Not enough room for parking at waterfront to accommodate this.	2/21/2023 3:08 PM
25	Trucks be kept in one central location.	2/21/2023 10:26 AM
26	Locally owned, Benzie County	2/18/2023 2:27 PM
27	Should be decided at County level!!!	2/18/2023 2:14 PM
28	That the village brings in more money than it costs to accommodate food truck. Restaurants add more value to the Village than food trucks.	2/18/2023 8:29 AM
29	Food safety. Probably a State of Michigan issue.	2/18/2023 7:36 AM
30	Clean up after themselves. Pay no more than a \$35 fee and only if they sell at least \$100 in products.	2/17/2023 11:32 AM
31	Regulations as to location, time available, size	2/17/2023 8:28 AM
32	Complement existing businesses, regulate times when they can be present	2/16/2023 4:11 PM
33	Capturing some revenues from them, to protect the Mafair and the Cabbage Shed	2/16/2023 2:44 PM
34	It could be a really great idea, but not sure of where, how many, when, etc. Combine with music concerts, Beach volleyball tournament, corn hole tournament, etc?	2/16/2023 12:27 PM
35	Have a limit so it doesn't become food truck haven.	2/16/2023 12:26 PM
36	Waste disposal and bathrooms	2/16/2023 12:15 PM
37	Locations allowed	2/16/2023 12:09 PM

Elberta Village Master Plan Community Survey

Q18 Where should mobile vending be permitted in the Village? (Please check all that apply)

Answered: 100 Skipped: 11



ANSWER CHOICES	RESPONSES
Around commercial land uses	55.00% 55
Village Parks	70.00% 70
Around the waterfront	48.00% 48
Residential neighborhoods	8.00% 8
Unsure	15.00% 15
Total Respondents: 100	

Elberta Village Master Plan Community Survey

Q19 What strategies do you think are important in preserving and enhancing Elberta's natural resources?

Answered: 73 Skipped: 38

#	RESPONSES	DATE
1	Enforcement of any abuse leaving nature alone	4/10/2023 1:58 PM
2	Keep commercial and residential development off the beach, directly off the beach in the village, fine.	4/3/2023 2:58 PM
3	We need to be vigilant about our trees and other wildlife vis. invasive species/diseases and create a culture of safe passage for wildlife (turtles, birds, etc.). Prevent light pollution and not use toxic pesticides/herbicides; allow for milkweed and native plant corridors.	3/30/2023 8:10 PM
4	no mobile food trucks!	3/30/2023 12:48 PM
5	Plenty of places for people to dispose of trash at the beach, the parks, and when passing through. People often accumulate stuff in their cars as they take day trips through and around Benzie county. I am not talking about people who would want to get rid of big bags of trash from camping, etc, but just stuff from day trips, beach picnics, etc. Maybe a tip line, etc, to report dumping or destructive activities?	3/29/2023 5:33 PM
6	The natural areas are preserved. Focus on attracting outside capital investment	3/29/2023 4:33 PM
7	The promotion of greater public awareness of the natural resources in Elberta and continuing to enhance the accessibility of the resources.	3/29/2023 4:12 PM
8	Beach & trail clean ups to help preserve. Installing a village solar farm or turbines would be fantastic in creating a sustainable future for residents & help with cost of living inflation.	3/21/2023 10:58 AM
9	Basically leave nature to it's own devices.	3/21/2023 9:44 AM
10	Continuing the no littering rule, cleaning up the marsh areas as there were tires floating last year, a resident was so helpful and went through and cleaned it up but continuing to enforce the littering rule is crucial. Elberta does a great job preserving our natural resources already so this question was tough to answer, I think we are currently on a great path.	3/19/2023 10:27 AM
11	Strong zoning rules to protect water and beaches. Purchase or work with conservancies to acquire the beachfront/bluff property	3/12/2023 6:53 PM
12	Opening Elberta Beach	3/12/2023 11:11 AM
13	acquiring more conservation land for preservation and public use.	3/11/2023 5:30 PM
14	Conservation and enhanced walking paths to allow for supporting natural spaces	3/11/2023 11:40 AM
15	Emphasize nature..... Things that grow rather than things that are constructed.	3/11/2023 9:34 AM
16	Keeping dunes vehicle free.	3/8/2023 11:42 AM
17	Prominent signage, public awareness and reminders of use restrictions. I see loads of people driving snowmobiles and four-wheelers past my house to the beach. Some of them probably don't know the damage they could cause.	3/5/2023 5:29 PM
18	Collaboration between local and state land conservancy and recreation agencies	3/3/2023 10:59 AM
19	Again, we have some of the most beautiful views in the county, but trees and shrubbery have been allowed to grow in a manner that most of those water views no longer exist	3/3/2023 9:56 AM
20	Less development----and a careful watch on the waterfront development proposals(such as the monstrosity that was proposed last year----!!) We should be very watchful...	3/3/2023 8:45 AM
21	The dunes need to be protected from development. More guided hikes to educate people about the ecosystem.	3/2/2023 9:45 PM

Elberta Village Master Plan Community Survey

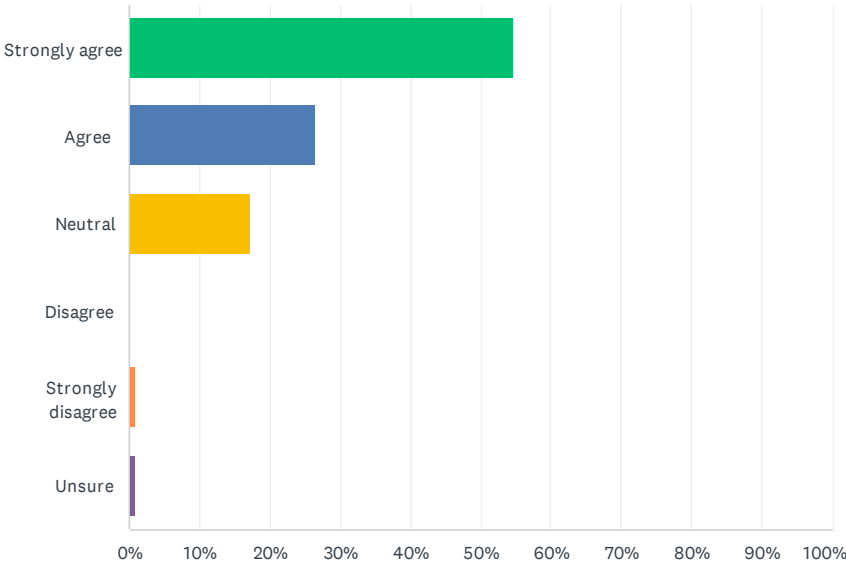
22	Stop letting business drive improvements.	2/26/2023 11:05 AM
23	Maybe fix what we have first. The fish deck at the park is a piece of junk and unsafe	2/25/2023 4:54 PM
24	Continue to limit vehicle access, so that it is not possible to drive on the beaches. It might help to post information about how people can avoid accelerating erosion of the dunes and Bluffs	2/25/2023 12:21 PM
25	Funding, grant exploration, clean water, maintenance of trails and public areas.	2/24/2023 5:10 PM
26	To not seek huge growth. It's ok to be a small village. Keep it clean, with lots of public spaces for activities and it would be great.	2/24/2023 12:51 PM
27	Keep further development east of M-22 no further construction west of m 22	2/23/2023 5:47 PM
28	Do not let big time developers to build along the water.	2/23/2023 5:17 PM
29	Land conservancy? Conservation easements or right of way for waterfront	2/23/2023 9:23 AM
30	Keep it simple!	2/23/2023 3:36 AM
31	Not sure what works best.	2/23/2023 12:09 AM
32	Clean up and more parking	2/22/2023 6:07 PM
33	Manage tree and brush growth so the village does not loose it's beautiful natural veiws	2/22/2023 5:31 PM
34	Camera surveillance, no high rises, committees to keep water and beaches safe and clean	2/22/2023 11:58 AM
35	Continued protection of the Elberta Dunes South. Continued limited development of the beach and waterfront.	2/22/2023 10:34 AM
36	"Official" ways for interacting, i.e. trails, bathrooms, to help protect. Finding a good steward who wants to work with the village on development and protection of the big property	2/22/2023 9:56 AM
37	Understanding what land is publicly-owned vs. privately-owned. Coordination of seasonal uses.	2/22/2023 9:40 AM
38	Easy access and parking for Designated trails and beach and scenic overlooks.	2/22/2023 8:42 AM
39	Elberta has many unique and beautiful natural features. It also has an overabundance of land devoted to parks . All the current park holdings should be reevaluated and ranked; keep as parkland or appropriate the land for another use. The most notable VOE Beach, Penfold Park, Waterfront Park and South Elberta Dunes are an invaluable part of the village. Others could be used for housing/ commercial uses, thus creating increased tax base for the village.	2/21/2023 7:03 PM
40	A village master plan that does not give the water front away to over development, ie 45 foot tall buildings!	2/21/2023 5:41 PM
41	Focus should be to preserve the natural beauty. Keep businesses OUT of natural areas such as beaches	2/21/2023 3:08 PM
42	keep the height of new commercial structures to 3 stories, preserve green space, do not allow chain type businesses	2/21/2023 1:18 PM
43	Have more access to Elberta beach. Make beach area more accessible and user friendly.	2/21/2023 10:26 AM
44	Make a drive down the old two track at the beach and allow parking.	2/20/2023 4:45 PM
45	0	2/20/2023 4:44 PM
46	Let's not get tooo big / love small town.	2/20/2023 12:59 PM
47	Work with future developers to provide high density tourism, housing and amenities with public utilities and work with the public and private sectors to preserve untouched land.	2/20/2023 11:27 AM
48	Bay clean ups	2/20/2023 10:12 AM
49	Stop cutting down natural habitats	2/19/2023 1:34 PM
50	Maintenance of Lake frontage...parking, picnic tables, restrooms.	2/19/2023 8:18 AM
51	Cultivating awareness through fun education!	2/18/2023 2:46 PM
52	Composting toilets, gray water systems, encouraging of composting generally, home gardening	2/18/2023 2:27 PM

Elberta Village Master Plan Community Survey

	utilizing permaculture and wilds resonant approaches, remediation of legacy contamination through biological	
53	Should be decided at County level!!!	2/18/2023 2:14 PM
54	planting more beach grass	2/18/2023 10:04 AM
55	Being a good advocate and taking stewardship of our natural resources. If we do not know something or how to proceed, ask for help. The village should control forums that discuss our natural resources. Do not let Sand Products or Elberta Land Holding control the discussion. They are not good advocates for our natural resources. They will put their interests ahead of Elberta's interests.	2/18/2023 8:29 AM
56	Trim the trees. They are dangerous.	2/18/2023 7:36 AM
57	No housing on the beach. Build a trail high on the hill above the beach and connecting to the Southern entry to Elberta. It need not be paved. It should have signage. No vehicles. Horses OK.	2/17/2023 11:32 AM
58	Allowing more access to the natural resources. It is a shame that the big property on Betsie bay is fenced off. It would be great if the Waterfront park could have a path along Betsie bay down to the lake michigan beach.	2/17/2023 11:04 AM
59	Beach cleanups, erosion prevention	2/17/2023 8:50 AM
60	have well defined zoning	2/17/2023 8:28 AM
61	no giant developments that cover the view with 5 story condo blocks.	2/16/2023 9:12 PM
62	No to mobile vending; limit to boat launch; possibly implement water taxi service between elberta/frankfort; elberta can not afford significant development without major investments in infrastructure which would eliminate the natural elements of the community - the trees, waterfront, etc. Elberta has done a great job of allowing public use of a significant portion of it's space - dedicated to parks/beaches; expand bike trail to Lifesaving Station/Park	2/16/2023 6:38 PM
63	Diverting storm water run-off from the bay. Ensuring that the sewer system is adequate and never has issues of leaking, overflowing, etc	2/16/2023 4:34 PM
64	Conserve as much land around the distillery/bluff, do not overimprove, their state is the attraction, waste receptacles	2/16/2023 4:11 PM
65	Good general maintenance.	2/16/2023 3:10 PM
66	NO tall buildings, leave the waterfront open	2/16/2023 2:53 PM
67	Signage, plus some enforcement	2/16/2023 2:44 PM
68	Protect the Elberta hill along the bay; don't let them build condos or homes on that beautiful forest covered hill.	2/16/2023 2:34 PM
69	Careful consideration of real estate development	2/16/2023 1:34 PM
70	See answer #16 above.	2/16/2023 12:27 PM
71	Make sure there are some environmental regulations for new developments weather they are commercial or residential.	2/16/2023 12:26 PM
72	A master plan built with community input clearly delineating preserved and public land.	2/16/2023 12:15 PM
73	We have too much of it. It's not providing any tax base.	2/16/2023 12:09 PM

Q20 To what extent do you agree with the statement, “it is important to conserve water and energy”.?

Answered: 110 Skipped: 1

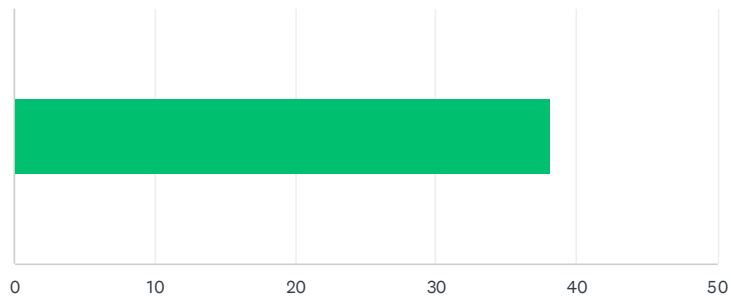


ANSWER CHOICES	RESPONSES	
Strongly agree	54.55%	60
Agree	26.36%	29
Neutral	17.27%	19
Disagree	0.00%	0
Strongly disagree	0.91%	1
Unsure	0.91%	1
TOTAL		110

Elberta Village Master Plan Community Survey

Q21 On a scale of 0 (not concerned) to 5 (very concerned), how concerned are you about air pollution in the Village?

Answered: 110 Skipped: 1



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	38	4,204	110
Total Respondents: 110			

#		DATE
1	51	4/10/2023 2:07 PM
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5	50	3/31/2023 12:58 PM
6	50	3/31/2023 12:58 PM
7	50	3/31/2023 12:58 PM
8	50	3/31/2023 12:58 PM
9	1	3/30/2023 8:37 PM
10	99	3/30/2023 8:10 PM
11	50	3/30/2023 1:59 PM
12	40	3/30/2023 12:48 PM
13	100	3/29/2023 5:33 PM
14	0	3/29/2023 4:33 PM
15	100	3/29/2023 4:12 PM
16	33	3/23/2023 12:21 PM
17	52	3/21/2023 2:28 PM
18	50	3/21/2023 10:58 AM
19	5	3/21/2023 9:44 AM

Elberta Village Master Plan Community Survey

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21	0	3/17/2023 9:34 AM
22	46	3/14/2023 5:51 PM
23	0	3/12/2023 6:53 PM
24	5	3/12/2023 11:11 AM
25	5	3/11/2023 5:30 PM
26	49	3/11/2023 11:40 AM
27	50	3/11/2023 9:34 AM
28	0	3/10/2023 6:31 PM
29	40	3/8/2023 2:58 PM
30	1	3/8/2023 2:44 PM
31	42	3/8/2023 11:44 AM
32	54	3/8/2023 11:42 AM
33	10	3/5/2023 5:29 PM
34	0	3/4/2023 10:06 AM
35	3	3/3/2023 10:59 AM
36	75	3/3/2023 9:56 AM
37	99	3/3/2023 8:45 AM
38	24	3/2/2023 9:45 PM
39	3	2/28/2023 7:38 AM
40	0	2/26/2023 11:05 AM
41	72	2/25/2023 6:00 PM
42	0	2/25/2023 4:54 PM
43	2	2/25/2023 12:21 PM
44	100	2/24/2023 5:10 PM
45	0	2/24/2023 1:08 PM
46	0	2/24/2023 12:51 PM
47	1	2/24/2023 12:34 PM
48	53	2/23/2023 5:47 PM
49	0	2/23/2023 5:17 PM
50	0	2/23/2023 11:30 AM
51	20	2/23/2023 9:23 AM
52	62	2/23/2023 8:34 AM
53	40	2/23/2023 3:36 AM
54	49	2/23/2023 12:09 AM
55	85	2/22/2023 10:09 PM
56	3	2/22/2023 6:07 PM
57	0	2/22/2023 5:31 PM

Elberta Village Master Plan Community Survey

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61	47	2/22/2023 9:56 AM
62	15	2/22/2023 9:40 AM
63	100	2/22/2023 8:42 AM
64	71	2/21/2023 7:03 PM
65	95	2/21/2023 5:41 PM
66	0	2/21/2023 3:08 PM
67	50	2/21/2023 1:18 PM
68	0	2/21/2023 11:48 AM
69	80	2/21/2023 10:26 AM
70	74	2/20/2023 4:45 PM
71	100	2/20/2023 4:44 PM
72	93	2/20/2023 12:59 PM
73	0	2/20/2023 12:02 PM
74	80	2/20/2023 11:42 AM
75	0	2/20/2023 11:27 AM
76	70	2/20/2023 10:12 AM
77	0	2/20/2023 7:48 AM
78	48	2/19/2023 1:34 PM
79	100	2/19/2023 8:18 AM
80	50	2/18/2023 7:25 PM
81	50	2/18/2023 7:06 PM
82	100	2/18/2023 2:46 PM
83	20	2/18/2023 2:27 PM
84	5	2/18/2023 2:14 PM
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87	48	2/18/2023 7:36 AM
88	29	2/17/2023 8:21 PM
89	6	2/17/2023 11:32 AM
90	10	2/17/2023 11:04 AM
91	5	2/17/2023 10:36 AM
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95	50	2/16/2023 6:38 PM

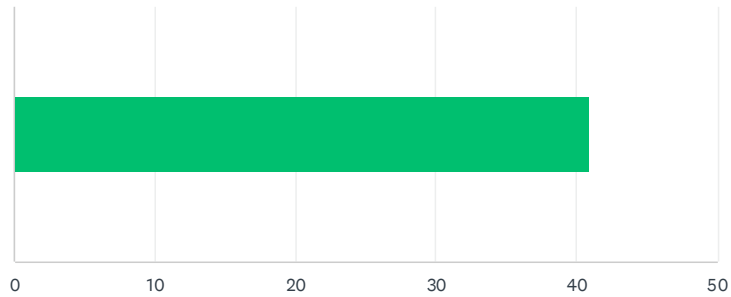
Elberta Village Master Plan Community Survey

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101	50	2/16/2023 2:53 PM
102	40	2/16/2023 2:44 PM
103	2	2/16/2023 2:34 PM
104	55	2/16/2023 1:34 PM
105	90	2/16/2023 12:27 PM
106	50	2/16/2023 12:26 PM
107	100	2/16/2023 12:21 PM
108	1	2/16/2023 12:15 PM
109	75	2/16/2023 12:12 PM
110	10	2/16/2023 12:09 PM

Elberta Village Master Plan Community Survey

Q22 On a scale of 0 (not concerned) to 5 (very concerned), how concerned are you about noise pollution in the Village?

Answered: 110 Skipped: 1



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	41	4,501	110
Total Respondents: 110			

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1	50	4/10/2023 2:07 PM
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6	50	3/31/2023 12:58 PM
7	50	3/31/2023 12:58 PM
8	50	3/31/2023 12:58 PM
9	0	3/30/2023 8:37 PM
10	99	3/30/2023 8:10 PM
11	50	3/30/2023 1:59 PM
12	50	3/30/2023 12:48 PM
13	88	3/29/2023 5:33 PM
14	0	3/29/2023 4:33 PM
15	100	3/29/2023 4:12 PM
16	80	3/23/2023 12:21 PM
17	51	3/21/2023 2:28 PM
18	21	3/21/2023 10:58 AM
19	5	3/21/2023 9:44 AM

Elberta Village Master Plan Community Survey

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21	50	3/17/2023 9:34 AM
22	51	3/14/2023 5:51 PM
23	8	3/12/2023 6:53 PM
24	1	3/12/2023 11:11 AM
25	5	3/11/2023 5:30 PM
26	75	3/11/2023 11:40 AM
27	90	3/11/2023 9:34 AM
28	0	3/10/2023 6:31 PM
29	30	3/8/2023 2:58 PM
30	3	3/8/2023 2:44 PM
31	72	3/8/2023 11:44 AM
32	75	3/8/2023 11:42 AM
33	57	3/5/2023 5:29 PM
34	0	3/4/2023 10:06 AM
35	3	3/3/2023 10:59 AM
36	100	3/3/2023 9:56 AM
37	99	3/3/2023 8:45 AM
38	24	3/2/2023 9:45 PM
39	3	2/28/2023 7:38 AM
40	2	2/26/2023 11:05 AM
41	69	2/25/2023 6:00 PM
42	0	2/25/2023 4:54 PM
43	3	2/25/2023 12:21 PM
44	100	2/24/2023 5:10 PM
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47	2	2/24/2023 12:34 PM
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51	40	2/23/2023 9:23 AM
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Elberta Village Master Plan Community Survey

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73	0	2/20/2023 12:02 PM
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75	0	2/20/2023 11:27 AM
76	70	2/20/2023 10:12 AM
77	0	2/20/2023 7:48 AM
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80	50	2/18/2023 7:25 PM
81	20	2/18/2023 7:06 PM
82	99	2/18/2023 2:46 PM
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88	80	2/17/2023 8:21 PM
89	58	2/17/2023 11:32 AM
90	10	2/17/2023 11:04 AM
91	5	2/17/2023 10:36 AM
92	1	2/17/2023 8:50 AM
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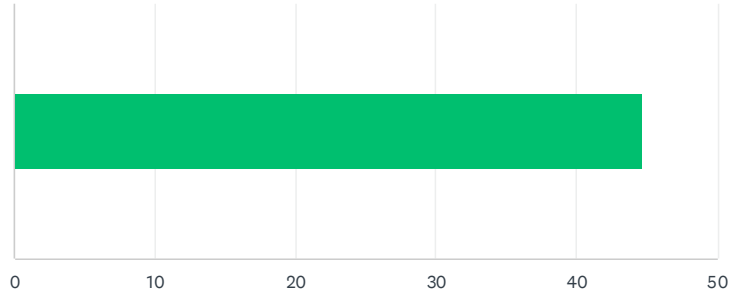
Elberta Village Master Plan Community Survey

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98	4	2/16/2023 4:05 PM
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103	2	2/16/2023 2:34 PM
104	70	2/16/2023 1:34 PM
105	90	2/16/2023 12:27 PM
106	50	2/16/2023 12:26 PM
107	21	2/16/2023 12:21 PM
108	2	2/16/2023 12:15 PM
109	80	2/16/2023 12:12 PM
110	33	2/16/2023 12:09 PM

Elberta Village Master Plan Community Survey

Q23 On a scale of 0 (not concerned) to 5 (very concerned), how concerned are you about light pollution in the Village? (Light pollution is the presence of unwanted, inappropriate, or excessive use of artificial lighting.)

Answered: 110 Skipped: 1



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	45	4,911	110
Total Respondents: 110			

#		DATE
1	71	4/10/2023 2:07 PM
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6	50	3/31/2023 12:58 PM
7	50	3/31/2023 12:58 PM
8	50	3/31/2023 12:58 PM
9	0	3/30/2023 8:37 PM
10	99	3/30/2023 8:10 PM
11	50	3/30/2023 1:59 PM
12	50	3/30/2023 12:48 PM
13	98	3/29/2023 5:33 PM
14	0	3/29/2023 4:33 PM
15	100	3/29/2023 4:12 PM
16	34	3/23/2023 12:21 PM
17	52	3/21/2023 2:28 PM
18	20	3/21/2023 10:58 AM

Elberta Village Master Plan Community Survey

19	5	3/21/2023 9:44 AM
20	0	3/19/2023 10:27 AM
21	10	3/17/2023 9:34 AM
22	56	3/14/2023 5:51 PM
23	42	3/12/2023 6:53 PM
24	4	3/12/2023 11:11 AM
25	5	3/11/2023 5:30 PM
26	95	3/11/2023 11:40 AM
27	90	3/11/2023 9:34 AM
28	0	3/10/2023 6:31 PM
29	100	3/8/2023 2:58 PM
30	1	3/8/2023 2:44 PM
31	79	3/8/2023 11:44 AM
32	75	3/8/2023 11:42 AM
33	25	3/5/2023 5:29 PM
34	0	3/4/2023 10:06 AM
35	2	3/3/2023 10:59 AM
36	30	3/3/2023 9:56 AM
37	99	3/3/2023 8:45 AM
38	24	3/2/2023 9:45 PM
39	3	2/28/2023 7:38 AM
40	5	2/26/2023 11:05 AM
41	80	2/25/2023 6:00 PM
42	0	2/25/2023 4:54 PM
43	4	2/25/2023 12:21 PM
44	100	2/24/2023 5:10 PM
45	0	2/24/2023 1:08 PM
46	2	2/24/2023 12:51 PM
47	3	2/24/2023 12:34 PM
48	100	2/23/2023 5:47 PM
49	5	2/23/2023 5:17 PM
50	0	2/23/2023 11:30 AM
51	30	2/23/2023 9:23 AM
52	100	2/23/2023 8:34 AM
53	40	2/23/2023 3:36 AM
54	32	2/23/2023 12:09 AM
55	13	2/22/2023 10:09 PM
56	2	2/22/2023 6:07 PM

Elberta Village Master Plan Community Survey

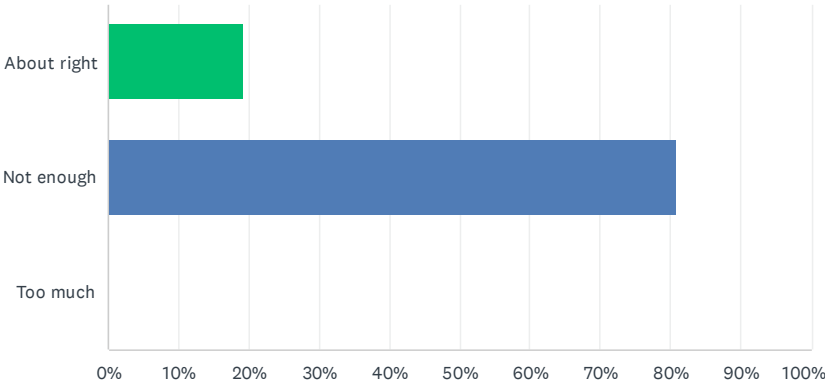
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62	30	2/22/2023 9:40 AM
63	100	2/22/2023 8:42 AM
64	100	2/21/2023 7:03 PM
65	99	2/21/2023 5:41 PM
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69	50	2/21/2023 10:26 AM
70	10	2/20/2023 4:45 PM
71	100	2/20/2023 4:44 PM
72	26	2/20/2023 12:59 PM
73	0	2/20/2023 12:02 PM
74	99	2/20/2023 11:42 AM
75	0	2/20/2023 11:27 AM
76	98	2/20/2023 10:12 AM
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79	100	2/19/2023 8:18 AM
80	50	2/18/2023 7:25 PM
81	34	2/18/2023 7:06 PM
82	100	2/18/2023 2:46 PM
83	100	2/18/2023 2:27 PM
84	1	2/18/2023 2:14 PM
85	100	2/18/2023 10:04 AM
86	0	2/18/2023 8:29 AM
87	22	2/18/2023 7:36 AM
88	22	2/17/2023 8:21 PM
89	96	2/17/2023 11:32 AM
90	50	2/17/2023 11:04 AM
91	5	2/17/2023 10:36 AM
92	1	2/17/2023 8:50 AM
93	78	2/17/2023 8:28 AM
94	100	2/16/2023 9:12 PM

Elberta Village Master Plan Community Survey

95	50	2/16/2023 6:38 PM
96	75	2/16/2023 4:34 PM
97	57	2/16/2023 4:11 PM
98	5	2/16/2023 4:05 PM
99	1	2/16/2023 3:58 PM
100	4	2/16/2023 3:10 PM
101	26	2/16/2023 2:53 PM
102	60	2/16/2023 2:44 PM
103	2	2/16/2023 2:34 PM
104	82	2/16/2023 1:34 PM
105	90	2/16/2023 12:27 PM
106	75	2/16/2023 12:26 PM
107	21	2/16/2023 12:21 PM
108	5	2/16/2023 12:15 PM
109	49	2/16/2023 12:12 PM
110	10	2/16/2023 12:09 PM

Q24 Which best describes how you view the number of commercial businesses in the Village?

Answered: 110 Skipped: 1

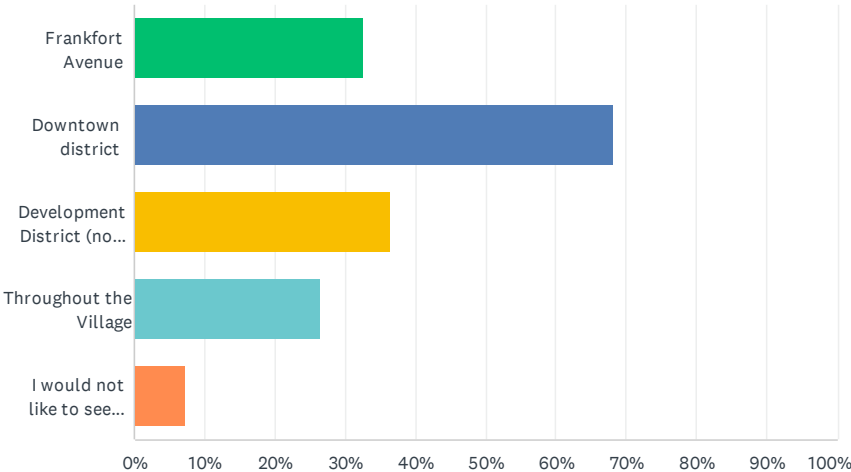


ANSWER CHOICES	RESPONSES
About right	19.09% 21
Not enough	80.91% 89
Too much	0.00% 0
TOTAL	110

Elberta Village Master Plan Community Survey

Q25 Where would you like to see commercial growth located? (Please check all that apply)

Answered: 110 Skipped: 1

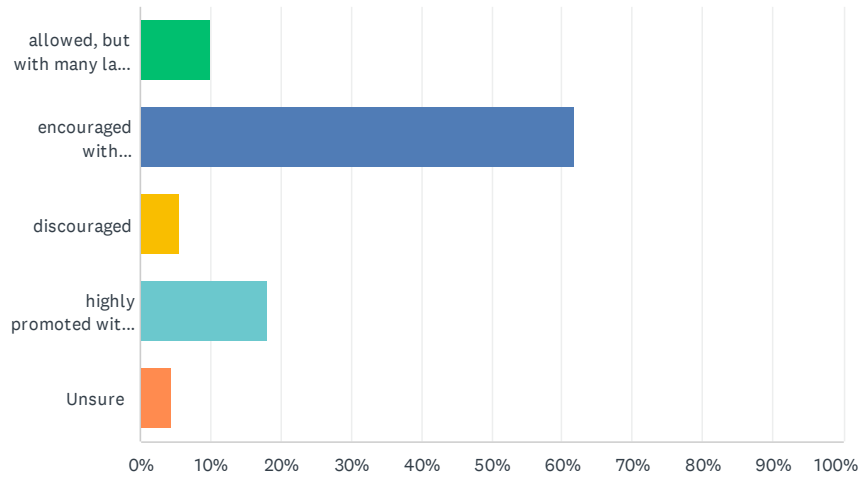


ANSWER CHOICES	RESPONSES	
Frankfort Avenue	32.73%	36
Downtown district	68.18%	75
Development District (north of downtown)	36.36%	40
Throughout the Village	26.36%	29
I would not like to see more commercial growth	7.27%	8
Total Respondents: 110		

Elberta Village Master Plan Community Survey

Q26 In general, commercial development in the village should be...

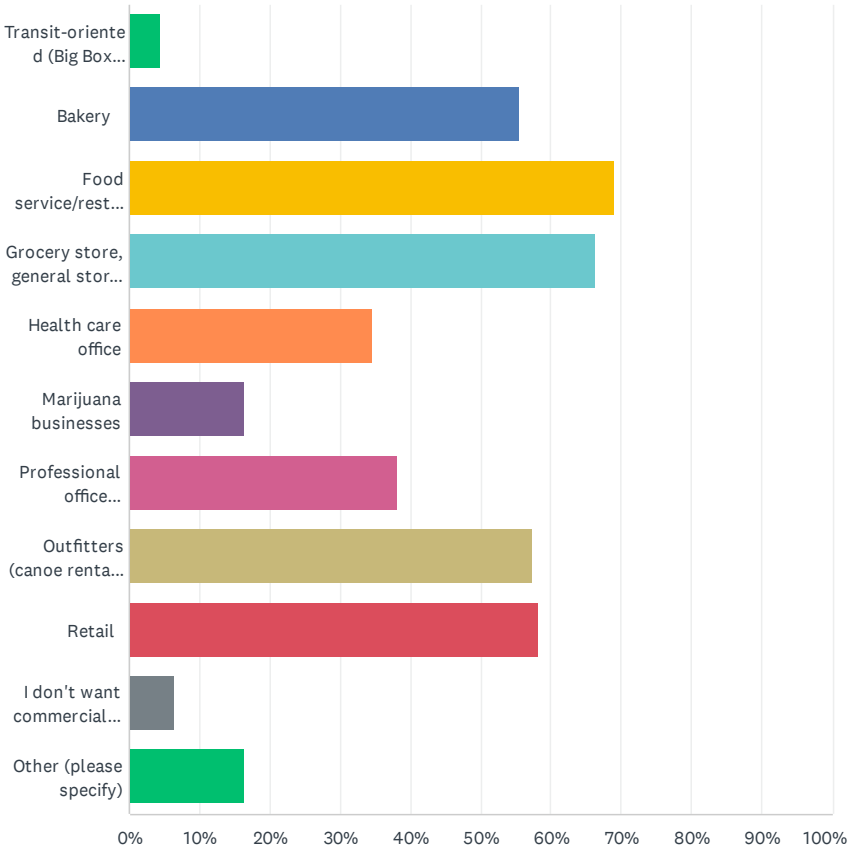
Answered: 110 Skipped: 1



ANSWER CHOICES	RESPONSES	
allowed, but with many land use regulations	10.00%	11
encouraged with appropriate land use regulations	61.82%	68
discouraged	5.45%	6
highly promoted with few land use restrictions	18.18%	20
Unsure	4.55%	5
TOTAL		110

Q27 What type of new commercial establishments would you like to see in Elberta? (Please check all that apply)

Answered: 110 Skipped: 1



Elberta Village Master Plan Community Survey

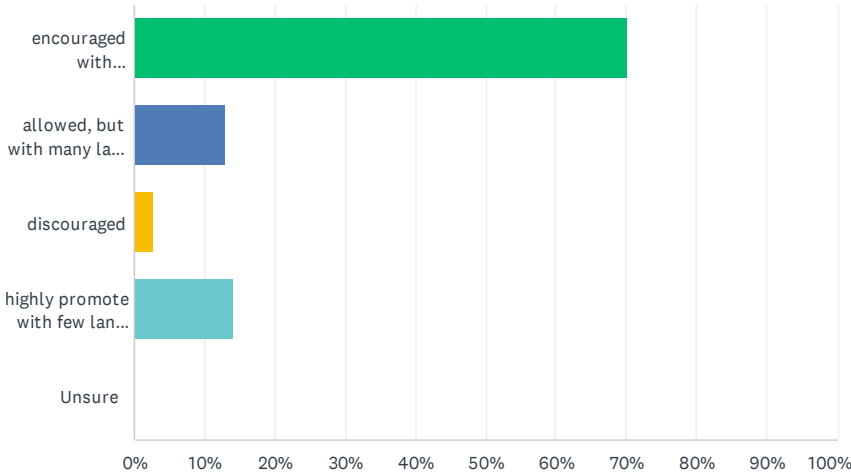
ANSWER CHOICES	RESPONSES	
Transit-oriented (Big Box retail, fast food chains, mechanic, gas station, etc.)	4.55%	5
Bakery	55.45%	61
Food service/restaurant	69.09%	76
Grocery store, general store, produce store	66.36%	73
Health care office	34.55%	38
Marijuana businesses	16.36%	18
Professional office (engineers, accountants, lawyers, etc.)	38.18%	42
Outfitters (canoe rentals, etc.)	57.27%	63
Retail	58.18%	64
I don't want commercial establishments	6.36%	7
Other (please specify)	16.36%	18
Total Respondents: 110		

#	OTHER (PLEASE SPECIFY)	DATE
1	A ferry across the bay, a rollerrink, a bowling alley, dancehall or other indoor/outdoor recreation	3/30/2023 8:11 PM
2	Resort	3/30/2023 2:00 PM
3	Art galleries or places where visitors can do art projects, crafts and related activities.	3/29/2023 5:40 PM
4	The more, the better! It can bring life to the town.	3/19/2023 10:30 AM
5	High tech, low impact companies	3/12/2023 6:54 PM
6	Coffee shops, gathering places	3/11/2023 9:36 AM
7	Pet supplies/grooming , childcare, art & craft store	3/8/2023 11:46 AM
8	UPS-type store with printing, packing, shipping, package return services	3/5/2023 5:32 PM
9	Remote worker space	2/26/2023 11:06 AM
10	PLEASE - NO BIG BOX RETAIL OR FAST FOOD. ABSOLUTELY NO FAST FOOD. We will start to look like every crappy small town in the country if you head that direction. PLEASE, NO WAY.	2/23/2023 12:12 AM
11	Keep it a quiet town. Absolutely NO marijuana stores!!!!	2/21/2023 3:10 PM
12	Alternative health businesses	2/18/2023 2:47 PM
13	Should be decided at County level!!!	2/18/2023 2:17 PM
14	Gas station, but not big box retail or fast food chains	2/18/2023 10:05 AM
15	Save A Lot is a low cost grocery I like.	2/17/2023 11:35 AM
16	not a big grocery, but a small produce place (like Miller's between Arcadia and	2/16/2023 9:16 PM
17	No Marijuana/Drug businesses; would like to see the vacant buildings occupied before any new development is completed; no transit oriented; keep local charm/feel	2/16/2023 6:41 PM
18	Absolutely NOT marijuana business	2/16/2023 12:28 PM

Elberta Village Master Plan Community Survey

Q28 In general, residential development in the village should be...

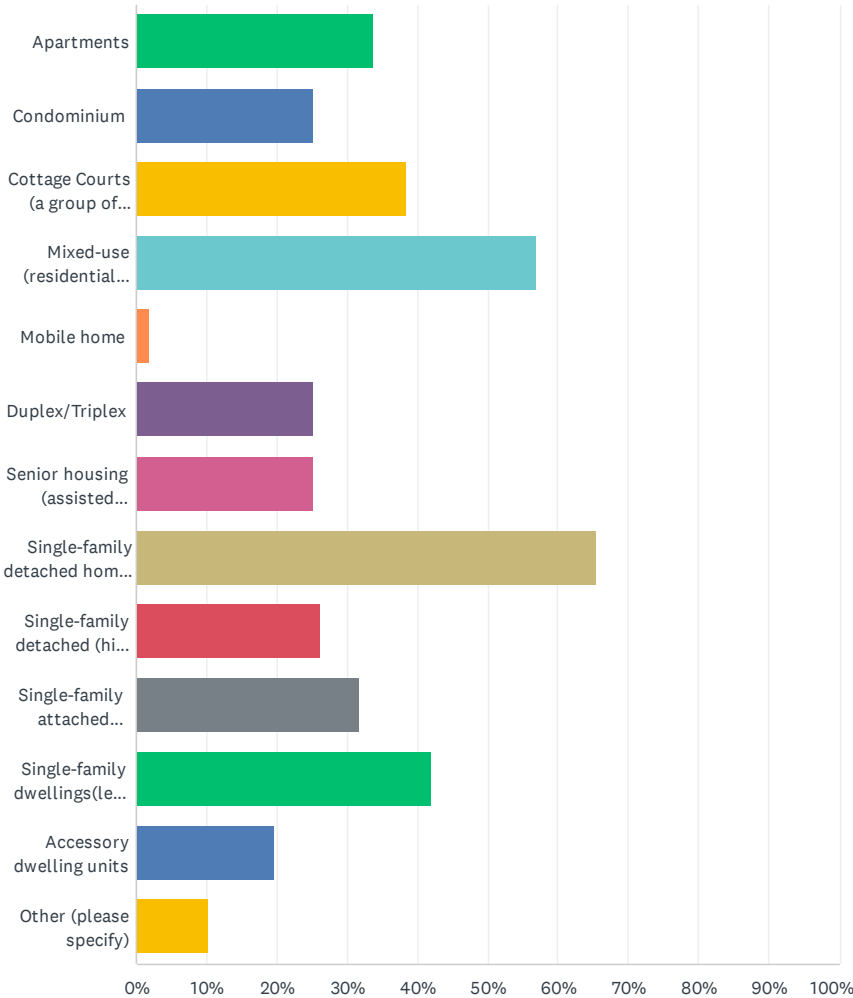
Answered: 107 Skipped: 4



ANSWER CHOICES	RESPONSES	
encouraged with appropriate land use regulations	70.09%	75
allowed, but with many land use regulations	13.08%	14
discouraged	2.80%	3
highly promote with few land use regulations	14.02%	15
Unsure	0.00%	0
TOTAL		107

Q29 What type of housing do you think is needed in the Village of Elberta? (Please check all that apply)

Answered: 107 Skipped: 4



Elberta Village Master Plan Community Survey

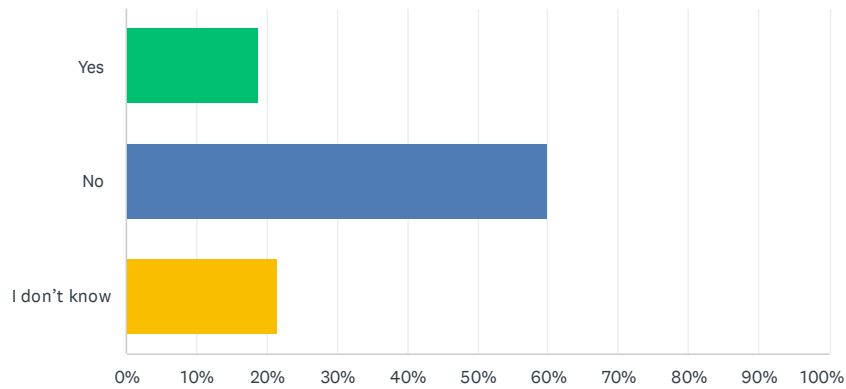
ANSWER CHOICES	RESPONSES
Apartments	33.64% 36
Condominium	25.23% 27
Cottage Courts (a group of small, 1 to 1.5-story, detached structures arranged around a shared court)	38.32% 41
Mixed-use (residential above first floor commercial use)	57.01% 61
Mobile home	1.87% 2
Duplex/Triplex	25.23% 27
Senior housing (assisted living, nursing homes etc.)	25.23% 27
Single-family detached home (affordable/workforce)	65.42% 70
Single-family detached (high price point)	26.17% 28
Single-family attached (townhouse)	31.78% 34
Single-family dwellings(less than 800 square feet)	42.06% 45
Accessory dwelling units	19.63% 21
Other (please specify)	10.28% 11
Total Respondents: 107	

#	OTHER (PLEASE SPECIFY)	DATE
1	Resort	3/30/2023 2:01 PM
2	no condos! no townhomes! no apartments!	3/30/2023 12:51 PM
3	There's definitely a need for affordable housing, but poor quality, poorly constructed structures should be avoided at all costs.	3/29/2023 5:45 PM
4	None. I know this is unreasonable. I am unreasonable. However, having grown up in Saugatuck-Douglas I have been a first-hand witness to mis-management, where the wealthy run the show and the true residents lose the fight.	3/3/2023 8:50 AM
5	Rehabilitation of existing housing stock	2/25/2023 12:26 PM
6	Please, no mobile homes.	2/23/2023 12:17 AM
7	None	2/20/2023 4:52 PM
8	Should be decided at County level!!!	2/18/2023 2:24 PM
9	Benzie needs lower cost housing.	2/17/2023 11:40 AM
10	I don't believe elberta has the infrastructure or economic ability to support any additional development	2/16/2023 6:44 PM
11	I think we should be open to discussion about any/all options keeping in mind that we need a good mix of high income and lower income housing. We need to do our part to help with the housing shortage in Benzie County, but shouldn't bear the burden of more than our share.	2/16/2023 12:34 PM

Elberta Village Master Plan Community Survey

Q30 Do you feel that there's a variety of attainable housing types in Elberta?

Answered: 107 Skipped: 4

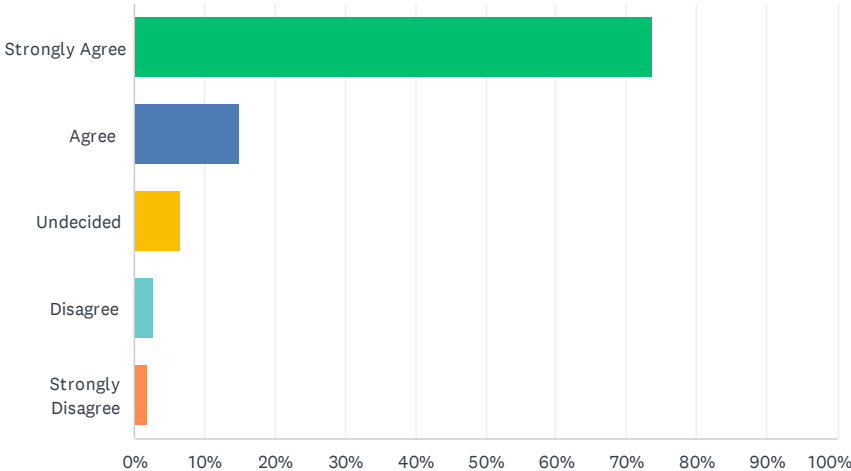


ANSWER CHOICES	RESPONSES	
Yes	18.69%	20
No	59.81%	64
I don't know	21.50%	23
TOTAL		107

Elberta Village Master Plan Community Survey

Q31 In planning for both future residential and non-residential growth, how much do you agree with the statement, “it is important to protect sand dunes and other environmentally sensitive areas”.

Answered: 107 Skipped: 4

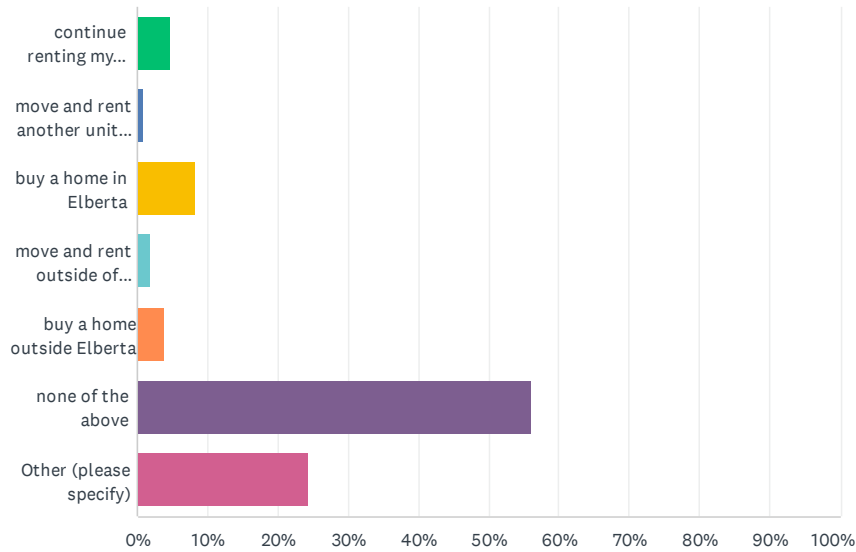


ANSWER CHOICES	RESPONSES	
Strongly Agree	73.83%	79
Agree	14.95%	16
Undecided	6.54%	7
Disagree	2.80%	3
Strongly Disagree	1.87%	2
TOTAL		107

Elberta Village Master Plan Community Survey

Q32 In the next five years I plan to..

Answered: 107 Skipped: 4



ANSWER CHOICES	RESPONSES
continue renting my current unit	4.67% 5
move and rent another unit in Elberta	0.93% 1
buy a home in Elberta	8.41% 9
move and rent outside of Elberta	1.87% 2
buy a home outside Elberta	3.74% 4
none of the above	56.07% 60
Other (please specify)	24.30% 26
TOTAL	107

#	OTHER (PLEASE SPECIFY)	DATE
1	Continue to own and use on a part-time basis.	4/3/2023 3:04 PM
2	Occasionally rent out my house	3/30/2023 8:16 PM
3	Move to the house I own in Elberta, but do not currently live in as my permanent residence.	3/29/2023 5:45 PM
4	Continue to live in my purchased house	3/19/2023 10:33 AM
5	Would consider buying in Elberta	3/12/2023 6:56 PM
6	Continue working and recreating in Elberta	3/12/2023 11:17 AM
7	we just bought house in Elberta 8 months ago	3/11/2023 5:38 PM

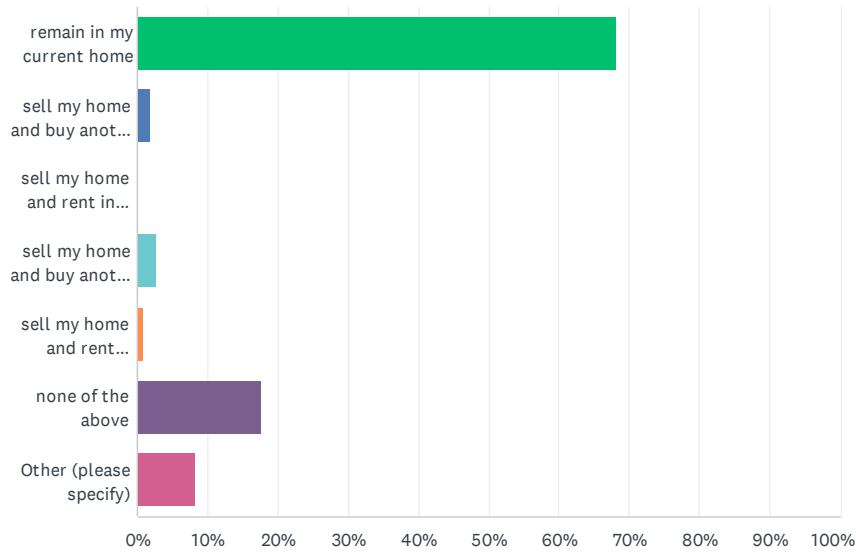
Elberta Village Master Plan Community Survey

8	Building addition to my cottage	3/11/2023 11:44 AM
9	Move into our summer home full time	3/8/2023 11:49 AM
10	We love our home	3/3/2023 10:02 AM
11	Spend more time at my home in Elberta	2/25/2023 6:02 PM
12	We own our home and don't plan on going anywhere.	2/23/2023 5:20 PM
13	Move into a house I already own in Elberta	2/23/2023 9:26 AM
14	Continue to fix up and develop what I have.	2/23/2023 12:17 AM
15	Move into my Elberta home full time and retire here	2/22/2023 12:07 PM
16	Continue to own my home in Elberta	2/21/2023 10:34 AM
17	Live here	2/20/2023 10:21 AM
18	continue living in the house I own	2/17/2023 11:07 AM
19	Finish building our home in Elberta	2/17/2023 9:03 AM
20	remain as resident of benzie co	2/17/2023 8:31 AM
21	keep our one rental property, live in Benzonia	2/16/2023 9:20 PM
22	Move into house currently owned and used seasonally	2/16/2023 4:14 PM
23	own and live in my home in Elberta (status quo)	2/16/2023 4:03 PM
24	Shop there, go to the beach	2/16/2023 2:56 PM
25	possibly buy a home in Elberta if an attainable home in good shape becomes available.becomes	2/16/2023 12:19 PM
26	I live in Frankfort	2/16/2023 12:16 PM

Elberta Village Master Plan Community Survey

Q33 In the next five years I plan to...

Answered: 107 Skipped: 4



ANSWER CHOICES	RESPONSES	
remain in my current home	68.22%	73
sell my home and buy another in Elberta	1.87%	2
sell my home and rent in Elberta	0.00%	0
sell my home and buy another outside of the Village of Elberta	2.80%	3
sell my home and rent outside Elberta	0.93%	1
none of the above	17.76%	19
Other (please specify)	8.41%	9
TOTAL		107

#	OTHER (PLEASE SPECIFY)	DATE
1	We would ideally like to build a new home on land we own in Elberta, but building costs are currently too high for our budget.	3/29/2023 5:45 PM
2	use our Elberta home as a vacation family home and some short term renting	3/11/2023 5:38 PM
3	Rent out my current home	3/10/2023 6:38 PM
4	Retire and live in Elberta 8 months out of the year	3/3/2023 10:02 AM
5	Continue using the seasonal home that I own in Elberta	2/25/2023 12:26 PM
6	same as above.	2/23/2023 12:17 AM

Elberta Village Master Plan Community Survey

7	rent current home to long term resident, move go other home in elberta	2/22/2023 10:00 AM
8	same as above...keep our one rental property in Elberta, stay in Benzonia	2/16/2023 9:20 PM
9	not sure	2/16/2023 12:19 PM

Elberta Village Master Plan Community Survey

Q34 What is affordable housing to you?

Answered: 69 Skipped: 42

#	RESPONSES	DATE
1	Something that's not inflated with people's need for greed	4/10/2023 2:00 PM
2	150,000 -400,000	4/3/2023 3:04 PM
3	A person or family with full-time minimum wage income should be able to afford to live in Elberta.	3/30/2023 8:16 PM
4	I'm not sure. We can afford the modest home we currently own. We would like to be able to build a larger, more comfortable home on nearby land that we also own, at some point in the future, and keep our current home with a goal of renting it out or hosting friends and family visits.	3/29/2023 5:45 PM
5	Less than the average home price in Michigan	3/29/2023 4:37 PM
6	When the workforce has access to rent a safe and comfortable home/apartment within reasonable financial parameters in relationship to median workforce incomes. Also, that the housing stock in a community is diversified in that there is sufficient supply for first time homebuyers.	3/29/2023 4:23 PM
7	Affordable housing by definition is under 60% ami. We need more workforce housing.	3/21/2023 2:32 PM
8	2 and 3 bedroom Homes that are for sale around \$200K. It would be A decent sized home for a working family or single income resident.	3/21/2023 11:05 AM
9	Affordable housing, although important to those who need it, is very scarce and as soon as affordable housing does open somewhere, spaces are filled almost immediately.	3/19/2023 10:33 AM
10	?	3/14/2023 5:54 PM
11	\$250,000	3/12/2023 6:56 PM
12	homes that young people or low income folks can afford	3/11/2023 5:38 PM
13	Whatever someone working an average wage for the area can afford without issue.	3/10/2023 6:38 PM
14	Under 200k	3/8/2023 11:49 AM
15	\$1200/mo	3/5/2023 5:33 PM
16	125,000	3/4/2023 10:09 AM
17	Under \$200K	3/3/2023 11:03 AM
18	We are fortunate, but I know others are struggling to find affordable housing. I believe Elberta has the capability of providing affordable housing for hard-working local people.	3/3/2023 10:02 AM
19	Small, low environmental impact, built sustainably----and beautiful, of course.	3/3/2023 8:50 AM
20	Housing that the working class can afford on their income.	3/2/2023 9:53 PM
21	Something that allows for reasonable rent/mortgage based on minimum wage	2/26/2023 11:08 AM
22	Rent -500.00/800.00 month	2/25/2023 4:58 PM
23	Housing that people who work in the area can afford to live in	2/25/2023 12:26 PM
24	No more than 30% of net income.	2/24/2023 5:23 PM
25	Affordable housing is what a working person/family can afford. What a teachers salary can afford is different than what a VP can afford.	2/24/2023 12:55 PM
26	1100sqft @ \$120k	2/23/2023 5:51 PM

Elberta Village Master Plan Community Survey

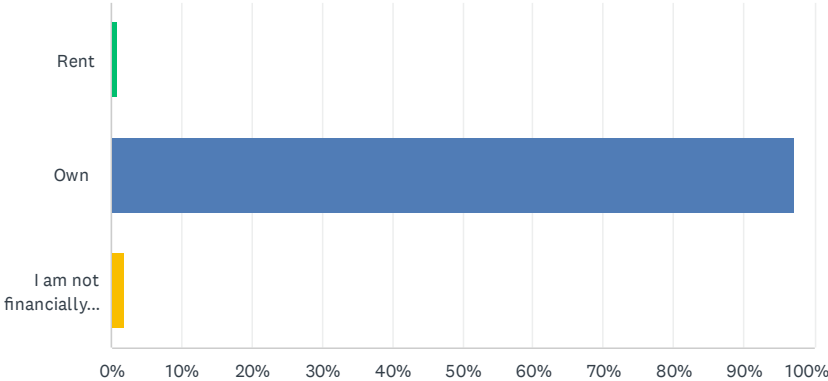
27	100,000 or less	2/23/2023 5:20 PM
28	Rental property that is under \$1000 per month.	2/23/2023 11:34 AM
29	Housing that is affordable to workers, not subsidized	2/23/2023 9:26 AM
30	140-200k	2/23/2023 3:40 AM
31	Housing that a middle class family can afford.	2/23/2023 12:17 AM
32	75,000 to 150,000	2/22/2023 6:11 PM
33	less than 200,000	2/22/2023 1:26 PM
34	Under \$200,000	2/22/2023 12:07 PM
35	A variety of options -- affordable means different things to different people. Some are looking to rent, some to buy and all need to be available. But home price would be around \$200k to be considered affordable	2/22/2023 10:00 AM
36	Up to \$1200/mo rent or house payment	2/22/2023 9:43 AM
37	(\$20/hr) x 40 hr/wk = 1 weeks pay 1 weeks pay=Af. Rent Af. Rent = \$800/month	2/22/2023 9:10 AM
38	The ability to work in the community and earn enough money to pay for rent and still be able to afford to eat, pay utilities and have reliable transportation.	2/21/2023 7:09 PM
39	150,000.00----200,000.00	2/21/2023 1:24 PM
40	I think \$500-600 per month.	2/21/2023 10:34 AM
41	\$ 1000 max for rent	2/20/2023 1:02 PM
42	800 to 1500 a month	2/20/2023 10:21 AM
43	Something under 700 a month	2/19/2023 1:37 PM
44	A price point attainable by different levels of income to purchase or rent.	2/19/2023 8:24 AM
45	Under \$750 a month buy/rent	2/18/2023 7:41 PM
46	Monthly payments under \$750 per month.	2/18/2023 7:12 PM
47	Meeting the needs/budgets of working people and families who are necessary to maintain the desired economy.	2/18/2023 2:48 PM
48	50-60k	2/18/2023 2:31 PM
49	Consideration should be given in (3) categories: 1. Affordable 2. Workforce 3. Low Income Should be decided at County level!!!	2/18/2023 2:24 PM
50	Homes under \$200,000 BUT they still need to be quality homes and not ones that are going need a bunch of rehabbing or other expensive upgrades.	2/18/2023 10:08 AM
51	Housing that people working around here can afford.	2/18/2023 7:39 AM
52	\$120,000 to \$150,000	2/17/2023 8:25 PM
53	Rental or mortgage payment up to \$1000 per month.	2/17/2023 11:40 AM
54	small houses and more apartments are more affordable than big luxury homes	2/17/2023 11:07 AM
55	1/4 of income	2/17/2023 10:41 AM
56	House or apartment that a single locally employed (FT) adult can afford the rent/mortgage	2/17/2023 9:03 AM
57	175-225 thousand	2/16/2023 9:20 PM
58	A political agenda;	2/16/2023 6:44 PM
59	Workforce housing that is affordable for laborers in local businesses	2/16/2023 4:14 PM
60	\$100,000-\$150,000	2/16/2023 4:03 PM
61	N/A	2/16/2023 3:15 PM

Elberta Village Master Plan Community Survey

62	Housing that working people can afford. Renting or buying	2/16/2023 2:56 PM
63	Safe apartments or smaller homes, with monthly costs in under \$1,200 -- even less, if possible	2/16/2023 2:52 PM
64	I'm not sure. I don't know a "number" to put on it, but it should be reachable for a family who is working to attain.	2/16/2023 12:34 PM
65	Too many variables to answer this one. 90% of your income shouldn't have to go to rent, whatever that means.	2/16/2023 12:34 PM
66	equitable, available to people who NEED affordable housing solutions (not just low price points that summer/seasonal people can buy and airbnb)	2/16/2023 12:24 PM
67	Housing that costs 25-32% of monthly income.	2/16/2023 12:19 PM
68	Under \$200k	2/16/2023 12:16 PM
69	Not realistic in a resort and tourist area.	2/16/2023 12:12 PM

Q35 Do you rent or own your home?

Answered: 107 Skipped: 4

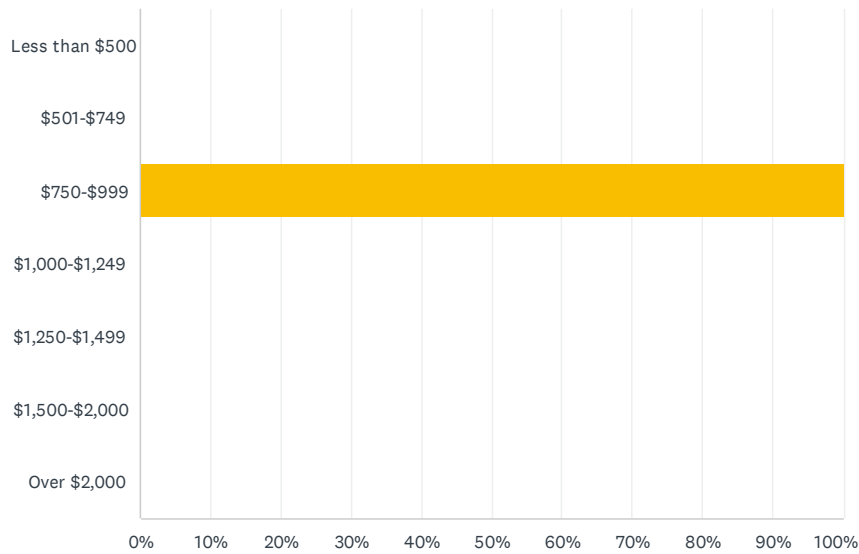


ANSWER CHOICES	RESPONSES	
Rent	0.93%	1
Own	97.20%	104
I am not financially responsible for my housing	1.87%	2
TOTAL		107

Elberta Village Master Plan Community Survey

Q36 What price range do you feel financially comfortable paying on monthly rent?

Answered: 1 Skipped: 110

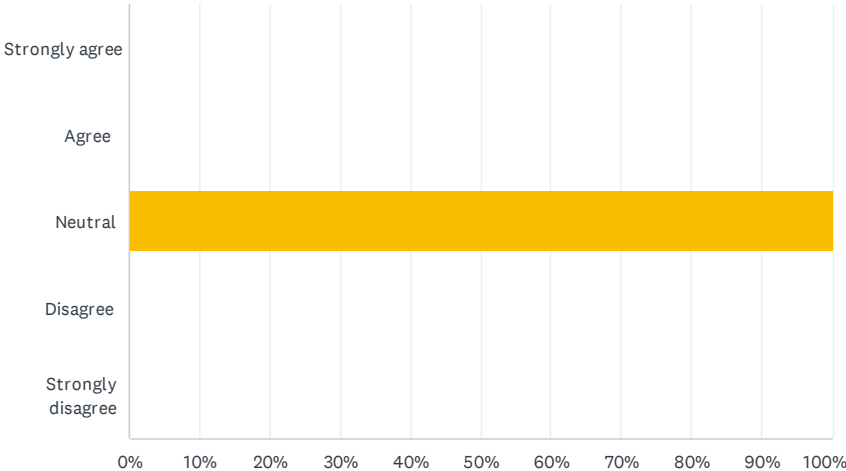


ANSWER CHOICES	RESPONSES	
Less than \$500	0.00%	0
\$501-\$749	0.00%	0
\$750-\$999	100.00%	1
\$1,000-\$1,249	0.00%	0
\$1,250-\$1,499	0.00%	0
\$1,500-\$2,000	0.00%	0
Over \$2,000	0.00%	0
TOTAL		1

Elberta Village Master Plan Community Survey

Q37 To what degree do you agree with the following statement: “With my household’s current budget, I feel the housing options in Elberta are financially attainable.”

Answered: 1 Skipped: 110

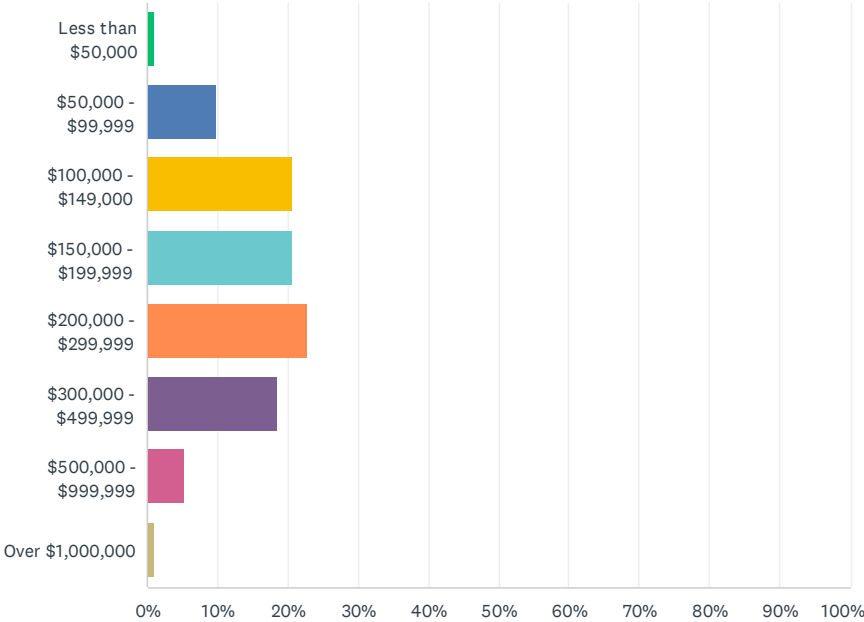


ANSWER CHOICES	RESPONSES	
Strongly agree	0.00%	0
Agree	0.00%	0
Neutral	100.00%	1
Disagree	0.00%	0
Strongly disagree	0.00%	0
TOTAL		1

Elberta Village Master Plan Community Survey

Q38 What price range do you feel financially comfortable buying a home?

Answered: 92 Skipped: 19

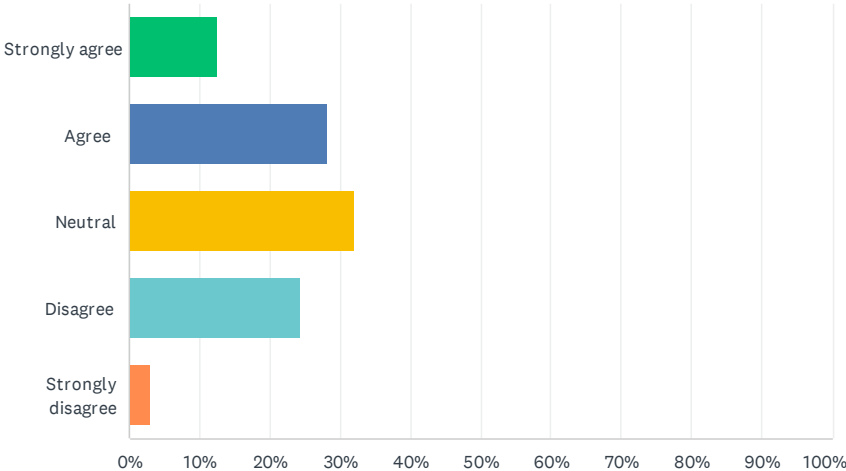


ANSWER CHOICES	RESPONSES
Less than \$50,000	1.09% 1
\$50,000 - \$99,999	9.78% 9
\$100,000 - \$149,000	20.65% 19
\$150,000 - \$199,999	20.65% 19
\$200,000 - \$299,999	22.83% 21
\$300,000 - \$499,999	18.48% 17
\$500,000 - \$999,999	5.43% 5
Over \$1,000,000	1.09% 1
TOTAL	92

Elberta Village Master Plan Community Survey

Q39 To what degree do you agree with the following statement: “With my household’s current budget, I feel the housing options in Elberta are financially attainable.”

Answered: 103 Skipped: 8

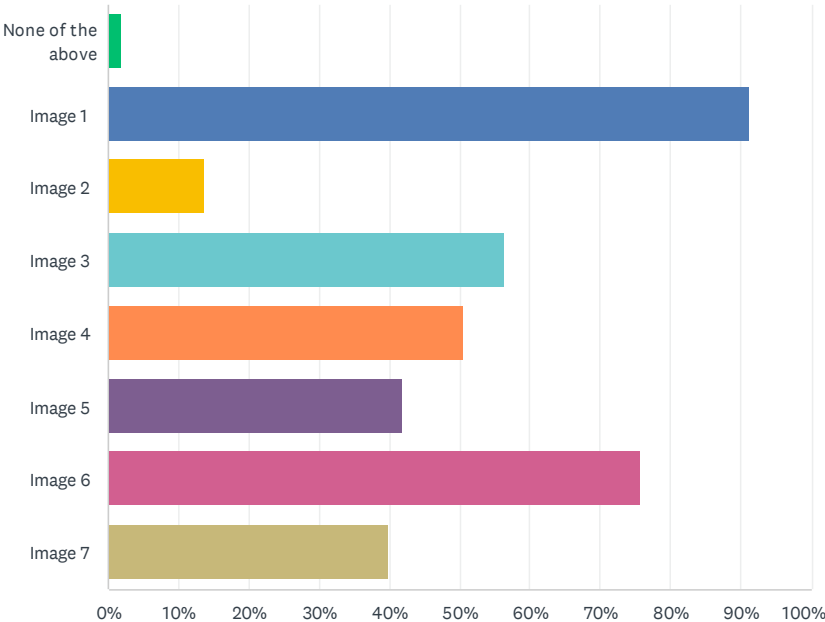


ANSWER CHOICES	RESPONSES	
Strongly agree	12.62%	13
Agree	28.16%	29
Neutral	32.04%	33
Disagree	24.27%	25
Strongly disagree	2.91%	3
TOTAL		103

Elberta Village Master Plan Community Survey

Q40 Thinking about single-family residential development in the Village, click on the housing types and styles you like. (Please check all that apply)

Answered: 103 Skipped: 8

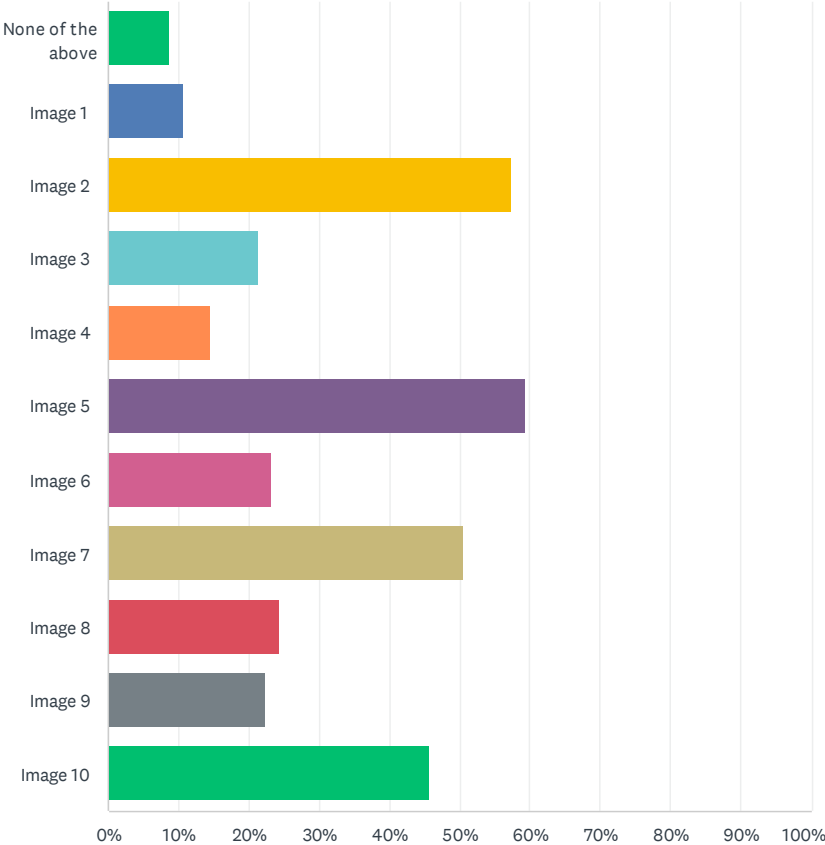


ANSWER CHOICES	RESPONSES	
None of the above	1.94%	2
Image 1	91.26%	94
Image 2	13.59%	14
Image 3	56.31%	58
Image 4	50.49%	52
Image 5	41.75%	43
Image 6	75.73%	78
Image 7	39.81%	41
Total Respondents: 103		

Elberta Village Master Plan Community Survey

Q41 Thinking multi-family residential buildings (apartments, condos, townhouses, duplexes), click on the housing type and style you like. (Please check all that apply)

Answered: 103 Skipped: 8

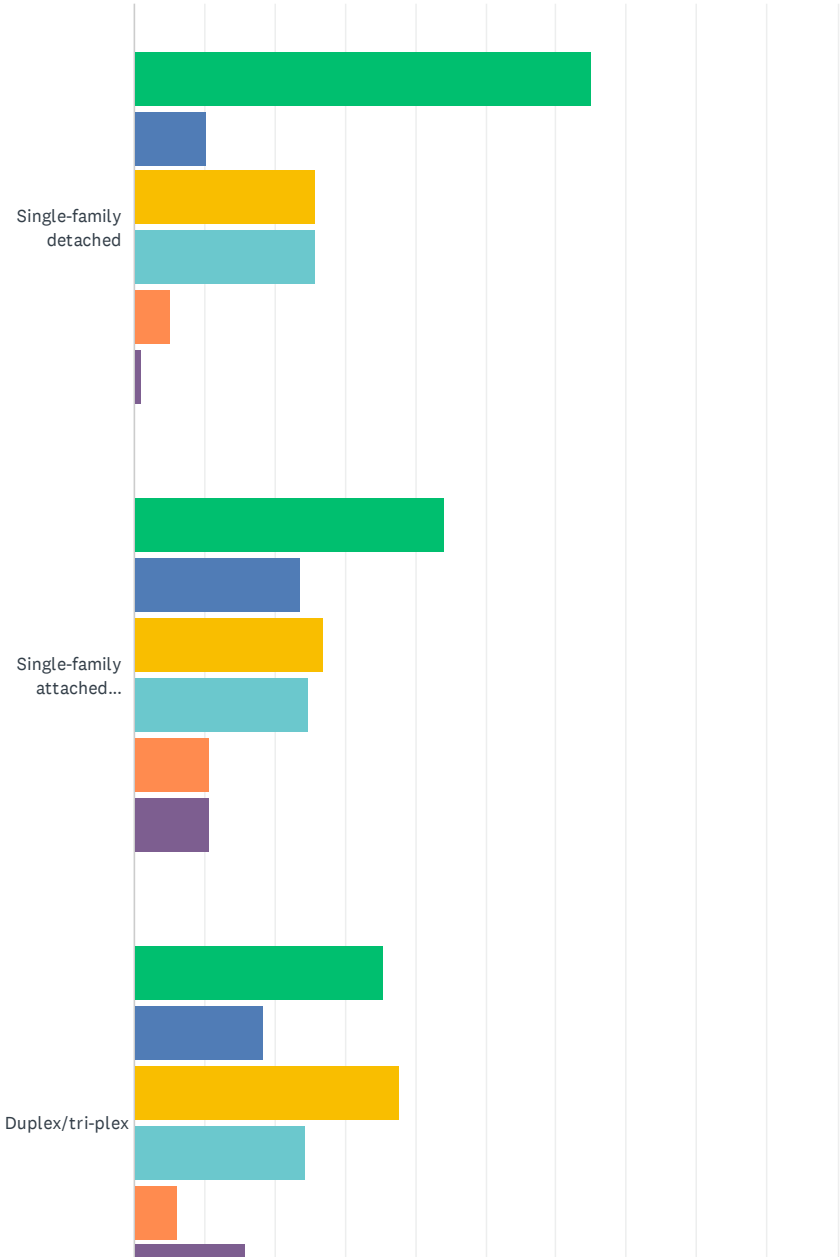


Elberta Village Master Plan Community Survey

ANSWER CHOICES	RESPONSES	
None of the above	8.74%	9
Image 1	10.68%	11
Image 2	57.28%	59
Image 3	21.36%	22
Image 4	14.56%	15
Image 5	59.22%	61
Image 6	23.30%	24
Image 7	50.49%	52
Image 8	24.27%	25
Image 9	22.33%	23
Image 10	45.63%	47
Total Respondents: 103		

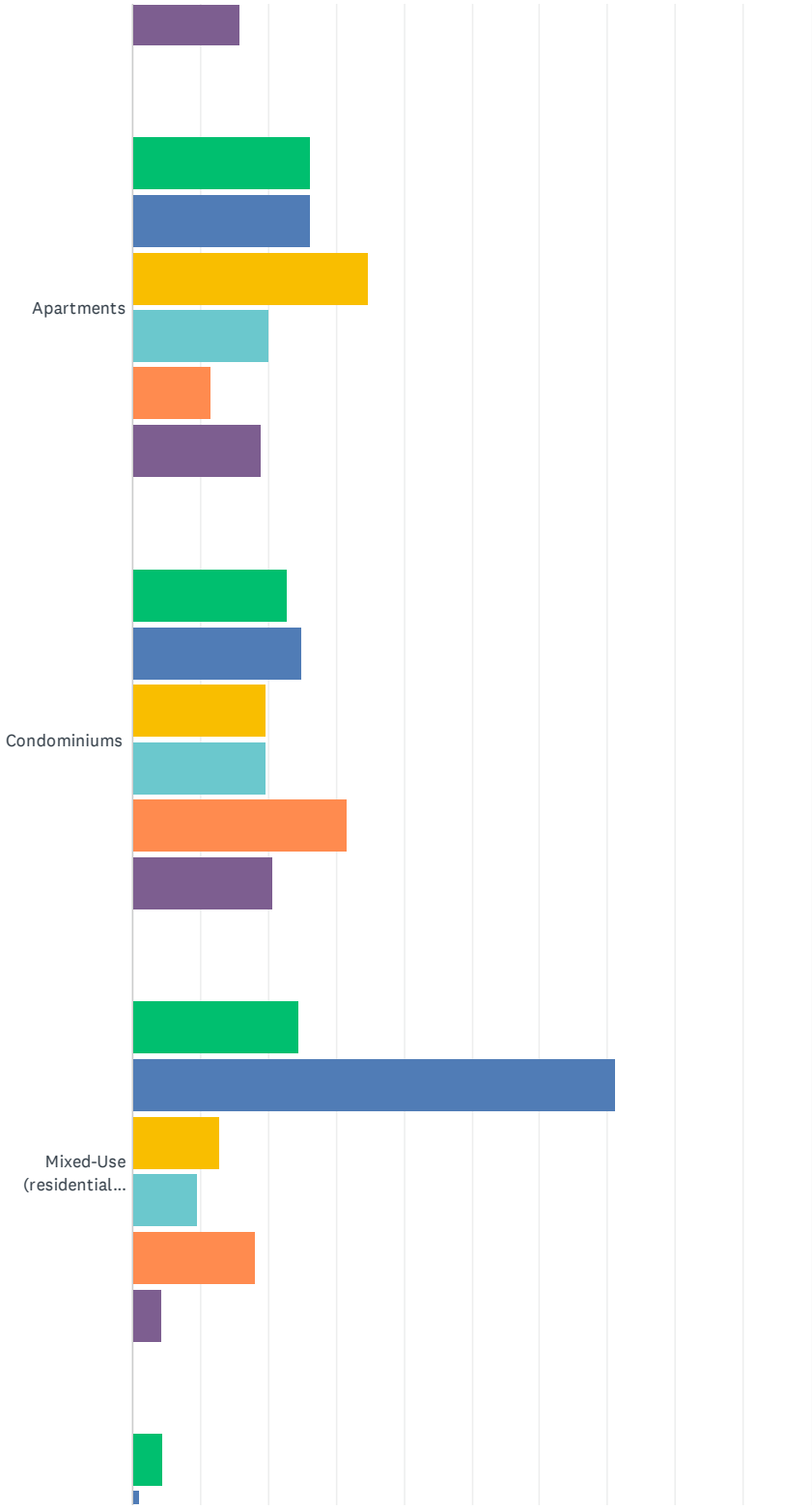
Q42 There are many kinds of residential development ranging from large rural homesteads to the dense apartment buildings in urban settings. Please indicate which housing type you feel may be appropriate for Elberta, and what location(s) might be most suitable.

Answered: 103 Skipped: 8

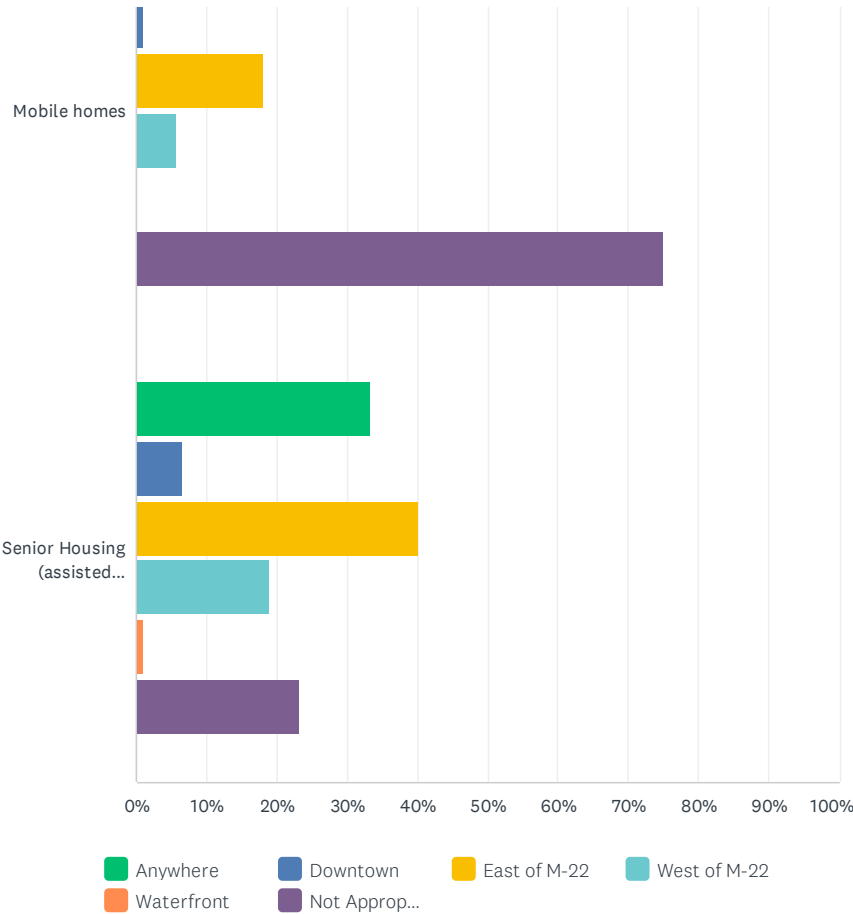


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Elberta Village Master Plan Community Survey



Elberta Village Master Plan Community Survey

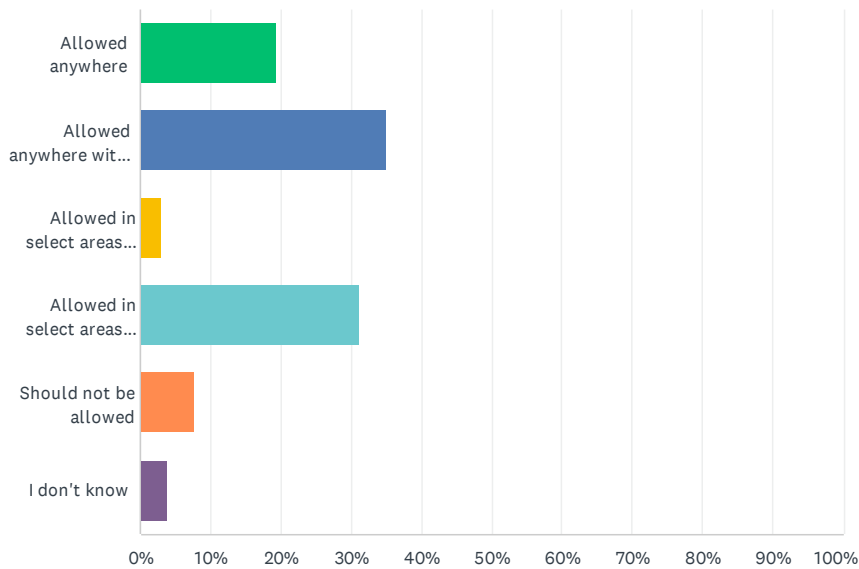


Elberta Village Master Plan Community Survey

	ANYWHERE	DOWNTOWN	EAST OF M-22	WEST OF M-22	WATERFRONT	NOT APPROPRIATE	TOTAL RESPONDENTS
Single-family detached	64.95% 63	10.31% 10	25.77% 25	25.77% 25	5.15% 5	1.03% 1	97
Single-family attached (townhome)	44.09% 41	23.66% 22	26.88% 25	24.73% 23	10.75% 10	10.75% 10	93
Duplex/tri-plex	35.37% 29	18.29% 15	37.80% 31	24.39% 20	6.10% 5	15.85% 13	82
Apartments	26.32% 25	26.32% 25	34.74% 33	20.00% 19	11.58% 11	18.95% 18	95
Condominiums	22.83% 21	25.00% 23	19.57% 18	19.57% 18	31.52% 29	20.65% 19	92
Mixed-Use (residential over first floor commercial use)	24.47% 23	71.28% 67	12.77% 12	9.57% 9	18.09% 17	4.26% 4	94
Mobile homes	4.55% 4	1.14% 1	18.18% 16	5.68% 5	0.00% 0	75.00% 66	88
Senior Housing (assisted living, nursing homes etc.)	33.33% 30	6.67% 6	40.00% 36	18.89% 17	1.11% 1	23.33% 21	90

Q43 Many communities provide alternative and more affordable housing options by allowing accessory dwelling units (refer image above). Accessory dwelling units (ADUs) are second homes or units that share the same lot as the larger, primary home. These can include garage apartments, “granny flats” or mother-in-law suites, and more. In general, how should accessory dwelling units (ADUs) be addressed in the Village of Elberta?

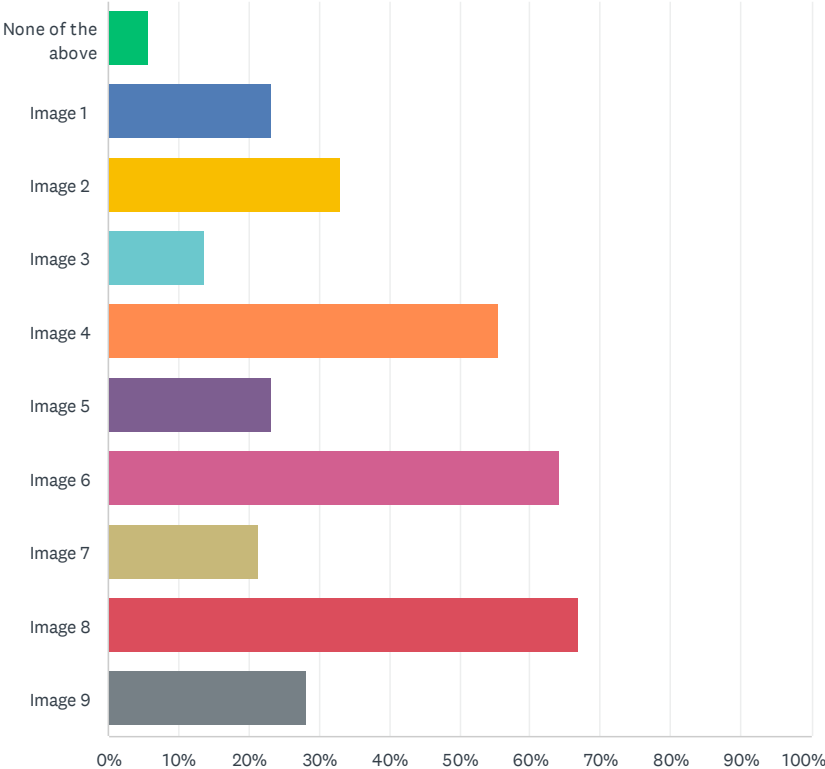
Answered: 103 Skipped: 8



ANSWER CHOICES	RESPONSES	
Allowed anywhere	19.42%	20
Allowed anywhere with regulations	34.95%	36
Allowed in select areas without regulations	2.91%	3
Allowed in select areas with regulations	31.07%	32
Should not be allowed	7.77%	8
I don't know	3.88%	4
TOTAL		103

Q44 Thinking about commercial development, where you shop, go for services, gather with other people, choose the images that appeal most to you. (Please select all that apply)

Answered: 103 Skipped: 8



Elberta Village Master Plan Community Survey

ANSWER CHOICES	RESPONSES	
None of the above	5.83%	6
Image 1	23.30%	24
Image 2	33.01%	34
Image 3	13.59%	14
Image 4	55.34%	57
Image 5	23.30%	24
Image 6	64.08%	66
Image 7	21.36%	22
Image 8	66.99%	69
Image 9	28.16%	29
Total Respondents: 103		

Elberta Village Master Plan Community Survey

Q45 Thinking about your choices from the images in the previous questions, please share your thought about what you liked or didn't like about the images. Is there a place you like to visit that you think serves as a good model for development in Eberta?

Answered: 59 Skipped: 52

#	RESPONSES	DATE
1	Tough question- a lot easier to find out what you like or dislike after you did it. Though in 1994 Bellingham, WA there was a development of smaller homes that had a nice appearance derived from craftsmanship and unique designs. I like that then haven't seen a development of such since.	4/10/2023 2:02 PM
2	Commercial districts should be dense and walkable, with no sprawl, so that we keep natural parts of the Village safe for wildlife and calm recreation	3/30/2023 8:24 PM
3	I personally would prefer to see the existing buildings in the downtown area be used to contain businesses, rather than leaving those empty and building new structures. There are currently several empty storefronts and restaurant spaces. I think the waterfront areas should not be used for additional businesses, but could be developed for walking trails, fishing docks, parks, etc. I'd rather see a small grocery store or other type of food shop than a restaurant with limited staffing (resulting in limited hours of operation). I realize that staffing is a dynamic issue which may be changing.	3/29/2023 5:55 PM
4	Large. Mixed use	3/29/2023 4:43 PM
5	Suttons Bay downtown	3/29/2023 4:30 PM
6	I think Frankfort has a good downtown layout with businesses along Main Street & residences surrounding it.	3/21/2023 11:12 AM
7	Downtown Frankfort is very cute, small town tourist aesthetic. The buildings are well kept, the colors are aesthetically pleasing and inviting. I do like the aesthetic of the first photo with the beach type theme. I also like the structured and classy look of hotel indigo.	3/19/2023 10:40 AM
8	Alberta is a residential Community. It should not aspire to be a commercial center. Commercial buildings could look like residences. They do not have to look like commercial buildings. Be creative with design rather than trying to look like other downtown areas.	3/11/2023 9:48 AM
9	Not too fancy. Not too modern.	3/8/2023 2:53 PM
10	Retail businesses should be close enough to each other to be walkable	3/8/2023 11:54 AM
11	With any development, parking is key. Parking should not clog streets and never impede pedestrian or bicycle traffic with very few exceptions, such as temporarily for festivals or fairs.	3/5/2023 5:38 PM
12	Beulah	3/4/2023 10:12 AM
13	Some of them might be OK if an area away from downtown were developed...there is limited space for single free-standing businesses in the town itself	3/3/2023 11:11 AM
14	I prefer that Elberta keep the small town feeling it currently has	3/3/2023 10:08 AM
15	Modern----just no.	3/3/2023 8:54 AM
16	Keep commercial concentrated in downtown area.	3/2/2023 9:59 PM
17	My choices were informed by my desire to minimize the use of surface parking lots, which I think are a poor use of land. Downtown Frankfort could serve as a model, but on a smaller scale.	2/25/2023 12:34 PM
18	Frankfort	2/24/2023 5:36 PM

Elberta Village Master Plan Community Survey

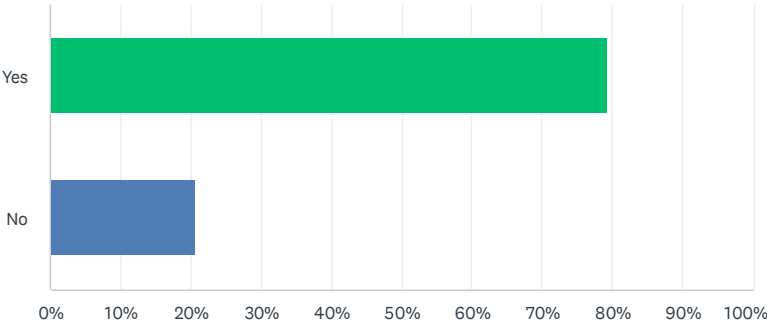
19	Ilulissat Greenland, unique small homes spread out with vistas surrounded by nature	2/23/2023 5:58 PM
20	I just don't want development along the water. That should be for everyone in the community. Not just for the out of town wealthy. Developers should not be allowed to come in and build big monstrosities along the water blocking people's views or access. If you have to develop anything, develop the downtown. Or fix up the houses that are already there. If you have to add houses keep them inland. Please keep Elberta charming and quaint. I fell in love with Elberta because I could walk 2 minutes and enjoy the beautiful view of the water. I will never be able to afford a multimillion water front home. And there are a lot of people in Elberta that can't either. Please do not take away our piece of heaven.	2/23/2023 5:32 PM
21	Complements the character of Elberta, increased density but not too urban, Elberta is too small of an area to have mid-rise and high-rise developments	2/23/2023 9:30 AM
22	Elberta has its own style- it's kinda hodge-podge- but not bad. Some storefronts could be fixed up to make it look better/ repair and paint go a long way! And some nice landscaping	2/23/2023 3:52 AM
23	Leland, Suttons Bay	2/23/2023 12:26 AM
24	Hard to pick an area	2/22/2023 6:15 PM
25	Small town atmosphere	2/22/2023 1:34 PM
26	More Waterfront restaurants with outdoor dining, clean up or tear down the condemned houses it makes the village look bad.	2/22/2023 12:22 PM
27	Still too car centric for my liking - more places to sit/hang out please!! The places for development that come to mind are spots in Europe with pedestrian streets and cafes!	2/22/2023 10:43 AM
28	Smaller scale, parking lot in the back or on the side, walkability, buildings clustered together	2/22/2023 9:48 AM
29	Little fleet in TC, The Work Shop or Right Brain Brewery	2/22/2023 9:19 AM
30	New development needs to match the current architectural model of the Village. Architecture that have a " modern feel" does not enhance the back to nature/hometown feel of Elberta.	2/21/2023 7:15 PM
31	Keep small town atmosphere and appearance.	2/21/2023 3:18 PM
32	stay in line with all the surrounding small towns in the area: Empire,Beulah, Arcadia, Portage, Frankfort, Glen Arbor, Leland, Harbor Springs. Do not model Traverse City, Mackinac, Manistee, Bay Harbor, Petosky	2/21/2023 1:40 PM
33	Smaller.	2/20/2023 5:00 PM
34	Beach	2/20/2023 4:51 PM
35	I like mom and pop types.	2/20/2023 1:05 PM
36	Traverse City, Muskegon (new developments)	2/20/2023 11:37 AM
37	Elberta just needs to fill existing storefronts	2/20/2023 10:32 AM
38	NA	2/19/2023 1:40 PM
39	I like the look of an older structure for our "old" Village.	2/19/2023 8:30 AM
40	Low-impact, work with what we have....AVOID CONVENTIONAL GENTRIFICATION STYLES	2/18/2023 2:51 PM
41	Not faux facade western town like the village of Beulah attempted years ago, but buildings that either retain their vintage feel or fit into a thoughtful deliberate aesthetic. Not hodge podge of the cheapest building style mixed with vintage. Some modern boxy styles are attractive	2/18/2023 2:37 PM
42	Should be decided at County level!!!	2/18/2023 2:28 PM
43	I don't want anything higher than 2 stories. We don't want the beautiful views destroyed. ALSO I want lighting to be respectful of our gorgeous night skies. It should never project light upward, but should be shaded to direct it only downward and wattage should be limited. I'd also like to see businesses to keep ALL lights off after 10 or 11pm.	2/18/2023 10:13 AM
44	Commercial below and residential above looks attractive in brick.	2/17/2023 11:46 AM
45	I dont like the commercial developments with huge parking lots. Parking lots ruin the	2/17/2023 11:13 AM

Elberta Village Master Plan Community Survey

	small/historic town feel. I like Oldtown traverse city and the developments along Boardman river.	
46	Petosky has a good mix of retail and professional spaces with some multifamily residents also Just stay within the genre that is chosen	2/17/2023 10:48 AM
47	Coffee shop pictured above in Elberta	2/17/2023 10:46 AM
48	Small single family homes as you enter Empire, on the right-hand side of M22. The same style could be used for restaurants, cafes, retail. Suttons Bay has a sweet downtown look. 2 story MAX.	2/16/2023 9:29 PM
49	main street frankfort is a good example that allows for easy walking access between establishments and encourages "window shopping". Elberta does not have the parking access to support such development. Cabbage Shed/Furnace Street Distillery are great examples of what works in this community	2/16/2023 7:07 PM
50	Please, nothing taller than 2 stories. Especially near the waterfront.	2/16/2023 4:35 PM
51	Should reflect a small town community	2/16/2023 4:18 PM
52	The height of buildings. Kaleva.	2/16/2023 3:23 PM
53	Frankfort's doing a lot of things right, but their lack of any regulations on short-term rentals makes it crazy in the summer and dead in the winter in many of the neighborhoods	2/16/2023 3:03 PM
54	Rockford, Michigan	2/16/2023 1:41 PM
55	I think preserving and utilizing what exists is important, rather than demolishing/rebuilding something without character/that doesn't fit with the feeling/natural surroundings of the village. With some curated planning, Elberta could feel like Leland or Northport—utilizing what exists and filling space to develop more commercial presence while cleaning up residential areas (better sidewalks, promoting bike and foot traffic, etc).	2/16/2023 12:59 PM
56	I like the idea of having some variety in architecture. I like the possibility of convenient parking.	2/16/2023 12:41 PM
57	If enough businesses could survive, I could see it being somewhat like Northport maybe.	2/16/2023 12:41 PM
58	Important to keep some green space, even in downtown. Be mindful of parking issues if businesses abut residential areas.	2/16/2023 12:24 PM
59	Diversity is good but keep it within a small-town characteristic.	2/16/2023 12:16 PM

Q46 Are you aware that there is a Benzie bus stop at Penfold Park/Farmers Market?

Answered: 102 Skipped: 9

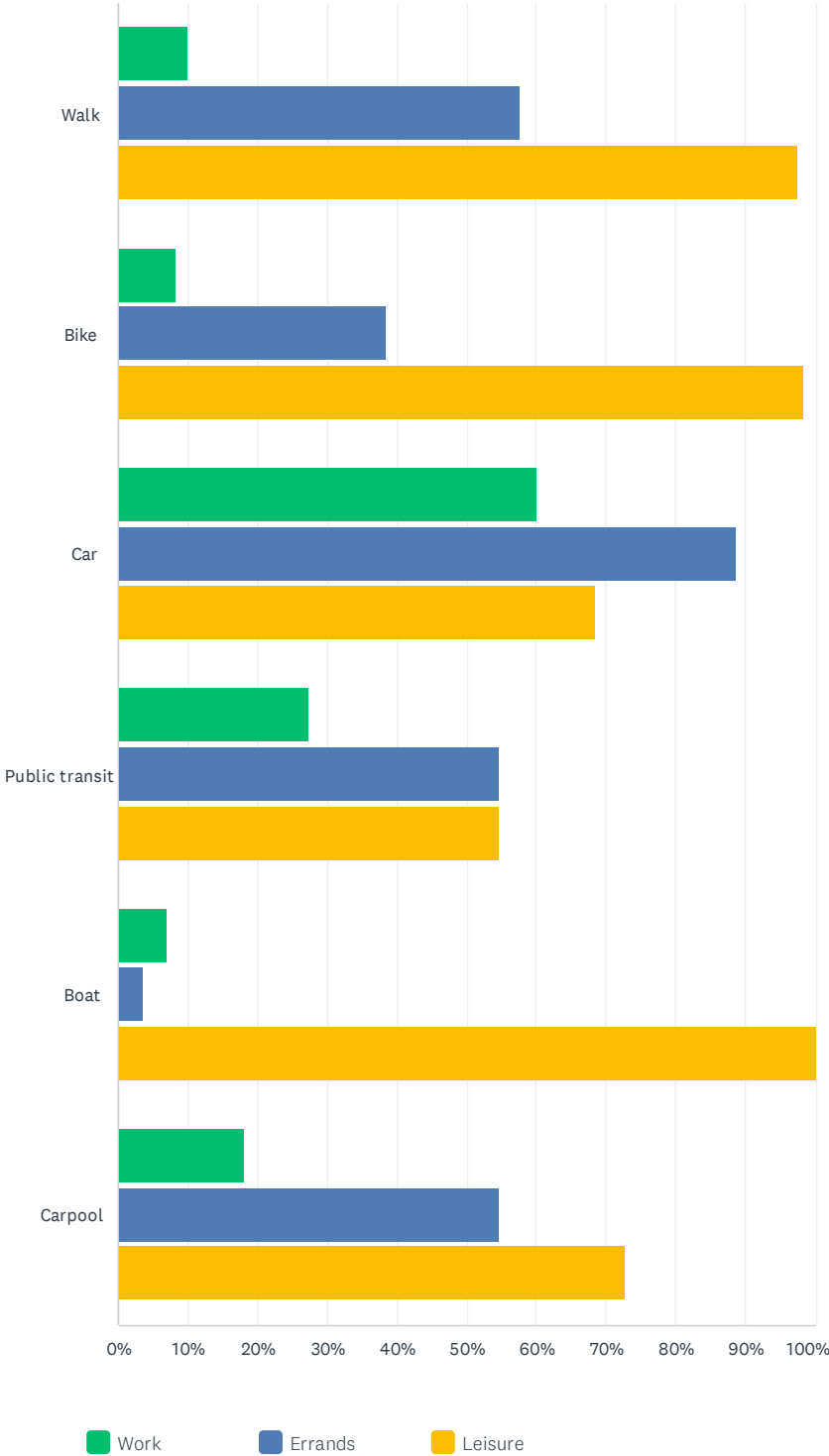


ANSWER CHOICES	RESPONSES	
Yes	79.41%	81
No	20.59%	21
TOTAL		102

Q47 How do you commute everyday for the following:

Answered: 102 Skipped: 9

Elberta Village Master Plan Community Survey



Elberta Village Master Plan Community Survey

	WORK	ERRANDS	LEISURE	TOTAL RESPONDENTS
Walk	10.00% 8	57.50% 46	97.50% 78	80
Bike	8.33% 5	38.33% 23	98.33% 59	60
Car	60.20% 59	88.78% 87	68.37% 67	98
Public transit	27.27% 3	54.55% 6	54.55% 6	11
Boat	7.14% 2	3.57% 1	100.00% 28	28
Carpool	18.18% 2	54.55% 6	72.73% 8	11

Elberta Village Master Plan Community Survey

Q48 What recreational opportunities would you like to see in the village?

Answered: 61 Skipped: 50

#	RESPONSES	DATE
1	Like to see a small health club of some sort with live outdoor activities like hiking, nature walks	4/10/2023 2:04 PM
2	Roller rink, bowling alley, dance hall, ferry across bay, community garden	3/30/2023 8:29 PM
3	Boat rentals	3/30/2023 2:05 PM
4	Canoe, bicycle and kayak rentals with deliver and pick up/help launching would be fantastic! Naturalist led hikes, shore exploration, lectures about the history and natural features of the area would be so fun! Night hikes, pointing out the stars and constellations, etc. Maybe a recurring food truck festival at the park on a weeknight? Demonstrations of wind-surfing, kite-boarding, kite-flying, recreational drones - all would be fun. Lectures about short-season gardens, landscaping with local, non-invasive species, how to maintain local wildflowers, etc. We really enjoyed the Monday night concerts, but when we are only in the area for a week or two, it would be nice if there were more activities. Open mic, karaoke, salsa dancing, jam sessions for musicians, story-tellers on that stage, weather permitting, would be so fun! Maybe even show movies and give out free popcorn at the amphitheater?	3/29/2023 6:07 PM
5	Enhanced water access and recreation at the village marina. Allowing for sailboats and small motorized boats to anchor there. Build a fishing dock there.	3/29/2023 4:33 PM
6	E-Scooter & E-Bike rentals.	3/21/2023 11:16 AM
7	Zip lines, bike/ski trails, swimming lessons.	3/21/2023 10:00 AM
8	Continue farmers markets, the Elberta solstice festival is also great.	3/19/2023 10:44 AM
9	Elberta Beach open	3/12/2023 11:23 AM
10	I like the biking, kayaking, swimming, hiking, music that is offered already.	3/11/2023 5:53 PM
11	A boardwalk to beach from park at waters edge... a river walk of sorts.	3/11/2023 11:54 AM
12	Community Gardens. Places for games, chess, checkers, shuffleboard. Coffee shops. Outdoor Cafe.	3/11/2023 10:04 AM
13	Great beach. Guided walks.	3/8/2023 2:57 PM
14	Bike riding, fishing, skateboarding, basketball, mini golf	3/8/2023 11:58 AM
15	Pickleball and tennis courts, public pool.	3/5/2023 5:45 PM
16	Dog Park	3/3/2023 11:15 AM
17	Tennis and pickle ball	3/3/2023 10:11 AM
18	A great kayak launch in the park where the lifesaving station is...	3/3/2023 8:58 AM
19	Fishing, kayaking, biking, hiking.	3/2/2023 10:02 PM
20	Extend bike trail. More places to enter water with kayaks into Lake Michigan	2/25/2023 6:06 PM
21	Festivals, small concerts	2/25/2023 5:05 PM
22	Tennis, pickle, ball, and basketball courts	2/25/2023 12:38 PM
23	bike/Canoe /kayak rental, indoor pool and exercise facility. Afternoon farmers market.	2/24/2023 5:54 PM
24	Less congested beaches, boat launch	2/23/2023 6:02 PM
25	Improved access to Betsie Lake for kayaks, paddle boarding, etc; how to interface with marinas?	2/23/2023 9:33 AM

Elberta Village Master Plan Community Survey

26	Clean up the Marina	2/23/2023 3:57 AM
27	Cross country paths	2/22/2023 6:17 PM
28	Re open beach access	2/22/2023 5:38 PM
29	pickle ball/tennis courts	2/22/2023 1:38 PM
30	More concerts and festivals	2/22/2023 12:32 PM
31	Artist studio tours	2/22/2023 10:46 AM
32	Canoeing, kayaking	2/22/2023 9:51 AM
33	Better beach pier access. Maintained hiking trails on the beach.	2/22/2023 9:24 AM
34	Programs that encourage residents and visitors to use the parks and recreational spaces in the village.	2/21/2023 7:18 PM
35	Pickle ball	2/21/2023 3:23 PM
36	I think more kayaking.	2/21/2023 10:50 AM
37	None.	2/20/2023 5:03 PM
38	Beach access	2/20/2023 4:52 PM
39	NA	2/20/2023 1:07 PM
40	More marina options	2/20/2023 11:40 AM
41	History Walking tours	2/20/2023 10:36 AM
42	re-open Elberta beach	2/20/2023 8:04 AM
43	Dog park	2/19/2023 1:41 PM
44	Pickle ball? My next door neighbor winters in Florida playing pickle ball and has talked about having it available for summer activity.	2/19/2023 8:35 AM
45	Should be decided at County level!!!	2/18/2023 2:36 PM
46	Greater access to the beach. Betsie Valley Trail extension to the Beach.	2/18/2023 8:39 AM
47	Indoor Olympic swimming pool and work out facility.	2/18/2023 7:46 AM
48	I'd like to see a mountain bike trail system utilizing the great elevation west of town	2/17/2023 4:03 PM
49	Trails. Some beach front development like Frankfort. A boardwalk out into lake Michigan. Maybe a new pier.	2/17/2023 11:51 AM
50	pickle ball, village campground, ski hill	2/17/2023 11:16 AM
51	Canoe rentals	2/17/2023 10:48 AM
52	Art classes, music, central town Square with surrounding eateries or food trucks.	2/16/2023 9:39 PM
53	expand the bike trail to the Lifesaving Station; add a splash pad for youth at the waterfront park; add a water taxi service between frankfort/elberta; sunset cruises from elberta?	2/16/2023 7:07 PM
54	Upgrade park equipment	2/16/2023 4:21 PM
55	Turn Life Saving Station into a Roller Rink.	2/16/2023 3:27 PM
56	Swimming (???), canoeing, sailing, kayaking	2/16/2023 3:17 PM
57	Hiking trails, boat rentals	2/16/2023 2:42 PM
58	Roller skating, ice skating	2/16/2023 1:44 PM
59	Investment in other/in-village park areas that reflect the effort put into the waterfront. Water sport rental. Designated trails for hiking in the hills/signage/pamphlets for hikes. Seasonal festivals for residents/locals.	2/16/2023 1:02 PM
60	Chartered small watercraft, both motorized and non-motorized. Canoe/kayak/SUP livery with	2/16/2023 12:28 PM

Elberta Village Master Plan Community Survey

	drop-off/haul service.	
61	All-weather Sports dome!	2/16/2023 12:18 PM

Elberta Village Master Plan Community Survey

Q49 The Village owns the historic Frankfort Iron Works at the Waterfront Park (refer image below), how should this be repurposed?

Answered: 80 Skipped: 31

#	RESPONSES	DATE
1	Would need a walking tour inside and out to come up with any ideas	4/10/2023 2:04 PM
2	Promoted in continue to remain open recreational park organize sports food trucks.	4/3/2023 3:11 PM
3	Theater/concert venue/concessions/food truck/historical display educating about the site	3/30/2023 8:29 PM
4	Boy, I don't know, but how cool would it be to see something happen with it?	3/29/2023 6:07 PM
5	Condominium or Apartments. Didn't the village take out a loan from a previous developer and agreed to let it be developed as condominiums?	3/29/2023 4:47 PM
6	Unsure	3/29/2023 4:33 PM
7	Park	3/23/2023 12:33 PM
8	No	3/21/2023 2:36 PM
9	This could be a great place for food trucks.	3/21/2023 11:16 AM
10	Stabilize then music/theater venue.	3/21/2023 10:00 AM
11	Very cool historic landmark, however it will continue to sit if it isn't repurposed so I think it is ultimately a good idea to repurpose. Maybe tear down and build a museum?	3/19/2023 10:44 AM
12	Preserved as much as possible. Put a roof back on it.	3/12/2023 11:23 AM
13	Could this be restaurants, shops, brewery. Farm stores. Community Center or a YMCA with pool.	3/11/2023 5:53 PM
14	Secure the structure and add more history details. Allow closer inspection or visuals for public	3/11/2023 11:54 AM
15	A small museum-like structure for explaining the history. A couple of historic building recreations as at Greenfield Village. Demonstrations or examples of what life was like. Only within the Ironworks setting.	3/11/2023 10:04 AM
16	Local history events.	3/8/2023 2:57 PM
17	If it could be restored and used as a n attraction/museum that would be great	3/8/2023 11:58 AM
18	Workshops and retail for artists and craftspeople.	3/5/2023 5:45 PM
19	Integrated into the park.	3/4/2023 10:13 AM
20	Break it up into retail opps--with the railroad and shipping gone, there is no reason to restore it for that purpose	3/3/2023 11:15 AM
21	Rebuilt in brick style. Small shops and cafés.	3/3/2023 10:11 AM
22	It's such a cool structure!! Stabilize it, and open it for general use, except when someone wants to rent it----charge a bunch for weddings! Yes!!!	3/3/2023 8:58 AM
23	Would like to see historic district that preserves and celebrates the history of Elberta.	3/2/2023 10:02 PM
24	Preserved as historical site.	2/28/2023 7:50 AM
25	Mixed use development	2/25/2023 6:06 PM
26	Building should demolished and space used for recreational use.	2/25/2023 5:05 PM
27	Tennis and pickle ball courts?	2/25/2023 12:38 PM

Elberta Village Master Plan Community Survey

28	Affordable apartments. Something that produces revenue for village so water sewer bills can be reduced!	2/24/2023 5:54 PM
29	Restore/preserve	2/24/2023 12:58 PM
30	Restored into an art gallery or extension of the Oliver art center	2/23/2023 6:02 PM
31	It should be a historical landmark.	2/23/2023 5:34 PM
32	Get rid of it! It is a major eyesore and safety hazard!	2/23/2023 11:39 AM
33	Preserve what remains, add a patio space, room for cart vendors, outdoor fireplace, etc.	2/23/2023 9:33 AM
34	This is a huge job! Maybe clean up the Marina 1st?	2/23/2023 3:57 AM
35	Outside of our natural resources, this historic complex IS Elberta's best opportunity to develop something that is uniquely "theirs". This structure(s) has an absolutely incredible amount of creative architectural potential. I have gone to sleep thinking about it multiple times. I am an architectural enthusiast with a fair amount of knowledge in this area. Combining the old with the new could be very effective. The Iron Works is located in a prime spot for shops, restaurants, etc. Plus, it has an interesting history and story to tell that could be capitalized on.	2/23/2023 12:35 AM
36	Maybe commercial retail	2/22/2023 6:17 PM
37	Concert venue	2/22/2023 5:38 PM
38	Restore as a tourist attraction	2/22/2023 1:38 PM
39	Make it part of an outdoor restaurant/coffee shop/tourist attraction and preserve what history you can. It would make a cool area if it can be incorporated into a useful purpose. Either do something with it or tear it down. It's dangerous the way it is and continues to deteriorate	2/22/2023 12:32 PM
40	Cool plaza/Cafe. Or a historical museum. With a cafe!	2/22/2023 10:46 AM
41	Maybe in could be incorporated into Waterfront Park, saving some of the leftover features from the Iron Works.	2/22/2023 10:44 AM
42	Preserve the historic structure — hold concerts, festivals, art fairs on the grounds	2/22/2023 9:51 AM
43	Removed an opened to the public.	2/22/2023 9:24 AM
44	Yes, it would make a marvelous art/drama facility.	2/21/2023 7:18 PM
45	Made safe and cleaned up after the vandalism	2/21/2023 5:53 PM
46	Entertainment venue	2/21/2023 3:23 PM
47	it would be so expensive but so wonderful to have restored and used. Not sure what for.	2/21/2023 1:43 PM
48	I don't feel it's necessary to preserve the Frankfort Iron Works area. It's more of an eyesore and should be more like the Waterfront Park.	2/21/2023 10:50 AM
49	?	2/20/2023 5:03 PM
50	Make it into a restaurant	2/20/2023 4:52 PM
51	Open space	2/20/2023 1:07 PM
52	Yes	2/20/2023 12:09 PM
53	Should not be should be left as it is	2/20/2023 11:53 AM
54	Condos or apartments. Increase tourism and investment in the community and provides additional jobs and exonomic sustainability.	2/20/2023 11:40 AM
55	Small Historical center	2/20/2023 10:36 AM
56	Dog park	2/19/2023 1:41 PM
57	Structure support to maintain the back wall then an area in front with pavers and lighting available to extend wedding and event activities. Outdoor bar setup.	2/19/2023 8:35 AM
58	Maybe convert the area to a native plant flower garden/water garden with walking pathways but	2/18/2023 8:28 PM

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if the buildings/walls are a danger maybe forgo the pathways and have a more attractive fence so you can still view it and gardens

59	Depending on resources, historical significance only.	2/18/2023 2:36 PM
60	I'd like to see it restored with historic information about the Iron Works available. A docent to give tours or answer questions would be great too.	2/18/2023 10:15 AM
61	It should exist with interpretation to let the community and visitors know how and why it is historically important to Benzie County.	2/18/2023 8:39 AM
62	Make it a tourist destination.	2/18/2023 7:46 AM
63	Take it down	2/17/2023 8:33 PM
64	Dance and party at reasonable low cost. Have fun. Allow alcohol. Get the geese to leave. Build it into a pub for families and visitors to enjoy. Where is the good Chinese restaurant?	2/17/2023 11:51 AM
65	allow a developer to reuse it into a community center or recreation outfitter	2/17/2023 11:16 AM
66	If it is considered significant enough preserve and make a informational interactive area around it	2/17/2023 10:51 AM
67	Art gallery? Fitness center? Restaurant?	2/17/2023 10:48 AM
68	Integrate the remaining (strengthened) structure into a Maritime Museum with a great gift shop of antique repro posters, postcards, local authors, Native American artists items, Car Ferry memorabilia. Save the single bricks and sell them as an artifact..\$\$\$ or as a fundraiser.	2/16/2023 9:39 PM
69	Iron Works brewery? It is historic and adds to the charm of the community; it should be retained as much as possible	2/16/2023 7:07 PM
70	Possibly not at all? It is a beautiful structure as is.	2/16/2023 4:35 PM
71	Oh, my; at a minimum, preserve it, a patio could provide a gathering place, with outdoor fireplace, food truck space	2/16/2023 4:21 PM
72	I wish I knew.	2/16/2023 3:27 PM
73	That's a tough one. To me, its historical significance is not really worthy of preservation/celebration. Possibly create a food truck/food court area; something like Little Fleet in TC?	2/16/2023 3:17 PM
74	Historical museum	2/16/2023 1:44 PM
75	Community space for rent or water sport center	2/16/2023 1:02 PM
76	I have not given this any thought, so my ideas are not well thought out. If finances allowed, I think maintaining what is left of the structure and incorporating it into a bigger structure that could have retail opportunities (services), small businesses or a restaurant. Many businesses have been able to keep some or all of rustic structures when they build/expand and it makes for a great atmosphere. I would really hate to see it torn down.	2/16/2023 12:46 PM
77	Not sure. Seems like a great backdrop for something though. Preserve it first I suppose.	2/16/2023 12:43 PM
78	Yes, and built into a hospitality structure while retaining and preserving the historic structure.	2/16/2023 12:28 PM
79	No	2/16/2023 12:23 PM
80	Preseved and stabilized	2/16/2023 12:18 PM

Elberta Village Master Plan Community Survey

Q50 The Village owns the old Marina at the bridge next to Penfold Park, how should this site be repurposed?

Answered: 77 Skipped: 34

#	RESPONSES	DATE
1	open to public somehow	4/10/2023 2:09 PM
2	I would need a tour inside and out to come up with any ideas	4/10/2023 2:04 PM
3	Farmers market. And local vendors of all sorts.	4/3/2023 3:11 PM
4	paddle boats or a ferry launch of some kind	3/30/2023 8:29 PM
5	Resort	3/30/2023 2:05 PM
6	Fishing piers, maybe rent fishing poles, a little bait shop, an ice cream/treat shop. A boardwalk with gazebo, similar to what is down by the lifesaving station?	3/29/2023 6:07 PM
7	New or redeveloped marina owned by the Village. OR sold to company that develops the waterfront and have them redevelop it so it is nice.	3/29/2023 4:47 PM
8	Enanced water access/recreation opportunities for fishing and boats to be anchored there.	3/29/2023 4:33 PM
9	Park	3/23/2023 12:33 PM
10	Yes	3/21/2023 2:36 PM
11	Kayak & boat rentals.	3/21/2023 11:16 AM
12	Boardwalk on existing pilings.	3/21/2023 10:00 AM
13	Maybe fixing it up or paving.	3/19/2023 10:44 AM
14	New Marina for sailboats, dinning options or the food trucks with a park.	3/11/2023 5:53 PM
15	Add ability to have boat docking and usable marina for residents and visitors.	3/11/2023 11:54 AM
16	A Park. Trees, shrubs, grasses. Benches, picnic tables, another small Pavilion. Some access to water for kayaks, canoes.	3/11/2023 10:04 AM
17	Rent canoes, kayaks.	3/8/2023 2:57 PM
18	As a boat launch	3/8/2023 11:58 AM
19	Clean up the shoreline and add docks for small watercraft use. Add walkway around perimeter with benches. Connect up Penfold Park to Betsie Valley Trail on water side of sewer lift station so pedestrians and bicycles don't have to go on M-22 to head toward Elberta WFP and Beach.	3/5/2023 5:45 PM
20	Improve as a public boat launch, and expand parking at the trailhead across the street	3/3/2023 11:15 AM
21	Small shops, cafés, and recreational service providers	3/3/2023 10:11 AM
22	Clean it up, make sure the launch is appropriate for small watercraft. Very small watercraft. Watercraft without motors! Quiet watercraft:)	3/3/2023 8:58 AM
23	just use for public access.	3/2/2023 10:02 PM
24	Family park	2/28/2023 7:50 AM
25	Dredged, rental dock space,	2/25/2023 5:05 PM
26	Tennis and pickle ball courts? People could park across the street in the parking lot that supports the trail head. The courts might draw people to visit the downtown and support the retail and restaurant base there.	2/25/2023 12:38 PM
27	Restore marina if possible which would bring boaters to elberta side who would spend money	2/24/2023 5:54 PM

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here if we had a grocery store and restaurants that were open more. We have the parks and trails.

28	Fishing pond?	2/24/2023 12:58 PM
29	Cleaned up, dredged, maybe a canoe rental or paddle boats	2/23/2023 6:02 PM
30	It's fine the way it is. A public place for community activities.	2/23/2023 5:34 PM
31	Remove the pilings, sufficient marinas nearby, enhance amenities for the Farmers Market	2/23/2023 9:33 AM
32	Not repurposed- fix it! Income for village. Bet you could get a grant to redo some docks from DNR. The restrictions and handicap kayak put-in is FANTASTIC ! We love it!	2/23/2023 3:57 AM
33	Good question. You can't focus on everything at once obviously, but if done well, that area could set the pace for other improvements in the downtown two-block strip area.	2/23/2023 12:35 AM
34	Pull it apart and make a boat launch.	2/22/2023 6:17 PM
35	Install public boat docks	2/22/2023 5:38 PM
36	Fine the way it is. It does need old pilings removed and the land area dressed up a bit.	2/22/2023 1:38 PM
37	Take out the old abandoned poles in the water. I like the kayak launch and restrooms added. The geese poop needs better cleaning they make a mess out of the new sidewalks	2/22/2023 12:32 PM
38	Artists studop/market or something that catches your eye from m22	2/22/2023 10:46 AM
39	Canoeing, kayaking access point and active trailhead for BVT	2/22/2023 9:51 AM
40	Public launch for canoes, kayaks, SUPs, and boat launch. dredged for access in low-water years	2/22/2023 9:24 AM
41	A boardwalk around to water with improved launch facilities.	2/21/2023 7:18 PM
42	Cleaned up, boat launch made more accessible and a fee for use	2/21/2023 5:53 PM
43	Upgraded park with water access. Remove ugly pilings	2/21/2023 3:23 PM
44	fees for launch would be a nice income	2/21/2023 1:43 PM
45	This area should be developed more for kayaking and water usage. A trail head for the bikers and walkers.	2/21/2023 10:50 AM
46	?	2/20/2023 5:03 PM
47	As a marina	2/20/2023 4:52 PM
48	Fixed up for launching boats	2/20/2023 1:07 PM
49	Yes	2/20/2023 12:09 PM
50	Not sure how, but it should be repurposed	2/20/2023 11:53 AM
51	Redevelop as a marina	2/20/2023 11:40 AM
52	A bench	2/20/2023 10:36 AM
53	Improve boat launch and add public docks.	2/20/2023 8:04 AM
54	Overnight camping	2/19/2023 1:41 PM
55	Keep with the kayak launch idea just expand on it maybe a walking foot bridge over the water... almost like a dock area or overlook	2/18/2023 8:28 PM
56	Keep it green - community gardens, recreation, education,	2/18/2023 2:52 PM
57	The old marina should be re-established. (small boats, Kayaks, canoes etc.) No other access is required, there are currently adequate areas from Frankfort.	2/18/2023 2:36 PM
58	Restore the marina and rent kayaks. Enable boaters to launch here and even park their boats.	2/18/2023 10:15 AM
59	I don't know, but I like the addition of the restrooms to the location.	2/18/2023 8:39 AM
60	Fixed up and made into a good marina. Outdoor swimming pool.	2/18/2023 7:46 AM

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61	canoe and kayak launch and boat launch	2/17/2023 8:33 PM
62	Maybe public docks	2/17/2023 4:03 PM
63	put bike and kayak rental shop there.	2/17/2023 11:16 AM
64	rebuild update the marina	2/17/2023 10:51 AM
65	small craft rentals	2/17/2023 10:48 AM
66	A little dredge, get the logs out, new docks for day fisherman like my husband...used to be one of our favorite spots. It got sort of dangerous at night navigating without good lighting. Pretty shallow in there...	2/16/2023 9:39 PM
67	kayak/bike rental/launch - Crystal River outfitters in Glen Arbor has really launched an amazing services; take advantage of the natural resources	2/16/2023 7:07 PM
68	That's a challenge for sure. Ideally not installing a break wall as a small effort to improve water quality	2/16/2023 4:35 PM
69	Remove old moorings, plenty of marinas in area, what about kayak rentals, in and out, bike rental station	2/16/2023 4:21 PM
70	??	2/16/2023 3:27 PM
71	A recreational end point for bikes, canoes, kayaks, sailboards, kites and so on? It's hard to say if there would be demand for this.	2/16/2023 3:17 PM
72	Fix it up! Rent out slips	2/16/2023 3:00 PM
73	Tourism housing	2/16/2023 1:44 PM
74	That could be a good site for canoe/kayak launching or pick up.	2/16/2023 12:46 PM
75	Motorsport and charter fishing with restaurant.	2/16/2023 12:28 PM
76	Maybe	2/16/2023 12:23 PM
77	Put a marina back in. Or better fishing dock.	2/16/2023 12:18 PM

Elberta Village Master Plan Community Survey

Q51 Please describe the Village of Elberta in one word.

Answered: 98 Skipped: 13

#	RESPONSES	DATE
1	small	4/10/2023 2:09 PM
2	comfortable	4/10/2023 2:05 PM
3	Waterfront.	4/3/2023 3:13 PM
4	home	3/31/2023 1:14 PM
5	Quaint	3/31/2023 1:05 PM
6	Welcoming	3/31/2023 1:05 PM
7	Potential	3/31/2023 1:05 PM
8	Sleepy	3/30/2023 8:46 PM
9	Adorable	3/30/2023 8:32 PM
10	Outdated	3/30/2023 2:05 PM
11	Quiet!	3/29/2023 6:20 PM
12	Depressed	3/29/2023 4:48 PM
13	Upcoming	3/29/2023 4:36 PM
14	Quaint	3/23/2023 12:33 PM
15	Eclectic	3/21/2023 2:37 PM
16	Quaint	3/21/2023 11:18 AM
17	Upcoming	3/19/2023 10:50 AM
18	Quaint	3/17/2023 9:48 AM
19	quaint	3/12/2023 11:24 AM
20	Quiet	3/11/2023 5:56 PM
21	Quaint	3/11/2023 11:58 AM
22	Friendly	3/11/2023 10:10 AM
23	Small.	3/8/2023 2:59 PM
24	Peaceful	3/8/2023 12:02 PM
25	Potential	3/5/2023 5:53 PM
26	Beautiful	3/4/2023 10:15 AM
27	Potential	3/3/2023 11:20 AM
28	Quaint	3/3/2023 10:12 AM
29	Douglas, MI 50 years ago.	3/3/2023 9:01 AM
30	Historic	3/2/2023 10:06 PM
31	Relaxing	2/28/2023 7:51 AM
32	Charming	2/26/2023 11:13 AM
33	Peaceful	2/25/2023 6:06 PM

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34	Complacent, old,fickle,surving and thriving. Barely making it.	2/25/2023 5:09 PM
35	Authentic	2/25/2023 12:39 PM
36	Quiet	2/24/2023 6:04 PM
37	Quaint	2/24/2023 12:59 PM
38	Quaint	2/24/2023 12:59 PM
39	Awesomethewayitis!	2/23/2023 6:13 PM
40	Amazing	2/23/2023 5:36 PM
41	Dysfunctional!	2/23/2023 11:40 AM
42	Charming	2/23/2023 9:35 AM
43	Quaint	2/23/2023 8:51 AM
44	Can't -" a work in progress"	2/23/2023 4:03 AM
45	Quaint.	2/23/2023 12:37 AM
46	Quaint	2/22/2023 10:20 PM
47	Pleasant	2/22/2023 6:18 PM
48	Beautiful	2/22/2023 5:39 PM
49	Quaint	2/22/2023 1:45 PM
50	Peaceful	2/22/2023 12:38 PM
51	tight	2/22/2023 10:48 AM
52	Heaven	2/22/2023 10:45 AM
53	Natural	2/22/2023 9:54 AM
54	Pristine	2/22/2023 9:31 AM
55	Funky!	2/21/2023 7:29 PM
56	Nice	2/21/2023 6:00 PM
57	Quaint	2/21/2023 3:25 PM
58	tranquil	2/21/2023 2:11 PM
59	Inproveing	2/21/2023 12:03 PM
60	Peaceful	2/21/2023 10:57 AM
61	Small.	2/20/2023 5:08 PM
62	Downhill	2/20/2023 5:06 PM
63	Peachy	2/20/2023 1:10 PM
64	Quiet	2/20/2023 12:10 PM
65	Quiet	2/20/2023 11:53 AM
66	Decline	2/20/2023 11:41 AM
67	Elberta is a Quaint historic town with environmental attributes, a bedroom community of Frankfort.	2/20/2023 10:47 AM
68	awesome	2/20/2023 8:08 AM
69	Quaint	2/19/2023 1:42 PM
70	Wonderful	2/19/2023 8:36 AM

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71	Quite	2/18/2023 8:30 PM
72	Quiet	2/18/2023 7:25 PM
73	Quaint	2/18/2023 3:08 PM
74	Potential!	2/18/2023 2:41 PM
75	depressed	2/18/2023 10:17 AM
76	Home	2/18/2023 8:45 AM
77	Quaint.	2/18/2023 7:47 AM
78	Old	2/17/2023 8:33 PM
79	Potential	2/17/2023 4:05 PM
80	Beach	2/17/2023 11:57 AM
81	emerging	2/17/2023 11:39 AM
82	under utilized	2/17/2023 10:54 AM
83	Homey	2/17/2023 10:49 AM
84	hidden-gem	2/16/2023 9:46 PM
85	unkempt	2/16/2023 7:07 PM
86	a Gem	2/16/2023 4:44 PM
87	Quaint	2/16/2023 4:23 PM
88	quaint	2/16/2023 4:15 PM
89	Underdeveloped	2/16/2023 3:30 PM
90	Quaint	2/16/2023 3:24 PM
91	Quaint	2/16/2023 3:00 PM
92	Quaint	2/16/2023 2:43 PM
93	Quiet	2/16/2023 1:49 PM
94	depressed (socially and economically)	2/16/2023 12:53 PM
95	Valuable	2/16/2023 12:53 PM
96	Neglected	2/16/2023 12:30 PM
97	Underdeveloped	2/16/2023 12:25 PM
98	Declined	2/16/2023 12:20 PM

Elberta Village Master Plan Community Survey

Q52 What other strategies do you think are important for moving Elberta forward and addressing current issues?

Answered: 76 Skipped: 35

#	RESPONSES	DATE
1	clean up junk in residential places includes uninhabited house	4/10/2023 2:09 PM
2	Resource booklet describing emergency facilities & maintenance and information about Elberta and area	4/10/2023 2:05 PM
3	Remaining small, quaint and water front water front waterfront exposure.	4/3/2023 3:13 PM
4	Rentals and fine dining	3/31/2023 1:05 PM
5	Hotels and restaurants	3/31/2023 1:05 PM
6	Resorts and boat rentals	3/31/2023 1:05 PM
7	Bring in commercial business to promote employment and attract tourists	3/30/2023 8:46 PM
8	Get more people involved and invested in improvements. Foster a culture of pride, especially around environmental assets.	3/30/2023 8:32 PM
9	Safety - public safety, water safety, clean water to drink and at the beach!	3/29/2023 6:20 PM
10	Encourage outside investment	3/29/2023 4:48 PM
11	The village needs a village manager. The village needs more community involvement with residents participating as Council members, Planning Commission and Park/Rec boards.	3/29/2023 4:36 PM
12	Elberta needs its residents to be actively involved.	3/21/2023 2:37 PM
13	Not sure	3/21/2023 11:18 AM
14	I believe a lot of the older generations are stuck in the mindset of keeping Elberta preserved and keeping it a small, unique town. However, the younger generations moving in and already living here have discussed this issue and I can confidently say a mass majority of the younger generation would love to see more commercial development. Everyone treasures and appreciates Frankfort, and Elberta has just as much, or even more potential to develop a great economy around more tourism while preserving the small town we know and appreciate. Many people say "Elberta has potential" or, as I often hear from many "Elberta is up and coming!" I think if we continue to stay in the position where we are in, with minimal commercial or tourist opportunities, it will not. However with adding in more stores, shops, opportunities for people to want to visit, Elberta can truly move forward.	3/19/2023 10:50 AM
15	Make building homes on lots easier.	3/17/2023 9:48 AM
16	Open the beach	3/12/2023 11:24 AM
17	Fix the sidewalks for walking and appearance.	3/11/2023 5:56 PM
18	Expand public interest with events to help businesses get proper exposure	3/11/2023 11:58 AM
19	Maintain its primary assets. Small, nature, friendly. A few additional commercial opportunities for convenience. Significant growth or development is absolutely a losing strategy. The goal should be to retain who we are rather than trying to be something else.	3/11/2023 10:10 AM
20	Promote your great beach. Farmer's Market is very popular, have more.	3/8/2023 2:59 PM
21	Encouraging beautification by residents, entrepreneurship by residents, a clearing house for local skilled workers, handymen...an Elberta-based Angie's list	3/8/2023 12:02 PM
22	The Village needs smart growth in both residential and commercial to help spread the infrastructure cost and hopefully lower the water and sewer rates. Council should work to	3/5/2023 5:53 PM

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promote development. Many houses that go on the market need extensive repair or modernization. Is there a possible Village-sponsored program with the state or region to assist with low-cost loans, or access to contractors.

23	Communication efforts to allay fears of long-time residents. Elberta needs to grow but not in an irresponsible way. However, not all progress and change is bad and somehow the knee-jerk opposition to anything new needs to relax.	3/3/2023 11:20 AM
24	I love that you are looking for input and surveying interested parties. Can't wait to see what you do with it.	3/3/2023 10:12 AM
25	Slow traffic down at the corner----20 MPH.	3/3/2023 9:01 AM
26	Keeping Conundrum Cafe or similar business at that prime location. Getting other businesses to move in downtown. Keeping infrastructure up-to-date. Protecting water and dunes.	3/2/2023 10:06 PM
27	Blight- clean up abandoned and junky homes	2/25/2023 6:06 PM
28	Grants, smartly used loans, participating in programs helping to develop our town	2/25/2023 5:09 PM
29	Lower water bills! That and three annual tax bill (village, county, township) will force some seniors on fixed incomes to move away.	2/24/2023 6:04 PM
30	Diversity on the board	2/24/2023 12:59 PM
31	We need median priced single family homes for full time residents. Any development should be east of 22 and any restoration west of 22 should focus on keeping the village a village.	2/23/2023 6:13 PM
32	Please remember not to sell out to big money. Remember why Elberta is so special in the first place.	2/23/2023 5:36 PM
33	Having a working and functional local government.	2/23/2023 11:40 AM
34	Limit vacation rentals; make desirable for families to live, sidewalks, dedicated millage for dated infrastructure.	2/23/2023 9:35 AM
35	Get the young people and merchants involved.	2/23/2023 4:03 AM
36	It is important to direct our future, not just wait for it to happen. Things will change either way -- doing your best to control the outcome is important.	2/23/2023 12:37 AM
37	Recreational and commercial development	2/22/2023 6:18 PM
38	I don't know what the current issues are but development needs to be encouraged to increase the tax base to provide funds to move the village forward.	2/22/2023 1:45 PM
39	Enforce penalties for condemned houses they are dangerous and termite infested	2/22/2023 12:38 PM
40	I think intentionally seeking out to attract younger year round residents is crucial.	2/22/2023 10:48 AM
41	Building on the investments made over the past 10-12 years	2/22/2023 9:54 AM
42	I can't imagine a year-round economy in Elberta any time soon. However, Elberta has some of the best Lake Michigan waterfront in the state, with no good way to access it.	2/22/2023 9:31 AM
43	There needs to be a concerted effort to reinvent Elberta as a community to live in and be enjoyed by all residents, as well as visitors. Visitors should be seen as a benefit, not a detriment. A mix of appropriate new residential/ commercial development is necessary so that the VOE can remain financially secure.	2/21/2023 7:29 PM
44	The development of the water front has to be done in a manner that does not harm, destroy, the environment, and character of the village. It will not be stopped therefore it must be regulated. We do not want to have another Travis city water front appearance	2/21/2023 6:00 PM
45	If properties were occupied (not vacant), it would improve property values and generate more tax dollars for village.	2/21/2023 3:25 PM
46	There are so many good intentions but seems to be a lack of knowledge on how to execute and run government. Sound legal policy and persons experienced in administration may help give more structure to these very overwhelming issues we face.	2/21/2023 2:11 PM
47	Better paying jobs in the area as a whole. Improve internet, affordable housing.	2/21/2023 10:57 AM

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48	Open up the beach it's our biggest asset	2/20/2023 5:06 PM
49	Keep things well maintained especially during tourist season.	2/20/2023 1:10 PM
50	Investment	2/20/2023 11:41 AM
51	An efficient village government and realizing you are becoming an Airbnb / second home community so being a quaint, quiet town is OK. Strategies for combating, noise and an influx of tourists are important. Don't forget preservation of the history and the trees and the dunes. This is why people are coming there not for the commercial.	2/20/2023 10:47 AM
52	draw more businesses to the village, re-open Elberta beach for tourism, promote more festivals	2/20/2023 8:08 AM
53	NA	2/19/2023 1:42 PM
54	More money flow/grants	2/18/2023 8:30 PM
55	All strategies/issues should be decided at County level.	2/18/2023 2:41 PM
56	Asking for help from the right people and organizations. I don't have any specific suggestions though.	2/18/2023 8:45 AM
57	Do a survey.	2/18/2023 7:47 AM
58	Job creation	2/17/2023 8:33 PM
59	Focus on housing and modern rec opportunities	2/17/2023 4:05 PM
60	If you must make money, charge for beach parking. Write proposals for development money. Keep in mind the Benzie Democrats, they are creative thinkers. Pete Buttedge is now the Secretary of Transportation and lives in Traverse Ciry. TC is developing the railroad line to Ann Arbor. Big Rapids and Saginaw are getting big battery plants with thousands of workers. Get a really good computer store and center. Get significant internet and find out what is going on elsewhere.	2/17/2023 11:57 AM
61	The village needs more people to live here. Provide incentives for people to move, build, live, and work here. We need more building projects in the area, so that local builders can have more work and create a strong construction industry. Having a stronger building culture in the area would also create more opportunity for the next generation, to train young people in the trades. They would get more experience working on projects locally and could see a future here. Rather than having them move away for better opportunities elsewhere. Focusing on the small town character and recreation only would ensure that all the houses become vacation homes eventually. It would turn into something like Leelanau county. Limiting construction projects is nice for those who are retired or are only here vacationing. People who still need to make a living need work in the area, in order to live here. Also it would be great if we had enough people here to have a grocery store.	2/17/2023 11:39 AM
62	Reasonable development with consideration for the unique small town and preservation of the natural elements that draw people to the area	2/17/2023 10:54 AM
63	more involvement by residents	2/17/2023 10:49 AM
64	Slow, careful, landscape designed and urban planned. Use retirees as valuable professional resources....Small, colorful, northern michigan, maritime cottage flair. Tasteful.	2/16/2023 9:46 PM
65	Elberta is a gold mine with treasures that are not shining. Elberta needs financial and leadership investments to turn this community around; it is truly becoming an eye sore with deteriorating infrastructure and empty buildings. It needs a good cleaning - ordinances need to be enforced.	2/16/2023 7:07 PM
66	Strict zoning to protect the small town character. Height restrictions on new development. Prioritizing water quality protection in all new development.	2/16/2023 4:44 PM
67	Infrastructure, ensuring seasonal rentals done overtake permanent residences, need res for year round economy and workers to support	2/16/2023 4:23 PM
68	Enforce traffic speed limits.	2/16/2023 4:15 PM
69	Show some PROGRESS which will in turn create interest , thus creating more residents willing to get involved.	2/16/2023 3:30 PM

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70	Ensuring that it's a safe, attractive and desirable place to live, work, shop and recreate	2/16/2023 3:24 PM
71	Open e beach back up	2/16/2023 3:00 PM
72	Address how the Elberta Church is under-utilized and how it could be employed for more functions in the community	2/16/2023 1:49 PM
73	Having belief that we can move forward as a community and still stick together. Recognizing that some change will be necessary, but being willing to manage change so it works for US and not outside (large) commercial interests. I fear developers moving in without limitation on what they can do with the property and the lasting impacts it can have on the entire shoreline.	2/16/2023 12:53 PM
74	Elberta has amazing potential, but needs housing, businesses and revenue. To thrive going forward, it is going to have to allow some changes. The thought of which may upset some residents initially, but the end result will be a stronger, more sustainable community. There is a way to move into the future with the beauty of the area and environment in mind. As long as it doesn't feel like its being corporatized, development needs to happen.	2/16/2023 12:53 PM
75	Master plan	2/16/2023 12:30 PM
76	Development!!!! Take advantage of everyone that comes to Frankfort in the summer. We have nothing to offer them!	2/16/2023 12:20 PM

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Q53 What other thoughts and comments do you have about the Village of Elberta?

Answered: 63 Skipped: 48

#	RESPONSES	DATE
1	Elberta has cleaned up a lot in the last 10 years.	4/10/2023 2:09 PM
2	Be careful over growth	4/10/2023 2:05 PM
3	I wanted to own a house in Alberta because of the size of the village in the fact that it wasn't over I repeat over developed but you can. Maintain the? Quaint atmosphere? Actual footprint? Of the village won't change so it's going to remain small and exposure to the waterfront. As much as possible	4/3/2023 3:13 PM
4	We need to celebrate the quirkiness of the Village and promote a human-scale, neighborly vibe	3/30/2023 8:32 PM
5	I think Elberta should embrace the idea of short-term rentals, but try to balance it with affordable housing and a sustainable workforce. The idea of accessory dwellings is really a good idea - likely these would be used for short term rentals that are in close proximity to permanent or at least long-term occupied dwellings. I really do think that people who work remotely and can live anywhere would love Elberta. I am not sure how to reach those folks, and Michigan winters are not for everyone, to be sure. But there are many people who would appreciate being able to live in such a beautiful place. I've been coming to the area all of my life. I've always heard rumors that there are toxic or dangerous things in the water of Betsie Lake and the mouth of the Betsie River near the bridges. I don't know if this is true, or if it is even anything the village could or should address, but it is a concern that I think should be addressed in some way, if it is true. I feel very torn about beach access. Years ago, we were able to drive south on Bye road. I heard rumors that a very small group of residents pushed their own desires through to change this. Back when we used that road, almost nobody knew about Elberta's beautiful beach, and we practically had it all to ourselves while on vacation. I miss being able to park my car closer to that part of the beach. We would pack coolers, towels, wet suits, sand toys, beach umbrellas, sunscreen and all the things we needed to stay at the beach all day, and it was nice to be able to easily retrieve them from the car throughout the day. Restrooms were a problem, clearly, but these are my fondest memories from the years when my children were young. So having that access back would be nice. But I also like that this beach is off the beaten path, and maybe it is okay that you have to work a bit to enjoy it, IDK. But if this limited access really is the result of a small group of people having their way, that doesn't seem right, either. If the roadway were to open back up, it would be important to protect the beach and the dunes from irresponsible and reckless use of motor vehicles.	3/29/2023 6:20 PM
6	Pro development to turn ELBERTA around	3/29/2023 4:48 PM
7	I love that we're quiet and a little sleepy compared to other surrounding towns.	3/21/2023 11:18 AM
8	I am very happy that you offered a survey and I hope many people can also fill out their input. Currently, Elberta is more or less mostly residential with not much to visit. With bringing in more businesses, I am confident it will grow and many will love Elberta. As of now, some don't even know about our town but I do see great potential in the near future. Thank you for taking this into consideration!	3/19/2023 10:50 AM
9	Open the beach	3/12/2023 11:24 AM
10	Looking forward to enjoying the home we just recently purchased.	3/11/2023 5:56 PM
11	Keep it quaint but with A goal of planned growth without abuse of area. Celebrate access to create a Riverwalk space all the way to beach and Elberta pier area	3/11/2023 11:58 AM
12	Has a small village it strengths are in providing people with privacy but not isolation. Build on the opportunities for friendly connections and interactions. People should feel good about the warmth of the village and not about being entertained.	3/11/2023 10:10 AM
13	Restaurant availability.	3/8/2023 2:59 PM

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14	So glad we found Elberta! Can't wait to make it our full-time home.	3/8/2023 12:02 PM
15	Get Sand Products to put a solar farm on the top fo the dunes that the Village and residents can opt into using. The Village leadership needs to better pace and manage infrastructure improvements so as to not continue to burden residents with ridiculous costs for services.	3/5/2023 5:53 PM
16	Old abandoned houses that are falling down should be ticketed or fixed. Too many homes left to rot on Furnace Avenue.	3/4/2023 10:15 AM
17	Elberta is a gem that just needs a bit of polishing.	3/3/2023 11:20 AM
18	I LOVE Elberta....the people, the neighborhood, the community. Change is inevitable, we need to keep our finger on the pulse, and not be tempted by big development or big money.	3/3/2023 9:01 AM
19	Don't try to make it something it's not.	3/2/2023 10:06 PM
20	Retain small town feel	2/25/2023 6:06 PM
21	More people would Involved if they actaually felt they were a part not just being made to feel like a pawn.	2/25/2023 5:09 PM
22	I've seen slow but progressive cleanup in the 35 years I've lived here. Waterfront park is impressive for small town and kudos to those that accomplished this. Good access to Betsie valley trail and beaches.	2/24/2023 6:04 PM
23	I love it. I'm glad it's not Frankfort. I realize it needs to grow to prevent bankruptcy. I think that can happen without large developments. If care is put into a slow steady growth with single family median priced housing, which is the backbone of our country, the city will prosper. It will become a highly desirable area. But if large development or investment groups come in they will put their bottom line before the citizens of this great community. That's when issues will arise and we will be no better off. Also any developments done to the villages infrastructure to accommodate developers needs should be paid for by the developers, not the village residents. Thanks for providing this survey.	2/23/2023 6:13 PM
24	Lots of oppotunity for improvement. No one seems to want to improve anything.	2/23/2023 11:40 AM
25	We love Elberta and Benzie County, it is changing, guide the change rather than letting it happen. Maintain its character while allowing for limited growth. No not develop the dune area.	2/23/2023 9:35 AM
26	Do not want to see too many businesses. I like it quiet and small village charm. Businesses should be small, artsy, eclectic. Family owned	2/23/2023 8:51 AM
27	It has GREAT POTENTIAL! Don't get discouraged- it takes time (and money). You have come a long way baby! The waterfront at the bay is nice the park where restrms are is nice! Need a bath rm at the pier- but the vandals need to leave it ALONE. That is difficult when they trash it so much- need a solution.....	2/23/2023 4:03 AM
28	I appreciate your efforts in this area.	2/23/2023 12:37 AM
29	I love this town.	2/22/2023 6:18 PM
30	Would like progress but don't want to lose small town charm.	2/22/2023 12:38 PM
31	It's one of our favorite places on earth. We are so blessed to have our 2nd home in Elberta.	2/22/2023 10:45 AM
32	Can't wait to see what comes out of this process.	2/22/2023 9:54 AM
33	Elberta should strongly encourage newcomers and visitors as they are the future of Elberta. The next generation of residents will not have come from Elberta. Now is the time to be thinking progressively.	2/22/2023 9:31 AM
34	Any development of the Waterfront property needs to focus on mixed use applications. The size, impact on the infrastructure and architectural features need to benefit the current quaintness of the Village of Elberta. Las Vegas we are not!	2/21/2023 7:29 PM
35	I understand affordable housing is an issue! Not just for Elberta but locally, But waterfront property is not going to be affordable! So let's keep that in mind when we determine what type of a master plan we want and need.	2/21/2023 6:00 PM
36	Don't sell us out. Keep Elberta a quaint village.	2/21/2023 3:25 PM

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37	You can step back in time when you are here and truly enjoy the beauty of simplicity and the majesty of nature. It's a secret most of us know and don't want to tell. I so hope we can preserve that as well as the very well written Master Plan as we allow new development.	2/21/2023 2:11 PM
38	Attracting more working families, having people out walking with their dogs. Children playing outside, riding bikes, more of a small town family vibe.	2/21/2023 10:57 AM
39	Leave it like it is. Elbert is the right size and peace full. Nothing really should be added, except m aybe a grocery and Covent store. I wouldn't want it over flowing with tourist like Frankfort and Beulah from April to Nov. .	2/20/2023 5:08 PM
40	It would be nice to see the downside fix everybody's lawns after winter plowing.	2/20/2023 5:06 PM
41	Clean / edge the sidewalks , I see a lot of DPW driving around.	2/20/2023 1:10 PM
42	Do whatever it takes to attract investment.	2/20/2023 11:41 AM
43	I love it. Don't try to be Frankfort.	2/20/2023 10:47 AM
44	Water to much. Maybe throw in trash removal 2 bags a month	2/19/2023 1:42 PM
45	We need to have a theme and future plans should be diredted toward that theme. Quaint comes to my mind.	2/19/2023 8:36 AM
46	Sustain the village's natural beauty with environmental considerations always first.	2/18/2023 2:41 PM
47	Housing for migrant workers is important, but the who area where the old school is located looks blighted. How can this be upgraded to treat migrant workers with more dignity?	2/18/2023 10:17 AM
48	Thank you.	2/18/2023 8:45 AM
49	I like it here. But not many services for very high taxes.	2/18/2023 7:47 AM
50	See answer 50	2/17/2023 11:39 AM
51	You are on the right path to a working master plan please make sure any zoning adopted is well regulated	2/17/2023 10:54 AM
52	Don't change it TOO much!	2/17/2023 10:49 AM
53	Frankfort has exceeded maximum density and is no longer fun to visit or live near in the summer...don't let Elberta turn into that ! But they're coming your way. The secret may be out.	2/16/2023 9:46 PM
54	embrace tourism and build a community that supports it while maximizing the benefits of the natural beauty and resources - like Cabbage Shed! It is home to both residents and visitors.	2/16/2023 7:07 PM
55	Need greater focus on measures to protect and improve water quality. Even in the survey, specific concern about water quality does not get it's own question. (Air quality, noise pollution, and light pollution are addressed), At this point, I believe, that water pollution is the most serious. I think (I hope) that the sewer system has had some improvements. Is it adequate to handle additional development?	2/16/2023 4:44 PM
56	Keep its character while allowing for limited quality growth	2/16/2023 4:23 PM
57	General lack of leadership.	2/16/2023 3:30 PM
58	I hope that the Mayfair opens back up this summer.	2/16/2023 3:24 PM
59	Protect the scenic hill along the bay	2/16/2023 2:43 PM
60	It is a village with rich history, including historical trauma, which needs time and education to help heal.	2/16/2023 1:49 PM
61	Keep up the good work.	2/16/2023 12:53 PM
62	Keep it weird, but keep it growing. Small steps can have big outcomes.	2/16/2023 12:30 PM
63	If done correctly, development will only enhance the beauty of our village.	2/16/2023 12:20 PM

