

ZONING FOR AGRITOURISM: LESSONS LEARNED IN LONG LAKE

AGRITOURISM SUMMIT, TRAVERSE CITY

MAY 8, 2024

CHARTER TOWNSHIP OF LONG LAKE LESSONS LEARNED

LESSON 1: ALLOW FOR A RANGE OF USES — BUT KNOW THAT THEY WILL
COME!

CHARTER TOWNSHIP OF LONG LAKE LESSONS LEARNED

- 3 WEDDING VENUES,
ENTERTAINMENT VENUE,
RESTAURANT/BAR,
CORN MAZE, U-PICK,
FARM MARKET



CHARTER TOWNSHIP OF LONG LAKE LESSONS LEARNED

- CAFÉ, FARM STAY,
CLASSES, FARM
MARKET, EVENT VENUE



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LESSON 2: AGRIBUSINESSES ARE SEASONAL, ALLOW THEM TO RAMP UP
DURING PEAK (WITHIN REASON)

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- EXAMPLE: ALLOW FOR GRASS/DIRT PARKING BUT BE PREPARED TO DEAL WITH PEAK USAGE



CHARTER TOWNSHIP OF LONG LAKE

LESSONS LEARNED

LESSON 3: CONSIDER OVERLAY ZONES

- *M-72* AGRIBUSINESS OVERLAY: ALLOWS MORE INTENSIVE USES, ON MAJOR THOROUGHFARE WITH FEW NEIGHBORS, LARGER PARCELS

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LESSON 4: ALLOW NON-FARM SALES – 50% RULE

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- CRAFTS, CLASSES, CUT FLOWERS



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- WREATHS, CANDLES, LOGO WEAR,
DECORATIONS



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- FOOD TRUCK/ OUTDOOR SEATING



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LESSON 5: FULLY UNDERSTAND RELATED LAWS (INCLUDING LIQUOR LAWS)

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LESSONS LEARNED

LESSON 6: CONSIDER UNIQUE OFF-SITE IMPACTS

- KNOW WHERE THE SOUND TRAVELS IN YOUR AREA
- DUST CAN BE A BIG ISSUE
- CONSIDER NEIGHBORING AGRIBUSINESSES WITH THE SAME PEAK SEASON

CHARTER TOWNSHIP OF LONG LAKE

LESSONS LEARNED

LESSON 7: BE AWARE OF A FARM'S LIMITATIONS

- CROP MATURITY MAY TAKE SEVERAL YEARS
- POSSIBLE LOW YIELD YEARS
- CROPS ARE SEASONAL – I.E., FARM TO TABLE MENUS ARE LIMITED