

July 6, 2017

Mr. Robert Hall, Planning and Zoning Administrator  
Wexford Joint Planning Commission  
c/o Cherry Grove Township  
4830 E. M-55  
Cadillac, Michigan 49601

**RE: Consulting Services / Qualifications**

Dear Mr. Hall:

It was a pleasure speaking with you, though brief, regarding the interest of the Wexford Joint Planning Commission (WJPC) in professional planning and zoning assistance. I am very interested in providing professional planning and zoning services to the WJPC. I established LANDPLAN more than 25 years ago for the specific intent to provide rural communities with quality, budget-sensitive planning and zoning services. Rural community planning and zoning services are my focus of commitment, experience, and expertise. The region represented by the WJPC targets that commitment and expertise precisely. The region's abundant resources including farmland, woodlands, wetlands, and water resources, along with its lakefront development, more dispersed settlement areas, and its highway corridors, are all features that I address daily as part of my services to the communities I assist.

I have maintained LANDPLAN as a small private consulting firm to enable me to have direct contact with LANDPLAN clients. In this fashion, WJPC officials are assured an effective working relationship with a highly trained and experienced professional who is able to assure quality throughout all phases of work and in all final products. *I will work personally and directly with officials including attendance at meetings, phone consultations, and in all other aspects.* I provide services to communities throughout the state and bring those experiences, insight, and lessons learned to all.

Sound planning and zoning requires an understanding of planning and zoning law, and case law. Since 1992, I have been preparing monthly reviews of important Michigan Supreme Court and Court of Appeals cases for the Planning & Zoning News, the only Michigan-specific monthly journal.

*With my dedication to Michigan rural communities since 1989, I have always been sensitive to budget constraints while providing quality service in a cost-effective, personal and attentive style.*

Attached is an overview of LANDPLAN including background, qualifications, and references. Please visit [www.landplan-eidelson.com](http://www.landplan-eidelson.com) to view a brief video (prepared 2010) about LANDPLAN including a "virtual tour" of examples of work across the state. I am available to answer any questions officials may have, address any particular concerns or desires, or provide additional information.

Sincerely,



Mark A. Eidelson, AICP  
President

*Certified Zoning Administrator*

## BACKGROUND and OVERVIEW

Landplan Inc. (LANDPLAN) is a Michigan-registered corporation established as a result of Mark Eidelson's professional commitment to rural community planning and zoning, and the expertise which he has developed in this area. During his early involvement in planning and zoning, Mr. Eidelson became increasingly aware of the struggle that many rural communities face in developing effective planning and zoning programs. This struggle was due to a number of factors including lack of sufficient resources and expertise within these communities, lack of adequate community staff time to undertake and spearhead such endeavors, and the comparatively high costs of professional assistance. Mr. Eidelson established LANDPLAN to provide rural communities with an opportunity for quality professional planning and zoning services within the financial constraints under which rural regions often operate.

LANDPLAN is a small private consulting firm and has been deliberately maintained as such. As a result, Mr. Eidelson's personalized attention and attentive style can be devoted to clients who seek the expertise and services of LANDPLAN. *This aspect of LANDPLAN is particularly comforting and explains, in part, the longevity of its relationships with its individual clients.* LANDPLAN works closely with engineers, attorneys, and other professionals as the need may arise.

LANDPLAN offers a broad range of planning and zoning services to rural communities including:

- *Preparation of Master Plans* in a manner that incorporates effective public input, identifies a community's "future vision," and establishes a legal basis for subsequent zoning provisions.
- *Preparation of zoning ordinances, private road ordinances, and other regulations* to appropriately implement the policies of a community's Master Plan.
- *Analysis of planning and zoning programs* to identify deficiencies and corrective measures.
- *Training programs* for township officials addressing roles, duties, zoning administration, and ordinance enforcement.
- *Preparation of natural resources protection plans*, such as farmland, woodlands, wetlands, surface waters and shorelines, and regulations designed to assure their long term integrity.
- *Preparation of five-year community recreation plans* according to the requirements of the Department of Natural Resources, to ensure eligibility to compete for recreation grant dollars.
- *Miscellaneous Retainer Services* including land division reviews; site plan reviews for site condominiums, platted subdivisions and other residential and non-residential proposals; evaluation of requests for special land uses and zoning amendments (including rezoning petitions); zoning administration assistance; and attendance at meetings to provide professional assistance.

## PHILOSOPHIES

LANDPLAN provides planning and zoning services to municipalities based on four core values:

- The ability of LANDPLAN to successfully assist rural communities is dependent upon complete satisfaction of past and future clients and as such, its quality of service is paramount.
- Client training and education are fundamental elements of all services offered by LANDPLAN and will continue in order to fully serve its clients and improve their autonomy.
- The ability to listen to what a client is saying and asking is the foundation upon which all planning and regulatory ventures can be undertaken and successfully completed.
- Preserving the natural resources and economic stability of our communities and state is an important part of sound planning and zoning practices.

## QUALIFICATIONS

Mark Eidelson, president of LANDPLAN, is a nationally certified planner and member of the Michigan Association of Planning and the American Institute of Certified Planners. He holds a Bachelor's degree in Community Development and Master's Degrees in both Planning and Landscape Architecture from the University of Michigan. Mark Eidelson is a certified Zoning Administrator. His experience covers more than 25 years of planning and zoning services, the vast majority of which has focused on rural and lake-based townships. Some of the communities and projects that Mr. Eidelson has contributed his planning and zoning expertise to are listed below. A resume of Mark A. Eidelson, AICP is presented on page 6.

**Cass County;** Master Plan

**Colfax Township, Weldon Township and Thompsonville**

**Joint Planning Commission;** Joint Zoning Ordinance and Retainer Services

**Clarence Township;** Master Plan, Zoning Ordinance Amendments, and Retainer Services

**Deerfield Township;** Master Plan, Zoning Ordinance, and Retainer Services

**Village of Michiana;** Master Plan and Zoning Ordinance

**Blumfield Township;** Master Plan, Zoning Ordinance and Retainer Services

**Village of Bellevue;** Retainer Services

**Columbia Township;** Zoning Ordinance and Retainer Services

**Volinia Township;** Master Plan and Zoning Ordinance

**Vevay Township;** Zoning Ordinance Assessment, Master Plan, Recreation Plan and Retainer Services

**Pokagon Township;** Master Plan

**Silver Creek Township;** Master Plan

**Hamilton Township;** Master Plan and Zoning Ordinance Amendments

**Park Township;** Master Plan

**Taymouth Township;** Master Plan, Recreation Plan, Zoning Ordinance and Retainer Services

**Waterloo Township;** Master Plan, Zoning Ordinance, and Retainer Services

**Mason Township;** Zoning Ordinance, Master Plan Assessment, and Retainer Services

**Hillsdale Township;** Master Plan and Zoning Ordinance Amendments

**Gerrish Township;** Master Plan, Zoning Ordinance and Retainer Services

**Birch Run Township;** Zoning Ordinance and Retainer Services

**City of Mason;** Master Plan and Retainer Services

**Dexter Township;** Zoning Ordinance and Retainer Services

**Montcalm Township;** Master Plan and Zoning Ordinance

**Onondaga Township;** Master Plan, Zoning Ordinance and Retainer Services

**Convis Township;** Master Plan and Retainer Services

**Alaiedon Township;** Master Plan, Zoning Ordinance, and Retainer Services

**Erie Township;** Master Plan, Zoning Ordinance and Retainer Services

**Wheatfield Township;** Master Plan, Zoning Ordinance and Retainer Services

**Locke Township;** Master Plan, Zoning Ordinance, and Retainer Services

**Lincoln Township;** Zoning Ordinance and Retainer Services

**Belvidere Township;** Zoning Ordinance, Master Plan, and Retainer Services

## SAMPLE PROJECTS and REFERENCES

LANDPLAN provides planning and zoning assistance to rural communities throughout Michigan. Following are some communities that LANDPLAN has recently assisted, or is currently assisting, which prospective clients may wish to contact regarding Mark Eidelson's expertise, commitment to quality service, adhering to schedules, working within a budget; and consensus building:

**Colfax Township, Weldon Township and Thompsonville Joint Planning Commission:** The Village of Thompsonville in Benzie County is surrounded by the townships of Weldon and Colfax to the east, west and north. Weldon Township is home to Crystal Mountain and is bisected by M-115, and the regional landscape is dominated by the Marquette State Forest. The entire three-community region covers more than 70 square miles. Under the Joint Municipal Planning Act, the three communities established a Joint Planning Commission and developed a Joint Master Plan to serve each of the three communities. LANDPLAN was contracted to assist the JPC with the development of a Joint Zoning Ordinance to serve the three communities and implement the policies of the Joint Master Plan. The Zoning Ordinance project was initiated with a series of intensive workshops aimed at developing a "blueprint" for the ordinance. Based on the blueprint, an initial draft ordinance was prepared and further refined following a series of review meetings. The Joint Zoning Ordinance was adopted in 2014. LANDPLAN continues to work with the JPC including attendance at selected meetings to discuss specific issues, preparation of ordinance amendments, and the review of special land use applications.

Peg Minster, Planning Commission Chair.  
(231) 357-7145

Shelley Green, Planning Commission Sec.  
(231) 378-2334

**Cass County Master Plan:** Cass County is located in the southwest corner of Michigan. LANDPLAN was hired by Cass County for the development of an updated Master Plan. The Master Plan was the culmination of an extraordinary effort by Cass County to prepare a planning tool that would not only serve the county region as a whole but functions as the official master plan of six local communities that administer their own zoning:

Village of Edwardsburg  
Village of Vandalia  
Pokagon Township

Silver Creek Township  
Volinia Township  
Wayne Township

These communities were uniquely involved in the development of this Master Plan as it applies to their jurisdictions specifically. For the purposes of the Master Plan, the six communities are referred to as "*Local Participating Municipalities.*"

The principal purpose of the Master Plan is to establish strategies for managing growth that protects and enhances the unique character of Cass County and the quality of life within. In doing so, the strategies emphasize balancing environmental protection, resource management, housing and economic development, to encourage a sustainable economy that provides prosperity for all and without sacrificing the county's rich natural resources and environmental integrity. This purpose equally applies to the six Local Participating Municipalities within the context of the local conditions that characterize each.

A "Future Vision" Town Meeting was held at the onset of the project. The purpose of the Town Meeting was to gain insight into some of the thoughts of local residents about current aspects of the county and aspirations for the future. A series of focused workshop meetings was also held with each of the Local Participating Municipalities at the onset of the project. The results of the workshops were the development of future land use concepts.

The 2002 Master Plan was evaluated as to its continued applicability to the county today and its strengths and weaknesses, including within the context of input received during the planning process. A blueprint was developed to guide the development of the new master plan and officials county-wide were given an opportunity to comment on the conceptual changes suggested for inclusion in the new Plan.

The County Planning Commission assembled a complete draft of the Plan and the draft was reviewed and revised based on, in part, input from each of the Local Participating Municipalities. The County Planning Commission and each of the Local Participating Municipalities adopted the Plan in 2014.

Chapter Two of the Plan, titled "*Planning Issues*," has a specific section addressing "*Commercial Services, Industry and Economic Development*" including issues pertaining to the old and new economy. Chapter Two also includes a section addressing "*Transportation and Mobility*" including "*complete streets*." Chapter Three, titled "*Goals and Objectives*," further addresses these and other pertinent matters. The Master Plan project received the Southwest Michigan Regional Planning Commission's 2015 Graham Woodhouse Intergovernmental Effort Award. A copy of the Master Plan can be viewed at <http://www.casscountymi.org/MasterPlan2014.aspx>.

Since the completion of the Cass County Master Plan, three of the six Local Participating Municipalities have contracted with LANDPLAN for continued professional planning and zoning assistance.

Barbara Cook, Planning Commission Chair.  
(269) 683-6108

Roseann Marchetti, Cass County Commissioner.  
(269) 699-7660

**Deerfield Township:** Deerfield Township is located in the northeast region of Livingston County. The Township is characterized by extensive farmland, woodlands, wetlands, state game areas and waterfront development along its numerous lakes. LANDPLAN has been providing assistance to Deerfield Township since 1995 including the preparation of a Master Plan and Zoning Ordinance; phone consultations; the review of land divisions, rezonings, site plans, and special land use applications; regular attendance at Planning Commission and Township Board meetings and pre-application meetings; development of Planning Commission Ordinance and Bylaws and zoning administration forms; and updating officials on changes in planning and zoning law.

Alfred Mattioli, Supervisor  
(517) 546-8760

**Hamilton Township:** Hamilton Township is located in the northeast region of Clare County near Harrison. The Township is characterized by extensive farmland, woodlands, and wetlands, and the West and Middle Branches of the Cedar River. The township is also home to the Dodge City settlement area, which includes multiple plats nestled among seven lakes. LANDPLAN began assisting Hamilton Township in 2010 with the preparation of a new Master Plan and the preparation of amendments to its Zoning Ordinance to ensure compliance with the Zoning Enabling Act. LANDPLAN recently assisted the township with the development of a wholly new Zoning Ordinance to implement the Master Plan and elevate the township's zoning program.

David Cooper, Supervisor  
(989) 539-5944

**Wheatfield Township:** Wheatfield Township is located southeast of Lansing in Ingham County, adjacent to the City of Williamston. Nearly the entire township is devoted to farming and through which Interstate 96 travels. LANDPLAN assisted the township with the development of a Master Plan to, in part, encourage the preservation of its farming industry and coordinate growth with public services and infrastructure. LANDPLAN is in the process of assisting the township with the preparation of a wholly new zoning ordinance to implement the Master Plan, simplify ordinance provisions, and improve administration and enforcement practices. LANDPLAN continues to provide on-going retainer services. LANDPLAN has been providing services to Wheatfield Township since 1994.

Denise Kapp, Clerk, (517) 655-4161

**Clarence Township:** Clarence Township is located in the northeast region of Calhoun County. The Township is characterized by extensive farmland, woodlands, and wetlands. The principal exception, and perhaps the most defining feature of the community, is the 650-acre Duck Lake near the center of the township. The lake shore is home to the vast majority of residents of the township. LANDPLAN began assisting Clarence Township in 2007 in association with a grant from the Michigan Department of Environmental Quality, administered by the Calhoun Conservation District (CCD). LANDPLAN was selected to assist the CCD in evaluating local community Master Plans and Zoning Ordinances to identify deficiencies pertaining to surface water/natural resource protection, meeting with community officials to discuss optional tools for addressing the identified deficiencies, and working with local officials to correct the deficiencies. This work ultimately led to, in part, the preparation of a Master Plan for the township. LANDPLAN was then contracted by the township to develop broad sweeping amendments to its Zoning Ordinance to implement the Master Plan, ensure compliance with current law, minimize variable interpretations, and make the ordinance more user-friendly, and provide assistance in reviewing private sector development applications (site plans, special land uses, etc.).

Sheryl Proteau, Clerk  
(517) 857-2288

Kari Obrinske, Planning Commission Chairperson  
(517) 857-2288

**Columbia Township:** Columbia Township is located in Jackson County and fully surrounds the Village of Brooklyn. The Township is a predominantly lakefront community along with farmland and scattered residential development. LANDPLAN was contracted to undertake an assessment of the township's Zoning Ordinance and is now assisting the Township with the preparation of a wholly new Zoning Ordinance to implement the Master Plan and ensure compliance with the Zoning Enabling Act. LANDPLAN provides on-going general retainer services as well including phone/email consultations and assistance with miscellaneous ordinance administration matters.

Robert Elrod, Supervisor  
(517) 592-2000

Barry Marsh, Clerk  
(517) 592-2000

## COMMUNICATIONS

Mark Eidelson strives to present thoughts, concepts and insights in a clear easy-to-understand manner, including both verbally and in written form. This includes in the case of more general policy issues associated with a Master Plan or deliberations regarding the most appropriate policy regarding specific planning and/or zoning issues, to the far more specific detailed regulations to implement preferred policies.

LANDPLAN uses Microsoft Word in preparing written materials and is not familiar with WordPerfect software. LANDPLAN routinely provides its clients with PDFs of all reports and other submittals, which can then be use to make paper copy reproductions for distribution. LANDPLAN also provides paper copies of all prepared materials for submittal to the respective client if this is the preferred option, and typically relies on a local commercial printer for reproduction tasks. LANDPLAN typically contracts all GIS mapping to Mid-Michigan Mapping Solutions, LLC, a local map provider, but is also very comfortable working with the Wexford County Road Commission for mapping associated with services to the WJPC.

Mr. Eidelson is comfortable with communicating by way of paper, email, phone, and internet audio/video means. While being bodily present at meetings for face-to-face communications can be most productive, Mr. Eidelson is fully prepared to communicate by way of internet audio/video services if so desired.

Mr. Eidelson has known Kurt Schindler for many years and looks forward to communicating with Mr. Schindler regarding historical aspects of the WJPC and other pertinent insights.

# Resume Of MARK A. EIDELSON, AICP

## OVERVIEW:

President of Landplan Inc., Mark Eidelson has Master's Degrees in both Urban Planning and Landscape Architecture from the University of Michigan, and a Bachelor's Degree in Community Development from Pennsylvania State University. Mark Eidelson established Landplan, Inc. in 1989 in an effort to pursue his personal and professional interests and commitment to rural community planning and zoning. Areas of special expertise include:

- review of development proposals for zoning ordinance compliance including site plans, special land uses, variances and rezonings
- assistance with general ordinance administration
- preparation and analysis of master plans
- preparation and analysis of zoning ordinances and other regulatory tools to implement planning policies/master plans
- open space and natural resources preservation
- rural character protection
- farmland protection
- citizen input and group facilitation
- consensus building
- recreation planning

## EDUCATION:

**Zoning Administrator Certification**, Michigan State University, 2011

**Master of Landscape Architecture**, University of Michigan, 1983

**Master of Urban Planning**, University of Michigan, 1980

**Bachelor of Science in Community Development**,  
Pennsylvania State University, 1977

## PROFESSIONAL EXPERIENCE:

**President**, May 1989 - Present  
Landplan Inc., Okemos, Michigan

Landplan Inc. is a private consulting firm specializing in providing planning and zoning services to rural communities. Services include the preparation of regulatory tools including zoning, subdivision, private road, and condominium regulations; the development of policy documents including master plans; the review of private sector proposals for compliance with applicable planning and zoning policies and regulations including site plans, special land uses, rezonings and variances; and the provision of day-to-day planning and zoning assistance to selected municipalities.

While President of Landplan Inc., Mark Eidelson also served in the following roles:

**Senior Planner**, January 1991 to February 1993  
Planning & Zoning Center, Inc., Lansing, Michigan  
Principal responsibilities included project management of the development of comprehensive plans and growth management plans, and the preparation of regulatory tools, training programs, and citizen input programs.

**Planner**, July 1989 - December 1990  
Recreation Division, Department of Natural Resources, Lansing, Michigan  
Assisted in the evaluation of community recreation plans and the development of the 1991 state recreation plan.

**Senior Planner**, July 1986 to May 1989

SEG Engineers and Consultants, Inc. Lansing, Michigan

Principal responsibilities included the preparation and management of a variety of planning projects including community land use plans and recreation plans, inland lake management and waterfront development plans, and private site development projects.

**Planner/Landscape Design**, 1983 to 1986

Grace and Associates. Memphis, Tennessee

Principal duties included the preparation and management of landscape architectural design and construction documents, land use feasibility studies, and master site planning for urban developments, recreation facilities, and residential subdivisions.

**PROFESSIONAL ORGANIZATIONS & SERVICE:**

American Institute of Certified Planners

Michigan Association of Planning

**PUBLICATIONS:**

Review of important planning and zoning court case decisions, **Planning & Zoning News**, on-going monthly summaries (1992 – present).

Eidelson, Mark A., "*Natural Resources Protection Drives Master Plan and Zoning Changes in Clarence Township*," **Planning & Zoning News**, September, 2010.

Eidelson, Mark A., "*Regulating Mobile Home Parks*," **Planning & Zoning News**, March, 1995.

Eidelson, Mark A. (co-author), **Workbook for Updating a Master Plan, or for Preparing a Growth Management Plan**, Michigan Society of Planning Officials, Rochester, MI., 1992.

Eidelson, Mark A., "*Open Space Zoning; Technical Considerations*," **Planning & Zoning News**, March, 1992

**Travel and Tourism in Michigan: A Statistical Profile**, 1991, Travel, Tourism, and Recreation Resource Center, Michigan State University, East Lansing, MI (contributing author).

Eidelson, Mark A., and Wyckoff, Mark A., **Infrastructure Management Options to Deal With The Impacts Of Growth**, Intergovernmental Growth Management Consortium, 1991.

Eidelson, Mark A., "*Highway Right-Of-Way Reservation Laws; Minimizing Claims of Taking*," **Planning & Zoning News**, July, 1991.

Eidelson, Mark A., "*Concurrency Comes to Washington State*," **Planning & Zoning News**, March 1991.