



  
**COOPERSVILLE**  
PLAN 2035

**EXECUTIVE SUMMARY**

Adopted July 24, 2017



# Executive Summary

## Plan Coopersville 2035

City of Coopersville, Michigan

Adopted July 24, 2017

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# 1. Introduction

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.

This Executive Summary provides a compact document that explains the major findings, recommendations, and policies. It is not designed to replace the Master Plan, but is intended to serve as a quick reference for the major elements of the Plan.





## 2. Demographic and Market Findings

The Master Plan includes an analysis of the demographic and market trends in the City of Coopersville. The analysis resulted in the following general findings. More detailed information can be found in Chapters 2-4 of the Plan document.

- Coopersville is a growing community, with a population that has increased by approximately 10% since 2000. However, in recent years, growth has slowed, with the City adding only around 15 residents per year since 2010. Still, the population growth since the turn of the millenium outpaces most other small towns in Ottawa and other nearby counties, even fast-growing Hudsonville.
- Coopersville has a young population, with a healthy number of adults of child-bearing age nearly a quarter of the population is between the ages of 20 and 34. The number of teenagers has seen a slight dip in recent years, but is poised to increase again with a strong elementary-school aged cohort following behind them. Household sizes in Coopersville are larger than in many communities due to the number of families with children.
- Coopersville’s geographic location halfway between Grand Rapids and the lakeshore puts it in strong position to attract residents that work in a number of job centers around the region. Nearly 90% of Coopersville residents commute outside the City for work, with approximately 1/6 of the population commuting to Grand Rapids.
- Demand for new retail in Coopersville is not strong, with existing local retailers consuming most of the City’s local spending power, and regional shopping districts like Alpine Avenue attracting dollars from Coopersville residents. Attracting new residents and non-retail businesses would help increase retail demand.
- Coopersville has experienced three residential building booms – the initial construction and growth of the old Village, then new neighborhoods of the 1970s, and a prolonged boom from around 1990 until the Great Recession in 2008. Very little housing stock was built between the Great Recession and the middle of the 2010s, but new developments were underway at the time of this plan.
- The US Census, via the American Community Survey (ACS), estimates that housing values have decreased since 2010. However, other sources, including local real estate professionals, indicate the opposite – a robust housing market and demand for new units. The ACS has been known to be “lagging indicator” due to using data collected over several years, and this plan’s recommendations are based on increasing residential demand.
- Coopersville is already attractive to families with children, but has an opportunity to attract other groups, such as young professionals and empty nesters, that have shown preferences for vibrant small towns.





## 3. Plan Goals

Throughout the planning process, 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.

The public input was crystallized into the following list of goals, which are supported by objectives listed in Chapter 6 of the Plan document:

### 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.**

### Residential

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

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

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

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

### Commercial

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

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

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

### Industrial

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

### Economic Development

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

### Transportation

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

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

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

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

### Natural Resources

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

### Parks and Recreation

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

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

### **Public Utilities**

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

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

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



## 4. 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.

### Future Land Use Categories

The Future Land Use Plan includes the following categories, which are described in detail in Chapter 7 of the plan document.

#### Residential Categories:

- **City Center Residential**, to promote the preservation and enhancement of the oldest neighborhoods in the center of the City.
- **Neighborhood Residential**, to preserve the City's quiet residential areas, and promote the building of new, high quality neighborhoods.
- **Edge Residential**, to preserve open space and a rural environment at the edge of the City, while still allowing for new housing to be built.
- **Multiple Family Residential**, to allow for the building of higher-density housing types in areas that are walkable to the downtown and other amenity centers.
- **Mobile Home Park**, to preserve and enhance the existing manufactured housing community in the City.

#### Mixed Use Categories:

- **Downtown Core**, to further develop the downtown with a range of uses befitting its character and promoting its vibrancy.
- **Downtown Edge/Mixed Use**, to create coherent gateways into the downtown using commercial uses, "missing middle" housing, and a walkable, vibrant character.
- **Gateway Mixed Use**, to create new mixed-use districts at the southwest and southeast gateways to the City.

#### Commercial/Industrial Categories:

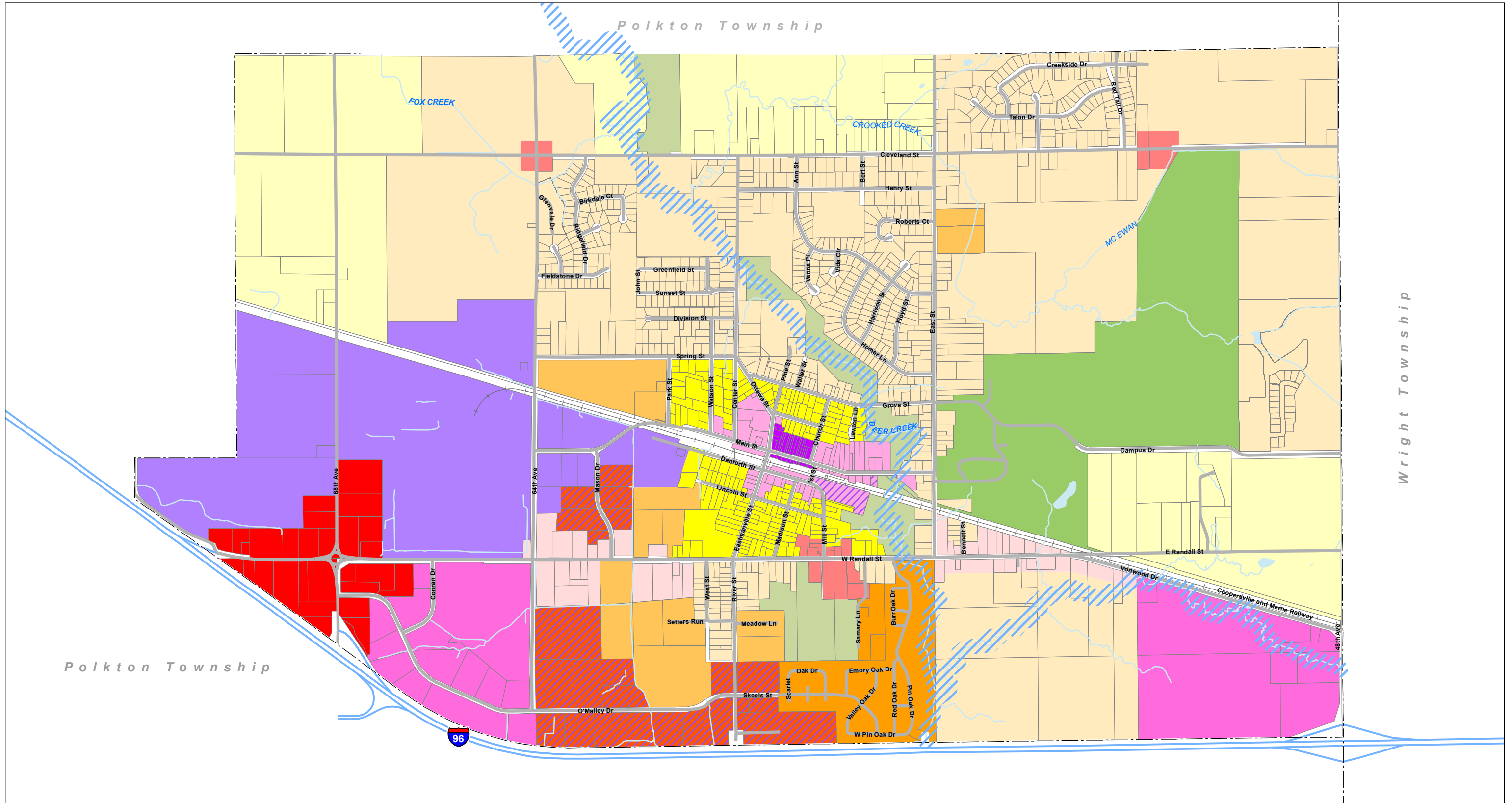
- **Neighborhood Center Commercial**, to promote the development of small, walkable business districts outside the core to serve nearby residents within walking distance.
- **Community Commercial**, to enhance the existing businesses along Randall Street outside of the City core.
- **Gateway Commercial**, to promote the development of a prosperous commercial district catering to travelers on I-96.

- **Industrial**, to promote the development of additional job-creating industrial businesses in appropriate locations.

**Public/Semi-Public Categories:**

- **School Campus**, to preserve the Coopersville Public Schools campus, a major anchor of the community.
- **Parks and Preservation**, to preserve the community's public parks and open space.
- **Preservation Overlay**, an overlay district along the City's waterways, such as Deer Creek, promoting preservation of the flood plain in an undeveloped state.





# Map 1 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           |                        |                            |

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



## 5. 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

#### Future Road Network

There are many large currently-agricultural tracts of land in Coopersville that are planned or potential future neighborhoods. The plan document has a conceptual future road network in Chapter 8 gives a vision for the road layout within these potential neighborhoods. While that map is meant only to be general guide, the following principals should be followed when new neighborhoods are proposed:

- 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

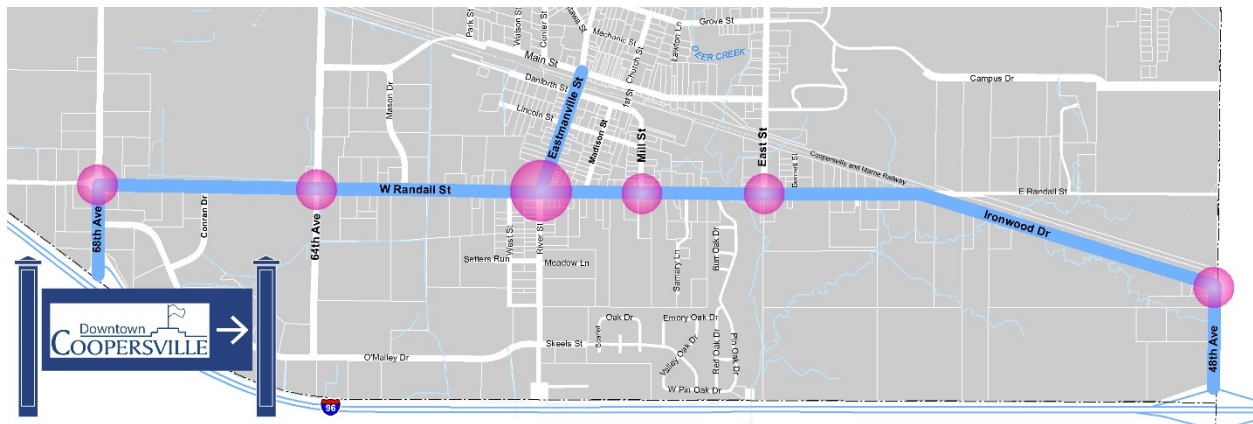
#### Street Character and Downtown Wayfinding

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 t below, should be the primary focus of improved wayfinding in the city. The key intersections on

Map 2 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 2: 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.

### 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.

#### 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 3. 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. 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:

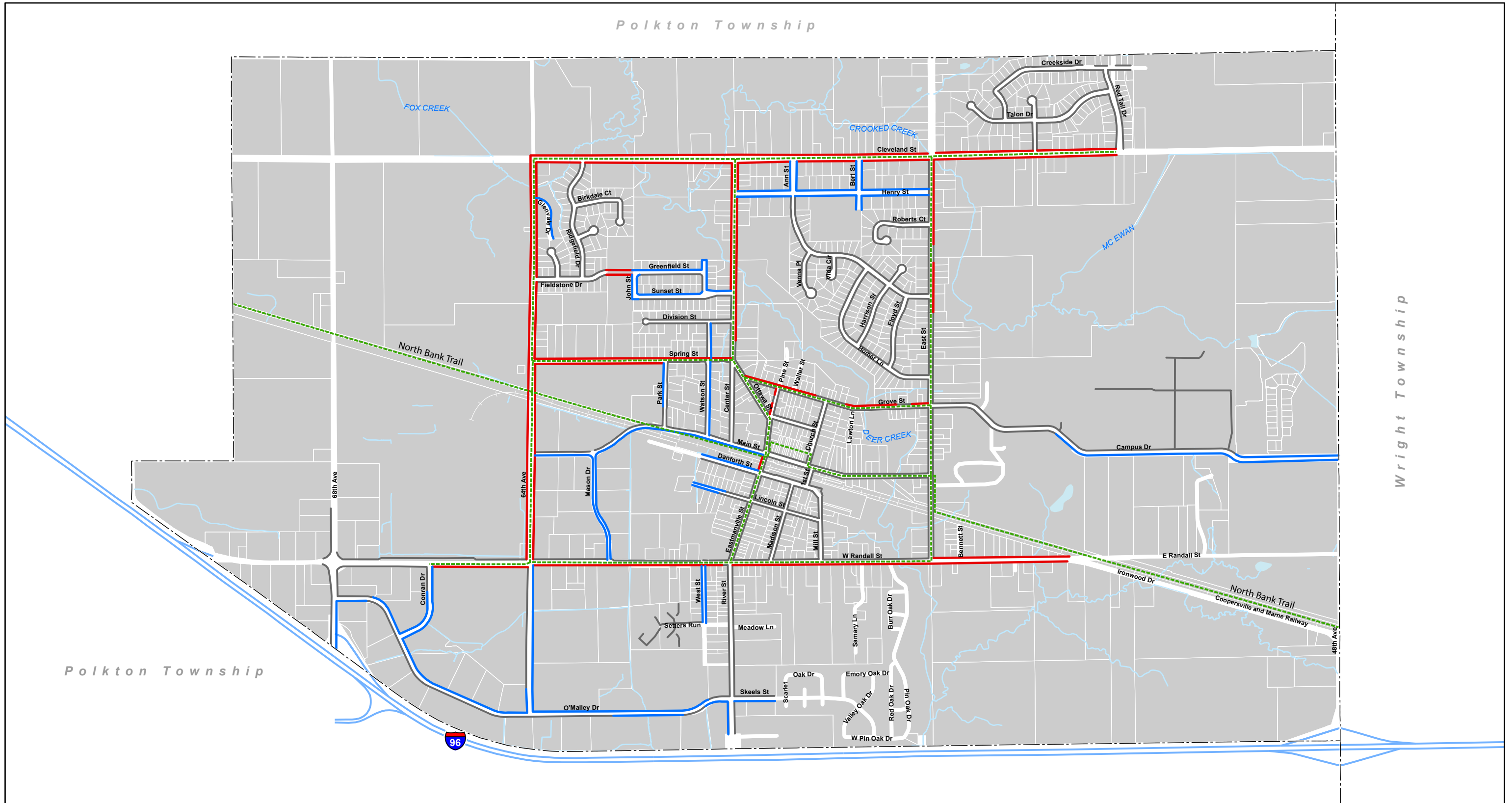
- Complete any missing sidewalks along the “Coop Loop” of 64<sup>th</sup>, Cleveland, East, and Randall as these roads surround the core of the city
- Complete any missing sidewalks on Center, Ottawa, Eastmanville, Spring, and Grove to provide connection across the “Coop Loop” to the downtown area and 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 3 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.



## 6. Action Plan

The tables on the following pages present a detailed summary of all the recommended implementation activities from the Plan document, including 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



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