

Demographics

Population: 2,688 (2020 Census)

AGE

	Whitewater Twp.	Grand Traverse County	Michigan
Persons under 18 years	21.4%	19.9%	21.4%
Persons 65 years old and older	24.6%	21.3%	18.1%
Median Age (years)	51.4	43.4	40.2

The median age of a Whitewater Township Resident is about 8 years older than that of a Grand Traverse County resident, and more than 11 years older than that of a State of Michigan resident.

Source: ACS 1-Year Estimates Data Profiles, 2021 and ACS 5-Year Estimates Subject Tables

24.6%

Almost one in four residents of Whitewater Township is 65 years old or older.



INCOME (2021 Est.)

	Whitewater Twp.	Grand Traverse County	Michigan
All Households (mean income)	\$91,842	\$84,905	\$86,093
All Households (median income)	\$75,685	\$65,651	\$63,498

Whitewater Township residents generally have higher household incomes than the County and State as a whole.

Source: ACS 5-Year Estimates Subject Tables and ACS 1-Year Estimates Subject Tables and ACS 5-Year Estimates Subject Tables

\$75,685

Household incomes are generally higher in Whitewater Township.

*Mean refers to the average of a set of values.

*Median refers to middle number in a sorted list of numbers

Educational Attainment

	Whitewater Twp.	Grand Traverse Co.	Michigan
Population 25 years and older with a Bachelor's Degree	25.4%	21.8%	19.2%

Source: ACS 1-Year Estimates Subject Tables and ACS 5-Year Estimates Subject Tables

25.4%

About 1 in 4 adults in Whitewater Township have a Bachelor Degree.

Other Labor Force Characteristics

	Whitewater Twp.	Grand Traverse Co.	Michigan
Population 16 years and over in Labor Force	57.2%	62.0%	60.9%
Workers 16 years and over - Mean travel time to work (minutes)	26.7	21.3	23.8

Source: ACS 1-Year Estimates Subject Tables and ACS 5-Year Estimates Data Profiles

26.7

Minutes to get to work
Workers in Whitewater Township generally travel further for employment.

HOUSEHOLDS

	Whitewater Twp.	Grand Traverse County	Michigan
Average Household Size	2.56	2.34	2.43
Owner-Occupied Housing Units	90.7%	76.3%	73.2%

Residents of Whitewater Township live in somewhat larger households.

Source: ACS 1-Year Estimates Data Profiles, 2021 and ACS 5-Year Estimates Subject Tables

90.7%

More than 9 out of 10 homes in Whitewater Township are owner-occupied.



YEAR HOMES WERE BUILT (PERCENT OF OCCUPIED UNITS)

	Whitewater Township	Grand Traverse County	Michigan
2020 or later	.6%	.6%	.4%
2010 to 2019	3.5%	11.3%	5.2%
2000 to 2009	15.0%	19.8%	10.4%
1980 to 1999	44.2%	31.1%	22.1%
1960 to 1979	25.2%	21.4%	27.1%
1940 to 1959	4.0%	7.6%	21.1%
1939 or earlier	7.6%	8.2%	13.7%

More than 4 out of 10 occupied housing units that exist today in Whitewater Township were built between 1980 and 1999. This suggests that during this time, a local building boom occurred.

Source: ACS 1-Year Estimates Data Profiles, 2021 and ACS 1-Year Estimates Subject Tables

Labor Force By Industry

	Whitewater Twp.	Grand Traverse Co.	Michigan
Civilian employed population 16 years and over			
Agriculture, forestry, fishing and hunting, and mining	2.8%	1.5%	1.1%
Construction	13.8%	8.2%	5.6%
Manufacturing	10.3%	10.3%	18.7%
Wholesale trade	3.2%	2.0%	2.3%
Retail trade	14.3%	13.7%	10.8%
Transportation and warehousing, and utilities	3.4%	3.0%	4.6%
Information	0.9%	1.2%	1.3%
Finance and insurance, and real estate and rental and leasing	5.7%	6.8%	5.7%
Professional, scientific, and management, and administrative and waste management services	9.8%	9.9%	9.8%
Educational services, and health care and social assistance	21.1%	24.7%	23.3%
Arts, entertainment, and recreation, and accommodation and food services	7.4%	11.7%	9.0%
Other services, except public administration	5.3%	3.8%	4.5%
Public administration	1.9%	3.1%	3.4%

Source: 2021 5-Year Estimates Data Profiles

Can we get a better idea of income vs. the population size?

2015 Master Plan Revisit

Green = Yes/Keep

Orange = Not sure/Maybe

Red = No/Do not keep

Respect the Rights of Township Residents and Property Owners

Respect private property rights as guaranteed by the State of Michigan and United States Constitutions.

Encourage new development in areas with infrastructure that is available or attainable.

Encourage land uses that are compatible with adjacent land uses.

Encourage the cleanup or containment of blighted and/or contaminated sites.

Increase awareness of land use issues and the techniques available to address land use issues.

Preserve Whitewater Township's Rural Character.

What is rural character supposed to mean? we need more housing.

Encourage development that retains or mimics natural features.

Encourage guidelines that preserve the environmental integrity of Township floodplains, wetlands, watersheds and water bodies.

Encourage community sewer and water systems in areas of the greatest environmental need.

Encourage the continuation of hunting, fishing, trapping, and other outdoor recreational opportunities.

Encourage
Community Solar
Electricity Everything
Health, Economy
Climate

2015 Master Plan Revisit

Green = Yes/Keep

Orange = Not sure/Maybe

Red = No/Do not keep

Build a Sense of Community

Encourage social and cultural activities for year-round and seasonal residents.

Recognize and preserve the scale and compact nature of the commercial district.

Support and encourage the development and implementation of a recreation plan.

Encourage preservation of historically significant features within the Township.

Encourage Economic Opportunities

Support property owners who engage in home occupation activities which are in character with the area/neighborhood.

Support business, agricultural production and agritourism.

Streamline the application process for development.

Encourage municipal infrastructure for the benefit of the Township and areas of the greatest need.

Encourage Rural Characteristics

Electricity Building to Transportation

Preserve the Rural Character of our Township

How about following the correct Ordinance

We need to get residents United + excited about a vision for our township

Follow The Ordinances!

Preserve, Enhance and Transform

PRESERVE — these are the things that are great — keep them just how they are! **GREEN** sticky dot

ENHANCE — there are already positive things happening here, how can we make them even better? **YELLOW** sticky dot

TRANSFORM — what could this look like or how could it be better? **RED** sticky dot

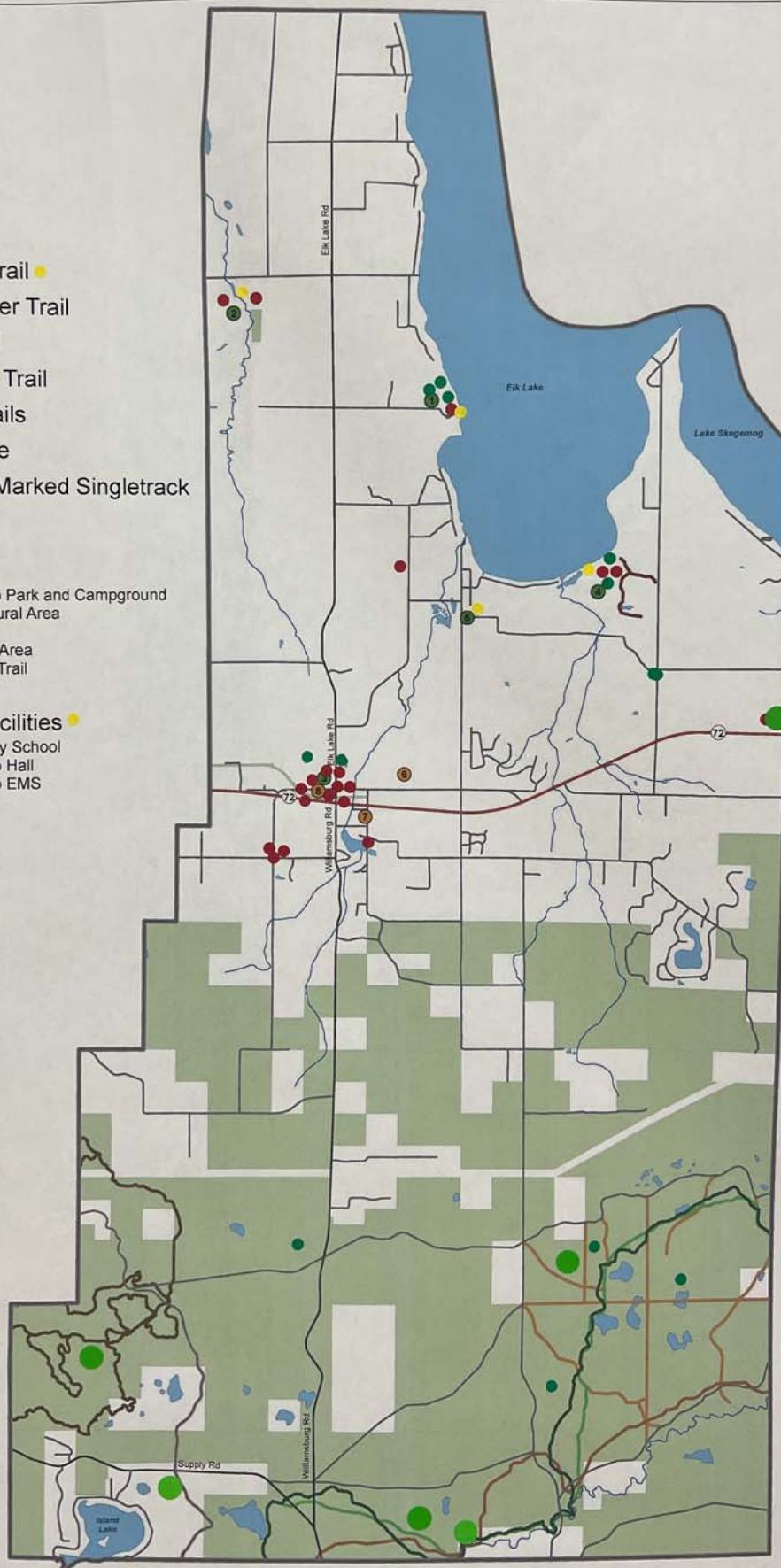
- Major Arterial
- Minor Arterial
- Local Roads
- Battle Creek Trail
- Boardman River Trail
- Iron Belle Trail
- North Country Trail
- Sand Lake Trails
- Shore to Shore
- VASA; VASA Marked Singletrack
- State Land

● Parks

- 1 Whitewater Township Park and Campground
- 2 Petobego Creek Natural Area
- 3 "Hi" Pray Park
- 4 Battle Creek Natural Area
- 5 Lossie Road Nature Trail

● Community Facilities

- 6 Mill Creek Elementary School
- 7 Whitewater Township Hall
- 8 Whitewater Township EMS



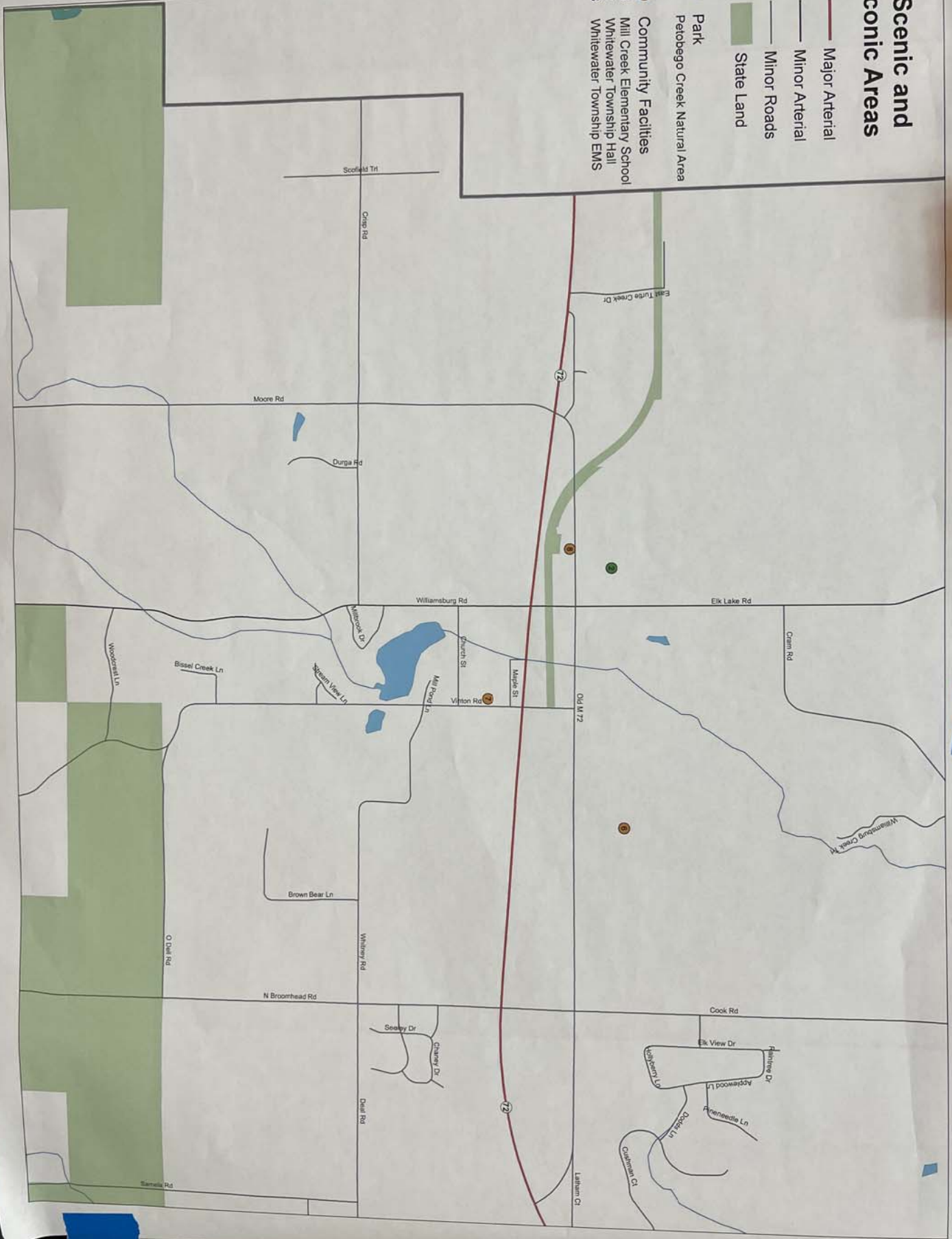
Q14A - Large solar
(Neighboring Acme
Large solar or wind
to the grid and no
properties (i.e., solar
an alternative energy
thoughts about such

I support alternative energy
I support alternative energy
I do not support alternative energy

Field
I support alternative energy &
appearance of the local rural
I support alternative energy,
the appearance of the local
I do not support alternative energy
Total

Scenic and Iconic Areas

- Major Arterial
- Minor Arterial
- Minor Roads
- State Land
- Park
- Petobago Creek Natural Area
- Community Facilities
- Mill Creek Elementary School
- Whitewater Township Hall
- Whitewater Township EMS



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 10/10/2023

Alternative Energy

Sticky dot

Where should alternative energy facilities be located? **GREEN** sticky dot

Where should alternative energy facilities absolutely not be located? **RED** sticky dot

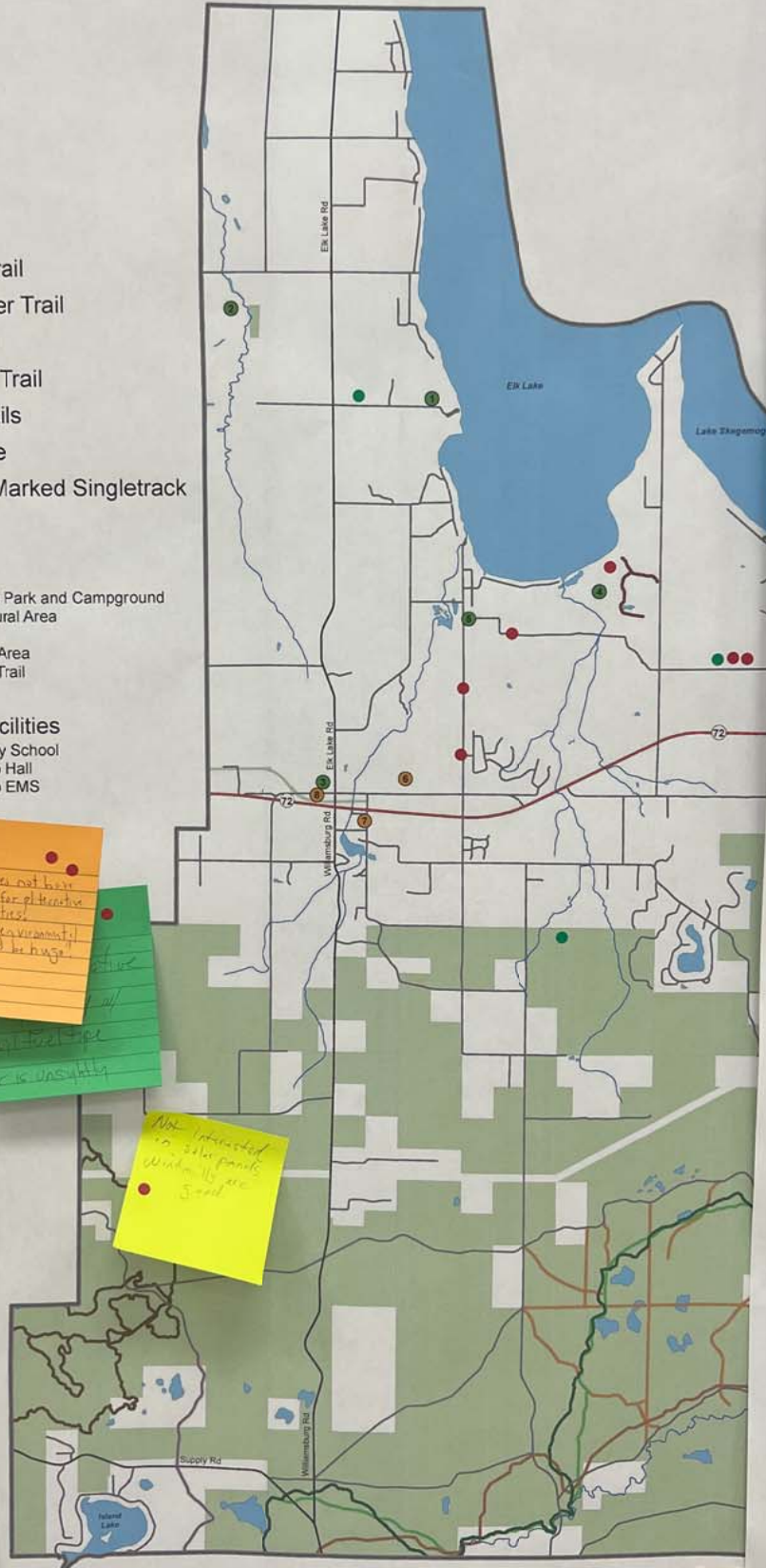
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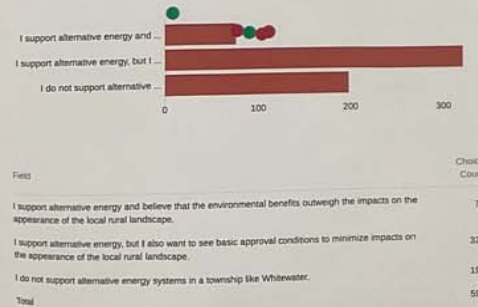
Support + Community Solar
Rep. John Kott
Support current bill
Eliminate Solar Cap

WWT does not have the space for alternative energy facilities. Visual and environmental impacts would be huge.

Energy is unsuitable

Not interested in solar panels. Windmills are good.

Q14A - Large solar or wind facilities are not uncommon in Michigan (Neighboring Acme Township approved 50-acre solar farm off M-72). Large solar or wind facilities produce larger amounts of power delivered to the grid and do not include individual systems serving individual properties (i.e., solar panels on rooftops). There are no current plans for an alternative energy facility in Whitewater Township, but what are your thoughts about such a facility in the future?



Incentivize bldg electrification of HVAC. Build Net Zero Houses and Commercial Bldgs

In past master township. Rural

Below are some mostly capture

You may also lo



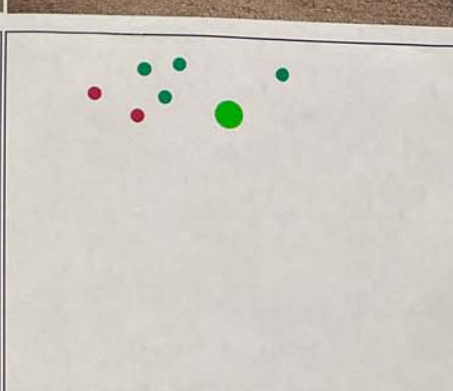
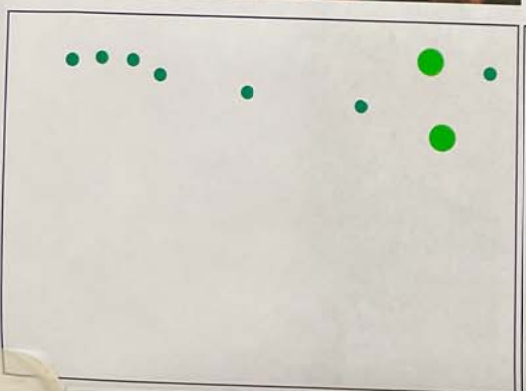
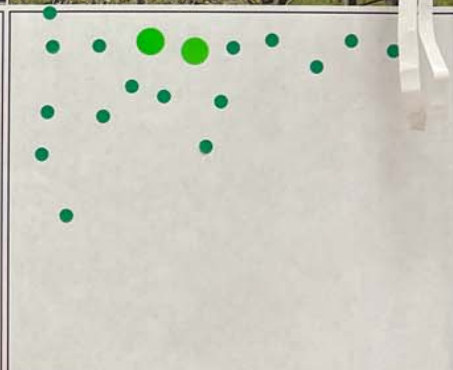
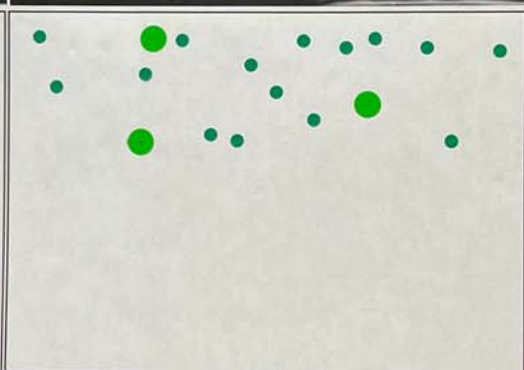
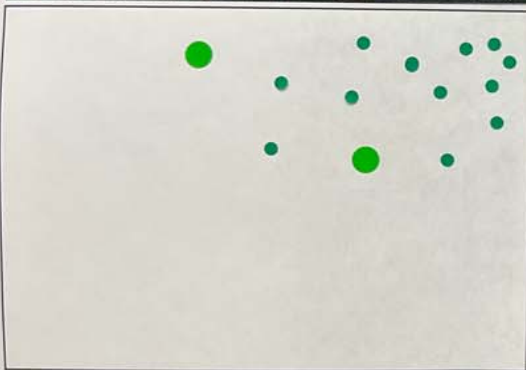
Sticky dot

Rural Character

In past master plans and surveys, residents have indicated a strong interest in maintaining the rural character of the township. Rural character can be challenging to define as it can mean many things — we want your help defining it!

Below are some photos of rural settings. You may use a **GREEN** sticky dot to indicate that you like the photo and that it mostly captures what you envision when you think of rural character.

You may also leave a comment to better explain your thoughts about what rural character means to you.



W

Be
To
re

Q6 -
new
be v
you

Dwell
Orch
View
Ext

Field
Open
Dwell
Orch
Farm
Wood
Road
View
Lake
Ext
Other
Total

Development: Location

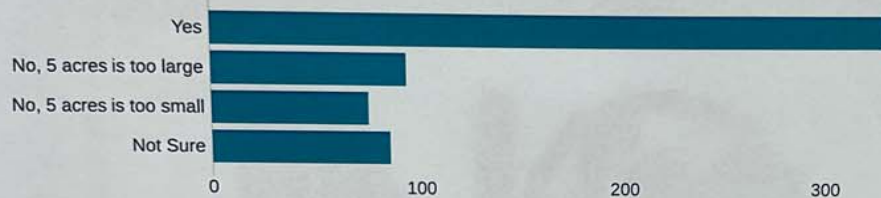
Where should low-density residential neighborhoods be located? Indicate with a **YELLOW** sticky dot
 Where should higher-density residential neighborhoods be located? Indicate with a **GREEN** sticky dot
 Where should commercial development be located? Indicate with a **RED** sticky dot

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*Attracting
 development
 near school*



Q9A - Much of the land South of M-72 in Whitewater Township is zoned Recreational (RC-1). The minimum required parcel size in the RC-1 District is 5 acres (217,800 square feet – or about 300' x 725'). In your mind, is this 5-acre minimum parcel size appropriate in the RC-1 District?



Field	Choice Count
Yes	329
No, 5 acres is too large	93
No, 5 acres is too small	74
Not Sure	85
Total	581

Yes. In the Recreational area it is appropriate.

The 5-acre minimum lot size in RC-1 (or anywhere in the township) discriminates against lower income people. Absolutely should be reversed and not expanded.

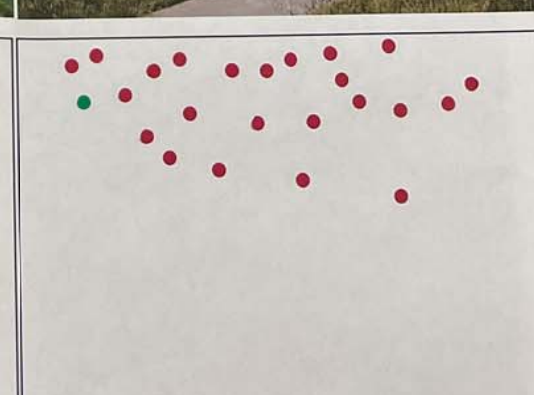
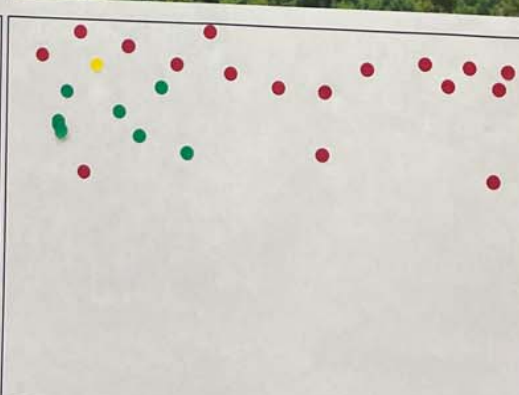
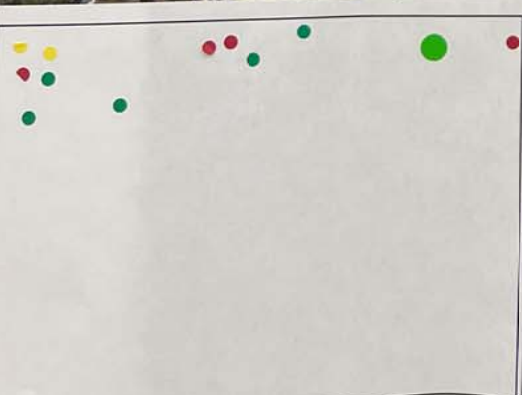
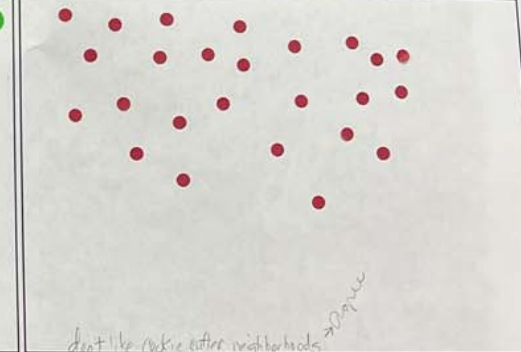
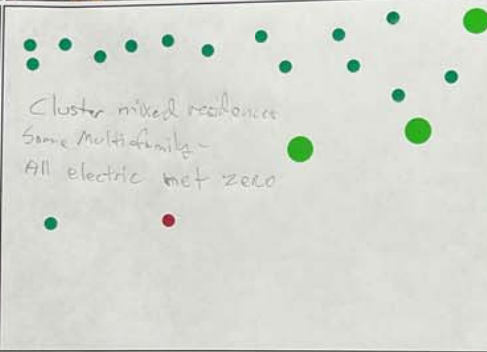
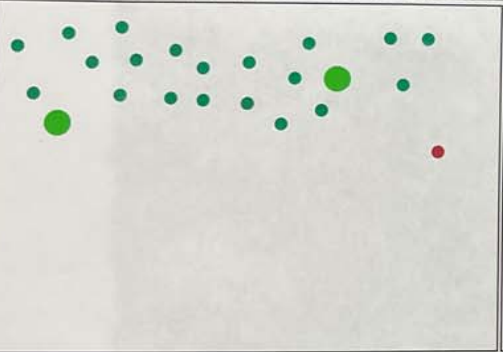
Development: Housing

The U.S. Census is estimating that the township will gain residents over the next few decades. We also know from the most recent survey that maintaining the rural character of Whitewater Township is important to the residents.

How should the township balance that growth while maintaining its identity?

Imagine 500 new residents move into the township — what would their new homes/neighborhoods look like?

You may leave a comment and explain why you do or do not like certain types of housing options — please keep comments brief so that others have an opportunity to provide feedback. **GREEN** for “Pros” and **RED** for “Cons”

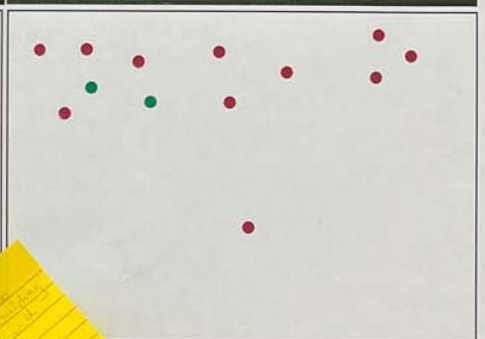
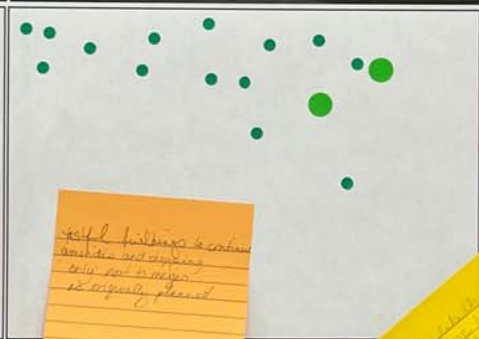
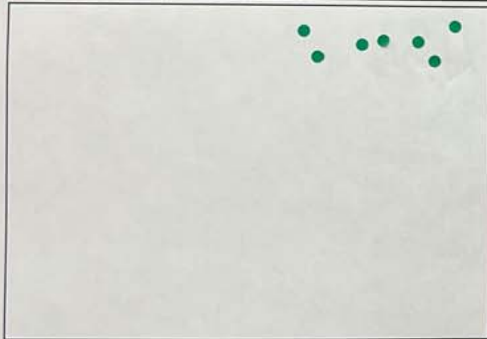


Development: M-72

M-72 is the most heavily trafficked corridor in the township and it is the only region that would be considered traditional commercial development. It is a major throughfare that drivers pass through on their way to or from Traverse City.

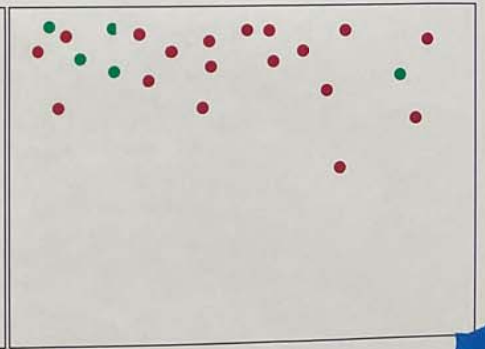
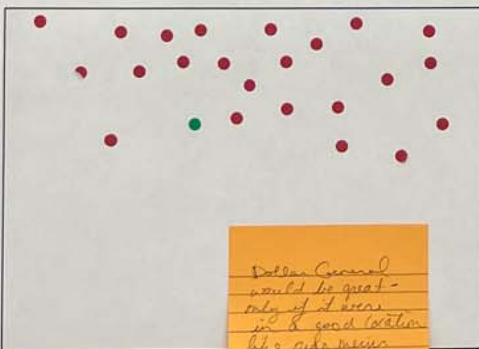
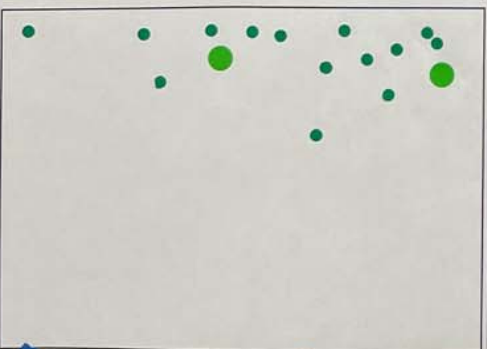
What should the development in this corridor look like? Below are some photos that show current buildings along the corridor as well as some samples from other communities. Use a **GREEN dot** if you like it and a **RED dot** if you do not.

You may leave a comment and explain why you do or do not like something — please keep comments brief so that others have an opportunity to provide feedback. **GREEN** for “Pros” and **RED** for “Cons”



well buildings are better
and the red building
only has a sign
it is really placed

the building is better
the red building is better
the red building is better



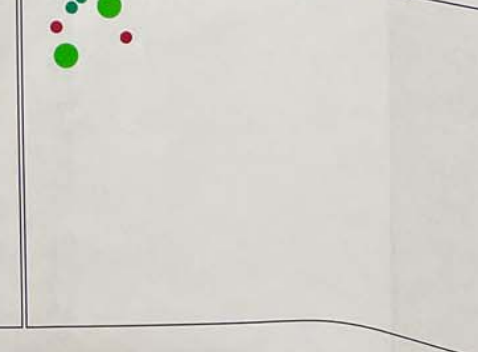
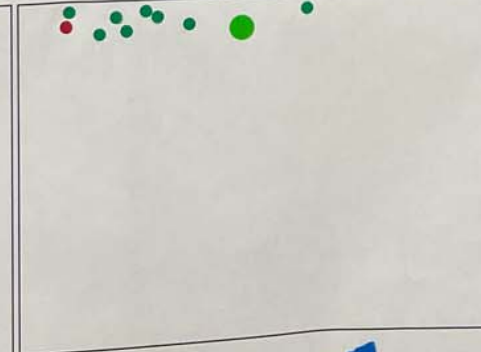
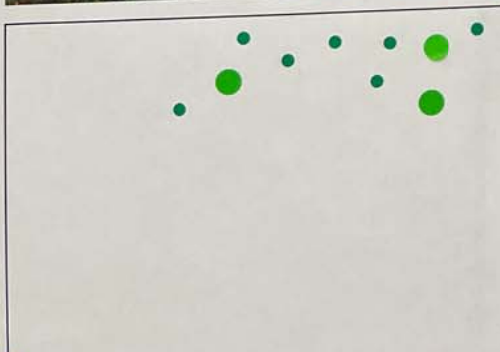
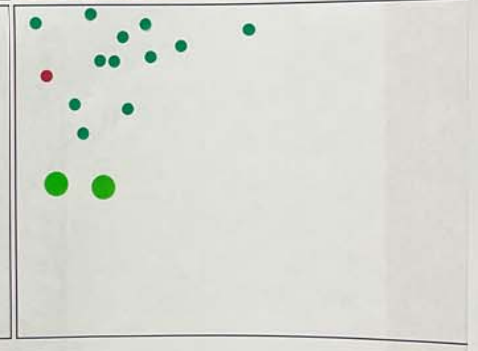
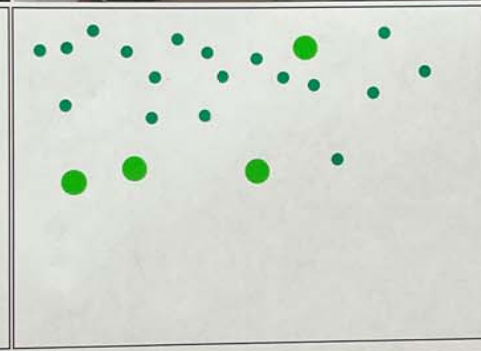
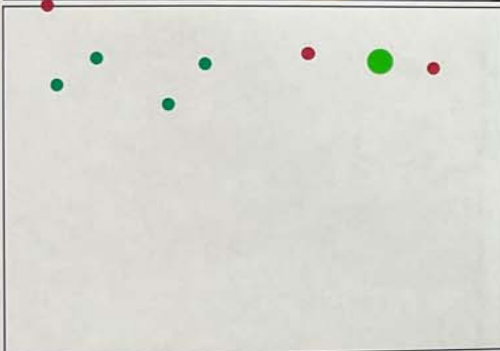
Dollar General
would be great -
only if it were
in a good location
like a red building
or next to a gas station

Development: Downtown

Downtown Williamsburg is located near the intersection of Williamsburg Road/Elk Lake Road and Old M-72. In the past, there was what some may have considered a "traditional" downtown. Residents have indicated there is interest in having a traditional downtown again.

What should the downtown look like? Below are some photos that show current buildings along the corridor as well as some samples from other communities. Use a **GREEN dot** if you like it and a **RED dot** if you do not.

You may leave a comment and explain what you do or do not like in any of the pictures — please keep comments brief so that others have an opportunity to provide feedback. **Green for "Pros"** and **Red for "Cons"**



Development Comments

• Focus
COMMERCIAL
DEVELOPMENT
ON M72 CORRIDOR
• NO COMMERCIAL
DEVELOPMENT ON
COOK ROAD

would like to see
dev. requirements for
giving businesses
natural features to better
blend into existing landscape
encourage historic style
restoration on M72
helps to reduce sight
collection

Keep natural elements
in the community / to
trees / plants
keep light pollution down
all day / new commercial
developments

No Commercial
development on
Cook Road
Slow highway
down on Elk Street

• Protect trees •
No ugly development
on highway / slow
pollution down

Electrify Everything
for health, economy, climate.

A place for kids
can engage with
activities, a walking
path that does a
full circle

I think a better
yard or scrap metal
would save a lot
of machinery and
equipment in the
area from driving
in the way and
the other side of
town

New development,
residential and
commercial should
be WELCOMED! The
residents are bearing
an unfair share of the
tax burden!! Stop
growth!

Support community
Solar to
democratic energy
generation & grid

at the very least
can it be cleaned
up? looks like
a junk yard

Support Bepi
RD Development
we need more
developments for
Housing

Bring a Home Dept/
Mencels

who currently owns
the buildings
downstairs? Will the landlords
have people to sell
to make it look
better?

enforce
clean up your
property or be
Fined

it would be nice
to have a cleaner
downtown with
some changes
Short-term rentals do not
bother me. People should
be able to manage their
own properties if they live
here full time.

Support Short
Term Rentals

Zoning?
Control Short-term
Rentals to provide
more local housing
for families
who can then
work locally.

No short-term
rentals in the
R1 districts

Bring a small
home town restaurant
for breakfast

Enforce
STR
Restrictions

Infrastructure: Trails

One significant trail in Whitewater Township is the Iron Belle Trail which connects Belle Isle (in the Detroit River near downtown Detroit) to Ironwood in the western Upper Peninsula. The Iron Belle Trail is 2,000 miles long and it crisscrosses the more than half of Michigan's counties along two distinct hiking and biking routes. The biking route utilizes many of the state's existing bike paths, bike lanes and designated biking routes as it travels up the east side of the state. The hiking route (which goes through Whitewater Township) utilizes sidewalks, trails, and the 1,000-mile plus North Country route (which goes through the west side of the Lower Peninsula). The trail is still under development and is more than two-thirds complete. When done, it will be the longest state-designated trail in the nation. The west leg of the Iron Belle Trail travels through southern Whitewater Township.

An illustration of all trails in Whitewater Township is provided to the right. It should also be noted that TART (Traverse Area Recreation and Transportation Trails, Inc.) is a local 501(c)(3) nonprofit organization. The mission of this organization is to provide and promote a trail network that enriches people and communities throughout the greater Grand Traverse region. The TART Trail network is within and near Whitewater Township. The Boardman/Ottaway River Trail is a 24-mile trail that crosses Supply Road west of Williamsburg Road.

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What are your thoughts on the trails?

Do we need more? If so, where?

Are the township trails adequately connected to the region?

What facilities need to be added or improved?

— Safe walking loop
at township park

River/Stream Access Points

would like to see
trails in areas
where there are
many bikers on
sidewalks to keep
bikers & walkers
safe from accidents
(like Lake Road in MI)
DTP

I have never
heard of the
Iron Belle trail.
Better signage?
In favor of bike
trails for safety
reconnection.

More bike trails
for example a trail
that connects to the
Tart Trail

* improve park ed
is a must for
those pulling compost
trucks.
trail improvements

Reconnect BCNA to
Elk Lake

Infrastructure: M-72

M-72 is a high-speed, heavily trafficked corridor that is the center of commercial development in the township. There are a number of reasons why it is important to consider what infrastructure in this corridor will look like as more businesses change ownership or new businesses are developed.

Combining access drives, also known as driveway consolidation or access management, is a planning and design strategy used in transportation and urban development to improve safety, traffic flow, and overall efficiency. Access management should be carefully planned and executed to balance the needs of various stakeholders, including property owners, businesses, commuters, pedestrians, and local communities. Here are several reasons why combining access drives might be implemented:

Safety Improvement: One of the primary reasons for combining access drives is to enhance safety on roads and streets. Multiple driveways or access points close to one another can lead to conflicts between vehicles and pedestrians, create weaving movements, and increase the risk of accidents. By consolidating access points, you can reduce the number of conflict points and improve safety for all road users.

Traffic Flow: Multiple access points can disrupt the flow of traffic by causing congestion, especially during peak hours. Combining access drives can reduce congestion and improve the overall traffic flow, benefiting both commuters and businesses in the area.

Efficiency: Consolidating access drives can improve the efficiency of transportation networks. When access points are combined or reduced, it can lead to smoother traffic operations, shorter travel times, and reduced delays for motorists.

Pedestrian Safety: Access management is not only about vehicles; it also takes into consideration the safety and convenience of pedestrians. Fewer access points mean fewer potential conflicts between pedestrians and vehicles, making it safer for people walking or using crosswalks.

Accessibility: Improving access management can enhance accessibility for individuals with disabilities. Well-designed access points can provide safe and convenient crossing opportunities for people with mobility impairments.

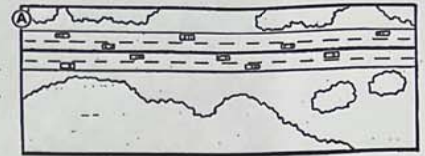
Land Use Planning: Combining access drives is often part of a broader urban planning strategy. It can help guide and control development in a way that ensures the efficient use of land and promotes a more sustainable, walkable, and transit-friendly urban environment.

Economic Benefits: Enhanced access management can benefit businesses by improving the visibility and accessibility of commercial properties. When access points are strategically located and consolidated, it can make it easier for customers to access businesses, boosting their economic viability.

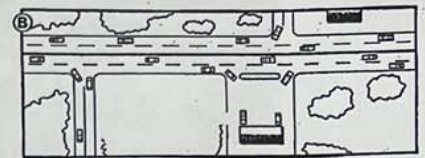
Aesthetics: Combining access drives can lead to a more aesthetically pleasing streetscape. It can reduce visual clutter and create a more attractive environment for residents and visitors.

Environmental Impact: Reduced congestion and smoother traffic flow resulting from access management can contribute to lower fuel consumption and reduced emissions, which align with environmental sustainability goals.

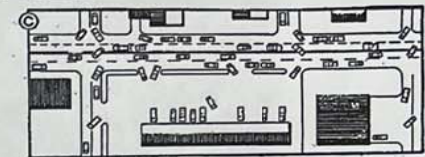
Cumulative Impact of Increased Roadside Development ...



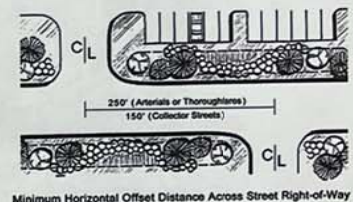
What happens when unrestricted development takes place ...



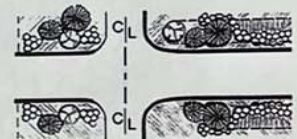
over time ...



Source: Center for Transportation Research and Education, Iowa State University, *Iowa Access Management Guidebook*, October 2000, p. 19.



Minimum Horizontal Offset Distances Across Street Right-of-Way



Aligned on Driveway Centerline Across Street Right-of-Way



Combined access drives for multiple businesses provide improved safety for motorists. Limited crossing points for pedestrians decreases the opportunity for vehicle/pedestrian accidents. Uniform landscaping and development patterns create an aesthetically improved look.



Unregulated access drives lead to reduced pedestrian and motorist safety by increasing the opportunities for vehicular deceleration and more points of conflict. It can also lead to driver confusion when looking for a drive to access a specific business.

Would you support the township developing regulations to improve the M-72 corridor to assure that it remains safe, efficient, and an economic hub for the township? GREEN for "YES" and RED for "NO" •

YES

NO

Is the township going to pay for this - Mom & Pop store should not have to pay for this

Infrastructure: Facilities



Fire/EMS

Do you feel the Emergency Services in Whitewater Township are adequate?

Should the Fire/EMS Building be improved/updated?

Comments

When chief gets a new car, make it electric.

Not spending the money on a club or to get the EMS with some \$0 in the future & other better things for water & sewer.

No - Not adequate.

House all emergency equipment on one building.

I support Fire/EMS. What else they need.

We need a new Fire/EMS facility.

More Crawford too high - could cut down before passing.

Township is growing. I need a larger facility. Fire/EMS. Please consider the future of the township.

Upgrade Fire/EMS Facility and ensure regular staff training & certification.

Township needs a new Town hall with Fire/EMS.



Public Transportation

Do you feel that public transportation services are adequate?

Currently, there are no bus stops in the township—should there be? If so, where?

Comments

Not needed - not a walkable township.

Traffic Control is a must!

Our downtown needs a Re-do...



Township Hall

Should the Township offices be improved/updated?
What types of updates would improve services?

Comments

Current building seems adequate.

Add a library - not garden to property.

Building is good - redecorate.

Some adequate cost to much - don't need higher taxes!

Better technology. More TV for more quality.

It's in good shape. Repair, however.

A modern facility with a modern interior. A modern exterior. A modern interior. A modern exterior.

Small hall and upgrade kitchen. Also an outdoor big hall for the office space and a community room with a large screen.

Current township hall was built 100 years ago. The supervisor doesn't want to even get necessary repairs done. The people should have a town hall that is being properly maintained.

10

- Turn Lane All through Business on M72

- Enforce speed limit on Williamsburg Rd. Cars are passing at 80mph in non-passing zones

1. 10/10/10
 2. 10/10/10
 3. 10/10/10
 4. 10/10/10
 5. 10/10/10
 6. 10/10/10
 7. 10/10/10
 8. 10/10/10
 9. 10/10/10
 10. 10/10/10

Zoning Enforcement

General Feedback

What else would you like to acknowledge

Night view
P.O. is a mess
has to be
a hand up

It looks so
different
signs, things
other things

T. Papp
Christi Lee
Hanna
Hanna, she's got
a good sense of
humor

T.B. meeting
too long
too much
people

LIMIT SHORT
TERM RENTALS!

Plan to electrically
infrastructure of
transportation and
buildings to lower
costs, improve health
and mitigate climate
change

Amish don't and
other don't
not believe this
even

Write
Your
Thoughts

more have been
focusing on small
business
Less air beds
good for extra room
for individuals
to live in

"Fully Support
the site plan
for Briggs Rd
!!!

See Paul Papp

Stop infrastructure
that is not
affordable

Property right should
be left in the hands
of the owner. Allow short
term rentals. America
is a free market to all
who want to live in houses
it is not up to elected
board to interfere on this
right

If you're not for
short term rental
then you should
ban all rentals
Short term rental is
good for community &
good for property owners

Have short term
rentals with regulation
allow short term
rentals to be used
for other things
like a home

Short-term rentals
only allowed at
regulated. Restrict
to a specified
percentage of dwellings
Good for the
5-year term, then
by lottery.

Allow short term
rentals

Limit this
Brings \$ to locals
and their economy
Needs to be put into
our rules so there's
enforceable consequences
if rules are broken
occur

Enforce existing
rules
Make our ordinance
on STR

Allow short term rentals
Allow short term
rentals
Allow short term
rentals

STR Rentals
don't respect
local people and
their property

Follow Township
Commit Rules
H-1 Spots

I support the
Briggs Rd site
plan development
people we need
more housing in
all price ranges!
Also, we do not
need large, paved
anywhere

Do not support
Briggs Rd condos
development. It
will be a general
ordinance that not
it's a bad plan

Short-term rentals
should be allowed.
Allow property owners to
put the non-licensed
rents (good for township),
keep rental profits in
township instead of putting
into hotel corps.

Need regulation about
how many can be
allowed in one area

Allow short-term
rentals

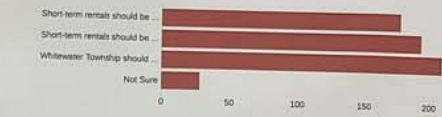
Let's implement a
plan to make the
township a
real sustainable
community

Briggs Rd
Development
Should be
Allowed as Great

All Short-term
Rentals should be
allowed
That is
Individual Property
Rights

Thank you for
doing this!

Q13 - Short-term rentals (i.e., Airbnb and VRBO) of private residential homes occur in some communities, and this activity is particularly popular in Northern Michigan. The term "Short-term rental" typically means the rental of a dwelling unit for less than 30 consecutive days. What are your thoughts about whether short-term rentals should be allowed in Whitewater Township? (Note: A Bed and Breakfast is different from a short-term rental and is permitted as a Special Use in Whitewater Township, and state law could change how a local government may regulate short-term rentals in the future).



This is a good
overall
what we need to
clear, understand
direction of what
Whitewater is
what are the
important things
that are
important

RO