

The City of Grandville, Michigan



Master Plan 2020

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THE CITY OF GRANDVILLE, MICHIGAN MASTER PLAN 2020

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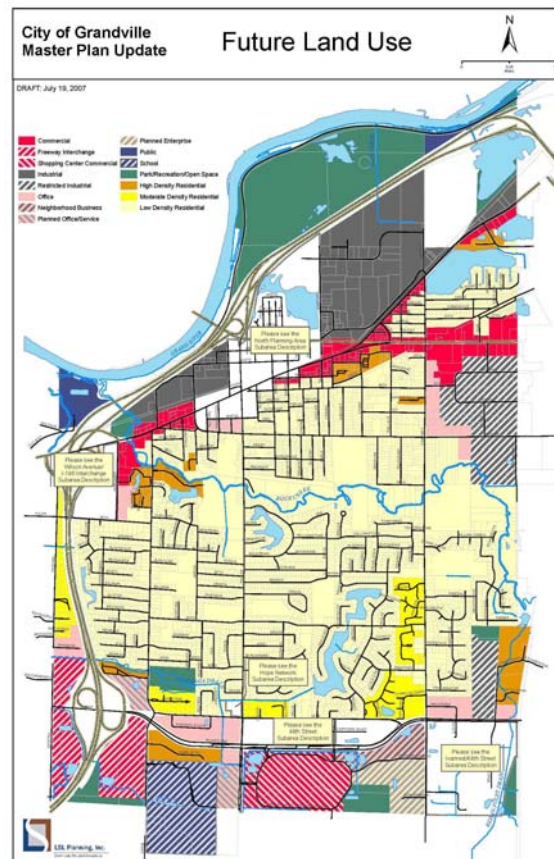
What is a Land Use Plan?

Every community has a responsibility to go beyond day-to-day zoning issues and look at the long-range consequences of their decisions. Similarly, a community must have a document that provides guidance for land use and development by considering a wide range of possible futures. For the City of Grandville, this long-range view is provided through this Land Use Plan.

Grandville has experienced significant growth in the past but now most of its available vacant land has been developed, yet interest remains high and it is attractive to new people and businesses. But how can Grandville accommodate growth when for all intents it has approached build-out? A new perspective is required that reconsiders existing land uses and focuses on redevelopment. But questions arise; how should this redevelopment look, what kinds of land uses should be encouraged and how should they be arranged; and how will redevelopment affect surrounding neighborhoods? For older parts of Grandville and its downtown, how will redevelopment affect existing commercial and residential areas, will they be able to compete with, or will they be complementary to this redevelopment?

In truth, no community can solve every problem or answer all of the contrasting concerns about land development. But, advocates for both new development and the preservation and protection of existing neighborhoods have common goals: each want “better planning.” Decision makers then are tasked with balancing the interests of landowners wishing to develop their properties, and maintaining the characteristics that attracted people to Grandville in the first place.

Those “quality of life” features – stable neighborhoods, affordable homes, an excellent park system and walkable streets – are among the elements that make Grandville unique. A successful Land Use Plan must consider these elements, along with many other challenges, and take steps that will ensure that new development “fits” the community and that it is done in such a way that it promotes the viability of older city neighborhoods, the downtown, employment areas and shopping centers. Accordingly, the use of the right planning tools is needed to assure that Grandville continues to be a special place.



How Will the Plan Be Used?

The Plan serves many functions and can be used in a variety of ways, but its usefulness is determined by Grandville's willingness to actively support and implement its recommendations. A plan that is not actively followed and implemented may lead to problems in the future. Failure to follow the plan will discredit any attempt to use it as a defense for actions that may be challenged by property owners, or developers.

Likewise, consistent and vigorous use of the plan will lend credibility to implementation of controversial decisions on zone changes, or other land use actions. While the Michigan's courts do not recognize the absolute authority of the Land Use Plan, they do lend much more credibility to actions supported by careful planning than those that appear to be taken arbitrarily against an individual property owner. To that end:

1. The Plan is a general statement of Grandville's vision, goals and policies. It provides a single, comprehensive view of the community's desires for the future.
2. The Plan aids in daily land use decision-making. The Plan is intended to guide the Planning Commission and the City Council in their deliberations on zoning, subdivision, capital improvements, and other matters relating to land use and development. Accordingly, the Plan provides a stable, long-term basis for decision making which will provide a balance of land uses and an orderly development process.
3. The Plan provides the statutory basis upon which zoning decisions are based. The Michigan Zoning Enabling Act requires that the zoning ordinance be based upon a plan designed to promote the public health, safety, and general welfare. It is important to note that the Land Use Plan and accompanying maps do not replace other City Ordinances, specifically the Zoning Ordinance and map. Zoning is only one of the many legal devices used to implement the Land Use Plan.
4. The Plan attempts to coordinate public improvements and private developments. For example, public investments such as road or utility improvements should be located in areas identified in the Plan as resulting in the greatest benefit to Grandville and its residents.
5. The Plan serves as an educational tool and gives citizens, property owners, developers, and adjacent communities a clear indication of Grandville's direction for the future.

Keeping the Plan Current

Fulfilling the elements outlined in the Plan will not occur overnight -- the Land Use Plan provides a sense of direction for the present and is a guide for the future. Understanding this, the Plan should not be rigidly administered; changing conditions that can affect its original intentions should be acknowledged.

However, a Plan that is not referenced on a continual basis, or one that is outdated can weaken decisions. Over time, goals may be achieved and new ones needed, or individual zoning decisions may change the direction of development in a certain part of the city. Where events lead to land use approvals that are contrary to the plan, it should be amended to reflect these changes.

The Municipal Planning Act requires that communities review their current Plan at least every five years to determine whether amendments are needed, or the process for a new Plan should be started. The Planning Commission should also solicit public opinion on a periodic basis. By routinely following these procedures, the Land Use Plan will continue to be an up-to-date and reliable planning tool.

How Does the Land Use Plan Affect You?

How the Land Use Plan affects you depends on your particular situation.

- If you are a property owner, you may have several interests, including not only your property, but also properties that are in a similar land use category.
- As a homeowner, you will be interested in the properties in your immediate neighborhood. You may wish to know what uses are proposed for any vacant land, or sites recommended for redevelopment.
- As an owner of vacant property, you will want to know what land uses are proposed for your property.
- As a Grandville resident, you will be interested in the overall concepts of the Plan. These will give you an indication of the Planning Commission's view of the city now, and in the future.

How Should You Use This Plan?

Again, use of the Plan depends on your interest in Grandville's future; generally, here is the procedure you should follow.

Step #1 What land use is proposed for your property, or the area surrounding your property?

This information is on the Future Land Use map. This map is divided into separate land use categories. Find the category of land use in which your property is located.

Step #2 Determine how the Planning Commission views development in your area.

The text of the Future Land Use Plan will indicate the planned development within your area; it may be fairly specific, or somewhat general. This part of the Plan is intended to provide some reasonable direction to the Planning Commission, as well as provide property owners information about development within the city.

Step #3 Determine the meaning of the land use designation for your property.

In Step #1 you were asked to determine the land use category for your property. Find the category your property is located in and read the land use designation. Depending on the nature of your interest, this may be as far as you want to go. If you have a specific proposal that does not match the expectations of the Plan, you may want to look at it in more detail.

Step #4 Determine how your property is affected.

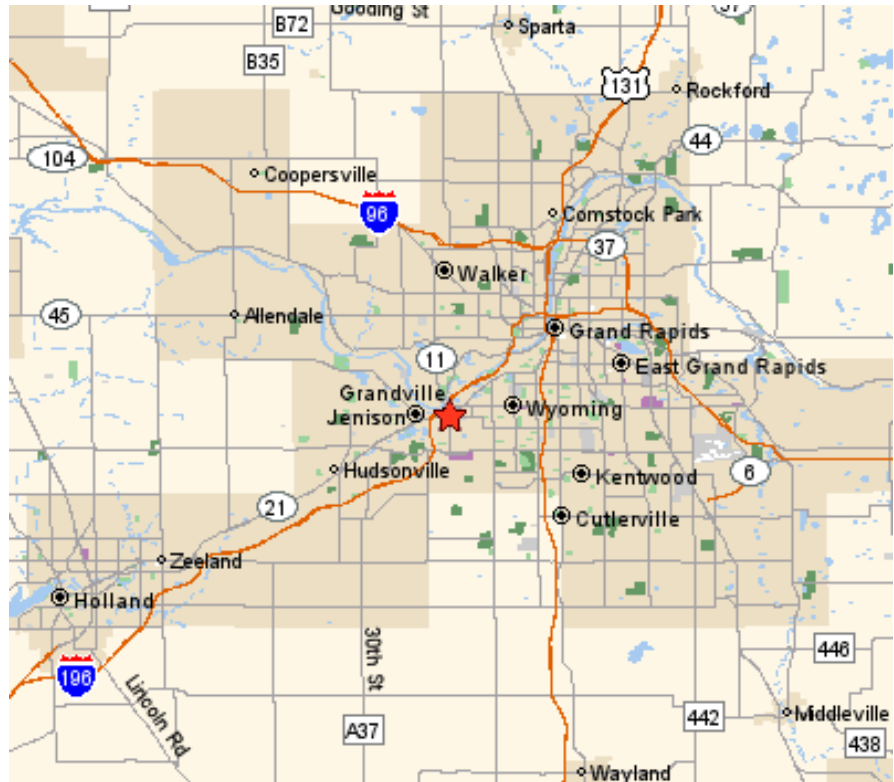
The Future Land Use designation will indicate the planned use for your property. This does not mean that you cannot continue the use that you currently have. Land use within Grandville is also affected by the zoning for your property. See the Zoning Ordinance or call the Grandville Community Development Department for more information.

The Land Use Plan may have a profound impact on the future of your property, regardless of whether you are a landowner or a homeowner. As a Grandville resident, it is important that you become familiar with the Plan and what it may mean to you and your community.

COMMUNITY SNAPSHOT

Where We Are

Grandville is located a few miles southwest of Grand Rapids, on the western edge of Kent County. Along its northern border the city is separated from Walker by the Grand River while Wyoming is to its south and east. Georgetown Charter Township, including Jenison and Hudsonville, which are located in Ottawa County, adjoin it on the west. With convenient access via I-196 to both greater Grand Rapids and the lakeshore, Grandville has become a regional retail destination.



The city has experienced much growth over the past decade, especially near the new Rivertown Crossings mall (see Figure 1). This regional retail center has stimulated new adjacent commercial and retail development within the city and in the “panhandle” area of Wyoming, near Rivertown Parkway and Wilson Avenue.

However, this recent growth has consumed most of the remaining large, vacant parcels in the city and consequently there are few greenfield sites (i.e. undeveloped property) left to develop. This has transformed Grandville into a mature city that is for the most part built-out (see Existing Land Use maps). As a result, redevelopment will play an important role in the community’s future.

Historical Overview

Prior to European settlement, the area in Grandville along the Grand River was inhabited by Ottawa and other Native American tribes. The community’s first white

settler was Luther Lincoln who together with his party came down the Grand River in 1832 and over-wintered. In the spring he purchased land from the White Pigeon land office and the settlement was given a post office in 1834. Construction of a railroad depot in 1872 spurred regional growth, and the tiny settlement became a village in 1887 prior to incorporating as city in 1933.

Physical Characteristics

Land Use

While single-family residential, located in the central portion of the city, is the predominant land use, higher density residential neighborhoods are located to the north and south near the Chicago Drive/28th Street corridor, and near the 44th Street/Rivertown Parkway corridor (see Existing Land Use Map page 10). Commercial uses are concentrated along Wilson Avenue, Chicago Drive, 28th Street, and Rivertown Parkway (44th Street). The development of the Rivertown Crossings Mall in 1999 spurred an incredible, but not unexpected amount of spin-off retail development near the corner of Wilson Avenue and Rivertown Parkway – a trend that continues even five years after the mall's opening.



Transportation/Access

The community is well-served by the area's motorized and non-motorized transportation network which is described below:

Street System

I-196 crosses Grandville's northern edge and links to Grand Rapids (to the northeast) and to Holland (to the southwest). The city is also served by 28th Street (M-11) and Chicago Drive, which respectively carry approximately 34,000 and 20,000 cars per day. Wilson Avenue and Ivanrest Avenue are major north/south streets while Rivertown Parkway and Prairie Street are other major east/west streets (see Road Classification map).

Mass Transit

In 2000, Grandville joined with other area cities to form the Interurban Transit Partnership (ITP). The ITP service, now called 'The Rapid', operates both the GO! Bus service for elderly and disabled persons, as well as 18 fixed- bus routes, 2 of which serve Grandville. The Rapid also operates several other specialized services such as the Passenger Adaptive Suburban Service (PASS), which carries persons within certain service areas either to their destinations or to a regular bus stop, and the Downtown Area Shuttle (DASH) service, which links commuters with 3 specially operated parking areas and shuttle service to their place of employment.

Non-Motorized Pathways

A portion of Kent Trails runs along the Grand River, down Ivanrest Avenue, Prairie Street, and then along an abandoned railroad bed south through Wyoming to Byron Center. Several other trails run through the city, including along the Grand River, and Buck Creek, connecting to City Hall and the Kent Trails system (see Parks and Recreation map).

City of Grandville Master Plan Update

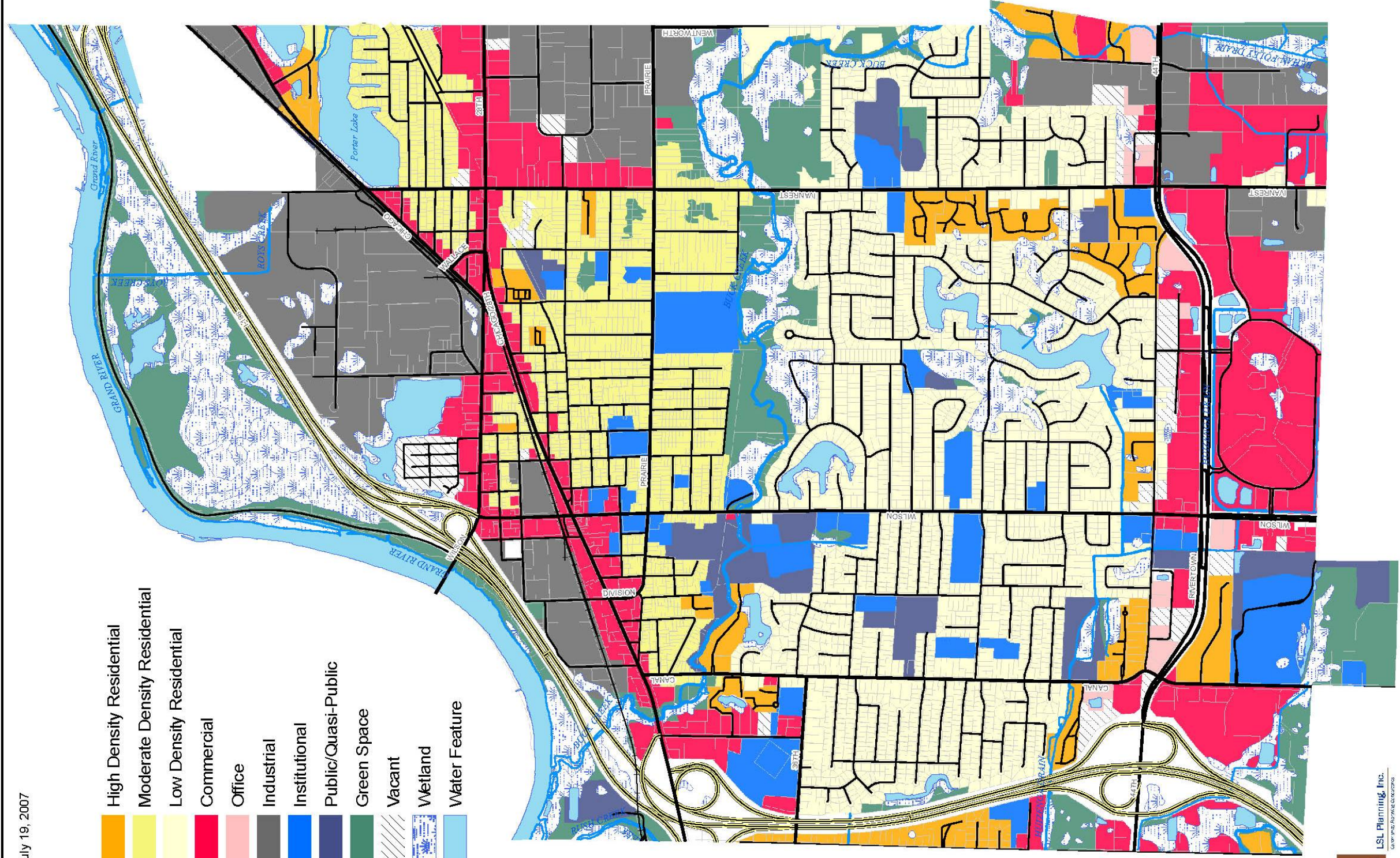
Existing Land Use



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Feet

DRAFT: July 19, 2007

- High Density Residential
- Moderate Density Residential
- Low Density Residential
- Commercial
- Office
- Industrial
- Institutional
- Public/Quasi-Public
- Green Space
- Vacant
- Wetland
- Water Feature



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Natural Features

Grandville is fortunate to be surrounded by rivers and woods and these natural features are assets especially when it comes to recreation. In addition, varying topography creates a changing landscape that is conducive for golfing, walking or cross-country skiing. The city also contains several smaller lakes, as well as Buck Creek, which provide recreational activities such as fishing, swimming, boating, and a variety of other activities. Another key recreational and environmental feature is the Grand River.



Topography

Topography in Grandville is fairly flat except in the southeast where slopes may exceed 10 percent. The highest elevation, located in the extreme southeast section of the city, exceeds 700 feet while the lowest point, less than 590 feet, is located along the Grand River in the northwest (see Elevation Map page 41).

Water Features

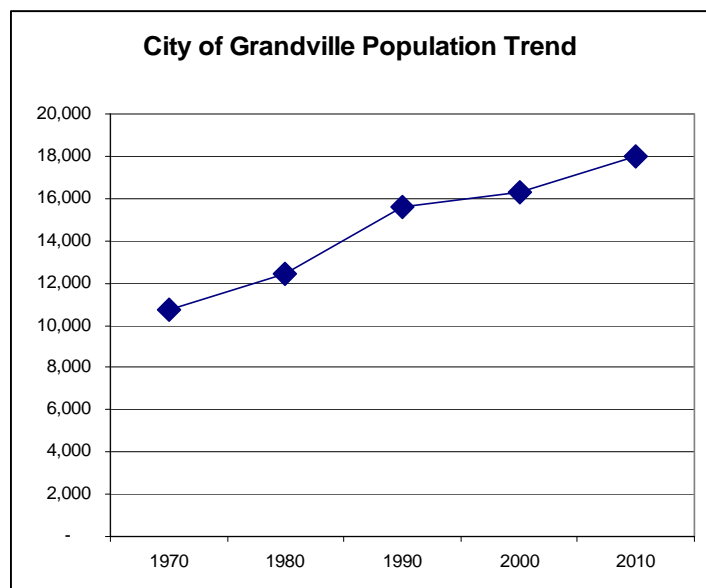
The Grand River flows along Grandville's northwest edge while Buck Creek flows north through the city where it has a confluence with the Grand River. Almost the entire city lies within the Grand River valley. Unconsolidated glacial deposits, containing sand and gravel, characterize the area's geology. In some locations these materials have been extracted and the mined areas have been filled with water creating small lakes and ponds. A few of these former mines now provide "lakefront" living and recreational opportunities (see Natural Features map).

Demographics

Population

Grandville's population has grown steadily over the past several decades, with the largest recent change occurring between 1980 and 1990. During this period the city's population jumped by almost 2,000. According to the 2000 Census,

Figure 1: Population Trends and Projections



Source: U.S. Census

Grandville has a population of just over 16,000. Compared to other communities in Kent County it can be classified as a mid-sized city. Only Cedar Springs, East Grand Rapids, Lowell and Rockford are smaller, while Grand Rapids, Kentwood, Walker and

Table1: Population Trends and Projections Population Change 1980 – 2000						
Unit of Government	1980	1990	2000	% Change 1980-1990	% Change 1990-2000	Projected 2010
Cedar Springs	2,615	2,600	3,112	-0.6	19.0	3601
East G.R.	10,914	10,807	10,764	-1.0	-0.4	10,540
Lowell	3,707	3,983	4,013	7.4	0.8	4,199
Rockford	3,324	3,750	4,626	12.8	23.3	5,379
Grandville	12,412	15,624	16,263	25.9	4.1	18,026
Grand Rapids	181,843	189,126	197,800	4.0	4.6	203,584
Kentwood	30,438	37,826	45,255	24.3	19.6	56,019
Walker	15,088	17,279	21,842	14.5	26.4	26,800
Wyoming	59,616	63,891	69,368	6.8	8.7	74,671
Kent County	444,506	500,631	574,335	12.6	14.7	662,496
Michigan	9,262,078	9,295,297	9,938,444	4.7	6.9	10,121,300

Sources: U.S. Census, West Michigan Regional Planning Commission

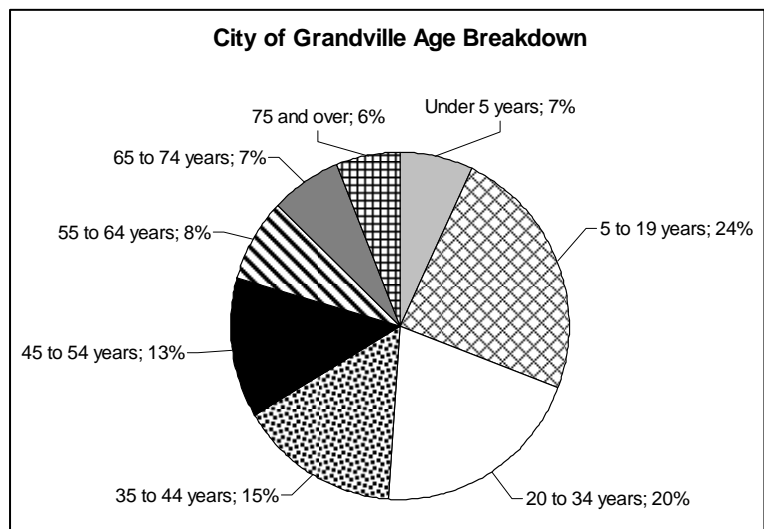
Wyoming are all a great deal larger. Due to the city's shortage of raw land, future population growth can be expected to be modest.

Age Breakdown

Median age went up slightly during the decade 1990 to 2000, rising from 31.2 to 34.2 (see Table 2). This is consistent with surrounding communities and represents a general aging of the population, though at a slightly faster rate.

From 1990 to 2000, the city saw significant decreases in the under-5 and 5-9 age groups, while at the same time there were more significant increases in the 10-14 and 15-19 age groups (see Table 3). This shift indicates that prior to 1990, the city attracted many young families and as their children have progressed through school, they continue to live in the city. This is further supported by the 38.1% increase in 45-54 year old population, and the general growth seen in older age groups.

Figure 2: Age Breakdown



Source: 2000 U.S. Census

The net results are that there is little new housing available for families to move into as full build out is reached and there is a decline in the number of school age children. This trend may affect future Grandville Public Schools enrollment.

Another trend to watch is the 27% decline in the 25 to 34 year old population during the same time period. While the trend is consistent with many other communities around the state, it is never-the-less almost twice as large as the decline in Wyoming (see Table 3). The loss of this age group is significant because it represents the prime years for family formation, which in concert with limited new housing opportunities may translate into a continued decline in school aged children.

Table 2 Median Age			
Median age	1990	2000	Change
Grandville	31.2	34.2	9.6%
Grand Rapids	29.8	30.4	2%
Kentwood	30.4	32.4	6.6%
Walker	31.3	32.4	3.5%
Wyoming	29.8	31.2	4.7%
Kent county	30.7	32.5	5.9%
Michigan	32.6	35.5	8.9%
U.S.	32.9	35.3	7.3%

Source: U.S. Census

As people are living longer due to improved health care, the senior population has grown both in Grandville and in neighboring Wyoming. However, where Wyoming has seen an approximately 4.6% increase in the 65 years and older population, Grandville has seen an increase of over 30% (see Table 3).



The importance of maintaining solid single family residential neighborhoods, or in creating new ones, cannot be overlooked. Yet as the city's population ages the need for broader housing choices for that population increases as well. Land use relationships that consider both an aging population and younger families should be a priority in coming years.



Demographic trends such as an aging population have land use implications because of changing lifestyle priorities. Typically affected are choice in housing types, which might suggest opportunities for smaller lot single family homes, multi-unit residential located within close proximity to shopping and other services, or mixed use developments where land uses are vertically or horizontally integrated.



High Density & Mixed-Use Senior Housing Choices

Attracting a younger population may suggest policies that continue to support existing single family neighborhoods as well as providing housing choices in a more urban setting.

Table 3 Population by Age						
Age Group	1990		2000		% Change	
	Grandville	Wyoming	Grandville	Wyoming	Grandville	Wyoming
Under 5	1,328	5,754	1,110	5,574	-16.4	-3.1
5-9	1,305	5,194	1,195	5,472	-8.4	5.4
10-14	1,145	4,392	1,367	5,253	19.4	19.6
15-19	1,052	4,090	1,332	5,139	26.6	25.6
20-24	1,245	5,496	1,249	5,572	0.3	1.4
25-34	2,816	13,686	2,056	11,973	-27.0	-12.5
35-44	2,317	8,947	2,505	11,397	8.1	27.4
45-54	1,536	5,272	2,122	8,157	38.1	54.7
55-64	1,287	4,839	1,253	4,325	-0.2	-10.6
65-84	1,438	5,777	1,832	5,890	27.4	2.0
85+	155	444	242	616	56.1	38.7

Source: U.S. Census

Ethnic Composition

The majority of Grandville residents are white although minority representation grew slightly between 1990 and 2000 to about 5% of the overall population. This makeup is more similar to Ottawa County than Kent County but overall trends show that both Grandville and Ottawa County are slowly becoming more diverse.

The Hispanic population in both Kent and Ottawa Counties grew between the 1990 and 2000 Census, to represent 7.0% of the population in both counties in 2000 (see Table 5). This is up from 2.9% in Kent County and 4.2% in Ottawa County. In 2000 the percent of Hispanics in Grandville was considerably less than that for the two counties, only 3.1% but even so, they had the highest growth rate of any other ethnic group.

Table 5 Ethnic Composition						
Race/Ethnicity	Grandville		Kent County		Ottawa County	
	1990	2000	1990	2000	1990	2000
Caucasian	97.7%	94.9%	88.7%	83.1%	95.7%	91.5%
African American	0.7%	1.4%	8.0%	8.9%	0.5%	1.0%
Native American	0.2%	0.3%	0.6%	0.5%	0.3%	0.4%
Asian, Native Hawaiian or Pacific Islander	1.0%	1.2%	1.1%	2.0%	1.3%	2.1%
Other Race	0.4%	0.9%	1.6%	3.3%	2.1%	3.5%
Hispanic/Latino (of any race)	1.4%	3.1%	2.9%	7.0%	4.2%	7.0%

Source: 2000 U.S. Census

Household/Housing Characteristics

Between 1990 and 2000 the number of households in Grandville increased by 8% (see Table 6). While overall population also grew, average household size continued to decrease. This is consistent with national trends since more people are remaining single and families are tending to have fewer children.

Table 6 Household and Housing Characteristics			
Household/ Housing Characteristic	1990	2000	% Change
Number of Households	5,643	6,095	8%
Average Household Size	2.74	2.64	-3.6%
Median Housing Value	\$78,600	\$122,200	55.5%
Percent of Owner Occupied Units	72.1%	73.6%	2.1%

Source: 2000 U.S. Census

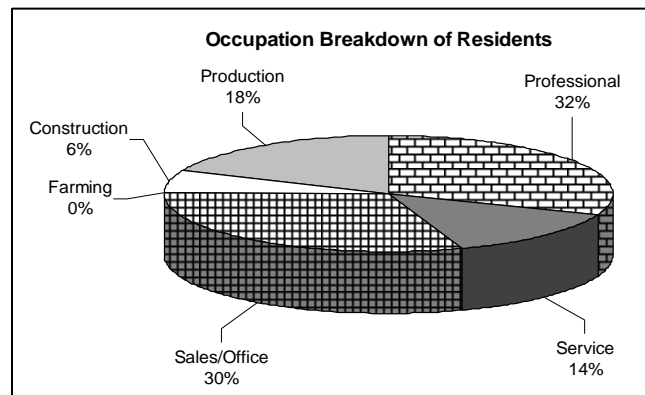
Median housing value increased significantly over the past decade, by over 50% to \$122,200. In addition, the number of owner occupied units increased by over 2%. These figures reflect the nationwide upturn in the economy that was experienced throughout the 1990s.

Employment

Grandville residents have a fairly diverse employment base that ranges from white to blue-collar jobs. According to the U.S. Census Bureau, over 60% of residents are employed in either professional or sales/office jobs, with around 30% employed in production or service occupations (see Figure 3). Construction makes up less than 10% of the job categories, with farming at less than 1%.

While 18% of residents are employed in the production sector, the planned relocation of X-Rite should not have a significant impact on area employment. X-rite will be moving to nearby Kentwood and plans on increasing employment.

Figure 3: Occupation Breakdown



Source: 2000 U.S. Census

Income

Grandville has a higher median income level, and a lower percentage of residents below the poverty level, than the State, Kent County, and most surrounding cities (see Table 7). East Grand Rapids is by far the most affluent community, with a median household income of \$84,772, and has the lowest level of poverty at 2.8%. This indicates that Grandville is slightly more affluent than many of its surrounding neighbors and it also suggests that neighborhoods are stable and housing conditions are generally sound.

Table 7 Income		
Community	Median Household Income	Individuals Below Poverty Level
East G.R.	\$84,772	2.8%
Grandville	\$47,570	4.5%
Grand Rapids	\$44,224	15.7%
Kentwood	\$45,812	6.3%
Walker	\$44,818	6.1%
Wyoming	\$43,164	7.3%
Kent County	\$45,980	8.9%
Michigan	\$44,667	10.5%
U.S.	\$41,994	12.4%

Source: 2000 U.S. Census

Housing Characteristics

Just over one quarter of all housing units in Grandville were renter occupied in 2000, which is down slightly from 26.7% in 1990 (see Table 8). This statistic indicates continued neighborhood stability and commitment to the community in general.

Table 8 Estimated Housing Units and Occupancy		
Dwelling Units	Number	Percent
Owner Occupied	4,483	71.4%
Renter Occupied	1,612	25.7%
Vacant Units	184	2.9%
Total Housing Units	6,279	100%

Source: 2000 U.S. Census

Schools

Almost all of Grandville and portions of Walker, Wyoming and Georgetown Township are in the Grandville Public School District. However, the area in Grandville located between Prairie and 36th Streets, east of Ivanrest Avenue is in the Wyoming Public School District.

Grandville Public Schools Community Education –The City currently partners with the Community Education office of Grandville Public Schools to offer a wide variety of recreation and sports programs to area youth during the summer months, including several activities located at various city parks.

Calvin Christian Schools – Calvin Christian Schools currently leases the Grandville Middle School football field for their program.



Grandville Historic Commission – The Historic Commission is located in the lower level of City Hall and operates Schoolhouse #10, located at the City's Heritage Park, as a school museum for visitors.

Existing Land Use

Grandville's distribution of land uses (see Existing Land Use Map page 8) is typical of a developed urban area and includes a full range of activities. Currently, single-family residential occupies the greatest land area and is concentrated in its central core. Grandville also has areas of scattered higher density residential. Commercial development is concentrated along Wilson Avenue, Chicago Drive, 28th Street and Rivertown Parkway (44th Street). The development of Rivertown Crossings mall in 1999 spurred an incredible amount of related development, both in Grandville, near the corner of Wilson Avenue and Rivertown Parkway, and in neighboring Wyoming. That trend continues today.

Because Grandville is almost fully developed, questions have arisen regarding future growth and development. In response, the City has identified key areas that require further study and these include:

- Hope Network Site – located near 44th Street and Wilson Avenue
- 44th Street between Wilson and Ivanrest Avenues
- Wilson Avenue/I-196 Interchange area
- North Planning Area – near downtown Grandville and the 28th/Chicago Drive corridors
- 44th Street and Ivanrest Avenue

Plans for their future growth and development are described in the Sub Area planning section.

Zoning Ordinance Assessment

In order to realize Master Plan recommendations many factors must converge toward common objectives. However, that requires more than just the efforts of various individuals, boards, and agencies that play a role in implementing the Plan; it requires changes to regulations that shape growth and the City's zoning ordinance is among these. So that Grandville has the needed regulatory tools to achieve its planning vision, an assessment of the current zoning ordinance was performed to identify impediments

and/or voids that may inhibit the ability to effectively implement various Plan recommendations and concepts. During the course of this review, some general shortcomings of the current code were noted and are discussed in the Implementation section for consideration. This overview is, however, not intended to be a comprehensive technical review of the code and should not be viewed as such.

Master Plan Recommendations

The main focus of the Master Plan 2020 is the redevelopment of specific Sub Areas in Grandville and advocates opportunities for mixed land use in many of these. In addition, it emphasizes quality design and proper site planning, rather than a strict segregation land uses. Key aspects of this concept include:

- access management
- use of incentives and bonuses
- two- and three- story commercial buildings
- architectural design standards
- quality building materials
- parking behind or to the side of buildings
- reduced lighting
- smaller signs
- enhanced streetscape design
- landscaping within parking lots
- reduced front yard setbacks
- residential conversion of industrial buildings
- Form Based Codes

Zoning Ordinance

Zoning in Grandville has evolved and matured along with the community itself. Diverse land uses and development patterns have necessitated a range of controls to ensure that the community remains sustainable, established uses are protected, and new development enhances rather than detracts from community character. Grandville now faces new challenges, not uncommon to mature suburbs. Redevelopment of once thriving sectors of the community is needed to retain their viability and to prevent the deterioration of surrounding areas. One way to address this is through the use of Form Based Codes. Form-Based Codes are zoning ordinances that focus on creating more livable communities. The approach stresses traditional community character, like that which is experienced in downtown Grandville and its surrounding residential neighborhoods. Ultimately, these codes seek to create and maintain a more human-scale environment for our communities. Unlike conventional zoning that focuses on separating land uses, Form-Based Codes draw attention to building form as it may relate to the streetscape, adjacent uses and allows a mix of land uses based on context. Therefore, compatibility of land uses is achieved through design and orientation, instead

of strict separation. Where conventional zoning focuses on the use and development of an individual lot, form-based codes focus on the way individual buildings and site plans serve to shape the public realm. Form based codes rely on design concepts and patterns intended to preserve the best of a community, creating more livable environments and spaces. Ensuring that the needed tools are in place to address these challenges is critical for Grandville to realize its vision for the future.

Downtown

In 2003, the City of Grandville Downtown Development Authority (DDA) commissioned a study that analyzed the physical and economic issues facing downtown Grandville and developed a plan to address these. The DDA's objectives were to gather community input, to build upon the improvements the DDA had already achieved and to strengthen the downtown. This was achieved through a highly participatory process that helped gain an understanding of the community, the opportunities and constraints of the downtown and the city, and the DDA's vision for the future. One of the key results of this effort was the development of an implementation strategy that outlined project priorities, potential costs and possible funding and revenue sources. This document is an important part of this plan and should be reviewed and referenced when making land use decisions that may affect downtown Grandville. This is especially true for the implementation strategies it proposes.

COMMUNITY INPUT

The following are the results of community stakeholder interviews conducted between June 28, and July 7, 2006. Community stakeholders represent a cross section of business owners, residents, and interested citizens selected by the City to provide their unique observations on strengths, weaknesses and opportunities Grandville faces now and into the future. Many of the recommendations made in this Master Plan have their basis in interview results.

1. *What are the things we value about Grandville?*

- The neighborhoods
- Housing is affordable
- It is a desirable place to be; can compete with its neighboring communities
- Good schools
- It feels like an old time community
- The south end is anchored by Rivertown Crossings while the north end is by downtown
- New shopping opportunities in the south end
- Downtown makes Grandville a special place
- It is a very walkable community – Grandville has a great sidewalk system
- South end is great and classy – its network of streets and aesthetic qualities
- Great residential neighborhoods are located between the north and south ends
- Downtown building facades are being renovated – that needs to be supported
- The mall has not infringed upon residential neighborhoods
- Residential land uses in the south are buffered from intense commercial development
- A strong and defined line between commercial and residential uses in the south



Great Neighborhoods, Great Sidewalks



South End Street Network, Aesthetic Qualities



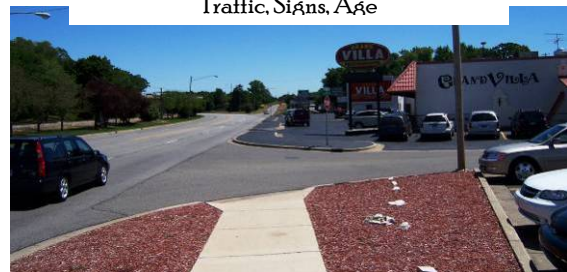
X-Rite: Little Neighborhood Impact

- Grandville is well connected to the region by roads
- Grandville is not overly large
- The X-rite property is self contained and has little impact on residential neighborhoods
- Grandville is a well-maintained city
- South end is near interstates and has excellent access
- It is a family oriented community
- Grandville has great parks



2. *What are some problems?*

- The north side needs to look better and cleaner
- The way the Chicago Drive corridor looks – old and shabby
- Downtown feels unsafe for pedestrians because of traffic speed
- I-196 is a barrier to Johnson/Millennium Park
- 28th Street looks old and dilapidated
- The perception that traffic problems are associated with the mall
- Currently, downtown looks tired and is not comfortable for pedestrians
- Getting downtown merchants to contribute to improvements
- Most of the City's focus has been on the Rivertown area; it needs to shift north
- The relationship of heavy industrial uses to future development sites in the north end
- The Canal/Rivertown intersection is bad; too much traffic
- Traffic volumes on side streets
- Signs on 28th Street are of a poor quality and are too large
- Crime and traffic are perceived to be issues near the mall
- Relationship of the City with developers is not good
- 28th Street has suffered because of the commercial development associated with the mall and M-6
- North end needs to be cleaned up – trailer park was a big part of the problem, a lot of crime
- Need to make things happen that were suggested in DDA plan, but recognize existing businesses
- I-196 and industrial businesses on north end limit the attractiveness of north end



- city processes are too lengthy; they are afraid to step on toes; need to have better dialogue and a “get it done” mentality
- 28th Street traffic
- Railroad through city
- Improve the Chicago & 28th corridors before the trailer park



3. *What are some opportunities for change?*

- Redevelopment of the former trailer park north of 28th Street near Wilson
- Transform the former trailer park into a business park (not industrial)
- Provide a mix of land uses at the old trailer park
- Provide an improved pedestrian connection across 28th Street
- Baldwin Street interchange improvements
- 28th Street improvement plan that converts it to a boulevard with a landscaped median
- Whatever change occurs do it in a realistic way so that it can be implemented
- Whatever is done in Grandville make sure it benefits the City
- Calm traffic throughout city but focus on downtown
- New and redevelopment sites must promote mixed land uses
- Involve the school system in the planning process; get them at the table
- Get Wyoming at the table, especially to discuss Ivanrest and Wilson Avenues
- The north end, it's potentially strong but lacks design quality and consistency
- Downtown – promote facelifts and building improvements; improve lighting quality and fixtures; make downtown a destination
- Deal with 28th Street from Wilson to Ivanrest
- Make capital investments in the downtown
- Improve the zoning ordinance so that it better supports quality development
- Improve the way Chicago Drive looks; make design (but also signs) more consistent



- Enhance pedestrian and bike connections under I-196 to Millennium and Johnson Parks
- The X-rite site – it's ok for it to go all commercial
- Continue the same level of design and quality along Rivertown Parkway
- The X-rite site should be a blend of uses
- Consider the nursery property south of X-rite
- Provide a connection to Kent Trails at X-rite and explore possible recreation facilities
- Be sensitive to existing residential neighborhoods
- The area around the YMCA
- Former Hope Network site
- Make 28th Street feel like Rivertown Parkway
- Transform 28th Street west of the viaduct as part of an initial improvement project
- Work with Wyoming to expand Ivanrest to 4 lanes
- Develop a multi-story project at trailer park site, use the lake as a visual emphasis
- 28th Street has less truck traffic after M-6, need to slow – add a light at Ottawa & emphasize as a major corridor



4. *What are some concerns for the future?*

- A concentration of single uses in Grandville especially large apartment complexes
- That south Grandville becomes just a retail area
- Rental apartments
- Overloading residential densities to a point that the school system is overburdened
- That the City overlooks investment in the north end
- That additional traffic resulting from development of X-rite affects capacity
- Grandville will experience disinvestment typically associated with inner-ring suburbs
- The future of the area near the YMCA
- Traffic associated with Mars Hill
- Businesses from outside city taking city business – the City needs to contract locally

5. *What are some priority areas to deal with?*

- North side/28th Street
- Chicago Drive corridor

6. *What makes (or will make) Grandville special?*

- Downtown makes Grandville special
- It's more than just a place it has activities and events that make it special
- It's a great place to be
- It has community spirit
- Grandville is home and is comfortable
- Neighborhood schools
- Has a small town feel – looks make a big impression
- It feels like home
- Grandville feels like a small town – downtown drives that feeling
- It has a choice in housing
- Small town America
- Grandville is a bedroom community where you now can shop, work and eat
- Grandville has managed its traffic well
- Reinforce the sense of a small town in the north end
- Grandville is safe
- Parks
- Warm & inviting feeling
- Family

FUTURE LAND USE

The analysis, concepts, supporting images and diagrams that make up this Master Plan identify opportunities for change in Grandville. As important are the stable areas where change should not occur and land uses should remain as they are. Future land use patterns have been established with this foundation in mind and serve as the end product that summarizes the data, goals and ideas that have emerged from a lengthy planning process. The Future Land Plan Map will certainly be the single most item of interest to any reader and the following summary will help define plan concepts as well as the rationale that has been applied to specific areas or used to relate one element to another.

Housing

The Plan reflects existing development densities and anticipates a variety of housing types and densities, a variety of lifestyles, and housing preferences.

Low Density Residential - Includes existing and proposed areas of single family-detached residences developed at a density range of 1.0 to 6.0 dwelling units per acre. Included within this land use category are customary, ancillary public facilities such as churches, schools, and parks.

Planned Residential Low Density - Due to existing neighboring uses or conditions future residential development in these areas is best handled using Planned Unit Residential. Single family detached housing is to be a major land use component of a project, which may also include other housing types. The anticipated density range is between 3.0 and 6.0 dwelling units per acre.

Moderate Density Residential – This category applies to a wide range of circumstances and includes small lot single family development and encourages innovative site planning techniques for single family detached and attached homes and two family dwellings. The anticipated density range is between 3.0 to 8.0 dwelling units per acre.

Planned Residential Moderate Density - Due to the natural characteristics of individual properties residential development in these areas is best accomplished using Planned Unit Residential. Housing types include single family detached and attached units, two family dwellings, and multi-family residences. The preferred design style for multi-family includes side-by-side townhomes with common side walls and two story apartment buildings. The anticipated density range is between 3.0 to 8.0 dwelling units per acre.

High Density Residential - This includes multi-family development in a density range greater than 8.0 dwelling units per acre.

Commerce

Existing commercial development in the City of Grandville ranges in type from office to neighborhood commercial to regional service. Each differs in terms of the market service area, traffic characteristics, and general location requirements.

Office - Office development is generally used in Grandville as a transitional use to integrate commercial or industrial with adjacent residential areas. In terms of traffic generation and general appearance office is similar in many ways to higher density residential. Existing and proposed office uses are found along north Ivanrest, bordering industrial and commercial uses, on Fairlanes Avenue between commercially designated areas and residential to the east and south and in a few limited areas along Prairie Avenue and 44th Street, abutting residential areas.

Neighborhood Business - This category provides neighborhood shopping opportunities in close proximity to residential areas. Typical businesses include those that satisfy the demand for non-durable, day to day convenience goods or personal services. These are generally found in smaller shops and shopping centers but not in large community centers. Representative uses include convenience, drug, hardware, and grocery stores, and limited service establishments such as barber or beauty shops and smaller scaled offices.

Commercial - A range of commercial uses that serve a community-wide market are in this category and include general retail establishments, restaurants, banks, large shopping centers, and automobile or boat sales.

Shopping Center Commercial - Designates the RiverTown Crossing regional shopping mall and surrounding development.

Freeway Interchange - A multi-purpose land use category that has limited geographic application to the highway interchange at 44th Street and I-196. The parameters of this category include highway-oriented commercial, limited industrial uses and even high density residential.

Industrial Development

There are three types of industrial land use areas envisioned for Grandville.

Planned Enterprise - Located near Rivertown Parkway and Ivanrest Avenue it accommodates certain industrial and limited ancillary uses that are characterized by low density land coverage, the general absence of objectionable external

impacts and lastly, by top quality attractive industrial architecture. In recent years this area has seen the development of high caliber, high-tech industrial facilities and the City intends to continue that trend.

Restricted Industrial - Typical manufacturing, fabrication, assembly, packaging and warehousing activities are defined by this category.

Industrial – This category provides for nearly all types of manufacturing or fabricating activities.

Park, Recreational or Open Space

The vast northern riverfront in Grandville is part opportunity and part dilemma. There is probably little recognition by the typical Grandville resident that this is actually part of the city and future land uses in this area will most likely be constrained by flood plain and wetland regulations. The proposed Park, Recreation, Open Space designation obviously has a practical land planning application but also serves as a “holding” situation until the City is able to more clearly define the potential developed or non-developed uses for this area.

Planning Sub Areas

Concepts for Grandville's future land uses have as their foundation the results of the previously described individual interviews conducted during the planning process, two Sub Area planning sessions held with the public and members of Grandville Boards and Commissions, and multiple work sessions with the Planning Commission. Rather than the typical and broad master plan goals and objectives developed at a city-wide scale this plan reflects a much closer look at specific sites and areas within Grandville that are either in the process of change or may soon be.

Since the majority of Grandville is already committed to current and stable land uses, little change is envisioned for much of the city (see Future Land Use Map page 29) and for the most part current land use patterns are proposed to remain intact. Change is, however, envisioned for the previously identified Sub-Areas and as a result, a more detailed “vision” has been prepared for each select area of Grandville that includes:

- Hope Network Site – located near 44th Street and Wilson Avenue
- 44th Street between Wilson and Ivanrest Avenues
- Chicago Drive/I-196 Interchange area

- North Planning Area – near downtown Grandville and the 28th/Chicago Drive corridors
- 44th Street and Ivanrest Avenue

City of Grandville
Master Plan Update

Future Land Use

Legend:

- Commercial
- Freeway Interchange
- Shopping Center Commercial
- Industrial
- Restricted Industrial
- Office
- Neighborhood Business
- Planned Office/Service
- Planned Enterprise
- Public
- School
- Park/Recreation/Open Space
- High Density Residential
- Moderate Density Residential
- Low Density Residential

Callouts:

- Please see the North Planning Area Subarea Description
- Please see the Hope Network Subarea Description
- Please see the 44th Street Subarea Description
- Please see the Wilson Avenue/I-196 Interchange Subarea Description

Scale: 0 to 0.5 miles

DRAFT: July 19, 2007

LSL Planning, Inc.
City of Grandville, Michigan

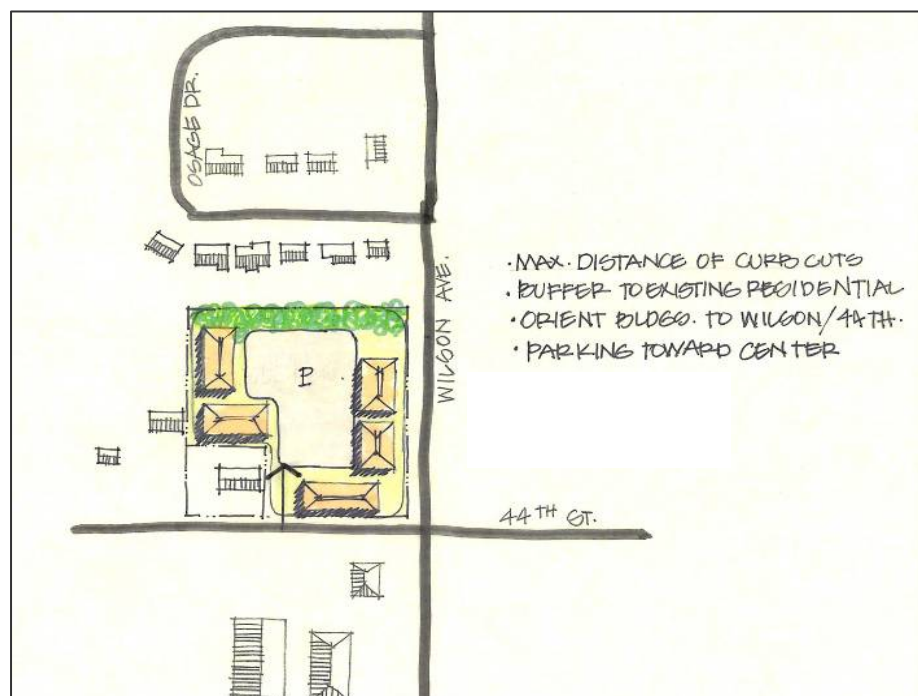
Hope Network Site

Goal: Redevelopment of the former Hope Network site will be accomplished in a way that positively responds to the character of the surrounding residential neighborhood and so that it is well integrated into the fabric of the community.

Vision: This site is proposed for residential uses at medium/low densities (ranging from 4 up to 8 dwelling units/ac.) but may also accommodate very limited institutional uses such as churches.

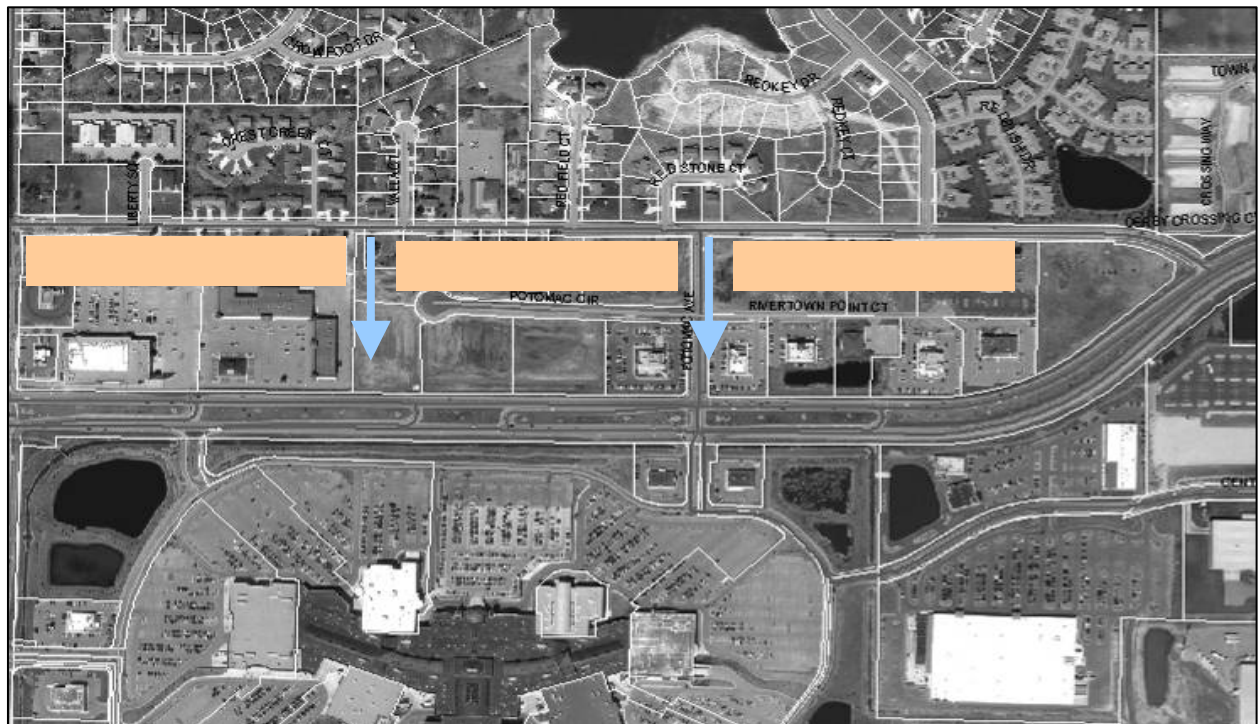
In terms of architectural character, any future development should reflect the residential nature of the surrounding neighborhood. Appropriate design responses include gabled roofs, ample windows and building entrances that face onto public streets, and building materials that would typically be used in residential construction such as wood, stone and brick. Architectural details that are used to highlight and accent doors, windows and changes in elevation should also reflect a residential character.

Buffers and increased setbacks should be provided for the homes to the north. This can be accomplished by locating proposed buildings with minimal



44th Street

Vision: While much of the south side of 44th Street between Wilson and Ivanrest Avenues is already developed, or has received certain development approvals, some existing homes are transitioning to commercial use. While this may be viewed as a natural progression, in the future this corridor should only accommodate medium/high (up to 8 dwelling units/ac.) density residential and office uses. An expansion of retail activities onto the 44th Street corridor is strongly discouraged, as are any office or service uses that heavily rely on truck or other delivery services. In fact, access onto 44th must be closely and carefully managed to avoid situations where multiple and closely spaced curb cuts occur, or situations where package and supply deliveries can



only be made to the front door and, consequently, delivery vehicles are left idling on the street. Therefore, it is imperative that appropriately scaled service and loading areas are accommodated at the rear of any future use, or in the case of expansion, an existing one.

In order to maintain a consistent development pattern and theme along 44th Street any new infill or redevelopment should reflect the residential nature of the neighborhood to the north. Architectural character should, therefore, have a residential look that includes elements like peaked roofs, clearly defined front entrances that orient toward 44th, front façades that contain ample windows facing the street and quality building materials, such as brick and/or wood siding. Any future buildings on the south side of 44th Street should be sited along the street edge providing sufficient room to accommodate a small front yard, sidewalks, and a grassed parkway planted with street trees between the sidewalk and curb. Parking should be located at the rear of a site. Any expansion of the commercial uses currently located south of 44th and their related parking/service areas into the 44th Street frontage should also be discouraged.

Chicago Drive/I-196 Interchange

Goal: Promote redevelopment of this significant highway interchange and community gateway with land uses that reflect its highway orientation yet respond to Grandville's desire for high quality development and architectural character.

Vision: This area is proposed for continued commercial use due to its location and visibility from I-196. Since this is a key and major gateway into Grandville, future land uses should be carefully sited and designed to reflect a high quality image for the community. Elements that require special attention include architectural character and building materials, setbacks from the interchange, landscape design, parking lot buffers and internal landscaping and the scale and height of signs. While future land uses in this quadrant of the interchange will be geared to a highway orientation, their design and character are very important to not only by-pass traffic but to the community as a whole.

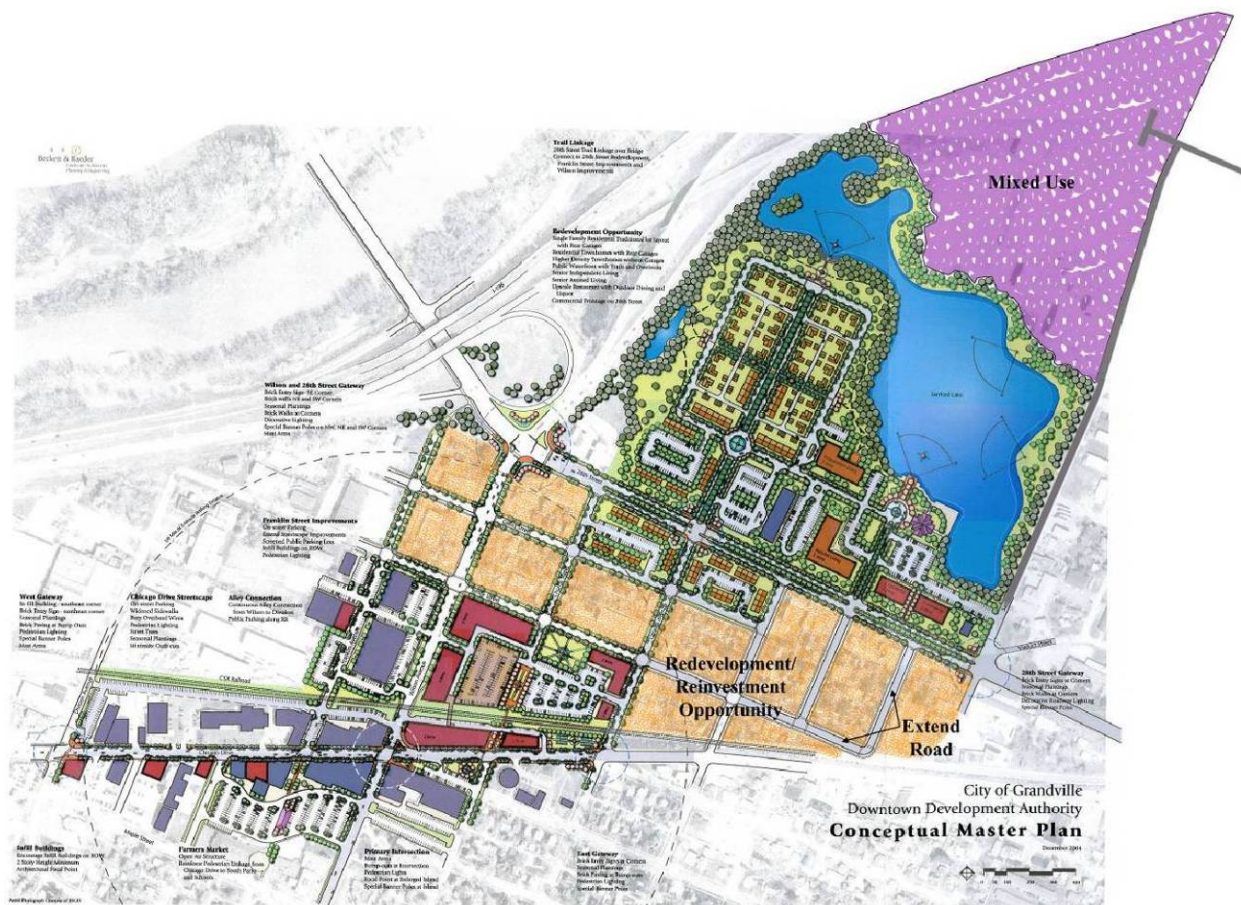


North Planning Area

Goal: Encourage development that is compatible with DDA Plans, supports renewed interest and activity in downtown Grandville and results in the redevelopment of vacant and Brownfield properties.

Vision: The City of Grandville has devoted considerable efforts to plan for the future of this area, which also includes downtown. The current Conceptual Master Plan, prepared by the DDA for this area, establishes an excellent foundation and contains many good recommendations for future change. That document is an important part of this plan and should be reviewed and referenced when making any land use decisions that may affect downtown Grandville. However, some aspects of the DDA plan should be supplemented including:

- Expand to include areas north of the lake between I-196 and to the west of Sanford Avenue. With its excellent highway visibility, strong lakefront orientation and proximity to downtown this area is a natural extension for the mixed use development pattern proposed to the south.



- Reinforce and support redevelopment opportunities for residential that is consistent with a more urban character in the neighborhood located between 28th Street and Chicago Drive. This includes residential conversion of under-utilized industrial facilities and buildings and infill housing.
- Extend streets where necessary to complete any missing links and to avoid dead ends and cul-de-sacs.

Ivanrest/44th Street

Goal: Promote redevelopment of the former X-Rite site and surrounding properties in a way that is responsive to the community's desire for integrated land uses and that implements high quality urban design principles.

Vision: Principles for this area include the following:

- Promote the development of mixed land uses, including residential, office, commercial, and possible light industrial by employing a PUD that permits flexibility. These types of uses are currently described in the I-3 Planned Enterprise District and are characterized by low-density land coverage, the absence of objectionable external impacts, and top quality, attractive industrial architecture. The regulations help facilitate the continued development of new, high quality industrial facilities in a well-planned environment, so as to protect the public health, safety, and general welfare; promote economic stability and growth; prevent encroachment of uses that are incompatible with the industrial character of the district; encourage variety in the design and type of structure constructed; and provide for efficient traffic movement.



- Encourage unique commercial uses and restaurants currently not in the greater Grandville market.

- Accommodate and encourage pedestrian access and activities through “walkable” developments that have interconnected sidewalks, appropriately scaled open spaces and plazas, benches, rich landscapes that also contain overhead canopy trees and shielded lighting that does not overpower or over-illuminate a site.



- Locate more intense commercial land uses near the intersection of Ivanrest Avenue and 44th Street. Should big box commercial uses be proposed as part of

a development project they should only occur in this location. Transition to less intense land uses away from the intersection, to the south and east. These areas of mixed use should contain a well-integrated blend of office/employment, residential at higher densities, and smaller scale neighborhood-serving commercial uses that are part of mixed-use buildings.

- Permit possible bonuses and allow increases in the amount of Sub Area commercial land if significant amounts of residential uses have been accommodated within a development. Other ways to achieve potential bonuses include accommodating significant open space areas for plazas, outdoor restaurants, and public art; by employing creative site planning solutions (like locating buildings closer to the street edge and by placing the majority of parking behind or to the side); using innovative storm water management techniques (such as green roofs and permeable pavement); using creative architectural design solutions (such as vertically integrated mixed uses and two-to-three story commercial buildings); and by using quality building materials, design details and finishes (such as brick, stone and metal).
- Maintain the existing perimeter green space on the former X-Rite site, along the east side of Ivanrest Avenue.
- Inter-connect interior streets and drives to improve traffic distribution and to promote access management.
- Reflect the character of existing commercial and office development located on the north side of 44th Street. This includes architectural design that pays particular attention to roof lines (in this case using pitched roofs to better match the character of surrounding residential neighborhoods), limiting large expanses of parking (rather locating parking to the side or rear of a building), maintaining a gracious building setback along 44th Street (thereby creating a richly landscaped “front yard”), reducing



the size of signs, especially free standing ones (rather, promoting signs that are attached to buildings) and reducing light levels and mounting heights for light fixtures.

Concept Description: The land use concept for this Sub Area promotes a high quality development pattern stressing non-traditional suburban design and development styles in a suburban setting. This pertains to the site, architectural character, stormwater management, street design, lighting, public spaces and signs.

Any proposed Sub Area development should maintain the existing landscape buffer located on the east side of Ivanrest Avenue, (on the former X-Rite property), and accommodate a mix of land uses throughout. These uses include residential, office, commercial, and possible light industrial in proximity to Spartan Industrial Drive. Any larger scale commercial development should be located near the south-east corner of 44th and Ivanrest and must establish a sense of place that is responsive to the scale and character of the surrounding area. It is critical that this commercial area be well designed; therefore, particular attention must be paid to site relationships, especially parking lots and service areas to surrounding streets.

Land use intensity should decline moving away from this intersection. Any Sub Area office/commercial uses should reflect the residential character of office development on the north side of 44th and higher density, (16 units/acre maximum), residential land uses must be well-integrated with surrounding development. It is possible for residential uses to be included within mixed-use buildings or as part of a multi-use development.

Inter-connected streets and drives are crucial to safe and efficient development. Currently, the lack of an integrated street system in this Sub Area results in forcing cars and trucks out onto 44th Street or Ivanrest Avenue; thereby, adding traffic pressure onto the 44th/Ivanrest intersection.



Access management should be promoted so that any internal Sub Area trips can be made without compelling drivers to go out onto perimeter streets. New internal streets and drives should also line up with existing intersections where possible. For example, Century Center Drive should extend east across Ivanrest and inter-connect with interior streets and drives. To prevent a short cut for industry related trucks traveling through the Sub Area (thus avoiding the signal at Ivanrest and 44th) a further extension of Century Center Drive to the east, connecting with Spartan Industrial Drive should be avoided. Traffic calming measures to slow traffic, such as roundabouts and marked pedestrian crossings should be considered on interior streets and drives so they too do not become a cut through for traffic attempting to avoid the Ivanrest/44th intersection. However, a bike and pedestrian path link to the east that connects to Spartan Industrial Drive and with the Kent Trail should be promoted.

Any access drives on 44th Street should only allow right-in and right-out movements and they should be sufficiently spaced between Ivanrest and Spartan Industrial Drive to avoid conflicts with other turning movements. Any new internal streets and

drives are envisioned to be much more than just service drives within parking lots. Therefore, they should be built to public street construction standards; however, their widths could deviate. At a minimum they must lined with street trees that are contained in grassed parkways and they must accommodate sidewalks.



IMPLEMENTATION STRATEGIES

Any plan is only as strong as its implementation and the 2020 Plan offers several recommendations to amend or adopt policies and ordinances aimed at furthering specific elements. Most of these are found in the descriptions of individual Sub Areas and they should be referenced there. This section, however, provides a summary and recommendations to amend the Zoning Ordinance, which are the most pervasive and immediate and are offered in a spirit of keeping Grandville strong.

Zoning Ordinance Recommendations

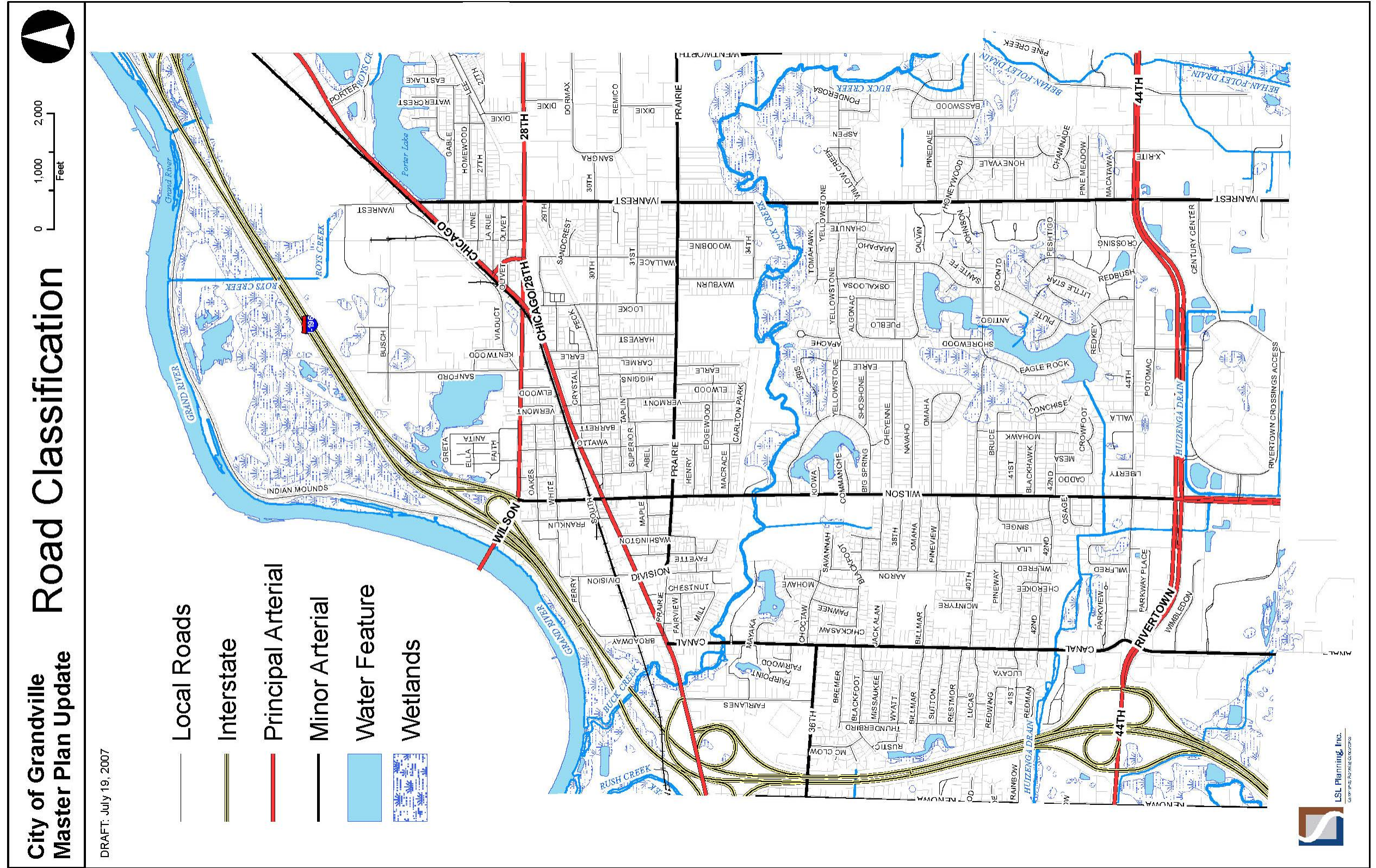
Section	Reference	Comment
3-5	Mixed use occupancy	Mainly a fire & health code compliance requirement and blanket requirement for RM-4 setbacks may not always be appropriate
3-6	Street access	Requires private streets to be at least 40 feet wide; seems excessive and contrary to good design for mixed use and similar developments
3-9	Setbacks of 70-80 feet from centerline required	May be insufficient in some cases. Probably results in 20 foot setback along many major streets
3-14	Limits one principal use per lot.	Conflicts with PUD provisions that allow mixed uses. Should be changed to clarify and provide for exceptions
3-19	Nursing homes on major streets	Nursing homes and similar residential care facilities may be appropriate and desirable uses within a mixed use development and not necessarily located on major streets
3-22	Dwellings behind buildings	Could be construed to prohibit mixed uses
6-4	Zoning districts	The ordinance provides for 19 separate districts, not including three PUD districts. This should be evaluated in terms of the purpose of each district, subtle variations, and possibility of consolidating one or more
6-5	Summary requirements	Front setbacks for office and neighborhood commercial (40 ft.) inhibits ability to bring buildings closer to the street and encourages front yard parking; minimum side and rear setbacks insufficient to accommodate parking; maximum height of 35 feet should be reconsidered in order to accommodate vertical mixed use projects

Section	Reference	Comment
7-1	Rural Residential	Is this district still relevant? It may be desirable to zone per the Master Plan and address existing uses as nonconformities
7-2	Two family in R-1, 2, & 3	Considering that there are two districts that specifically provide for two-family dwellings, why allow them in the single family districts?
7-4	RM-3 density	A minor point, but maximum density of eight units per acre is not achievable at 5,500 square feet per dwelling. It may be simpler to allow eight units per acre without the minimum area requirement.
7-5 C.5	RM-4 area requirements	The minimum lot size for single family in this district (7,500) is greater than the minimum in the RM-3 district (5,500). RM-4 is supposed to be a higher density district. Again, for multi-family, it may be simpler to specify up to 15 units per acre and delete the area requirement
8-1	OS-1 uses	Intent suggests using this as a transition zone next to residential, but allows banks, medical clinics, and funeral homes by right. These should be special uses due to potential traffic, noise, and hours (funeral homes)
8-2	OS-2 District	This appears to be a very specialized, limited purpose district that could, perhaps be replaced by the PUD or M-PUD provisions
8-2F	Buffer requirements	It would be preferable to establish a single set of landscaping, screening, buffer requirements in the ordinance that are specific and common to all similar conditions in the city, rather than having individual requirements in certain districts
8-3	C-1 front setback	In a neighborhood commercial district, a 40 foot front yard seems excessive. Minimal setbacks may be more appropriate and in keeping with the Master Plan
8-3 F.1	Landscaping in C-1	There are no minimum requirements for landscaping. This is an example of the benefit of having a single, consistent set of requirements, as noted above
8-5	Highway Commercial	This is a fairly intense and very visible district. Many uses allowed by right should be changed to special uses (gas stations, funeral homes, vehicle sales & repair, and wholesale distributors). There should also be landscaping requirements for front yard and parking areas

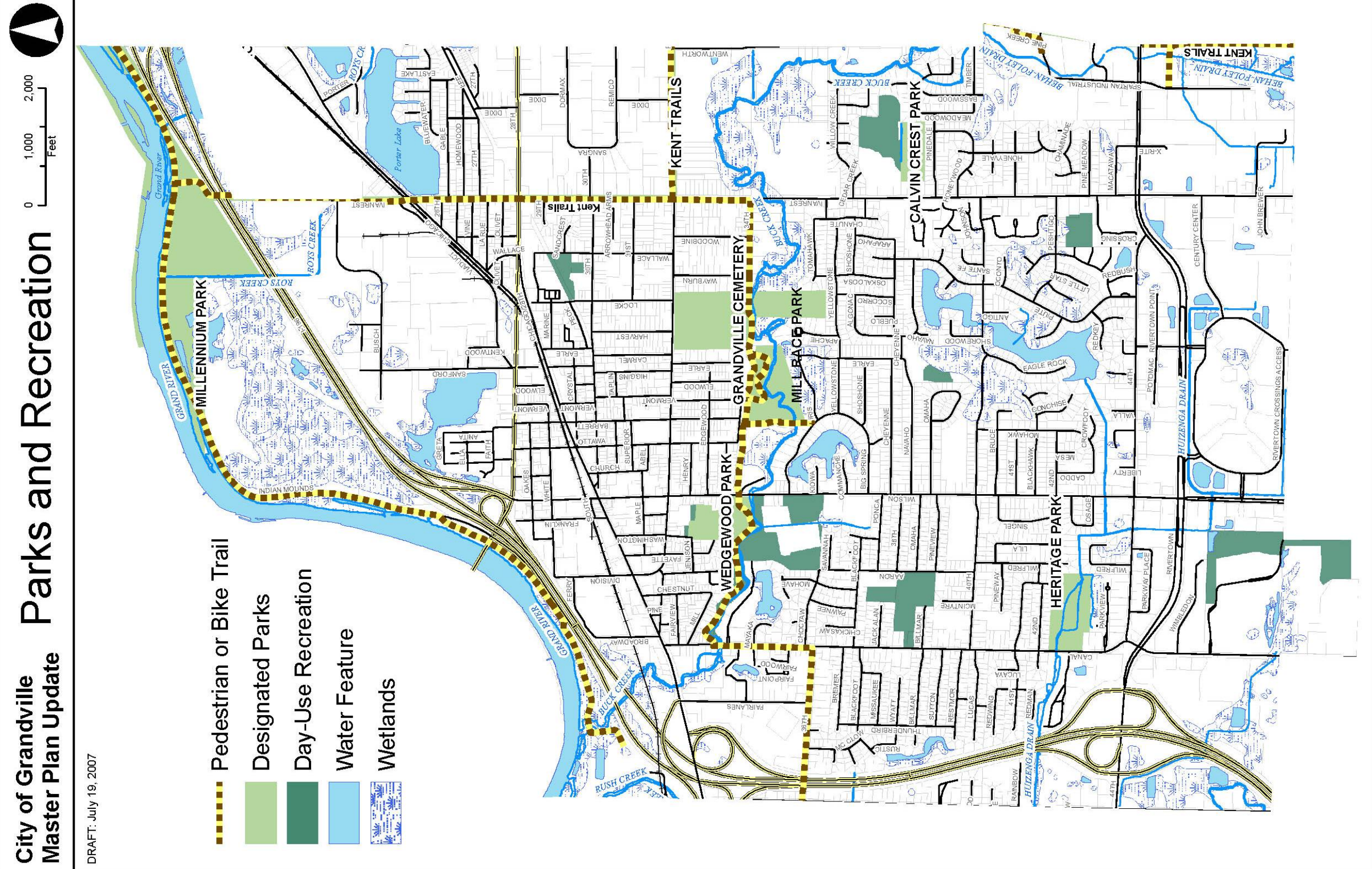
Section	Reference	Comment
8-6 E.	Landscape & access management requirements for C-4 District	Access management standards are minimal. MDOT guidelines should be used. Again, a single set of landscape requirements should be adopted (see above)
8-6 E.5	Parking in C-4 District	The parking standard may be excessive and interior landscaping requirements are minimal
8-7	C-5 District	Not a significant difference between “highway” and “interchange” commercial. These could probably be consolidated and controlled with special use permits. Access management standards should be applied to interchange areas. Landscaping standards needed
9-2	I-2 District	More intense uses than I-1, but could be consolidated and controlled through special use permits.
9-3	I-3 District	Very specific and detailed requirements; could be handled as PUD with more latitude given to each project
10	R-PUD	Only allows residential, no non-residential development; could be consolidated into a single PUD district with residential, non-residential, and mixed-use options, but one set of procedures, review standards, etc.
10A	PUD	Consider revising process to require public hearing and Council action at the “preliminary” plan stage; this is more user friendly, less costly, and may be more expeditious; same comment for R-PUD and M-PUD
10A-7A.2	PUD mix of uses	This PUD allows a mix of residential and non-residential uses but is very restrictive (not much flexibility); residential only allowed in OS, C-1, & C-2 at 50% maximum area of net site and maximum 8 units/ac.; only 10% open space required; district minimum yard requirements apply (not much flexibility) but can be modified in exchange for public open space (not a big incentive); provisions lack sufficient incentive to create a high quality PUD

Section	Reference	Comment
10B	Mixed Use PUD	Could be a very useful tool in implementing Master Plan recommendations; applies to all districts, except Industrial, consider including the Industrial districts; same discretion allowed as 10A to modify minimum setbacks in return for public spaces; unlike PUD, Council doesn't hold public hearing (should be consistent); Council has right to allow additional uses but doesn't review the project until the Final Plan stage, another reason to give Council approval at the preliminary stage; residential density limits not specified (potential for high density); no provision for mixed occupancy/use of individual buildings; maximum height limit of 35 feet may inhibit mixed use potential; provisions lack sufficient incentive to create a high quality PUD
11-3A	Neighborhood shopping center	Consider <u>maximum</u> front setback requirements for these uses; landscaping and access management provisions should apply, as well
11-3B	Planned industrial	The purpose of this as a special use is not clear and seems superfluous to the I-3 and PUD provisions already in place
11-3E	Auto service	These are special use standards, but auto service is permitted by right in C-3; it should be a special use in all districts; add driveway standards
11-3G.2.i	C-1 uses > 25,000 sq. ft.	Specific access management standards are needed
12-7E	Shared parking	Should allow the PC more flexibility/discretion re: shared parking, especially in mixed use projects
12-9D	Parking requirements	Many requirements are excessive and should be reduced (examples: shopping centers at 5 or 6/1000, 4.5/1000 is recommended; business offices at 6.25/1000, 3/1000 is typical)
13	Landscaping	Suggest revising to be more specific re: materials, design parameters, and when required; should be consistently applied to all districts and situations where applicable, rather than having separate requirements in various districts
14-15B	Sign requirements	Sign provisions should be reviewed; sign sizes in several cases are excessive and not in keeping with the character advocated in the Master Plan (examples: 100 square foot ground signs; pylon signs in Industrial districts); the entire Chapter should be revised

Section	Reference	Comment
17	Administration	If not already used, the City should consider an escrow policy to cover review costs by the applicant, rather than the City
Other		Specific requirements should be added to the Ordinance regarding: lighting, access management, architectural design and building materials, and private streets; in lieu of applying such requirements universally to all properties in a zoning district, overlay districts could be used to more narrowly apply certain regulations to specific areas, such as arterial corridors or defined sub-areas



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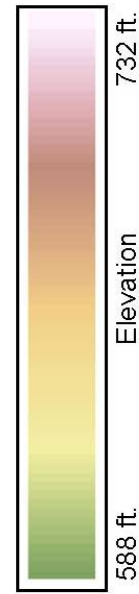
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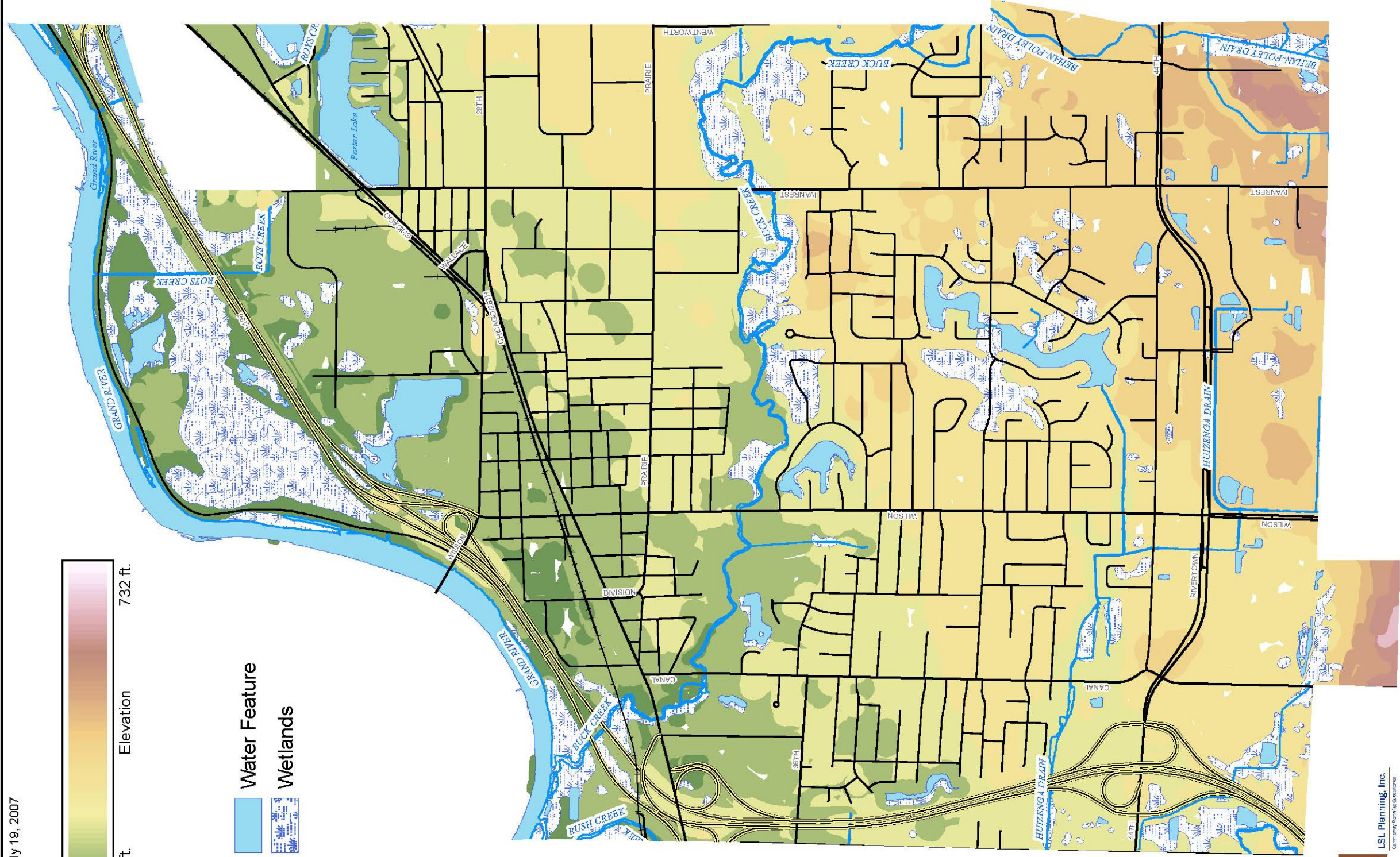
Elevation



0 1,000 2,000
Feet

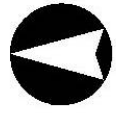


-  Water Feature
-  Wetlands



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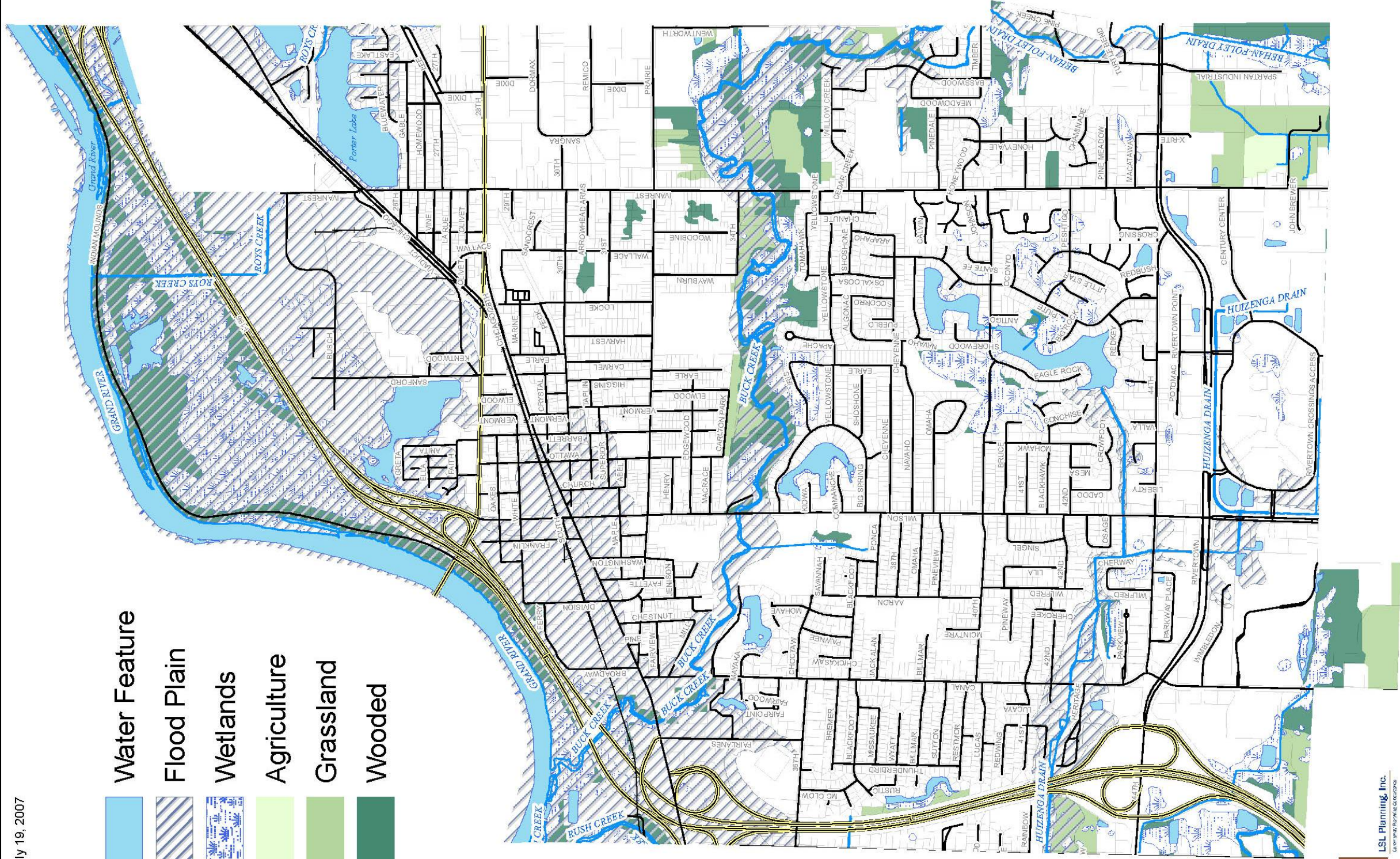
Natural Features



0 1,000 2,000
Feet

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- Water Feature
- Flood Plain
- Wetlands
- Agriculture
- Grassland
- Wooded



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