



**COOPERSVILLE**  
PLAN 2035

Adopted July 24, 2017



# Plan Coopersville 2035

City of Coopersville, Michigan

Adopted July 24, 2017

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# Table of Contents

Table of Contents.....	ii
List of Tables.....	iii
List of Maps .....	iii
<b>1. Introduction and Background .....</b>	<b>1</b>
Overview .....	1
Conclusion.....	2
<b>2. Community Description .....</b>	<b>3</b>
Historical Development .....	3
Population.....	3
Economy.....	5
Retail Gap Analysis.....	8
Housing .....	10
Natural Resources.....	12
Transportation and Circulation.....	14
<b>3. Existing Land Use.....</b>	<b>19</b>
Residential.....	19
Commercial .....	20
Industrial .....	23
Public.....	23
Vacant / Non-Agriculture.....	24
<b>4. Target Housing Analysis.....</b>	<b>25</b>
Neighborhoods of Coopersville.....	25
West Michigan Housing Market.....	25
Tapestry Segments.....	29
Attracting New Residents .....	30
Conclusion.....	33
<b>5. Public Engagement .....</b>	<b>35</b>
Online Outreach.....	35
Public Workshops.....	35
<b>6. Goals and Objectives .....</b>	<b>39</b>
Community Character .....	39
Residential.....	39
Commercial .....	40
Industrial .....	40
Economic Development.....	40
Transportation .....	41
Natural Resources .....	41
Parks and Recreation .....	42
Public Utilities .....	42
<b>7. Future Land Use Plan.....</b>	<b>43</b>
Community Character Plan .....	43
Future Land Use Categories .....	43
Split Future Land Use Designations .....	62

Zoning Plan.....	62
<b>8. Future Transportation Plan.....</b>	<b>67</b>
Automobile Transportation .....	67
Non-Motorized Transportation and Complete Streets.....	72
<b>9. Implementation Plan.....</b>	<b>77</b>
Planning Implementation Tools.....	77
Action Plan .....	80
Capital Improvements Plan.....	84
Other Implementation Measures .....	85

## List of Tables

Table 1: Population since 1940 .....	3
Table 2: Population Growth Comparisons .....	4
Table 3: Population Projections .....	4
Table 4: Population Growth Regional Comparisons .....	5
Table 5: Population Age Groups .....	5
Table 6: Job Counts by Municipality of Employment – 2014.....	6
Table 7: Occupation by Industry .....	7
Table 8: Classification of Worker .....	8
Table 9: Retail Gap Analysis .....	9
Table 10: Year Structure Built .....	11
Table 11: Owner and Renter Occupied Units .....	11
Table 12: Household Size .....	11
Table 13: Median Housing Value .....	12
Table 14: Zoning Plan.....	63

## List of Maps

Map 1: Top 10 Commuting Destinations from Coopersville.....	6
Map 2: Retail Gap Analysis Trade Areas .....	10
Map 3: Existing Sidewalk Network.....	17
Map 4: Existing Land Use .....	21
Map 5: West Michigan Housing Market .....	27
Map 6: Future Land Use.....	45
Map 7: Conceptual Future Road Network .....	69
Map 8: Street Character and Downtown Wayfinding .....	71
Map 9: Future Non-Motorized Transportation.....	75



# 1. Introduction and Background

## Overview

The Master Plan is a decision-making tool used by the City government to coordinate land use planning and to serve as a basis for the City's Zoning Ordinance. Future land uses are mapped with due consideration given to development patterns, natural features, utilities and other infrastructure in the area, and a variety of other factors affecting land use. The Master Plan presents an analysis of local, regional, and national trends that affect the community and impact land use decisions.

The Planning Commission is responsible for formulating the Master Plan using the information from analyses described above and input from community residents. Once the Plan is finalized by the Planning Commission, it is reviewed and potentially adopted by the City Council. The Plan should be a guide for the City in its decision-making and should not sit on a shelf and collect dust. The Plan shall be regularly reviewed to ensure the City is still using it as a guide, and if the needs and desires of people in the community have changed then the Plan should be updated.

The Master Plan, although it states specific land use development policy and creates proposed land use districts, does not have regulatory power. It establishes guidelines for policy development and is a foundation for and depends mainly on the City Zoning Ordinance for implementation. Procedures that serve to put the Plan into effect include the Capital Improvement Program, City Zoning Ordinance, and Subdivision Regulations.

Effective planning will lend credibility to future actions by the City and prevent decisions with arbitrary and capricious impacts. Effective planning reduces the occurrence of incompatible development and assures a sufficient amount and convenient locations for residential areas, schools, parks, commercial, industrial, and any other use.

## Master Plan Principles

The Master Plan is intended:

- To provide guidelines for an orderly process by which public officials and citizens are given an opportunity to monitor change and review proposed development.
- To provide information from which to gain a better understanding of the community and on which to base land use and zoning decisions.
- To conserve and protect property values by discouraging development incompatible with the character of the surrounding neighborhood.
- To protect and preserve the natural resources and environmental quality of the community.

Any community needs a Plan to serve as a guide for development, or to serve as a means to protect its quality of life or the environment. If the Plan is to be effective, it shall reflect the desires of the people of the city and be acceptable to the majority. The following features the principles under which a Plan should be developed.

- The Plan is a living document and should be reviewed at least annually and updated as general conditions in the community change.
- The Plan includes the Zoning Plan which links each future land use category to a corresponding zoning designation, because the Plan itself is not a zoning map.

- The Plan allows for orderly development to balance the need to protect natural resources and community character with the need to provide for the realistic demand of different land uses.
- The Plan shall ensure that all property owners are able to reasonably enjoy their property.
- The Plan shall be written in a way that aids public understanding of the planning process and describes how goals for the community are to be achieved.
- The Plan must be the result of a thorough planning process that includes extensive input and review by the public, so the community can reach a general consensus for its vision and goals.

Zoning is not a substitute for a Master Plan. The Plan is a long range guide for the community Zoning approvals are specific to a piece of property and are always attached to the land. They may not be restricted to an individual.

Standards are the basis for all decisions; all standards must be written into the Ordinance; and approval must be granted if all standards are met. One of the most important standards for rezoning evaluations is consistency with the Master Plan.

### Future Land Use and Zoning

The relationship between the Master Plan and Zoning Ordinance is often misunderstood. The Plan is a guide for future land use. The Zoning Ordinance regulates the use of land in the present. The Plan is not a binding, legal document and is not required to be adopted by the City Council. The Zoning Ordinance is a law that must be followed by the community and its residents and must also be adopted by the City Council. The zoning map, which by law is part of the zoning ordinance, may also need to be reviewed to ensure a logical relationship between the Future Land Use element of the Master Plan and the zoning map of the zoning ordinance.

### Conclusion

The Planning Commission has a responsibility to look beyond the day-to-day zoning issues to provide a guide for land use development through the Master Planning process. A Master Plan that is properly developed can be of great value to the community.

The Master Plan can provide tangible benefits in improved quality of life, more efficient use of financial and other resources, protected environmental and natural resources, an economically healthy community, and other benefits. However, that value is directly related to the community's willingness to follow the Plan, and its diligence in keeping the Plan current and relevant to today's conditions. It is often difficult, but the rewards make the effort worthwhile.



## 2. Community Description

The City of Coopersville is a rural-suburban community located roughly half way between Grand Rapids and Muskegon, and is part of the greater Grand Rapids-Muskegon metro area. Coopersville provides a relaxed and safe quality of life, has fine local public schools and is close to many collegiate institutions. Prior to the 1970s, Coopersville was predominately a bedroom community, and residents commuted to Grand Rapids and Muskegon for work. During the 1970s and 1980s, the commercial and industrial base gradually developed. Today, Coopersville is highlighted by several large industrial employers and a mix of commercial uses in different corridors, including small businesses downtown and highway-oriented businesses along Randall Street and 68<sup>th</sup> Avenue next to the interchange with Interstate 96.

### Historical Development

In 1845 Benjamin Cooper from Utica, New York purchased 640 acres in northwest Ottawa County to harvest timber. The area was heavily forested and had close proximity to the Grand River where timber could be transported to Grand Haven, a major shipping port on the Great Lakes. With the help of his two sons, Cooper built a saw mill. In 1859 the prospering lumber settlement was named Coopersville. In 1871 it became a village with a population of 500. Gradually, however, the forests became fields and farming replaced lumbering as the main economic activity.

The primary business district on Main Street was destroyed by the fire in 1893 and again in 1898. The Interurban Building at 363 Main Street was built for the Grand Rapids, Grand Haven, and Muskegon Railway, which began operations in 1902. Its electric interurban service consisted of a main line running from Grand Rapids to Muskegon, with a branch from Fruitport to Grand Haven.

On January 1, 1967 Coopersville became an incorporated city with a population of 1,800. The 2010 US Census counted 4,275 residents. The City operates under a Home Rule Charter with a Council-Manager form of government, with six council members and a mayor elected at-large for four year terms.

### Population

Coopersville has grown steadily since 1940. The middle of the 20<sup>th</sup> century saw large growth spikes in the community, with Coopersville having a population growth rate of 26.5% from 1940 to 1950, 36.1% from 1970 to 1980, and 35.7% from 1970 to 1980. In the 21<sup>st</sup> century, Coopersville is still growing but only at a slower pace. The city population grew 9.3% from 2000 to 2010 and 1.8% from 2010 to 2014.

**Table 1: Population since 1940**

Year	Population	Increase	% Change
1940	1,083	-	-
1950	1,370	287	26.5%
1960	1,564	194	14.2%
1970	2,129	565	36.1%
1980	2,889	760	35.7%
1990	3,421	532	18.4%
2000	3,910	489	14.3%
2010	4,275	365	9.3%
2015	4,351	76	1.8%

Source: US Decennial Census and 2015 Population Estimates

Since 1990, Coopersville has experienced a larger rate of growth than many peer communities from the surrounding West Michigan area including Ferrysburg, Fruitport, Hudsonville, Montague, Spring Lake, and Whitehall. Coopersville has several assets that contribute to its ability to grow, including the large amount of land planned for future development, and its location on Interstate 96. Hudsonville was the only other city from this sample to experience a double digit rate of growth over this time period with 18.7%, likely because it has characteristics similar to Coopersville including a location on Interstate 196.

Looking at future growth projections, Coopersville is projected to grow by 24% from 2015 to 2030 with Hudsonville the only other city in this sample with a projected double digit growth rate over this time. Future growth projections allow the city to understand what resources will be needed in the future and how the city compares to other nearby communities and the region as a whole.

**Table 2: Population Growth Comparisons**

Community	Population				% Change 1990-2015
	1990	2000	2010	2015	
Coopersville	3,421	3,910	4,275	4,351	27.2%
Ferrysburg	2,919	3,040	2,892	2,993	2.5%
Fruitport	1,090	1,124	1,093	1,111	1.9%
Hudsonville	6,170	7,160	7,116	7,324	18.7%
Montague	2,276	2,407	2,361	2,362	3.8%
Spring Lake	2,537	2,514	2,323	2,480	-2.2%
Whitehall	3,027	2,884	2,706	2,711	-10.4%

Source: US Decennial Census and 2015 Population Estimates

**Table 3: Population Projections**

Community	Population (Observed or Projected)			% Change 2015-2030	Avg. Annual Growth Rate 2015-2030
	2015	2020	2030		
Coopersville	4,351	4,836	5,396	24.0%	1.6%
Ferrysburg	2,993	2,944	2,996	0.1%	0.0%
Fruitport	1,111	1,105	1,109	-0.2%	-0.0%
Hudsonville	7,324	7,805	8,494	16.0%	1.1%
Montague	2,362	2,366	2,375	0.6%	0.0%
Spring Lake	2,480	2,181	2,039	-17.8%	-1.2%
Whitehall	2,711	2,705	2,715	0.1%	0.0%

Source: Ottawa County, West Michigan Shoreline Regional Development Commission

### Regional Comparison

Coopersville grew by approximately 27% from 1990 to 2015. This growth rate was behind the Ottawa County growth rate of 49% over this time, but was similar to the 31% growth rate of the Grand Rapids Metropolitan Statistical Area (MSA) of Barry, Kent, Montcalm, and Ottawa Counties. The city, county, and region are all growing at a much faster rate than Michigan as a whole, which only grew 6.7% from 1990 to 2015 and actually lost population from 2000 to 2010. This trend is indicative of an increasing influence for West Michigan in the overall economy of the state and the struggling Michigan economy after the national recession, particularly in the population hub of Southeast Michigan.

**Table 4: Population Growth Regional Comparisons**

Community	Population				% Change 1990-2015
	1990	2000	2010	2015	
Coopersville	3,421	3,910	4,275	4,351	27.2%
Ottawa County	187,768	238,314	263,801	279,955	49.1%
Grand Rapids MSA	791,515	930,630	988,938	1,038,583	31.2%
Michigan	9,295,297	9,938,444	9,883,640	9,922,576	6.7%

Source: US Decennial Census and 2015 Population Estimates

### Age of Population

As of the 2010 US Census, the median age in Coopersville was 32.8. The median age was estimated to be 31.8 in 2014. The total population stayed roughly the same from 2010 to 2014 although there were specific trends among the different age groups. The under 5 and 5-9 populations notably grew by 6.6% and 16.6% respectively. The 20-24 and 25-34 age groups also grew by 41.5% and 20.8%. This suggests that young families are choosing Coopersville as a place to live. Nationally there is a trend of an aging population as the large baby boomer generation reaches retirement age, but Coopersville has not had the same trend among its population.

**Table 5: Population Age Groups**

Age Group	2010	2014	% Change 2010-2014
Under 5 years	346	369	6.6%
5 to 9 years	380	443	16.6%
10 to 14 years	319	218	-31.7%
15 to 19 years	328	242	-26.2%
20 to 24 years	294	416	41.5%
25 to 34 years	595	719	20.8%
35 to 44 years	594	428	-27.9%
45 to 54 years	551	654	18.7%
55 to 59 years	223	212	-4.9%
60 to 64 years	168	136	-19.0%
65 to 74 years	222	246	10.8%
75 to 84 years	178	133	-25.3%
85 years and over	77	93	20.8%
<b>Total</b>	<b>4,275</b>	<b>4,309</b>	<b>0.8%</b>

Source: 2010 US Decennial Census and 2010-2014 American Community Survey 5-Year Estimates

### Economy

Coopersville is part of the West Michigan economy due to its location in the Grand Rapids metropolitan area. Residents of Coopersville have a short drive to several population and employment centers such as Grand Rapids, Muskegon, Grand Haven, Holland, and Allendale Charter Township. Because of these options and its relative location, Coopersville commuters disperse in many directions. The table below shows the top 10 municipalities to which Coopersville residents commute.

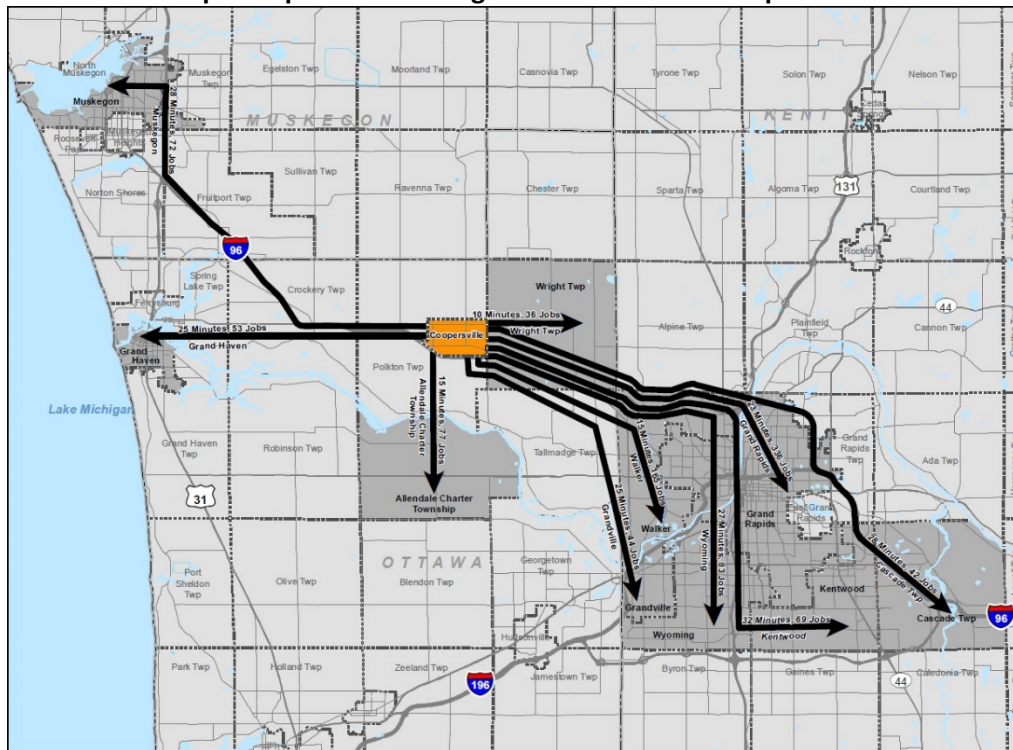
**Table 6: Job Counts by Municipality of Employment – 2014**

Municipality	Count	Share
Grand Rapids	336	16.6%
Coopersville	235	11.6%
Walker	165	8.1%
Wyoming	83	4.1%
Allendale Charter Township	77	3.8%
Muskegon	72	3.6%
Kentwood	69	3.4%
Grand Haven	53	2.6%
Grandville	44	2.2%
Cascade Charter Township	42	2.1%
Wright Township	36	1.8%
All other municipalities	815	40.2%
<b>Total</b>	<b>2,027</b>	<b>100.0%</b>

Source: US Census Bureau “On The Map”, 2014

The most common places for Coopersville residents to work are Grand Rapids at about 17% of jobs, and Coopersville at about 12%. Other key employment centers are Walker (8%), home to the headquarters of Meijer, and Allendale Charter Township (4%), home to Grand Valley State University. Notably, about 40% commute somewhere beside these municipalities, suggesting Coopersville residents have a variety of employment options in the broader West Michigan region.

**Map 1: Top 10 Commuting Destinations from Coopersville**



The tables below show the occupation and classification of the working population in Coopersville. The largest number of workers have jobs in the manufacturing (657) and educational services, health care,

and social assistance (365) industries. Coopersville has many large and small manufacturing businesses located in the city with Continental Dairy and Midwest Dairy Transport anchoring a large industrial area west of 64<sup>th</sup> Avenue. Coopersville Area Public Schools have all of their facilities located on the east side of the city, and they contribute heavily to the identity of the community. Manufacturing in Coopersville was estimated to have grown by 60.6% between 2010 and 2014, making it the second fastest growing industry for workers in the city after finance and insurance, real estate, rental, and leasing at 61.0%.

In terms of the classification, the largest numbers of workers had sales and office (558) or management, business, science, and arts (511) occupations. Most job classifications showed modest growth between 2010 and 2014 from 1.6% to 8.8%. However, service occupations fell 35.7% from 2010 to 2014. Service occupations may have shown a decrease based on the fact that the data for the American Community Survey is a 5-year average, and 2014 still includes data from the middle of the recession. It is likely that service occupations will show a rebound when looking at future data.

The occupation and classification of Coopersville workers shows a few broad trends. Manufacturing has often declined in the Midwest with the loss of large factories, but several smaller cities have found their niche in small, specialized, or high-tech manufacturing. The large share of educational services, health care and social assistance workers shows the strength of the education and health care industries. The share of workers in categories such as finance and insurance, real estate, rental, and leasing, and other professional service shows the strength of industries providing services and processing data.

**Table 7: Occupation by Industry**

Industry	Estimated Employees by Year					% Change 2010-2014
	2010	2011	2012	2013	2014	
Agriculture, forestry, fishing and hunting, and mining	59	39	42	94	34	-42.4%
Construction	109	87	107	163	141	29.4%
Manufacturing	409	504	608	595	657	60.6%
Wholesale trade	74	68	43	69	59	-20.3%
Retail trade	301	307	293	244	178	-40.9%
Transportation and warehousing, and utilities	67	47	47	33	27	-59.7%
Information	53	59	63	98	65	22.6%
Finance and insurance, real estate, rental, and leasing	77	103	102	138	124	61.0%
Professional, scientific, and management services	155	195	148	161	183	18.1%
Educational services, health care, and social assistance	449	372	372	370	365	-18.7%
Arts and entertainment	137	122	77	62	84	-38.7%
Other services, except public administration	157	153	100	74	44	-72.0%
Public administration	47	27	32	45	67	42.6%
<b>Total employed population (16 years and over)</b>	<b>2,094</b>	<b>2,083</b>	<b>2,034</b>	<b>2,146</b>	<b>2,028</b>	<b>-3.1%</b>

Source: American Community Survey 5-Year Estimates

**Table 8: Classification of Worker**

Classification	Estimated Employees by Year					% Change 2010-2014
	2010	2011	2012	2013	2014	
Management, business, science, and arts occupations	473	494	494	540	511	8.0%
Service occupations	470	374	277	260	302	-35.7%
Sales and office occupations	513	539	529	590	558	8.8%
Natural resources, construction, and maintenance occupations	192	171	241	281	204	6.3%
Production, transportation, and material moving occupations	446	505	493	475	453	1.6%
<b>Total employed population (16 years and over)</b>	<b>2,094</b>	<b>2,083</b>	<b>2,034</b>	<b>2,146</b>	<b>2,028</b>	<b>-3.1%</b>

Source: American Community Survey 5-Year Estimates

### Retail Gap Analysis

A retail gap analysis was performed focusing on the downtown area. A retail gap analysis looks at the supply and demand of certain types of retail categories within a certain geographic area, the identified trade area, to determine the gap in supply. A positive gap indicates there is more demand than supply and that a new store could potentially open to fill a particular need. A negative gap indicates that there is more supply than demand, meaning either that some existing stores may be in danger of going out of business or that additional demand is coming from outside the identified trade area. Demand coming from outside the trade area may indicate that this location or a specific store is a unique destination to consumers, and may be part of a draw for tourists visiting a community.

Once the retail gap is calculated, it is compared with the average sales per square foot to determine the square footage of demand for that type of retail. The square footage of demand is then compared with the square footage of a typical store to produce an estimate for the number of new stores demanded in that retail category. The number of new stores demanded for trade areas of 5, 10 and 15 minutes from the downtown by car are shown in the following analysis.

**Table 9: Retail Gap Analysis**

Retail Category	Number of New Stores Demanded		
	5-Minute Drive	10-Minute Drive	15-Minute Drive
Automobile Dealers	0	0	0-1
Other Motor Vehicle Dealers	0	0	0
Auto Parts Stores	0	0	0
Furniture Stores	0	0	0-1
Home Furnishings Stores	0	0	0
Electronics and Appliance Stores	0	0	0-1
Building Materials and Supplies Dealers	0	0	0
Lawn and Garden Equipment Stores	0	0	0
Grocery Stores	0	0	1-2
Specialty Food Stores	0	0	0
Beer, Wine, and Liquor Stores	0	0	0
Health and Personal Care Stores	0	0	1-2
Gas Stations	0	0	0
Clothing Stores	0	0-1	0-1
Shoe Stores	0	0	0
Jewelry or Luggage Stores	0	0	0
Sporting Goods, Hobby, and Music Stores	0	0	0-1
Book Stores	0	0	0-1
Department Stores	0	0-1	3-4
General Merchandise Stores	0	0-1	2-3
Florists	0	0	0
Office Supplies Stores	0	0	0-1
Used Merchandise Stores	0	0	0
Full Service Restaurants	0	0	1-2
Fast Food Restaurants	0	0	0-1
Bars	0	0	0

Source: ESRI Business Analyst, 2016

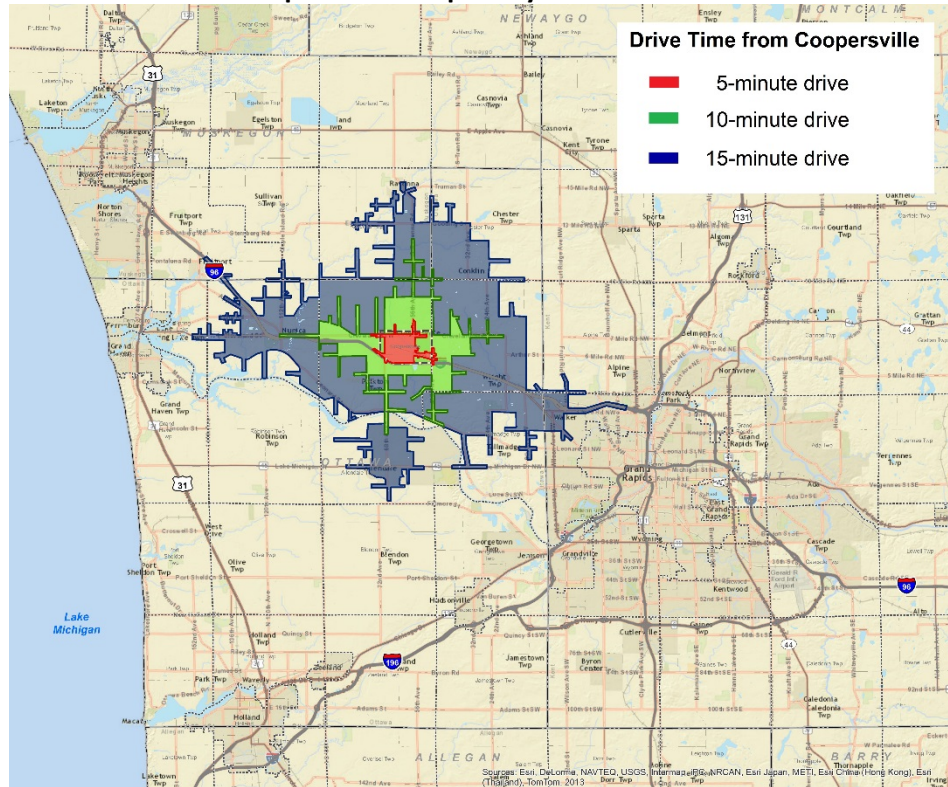
The 5-minute drive trade area represents the neighborhoods of Coopersville closest to downtown that are within walking distance. The analysis shows no new stores demanded for any retail category in this trade area. This indicates that the existing retail businesses are already adequately serving the people living nearby, and that any potential new businesses should market to a customer base from a broader geographical area.

The 10-minute drive area includes the entire City of Coopersville and several nearby rural areas. There is some demand for new clothing stores, department stores, and general merchandise stores, but overall there is still not much new demand in this trade area. This shows that the existing retail businesses are adequately serving the population except for a few categories. Potential new businesses should focus on reaching a customer base from beyond this trade area. Because clothing, general merchandise, and department store uses can often complement each other, potential business owners may alternatively combine these uses into one store to create a more viable retail outlet.

The 15-minute drive area includes most of the surrounding rural areas and reaches communities as far away as Spring Lake to the west, Ravenna to the North, Walker to the east, and Allendale to the south.

This trade area shows unmet demand in several retail categories with department stores (3-4 potential stores) and general merchandise (2-3) showing the most potential. Although there is unmet demand in several categories, the extent of the trade area also means this demand can be met with a new store in another part of the trade area. Business owners may find success reaching a broader customer base in the trade area and meeting this demand, but should also create something unique to fill a niche among the greater competition.

**Map 2: Retail Gap Analysis Trade Areas**



## Housing

Coopersville has a variety of housing for people of all income levels. There was significant growth in the housing stock between 2000 and 2009, when roughly 23% of the homes in Coopersville were built. This growth has slowed since 2010 with only about 12 new homes built. However, new housing is currently under construction just east of the school complex. Also, the city and region both continue to grow at a steady rate. Therefore, it is vital to encourage quality residential development to attract people to the city and provide them an aesthetically pleasing residential environment.

Before the mid-20<sup>th</sup> Century the main residential district was located in the center of the community. The homes were built in the late 1890s to early 1900s and many stand proudly as a reminder of the past. Since the early 1900s houses have gradually located further away from the center of the city.



**Table 10: Year Structure Built**

Year Structure Built	Number of Homes	% of Total
1939 or earlier	332	18.6%
1940 to 1949	68	3.8%
1950 to 1959	172	9.6%
1960 to 1969	103	5.8%
1970 to 1979	322	18.0%
1980 to 1989	100	5.6%
1990 to 1999	265	14.8%
2000 to 2009	414	23.1%
2010 or later	12	0.7%
<b>Total</b>	<b>1,788</b>	<b>100.0%</b>

Source: 2010-2014 American Community Survey 5-Year Estimates

In 2014, Coopersville had approximately 72% owner-occupied housing units and 28% renter-occupied housing units. This trend has stayed consistent since 2010 when the city had 69% owner-occupied and 31% renter-occupied housing units. This is related to the consistency of the housing stock and lack of new housing units since 2010, related to the national housing market collapse during this time. As the housing market continues to recover, and as the city and region continue to experience steady growth, new housing stock will be built such as the new homes currently under construction east of the school complex. The type of housing built will affect the share of owner-occupied or renter-occupied units.

**Table 11: Owner and Renter Occupied Units**

Classification	Estimated Housing Units by Year					% Change 2010-2014
	2010	2011	2012	2013	2014	
Owner Occupied Units	1,078	1,146	1,157	1,155	1,186	10.0%
<i>% Owner Occupied Units</i>	<i>69.4%</i>	<i>71.3%</i>	<i>71.8%</i>	<i>72.7%</i>	<i>72.2%</i>	-
Renter Occupied Units	475	461	455	433	456	-4.0%
<i>% Renter Occupied Units</i>	<i>30.6%</i>	<i>28.7%</i>	<i>28.2%</i>	<i>27.3%</i>	<i>27.8%</i>	-
<b>Total Housing Units</b>	<b>1,553</b>	<b>1,607</b>	<b>1,612</b>	<b>1,588</b>	<b>1,642</b>	<b>5.7%</b>

Source: American Community Survey 5-Year Estimates

In 2014, Coopersville had roughly 28% of its households containing 1 person, 28% containing 2 people, 22% containing 3 people, and 22% containing 4 or more people. This demonstrates a slight increase in the share of 1-person and 3-person households. The increase in 1-person **households** and the increase in total housing units may suggest that people are moving into Coopersville. The increase in 3-person households may suggest that people are beginning to start families.

**Table 12: Household Size**

Characteristic	Year				
	2010	2011	2012	2013	2014
1-person household	24.0%	24.5%	24.9%	20.5%	27.7%
2-person household	30.9%	31.1%	31.3%	31.8%	28.3%
3-person household	18.2%	18.9%	18.8%	24.8%	22.0%
4-or-more-person household	27.0%	25.5%	24.9%	22.9%	22.0%
<b>Total Housing Units</b>	<b>1,553</b>	<b>1,607</b>	<b>1,612</b>	<b>1,588</b>	<b>1,642</b>

Source: American Community Survey 5-Year Estimates

The estimated median housing value for Coopersville was \$116,400 in 2014. This is a decrease of about 18% from the 2010 estimated value of \$141,500. The data for these estimated include 5 years of data ending in the given year. The estimate for 2014 contains data from 2010 through 2014, and thus it still includes data from the peak years of the national housing market collapse. Future data will not reflect this period of time, so the estimated median housing value will likely increase over the next few years.

**Table 13: Median Housing Value**

Year	Median Value	% Change from Previous Year
2010	\$141,500	-
2011	\$130,800	-7.6%
2012	\$124,600	-4.7%
2013	\$118,600	-4.8%
2014	\$116,400	-1.9%
<b>2010-2014</b>	-	<b>-17.7%</b>

Source: American Community Survey 5-Year Estimates

## Natural Resources

Natural resources are valuable assets for communities. They influence the types of development and economic activity that can happen in a given location. Preservation of natural resources ensures that future generations continue to benefit from these resources. Therefore, an assessment of the existing natural resources is crucial to assure that the community develops in the most sustainable, beneficial, effective, and efficient manner.

### Topography

The land form of Coopersville and surrounding areas is characterized as generally level to gently rolling. This topography is typical of glacial lake plains with drainage ways. The terrain is fairly uniform with the higher elevations located to the northeast of the city. Most of the variations occur in association with watershed systems in the region. The most noteworthy water feature is Deer Creek, which flows south through the center of Coopersville to the Grand River.

Other such systems are found throughout the area near the Villages of Conklin, Wright, and Ravenna. These systems are characterized by creeks or small streams with adjoining broad lowland march areas and moderate to very steep side slopes rising to upland areas. Lowlands as well as upland areas in the Coopersville area have few topographic limitations. The transitional slopes between the wetland and upland areas, though, have some limitations due to the steep gradients, fragile erodible soil types, and fragile stabilizing vegetation types.

### Water Resources

The major water resource in the area is the Grand River and its associated watershed areas, 3.5 miles south of Coopersville. These watershed areas include Deer Creek flowing through Coopersville and its arteries including Little Deer Creek and Beaver Creek flowing through the Village of Conklin; Crockery Creek which runs through Ravenna; Rio Grande Creek which is located north of Conklin and flows into Crockery Creek; and Sand Creek located just south of Conklin and passing through Marne on its way to the Grand River.

These streams form a system which meanders throughout the area. Included with these runoff related water resources are many streamlets, drains and lowland marsh areas which flow through and account for several of the natural areas found in the region.

### Flood Plains

In 1982, the Federal Emergency Management Agency published a Flood Insurance Study of the City of Coopersville. The study concludes that the principal flood problems occur along Deer Creek when high runoff causes the stream to overflow. There is minimal development in the flood plain, so historically there has been little damage experienced. Since flooding is primarily limited to the undeveloped Deer Creek flood plain, there are no flood protection structures. The Deer Creek flood plain has a relatively constant width of approximately 400 to 600 feet.

### Soils

Soils found in the area are predominantly sandy to loamy (a rich, fertile soil of clay, sand, oxide of iron, and carbonate of lime) soils of glacial lake plains and drainage ways. These soils can be further divided into four key categories. The Richter-Gilford-Gladwin Association is generally found around Coopersville and to the north along Deer Creek. It is typically level to gently sloping and somewhat poorly drained to very poorly drained sandy and loamy soils of glacial drainage ways.

The second, Mancelona-Nester-Belding-Iosco Association, is generally found west of Coopersville to I-96, south to the Grand River and east to Sand Creek. It is characterized by gently sloping to hilly land forms and somewhat poorly drained to well-drained sandy and loamy soils of the uplands. Conklin and Wright are located within the area where this category is found.

The third soil category, Bowers-Hettinger-Nester Association, is found southwest of I-96 and is generally nearly level to gently sloping, well-drained to poorly drained loamy soils of the lake plains. The last soil category, Nester-Kawkawlin-Sims Association, is located in the far northwest and northeast corners of Coopersville and is characterized by gently sloping to rolling, well-drained to poorly drained, sandy and loamy soils of the uplands.

### Vegetation

Natural vegetation is the main type of vegetation within Coopersville and throughout the surrounding area. However, woodlots and secondary stands of vegetation consisting of oak, maple, poplar, locust, pine, ash, dogwood, sassafras, and elm cover 20% of the surrounding area. The remaining 80% of the area is predominantly farmland. There is a strong correlation between the location of vegetation and the extent of the watershed areas.

## Transportation and Circulation

The transportation system provides a backbone for accessibility and helps guide how people will travel between various activity centers within the city and to other nearby communities. The conditions of a road will affect the amount and type of traffic on any particular road. Furthermore, the transportation system encompasses more than the roadway system to include all the means by which residents move around within the city and regionally, whether by public transportation, bicycling and walking, air, rail, or other means.

### Interstate Highways

Interstate highways connect major cities in the State and country. They provide large volume and high speed traffic movement with multiple divided lanes and limited access.

Interstate 96 serves Coopersville, providing access to Grand Rapids, Muskegon, and other areas in West Michigan. Access to the Interstate highways is only available through planned interchanges. Two such interchanges provide access to the Coopersville area, one at 48th Avenue and one at 68th Avenue, and the area around the interchange at 68<sup>th</sup> Avenue has become a commercial hub for Coopersville and the surrounding area. The southern boundary of the City limits is formed by the northern right-of-way line of Interstate 96.

### Arterials

Arterial roads provide rapid transportation between nearby communities or between the major activity centers of the city. Arterials in the city include 68th Avenue and Cleveland Street (both County primary roads), Randall Street, 64th Avenue, and East Street (Intercounty Route B35 north of Cleveland). These roads have generally wider rights-of-way, usually from 66 feet to 120 feet, and have higher speed limits to provide the maximum amount of traffic flow, safety, and efficiency.

Access is generally available to these streets but should be carefully controlled to ensure traffic conflict points are limited. Shared driveways with shared parking and cross access, should be considered along these roadways, along with limitations on the total number of driveways and curb cuts.

### Major Collectors

Major collectors channel traffic from local streets serving various land use areas to the arterial streets. Collector streets in the city include Center Street, Spring Street, Grove Street, Ann Street, Main Street, and Ironwood Drive. Collector streets should be designed to allow for logical and convenient access to destinations and to limit the frequent use of local streets for through traffic. Rights-of-way usually run from 66 feet to 84 feet.

### Local Streets

Local streets serve internal traffic within specific areas and connect those areas with the major streets. These streets are generally not continuous for any great length. The local street is intended to provide immediate access to adjacent property. They constitute most of the street network within the city, but carry a small proportion of the total vehicle miles traveled. Traffic control devices may be installed to protect and facilitate movement of traffic. However, those devices would not be as elaborate as those on major streets. All streets not otherwise classified may be considered as Local Streets and generally have a 66 foot right-of-way.

## Sidewalks

Coopersville has an extensive sidewalk network covering the entire city as shown in Map 3. The most prevalent locations of sidewalks are around downtown, in the surrounding neighborhoods, around the school campus, and in the newer neighborhoods of the city. Some sidewalks exist on the other streets including Randall and O'Malley, especially near businesses. The compact development of Coopersville means that walking is a viable transportation mode for many residents of the city.

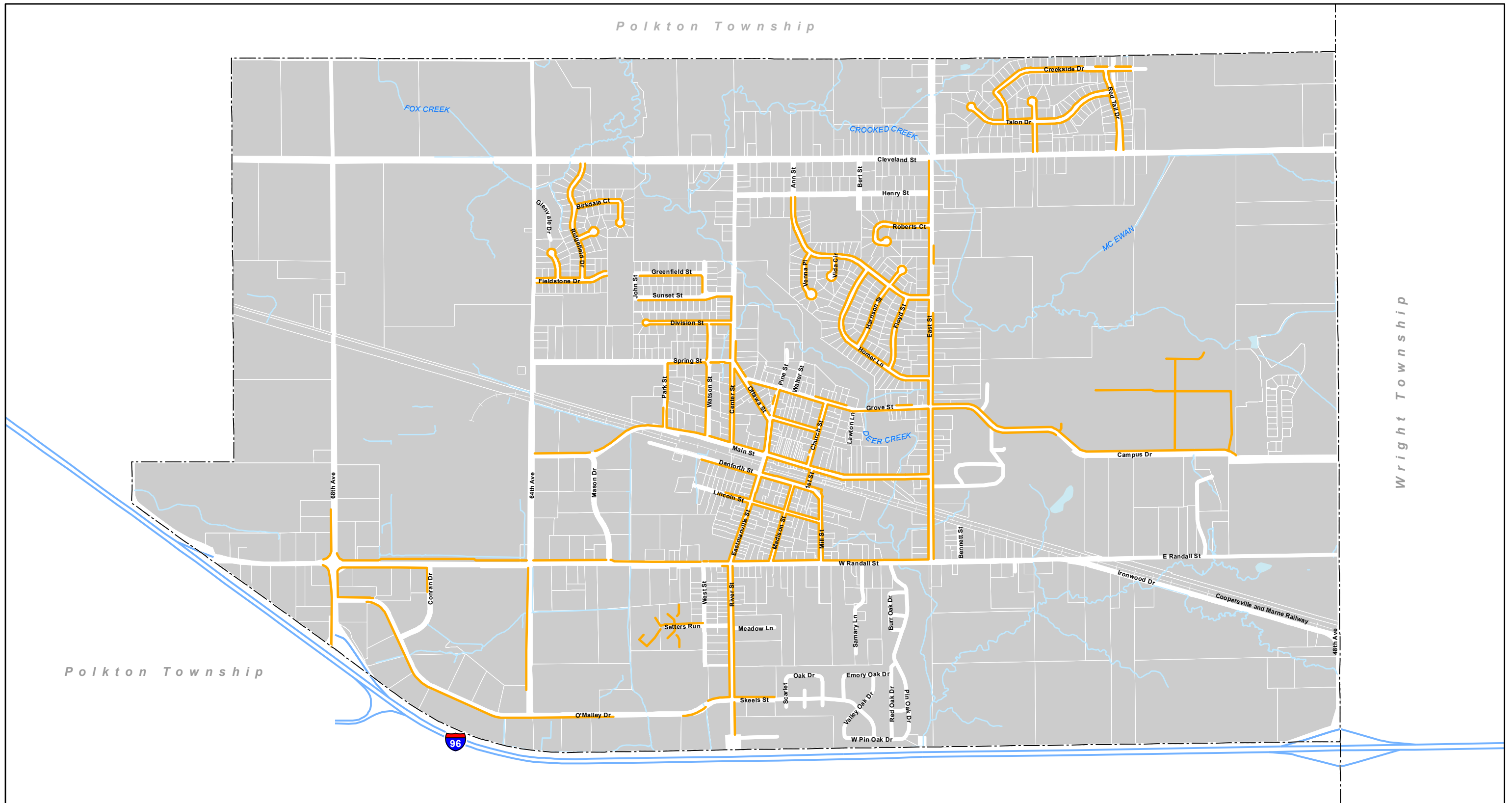
## Air Transportation

The nearest major airport is Gerald R. Ford International Airport on the southeast side of Grand Rapids and approximately 30 miles southeast of Coopersville. The airport is a hub for West Michigan, offering passenger flights to destinations in the Midwest and around the US. The top domestic destinations for flights from the airport included Chicago, Detroit, Atlanta, Minneapolis/St. Paul, and Denver.

## Rail Transportation

The nearest passenger rail service to Coopersville is from Amtrak in Grand Rapids. Amtrak runs a direct train service to Chicago from Grand Rapids via the Pere Marquette route. Passenger train service once existed from Detroit to West Michigan, and in recent years state and local leaders and advocates have discussed potentially restoring this service. There have been different ideas on how the service will be provided to the Lake Michigan coast, with some people advocating a Grand Rapids to Muskegon route which could possibly serve Coopersville, and others advocating a Grand Rapids to Holland route. If the service is restored and it includes a Grand Rapids to Muskegon leg, Coopersville is well-positioned for a stop along the line and should advocate for it. Currently, the railroad tracks in the city carry the dinner car and historic rail car from the Coopersville and Marne Railway Company.





# Map 3 Existing Sidewalk Network

City of Coopersville, MI

February 8, 2017

### Legend

- Existing Sidewalk
- Water Bodies
- Surrounding Municipalities

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Base Map Source: Ottawa County, 2016  
Michigan Center for Geographic Information, Version 16a.





## 3. Existing Land Use

One of the most important steps of the planning process is the collection and mapping of information about land as it is currently used, as depicted on the Existing Land Use map. Land use patterns develop because of geographic location, land use and zoning policies, and environmental, economic, social, and cultural influences. The location of a building, routing of a street or highway, construction of sanitary sewers, and many other factors affect existing and future land use patterns.

The analysis of existing land use patterns leads to predictions of future development trends, based on present conditions and trends and input from community members. Positive and negative aspects of past land use decisions are used to avoid past mistakes and plan for desirable land use patterns.

A windshield and walking survey was conducted on September 26, 2016 to determine the existing land use on each parcel, supplemented by aerial images and other records. The Existing Land Use map was then generated from this information. Among other use categories, the different types of single family residential and commercial show the variation in character and intensity of development in the specific areas of the city. The Existing Land Use is shown on Map 4.

### Residential

#### Single Family – Traditional

Single family homes in the traditional styles are located near the center of the city and are among the oldest homes in the community. These traditional single family homes are most often found within an area surrounded by Spring Street on the north, Deer Creek on the north and east, Park Street and the industrial areas on the west, and the apartment buildings south of Randall Street on the south. Homes of this type often have historic architectural features, contributing to the character of Coopersville.

#### Single Family – Post War

Post war style single family homes are generally found in two of the neighborhoods to the north of the downtown area and surrounding traditional style single family homes. These homes were built during the national housing boom immediately following World War II. The style of these homes include the typical suburban amenities such as a larger home, more yard space, and a two car garage. The housing units are a mixture of one-story and two-story buildings. Other common building details include large front windows and front porches.

#### Single Family – Modern Subdivision

Modern subdivisions are located in the northern part of Coopersville, at Cleveland at East Street and at Cleveland and 64<sup>th</sup> Avenue. These homes and neighborhoods have generally been built within the last 20 years. Amenities are similar to those in the post war subdivisions, although with even larger homes and yards. There are typically more two-story than one-story buildings. Neighborhoods in the modern subdivision style often include common open space to be used for recreation.

#### Single Family – Under Construction

There is one area of single family homes under construction in Coopersville. This area is located on 48<sup>th</sup> Avenue immediately east of the school campus. The single family homes within this neighborhood will be in the modern subdivision style. There are also duplexes and other multiple family units planned in this neighborhood which will give Coopersville a neighborhood with a mixed density of housing types.

### Large Lot Rural or Agriculture

The large lot rural or agriculture classification describes large tracts of land used for farming and other specialized rural uses. Agricultural lands are found on many of the fringe areas of the city. The largest concentrations are in the northwestern and eastern portions of the city, although some relatively large areas also exist on the southern boundary, bordering I-96. The presence of agricultural land along the outskirts of the city is significant because the surrounding townships have adopted land use policies to favor farmland preservation. Thus, there are compatible land uses between the city and townships.

Several agricultural parcels totaling 410 acres in rural areas of Coopersville have been protected under the Farmland Preservation Act, Public Act 116 of 1974. Agricultural uses are expected on these parcels and are compatible with surrounding uses. However, agricultural activities are not expected to expand beyond their current levels. Many key natural features are located in rural and agricultural areas of the city, including Deer Creek and other creeks. Conservation of these natural features is a high priority.

### Multiple Family

Multiple family housing is located in several areas around the city including southwest of downtown at Randall and Mason, south of Randall on West and River Streets, in downtown on Ottawa Street, and on East Street near Cleveland. The multiple family category encompasses many different styles of housing units. Senior housing is included in the Depot Senior Community Apartments on Ottawa and Fountain View Assisted Living on Randall. Apartment buildings include the Hancock Apartments north of Randall, Setter's Run and The Meadows apartments south of Randall, and the Coopersville Apartments and Glen Haven Condominiums on East Street. These units provide diversity within the housing stock of the city. Other scattered units in the city have been converted from larger homes to multiple family buildings.

### Mobile Home Park

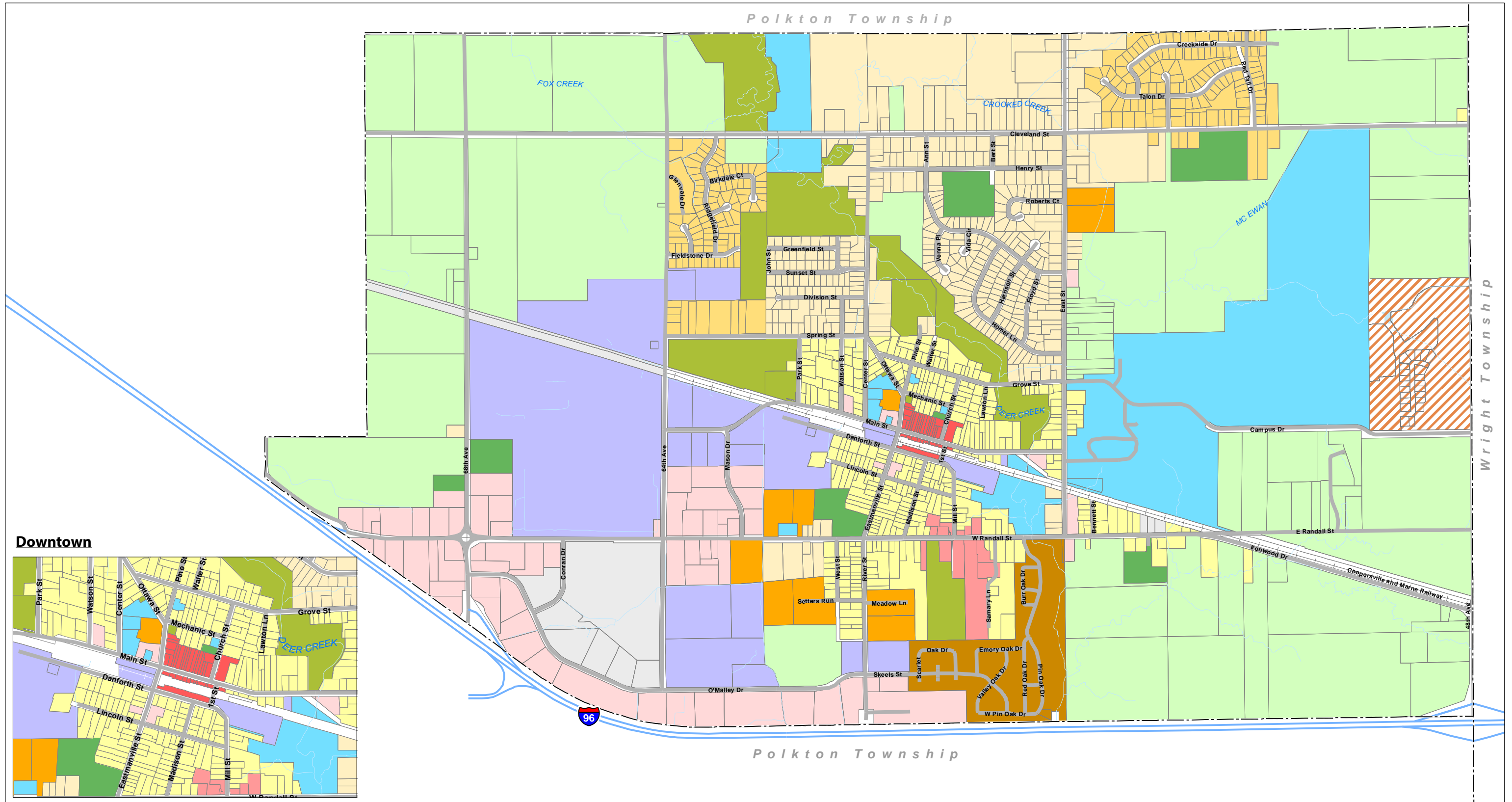
There is one mobile home park within Coopersville located south of Randall with an entrance near East Street. The housing units are similar to those typically seen in modern mobile home parks. The mobile home park provides an opportunity for people relying on this type of housing to locate in the city while being close to downtown, the school campus, and other places to which they need access.

## Commercial

There are several different commercial clusters in Coopersville, with each having its own character and design. Commercial areas encompass retail, services, and professional offices. The design of each area is influenced by the orientation of activities to pedestrians or automobiles. A Downtown Development Authority (DDA) uses tax increment financing to fund improvements to primarily commercial areas.

### Downtown Commercial

The Downtown Commercial area is composed of one block of Main Street between Ottawa and Church Streets. This was the original business center of the community, with the railroad behind the buildings on the south side of Main. These buildings all have historic features or otherwise have design elements that give the area the character of a downtown. Several buildings have awnings or canopies. There are several street trees and a continuous sidewalk on both sides to create a pedestrian-friendly space. The building façades are mostly built up to the sidewalk except for some auto-oriented uses. The section of Main Street through downtown is one-way for automobiles with angled parking on both sides.



# Map 4 Existing Land Use

City of Coopersville, MI

February 8, 2017

### Legend

- |                                    |                                |                                |                         |                            |
|------------------------------------|--------------------------------|--------------------------------|-------------------------|----------------------------|
| Single Family - Traditional        | Large Lot Rural or Agriculture | Downtown Commercial            | Church                  | Water Bodies               |
| Single Family - Post War           | Multiple Family Residential    | Neighborhood Center Commercial | Park / Open Space       | Surrounding Municipalities |
| Single Family - Modern Subdivision | Mobile Home Park               | General Commercial             | School Campus           |                            |
| Single Family - Under Construction |                                | Industrial                     | Vacant/ Non Agriculture |                            |

FEET 0 1,000 2,000



**McKenna**  
ASSOCIATES

Base Map Source: Ottawa County, 2016  
Michigan Center for Geographic Information, Version 16a



Off-street parking is available behind the buildings along the north side of Main. This public parking lot can be accessed via a mid-block gap between the buildings acting as an alley. Public restrooms are also available in the alley. The center of the parking lot has a large covered pavilion with seating area. The City Hall building is a public use located in this area just south of the railroad tracks.

### Neighborhood Center Commercial

The Neighborhood Center Commercial category describes the commercial area around Randall and Mill Streets between East and Madison. Different uses are located here including bars and restaurants with mostly automobile-oriented uses. There is no distinct style of architecture among the buildings. There are some sidewalks in place but they are not consistently designed. This area is located near the sports complex at Veterans Park, an important community gathering place and resource.

### General Commercial

Other commercial areas in the city include the buildings clustered around Randall and 64<sup>th</sup> Avenue, and the highway service uses near Randall and 68<sup>th</sup> Avenue and along O'Malley Drive next to I-96. The area around Randall and 64<sup>th</sup> contains mostly single use buildings with their own parking lots. The uses here include banks, professional offices, and other small businesses. Parking lots are typically located in the front yard and screened by a landscaped buffer, although some have their parking in side or rear yards. This commercial area blends into the area of single family homes along Randall to the east.

The highway service uses near Randall and 68<sup>th</sup> include drive-through restaurants, gas stations, various types of retail, and other uses. There are some areas with shared parking lots such as strip malls or big box stores adjacent to other stores. The businesses here generally serve customers from Interstate 96 using the 68<sup>th</sup> Avenue exit at the south end of this area. A roundabout is located at Randall and 68<sup>th</sup> to effectively manage traffic. Several uses with industrial aspects are located in this area, especially along O'Malley Drive next to I-96 and on Randall west of 68<sup>th</sup> Avenue.

## Industrial

Industrial uses in Coopersville can be found mostly north of Randall between 68<sup>th</sup> and 64<sup>th</sup> and south of Randall between 64<sup>th</sup> and the Setter's Run Apartments. There are also some industrial uses downtown near the railroad tracks. Industrial uses comprise a wide variety of types and scales of production. The largest industrial buildings are the Continental Dairy and Midwest Dairy facilities on 64<sup>th</sup> Avenue. Small industrial buildings are located just east of downtown along the railroad tracks and west of downtown along Main Street. Site design can vary widely, with large industrial uses setback far from nearby roads and small buildings elsewhere in the city integrating with the surrounding neighborhood. Several sites use landscaping to buffer site aspects such as parking lots, exposed equipment, or retention ponds.

## Public

### School Campus

The Coopersville Area Public Schools campus is located on the east side of the city between East Street and 48<sup>th</sup> Avenue, north of Randall Street. The district operates one high school, one middle school, and three elementary schools on this complex. Campus Drive is the main route through the complex, with connections to 48<sup>th</sup> Avenue and to East Street at Grove Street. The campus also includes athletic fields for all schools in addition to the buildings. Sidewalks connect buildings to each other. Each building is served by its own parking lot. Other community uses are located on this complex such as Coopersville Area Chamber of Commerce.

## Churches

Churches are located throughout the city and are compatible with many different land uses. They also help build community in the neighborhoods where they are located. There are seven churches located in Coopersville: two on 68<sup>th</sup> near Randall, one on Cleveland near East Street, one near Eastmanville and Randall, one on Church Street downtown, one on Henry between Ann Street and East Street, and one on Randall near East Street.

## Parks and Open Space

Several parks and open space areas are located throughout the city. Veterans Park south of Randall is home to baseball fields, an outdoor skating rink, and a playground. Grove Street Park is the main open space available on Deer Creek, with a baseball field and other areas for soft recreation activities. Deer Creek is buffered from development for of its length east and south of Center Street. The DPW yard is located next to Deer Creek between Main and Randall.

Small parks are located throughout the city. The corner of Ottawa and Mechanic has a small park with flowers, brick paths, and a fountain. Housing in the newer neighborhoods of the city are typically built around common open spaces offering soft recreation opportunities to the neighborhood.

## Vacant / Non-Agriculture

One large tract of land is classified as Vacant / Non-Agriculture. This area is at the southwest corner of Randall and 64<sup>th</sup> and is the site of an approved Planned Unit Development that has yet to be built. This category also includes a few other vacant parcels scattered throughout the city.

## 4. Target Housing Analysis

In order to determine the households that Coopersville could attract with new housing development, as well as the type of development that would be attractive to those households, this Master Plan includes a Target Housing Analysis. Unlike a traditional market analysis, which looks simply at supply and demand for housing units, Target Market Analysis looks at the type of households that are looking for housing to determine what they are looking for and how it can be provided in Coopersville.

The purpose of this analysis is to determine the types of people that will be looking for housing in Coopersville over the next 5-10 years (or longer), examine the types of housing and neighborhoods that they prefer, and then comparing that to the existing built environment in both Coopersville and the Overall Housing Market that it competes within. By finding the “gaps” between supply and demand, this analysis will determine the type of neighborhoods that potential Coopersville residents are looking for, and will help the City develop its Future Land Use plan.

### Neighborhoods of Coopersville

Within its boundaries, Coopersville has several types of neighborhoods, which can be broadly described as **Walkable**, **Suburban**, and **Rural**. These neighborhood types are also reflected in the West Michigan housing market, which is described in more detail below and shown on the map on the following page. The purpose of this analysis is not to advocate for any one neighborhood type over others, but to determine the regional demand for each type of housing, in order to determine the types of neighborhoods Coopersville should plan for.

The Walkable neighborhood typology is characterized by homes built generally prior to 1940 and laid out close together, with smaller yards, in neighborhoods with sidewalks and connected streets. In some cases duplexes and small apartment buildings are interspersed with the single family homes. Frequently, the homes are walking distance to parks, retail, amenities, schools, or attractions.

Suburban neighborhood have been built on the edge of metropolitan regions since approximately World War II. They are typified by homes on curvilinear streets with large yards. Neighborhoods are often self-contained, with one or two entrances from a major road to ensure privacy.

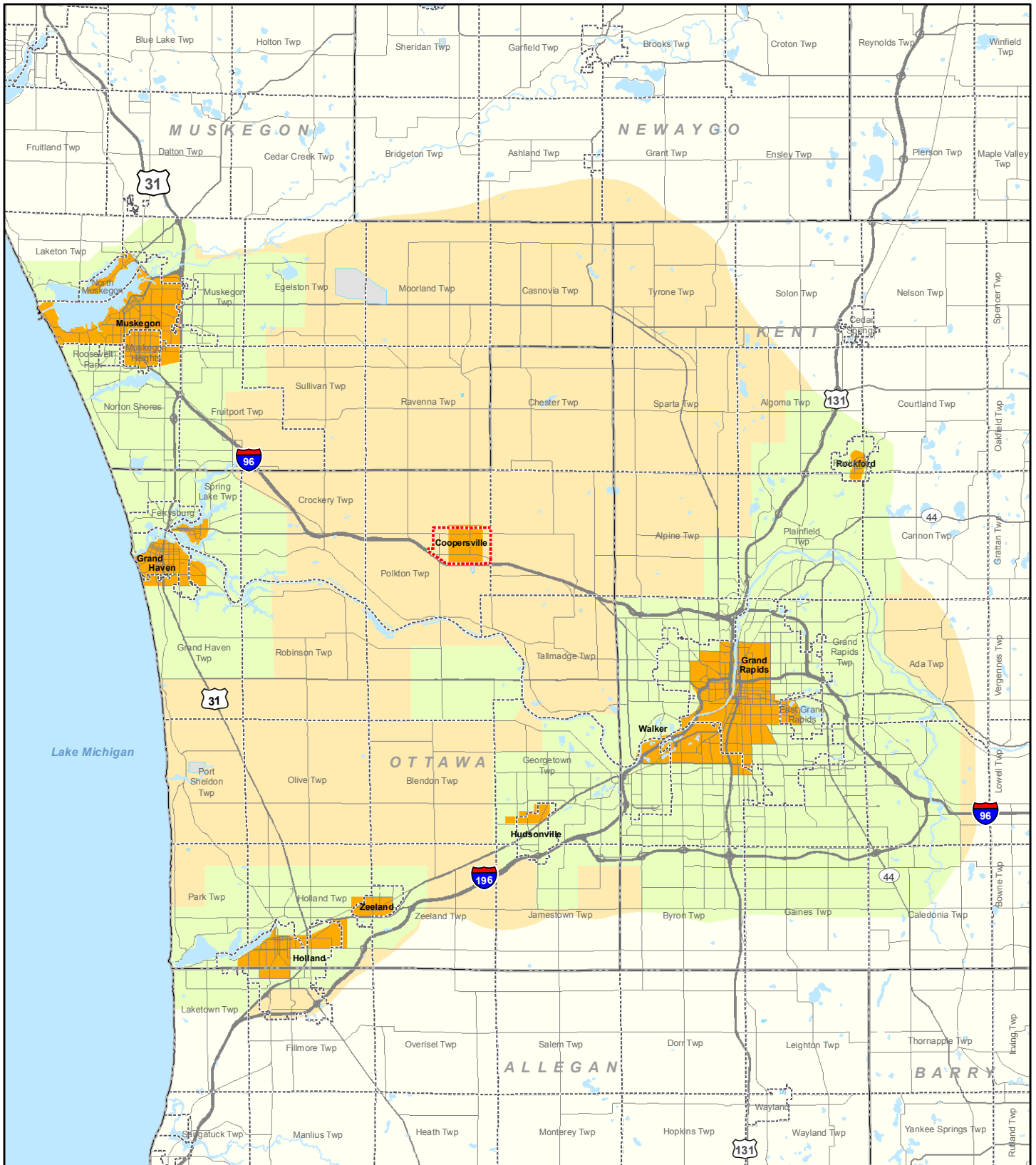
The “Rural” typology is the non-urbanized part of the housing market. Residential units in this area are either associated with agriculture or on very large “rural estate lots.” The age of housing can vary dramatically, from 100+ year old farmhouses to huge, modern homes built since 1990. Some lots are heavily wooded and include creeks or ponds. Because the City of Coopersville includes some undeveloped areas, there are rural housing options within the City limits.

### West Michigan Housing Market

The market that Coopersville competes within for new residents is shown on the map on the following page. The market generally reflects Coopersville’s commuting patterns – residents could move to or from Coopersville from much of the market without changing jobs. The market area reaches Holland on the southwest, Muskegon on the northwest, Caledonia on the southeast, and Rockford on the northeast. The housing market includes all three types of neighborhoods, walkable, suburban, and rural, which are generally found in the parts of the region shown on the map.







# Map 5 West Michigan Housing Market

City of Coopersville, MI

February 8, 2017

### LEGEND

- Walkable
- Suburban
- Rural

Miles 0 5 10



Base Map Source: Ottawa County, 2016  
Michigan Center for Geographic Information, Version 16a.



## Tapestry Segments

In order to analyze the potential target market segments for housing in Coopersville, this analysis uses ESRI's "Tapestry Segment" tool. Tapestry Segments are combinations of many demographic and economic factors (age, income, housing preferences, education, etc) that classify households into one of 67 categories (which are then given catchy names). By combining demographic indicators into a single classification, tapestry segments give an at-a-glance description of a community. One of the characteristics of each Tapestry Segment is their neighborhood preference – walkable, suburban, or rural.

ESRI identifies two tapestry segments in Coopersville, which are described below. The pictures are also used by ESRI to demonstrate the household type.

### Traditional Living

**Households in Coopersville:** 900 (53%)

**Median Age:** 34.8

**Average Household Size:** 2.50

**Median Income:** \$37,000

**Neighborhood Preference:** Suburban



**ESRI Description:** Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

### Green Acres

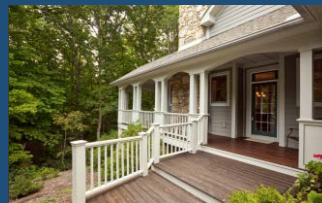
**Households in Coopersville:** 760 (47%)

**Median Age:** 43.0

**Average Household Size:** 2.69

**Median Income:** \$72,000

**Neighborhood Preference:** Rural



**ESRI Description:** The Green Acres lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. Self-described conservatives, residents of Green Acres remain pessimistic about the near future yet are heavily invested in it.

## Attracting New Residents

The people of Coopersville, who generally fit one or both of the descriptions above, have worked long and hard to make their community a place that is attractive to new residents. Coopersville is fortunate enough to be able to provide all three types of neighborhoods within its boundaries. The older parts of the city, surrounding the downtown, have walkable characteristics. Newer neighborhoods offer a suburban lifestyle. And the large lots on the edge of town have a rural feel. But best of all, all three typologies are in close proximity (even walking or biking distance) to schools, parks, businesses, and downtown amenities. That makes Coopersville very well positioned to attract new residents.

But who might those new residents be?

Looking at the two tapestry segments that currently fit the Coopersville population, there may be opportunities to attract residents in those categories. There are just under 29,000 “Traditional Living” and just over 32,000 “Green Acres” households in the West Michigan Housing Market as defined above. More than half of each group is living in a neighborhood that does not fit their preference. For instance, 64% of Green Acres households are living in suburban neighborhoods, and could be interested in moving to a smaller town like Coopersville. Similarly, 56% of Traditional Living households are living in walkable neighborhoods, and may be drawn to a home with a larger yard and more privacy in Coopersville, while still maintaining the proximity to amenities that they had at their previous home.

The West Michigan Housing Market contains 40 Tapestry Segments. A breakdown of the number of households in each segment, their neighborhood preferences, and the type of neighborhood they currently live in, can be found in the appendix.

Of the 40 tapestry segments, there are five that represent key opportunities for Coopersville to attract new residents, each for different reasons. They are profiled below.

### Metro Fusion

**Households in Market:** 9,806

**Median Age:** 28.8

**Average Household Size:** 2.63

**Median Income:** \$33,000

**Neighborhood Preference:** Walkable

**Percentage of Living outside Preferred Neighborhood:** 83%



**ESRI Description:** Metro Fusion is a young, diverse market. Many households have young children; a quarter are single-parent families. The majority of residents live in midsize apartment buildings. Metro Fusion is a hard-working market with residents that are dedicated to climbing the ladders of their professional and social lives.

**Opportunity for Coopersville:** Metro Fusion households are less educated and have lower incomes than Bright Young Professionals, but they represent a similar opportunity – hard-working families with children that are looking for friendly, walkable communities with good schools, but are unable to find that combination affordably. Coopersville can offer them what they are looking for.

## Bright Young Professionals

**Households in Market:** 7,954

**Median Age:** 32.2

**Average Household Size:** 2.40

**Median Income:** \$50,000

**Neighborhood Preference:** Walkable

**Percentage of Living outside Preferred Neighborhood:** 97%



**ESRI Description:** Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. One out of three householders is under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. Residents of this segment are physically active and up on the latest technology.

**Opportunity for Coopersville:** Although Bright Young Professionals prefer walkable neighborhoods, nearly all of them in West Michigan live in suburbs or rural areas. This is likely because, after living in Downtown Grand Rapids after college, they started looking for bigger houses and better schools after having children, and could not find them affordably in walkable areas. Coopersville, with its high-quality schools, charming downtown, and easy commuting distance to many regional job centers, could become an attractive place for these 30-something professionals and their families.

## Comfortable Empty Nesters

**Households in Market:** 15,288

**Median Age:** 46.8

**Average Household Size:** 2.50

**Median Income:** \$68,000

**Neighborhood Preference:** Suburban

**Percentage of Living outside Preferred Neighborhood:** 16%



**ESRI Description:** Residents in this large, growing segment are older, with more than half of all householders aged 55 or older; many still live in the suburbs where they raised their children. Most are professionals working in government, health care, or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Their net worth is well above average. Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.

**Opportunity for Coopersville:** Comfortable Empty Nesters represent a different opportunity than the younger tapestry segments. This group likely still lives in a big house in a large suburb like Cascade or Georgetown Township. But without kids in the house, they may be attracted to a close-knit small town like Coopersville as they transition into retirement.

## Young and Restless

**Households in Market:** 8,411

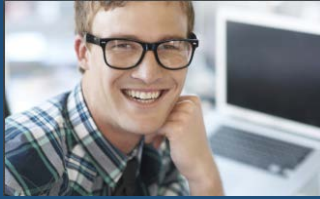
**Median Age:** 29.4

**Average Household Size:** 2.02

**Median Income:** \$36,000

**Neighborhood Preference:** Walkable

**Percentage of Living outside Preferred Neighborhood:** 95%



**ESRI Description:** Gen Y comes of age: Well-educated young workers, some of whom are still completing their education, are employed in professional/technical occupations, as well as sales and office/administrative support roles. These residents are not established yet, but striving to get ahead and improve themselves. Close to half of all householders are under the age of 35. Smartphones are a way of life, and they use the Internet extensively.

**Opportunity for Coopersville:** Young and Restless households in West Michigan are searching in vain for an affordable place to live that matches their desire for a walkable lifestyle. With downtowns like Grand Rapids, Holland, and Grand Haven becoming more expensive, Young and Restless households are settling for suburban apartment complexes or even their parents' homes. Coopersville can be their solution, especially with its proximity to Grand Valley State's main campus and its easy access via I-96 to the regional job centers.

## Heartland Communities

**Households in Market:** 6,618

**Median Age:** 41.5

**Average Household Size:** 2.38

**Median Income:** \$39,000

**Neighborhood Preference:** Suburban

**Percentage of Living outside Preferred Neighborhood:** 41%



**ESRI Description:** Well settled and close-knit, Heartland Communities are semirural and semiretired. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

**Opportunity for Coopersville:** Heartland Communities households are similar demographically and culturally to the Traditional Living and Green Acres tapestry segments that already call Coopersville home. Additionally, over 40% of the Heartland Communities households in the West Michigan Housing Market are living in neighborhoods that are either too bustling or urban for their tastes or too rural to serve their needs as they age. Coopersville is a perfect balance and could attract those residents as they decide to move.

## Conclusion

Coopersville is well-positioned to attract new residents of a variety of ages and family types. There are three major categories of potential new residents:

- Families with school-aged children who are looking for homes with sizeable yards in a close-knit community with high-quality schools, but without the hassles of larger suburbs. These households likely fall into the Traditional Living, Green Acres, or Heartland Communities tapestry segments.
- Recent empty nesters with money in the bank that don't need their big homes in expensive suburban communities anymore, and want to be able to enjoy a more relaxed small-town atmosphere. These households are typified by the Comfortable Empty Nesters tapestry segment.
- Young professionals, especially those with young families, which have outgrown their apartment in downtown Grand Rapids but are looking for a community where parks, schools, and retail are within walking or biking distance. These households are typified by the Bright Young Professionals and Metro Fusion tapestry segments.

Based on the above, this plan will target specific areas of Coopersville for new housing that should appeal to the three groups. This means a wide variety of housing types – from townhomes near downtown to new modern neighborhoods on currently agricultural land – should be encouraged in various parts of the City.





## 5. Public Engagement

Throughout the project, the public was invited to provide their ideas for the future of Coopersville and what they wanted to see in the Master Plan. The public engagement strategy for the Plan involved an extensive outreach on social media using platforms on Facebook, Twitter, and mySidewalk. The main outreach event was on Monday January 16, 2017 when several small group roundtable discussions and an open house were held at the City Hall building.

### Online Outreach

The online outreach for this project was anchored by a project website. The website provided links to the social media pages and included a project introduction. The draft Master Plan document was also posted to the website along with a link for people to provide their comments.

Outreach on social media involved platforms on Facebook, Twitter, and mySidewalk. The most people by far engaged with Facebook page, which was helped by the promotion from existing Facebook pages for the City of Coopersville and the community page Coopersville Informed. The page had received 65 total likes at the time of the January public engagement event. The Facebook page provided a place to ask community members how they feel about Coopersville including what people like most, what they want to see change, what people do for fun, and other questions. The most common ideas brought up on the page were better sidewalks and crosswalks to improve pedestrian safety, especially at a few key intersections near downtown, and more activities and recreation especially for families.

The social media pages were also used to help promote the January workshop and spread the word to as many people as possible. The City of Coopersville and others shared the post about the workshops, which helped this information reach more than 900 people.

### Public Workshops

Several public workshops were organized for Monday January 16, 2017 at City Hall. Three small group roundtable discussions were conducted in the afternoon focusing on three specific community topics: Recreation and Transportation, Downtown, and Housing. An open house was held in the early evening and gave people the opportunity to share their ideas on land use and transportation and ask any other questions about the Master Plan process. Finally, we presented a summary of the day's events and the findings from some of our background research at the Planning Commission meeting in the evening.

#### Roundtable – Recreation and Transportation

The first roundtable group met at noon to discuss recreation and transportation. Nine members of the public were in attendance. For recreation, the key concern was the need for more dedicated space for recreational activities to create something the city can use to draw visitors and new residents. Two of the most popular ideas were for a recreation center with a gym and an outdoor sports complex. There was a lot of support for a recreation center at the current site of the Ottawa County Road Commission building on Cleveland Street, if that site were to become available in the future. A sports complex was especially desired as a way to bring people into Coopersville and to reduce the need to drive to nearby communities like Spring Lake or Zeeland for recreation. If Coopersville would like to have a new sports complex, planning for it as part of this Master Plan is critical because the amount of land available for a large facility like this is dwindling.

For transportation, the most widely discussed topic was sidewalk and pedestrian issues. Sidewalks are often in need of maintenance, repair, and replacement, and many sidewalks around the city that have not been kept up are dangerous for residents. Many streets are also dangerous to cross because there are no crosswalks, especially along Randall Street and Cleveland Street. Specific sidewalk needs in the city are along 64<sup>th</sup> Avenue, Spring Street, East Street, and Cleveland Street, to help connect parts of the community that are not connected to the sidewalk network. In general, people agreed that sidewalks should be included in all new developments and that connections to schools and the downtown should be a main priority.

Several other transportation issues were discussed including the North Bank Trail and its route through downtown. People were generally in favor of keeping the trail off of Main Street, and placing it behind the buildings on the north side. This would create a route that does not interfere with the Main Street traffic and would allow for convenient and high-quality bike parking to be placed along the trail. Other issues discussed included the need for better vehicular parking at parks especially Veterans Park. Most people thought there was plenty of parking available downtown. The truck traffic was brought up as a concern in some areas especially on 64<sup>th</sup> Avenue and at O'Malley and 68<sup>th</sup> Avenue.

#### Roundtable – Downtown

About 16 people attended the downtown roundtable discussion, including several who stayed from the recreation and transportation discussion. One of the main issues brought up during this discussion was the need to promote downtown. This includes making it easier for people from the highway to find the downtown area and marketing the benefits of downtown to city residents. Part of the current issue is the fact that while many businesses are open 9-5, about 90% of Coopersville residents work outside of the city and don't return until after these businesses are closed. This prevents downtown from gaining the regular business of commuters and limits the clientele of the businesses to people who are free in the middle of the day.

One way to potentially market downtown is with streetscape and landscape elements. There are some signs leading people to downtown from Randall and other streets, but the signs are small and hard for people to see without an obvious reason to look for them. Improved signage and other features at key gateway areas should be priorities for the city. One key amenity that will help market downtown is the new pocket park on the corner of Main and Eastmanville. There will be a water feature and a stage for music performances, among other amenities.

Downtown parking was discussed, with people mostly saying that there is plenty of parking downtown. There is an informal arrangement with the funeral home to use their parking lot, and it never fills up to capacity except during big funerals. People said that a parking directory and map, better markings, and regular maintenance would help improve downtown parking.

#### Roundtable – Housing

There were about 6 people at the housing roundtable discussion, including several who stayed from the previous discussions. People explained the reasons why they like living in Coopersville including family ties, equal distance from major cities, good school system, friendly people, safe neighborhoods, and the employment options in the region. In general, Coopersville has many desirable traits and can attract a wide range of residents to the community.

For future neighborhoods to be built in the city, people want to see some mixed density options such as duplexes while keeping mostly single family homes. Some desirable amenities for these neighborhoods include sidewalks, recreation areas, and places for pets.

Housing affordability in Coopersville was raised as an issue. Some potential residents aren't able to find housing in the city within their budget and thus end up living elsewhere. The new development east of the school campus, The Reserve, includes mixed income housing options but has primarily higher priced homes available. People said housing in the \$120,000 - \$175,000 price range is needed and would be a good addition to the community.

### Open House

The open house was held in the early evening at City Hall and was attended by approximately 20 people. The main activity involved people providing their ideas for the entire city and downtown regarding land use and transportation. Land use suggestions covered the topics of housing, commercial and business, mixed use, industrial, and parks and open spaces. Transportation suggestions covered issues regarding pedestrians, bicyclists, trucks and automobiles, and trains. The main ideas generated from the exercise are as follows:

- **Land Use: Downtown** – As discussed in the downtown roundtable group, one of the key issues is marketing and getting customers downtown. People highlighted the corner of Eastmanville and Randall as a gateway to drive consumers to downtown, with signage or road changes. The pocket park will be an important asset to downtown once it is built. On the edge of downtown, the properties along the railroad tracks on East Main should have curb appeal to the track side, as it carries tourists who are receiving a view of the city. Playground equipment at Main Street Park was also cited as a need.
- **Land Use: City** – Ideas for land use in the rest of the city include new residential neighborhoods in the northeast part of the city, south and east of Eagle Ridge, and in the northwest near 68<sup>th</sup> and Cleveland. Keeping truck traffic south of the railroad right-of-way was a top priority, given how many people walk along 64<sup>th</sup>, so future industrial land use should reflect this concern. The southeast corner of the city will likely see mixed use redevelopment, and the land to the north of Ironwood and south of Randall could be rezoned commercial at a later date.
- **Transportation: Downtown** – Most of the suggestions were related to pedestrian issues, with specific desires to improve crosswalks at the intersections of Homer and East, Grove and East, Mill and Randall, and River/Eastmanville and Randall. People wanted to have better sidewalks in many areas, especially along East Street. For bicyclists, people preferred to route the North Bank Trail behind the north side of Main Street and connect other trails to it, such as a future trail along the creek and other trails around town. Adding the downtown gateway at Randall and Eastmanville, improving the streetscape on Eastmanville, and directing vehicles to parking lots downtown were key concerns for automobiles as was improving the entrance to Veterans Park. Benches on sidewalks downtown are also seen as a desirable amenity.

- **Transportation: City** – As with the downtown area the main concerns were sidewalks and other pedestrian issues. Improved sidewalks were cited as major needs along 64<sup>th</sup>, Cleveland, Henry, and East. A non-motorized connection between Fieldstone and Greenfield is also a priority, but people did not want to see these two roads connected since the wooded area between the two streets is used for recreation by the neighborhoods. Suggestions were made for new bike paths along Cleveland and heading out north from the school property, and to connect these paths to the North Bank Trail as part of a network. Traffic issues include high speeds on Cleveland, truck traffic on 64<sup>th</sup> and Randall, and the confusing highway entry from Randall for westbound traffic on Interstate 96. The concerns regarding the corridor to downtown were also emphasized.

Open house attendees were also invited to ask us any questions about the plan. After the open house, we presented some findings on our background research to the Planning Commission and invited those in attendance and Planning Commission members to ask questions.

## 6. Goals and Objectives

The goals of the Master Plan are broad in scope and are intended to express the vision of what people want the community to look like and to provide direction for making decisions in the future.

Each goal is accompanied by several objectives indicating strategies that will be used to attain the goal. Objectives are more specific than goal statements and describe policies, programs, or projects that will help the community implement its vision. The goals and objectives were developed through feedback from citizens, both online and at the public workshops, and consideration by the Planning Commission and Coopersville City Council. This input informs the Future Land Use Map, Community Character Plan, Future Transportation Plan, and Implementation Plan in the subsequent chapters.

### Community Character

**Goal 1.1: Maintain the character of Coopersville as a small town with quality neighborhoods, diverse industrial and commercial businesses, valued public spaces, and a strong sense of community.**

- **Objective 1.1.1:** Ensure that new development and redevelopment has a high quality of design including architecture, landscaping, and other amenities.
- **Objective 1.1.2:** Create a sense of identity in the community through streetscape elements, signage, or other design features at parks and other public spaces.
- **Objective 1.1.3:** Consider the impacts of new development on character of the community.

### Residential

**Goal 2.1: Promote a mix of different housing types while keeping a majority of single family homes.**

- **Objective 2.1.1:** Encourage 'missing middle' housing types such as duplexes or townhomes as part of new neighborhood construction and infill development.
- **Objective 2.1.2:** Encourage multiple family residential units in areas where they are compatible with surrounding land uses and walkable or bikable to shopping and other amenities.

**Goal 2.2: Connect neighborhoods to each other and to other parts of the city to promote community.**

- **Objective 2.2.1:** Encourage new neighborhood streets to have a grid pattern and connections with nearby streets, and discourage dead ends and cul-de-sacs.
- **Objective 2.2.2:** Require sidewalks or multi-use pathways as part of new neighborhoods and connect these to the sidewalks and pathways in the city.

**Goal 2.3: Ensure high quality and well-maintained housing and residential sites in the city.**

- **Objective 2.3.1:** Continue the enforcement of ordinances regulating property maintenance.
- **Objective 2.3.2:** Enforce nuisance ordinances regulating excessive weeds, debris, and junk.
- **Objective 2.3.3:** Require new neighborhoods to include usable open space in their designs.

**Goal 2.4: Provide housing in areas that can be served by adequate public utilities and other services.**

- **Objective 2.4.1:** Ensure that utilities and services are provided in a cost-effective and efficient manner before the approval of new neighborhood construction.

## Commercial

### Goal 3.1: Promote the downtown as a focal point of small business commercial activity in the city.

- **Objective 3.1.1:** Improve the attractiveness of the downtown by promoting a greater retail mix, maintaining the streetscape, and holding activities in the new downtown pocket park.
- **Objective 3.1.2:** Install wayfinding signs at key intersections to direct people downtown.
- **Objective 3.1.3:** Install signs directing vehicle traffic to off-street parking areas and encourage people to walk to the downtown area.
- **Objective 3.1.4:** Ensure regular upkeep of façades and storefronts along Main Street.

### Goal 3.2: Allow other areas in the city to be developed as neighborhood commercial activity hubs.

- **Objective 3.2.1:** Create new commercial activity hubs at prominent street corners when new neighborhoods are constructed, with a focus on attracting customers within walking distance.
- **Objective 3.2.2:** Consider branding other commercial areas of the city with their own name to create a sense of identity and to distinguish these areas from downtown.

### Goal 3.3: Plan for automobile-oriented commercial enterprises in appropriate areas of the city.

- **Objective 3.3.1:** Require commercial sites to be designed so that they are compatible with the neighborhood in which they are located.
- **Objective 3.3.2:** Ensure off-street parking areas are screened by a landscape buffer or that the parking areas are located behind buildings.
- **Objective 3.3.3:** Coordinate the development of adjacent commercial businesses by promoting shared parking, cross access, and a consistent streetscape.
- **Objective 3.3.4:** Ensure that walking and biking activity is not hindered by new development.

## Industrial

### Goal 4.1: Attract investment in light and heavy industrial enterprises to promote the local economy.

- **Objective 4.1.1:** Encourage small batch manufacturing and “maker spaces” to locate in the walkable areas of the city including downtown. Examples include breweries, bakeries, artisan goods, and skilled crafts.
- **Objective 4.1.2:** Provide reasonable regulations to improve the appearance of industrial sites that allow for quality industrial development.
- **Objective 4.1.3:** Route truck traffic onto 68<sup>th</sup> Avenue whenever possible to take advantage of the direct access to Interstate 96.
- **Objective 4.1.4:** Enforce a high quality of site design to limit the impacts of industrial uses on surrounding neighborhoods including traffic and pedestrian safety, noise, and aesthetics.
- **Objective 4.1.5:** Ensure new industrial development does not place a burden on City services.

## Economic Development

### Goal 5.1: Promote Coopersville as a small economic hub in the West Michigan region.

- **Objective 5.1.1:** Support the activities of the Coopersville Downtown Development Authority.
- **Objective 5.1.2:** Install signage with the common theme already being used for civic sites as a way to create an identity for Coopersville.

- **Objective 5.1.3:** Promote Coopersville’s location halfway between Grand Rapids and the lakeshore communities as an attractive place for regional businesses and residents.

## Transportation

### **Goal 6.1: Ensure the streets of the city are safe and available for all users and transportation modes.**

- **Objective 6.1.1:** Implement the Complete Streets policy in this plan during street reconstruction and improvement projects.
- **Objective 6.1.2:** Perform and enforce regular maintenance of sidewalks in all seasons.
- **Objective 6.1.3:** Install crosswalks and other traffic calming measures at intersections that are frequently used by pedestrians, especially near the school campus.
- **Objective 6.1.4:** Install new sidewalks where there are gaps in the existing sidewalk network, especially on collector streets that don’t currently have sidewalks.

### **Goal 6.2: Assist in the development of the North Bank Trail as a key asset to residents and visitors.**

- **Objective 6.2.1:** Designate the trail through the downtown area to encourage people to shop, eat, and conduct other activities downtown.
- **Objective 6.2.2:** Provide secure bicycle parking downtown to encourage biking activity.
- **Objective 6.2.3:** Connect future non-motorized trails to the North Bank Trail as part of a local trail network, and provide links to destinations such as parks and neighborhoods.

### **Goal 6.3: Minimize the impact of industrial truck traffic on the safety of the transportation system.**

- **Objective 6.3.1:** Route truck traffic onto 68<sup>th</sup> Avenue whenever possible to take advantage of the direct access to Interstate 96.
- **Objective 6.3.2:** Provide sidewalks or a shared use path along 64<sup>th</sup> Avenue to provide safety for pedestrians and bicyclists in the neighborhoods to the east.
- **Objective 6.3.3:** Study potential routing improvements at 68<sup>th</sup> Avenue and O’Malley Drive with the goal of reducing traffic conflict points.

### **Goal 6.4: Provide appropriate roadway configuration and capacity upgrades on an as needed basis.**

- **Objective 6.4.1:** Renovate city streets to the most appropriate standards for the land uses they serve, including provisions for curb, gutter, and street tree plantings.
- **Objective 6.4.2:** Review roadway configuration and capacity needs as new areas of the city are developed, such as the southwest and southeast parts of the city.

## Natural Resources

### **Goal 7.1: Preserve valuable natural resources and green spaces for the enjoyment of the community.**

- **Objective 7.1.1:** Designate prominent natural areas for preservation through zoning.
- **Objective 7.1.2:** Limit development in 100-year flood plain zones and other flood prone areas.
- **Objective 7.1.3:** Create an overlay zone to regulate development within 100 feet of prominent natural features, such as Deer Creek or other creeks.
- **Objective 7.1.4:** Require new land development projects to review the impact of development on natural features such as soils, topographic changes, hydrology, and natural vegetation.

- **Objective 7.1.5:** Acquire property with valuable natural resources for passive recreation.
- **Objective 7.1.6:** Encourage low-impact development techniques to minimize the impact of the development process on the environment.

## Parks and Recreation

### **Goal 8.1: Provide parks and recreation facilities to meet the needs of people in the Coopersville area.**

- **Objective 8.1.1:** Require new neighborhoods to include usable open space in their designs in order to provide recreational opportunities in residential areas.
- **Objective 8.1.2:** Upgrade Veterans Park to include a more welcoming entrance and additional athletic fields or other amenities.
- **Objective 8.1.3:** Coordinate with Coopersville Area Public Schools on potential strategies for allowing public use of school facilities when there is no school programming.
- **Objective 8.1.4:** Promote programming in the new downtown park at the corner of Main and Eastmanville as a way to draw people to the downtown area.
- **Objective 8.1.5:** Explore the possibility of adding new parks and recreation facilities such as a basketball court, dog park, or skate park.

### **Goal 8.2: Provide ongoing oversight of parks and recreation facilities and programming.**

- **Objective 8.2.1:** Consider the establishment of a Coopersville Recreation Committee.

## Public Utilities

### **Goal 9.1: Provide adequate water service to meet the present and future needs of the community.**

- **Objective 9.1.1:** Coordinate service additions with future land use and development.
- **Objective 9.1.2:** Upgrade 4-inch and 6-inch water mains to 8-inch or 12-inch mains, as needed.
- **Objective 9.1.3:** Participate in decision-making regarding regional utility infrastructure.

### **Goal 9.2: Provide sanitary sewer service to meet the present and future needs of the community.**

- **Objective 9.2.1:** Coordinate service additions with future land use and development.
- **Objective 9.2.2:** Extend sanitary sewer service as needed in pace with development trends.

### **Goal 9.3: Provide storm sewer service to meet the present and future needs of the community.**

- **Objective 9.3.1:** Coordinate service additions with future land use and development.
- **Objective 9.3.2:** Conduct necessary studies and improve storm drainage throughout the city.
- **Objective 9.3.3:** Encourage low-impact development techniques, such as permeable pavement in parking lots or bio swales, to minimize impacts of development on the storm water system.



## 7. Future Land Use Plan

The Future Land Use Plan serves as a guide for how the community envisions itself in the next 10 to 15 years. It is based on an analysis of land uses issues in the city, existing land use, demographics, housing conditions, retail market potential, housing market potential, community infrastructure, transportation and circulation, public input from workshops and online engagement, and the goals and objectives set forth by the community. As the City implements this Future Land Use Plan through zoning districts and other land use controls, they will ensure that the community's neighborhoods are protected, economic development is encouraged, new neighborhoods connect with the rest of the city, natural resources in the city are protected, recreation opportunities are enhanced, and the downtown core remains a main center of activity and a source of community pride.

The Future Land Use Plan constitutes the development policy of the City. The Plan should be updated on a regular basis to address the impact of new developments or other changing conditions.

### Community Character Plan

The Future Land Use plan takes the form of a "Community Character Plan" - it identifies how different areas of Coopersville should look and function, in addition to what the use of land should be. While a traditional future land use plan focuses on appropriate land uses for different areas of the city and basic dimensional requirements, the community character plan also discusses the look and feel of streets, how buildings should look and function, how uses relate to each other, and overall intensity of development within the context of a specific area.

Coopersville has several distinct areas of commercial, residential, industrial, and mixed land uses. The Community Character Plan recognizes the differences between these areas but also describes how the different areas can transition into each other and contribute to an overall connectivity throughout the entire city. Each of these future land use areas has a different combination of design, use, and density that creates its own context. The purpose of a Community Character Plan is to identify all of the parts that add up to create character, not just land use and dimensional standards.

The Plan establishes several character and neighborhood areas and offers recommendations on design, use, and density characteristics for each area. The components of the Plan include the following:

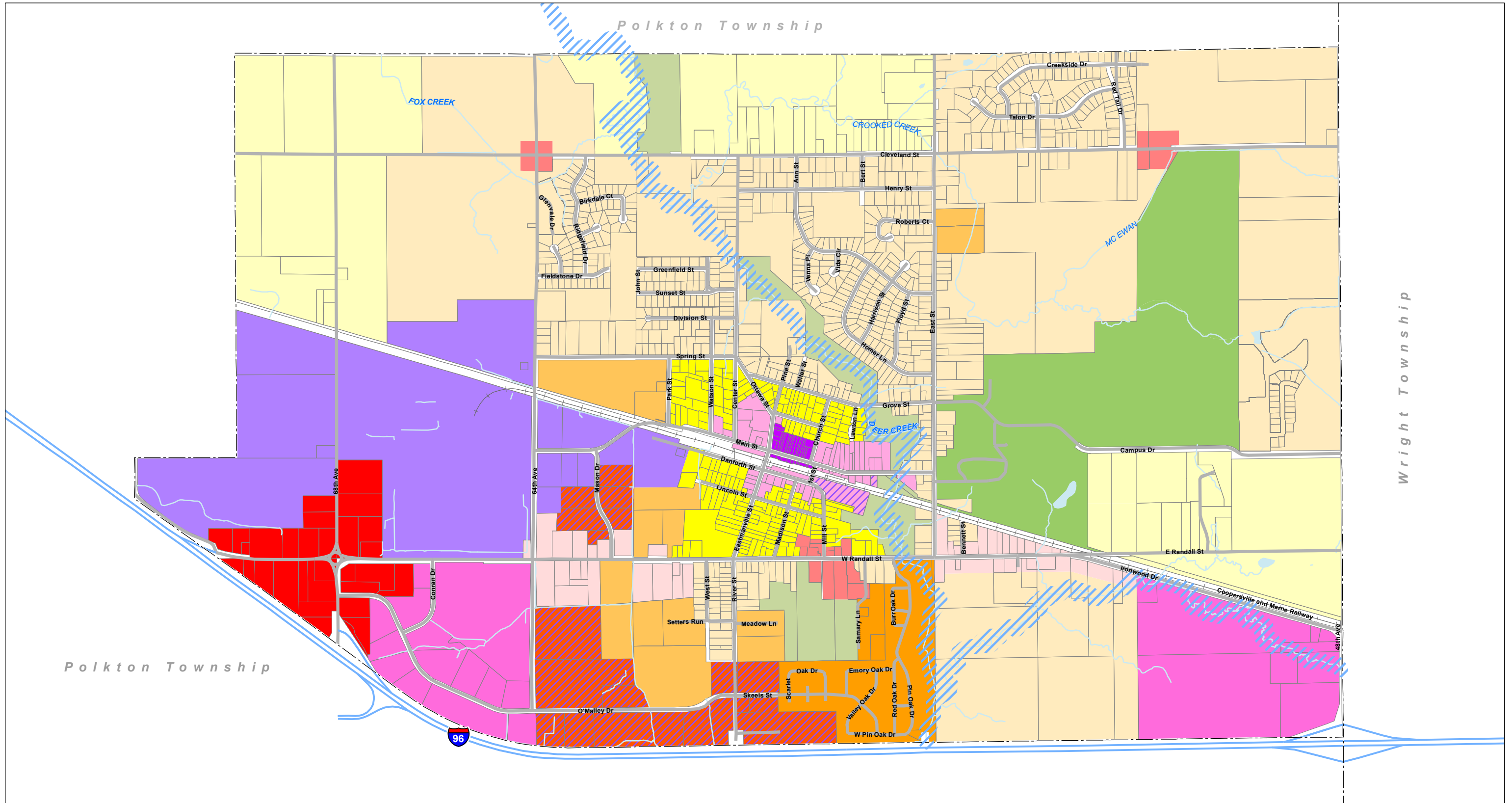
1. **Land Use:** Uses which are appropriate within the character area.
2. **Buildings:** How the building looks and functions and where it is located on the lot.
3. **Design:** How lots area designed, and how lots relate to each other in the public realm.

### Future Land Use Categories

The future land use character areas are displayed on and are also described in this section of the Master Plan. The elected and appointed officials of Coopersville are responsible for the interpretation of the intent of the Community Character Plan and the future land use categories.

Each future land use category is explained in greater detail on the following pages with the community character guidelines specifying the preferred land uses, buildings, and designs for each area, as well as pictures showing the existing and planned character of each area.





# Map 6 Future Land Use

City of Coopersville, MI

March 1, 2017

### Legend

- |                             |                                |                      |                        |                            |
|-----------------------------|--------------------------------|----------------------|------------------------|----------------------------|
| City Center Residential     | Mobile Home Park               | Community Commercial | School Campus          | Surrounding Municipalities |
| Neighborhood Residential    | Downtown Core                  | Gateway Commercial   | Parks and Preservation | Water Bodies               |
| Edge Residential            | Downtown Edge/Mixed Use        | Gateway Mixed Use    | Preservation Overlay   |                            |
| Multiple Family Residential | Neighborhood Center Commercial | Industrial           |                        |                            |



FEET 0 1,000 2,000



Base Map Source: Ottawa County, 2016  
Michigan Center for Geographic Information, Version 16a.



## CITY CENTER RESIDENTIAL

	LOT DIMENSIONS	BUILDING SETBACKS	BUILDING HEIGHT	STREET FRONTAGES
DESIGN GUIDELINES	<p><b>Minimum Lot Area</b> Small lots encouraged</p> <p><b>Minimum Lot Width</b> Consistent with existing</p>	<p><b>Minimum</b> Even with least setback on block</p> <p><b>Maximum</b> Even with block average</p> <p><b>Side</b> Consistent with existing</p> <p><b>Rear</b> Consistent with existing</p>	<p><b>Minimum</b> 1 story</p> <p><b>Maximum</b> 2.5 stories</p>	<p>Front porch / stoop</p> <p>Lawn / green space</p>
CHARACTER AREA DESCRIPTION	<p><b>General Characteristics.</b> The City Center Residential category covers the existing residential areas near the Coopersville downtown. This includes single family homes within an area bounded by Spring, Grove, Deer Creek, Randall, and the multiple family housing on Mason. The homes here are in the oldest neighborhoods of the city and many of the buildings have historic elements.</p> <p><b>Appropriate Land Uses.</b> Uses in this category include detached single family homes, other detached residential units, schools, parks, and other compatible municipal and civic uses. Two-unit residential structures and other small apartment buildings could be appropriate on some sites, especially at corners and areas with high pedestrian traffic.</p> <p><b>Streets and Transportation.</b> Roads within the City Center Residential area follow traditional grid patterns and also have common elements including sidewalks, pedestrian scale lighting, and a tree canopy. The streetscape on key streets leading into the center of the city is expected to share some design elements with the streetscape downtown and on the edge. Key intersections should help guide people to the downtown area, and the streetscape should be designed to be welcoming.</p> <p><b>Building and Site Design.</b> Existing buildings should be preserved wherever possible. Any new buildings should match the character of surrounding buildings. All buildings should use high quality materials and exhibit a historic character. Garages should not dominate the front facade of the home.</p>			<p><b>Current Character</b></p>  <p><b>Planned Character</b></p> 

## NEIGHBORHOOD RESIDENTIAL

DESIGN GUIDELINES	LOT DIMENSIONS	BUILDING SETBACKS	BUILDING HEIGHT	STREET FRONTAGES
	<p><b>Minimum Lot Area</b> Consistent with existing</p> <p><b>Minimum Lot Width</b> Consistent with existing</p>	<p><b>Minimum/Maximum/Side/Rear</b> Consistent with surrounding character</p>	<p><b>Minimum</b> 1 story</p> <p><b>Maximum</b> 2.5 stories</p>	<p>Front porch / stoop</p> <p>Lawn / green space</p>

**CHARACTER AREA DESCRIPTION**

**General Characteristics.** The Neighborhood Residential category consists of postwar and newer neighborhoods mostly in the northern part of the city north of Grove and Spring Streets. This Plan envisions at least three additional areas for Neighborhood Residential development. These areas are at the corner of Cleveland and 64th, between Cleveland and the school campus, and between Randall and I-96 to the east of Deer Creek.

**Appropriate Land Uses.** Uses in this category include detached single family homes, other detached residential units, schools, parks, and other compatible municipal and civic uses.

**Streets and Transportation.** The residential streets located within the Neighborhood Residential category should be designed for slow traffic and easy pedestrian and bicycle usage. However, they should form a connected, logical pattern with as many connections to the existing street system as possible. The conceptual road network in this Plan should serve as a guide for the development of new neighborhood streets. Cul-de-sacs are highly discouraged.

**Building and Site Design.** The homes in a new neighborhood should have designs that are compatible with each other, but each home can have its own identity and homes are not required to conform to any architectural standard. The scale and massing of neighboring homes should be similar. New homes should be designed with quality materials. Garages should not dominate the front facade of the home.

**Current Character**



**Planned Character**



## EDGE RESIDENTIAL

DESIGN GUIDELINES	LOT DIMENSIONS	BUILDING SETBACKS	BUILDING HEIGHT	STREET FRONTAGES
	<p><b>Minimum Lot Area</b> As needed to preserve open space / rural character</p> <p><b>Minimum Lot Width</b> As needed to preserve open space / rural character</p>	<p><b>Minimum/Maximum/Side/Rear</b> As needed to preserve open space / rural character, and to be consistent with the surrounding setbacks</p>	<p><b>Minimum</b> 1 story</p> <p><b>Maximum</b> 2.5 stories</p>	<p>Front porch / stoop</p> <p>Lawn / green space</p> <p>Preserved woodlands / wetlands</p> <p>Agricultural uses</p>

**CHARACTER AREA DESCRIPTION**

**General Characteristics.** Edge Residential areas are located on the outer edges of the city and consist of mostly large lot rural residential and similar development types. Agricultural uses are also located in these areas, and some prominent natural features are found here as well. Development is only expected in these areas if warranted by changing market conditions.

**Appropriate Land Uses.** Land uses in this category will mostly consist of rural residential development, with homes on large lots. Agricultural uses are also appropriate for this area, although this Plan recognizes that the city is intended to be the location for new growth and development among the immediate surrounding municipalities. These surrounding Townships have chosen to retain their existing character of large lot rural and agricultural uses, and it is expected that agricultural operations in this area will most likely take place in Townships surrounding Coopersville. However, agricultural uses are still permitted within this category and are not discouraged.

**Streets and Transportation.** The streets in the Edge Residential areas should be designed with a rural character, most likely as two-lane roads. Paved shoulders on the more heavily traveled routes are encouraged as a way to create a space for bicyclists, pedestrians, or stranded motorists.

**Building and Site Design.** There are no specific Building and Site Design recommendations for the Edge Residential areas, although high quality design and architecture is encouraged.

### Current Character



### Planned Character







## MULTIPLE FAMILY RESIDENTIAL

	MULTIPLE FAMILY RESIDENTIAL			
DESIGN GUIDELINES	LOT DIMENSIONS	BUILDING SETBACKS	BUILDING HEIGHT	STREET FRONTAGES
DESIGN GUIDELINES	<p><b>Minimum Lot Area</b> Consistent with surrounding character</p> <p><b>Minimum Lot Width</b> Consistent with surrounding character</p>	<p><b>Minimum</b> Consistent with surrounding character</p> <p><b>Maximum</b> Consistent with surrounding character</p> <p><b>Side</b> Consistent with surrounding character</p> <p><b>Rear</b> Consistent with surrounding character</p>	<p><b>Minimum</b> 1 story</p> <p><b>Maximum</b> 4 stories</p>	<p>Welcoming Entrances</p> <p>Front porch</p> <p>Yards / greenspace</p> <p>Preserved trees</p>
CHARACTER AREA DESCRIPTION	<p><b>General Characteristics.</b> The Multiple Family Residential character area includes Coopersville's existing apartments, condominiums, and duplexes. These buildings are intended to stay as they are. Multiple family residential development is also planned for the area bounded by Park, Spring, 64th, and the old railroad right-of-way west of downtown.</p> <p><b>Appropriate Land Uses.</b> Recommended uses in this category include apartments, condominiums, townhouses, and duplexes. The units may be in stand-alone buildings, or may be clustered in complexes. Assisted living and similar facilities are also appropriate for these areas.</p> <p><b>Streets and Transportation.</b> Multiple Family Residential uses should have a connection to a collector or arterial street to handle higher amounts of traffic. The design of internal street networks should allow for safe walking and biking. Connections to parks and recreation amenities and bicycling and walking paths is encouraged.</p> <p><b>Building and Site Design.</b> Multiple Family Residential buildings should be built with high-quality materials and should be architecturally compatible with surrounding neighborhoods. Designs with attractive front facades, entrances, and porches are all highly encouraged. Open spaces should be functional and allow for recreational enjoyment and the preservation of natural features. Architectural variation is highly encouraged to create a character on long and connected facades.</p>		<p><b>Current Character</b></p>  <p><b>Planned Character</b></p> 	



# MOBILE HOME PARK

MOBILE HOME PARK				
	LOT DIMENSIONS	BUILDING SETBACKS	BUILDING HEIGHT	STREET FRONTAGES
DESIGN GUIDELINES	<p><b>Minimum Lot Area</b> As existing</p> <p><b>Minimum Lot Width</b> As existing</p>	<p><b>Minimum / Maximum / Side/ Rear</b> As existing</p>	<p><b>Minimum</b> 1 story</p> <p><b>Maximum</b> 1 story</p>	<p>Front porch</p> <p>Yards / greenspace</p> <p>Preserved trees</p>
CHARACTER AREA DESCRIPTION	<p><b>General Characteristics.</b> The Mobile Home Park area includes the existing mobile home park on Randall Street near Deer Creek. This community is planned to remain in place. Additional mobile home park construction is discouraged by this Plan.</p> <p><b>Appropriate Land Uses.</b> Mobile home units and accessory uses such as clubhouses, swimming pools, or management offices.</p> <p><b>Streets and Transportation.</b> Streets in mobile home parks should resemble streets in other residential neighborhoods as closely as possible. Streets should have a safe, high-quality design and should have sidewalks. Connections to parks and recreation amenities and bicycling and walking paths is encouraged.</p>		<p style="color: green; font-weight: bold;">Current Character</p>   <p style="color: green; font-weight: bold;">Planned Character</p>  	

## DOWNTOWN CORE

	LOT DIMENSIONS	BUILDING SETBACKS	BUILDING HEIGHT	STREET FRONTAGES
DESIGN GUIDELINES	<p><b>Minimum Lot Area</b> None</p> <p><b>Minimum Lot Width</b> None</p>	<p><b>Minimum / Side</b> None</p> <p><b>Maximum</b> Zero feet</p> <p><b>Rear</b> As needed for loading / parking</p>	<p><b>Minimum</b> 2 stories</p> <p><b>Maximum</b> 3 stories</p>	<p>Retail storefronts</p> <p>Windows and displays</p> <p>Awnings and canopies</p> <p>Outdoor patio / seating areas</p>

CHARACTER AREA DESCRIPTION

**General Characteristics.** Coopersville's Downtown Core area consists of one block of Main Street between Ottawa and Church Streets. This area is a hub of commercial activity in the core of the city, and the buildings have historic architectural characteristics and define the downtown character.

**Appropriate Land Uses.** Mixed uses are compatible within the Downtown Core area. Commercial businesses intended for this category include service, professional, and retail businesses that encourage foot traffic and do not require large parking lots. Other land use types such as institutional or recreational uses, as well as small business "maker spaces" are also encouraged. Any parking lots should be open to the public and serve the entire Downtown Core area. Some residential uses, such as upper floor apartments, are also compatible in this area.

**Streets and Transportation.** If future downtown development results in the adequate supply of parking, Main Street should be converted to two-way traffic including parallel parking spaces. This will allow for connectivity and simple navigation around downtown. Off-street parking lots serving downtown should include wayfinding signs such as "Free Parking Walk to Shops" or other ways to direct drivers to the downtown area. The parking lot behind the buildings along the north side of Main Street should be the primary parking lot serving these buildings. Main Street in the Downtown Core should continue to be highly walkable. Bicycle parking should also be encouraged in strategic locations. Main Street should include streetscape and landscape elements that enhance the feel and character of downtown.

**Building and Site Design.** Reuse and re-occupancy of existing buildings is preferred whenever possible. Any new buildings should match the existing feel and character of Main Street. Infill buildings should be built right to the sidewalk, with transparent and welcoming first floor storefronts. Signs should be attractive, with projecting signs encouraged. Small or no side setbacks should be encouraged.

### Current Character



### Planned Character



## DOWNTOWN EDGE / MIXED USE

	LOT DIMENSIONS	BUILDING SETBACKS	BUILDING HEIGHT	STREET FRONTAGES
DESIGN GUIDELINES	<p><b>Minimum Lot Area</b> None</p> <p><b>Minimum Lot Width</b> None</p>	<p style="text-align: center;"><b>Minimum</b> Midway between block average and street line</p> <p style="text-align: center;"><b>Maximum</b> Even with block average</p> <p style="text-align: center;"><b>Side</b> Consistent with existing</p> <p style="text-align: center;"><b>Rear</b> As needed for loading / parking</p>	<p style="text-align: center;"><b>Minimum</b> 1 story</p> <p style="text-align: center;"><b>Maximum</b> 3 stories</p>	<p>Outdoor patio / seating areas</p> <p>Front porch / stoop</p> <p>Welcoming office entrance</p> <p>Lawn / greenscape</p>

CHARACTER AREA DESCRIPTION

**General Characteristics.** The parcels roughly one block in each direction surrounding the Downtown Core area constitute the Downtown Edge / Mixed Use area. This area should be a transition between the Downtown Core and other surrounding areas, and should help welcome people into the core of the city. Many of the parcels east of downtown are long and narrow with large back yards.

**Appropriate Land Uses.** The Downtown Edge / Mixed Use area is meant for a variety of uses that can serve as a transition between the downtown and the neighborhoods. Uses should be a mix of commercial, professional offices, residential, light industrial, and civic. The goal of this area is to allow existing uses to continue while creating an opportunity for different types of uses in the future if sites are redeveloped.

**Streets and Transportation.** The streets should incorporate some on-street parking as needed to support nearby land uses. Bicyclists and pedestrians should be able to use these streets safely as they venture downtown. Streetscape and landscape elements should enhance the area and complement the streetscape and landscape elements of downtown, to create a cohesive visual aesthetic to the city.

**Building and Site Design.** A mix of building types should be allowed in the Downtown / Mixed Use category. The density of development will be similar to the existing level or greater but will be less than the Downtown Core. Any new buildings should match the feel and character of surrounding buildings. Setbacks should be relatively small and front yard space should be well-maintained. If any new parking lots are constructed, they should be at the backs of sites and should be open to the public, with attractive landscaping and screening.

**Current Character**







**Planned Character**



## NEIGHBORHOOD CENTER COMMERCIAL

	LOT DIMENSIONS	BUILDING SETBACKS	BUILDING HEIGHT	STREET FRONTAGES
DESIGN GUIDELINES	<p><b>Minimum Lot Area</b> Consistent with existing</p> <p><b>Minimum Lot Width</b> Consistent with existing</p>	<p><b>Minimum / Side</b> None</p> <p><b>Maximum</b> 10 feet</p> <p><b>Rear</b> As needed for loading / parking</p>	<p><b>Minimum</b> 1 story</p> <p><b>Maximum</b> 2.5 stories</p>	<p>Front porch / stoop</p> <p>Welcoming entrances</p> <p>Retail storefronts</p> <p>Outdoor patio / seating areas</p>

CHARACTER AREA DESCRIPTION	<p><b>General Characteristics.</b> The Neighborhood Center Commercial areas are meant for small nodes of commercial activity near key intersections of neighborhoods. The existing Neighborhood Center Commercial area in the city is at the corner of Randall and Mill. Other areas may develop in the future as new neighborhoods are built, specifically on Randall east of East Street, near the intersection of Cleveland and 64th, and near the intersection of Cleveland and Red Tail.</p> <p><b>Appropriate Land Uses.</b> A wide range of commercial and retail uses are appropriate in Neighborhood Center Commercial areas. Small restaurants, party stores, specialty shops, and other uses that draw a primarily local customer base are encouraged. Automotive uses may also be appropriate as long as the sites have high quality of design and do not interfere with the character within the Neighborhood Center Commercial area. Small professional offices or light industrial and small business maker spaces are compatible and encouraged.</p> <p><b>Streets and Transportation.</b> Buildings should be constructed with small or no setback from the sidewalk and streets should be highly walkable in general. Bike parking should also be encouraged in strategic locations. The streets at a node of activity should be designed with a unifying streetscape to create a sense of identity in that place. On-street parking should be provided. Off-street parking lots should be built behind buildings whenever possible and should not interfere with walkability or with the character of the neighborhood. Shared parking lots are also encouraged whenever possible.</p> <p><b>Building and Site Design.</b> Buildings should be oriented to the street with small or no setback from the sidewalk. They should have attractive front facades with some windows and architectural details. Landscaping and streetscape elements should be added to help create an identity for the area as a node of neighborhood activity. Off-street parking lots should be located behind buildings and should have attractive landscaping and screening.</p>	<p style="color: green; font-weight: bold;">Current Character</p>   <p style="color: green; font-weight: bold;">Planned Character</p>  
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## COMMUNITY COMMERCIAL

	LOT DIMENSIONS	BUILDING SETBACKS	BUILDING HEIGHT	STREET FRONTAGES
DESIGN GUIDELINES	<p><b>Minimum Lot Area</b> Consistent with existing</p> <p><b>Minimum Lot Width</b> Consistent with existing</p>	<p><b>Minimum</b> As necessary for parking</p> <p><b>Maximum</b> None</p> <p><b>Side</b> As necessary for access management / consistent with existing</p> <p><b>Rear</b> As needed for loading / parking</p>	<p><b>Minimum</b> 1 story</p> <p><b>Maximum</b> 2.5 stories</p>	<p>Retail storefronts</p> <p>Welcoming office entrances</p> <p>Front porch / archway</p> <p>Lawn / greenscape</p> <p>Landscaped buffering</p>
CHARACTER AREA DESCRIPTION	<p><b>General Characteristics.</b> The Community Commercial area includes the commercial uses on Randall between 64th and Eastmanville. This category is intended to be a transition between the commercial uses seen near the highway and those near neighborhood centers or downtown. The density in this area is also between that of highway or gateway commercial areas and neighborhood centers. The style of development is typical for suburban areas along key corridors.</p> <p><b>Appropriate Land Uses.</b> The Community Commercial area is appropriate for small buildings with single occupants. These buildings can house specialty retail shops, banks, professional offices, and a wide variety of other uses. Automotive oriented uses are appropriate for this area as well, based on the larger site area than is typical in the Neighborhood Center area. Some of the buildings were once single family homes and have since been converted and are appropriate to use as offices or small shops.</p> <p><b>Streets and Transportation.</b> Most sites will have their own curb cut access to the street, but curb cuts should not be placed in areas that would create traffic conflicts. Shared access drives and connections between parcels ("cross access") are encouraged in all cases. The parking lots located in front yards should have appropriate screening and landscaping to help create a welcoming front yard. Parking areas should not interfere with pedestrian and bicycle access from the sidewalks and streets to the entrances of buildings, and the connections from the sidewalks and streets to the buildings should be safe for anyone using them.</p> <p><b>Building and Site Design.</b> A wide variety of building types are appropriate for the Community Commercial area. In general, buildings should complement the neighboring development with high-quality materials and an attractive façade. Buildings previously uses as single family homes should keep as much of the design and character of the original building as possible. Parking areas may be in the front or back of the site. Parking lots should include landscaping to break up large areas of pavement and to provide screening from sites wherever necessary.</p>			<p><b>Current Character</b></p>   <p><b>Planned Character</b></p>  

# GATEWAY COMMERCIAL

	LOT DIMENSIONS	BUILDING SETBACKS	BUILDING HEIGHT	STREET FRONTAGES
DESIGN GUIDELINES	<p><b>Minimum Lot Area</b> Consistent with existing</p> <p><b>Maximum Lot Width</b> Consistent with existing</p>	<p><b>Minimum</b> As necessary to preserve parking, loading, and circulation</p> <p><b>Maximum / Side</b> Zero feet</p> <p><b>Rear</b> As necessary to preserve parking, loading, and circulation</p>	<p><b>Minimum</b> 1 story</p> <p><b>Maximum</b> 3 stories</p>	<p>Retail storefronts</p> <p>Outdoor patio / seating areas</p> <p>Landscaping / screening</p>

CHARACTER AREA DESCRIPTION

**General Characteristics.** Gateway Commercial sites are intended for large scale retail and other uses serving residents of Coopersville and travelers along Interstate 96. Gateway Commercial areas are clustered near the 68th Avenue exit to I-96 and near the roundabout at Randall and 68th.

**Appropriate Land Uses.** This area is most appropriate for the automotive oriented uses often located near the Interstate highways. Uses needing a larger site area than those in the other commercial categories should be located in the Gateway Commercial area. The parking areas and loading zones should have an adequate level of screening and landscaping to help blend with the aesthetic of the area.

**Streets and Transportation.** Sites should be designed to incorporate shared access drives and connections between parcels ("cross access") in order to reduce the number of curb cuts onto the street. The streetscape of the Gateway Commercial will not be as detailed as other areas, but it should be consistent. Parking areas should not interfere with pedestrian and bicycle access from the sidewalks and streets to the entrances of buildings, and the connections from the sidewalks and streets to the buildings should be safe for anyone using them.

**Building and Site Design.** Buildings should be constructed of high-quality materials which wrap around the entire building and feature attractive signage. Facades that face the public right-of-way should incorporate a high percentage of windows within their design. The buildings in the Gateway Commercial should be designed so that they can potentially be reused upon future redevelopment. Parking lots should include landscaping to break up large areas of pavement and to provide screening from sites wherever necessary.



### Current Character







### Planned Character



## GATEWAY MIXED USE

	LOT DIMENSIONS	BUILDING SETBACKS	BUILDING HEIGHT	STREET FRONTAGES
DESIGN GUIDELINES	<p><b>Minimum Lot Area</b> As necessary for planned development / small lots are encouraged</p> <p><b>Maximum Lot Width</b> As necessary for planned development</p>	<p><b>Minimum</b> Small and zero setbacks are encouraged to create pedestrian-scale streets</p> <p><b>Maximum / Side</b> None</p> <p><b>Rear</b> As necessary to preserve parking, loading, and circulation</p>	<p><b>Minimum</b> 1 story</p> <p><b>Maximum</b> 3 stories</p>	<p>Retail storefronts</p> <p>Attractive entrances</p> <p>Outdoor patio / seating areas</p> <p>Small parks / open space</p> <p>Front porch</p>
CHARACTER AREA DESCRIPTION	<p><b>General Characteristics.</b> There are two areas of Gateway Mixed Use in the city, and both are large undeveloped areas. The first is the proposed "town center" PUD at 48th, Ironwood Drive, and I-96. The other is located at the southwest corner of Randall and 64th. These are both large development opportunities near key entrances to the community, and represent opportunities to create new and exciting places within the city.</p> <p><b>Appropriate Land Uses.</b> The Gateway Mixed Use areas are encouraged to have a wide variety of retail, office, residential, and recreational uses. Both areas designated as Gateway Mixed Use in this Plan have approved Planned Unit Development approaches on their respective sites, which incorporate the different land uses on their site plans.</p> <p><b>Streets and Transportation.</b> Streets within Gateway Mixed Use sites should have a highly walkable design to encourage the people living and working there to walk to the other parts of the site. Off-street parking areas should be located behind buildings and should include screening and landscaping. On-street parking is generally encouraged. Sidewalks in these sites should connect to the sidewalk and pathway network in the city.</p> <p><b>Building and Site Design.</b> Buildings should be designed to be compatible with each other and should create an identity in the site. Architectural variation is encouraged to avoid any monotonous design elements, but the overall design should be harmonious. Any open spaces should be prominently featured on site and not hidden behind buildings, and should be functional for all potential users to enjoy.</p>		<p><b>Current Character</b></p>  <p><b>Planned Character</b></p> 	

# INDUSTRIAL

	LOT DIMENSIONS	BUILDING SETBACKS	BUILDING HEIGHT	STREET FRONTAGES
DESIGN GUIDELINES	<p><b>Minimum Lot Area</b> None</p> <p><b>Minimum Lot Width</b> None</p>	<p><b>Minimum / Maximum / Side / Rear</b> Respectful of surrounding uses</p>	<p><b>Minimum</b> 1 story</p> <p><b>Maximum</b> As needed for use, respectful of surrounding uses</p>	<p>Attractive entrances</p> <p>Lawn / greenscape</p> <p>Buffering landscaping</p>
CHARACTER AREA DESCRIPTION	<p><b>General Characteristics.</b> Industrial areas of Coopersville are primarily located west of downtown on Main Street. The industrial areas include large sites such as the Midwest Dairy and Continental Dairy sites along with smaller sites. Existing industrial areas in other parts of the city are included in the split future land use designations described later in this chapter.</p> <p><b>Appropriate Land Uses.</b> This area is the most compatible future land use for heavy industry or truck-heavy industry uses, provided the site design allows for access to the arterial road network and nearby sites are not negatively impacted. Other industrial uses that require large site footprints are also encouraged. Light industrial and small business maker spaces are also compatible, although when these uses are on small site footprints they are compatible with mixed use areas as well. If an opportunity arises to relocate the existing DPW yard to the industrial area on the west side of the city, this Plan supports pursuing that opportunity.</p> <p><b>Streets and Transportation.</b> Roads in industrial areas should be designed to be sufficient for truck traffic, without making them unsafe for other users. Industrial areas are designated on arterial roads, and the capacity of these roads to handle truck traffic should be regularly reviewed to ensure an adequate road network and road conditions.</p> <p><b>Building and Site Design.</b> Sites should be designed so as to minimize any off-site impacts and to reduce pollution and site contamination as much as possible. Storm water should be controlled on-site as much as possible and low-impact development techniques are highly encouraged. Landscaping should be used to help minimize environmental impacts and to provide screening from neighboring sites as necessary.</p>			<p style="color: #27ae60; font-weight: bold;">Existing Character</p>   <p style="color: #27ae60; font-weight: bold;">Planned Character</p>  



## SCHOOL CAMPUS

DESIGN GUIDELINES	LOT DIMENSIONS	BUILDING SETBACKS	BUILDING HEIGHT	STREET FRONTAGES
	<p><b>Minimum Lot Area</b> n/a</p> <p><b>Minimum Lot Width</b> n/a</p>	<p><b>Minimum / Maximum / Side / Rear</b> Respectful of surrounding uses</p>	<p><b>Minimum</b> 1 story</p> <p><b>Maximum</b> As necessary to accommodate use</p>	<p>Lawn / greenscape</p> <p>Public / civic space</p> <p>Recreational amenities</p>

**CHARACTER AREA DESCRIPTION**

**General Characteristics.** The School Campus area encompasses the existing Coopersville Area Public Schools campus on the east side of the city, with some other uses oriented toward serving the public. This area includes the agricultural fields to the north of the Middle School that are used for Future Farmers of America programming.

**Appropriate Land Uses.** The School Campus area is envisioned to keep its schools and school-related land uses in the future. There is plenty of existing land on the campus to meet current and future needs for the schools and its programs.

**Streets and Transportation.** The School Campus area already has street connections with East Street and 48th Avenue. If there is a new neighborhood built between the campus and Cleveland Street north of the High School, a street should be built to connect to this new neighborhood.

**Building and Site Design.** Any new buildings constructed in an expansion should be designed to be compatible with the existing school buildings.

### Current Character



### Planned Character



## PARKS AND PRESERVATION

DESIGN GUIDELINES	LOT DIMENSIONS	BUILDING SETBACKS	BUILDING HEIGHT	STREET FRONTAGES
	<p><b>Minimum Lot Area</b> n/a</p> <p><b>Minimum Lot Width</b> n/a</p>	<p><b>Minimum / Maximum / Side / Rear</b> As necessary for park amenities</p>	<p><b>Minimum</b> 1 story</p> <p><b>Maximum</b> As necessary to accommodate use</p>	<p>Lawn / greenscape Recreational amenities</p>

CHARACTER AREA DESCRIPTION
<p><b>General Characteristics.</b> The Parks and Preservation area encompasses existing and future park areas in the city. The existing parks are located on Randall near Mill Street and along Deer Creek. Parks and open space areas should also be built as part of new neighborhoods as they are constructed. Other open spaces areas designed for the conservation of natural resources are included in the Parks and Preservation category.</p> <p><b>Appropriate Land Uses.</b> All park areas should maintain land uses which promote the inclusion of the public and provide recreational and gathering opportunities. Parks should be maintained and upgraded as needed. The existing Coopersville DPW yard is located in this area. If an opportunity arises to relocate the DPW yard to the industrial area on the west side of the city and free this space near the creek for parks or recreation space, this Plan supports pursuing that opportunity.</p> <p><b>Streets and Transportation.</b> Existing pedestrian and cyclist trails should be maintained. Additional paths and associated amenities such as bike racks, drinking fountains, wayfinding signage, and lighting should be constructed as needed. Pathways should be incorporated into the city-wide bicycle and pedestrian network and the future North Bank Trail. Connections to other parks are highly encouraged.</p> <p><b>Building and Site Design.</b> There are no specific Building and Site Design recommendations in this Plan for the Parks and Preservation area, although high quality design and architecture is encouraged. Any buildings constructed in park areas should be well lighted, highly visible, and provide public amenities.</p> <p><b>Parking.</b> Sufficient parking should be provided for public facilities. Parking lots should be designed to minimize storm water runoff and to implement low-impact development techniques such as pervious pavement, bio swales, or other techniques.</p>

### Current Character



### Planned Character



## PRESERVATION OVERLAY

DESIGN GUIDELINES	LOT DIMENSIONS	BUILDING SETBACKS	BUILDING HEIGHT	STREET FRONTAGES
	<p><b>Minimum Lot Area</b> n/a</p> <p><b>Minimum Lot Width</b> n/a</p>	<p><b>Minimum / Maximum / Side / Rear</b> New development should be limited to areas outside the overlay area</p>	<p><b>Minimum</b> 1 story</p> <p><b>Maximum</b> As necessary to accommodate use</p>	<p>Lawn / greenscape Recreational amenities</p>

CHARACTER AREA DESCRIPTION
<p><b>General Characteristics.</b> The Preservation Overlay area encompasses the 100-foot buffer around Deer Creek and other important water resources within the city.</p> <p><b>Appropriate Land Uses.</b> Uses in the Preservation Overlay area should be limited to open space with some passive parks and recreation qualities.</p> <p><b>Streets and Transportation.</b> Any streets, pathways, and bridges crossing the overlay area should be designed to limit runoff and other impacts on the creeks.</p> <p><b>Building and Site Design.</b> New development near the creeks should be limited to areas outside the overlay area.</p>

### Current Character



### Planned Character



## Split Future Land Use Designations

There are several areas of the city with split future land use designations. When future land use is split among different categories on a site, it can indicate specific circumstances. A split future land use may describe currently agricultural land that has several different development possibilities, an existing land use that is generally compatible but could potentially be redeveloped in the near future, or an existing land use that is likely to be phased out and is unlikely to continue in the future.

### Industrial and Downtown Edge / Mixed Use

There are a few sites east of downtown with an existing industrial character, but based on their location the sites are also compatible within the Downtown Edge / Mixed Use category. The split future land use designation acknowledges that the existing uses should be allowed to continue. However, if the opportunity arises to redevelop these sites, then the existing land use does not need to be the only possible future land use and so there are several different possibilities for development on these sites.

### Industrial and Community Commercial

The southwestern part of the city contains several undeveloped or underdeveloped lots. These lots are mostly along O'Malley Drive next to Interstate 96. A few parcels are developed in a manner consistent with the Industrial category, and others are consistent with the Community Commercial category. The split future land use designation acknowledges that both of these land use types are compatible in this area, and there are several different ways for the area to develop appropriately in the future.

## Zoning Plan

Section 33(d) of the Michigan Planning Enabling Act, PA 33 of 2008, as amended, requires a Master Plan that is prepared in conjunction with this act to be the foundation for the community's zoning plan. The Michigan Zoning Enabling Act, PA 110 of 2006, as amended, requires a zoning plan to be created as the basis for the zoning ordinance. The zoning plan must be based on an inventory of conditions pertinent to the zoning within the municipality and the purposes for which zoning may be adopted (as described in Section 201 of the Michigan Zoning Enabling Act). The zoning plan identifies the zoning districts and their purposes, as well as the basic standards proposed to control the height, area, bulk, location, and use of buildings and premises in the City. These matters are regulated by the specific provisions in the Zoning Ordinance.

### Districts and Dimensional Standards

There are 12 zoning districts within the City, each of which is described in the current Zoning Ordinance. Uses permitted in each district are described there. In addition, the Zoning Ordinance's schedule of lot, yard, and area requirements defines specific area, height, and bulk requirements for structures in each zoning district. The Zoning Map is also a part of the Zoning Ordinance and illustrates the distribution of the defined zoning districts throughout the City.

### Relationship to the Master Plan

This Master Plan establishes the vision, goals, objectives, and policies guiding growth and development in Coopersville for about the next 20 years. It contains specific strategies for managing the growth and change in land uses and infrastructure over this period, and, as required by statute, will be periodically reviewed and updated as necessary, at least once every 5 years. This section, along with the rest of the Master Plan, is intended to generally guide future changes to the Coopersville Zoning Ordinance.

The following is a list of proposed future land use designations with their corresponding zoning district. Not every future land use category will match up with the current location or regulations of the zoning district to which it most closely corresponds. The recommended future revisions the Zoning Ordinance are discussed below.

**Table 14: Zoning Plan**

<b>Future Land Use (Character) Designation</b>	<b>Current Zoning District</b>	<b>Future Zoning District</b>
ER – Edge Residential	AG – Agricultural R-1 Low Density Residential	R-1 Low Density Residential
NR – Neighborhood Res.	R-2 Single Family Residential	R-2 Single Family Residential
CCR – City Center Residential	R-3 Medium Density Residential	R-3 Medium Density Residential
MF – Multiple Family Res.	R-4 Multi-Family Residential	R-4 Multi-Family Residential
MHP – Mobile Home Park	R-5 Mobile Home Parks District	R-5 Mobile Home Parks District
DC – Downtown Core	C-2 Central Business District	<i>New zoning district DC Downtown Core</i>
DE – Downtown Edge / Mixed Use	None	<i>New zoning district</i>
NCC – Neighborhood Center Commercial	C-1 Business	<i>Revised zoning district C-1 Neighborhood Center Commercial</i>
CC – Community Commercial	C-1 Business	<i>Revised zoning district C-2 Community Commercial</i>
GC – Gateway Commercial	MSD – Motorist Service	MSD – Motorist Service
GMU – Gateway Mixed Use	Mixed Use PUD	Mixed Use PUD
I – Industrial	I-1 Light Industrial I-2 Heavy Industrial	I-1 Light Industrial I-2 Heavy Industrial
SC – School Campus	Coopersville Area Schools	Coopersville Area Schools
PP – Parks and Preservation	None	<i>New zoning district P Preservation</i>
PO – Preservation Overlay	None	<i>New overlay district PO Preservation Overlay</i>

**ER – Edge Residential** – Homes and other uses within this land use category generally correspond to the AG – Agricultural and R-1 Low Density Residential districts. Based on the expected future land use in the city, these uses can all be covered under the R-1 district including permitted agricultural uses.

**NR – Neighborhood Residential** – The Neighborhood Residential category corresponds closely with the existing R-2 district. Areas planned for Neighborhood Residential should be zoned R-2.

**CCR – City Center Residential** – The City Center Residential land use category corresponds closely with the existing R-3 district. Areas planned for City Center Residential should be zoned R-3.

**MF – Multiple Family Residential** – The Multiple Family Residential category corresponds closely with the existing R-4 district. Areas planned for Multiple Family Residential should be zoned R-4.

**MHP – Mobile Home Park** – The Mobile Home Park category corresponds closely with the existing R-5 district. Areas planned for Mobile Home Park should be zoned R-5.

**DC – Downtown Core** – The Downtown Core area corresponds closely with the existing C-2 district, but the C-2 district is described as a central business district. The vision for the Downtown Core includes a mixed use area for commercial, civic, second-floor residential, and other uses. The existing C-2 district should be revised to fit the Community Commercial Future Land use Category and a new mixed-use district should be created for the area designated as the Downtown Core.

**DE – Downtown Edge / Mixed Use** – This future land use category does not correspond with any of the existing zoning districts, so a new mixed use district should be created to accommodate the vision of the Downtown Edge/Mixed Use Future Land Use category.

**NCC – Neighborhood Center Commercial** – The uses in this category correspond to some existing areas zoned C-1. The C-1 district should be revised to describe the areas described in the Neighborhood Center Commercial future land use category.

**CC – Community Commercial** – The uses in this category correspond to some existing areas zoned C-1. The C-2 district, currently designated as the central business district, should be revised to match the Community Commercial Future Land Use category. C-1 should reflect the Neighborhood Center Commercial Category, and a new “DC Downtown Core” district should be created for the Downtown.

**GC – Gateway Commercial** – The Gateway Commercial land use category corresponds closely with the existing MSD district. The MSD district could potentially be revised in order to emphasize the role of the Gateway Commercial area in welcoming people into the community.

**GMU – Gateway Mixed Use** – This category is for the two approved mixed use PUD project sites at the entrances to the community from the west and the east near Interstate 96. The approved PUDs reflect the vision for these sites. In the event that the PUDs lapse without any development occurring, the areas should be zoned in a manner consistent with their surroundings.

**I – Industrial** – The Industrial future land use category corresponds with the I-1 and I-2 districts. Future development patterns can determine which industrial district is appropriate for which sites.

**SC – School Campus** – The Coopersville Area Schools currently has a campus on the east side of the city. The schools are exempt from zoning and therefore the schools campus has its own “district” with no regulations.

**PP – Parks and Preservation** – These areas are currently operated as parks. Some parks including small pocket parks in neighborhoods might be part of a different category, but large parks and other areas that are meant to be preserved should be included in a Preservation district. The Future Land Use Map also reflects the desired expansion of Veterans Park.

**PO – Preservation Overlay** – The land within 100 feet of Deer Creek and other important water features should be designated as a Preservation Overlay district in order to promote conservation of the natural resources of the city. The difference between the Overlay and the regular Preservation district is that the Preservation Overlay will only cover a portion of some parcels, whereas the Preservation district will apply to the entire parcel.

## Recommended Revisions to the Zoning Ordinance and Map

In order to meet the goals of this plan, the following Zoning Ordinance revisions are recommended:

- The AG – Agricultural district should be merged into the R-1 Low Density Residential district in order to unify regulations covering the Edge Residential areas of the city.
- A Downtown Core zoning district should be created.
- A new zoning district should be created for the Downtown Edge / Mixed Use Future Land Use category.
- The C-1 and C-2 districts should be revised to reflect the Neighborhood Center Commercial (C-1) and Community Commercial (C-2) Future Land Use Categories.
- A new zoning district should be created for Parks and Preservation areas and applied to any of the parks or open space areas in the city that are meant to be preserved and not developed.
- A new Preservation Overlay district should be created.

The Zoning Map should be updated as future development occurs on sites throughout the city, and as specific city initiatives are carried out. Changes to the Zoning Map should be based on the Future Land Use Map. Over time, the Zoning Map should be updated to reflect the vision of the city as described in the Future Land Use Map.





## 8. Future Transportation Plan

The City of Coopersville has a transportation system that provides a backbone for accessibility and the movement of people and goods around the city and region. The street network in the city will expand as the city continues to grow. There is also great potential for the future expansion of the bicycle and pedestrian network as regional trails are extended and local connections to these trails are built. This chapter describes the goals for the future transportation network in Coopersville.

### Automobile Transportation

#### Conceptual Future Road Network

There are many large undeveloped tracts of land in Coopersville that are currently used for agriculture but are planned or potential future neighborhoods. The conceptual future road network on Map 7 gives a vision for the road layout within these potential neighborhoods. The most extensive proposed additions to the future road network occur in three parts of the city generally defined as the following areas:

- The southeast corner of the city along Interstate 96, 48<sup>th</sup> Avenue, Ironwood Drive, and Randall Street east of Deer Creek. This area has a conceptual design as part of an approved PUD.
- The northeast part of the city to the east of East Street and north of the schools, not including the existing Eagle Ridge neighborhood or other parts of the school campus.
- The northwest part of the city east of 68<sup>th</sup> Avenue and north of the railroad right-of-way, and mostly west of 64<sup>th</sup> Avenue and also filling in the neighborhoods west of Center Street.

Map 7 shows a conceptual street layout that is meant to be used as a guide, and actual road patterns in these new neighborhoods may vary based on several factors. However, the following general principals should always be followed:

- New streets in these neighborhoods should generally follow a grid pattern, have internal connections, and connect to as many existing surrounding neighborhoods as possible
- Cul-de-sacs and circular roads should generally be discouraged to promote connectivity
- Small, connected blocks should be designed to encourage walking between destinations and allow for quick public safety response times
- Residential streets should be narrow and tree-lined to create a calm environment while keeping enough space for maneuvering, emergency vehicles, and some on-street parking as needed
- Sidewalks should be required in any new neighborhood, and connections to regional trails and pathways are highly encouraged

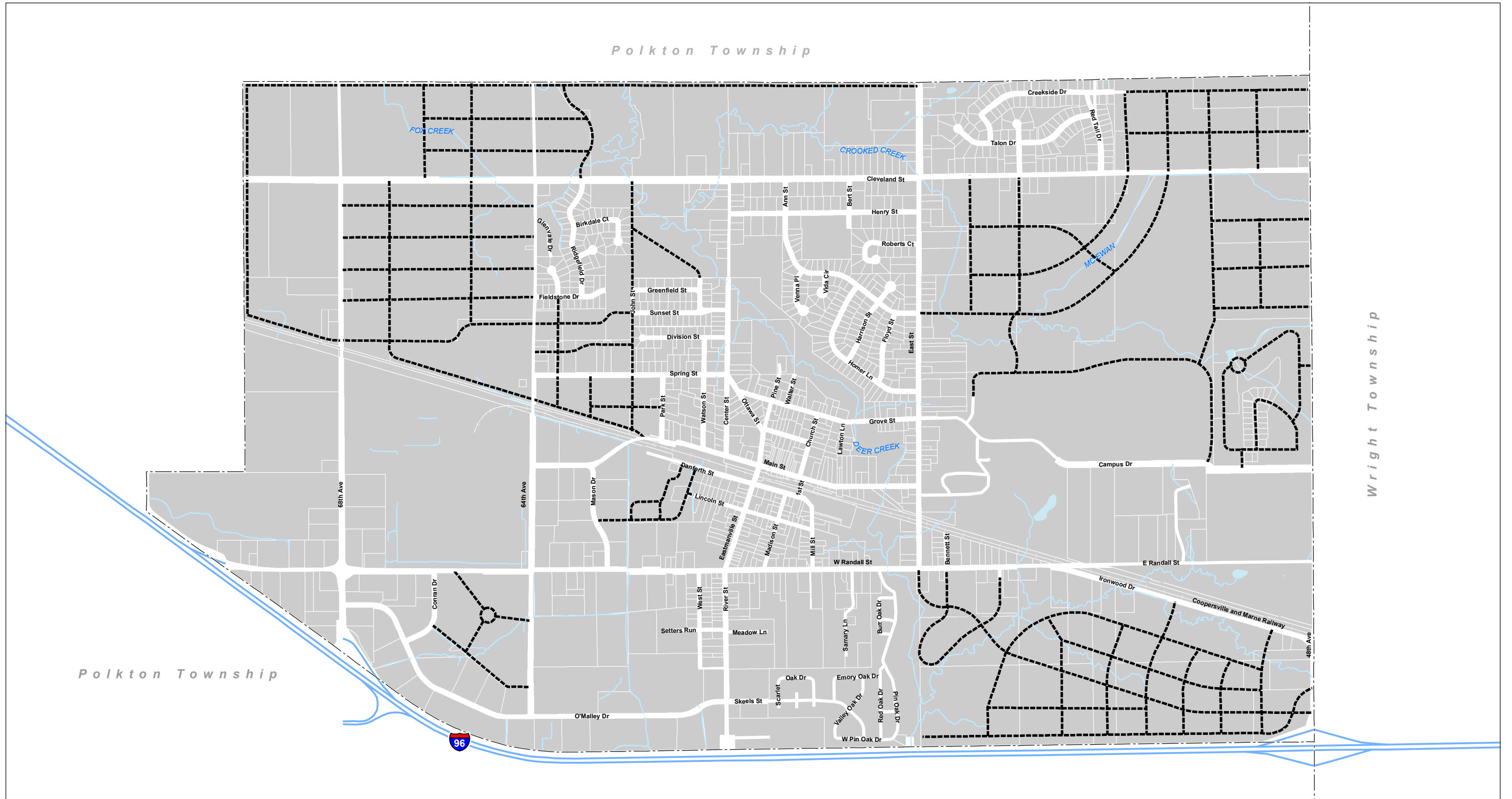
Other parts of the city are proposed to add streets to the network as follows:

- Connections between Danforth and Lincoln Streets to Mason Drive west of downtown

- New streets as part of the PUD at the southwest corner of 64<sup>th</sup> Avenue and Randall Street
- New streets as part of The Reserve development, currently under construction on 48<sup>th</sup> Avenue east of the school

#### Access Management

The city should ensure that the roads under its jurisdiction provide an adequate traffic carrying capacity without negatively affecting the walkability and livability of the surrounding neighborhoods. Managing the number design, and location of driveways can assist with the ability of a road to safely move traffic and allow access for adjacent land uses. Access management will affect traffic flow, the ease of driving, and accident potential. Proper access management can be effectively anticipated through the site plan review process, enforced through the zoning ordinance, by looking at shared access to neighboring lots, the number of curb cuts, access from side roads, and service drives. The Randall Street Center has seen good access management examples with shared access drives and cross access to neighboring sites.






# Map 7 Conceptual Future Road Network

City of Coopersville, MI

March 21, 2017

### LEGEND

-  Conceptual Future Road Network
-  Water Bodies
-  Surrounding Municipalities

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**McKenna**  
ASSOCIATES

Base Map Source: Ottawa County, 2016  
Michigan Center for Geographic Information, Version 16a.

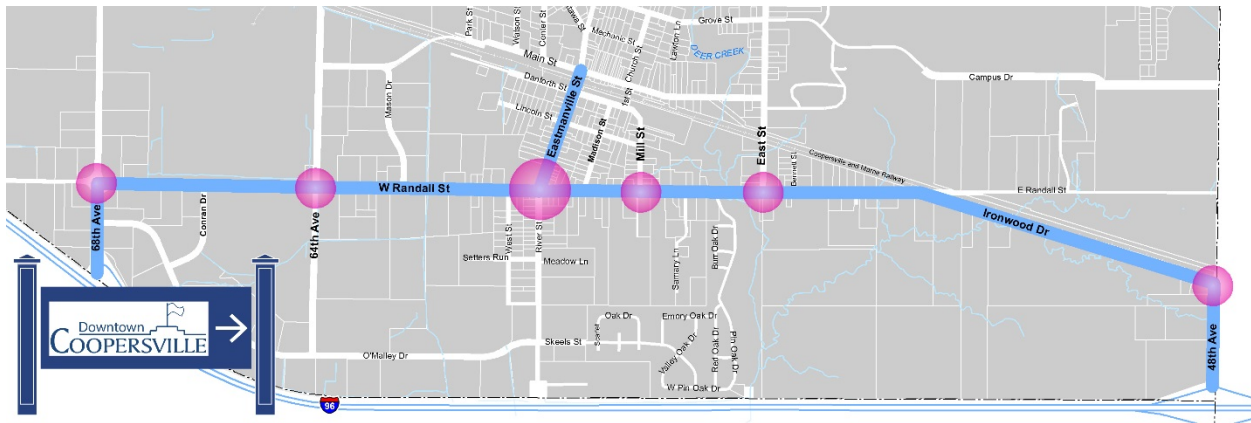


## Street Character and Downtown Wayfinding

The streets leading into Downtown Coopersville should be designed to welcome people into the center of the city. Consistent landscape and streetscape elements should be utilized, to create a cohesive and aesthetically interesting design.

Many communities install wayfinding signage to direct visitors to points of interest. Wayfinding signage can also be used for branding and advertising activities for local businesses. Coopersville wants to have more robust wayfinding signage to help motorists, bicyclists, and pedestrians find their way around the city. The streets leading into Downtown Coopersville, as shown on Map 8 below, should be the primary focus of improved wayfinding in the city. The key intersections on Map 8 are the primary landmarks for wayfinding signage. The corner of Eastmanville and Randall should direct people to Downtown, and the streetscape of Eastmanville should indicate that it is the gateway into Downtown.

### Map 8: Street Character and Downtown Wayfinding



The signs for municipal buildings in the city provide a common visual theme on which to build and help provide an identity for the city on its wayfinding signs. These signs can also direct travelers to the other major areas of interest, including the school campus, trails, parks, and other commercial centers.

Landscaping should be used to influence the character of a neighborhood and as a transition from one neighborhood to another. Streetscape elements such as benches, street lights, banners, and more are also important to influence the character of a neighborhood. For people at highly visible intersections, including Eastmanville at Randall, Mill at Randall, Main at East, and Grove at East, the landscaping and streetscape elements should begin to define the character of the area. As the area transitions into the neighborhood closer to downtown, this character should become more defined and more elaborate in design, to indicate to people that they are entering a walkable and compact place.

## Non-Motorized Transportation and Complete Streets

“Complete Streets” is the concept that the roads should be safe and available for all types of users, not merely automobiles. The street character and design aspects described above help to create complete streets by making walking a more enjoyable activity. On-street parking and narrow road lanes can calm traffic and lower speeds, creating a safer environment for people. New infrastructure for bicyclists and pedestrians brings encouragement and investment to these modes, and creates opportunities for both transportation and recreation.

The City of Coopersville has the opportunity to build a robust non-motorized transportation network in the near future with the extension of the North Bank Trail through the city. The North Bank Trail will be the primary trail between Grand Haven and Grand Rapids upon its completion. The existing sidewalks and the future North Bank Trail will form the backbone of the non-motorized transportation network in Coopersville, with new pathways, trails, and sidewalks connecting to the network. Map 9 depicts the future non-motorized network in the city.

### Pathways and Trails

This plan envisions two core elements of the non-motorized transportation system of Coopersville – the planned regional North Bank Trail, and a beltway of non-motorized infrastructure called the “Coop Loop.”

The **North Bank Trail** will be constructed through Coopersville, with the City planned as a major highlight on the route from Grand Haven to Grand Rapids. The City’s preferred route of the North Bank Trail through the city is shown on Map 9. The route should use the railroad right-of-way coming from the west to Main Street, then use bike lanes on Main to Ottawa. Because Main Street becomes a one-way street at downtown, the route will turn onto Ottawa then run behind the buildings on the north side of Main (in a new path constructed through the parking lot), then go south on Church to return to Main. Bike lanes can be used on Main and a side path can be used on East until the route is returned to the railroad right-of-way heading east of Coopersville.

The **Coop Loop** should be formed by upgraded bicycle infrastructure, including shared use paths and bike lanes where deemed appropriate. The beltway should follow Randall Street, East Street, Cleveland Street, and 64<sup>th</sup> Avenue, connecting to neighborhoods along those routes and providing access to the North Bank Trail on both the east and west sides of town.

In addition to the North Bank Trail and the Coop Loop, other pathways and trails should be built to create a broad non-motorized transportation network. Priority pathway projects include the following:

- Bike lanes to Center, Ottawa, Eastmanville, Spring, and Grove to provide connections from the “Coop Loop” to the downtown area and the school campus.
- Pathway connections to the school campus area are highly encouraged to promote safe routes to school and as part of encouraging more walking and bicycling activity
- Other pathways may be explored, including a pathway on Deer Creek through the center of the city or through the Gateway Mixed Use area in the southeast part of the city

## Sidewalks

Throughout the public engagement process, sidewalks were frequently mentioned as a major concern among residents. Some neighborhoods are not currently connected to the City's sidewalk network, creating a difficult walking environment. The existing sidewalk network also has many important gaps on major roads, especially on Cleveland, 64<sup>th</sup>, Randall, East, and Spring Streets. Priorities for Coopersville should be filling in the gaps in the existing sidewalk network, connecting sidewalks to the school campus and to other destinations, and requiring sidewalk improvements as part of new development or redevelopment. Priority projects include the following:

- Upgrade the pedestrian connection through the woods between Fieldstone and Greenfield Streets to a lighted shared-use pathway.
- Complete any missing sidewalks along the "Coop Loop" of 64<sup>th</sup>, Cleveland, East, and Randall as these roads surround the core of the city
- Complete any missing sidewalks on Center, Ottawa, Eastmanville, Spring, and Grove to provide connection across the "Coop Loop" to the downtown area and the school campus
- Complete any missing sidewalk connections within neighborhoods (See Map 9).
- Sidewalks should continue to be installed as new neighborhoods are constructed to add to the extensive sidewalk network already in place
- Sidewalk connections to the school campus area are highly encouraged to promote safe routes to school and as part of encouraging more walking activity

## Bicycle Parking

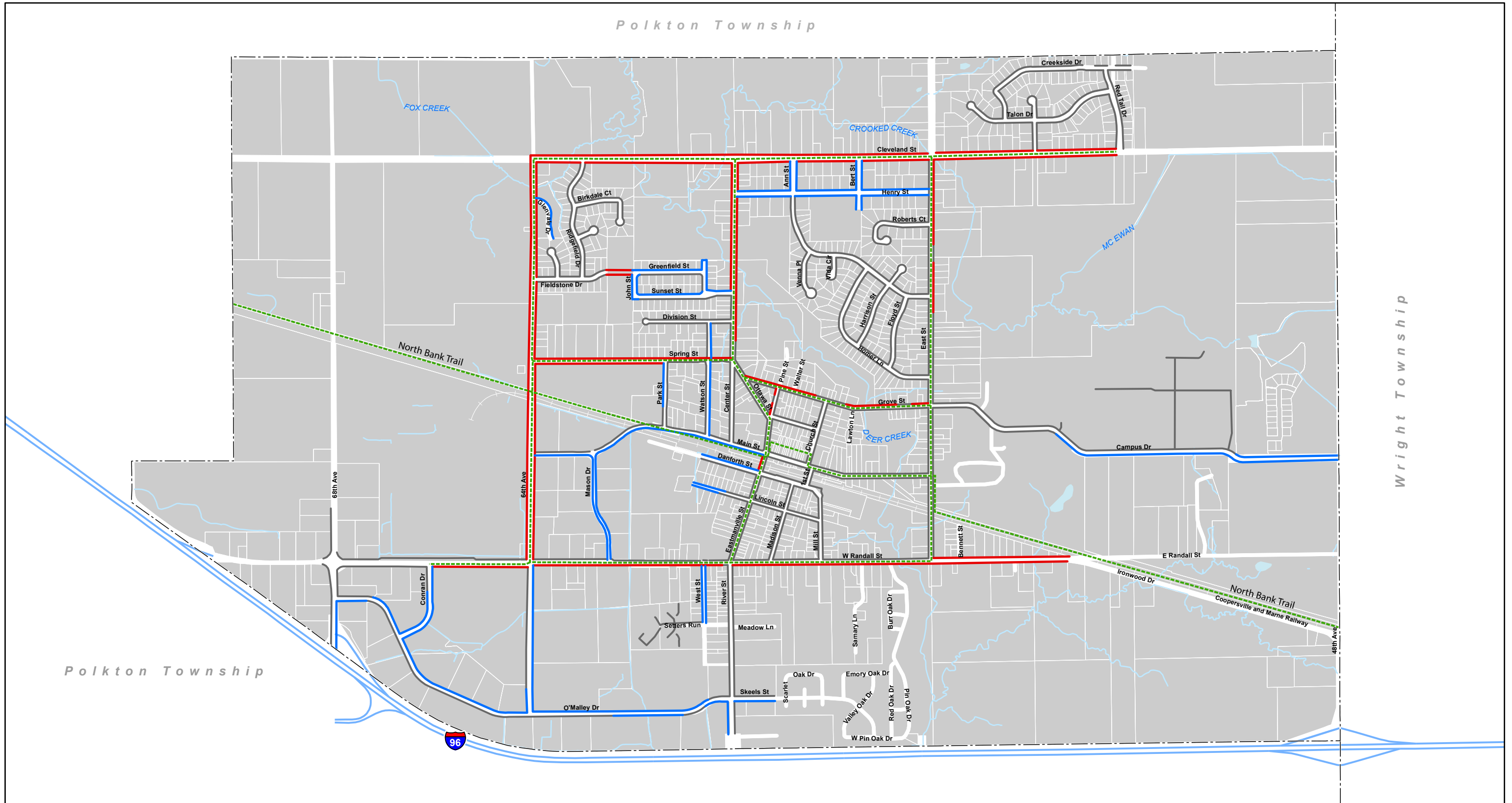
Bicycle parking should be placed throughout Coopersville to encourage bicycling activity. The majority of bicycle parking will most likely be for short-term use, but long-term parking should be considered in some places to enable bicycle commuting.

Downtown has several bikeable destinations and will also be a main point of interest on the North Bank Trail, so it is a primary location for bike parking. Some parking spaces can be placed on the sidewalk in the furnishing zone between the street and the pedestrian area. Depending on demand, spaces can be placed on the street within a vehicular parking space. Generally, 12 bikes will occupy the same amount of space as one vehicle. Downtown bicycle parking may also be included in off-street parking lots, such as the lot behind the buildings on the north side of Main Street.

Other key locations around Coopersville that could be enhanced with bicycle parking include the school campus, parks, activity nodes within the Neighborhood Center Commercial areas, and key intersections of trails and pathways with other points of interest.







# Map 9 Future Non-Motorized Transportation

City of Coopersville, MI

April 6, 2017

### Legend

- Priority Bike Routes
- 1st Priority Sidewalks or Multi Use Paths
- 2nd Priority Sidewalks
- Existing Sidewalk

- Water Bodies
- Surrounding Municipalities

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Base Map Source: Ottawa County, 2016  
Michigan Center for Geographic Information, Version 16a.



## 9. Implementation Plan

The Coopersville Master Plan describes the goals, objectives, and actions recommended to implement the future vision of the community. The Implementation Plan is an integral component of the Master Plan, describing the specific tools and actions that will be used to implement the vision. Specific action items are given a priority, timeframe, responsible organizations, and potential funding sources.

The Implementation Plan follows the Goals and Objectives in Chapter 6, the Future Land Use Plan and Zoning Plan in Chapter 7, and the Future Transportation Plan in Chapter 8. Together, the four chapters describe the vision for Coopersville and support its implementation.

### Planning Implementation Tools

The City of Coopersville can employ several tools to help implement the plan. The Zoning Ordinance is the primary regulatory document regarding land use. The Zoning Ordinance should be consistent with the Master Plan, and the Zoning Plan in Chapter 7 provides the mechanism for doing this. Other tools that the City can use include the following:

#### Subdivision Regulations

The Michigan Subdivision Control Act (P.A. 288 of 1967) regulates the development of subdivisions that are dividing five or more lots less than ten acres within a ten year period. The Act establishes a review process by local, county, and state agencies and places standards on subdivision development. A local unit of government may enact additional regulations of the subdividing of land via local ordinance.

By doing so, a local unit of government may exercise more control over the subdividing of land and the development of the community in concert with the Zoning Ordinance, Master Plan, and any other local regulations. In accordance with this Act, Coopersville has adopted subdivision regulations.

The subdivision regulations for the City establish administrative review procedures in addition to those provided under the Michigan Subdivision Control Act. These regulations identify the items which need to be included with a plat application, including detailed design elements for lots, roadways, pedestrian facilities, utilities, drainage, grading, and preservation of natural features.

Design standards are instituted to control the size and shape of lots and blocks, standards for roadway and utility design, and requirements for pedestrian facilities and open space areas. The applicant must install any improvements as shown on the plans, including roadways and utilities.

Subdivisions should be designed to provide lots which are buildable under the standards of the Zoning Ordinance, have safe and convenient vehicular and pedestrian circulation, preserve significant natural resources, and be compatible with the surrounding community. Some specific items to consider when reviewing a subdivision plat include the following:

- Lot sizes and shapes should have sufficient buildable area and meet all zoning requirements.
- The size of the subdivision shall not be larger than what the local community infrastructure can support. Public roadways accessing the subdivision should have the capacity for the number of trips to be generated. Utilities shall have sufficient capacity to serve the new residences.
- Access to major roadways should be provided at safe and convenient locations.
- All utilities should meet local and county requirements. Utility easements shall be provided.

- The subdivision should be designed to preserve valuable natural features. Storm water runoff should be minimized and low-impact design elements are encouraged. Unregulated wetlands should be left undisturbed, if possible. Buildings shall be outside the 100-year floodplain limit.
- If a subdivision is to be constructed in phases, each phase of construction needs to be able to function as an individual subdivision, independent of any future phases.
- Subdivisions shall be compatible with neighboring properties and with surrounding areas. The roadways should be designed in a general grid pattern to promote connectivity and walkability, and should be linked to adjacent areas at logical locations. The subdivision should be designed to provide safe and convenient pedestrian and vehicular circulation.
- Open space areas should be usable by everyone and should be prominently located within the neighborhood. Open space and pedestrian facilities should link to surrounding areas.
- Access points should directly oppose or be offset from opposing property access by a distance sufficient to prevent conflicts with turning vehicles.

The subdivision regulations should be periodically reviewed to confirm their compliance with state law and to assure that they continue to reflect the vision of the community as described in the Master Plan.

#### Public Information and Education

To effectively implement the Master Plan, the Planning Commission and the City Council must educate the citizens of the community on both the goals and the regulatory measures that are needed in order to implement the plan and realize the goals. The City must listen to its citizens to determine the needs of the community, which will inform how the City prioritizes its projects. The City shall promote public engagement by holding public hearings on important issues and by encouraging residents to attend the meetings of the Planning Commission, City Council, and other boards and commissions.

#### Continuous Planning

The Master Plan project is one step in the longer master planning process. Communities are constantly experiencing change, and the Planning Commission and City Council should be prepared to respond to changes affecting the community. The Master Plan should be reviewed and updated on a regular basis to respond to changing conditions and to ensure that it continues to accurately reflect the vision of the community. The Michigan Planning Enabling Act requires the Master Plan to be reviewed at least once every five years, with the review being coordinated with neighboring communities.

The City should regularly communicate with its neighboring communities to ensure that the visions for each community will be harmonious with one another. For example, Polkton Township has a vision of continuing to be a rural and primarily agricultural community, therefore no large scale development in the Township will compete with Coopersville. The City and surrounding communities should regularly communicate and share thoughts on matters that maximize benefits for their citizens. The City should also regularly communicate with regional organizations to share data and ideas.

Additionally, the city should undertake other planning efforts in the next several years to build from the input for the Master Plan. The city should update their Parks and Recreation Plan to become eligible for grants from the Michigan Department of Natural Resources Trust Fund. Residents have several desires for parks and recreational improvements they would like to see, which could be captured and described by such a plan. Other future planning efforts to consider are for wayfinding signage and non-motorized transportation network.

### Fiscal Impact Analysis

Fiscal impact analyses provide a projection of direct, current, public costs and revenues associated with a proposed development. It describes and quantifies public costs for transportation, police, fire, sewer and water infrastructure, and educational facilities incurred by the development, and the revenues that are generated from property taxes, user charges, intergovernmental transfers, and other fees. When a significant project is proposed, the City should require the developer to provide an analysis of the fiscal implications of the proposed project.

### Annual Work Plan

This Plan establishes an extensive program of projects and activities. In order to effectively implement this program, the City Council and the City Planning Commission should hold a joint annual meeting. At this meeting these two bodies can review past progress on Master Plan activities, evaluate and prioritize remaining activities, and agree upon a work plan for the year. The work plan will ideally address several of the objectives established in this Plan, so that over the next five years a majority of the objectives will have been implemented. At the annual meeting, the Council and the Commission may decide to add or remove objectives from the work plan, in response to changes in circumstances.

## Action Plan

The tables on the following pages present a detailed summary of all the recommended implementation activities, the party responsible for completing the activity, and the available funding resources.

### KEY

Priority		Timeframe		Responsibility (Color)	
A	Most Important	1	Within one year		Project Lead
B	Very Important	2	1-3 years		Key Participant
C	Important	3	3+ years		Contributor
		4	As available		
		5	Ongoing		

### RESPONSIBILITY (ABBREVIATION)

CC	City Council	OC	Ottawa County
CS	City Staff	NC	Neighboring Communities
PC	Planning Commission	GVMC	Grand Valley Metro Council
DDA	Downtown Development Authority	CAPS	Coopersville Area Public Schools
HO	Home Owners	FNBT	Friends of the North Bank Trail
BO	Business Owners	RC	Recreation Committee
RR	Railroad Owners	SRTS	Safe Routes to School

### FUNDING

Public	Includes public funds from the City operating budget, County, and State funding, and may also include local government bonds and grants.
Private	Includes funds from private sources such as grant monies, corporate funding, or property owners.
DDA/TIF	Tax increment financing provided by an authorized body. The City currently has a DDA.

PLANNING AND ZONING

PROJECT	PRIORITY	TIMEFRAME	RESPONSIBILITY			FUNDING		
			CITY	OTHER GOV'T	PRIVATE	PUBLIC	PRIVATE	DDA/TIF
Merge the AG – Agricultural district into the R-1 Low Density Residential district.	A	1	PC CC			●		
Create a new zoning district for the Downtown Core or revise the C-2 district to reflect the description of the Downtown Core Future Land Use category.	A	1	PC CC			●		
Create a new zoning district for the Downtown Edge / Mixed Use Future Land Use category.	A	1	PC CC			●		
Create new zoning districts or revise the C-1 and C-2 districts to reflect the Neighborhood Center Commercial and Community Commercial Future Land Use categories.	A	1	PC CC			●		
Create a Parks and Preservation zoning district and apply to areas meant to be preserved and not developed.	A	1	PC CC			●		
Create a Preservation Overlay district and apply to areas in close proximity to Deer Creek and other key natural features.	A	1	PC CC			●		
Update the City’s Parks and Recreation Plan, and file it with the State to become eligible for MNRTF Grants.	B	3	PC CC CS			●		
Update this plan every five years.	C	5	PC CC			●		

COMMERCIAL AND ECONOMIC DEVELOPMENT

PROJECT	PRIORITY	TIMEFRAME	RESPONSIBILITY			FUNDING		
			CITY	OTHER GOV'T	PRIVATE	PUBLIC	PRIVATE	DDA/TIF
Update the Zoning Ordinance for the downtown area to allow for more mixed use options, in order to encourage more and different types of activity and to support downtown businesses.	A	1	PC CC			●		
Develop and implement a wayfinding signage program, using the existing Coopersville municipal signs as a base model, to help people find the downtown area and other major destinations.	A	2	CS	DDA	BO	●		●
Identify specific commercial areas of the city with their own brand by installing public banners.	B	2	CS	DDA	BO	●		●
Support marketing activities for the downtown area.	B	2	CS	DDA	BO		●	●

TRANSPORTATION

PROJECT	PRIORITY	TIMEFRAME	RESPONSIBILITY			FUNDING		
			CITY	OTHER GOV'T	PRIVATE	PUBLIC	PRIVATE	DDA/TIF
Establish a routine maintenance program for sidewalks and help home owners needing assistance to find organizations that can help with winter sidewalk maintenance.	A	2	CS	DDA	BO HO	●	●	●
Update City Ordinance 660.07 to allow bicyclists to ride on the roadway in the downtown block of Main Street from Eastmanville to Church Street.	A	2	PC CC			●		
Install bicycle parking in strategic locations around the city near major destinations including downtown, parks, and commercial areas.	A	2	CS	DDA	BO	●	●	●
Fill in gaps in the sidewalk network along Randall, 64 <sup>th</sup> , Cleveland, and East, Spring, Grove, Eastmanville, Ottawa, and Center.	A	3	PC CC CS	DDA OC		●		●
Support completion of the North Bank Trail through the city as a vital local and regional asset.	A	3	PC CC CS	DDA NC OC	BO FNBT RR	●	●	●
Work with Coopersville Area Public Schools to help provide bike and pedestrian connections to the school campus, and explore funding sources such as Safe Routes to School.	A	3	PC CS	CAPS		●		
Install bike lanes or shared use paths along major roads including Randall, 64 <sup>th</sup> , Cleveland, and East, Spring, Grove, Eastmanville, Ottawa, and Center.	B	4	PC CC CS	DDA OC		●		●
Fill in remaining gaps in the sidewalk network around the city, especially connections to schools and near neighborhoods.	B	5	PC CC CS	DDA		●		●
Encourage site designs to route truck traffic onto 68 <sup>th</sup> Avenue as sites are redeveloped.	C	5	PC		BO		●	



PARKS AND RECREATION

PROJECT	PRIORITY	TIMEFRAME	RESPONSIBILITY			FUNDING		
			CITY	OTHER GOV'T	PRIVATE	PUBLIC	PRIVATE	DDA/TIF
Work with Coopersville Area Public Schools to explore possibility of allowing public use of school athletic facilities when not scheduled for school use, and discuss potential issues such as compensation and liability.	A	1	CS	CAPS		●		
Support community events and other activities in the downtown park at the corner of Eastmanville and Main.	A	1	CS	DDA	BO	●	●	●
Establish a recreation committee to provide recommendations on parks programming and other parks issues.	A	1	CC CS RC			●		
Upgrade athletic fields at Veterans Park and acquire portions of large nearby parcels to expand the park.	B	3	CC CS RC		HO	●		
Explore the construction of a recreation center including potential sites and designs.	C	5	CC CS RC			●		
Explore adding other desired facilities such as a skate park, a dog park, or a basketball court.	C	5	CC CS RC			●		
Explore the relocation of the DPW yard to the west side of the city and include a non-motorized pathway and park along the portion of Deer Creek located there.	C	5	CC CS			●		

## Capital Improvements Plan

Concurrently with the Master Plan, the City and Engineering Consultant Prein and Newhof developed a Capital Improvements Plan of infrastructure repairs and upgrades. The plan is summarized below. Details can be found in the 2017 Capital Improvements Plan document.

CITY OF COOPERSVILLE

CAPITAL IMPROVEMENT PLAN - 2017 EDITION

### Implementation Timeline

Planned Year <sup>(1)</sup>	ID	Project Title	Total Est. Cost <sup>(2)</sup>
2017	201701	Center Street Flush Station Improvements	\$54,000
2017	201702	Cleveland Street Flush Station Improvements	\$23,000
2018	201801	Sunset and Greenfield Improvements	\$967,000
2018	201802	East Street and Campus Drive Storm Sewer	\$86,000
2018	201803	Danforth at Mill Storm Sewer	\$220,000
2018	201804	Sanitary Sewer Point Repair	\$57,000
2018	201805	Storm Sewer Point Repair	\$24,000
2018	201806	Grove and East Street Sanitary Point Repair	\$15,000
2019	201901	WWTP Structure I Improvements	\$133,000
2019	201902	WWTP Structure C Improvements	\$102,000
2019	201903	East Street LS Improvements	\$325,000
2019	201904	Randall Street at Deer Creek Improvements	\$412,000
2019	201905	Mechanic Street Improvements	\$216,000
2019	201906	Grove/Pine/Church Street Improvements	\$504,000
2020	202001	Main Lift Station Mechanical Improvements	\$32,000
2020	201002	Spring Street Improvements	\$486,000
2021	202101	Grinder Station Upgrades	\$100,000
2022	202201	Harrison Street Storm Sewer Repair	\$110,000
2023	202301	Sanitary Manhole Improvements	\$101,000
2024	202401	Trunkline Improvements	\$100,000
2024	202402	West Randall Improvements	\$716,000

Notes:

<sup>(1)</sup> Unplanned repairs may necessitate adjustments in priority.

<sup>(2)</sup> Project Amounts include 25% for engineering, legal, administration, and contingency

## Other Implementation Measures

In addition to the Zoning Ordinance and Subdivision Regulations, the following are additional tools that will help the City of Coopersville implement the vision described in the Master Plan:

### Building and Property Maintenance Codes

Coopersville has adopted the Building Officials and Code Administrators Basic Building Code (BOCA) to regulate construction methods and materials. BOCA regulations allow the City to maintain quality and safe housing units and reduce deteriorating housing conditions. The City has adopted other regulatory ordinances to supplement BOCA maintenance standards.

### Community Development Block Grant Program

The Community Development Block Grant (CDBG) Program was authorized under Title I of the Housing and Community Development Act of 1974. The Act merged various categorical grants that used to be administered by the United States Department of Housing and Urban Development (HUD) into a single more flexible program.

The two categories of applicants are entitlement and non-entitlement. Entitlement communities are given grant funds without competing for them by meeting specific eligibility criteria. Non-entitlement communities must compete for grant funds by applying through the Michigan Small Cities Community Development Block Grant Program. Coopersville would need to apply for CDBG funding through the Small Cities Program. The Michigan Department of Commerce is responsible for the operation of the Michigan CDBG Program.

Grants up to \$250,000 are available for a variety of eligible housing grant activities; they include:

- Home improvement programs
- Rental rehabilitation programs
- Weatherization and energy conservation
- Home repair for the elderly
- Public improvement in conjunction with targeted housing activity
- Housing related services

### Downtown Development Authority

A Downtown Development Authority, pursuant to Public Act 197 of 1975, has the authority of taxation and bonding to facilitate revitalizing a business district. Revenues can be generated via public or private contribution, or an ad valorem tax may be levied on properties within the DDA district. Coopersville has an active DDA that has helped fund a variety of improvement projects in the city. Examples of projects from the DDA include a western extension of Main Street, sidewalk on Randall Street, and infrastructure improvements along Randall Street and other parts of the DDA district.

### Michigan State Housing Development Authority Programs

In 1977 the Michigan Legislature enacted Public Act 130 in order to help preserve older housing stock in the state. The law allows the MSHDA to offer low interest home improvement loans to eligible low and moderate income families. MSHDA has developed programs for home, neighborhood and community improvements. Individuals interested in applying for a loan need to contact a bank participating in the MSHDA improvement programs.

### Corridor Improvement Authority

The Corridor Improvement Authority Act establishes a method of improving older commercial corridors outside of a DDA area. This act allows local governments to create one or more Corridor Improvement Authorities (CIA) to address established commercial corridors located outside of their downtown areas. The primary benefit of this tool is to give local governments the option of using TIF for improvements in the district(s), and to conduct activities to promote economic development and redevelopment in these commercial areas.

To be eligible to establish a CIA, the development area must be at least 5 acres in size, consist of at least 50% commercial property, and be zoned to allow mixed-uses including “high-density” residential use. A municipality must also expedite local permitting and inspection processes in the development area and promote walkable non-motorized interconnections throughout the development area.

An advantage of this act is that it allows more than one CIA to be established in a community, in addition to the one DDA that a community is typically permitted to establish.

### Brownfield Redevelopment Authority

Communities are authorized to create one or more Brownfield Redevelopment Authorities (BRA) in the community. BRAs may be used to finance the cleanup and reuse of contaminated property. Costs that can be funded by a BRA include demolition of buildings necessary to remove hazardous substances and new construction if needed to protect against exposure to hazardous substances that will remain.

A BRA may use TIF funds to pay back a developer for activities necessary to facilitate redevelopment of the site. Once the developer has been paid back for the initial site remediation, the additional captured property taxes may be placed in a local site remediation fund to help pay for cleanup and rehabilitation activities on other brownfield sites in the community.

An important feature of a BRA is the authority to capture state and local school taxes, but only from the taxes paid by users of the redeveloped contaminated site. A BRA may also issue revenue and TIF bonds and notes or borrow from the MDEQ’s Revitalization Loan Fund.

Ottawa County has a BRA in place to address contaminated industrial properties around the county.

### Local Development Financing Authority

A Local Development Financing Authority (LDFA) is meant to provide assistance industrial development, promote economic growth, and prevent unemployment. Eligible activities include supporting business investment in districts where the primary activity is the manufacture of goods or materials, agricultural processing, or high-tech activities including product development and testing, engineering, or research and development. An LDFA may use TIF, and only one LDFA may be created in the community.

### Commercial Rehabilitation Act

The Commercial Rehabilitation Act allows local units of government to create one or more rehabilitation districts in which rehabilitated commercial property may receive property tax reductions for 1-10 years from the municipality (excluding personal property and the land upon which the rehabilitated facility is located). These tax reductions or abatements could be used to encourage redevelopment, but they do reduce the amount of tax revenues collected by the city.

## Municipal Bonding

Due to the large cost of capital improvement projects, municipalities will often seek alternative funding for major projects when general fund monies are inadequate. Bonding provides a method for financing capital projects over several years. Common municipal bonding includes three basic types:

1. **General Obligation Bonds.** The full faith and credit of the municipality is pledged to pay the principal amount borrowed plus interest.
2. **Revenue Bonds.** The municipality pledges to pay the principal amount borrowed plus interest with revenues generated from the project. Revenue bonds are often used to finance water and sewer systems.
3. **Special Assessment Bonds.** The municipality pledges to pay the principal amount borrowed plus interest through assessments on property owners.

In order to assist the local units of government in the complex financial world of bonding, the Michigan Municipal Bond Authority was created in 1986 to provide municipalities with a simple, low cost method for financing public improvements and cash flow needs. The Authority is able to offer an alternative to the expensive and complicated process of borrowing funds. By combining or pooling various types and sizes of bonds or notes into a larger authority bond or note issue, individual issuers can take advantage of national market interest rates and lower issuance costs. This is helpful for smaller communities that face difficulties entering the bond market on their own. Small communities are often at a disadvantage when issuing debt in the bond market because they frequently do not have bond ratings and potential investors know little about their finances or economy. In addition, some communities tend to borrow infrequently, in small amounts. Because such debt issues are not particularly attractive to the financial markets, borrowing costs for such communities can be high.

The Authority sells tax-exempt bonds in the national municipal bond market; proceeds from the sale are used to make loans to eligible Michigan communities by purchasing their bonds. In essence, the MMBA "bundles" smaller local debt issues into a larger and more attractive bond issue, and then offers it to the national market. By consolidating several local bond issues, local units will save on printing costs, rating agency fees, and credit enhancements. As the communities make their principal and interest payments to the Authority to repay their debt, the Authority uses these payments to repay the Authority's bond.

## Tax Abatement Programs

The Plant Rehabilitation and Industrial Development Districts Law, Public Act 198 of 1974, allows for a municipality to offer industrial development incentives to a company. The law allows communities an opportunity to offer tax abatements for up to twelve years. The Plant Rehabilitation Program freezes the tax assessment at the level prior to the plant improvements. The Industrial Development Program provides a fifty percent abatement on the increase in assessed value.

## Capital Improvement Program

The Capital Improvements Program (CIP) is a six year plan for capital expenditures vital to implementing the Master Plan. The CIP allows a municipality to meet financial constraints by scheduling major capital improvements by listing key projects relating directly to the Master Plan priorities. Elements included in the CIP are the project names descriptions, cases, priorities, years to be implemented, and any potential funding sources. The CIP should be updated annually.

The thorough research and analysis required in preparation of a CIP facilitates effective expansion and replacement of public streets, utilities and facilities. The CIP can be an effective tool for implementing the land use plan by acknowledging priority projects which have been identified in the plan.

#### Michigan Natural Resources Trust Fund

The Michigan Natural Resources Trust Fund (MNRTF) is a grant program administered by the Michigan Department of Natural Resources (DNR). MNRTF grant money is awarded on an annual basis for parks and recreation improvements. To be eligible for MNRTF money, a community must have an approved Parks and Recreation Plan on file with the DNR. Coopersville may want to consider updating the Parks and Recreation Plan in the near future because MNRTF funding can be used to pay for projects such as the North Bank Trail or other recreation amenities.

#### Safe Routes to School

Safe Routes to School is a federal program administered by the Michigan Department of Transportation (MDOT). Funding is available for sidewalk construction and other pedestrian improvements. Several of the gaps in the sidewalk network that need to be filled may be eligible for Safe Routes to School funds.

#### DALMAC Fund

The Dick Allen Lansing to Mackinaw (DALMAC) Bicycle Tour is an annual ride from Lansing to Mackinaw City to raise awareness for bicycling in Michigan. Since 1975, the DALMAC Fund has provided grants to bicycling projects across the state using fundraising for their event. These funds are often used to help groups meet their local match for larger projects. In 2016, the DALMAC Fund donated \$47,000 to nine projects around the state including a \$5,000 grant for the Spoonville Bicycle Trail in Ottawa County.

#### Transportation Alternatives Program

The Transportation Alternatives Program (TAP) is a competitive grant program that funds projects such as non-motorized paths, streetscapes, and historic preservation of transportation facilities that enhance the intermodal transportation network in a community and provide safe transportation options. These investments support place-based economic development by offering transportation choices, promoting walkability, and improving the quality of life. The program is available through MDOT and uses federal transportation funding designated by Congress for these types of activities.

#### Special Assessments

Special assessments are compulsory contributions collected from property owners benefitted by specific public improvements, such as upgraded paving and drainage, to defray the costs of such improvements. Special assessments are apportioned according to the benefits afforded to the property affected.

#### HUD Section 202 and Section 8

This federally sponsored program provides mortgage financing and rent subsidies for the construction and maintenance of elderly housing. Only non-profit or private organizations such as churches, unions, fraternal, and other non-profit organizations are eligible to be sponsors, but local governments usually cooperate in land assembly, applications, public improvements, and supportive actions. Such projects are tax-exempt, but the state rebates an equivalent amount to local tax jurisdictions.



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