

CITY OF GREENVILLE MASTER PLAN 2021

ADOPTED APRIL 6, 2021



**VERIFICATION OF ADOPTION
BY CITY COUNCIL**

I hereby certify that the 2021 Master Plan for the City of Greenville was duly adopted by the
Greenville City Council on April 6, 2021.

N. Rasmussen

Norice Thorlund Rasmussen, Clerk
City of Greenville



CITY OF GREENVILLE

**CITY COUNCIL
RESOLUTION TO ADOPT THE 2021 MASTER PLAN**

RESOLUTION 21-10

WHEREAS, the City of Greenville has determined that it was necessary to update the 2012 Master Plan and that a new master plan is needed to guide the future development of the City; and

WHEREAS, a new Plan must be prepared in accordance with the Michigan Planning Enabling Act, being Act 33 of 2008; and

WHEREAS, the Greenville Planning Commission has been charged with the responsibility to prepare the new Master Plan: and

WHEREAS, the Master Plan prepared by the Planning Commission contains information describing the City of Greenville, goals and policies to guide the future growth of the City, concept plans for the redevelopment of former industrial properties, specific recommendations for North Lafayette Street, recommendations to implement the Plan, a map setting forth the future use of lands in the City, and a re-affirmation of the Joint Development Plan with Eureka Township; and

WHEREAS, the future land use recommendations of the proposed 2021 Master Plan were supported by over 79% of the respondents to a citizen survey; and

WHEREAS, the Planning Commission held a public hearing on March 11, 2021 on the proposed 2021 Master Plan in accordance with the requirements of the Planning Enabling Act and adopted Resolution 21-08 recommending that the Greenville City Council adopt the proposed 2021 Master Plan; and

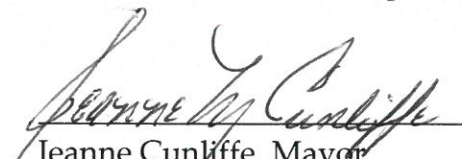
WHEREAS, the Greenville City Council held a public hearing on April 6, 2021 on the proposed 2021 Master Plan;

NOW THEREFORE BE IT RESOLVED that the Greenville City Council does hereby adopt the 2021 Master Plan as recommended by the Greenville Planning Commission.

AYES: (5) Councilpersons Cunliffe, Barrus, Moss, Johnson, and Linton

NAYS: (1) Councilperson Lehman

ABSENT: (1) Councilperson Scoby



Jeanne Cunliffe, Mayor
City of Greenville

Date 4/12/2021



CITY OF GREENVILLE
PLANNING COMMISSION
RESOLUTION TO ADOPT THE 2021 MASTER PLAN

RESOLUTION 21-08

WHEREAS, the City of Greenville has determined that it was necessary to update the 2012 Master Plan and that a new master plan is needed to guide the future development of the City; and

WHEREAS, a new Plan must be prepared in accordance with the Michigan Planning Enabling Act, being Act 33 of 2008; and

WHEREAS, the Greenville Planning Commission has been charged with the responsibility to prepare the new Master Plan; and

WHEREAS, the Master Plan contains information describing the City of Greenville, goals and policies to guide the future growth of the City, concept plans for the redevelopment of former industrial properties, specific recommendations for North Lafayette Street, recommendations to implement the Plan, a map setting forth the future use of lands in the City, and a re-affirmation of the Joint Development Plan with Eureka Township; and

WHEREAS, the future land use recommendations of the proposed 2021 Plan were supported by over 79% of the respondents to a citizen survey; and

WHEREAS, the Planning Commission held a public hearing on March 11, 2021 on the proposed 2021 Master Plan in accordance with the requirements of the Planning Enabling Act;

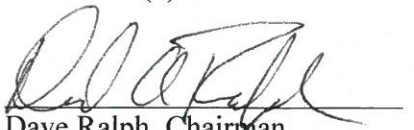
NOW THEREFORE BE IT RESOLVED, that the Greenville Planning Commission does hereby recommend approval of the 2021 Master Plan as presented at the public hearing to the Greenville City Council.

At a regular meeting of the City of Greenville Planning Commission held on Thursday, March 11, 2021 a motion was offered by Commissioner VanderMark and supported by Commissioner O'Brien to approve the foregoing motion.

AYES: (7) Commissioners Ralph, O'Brien, Popma, VanderMark, Frye, Rash, and Moss

NAYS: (0)

ABSENT: (2) Commissioners Miller and Corner


Dave Ralph, Chairman
Greenville Planning Commission



ACKNOWLEDGEMENTS

2021

City of Greenville Master Plan

The preparation of the City of Greenville Master Plan involved the contributions of community leaders and residents. In particular, the efforts of the following individuals are acknowledged and greatly appreciated:

CITY COUNCIL MEMBERS

Jeanne Cunliffe, Mayor
Larry Moss, Mayor Pro-Tem
Mark Lehman
Jay Linton
Jeff Scoby
James Barrus
Claude Johnson

PLANNING COMMISSION MEMBERS

Dave Ralph, Chairman
Greg VanderMark, Vice-chairman
Larry Moss, Council Representative
Jack Corner
Pete Frye
Jeremy Miller
Amy O'Brien
James Popma
Linnea Rash
Susan Hoppough (former Commissioner)
Jeanne Cunliffe (former Council Representative)

City Manager

George Bosanic

Assistant City Manager

Heather Feazel

City Engineer

Doug Hinken

PLAN ADOPTED

APRIL 6, 2021

*Prepared with the assistance of
MainStreet Planning Company
Maps by City of Greenville and Progressive
AE Concept Plans by RJM Design*



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INTRODUCTION

AUTHORITY TO CREATE THE PLAN

The City of Greenville Master Plan has been prepared by the City Planning Commission under the provisions of the Michigan Planning Enabling Act, Public Act 33 of 2008, as amended. The Planning Act authorizes municipalities to prepare and adopt a plan for the following purposes:

- To promote the public health, safety, and general welfare;
- To encourage the use of resources in accordance with their character and adaptability;
- To avoid overcrowding of the land by buildings and people;
- To lessen congestion on public roads and streets;
- To facilitate a transportation system, sewage disposal, safe and adequate water supply, recreation and other public improvements; and,
- To consider the character and suitability of land for particular uses.

Although the Master Plan has no regulatory power, it states specific land development and preservation goals. These goals are intended to guide both the Planning Commission and the City Council in making both day-to-day and long-range land use decisions.

This Master Plan has been developed based upon several factors: the existing natural and cultural resources of the City; current land use trends; the need for different types of land use including industrial and commercial uses; and the desired community character as expressed through work sessions with local officials, numerous community values discovery workshops, and a community-wide survey.

State law requires that each community shall review its Master Plan every five years, and determine whether the plan should be amended or a new plan adopted. The City of Greenville has chosen to adopt a new Master Plan, which addresses land use policy for at least the next five years, and at the end of that period the Plan should be reviewed to determine whether its' stated goals and policies need to be revised.

USE OF THE PLAN

The Master Plan serves as a tool for decision making by providing information and rationale for land use decisions. The Master Plan does not contain a specific time frame or timetable for the development of City lands as recommended on the Future Land Use Map. Development takes place as land owners seek rezoning and as developers request approval of plans for residential, commercial, and industrial projects in response to market demands.

***The Master Plan
does not dictate the
timing of development.***

The Master Plan does not dictate the timing of development but rather the Plan sets forth recommendations for what type of land uses can be established in the City, where they can be established and under what conditions they can be established.

In particular, the Plan will assist local officials in the following:

- **Review of rezoning requests and special use permits.** Applications for a rezoning and special use permits should be evaluated not only in terms of specific ordinance standards but also in terms of how well the proposed action will be consistent with the goals and objectives of the Master Plan.



- Review of public improvement projects. All future public improvement projects, including the construction of new facilities, utilities, or buildings must first be reviewed by the Planning Commission for consistency with the Master Plan, according to PA 33 of 2008. In particular, any public improvement project must be reviewed to see whether it is consistent with the planned future land use pattern in the City. Public improvements projects include roads, public safety facilities, parks and recreation facilities, utilities, and any other public space, building, or structure.
- **Review of plats and site condominiums.** Site condominium divisions and traditional land divisions have a profound impact upon the character of a community and future public service needs. The Master Plan provides policies to assist the Planning Commission with decisions as to location and design of subdivisions, and the adequacy of public services to meet the increase in demand placed upon the community by the land use intensity of site condominiums and platted subdivisions. Policies for subdivision of land apply not only to residential land use, but to commercial and industrial land use as well.
- **Maintaining community character while managing growth.** Each community has a vision for its future, and a sense for the desired character. However, growth is inevitable in a thriving community. The Master Plan, more than any other document, provides direction for City officials in managing growth while retaining the desired community character, and providing the best quality of life possible for current and future residents.
- **Providing a legal framework for zoning actions.** The Michigan Zoning Enabling Act requires that zoning regulations be “based upon a plan.” (MCL 125.3203) A City’s zoning actions and regulations are generally viewed favorably by the courts provided that such actions and regulations are not deemed to be “arbitrary and capricious.” By providing adequate support for zoning decisions, the Master Plan therefore serves as the legal backbone of the zoning ordinances and helps to protect zoning decisions made by the Planning Commission, the City Council, and the Zoning Board of Appeals
- **Providing consistency of process.** This Plan is a very strong and visible statement by City officials and residents regarding the intended future character of the community and strategies to assure that character. As a formal and tangible document this Plan instills a sense of stability and direction for City officials, activities, and residents, and helps assure that each application for development is reviewed according to the same set of criteria.



PREPARATION OF THE MASTER PLAN

The Master Plan process began on August 23, 2018 with City Council members and Planning Commissioners embarking on a bus tour of the City. The tour allowed decision makers to view areas of the City in the context of the Master Plan and to begin thinking about future development and re-development options. The tour made 15 stops as noted on the following list.

THE I  GREENVILLE MASTER PLAN BUS TOUR

August 23, 2018

TOUR ROUTE

1. Electrolux site / Gibson & Irving Streets.
2. 600 N. Lafayette; Site of used auto sales business approved by PC Oct. 2017
3. McDonalds new restaurant site.
4. Creekview Mobile Home Park.
5. Diecastal
6. Foremost Farms milk processing facility under construction.
7. Glen Kerry Golf Course; north half planned for Industrial; south half for Low Density Residential housing.
8. Subdivision on Pinewood and Spruce wood Streets.
9. Hidden Pines Apartments.
10. Hops farm on former Greenville golf course.
11. Marvel Street re-located / Spectrum parking lot.
12. Hathaway Greens PUD.
13. Culvers, Popeyes & frontage road.
14. Forest View PUD
15. Back to City Offices

Following the tour City officials gathered for a brief meeting to list the following ideas to focus on in the Plan update:

- City entrances; north and south;
- Appearance of North Lafayette Street;
- Natural stormwater management techniques;
- Walkability;
- Downtown parking for second floor dwellings.

Planning Commissioners continued preparing the Plan at their regular meetings throughout 2018, 2019 and 2020 when development projects were not scheduled for review.

A work session was held with the City Council to present and discuss the Draft Plan on December 3, 2020. The Draft Plan was then sent to adjoining communities for their comments in accordance with the Michigan Planning Enabling Act.

The Planning Commission held its public hearing on the Draft Plan on March 11, 2021. Following the hearing, the Commission then recommended approval to the City Council. The City Council held a public hearing on April 6, 2021 and formally adopted the Master Plan.



CHAPTER 1 COMMUNITY DESCRIPTION

LOCATION

The City of Greenville is located in the southern portion of Montcalm County, approximately 20 miles northeast of the City of Grand Rapids in Kent County and six miles north of the City of Belding in Ionia County. The city is comprised of approximately 6.4 square miles of land. Eureka Township is adjacent to the City on all sides.



GOVERNMENT AND SERVICES

The City of Greenville is a Council/Manager form of government. The City Council is comprised of a Mayor and six council members. The Mayor serves a one-year term of office and is elected by the six Council members. The Council members are elected at-large to serve overlapping four-year terms. The Council has policymaking and legislative authority and they appoint the City Manager, who is charged with the administration of city business in accordance with Council decisions. The manager has the authority to appoint and supervise all employees and is responsible for the development of the annual budget.

In addition to a City Manager, the city employs a staff of approximately 49 full-time and 22 part-time employees that include, Recreation and Community Center Director, Engineer, Clerk-Treasurer, Assessor, Waste Water Superintendent, Director of Public Safety, Director of Public Services, and Administrative personnel among others.

Public Safety

The City of Greenville Department of Public Safety oversees 16 full time cross trained police and fire officers, 12 part-paid firefighters, several crossing guards, and administrative staff. The Public Safety Department provides police and fire protection for the City of Greenville and the surrounding area.

Public Services Department

The Public Services Department is a full service, local government agency providing operation and maintenance for a variety of public utilities and facilities. The Staff is made up of 12 full time employees, and 14 seasonal employees and includes mechanics, maintenance workers, drinking water distribution system operators, and supervisors.

Water System

The City of Greenville Drinking Water Distribution System uses ground water as the source of supply. The ground water is pumped from seven wells in a central well field located on the Southeast side of the City. All seven of the wells are pumping from a single aquifer. The water system has a capacity of 6,200,000 gallons per day and an average of 2,615,000 gallons per day. The system is primarily used by residential customers and has a low number of commercial users. Rates are collected quarterly.



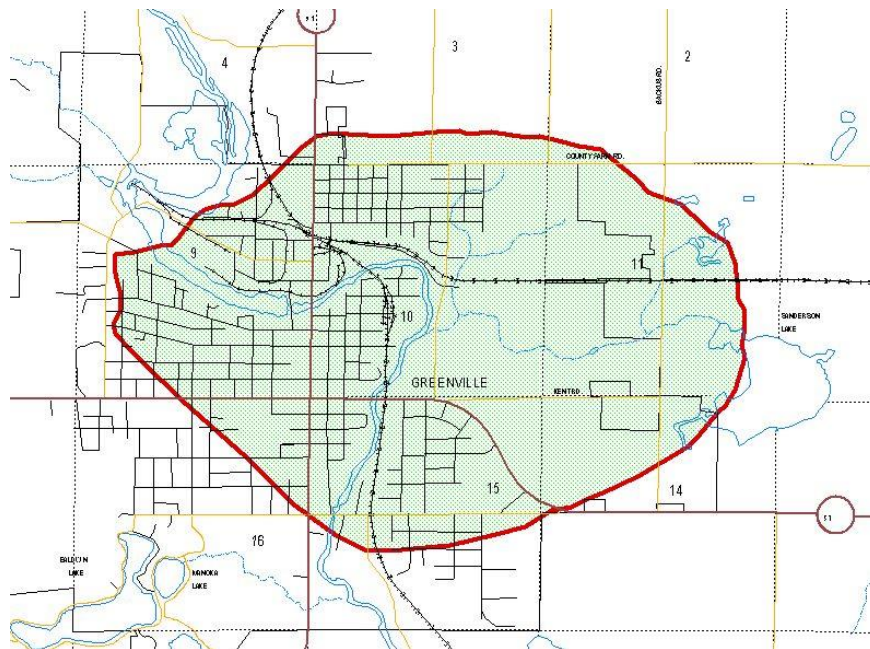
The City has applied for stimulus funds through the State of Michigan Drinking Water Revolving Fund for several needed improvements to the distribution system.

Wastewater System

The City of Greenville maintains its own secondary wastewater treatment plant, and has treated water since the 1930's. The present treatment plant was built in 1960 and was expanded in 1970. The wastewater system had a capacity in 2019 of 1,750,000 gallons per day and an average flow of 1,450,000 gallons per day. Due to expected growth, the WWTP is expected to add capacity to 2,260,000 gallons per day in 2020-2021. Design work for the expansion began in 2019 with actual construction in 2020.

Well Head Protection

The City participates in the Michigan Wellhead Protection Program to help protect the City's municipal water supply from contamination that may compromise the health and safety of residents. Following is a graphic showing the wellhead protection area.



Wellhead Protection Area-City of Greenville



Recreation and Community Center

The City of Greenville’s Recreation and Community Center Department offers a wide variety of parks and recreation opportunities for residents and guests of the community. The mission of this department is to provide a balance of recreation activities for persons of all ages and ability and to meet the diverse interests of all community members in the Greater Greenville Area while emphasizing physical and mental health, inclusion, self-improvement, teamwork and fun.

The Recreation and Community Center Department has a full-time Director and three full time employees, 85 part-time /contract employees throughout the year as well as a seasonal employee and 435 volunteers.

The City currently has 10 public parks with total land acreage of approximately 140 acres. The Fred Meijer Flat River Trail, the Fred Meijer Heartland Trail and the Fred Meijer River Valley Rail Trail travel through the City. The Recreation and Community Center Department prepares a Community Recreation Plan, updating it every five years in order to remain eligible for grant funding through the State of Michigan. The most recent Plan was adopted in 2020.

STREETS AND TRANSPORTATION

Arterial Streets

M-57 is a state trunk line that runs through the center of the City from east to west. It is primarily a rural, two lane highway that crosses the south-central Lower Peninsula beginning at U.S. 131 and ending at M-15 near Otisville. Within the City of Greenville M-57 becomes an urban arterial with multiple curbed travel lanes. As M-57 passes through the City of Greenville its name designation is Washington Street.

In 2017 M-57, between Hillcrest Street on the east and Ridgewood Street on the west, the average 24-hour traffic count was 15,778 vehicles per day.

In August of 2019 the City Council approved plans by the Michigan Department of Transportation for a “road diet” for that portion of M-57 between Maplewood Street and LuRay Street. The project would restripe the roadway from four lanes to two travel lanes and a center turn lane. As part of this plan a traffic signal would be installed at the intersection of Maplewood Street and M-57.

M-91 is a state trunk line that runs through the center of the City from north to south. It is primarily a rural, two lane highway that crosses through Ionia and Montcalm Counties in the south-central Lower Peninsula beginning at M-44 near Belding and ending at M-46 near Lakeview. M-91 connects Greenville to three other state trunk lines and other small to medium sized towns in the region. As M-91 passes through the City of Greenville its name designation is Lafayette Street which consists of multiple curbed travel lanes.

In 2017, traffic along M-91 north of M-57 averaged 9,056 vehicles per day over a 24-hour period. South of M-57 the count was 11,100 vehicles per day.

Public Transit

The Greenville Transit System is an “on demand” service that operates within the city limits of Greenville with limited service to the surrounding area.



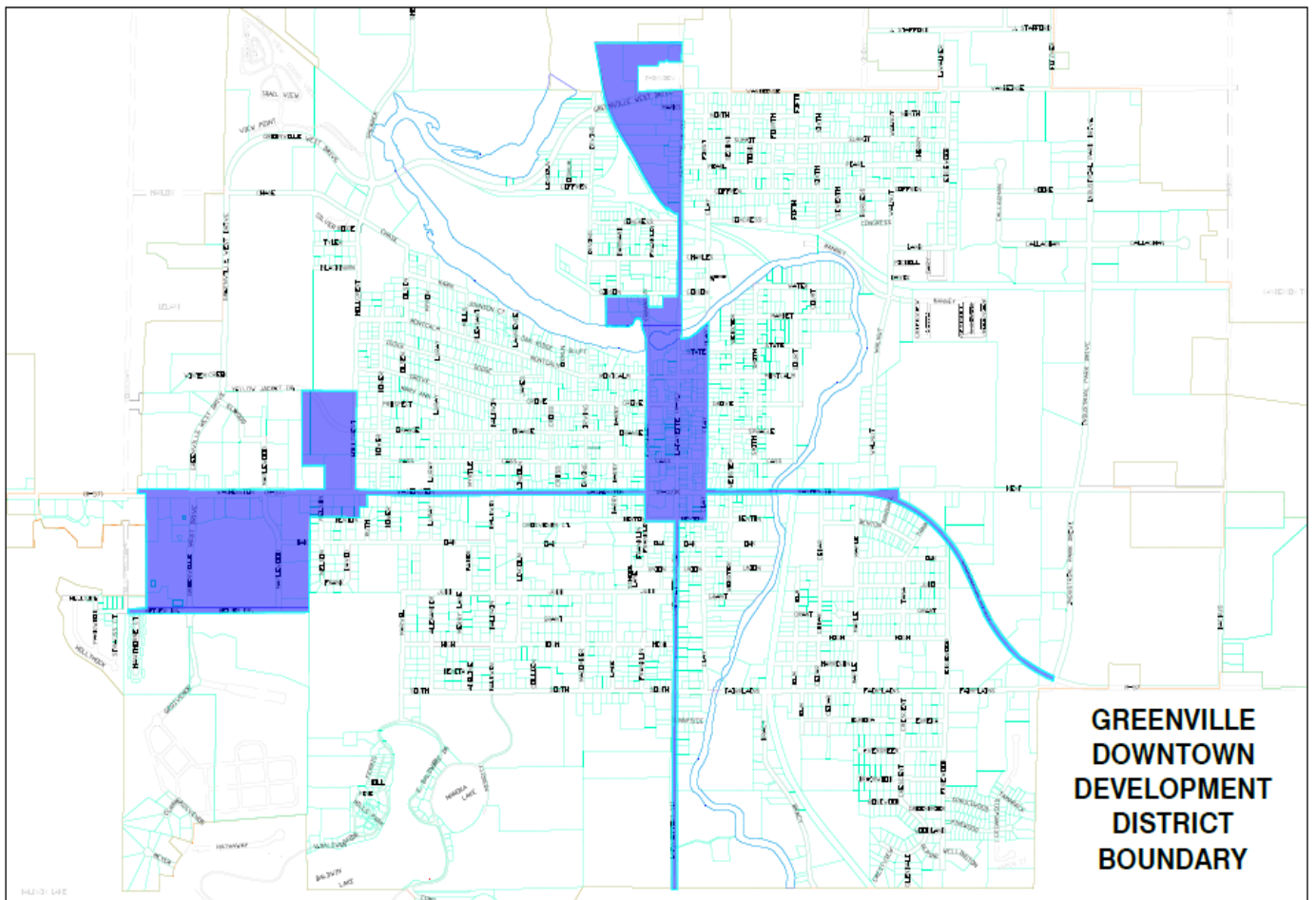
Greenville Municipal Airport.

The Greenville Municipal Airport is located approximately two miles south of Greenville on M-91. It is a General Utility Airport, servicing light and medium aircraft, and includes 4,199 feet long by 75 feet wide paved, lighted runway and parallel taxi way. The airport provides charter services, commercial delivery services, airplane storage, flying lessons, and airplane maintenance facilities. The airport is operated privately by the City of Greenville.



DOWNTOWN DEVELOPMENT AUTHORITY (DDA)

The DDA was established in 1979 with the goal of preserving and enhancing infrastructure specifically in the downtown district. The mission of the DDA is to develop and implement a collaborative plan to create and sustain a viable commercial district in Greenville. To accomplish this, the DDA has undertaken many projects to improve the district such as construction of the downtown parking lots, water and sewer expansion to the northern and western business districts, construction of the downtown streetscape, and construction of Lafayette Park. A map below illustrates the boundaries of the DDA in blue.



FRED MEIJER FLAT RIVER TRAIL

Fred Meijer Flat River Trail is the winner of the “Quality of Life Award” by the American Society of Civil Engineers. This paved trail currently encircles the City and is about 6.5 miles long and also connects to the Fred Meijer Heartland Trail.

The Trail includes bridges and boardwalks that connect two mountain bike trails and five major parks in the City of Greenville. A tunnel running under the M57 highway safely connects trail users to the rest of the path and includes a museum containing a time-line of Greenville’s history created by local artists.

The Trail winds along the beautiful Flat River, connecting people with many natural resources, such as unique views of the Flat River, transitional forest, and wetlands. The trail provides convenient access to a variety of cultural opportunities, like Concerts in the Park and Community Center events, downtown shopping, historic sites, the Flat River Museum and Greenville Public School facilities.

Funding for the trail came through grants from the Meijer Foundation, Michigan Natural Resources Trust Fund, Michigan Department of Transportation, the City of Greenville, and other private sources. See a map of the trail in the Appendix.



FRED MEIJER HEARTLAND TRAIL

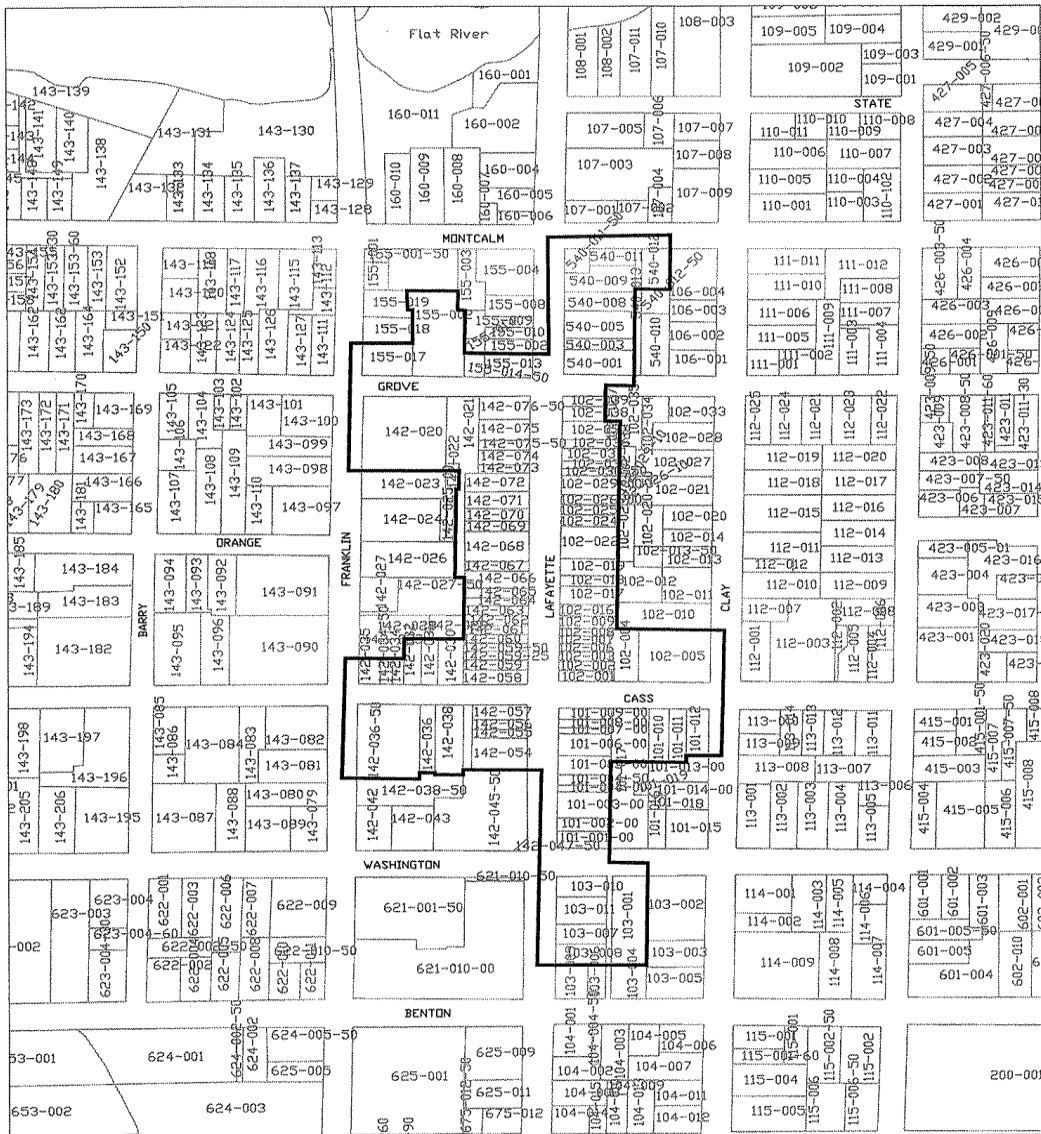
The Fred Meijer Heartland Trail also exists within the City of Greenville. This paved trail extends approximately 40 miles north from Greenville, through Sidney, Stanton and McBride to Edmore; then East through Vestaburg to Riverdale. A map of this trail is in the Appendix.


FRED MEIJER RIVER VALLEY RAIL TRAIL

This trail begins in Greenville’s Jackson Landing Park and runs south to the City of Belding and continues on to the City of Lowell. A map of this trail is in the Appendix.

DOWNTOWN GREENVILLE MICHIGAN HISTORIC DISTRICT.

The City of Greenville in October of 2009 created an historic district for downtown Greenville generally along Lafayette Street from Benton Street north to the Flat River, east to Clay Street and west to Franklin Street. See Map below. Downtown Greenville is historically significant because it includes a number of commercial and institutional buildings which embody the distinctive characteristics of the period from 1870 through the 1940s. The proposed historic district is comprised of 84 properties, of which 59 (70.2%) are contributing (meaning they are of historical significance) and 25 are non-contributing



GREENVILLE HISTORIC DISTRICT-(PARCELS)			
	CITY OF GREENVILLE	HORIZONTAL SCALE: None	DRAWN BY: dwh
	ENGINEERING DEPARTMENT	VERTICAL SCALE: None	DATE: 10/20/05
	411 S. LAFAYETTE, GREENVILLE, MI 48838	FILE: Historic Prop.dwg	REVISED: 10/27/09
	TELEPHONE (616) 754-5645	JOB #:	SHEET 2 OF 2

DEMOGRAPHICS

Population

The population of the City of Greenville has decreased by 96 people between 2010 and 2017. Neighboring Eureka Township increased slightly in population, while Montcalm County saw a slight decrease in population during that same period of time. Table 1 illustrates population changes from 1990 through 2017 for the City of Ionia, Eureka Township, and Montcalm County. Chart 1 illustrates the percentage of the population in each age group, while Table 3 illustrates changes in the millennial population. The millennial population is described as those individuals in the 18-34 years age group.

Since the year 2010, slight changes have occurred in each age group within the City's population; these



changes are shown in Table 2. Persons in the 20-44 years age group, although showing a slight decrease in numbers, have continued to comprise 33% of the population. This age group is typically referred to as being in the family formation years. The 5-19 years age group has increased by 15.2% since 2010, resulting in an increase from 21% to 25% of the total population. The trends in both of these age groups shows a fairly strong indication that persons in the family formation years are continuing to reside in Greenville.

However, those in the millennial age group have decreased between 2015 and 2017 by 9.2%, a fairly significant decrease. This trend reflects those moving out of the City for college, job training, or career seeking; and this trend may, over time, result in a lower percentage of those remaining in Greenville, or returning to Greenville for the family formation years.

Although persons in the 45-64 years age group have decreased from 23% of the total population in 2010 to 19% of the population in 2017, this number of persons in this age group has increased by 39.5% since 2010. This increase may be contributed to a significant decline in this age group during the recession of 2007 to 2010, and a return to just slightly more persons than existed in that age group in the year 2000.

The percentage of persons in the 65-84 years age group have increased from 12% in 2010 to 14% in 2017, while the age group as a whole increased by 13.5% from 2010 to 2017. This age group includes not only retirees, but also persons still actively employed. As with the age grouping of 45-64 years, persons 65-84 gained in population post-recession as job markets improved; but this increase may also indicate a larger number of retirees residing in Greenville. Person age 85 and older have decreased by 2.6%, but remain 3% of the population.

Persons age five years and under have decreased from comprising 8% of the population in 2010, to 6% of the population in 2017. This decrease reflects a nationwide trend of declining birth rates.

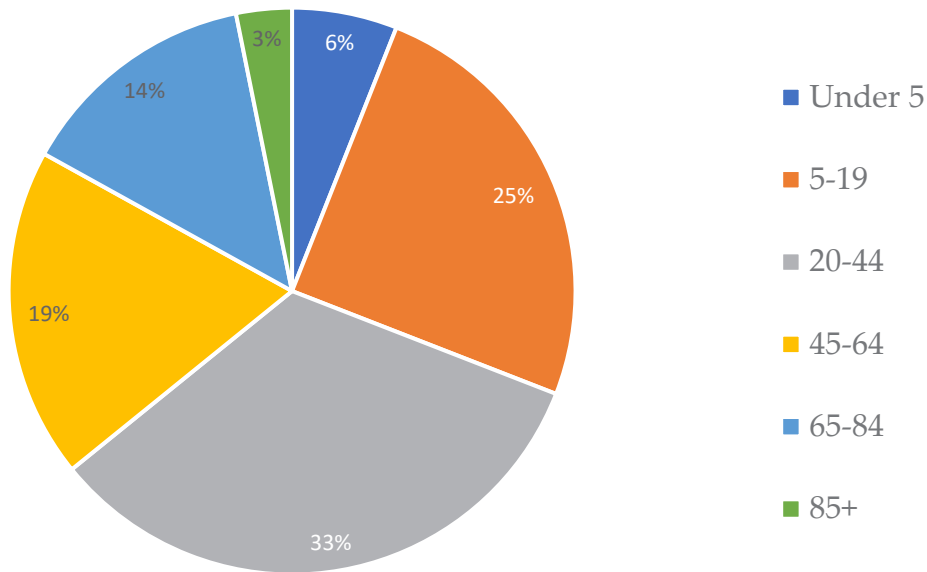
Table 1: Population Change from 1990-2017
City of Greenville, Eureka Township, and Montcalm County

Community	1990	2000	2010	2017	Number Change 2010 - 2017	% Change 2010 - 2017
City of Greenville	8,101	7,935	8,481	8,385	-96	-1.1%
Eureka Township	2,594	3,271	3,959	3,982	+23	0.6%
Montcalm County	53,059	61,277	63,342	62,956	-386	-0.6%

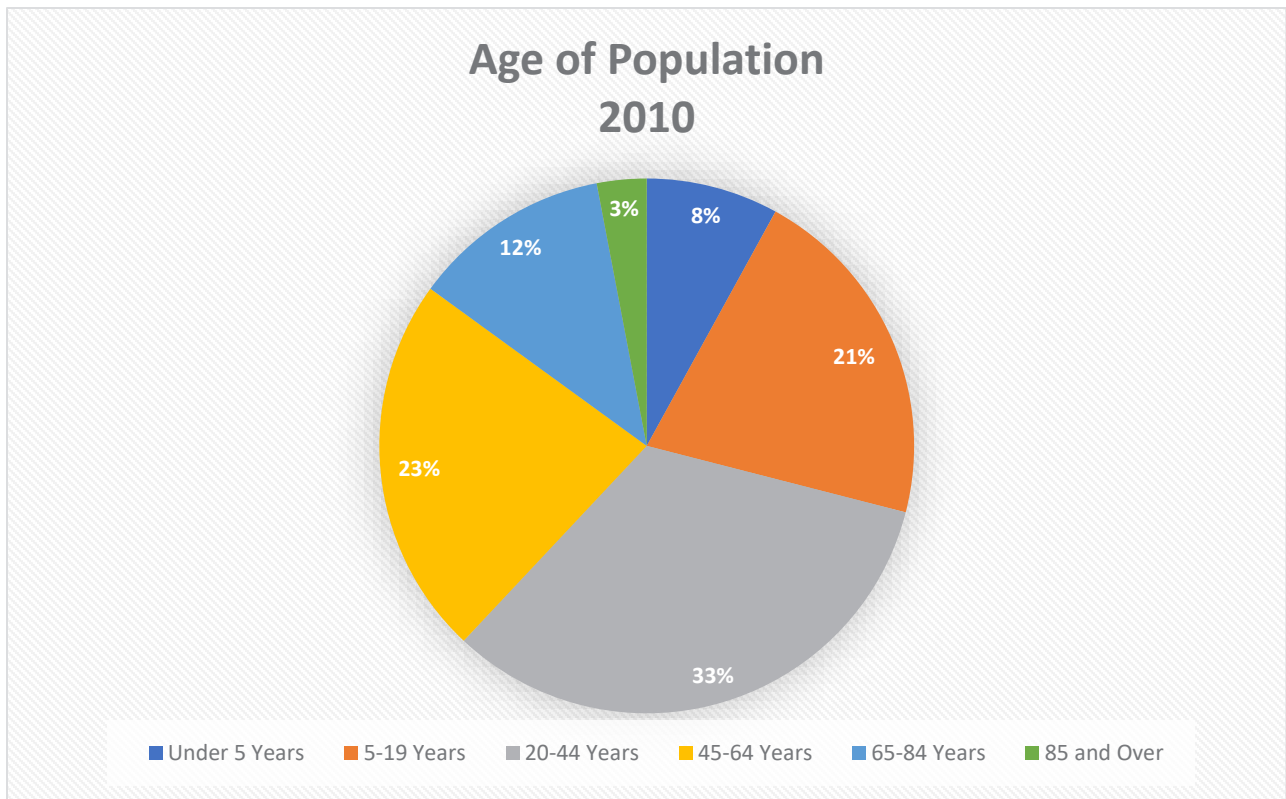
Source: US Census Bureau, Census 2010, 2013-2017 American Community Survey 5-Year Estimates



Chart 1: Ages of Population 2017
City of Greenville



Source: US Census Bureau, Census 2013-2017 American Fact Finder Population Estimates



Source: US Census Bureau, Census 2010



Table 2: Age Cohorts of the City of Greenville 2000-2017

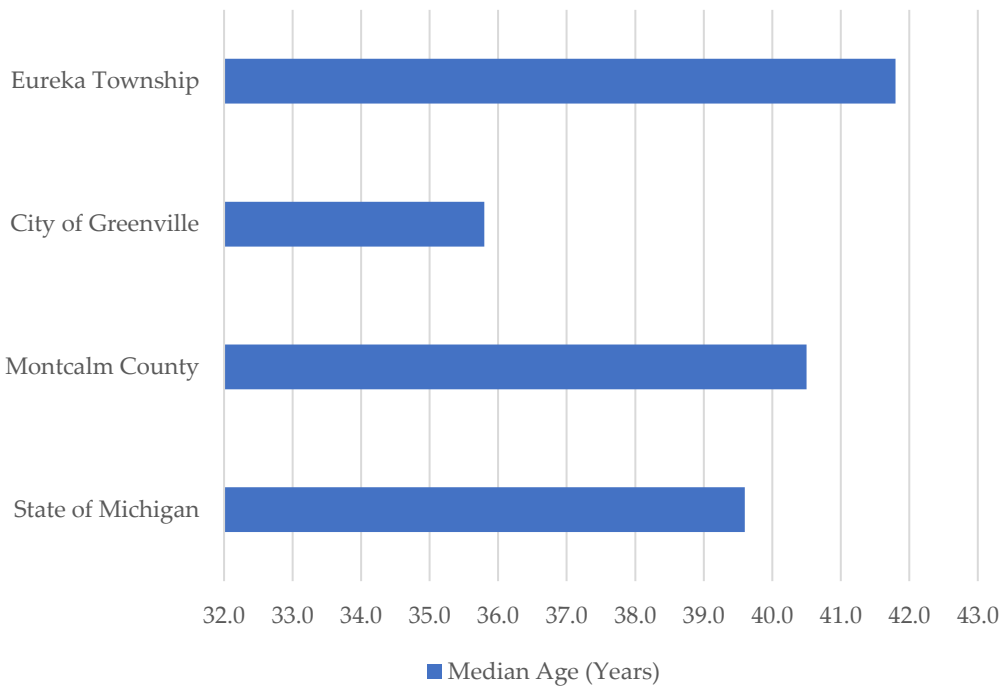
Age	2000	2010	% Change from 2000 to 2010	2017	% Change from 2010 to 2017
Under 5	602	678	12.6%	503	-25.8%
5-19	1,673	1,811	8.2%	2,086	15.2%
20-44	2,820	2,803	-0.6%	2,785	-0.6%
45-64	1,534	1,133	-26.1%	1,581	39.5%
65-84	1,085	1,017	-6.3%	1,154	13.5%
85+	261	273	4.6%	266	-2.6%

Source: US Census 2000, 2010 & 2013-2017 American Fact Finder Population Estimates

Chart 2 shows a comparison of the median age of the population in the City of Greenville as compared to Eureka Township, Montcalm County, and the State of Michigan as a whole. The City of Greenville clearly has a younger population than the comparison communities.

Factors that may influence younger persons and families to live in the City of Greenville may be the current level of available employment, and the availability of affordable housing.

Chart 2: Median Age of Population – Eureka Twp., City of Greenville, Montcalm County, State of Michigan



Source: 2013-2017 American Community Survey Estimates



Table 3: City of Greenville Millennial Population 2000-2017

	2010	2015	% Change 2010-2015	Numerical Change	2017	% Change 2015 - 2017	Numerical Change
Millennials (Age 18-34)	2,092	2026	-3.2%	-66	1840	-9.2%	-186
Percent of Total Population	24.7	24	-0.7		21.9	-2.1	

Source: 2013-2017 American Community Survey 5-Year Estimates

Housing

Table 4 shows data regarding households and housing in the City of Greenville.

The total number of housing units in the City of Greenville decreased by 92 units since the year 2010, while occupied dwelling units decreased by 111 units. The reasons for this decrease may be attributed to the fact that 2017 data is based on estimates, in combination with actual demolitions or abandonments of dwelling units in the City.

Calculations of vacant, owner occupied, and renter occupied dwelling units are based upon the total number all dwelling units, both occupied and unoccupied. Vacant units increased by .7%, (from 9.5 % to 10.2%). Between 2010 and 2017, renter occupied housing in Greenville increased by 3.0% (from 38.9% of total housing units to 41.9%), while owner occupied dwelling units decreased by 3.7% (from 51.6% to 47.9%). Reasons for increases in renter occupied dwelling units is likely the availability of additional rental units in the City (whether attached units or detached single-family dwellings); and the desire by certain demographics such as non-family households to rent rather than purchase a dwelling.

Family households make up the majority of total households in the City, (57.9%) but a fairly significant portion of households are non-family (42.1%). A family is defined by the US Census Bureau as a group of two or more people, one of whom is the householder, related by birth, marriage, or adoption and residing together. A non-family household is defined as persons living in a household with non-relatives, or living alone.

The number and proportion of non-family households has increased somewhat since 2010, while the number and proportion of family households has decreased.

**Table 4: Housing and Household by Type
City of Greenville**

	2010	2010 Percentage	2017	2017 Percentage
Total Households (Occupied Dwelling Units)	3,464		3,353	-
Family Households	2,138	61.7%	1,943	57.9%
Married Couple Families	1,345	37.7%	1,668	49.7%
All Types with Children Under 18 Years	1,099	31.7%	1,042	31.1%



Non-Family Households	1,326	38.3%	1,410	42.1%
Average Household Size	2.39			-
	Persons			
Average Family Size	2.98			-
	Persons			
Total Housing Units	3,826		3,734	-
Vacant Housing Units (includes seasonal)	362	9.5%	381	10.2%
Owner Occupied Housing Units	1,976	51.6%	1,790	47.9%
Renter Occupied Housing Units	1,488	38.9%	1,563	41.9%

Source: US Census Bureau 2014-2018 American Community Survey 5-Year Estimates

Table 5 shows the value of owner-occupied housing in the City. The majority of housing in the City is within the \$50,000 to \$99,999 range. Since 2010, the number of units in this category have increased dramatically, with only a slight increase in total number of units within the city. This could mean investment in properties is occurring more than new builds. Changes in local economies could increase the demand for housing values that exceed \$150,000.

**Table 5: Value of Owner-Occupied Units
City of Greenville (2017)**

Number of units for which value was determined: 1,790		
Value	Number	Percentage
Less than \$50,000	150	8.4%
\$50,000 to \$99,999	1012	56.5%
\$100,000 to \$149,999	338	18.9%
\$150,000 to \$199,999	194	10.8%
\$200,000 to \$499,999	76	4.3%
\$500,000 to \$999,999	20	1.1%
\$1,000,000 and up	0	0.0%
Median Value:	\$88,500	--

Source: US Census Bureau 2013-2017 American Community Survey 5-Year Estimates

Table 6 shows building permits for new residential construction from 2015 through available 2019 data.

Table 6: Building Permits 2015-2019

Building permits	2015	2016	2017	2018	2019	Totals
Single Family	3	4	11	2	19	18
Two family (duplex)					3	6
Multi Family	0	1	7		216	224
Condominium	1	0	0		-	1
Total	4	10	19		-	249

Source: City of Greenville

Income and Employment

Table 7 summarizes income and employment data for the City of Greenville and compares it to the same set of data for Montcalm County. The City of Greenville unemployment rate as reported by the 2013-2017 American Community Survey 5-Year Estimates was 9.3%; Montcalm County as a whole was at 7.1%.

The unemployment rate in Greenville, Michigan has ranged from 18.7% in June 2009 to 3.2% in November 2018 reflecting the loss of jobs due to the closing of the Electrolux plant and the efforts by the City to rebuild its manufacturing base. The unemployment rate for Greenville in June of 2019 was 4.4%.

According to the United States Bureau of Labor Statistics, the July, 2019 unemployment rate for the United States was reported at 3.7%. The State of Michigan's unemployment rate for July of 2019 was reported at 4.3%. While the City of Greenville remains at a higher unemployment rate than Montcalm County and the country, continued planning to position the City for future improvements in economic conditions will be reflected in the Master Plan.

Median household incomes and mean (average) household incomes in Greenville and Montcalm County have increased since 2009. Incomes in the City of Greenville continue to be less than Montcalm County as a whole, however, the gap in incomes between the City and the County have remained relatively constant.

Families with poverty status are higher than that of the County, but less significantly than in 2009; the poverty rate in the City has decreased more significantly than that in the County as a whole. This is likely a reflection of increased employment opportunities in the City since preparation of the 2012 Master Plan and thus a lower unemployment rate; and a slight decrease in the population overall.

Table 8 shows the 2019 Federal Poverty Guidelines for the 48 Contiguous states and the District of Columbia as determined by the US Department of Health and Human Services. This table will assist in understanding the level of income at which persons are considered to be living at a level of financial poverty.

**Table 7:
Income and Employment City of Greenville and Montcalm
County 2017 Estimate**

	<u>Greenville</u>	<u>Percent</u>	<u>Montcalm County</u>	<u>Percent</u>
Total Population 16 Years and Over	6,332	75.5% (of total Greenville Population)	50,178	79.2%
Labor force (Age 16 & over working or seeking work)	3,552	56.1% (Labor force participation rate)	27,748	55.3%
-Employed in labor force (Age 16 & over working)	3,220	90.7%	25,787	92.9%
-Unemployed but in labor force	332	9.3% (Unemployment rate)	1,946	7.1%
	<u>Greenville</u>		<u>Montcalm County</u>	
Median Household Income	\$33,623		\$44,651	
Mean Household Income (average)	\$45,598		\$54,723	
Median Family Income	\$45,805		\$52,422	
Mean Family Income (average)	\$54,236		\$62,349	
	<u>Greenville</u>	<u>Percent</u>	<u>Montcalm County</u>	<u>Percent</u>
Families with Poverty Status	363	18.7%	2,042	12.7%
Individuals with Poverty Status	2,124	26.1%	11,017	17.5%

Source: 2013-2017 American Community Survey 5-Year Estimates



**Table 8: Federal Poverty Guidelines
2019 Poverty Guidelines for the 48 Contiguous States and the District of Columbia**

Persons in Family/Household	
1	\$12,490
2	\$16,910
3	\$21,330
4	\$25,750
5	\$30,170
6	\$34,590
7	\$39,010
8	\$43,430

Source: US Department of Health & Human Services 2019. For families/households with more than 8 persons, add \$4,420 for each additional person.

Table 9: Educational Attainment, 25 Years and Over, 2017 Estimate

<u>Attainment Level</u>	<u>City of Greenville</u> Population 25 & Over: 5442	<u>Montcalm County</u> Population 25 & Over: 43,357
Less than 9 th Grade	1.4%	3.2%
9 th to 12 th Grade No Diploma	11.5%	8.7%
High School Graduate	30.1%	39.1%
Some College No Degree	28.9%	26.4%
Associate Degree	13.4%	9.8%
Bachelor’s Degree	10.2%	8.8%
Graduate/Professional Degree	4.5%	4.0%
High School or Higher	87.1%	88.1%
Bachelor’s Degree or Higher	14.7%	12.8%
Percent by Age Group		
High School Graduate or Higher		
25-34 Years	93.2%	89.3%
35-44 Years	88.3%	88.6%
45-64 Years	92.9%	89.7%
65 Years and Over	74.3%	83.9%

Source: 2013-2017 American Community Survey 5-Year Estimates

Table 9 demonstrates the City of Greenville’s educational attainment as compared to Montcalm County as a whole. Just over 30% of residents 25 years of age and older have obtained a high school diploma, while 39.1% of Montcalm County residents have obtained a high school diploma. However, a higher percentage of City of Greenville residents have obtained an Associate Degree as compared to Montcalm County residents (13.4% compared to 9.8%).



More Greenville residents on a percentage basis have obtained a Bachelor's Degree than Montcalm County residents (10.2% compared to 8.8%), while the percentage of persons whom have obtained a Graduate or Professional Degree is somewhat the same (4.5% and 4.0%).

Table 9 breaks educational attainment down by age cohorts; The age group with the highest percentage of persons who have graduated from high school or higher are those in the 24-34 years age group (93.2%) although the age cohort 35-44 is almost the same at 92.9%. All age group cohorts have a high percentage rate of high school graduation or higher.

Table 10 lists occupations of the working population of Greenville by occupation, industry, and class of worker. (Note: The employment itself may be within Greenville or outside City boundaries.) Each category groups employment differently, with a total of **3,220** workers reflected in each category.

Within the Occupation category, the area that employs the majority of workers is management, professional, and related professions. This is a change from the 2012 Master Plan, where Sales and office occupations employed the greatest number (2009 data). Within the Industry category, Educational services, health care and social assistance employ the greatest number. This is a change from the 2012 Master Plan, where Manufacturing employed the greatest number (2009 data). The Class of Worker that employs the majority of people is private wage and salary workers, which is the same as reported in the 2012 Master Plan (2009 data).

Since the three categories group employment differently, the data should be examined carefully. While past employment in Greenville was greatly influenced by one or two large local employers, future employment in Greenville will be greatly impacted by regional and state trends in employment and the economy in general.

Table 10: Occupations
City of Greenville, 2017 Estimate

Civilian Employed Population 16 Years and Over: 3,220		
Occupation	Number	Percent
Management, professional, and related professions	947	29.4%
Service occupations	560	17.4%
Sales and office occupations	776	24.1%
Natural resources, construction, and maintenance occupations	433	13.4%
Production, transportation, and material moving occupations	504	15.7%
Industry		
Agriculture, forestry, fishing and hunting, and mining	20	0.6%
Construction	178	5.5%
Manufacturing	542	16.8%
Wholesale trade	71	2.2%
Retail trade	524	16.3%
Transportation and warehousing, and utilities	177	5.5%
Information	26	0.8%
Finance and insurance, and real estate and rental and leasing	141	4.4%
Professional, scientific, and management, and administrative, and waste management services	248	7.7%
Educational services, and health care and social assistance	758	23.5%
Arts, entertainment, and recreation, and accommodation and food services	173	5.4%
Other services, except public administration	232	7.2%
Public administration	130	4.1%
Class of Worker		
Private wage and salary workers	2,818	87.5%
Government workers	334	10.4%
Self-employed in own not incorporated business workers	68	2.1%
Unpaid family workers	0	0%

Source: 2013-2017 American Community Survey 5-Year Estimates

Table 11 shows the 15 largest employers in Montcalm County across all industries and the top 15 manufacturing employers as reported by The Right Place, an economic development agency serving West Michigan. Health care is a strong component of the Montcalm County economy and strongly influences the employment profile of the City of Greenville.

**Table 11
Top Employers in Montcalm County
September 2019**

Montcalm County, MI: Top 15 Employers - ALL (Includes both Full-time & Part-time - broken out when available)

Account Name	Primary Industry	Emp at Site	Billing City
Spectrum Health United Memorial (Greenville, Lakeview, Belding)	Healthcare	659	Greenville
Carson City Correctional Facility	Prison	500	Carson City
Dicastal North America	Wheel Manufacturing	470	Greenville
Carson City Hospital	Healthcare	450	Carson City
Federal-Mogul Corp. (A Division of Tenneco)	Wheel Bearings	430	Greenville
Greenville Public Schools (264 Full-time)	Education	418	Greenville
Meijer	Retail	342	Greenville
Montcalm Community College (85 Full-time)	Education	269	Sidney
Walmart Supercenter	Retail	259	Greenville
Marvel Refrigeration	Appliance Manufacturing	200	Greenville
Tri County Public Schools	Education	200	Howard City
Quad Graphics	Printing Solutions	199	Greenville
Wolverine Worldwide Distribution Center	Warehouse/Distribution Center	180	Howard City
Clarion Technologies	Plastic Injection Mold	166	Greenville
Greenville Tool & Die	Tool & Die Maker	160	Greenville

Montcalm County, MI: TOP 15 Employers - Mfg., Whse/Dist.

Account Name	Industry	RPI Employ	City
Dicastal North America, Inc.	Mfg - Transportation (336)	470	Greenville
Federal-Mogul Corporation (A division of Tenneco)	Mfg - Transportation (336)	430	Greenville
Marvel Refrigeration	Mfg - Elect Equip/Appliance (335)	200	Greenville
Quad Graphics	Mfg - Printing & Related (323)	199	Greenville
Clarion Technologies - Greenville	Mfg - Plastics & Rubber (326)	166	Greenville
Greenville Tool & Die Company	Mfg - Machinery (333)	160	Greenville
Parker-Hannifin Corp. Lakeview	Mfg - Primary Metal (331)	149	Lakeview
Mersen	Mfg - Elect Equip/Appliance (335)	116	Greenville
Wright Plastic Products, LLC	Mfg - Plastics & Rubber (326)	108	Sheridan
Aggressive Tooling, Inc	Mfg - Primary Metal (331)	97	Greenville
Keystone Automotive - Michigan Distribution Center	Wholesale/Distribution	85	Greenville
West MI Compounding	Mfg - Plastics & Rubber (326)	80	Greenville
Packaging Corp. of America	Mfg - Paper (322)	79	Edmore
DME Milacron	Mfg - Machinery (333)	74	Greenville
Stafford Printing, A Div. of MI Web Press	Mfg - Printing & Related (323)	70	Greenville
Provided by The Right Place, Inc. 9/23/19			



**Table 12:
Top 10 Industries by Jobs, 2017**

<u>Industry</u>	<u>Jobs</u>	<u>Percent of Total</u>
Government	3045	17%
Manufacturing	2751	15%
Health Care and Social Assistance	2745	15%
Retail Trade	2424	13%
Accommodation and Food Services	1322	7%
Construction	1018	6%
Agriculture, forestry, fishing and hunting	925	5%
Other Services (except public administration)	849	5%
Admin., Waste Management, Services	559	3%
Transportation and Warehousing	478	3%

Source: *The Right Place, Montcalm County Economic Profile*

SCHOOLS

Greenville Public Schools are part of the Montcalm Area Intermediate School District. The school district includes the City of Greenville as well as seven surrounding townships in three counties. School buildings located inside the City limits include Greenville High School (picture), Greenville Middle School, Baldwin Heights Elementary, Cedar Crest Elementary, and Walnut Hills Elementary.

Montcalm Community College maintains a location in the City. MCC's Michigan Technical Education Center (M-TEC) is located at 1325 Yellow Jacket Drive. This center offers open-entry, open-exit skills training to meet business and industry needs. The M-TEC also houses classrooms, a large conference facility, computer and learning labs and display areas.

The William J. Seiter Center, a facility of the Montcalm Area Intermediate School District, is located at 1401 East Van Deinse Avenue. This facility offers special education programs as well as vocational training.

Private Schools located within the City boundaries include St. Charles Catholic School located at 505 S. Lafayette Street. St. Charles serves students in grades Kindergarten through eighth grade.

NATIONAL GUARD ARMORY

The Michigan National Guard Armory is located at 312 S. Hillcrest Street. The Army National Guard has a federal obligation to maintain properly trained and equipped units available for prompt mobilization for war, national emergency, or as otherwise needed. The state mission is to provide trained and disciplined forces for domestic emergencies or as otherwise required by state law.

MEDICAL FACILITIES

Spectrum Health United Hospital is located at 615 S. Bower Street. Originally constructed in 1952 it has grown to become one of the largest employers in the City with more than 180 professional staff, 270 clinical staff and 200 medical staff. The Hospital provides 65 acute-care beds and 40 long-term-care beds and is the regional health care center for the greater Montcalm County. It provides patient access to physician specialists and sub-specialists, clinical quality, state-of-the-art facilities, and advanced medical and information technology. Several medical clinics are located on nearby Oak Street provide support services.



Spectrum Health United Hospital is part of the Spectrum Health Hospital Group a not-for-profit health system in West Michigan offering a full continuum of care comprised of nine hospitals including Helen DeVos Children’s Hospital, a state-of-the-art children’s hospital that opened in January 2011, and 180 service sites.



CHAPTER 2

GOALS AND STRATEGIES

Every Master Plan must contain goals, objectives and / or strategies. In preparing the 2021 Master Plan the Planning Commission reviewed the goals and strategies of the 2012 Plan using the following criteria:

- The action or goal has been accomplished;
- The action or goal is addressed elsewhere in the Plan and isn't needed in this section;
- The action, goal or statement is too vague, general or obvious and is un-necessary language for this Plan update;
- The action, goal or statement can be accomplished by another entity and does not need to be included;
- The action, goal or statement may no longer fit the vision for the City.

Based on these criteria the following goals and strategies for the 2021 Plan were developed.

COMMUNITY CHARACTER GOAL

Preserve the historic character and architecture of the City of Greenville in identified locations, and at the same time promote redevelopment of specific areas with a new, fresh architecture and mix of uses.

Strategies:

- ❖ Develop architectural design standards for new buildings constructed in the C-3, Central Business District to maintain compatibility with existing buildings and preserve the architectural character of the CBD.
- ❖ Identify areas for redevelopment that will provide for a mix of uses (residential, retail, office, and gathering spaces) in a contemporary setting that will act as a catalyst for further redevelopment in adjacent areas.
- ❖ Identify areas of the City beyond the downtown core, such as the North Lafayette corridor, where redevelopment of structures into commercial uses with residential above, or live-work units, are desirable. Develop zoning ordinance amendments to allow this type of development.

RESIDENTIAL GOAL

To promote, preserve, and improve the living environment of the residential areas of the City of Greenville, and to provide a variety of living choices to serve the needs of various age groups and stages of life.

Strategies:

- ❖ Improve housing quality which falls below minimum standards by adoption and enforcement of necessary codes and public investment in rehabilitation programs. Consider the adoption of a Rental Property Maintenance Ordinance.
- ❖ Identify areas or parcels where individual three and four unit attached dwellings could be situated and develop criteria and requirements to ensure that the design would allow such units to blend in visually and functionally with adjacent land uses.

COMMERCIAL GOAL

Plan for Commercial areas both within and outside the downtown core, in order to provide adequate services to the residents, to promote community vitality, and to help strengthen the City's



tax and employment base.**Strategies:**

- ❖ Develop an action plan to improve the North Lafayette corridor to include the following measures:
 - Reducing the number of lanes from five to three;
 - Providing a lane of parking on each side of the street with bump out landscape islands;
 - Improving street appearance with a wider curb lawn for landscaping;
 - Placing the sidewalk further from the travel lane;
 - Building façade improvements;
 - Re-development of vacant buildings;
 - Access management regulations to reduce curb cuts and;
 - Flexible land use regulations to allow for three- and four-unit dwellings along the corridor.
- ❖ Make greater use of the area near the Flat River as a catalyst for increased retail and restaurant development.
- ❖ Amend the Zoning Ordinance to require a build-to line in the downtown core in order to preserve the setbacks of the traditional downtown, and to minimize parking in front yards.
- ❖ Include the Downtown Development Authority and the Chamber of Commerce when developing zoning ordinance amendments which will impact commercial development.
- ❖ Work with Eureka Township to prepare a corridor study or sub-area plan for Washington Street (M-57) and Lafayette Avenue (M-91) to ensure the future of these roads as an attractive, well-maintained major arteries free of traffic congestion and visual clutter and overall to ensure unified commercial districts that reflect a high quality of development.
- ❖ Work with Eureka Township to prepare attractive and inviting entrance points into the City.

INDUSTRIAL GOAL

Promote the development, redevelopment, rehabilitation and expansion of industrial areas in the City to provide attractive sites to a variety of industrial enterprises which will strengthen the tax base and provide a place of employment for area residents.

Strategies:

- ❖ Plan industrial sites in those areas which have sufficient facilities and services to adequately support industrial activity, including transportation access, sanitary sewer, storm drainage, and municipal water service.

TRANSPORTATION GOAL

Provide for a range of transportation infrastructure to accommodate vehicles, non-motorized transportation, and pedestrians.

Strategies:

- ❖ Encourage the construction of pedestrian and bike paths along major arterial streets; incorporate the design concepts of “Complete Streets” into existing and future streets.
- ❖ Cooperate with Michigan Department of Transportation to maintain M-57 and M-91 as valuable State



routes while working to improve the appearance and function of these roadways as they serve the needs of the local population and contribute to community character.

- ❖ Prepare corridor plans for both M-57 and M-91 that address access, landscaping, signs, and parking among other issues. Limit curb cuts along these corridors and adopt policies to require closing of curb cuts where desirable.

NATURAL RESOURCES GOAL

Adopt land use policies and regulations that encourage the preservation of natural resources and protect environmental and water quality.

Strategies:

- ❖ Adopt a Low Impact Development ordinance that gives incentives for site design that incorporates green stormwater management.

COOPERATION WITH ADJACENT COMMUNITIES GOAL

Continue to cooperate with Eureka Township in planning for land uses along common borders that serve to advance the goals of each community.

Strategies:

- ❖ Incorporate the objectives of the 2008 Joint Future Development Plan for Eureka Charter Township and the City of Greenville when making decisions regarding land use in the area included in the joint plan. Review the joint plan as required by law or as desired.
 - ❖ Participate in cooperative planning efforts with Eureka Township along common borders in those areas not included in the Joint Plan of 2008.
-
-

CHAPTER 3

LAND USE PLANNING ANALYSIS

Existing Land Use 2010

An existing land use survey was conducted in September and October of 2010 as a component of the 2012 Master Plan update. Maps of existing land uses were prepared for each quadrant in the City. These 2010 maps were not updated as part of the 2021 Plan but have been retained for historical purposes in the Appendix.

Major Land Use Changes Since 2012

- Hathaway Green Planned Unit Development began to develop in 2003 with condominiums on Hawthorne Court and apartments on Meijer Drive. This development, comprising 159 acres, was approved as a Planned Unit Development in 2004 for 541 total dwelling units; both single family detached and attached as well as apartments.

Since 2012 several attached condominiums have been constructed along Grosvenor Drive with a number of single-family dwellings built in the Hawthorne Park portion of the PUD. Hathaway Hills assisted living facility was built within this PUD in 2017.

In May of 2019 the City Council approved an amendment to the PUD which increased the total dwelling units to 604. This increase was the result of allowing 216 apartments to be constructed in the Central Park phase instead of the 116 units approved for this phase in 2004.

- Foremost Farms a major milk processing facility was constricted in 2018 within the Industrial Park.
- Diecastal of North America re-purposed the former United Solar Ovonic buildings in order to manufacture lightweight aluminum alloy wheels for the automotive industry.
- Marvel Drive between Oak Street and Judd Street was relocated east to be adjacent to Baldwin Heights Elementary School in 2018 and re-named Dascola Lane. The vacated Marvel Street was converted to a parking lot for adjacent Spectrum Health United Memorial Hospital.
- A Culver’s Restaurant and Popeye’s Restaurant were constructed on M-57 opposite Youngman Road in 2018.
- In 2016 the EZ Mart gas station and convenience store was built at E. Washington and S. Clay.
- The Murphy Oil gas station and convenience store was established in 2016 on M-57 in front of the Wal-Mart store.
- A new Ace Hardware store was built on the northeast corner of West Washington and Maplewood in 2017.

Land Use vs. Zoning

The existing land use survey conducted in 2010 allowed a comparison to be made between the actual use of land and the zoning of that same land. If the land use was not permitted by that zoning district the use would be considered non – conforming. Zoning Ordinance regulations for non- conforming uses limit the expansion of the use without a variance and prohibit the re-establishment of the use if dis-continued for more than one year.

Also lending institutions may not provide financing for residential mortgages if the property is non-conforming. Thus, it is always better for property to be conforming than non-conforming.



Following is an identification and analysis of the most significant non-conforming situations resulting from this comparison.

Location

The C-1 zoned area on the east side of Clay Street from Grove Street north to the Flat River contains mostly single-family houses but a two-unit dwelling and a four unit and five-unit dwelling also exist along the east side of Clay. All these dwellings are non-conforming uses.

Analysis

In order to better preserve the single-family character of the neighborhood along the east side of Clay and the single-family homes in the neighborhood beyond the C-1 zoning should be changed to the R-2 zoning district.

Location

The C-2 Zoning District on the east side of Lafayette between Congress and North Street extends one block east to First Street. However, most land uses fronting on First Street are well-kept single-family dwellings. These dwellings are non-conforming uses and are subject to the non-conforming requirements of the Zoning Ordinance which could create problems for homeowners wishing to expand their houses or re-build them because of a fire or other catastrophe.

Analysis

Because these single-family parcels are unlikely to be converted to commercial use due to the surplus of commercial space along nearby North Lafayette Street, the Plan recommends that these parcels be rezoned to the R-2 zoning district. This will make these uses conforming and improve the likelihood of these houses being preserved for residential use while maintaining the residential character of the surrounding neighborhood.

Specific Planning Areas

GLEN KERRY GOLF COURSE

The Plan recognizes the importance of this land to the growth of the east side of the City. The 2012 Plan recommended Industrial use for that portion of the golf course north of East Kent Road as an extension of this land use south of the industrial uses along Callaghan Drive. The golf course area south of East Kent Road was recommended for Low Density Residential use in the 2012 Plan.

However, since the 2012 Plan, the City acquired a large portion of land between Fitzner and Backus Road north of Van Deirse Street and invested in utilities and roadways to accommodate industrial users such as Foremost Farms and other businesses which desire to locate in Greenville. This acquisition lessened the



need for industrial use of the golf course north of East Kent Road and opened opportunities for residential use of this property to balance the growth of the east side of the City with the west side.

The attraction of the golf course land for residential use was recognized in 2005 when the golf course owners requested and were approved for a platted subdivision on a portion of the golf course property. Water and sewer lines were constructed to serve future houses, but no development took place after the installation of these utilities which remain on the property.

Should the golf course ever be developed for another use, the 2021 Master Plan recommends Low Density Residential use for the entire golf course property from M-57 (Washington/ West Carson City Road) to just north of East Kent Road. This entire area is currently zoned R-1, Single Family Residential, which allows single family detached dwellings as the principal use on minimum lot sizes of 10,000 sq. ft. which is a density of 4.35 dwelling units per acre.

In addition to detached single-family dwellings, however, the Plan recommends attached dwellings up to four units per building be allowed to provide a variety of housing styles and clustering of buildings to create more open space and to allow for a portion of the golf course to be retained.

Any residential development of this site must consider the impact of the industrial truck traffic from Foremost Farms which passes by the golf course site on Industrial Park Drive. Well over 140 trucks per day utilize this roadway creating noise and slowing traffic. Berming along Industrial Park Drive will lessen truck noise as will proper placement of dwellings.

The Plan also recommends commercial use for a portion of the golf course property. Convenience commercial uses are lacking in this area of the City. With traffic increasing and additional residential growth planned such commercial use would provide a needed service to residents in the future.

An opportunity for such commercial use on the property would be the conversion of the existing golf course club house given the existing parking lot and access from East Kent Road. The northeast corner of M-57 and Industrial Park Drive would also serve as a logical location for a commercial site of no more than two to three acres.

The Plan recommends that any commercial development of the golf course property be done in conjunction with a unified plan for residential development of the property.

Conversion of all or a portion of the golf course to residential use is encouraged by this Plan to be done as a planned unit development which would allow for flexibility in design, preservation of a portion of the existing golf course and the natural features of the site. Any construction should include a sidewalk along Industrial Park Drive.

NORTHLAND/ MARVEL CORPORATION SITE

The 2012 Master Plan recommended this site could best be developed with a variety of uses including commercial, office and/or residential and that it be done as a Planned Unit Development which provides great flexibility in layout and design. **In 2019 the buildings on this site as shown in the photo were demolished leaving a vacant site.**

The property has been identified by the Michigan Department of the Environment, Great Lakes and Energy (EGLE) as having contaminated soil from past manufacturing uses. To date, there is no evidence that the contamination has reached the adjacent Flat River.

The extent of the contamination has not been determined nor have any estimates for cleanup costs been developed. Clean up measures however can be pursued and accomplished through State of Michigan economic development programs. **Based on the prospect that the site will be cleaned of**



contaminants, the 2021 Plan proposes a somewhat different recommendation than the 2012 Plan for this property as follows:

Commercial and industrial uses are no longer recommended for these reasons; Sufficient commercial land and vacant commercial buildings exist along North Lafayette Street and additional commercial uses on the Northland site would detract from the development potential of existing commercial zoned properties and create a surplus of commercial space; New industrial uses should be established in the Greenville Industrial Park which is better able to accommodate industrial truck traffic and is not close to residential neighborhoods.

A variety of residential housing types are recommended including detached single-family units on individual lots with and without basements. This would include a portion of the property devoted to smaller dwellings containing 250 to 500 sq. ft. which have become a popular housing trend in recent years. Allowing such dwellings in a planned environment promotes diversified housing opportunities which is one of the goals of this Master Plan.

Two to four unit attached buildings, multifamily buildings with up to eight units, as well as two story townhouses are also recommended as suitable housing styles for this site. A density of up to 8 units per acre is recommended to take advantage of existing roads and public utilities and to create a population base within the City to support and be served by nearby retail and service businesses. This density also serves as an economic incentive to develop the property. A slightly higher density could be suitable with proper justification.

Concept drawings in the Appendix illustrate residential design ideas for the development of this site that comply with the recommendations of this Master Plan although the Plan recognizes that other similar layouts would also be suitable for this site.

As a further inducement to attract development the Plan recommends that a new zoning district be put into place or that the existing Planned Unit Development regulations be revised to allow for a more efficient review process.

Such new zoning district would be fashioned to allow all uses by right subject to site plan review by either the Zoning Administrator or the Planning Commission which would reduce review time by several months.

Future plans for the development of the Northland property could include the City owned Water Works Park parcel at the east end of Charles Street and the City owned parcel along the north side of Ranney Street both of which abut the Northland site. The Park at the end of Charles Street could be utilized for housing but is perhaps more appealing to be retained as recreation land or as a special event venue. The land along Ranney Street, however, could best be used for residential purposes. The City should seek to leverage these two areas for re-development of the Northland site.

If the Northland/Marvel site is unable to be properly cleaned of contamination for habitable purposes the City should explore the possibility of constructing a solar farm on the property.

In 2020 a former factory and most recently the storage building for the Flat River Community Players at 201 Charles Street was demolished following a fire in December of 2019. This parcel abuts Water Works Park and the Flat River. Future development suggestions for this site include service type uses including a restaurant overlooking the Flat River as shown on the concept drawings to complement the Park and future residential use of the Northland/Marvel site

NORTH LAFAYETTE STREET

The lack of commercial activity and the appearance of the North Lafayette corridor from Montcalm Street to its intersection with Greenville West Drive has been a major concern for many years regarding the vitality of the northern portion of Greenville. The 2004 closing of the Electrolux industrial complex on the Flat River and Greenville West Drive removed about 4,000 daily workers from the north end of the City.



These workers supported a variety of businesses along North Lafayette Street, many of which were forced to close resulting in a number of vacant storefronts along this corridor. While there have been some new commercial uses established since that time, the re-building of the McDonald's restaurant in 2018 is one such example, a number of vacant buildings and storefronts remain.

Other factors which contribute to the poor appearance of North Lafayette include a narrow curb lawn (the areas between the street and the sidewalk) which does not allow room for landscaping and the sidewalk being too close to moving traffic which can create an unsafe walking environment along portions of the corridor.

The 2012 Master plan had as one of its major strategies to develop an action plan to improve the North Lafayette corridor by focusing on improving street appearance, building façade improvements, re-development of vacant buildings and access management measures. While all of these strategies will ultimately help to revitalize the corridor, the 2021 Plan proposes more specific measures to bring this revitalization about.



Because North Lafayette Street is a State of Michigan Highway, M-91, the Plan recommends that the City request that the Michigan Department of Transportation analyze the North Lafayette corridor for road diet improvements which would reduce the number of lanes for the length of the corridor from four to three; one travel lane in each direction with a center turn lane. This road diet will allow for a number of improvements to be put into place which will create positive results in appearance, traffic flow and pedestrian safety.

Restriping for three lanes is a low-cost measure which will allow for on street parking in front of businesses to improve access to the front door. Landscape “bump-out” islands can also be installed to serve as safe crossing points for pedestrians as has been done on Lafayette Street in the downtown area. Restriping also creates areas for additional landscaping along the corridor and provides greater separation for sidewalk users from moving traffic.

The Plan also recommends the following actions for the revitalization of the North Lafayette corridor:

- Parking lot setbacks from the Lafayette Street right of way be reduced from the current 25 feet to 10 feet to allow for more useable and buildable area for those parcels fronting on Lafayette Street which back up to residential uses on First Street and Franklin Street.

- Allow for multi-family dwellings with up to four units per building to be constructed along the corridor to provide opportunities for new development projects. Allow such uses to be a permitted use in the C-2 Zone to reduce the development review process.
- Establish a Corridor Improvement District (CID) which is a form of tax increment financing to generate funds for physical improvements along the corridor.

HATHAWAY GREEN PUD

In 2004 the Greenville City Council approved the Hathaway Green Planned Unit Development (PUD) project on the west side of the City south of the Meijer store. The approval was for a total of 541 dwelling units comprised of detached single-family lots, two and three family units and multi-family dwellings. The approved density was a maximum of 4.36 dwellings per acre over the entire project.

On May 14, 2019 the City Council approved a major amendment to the Hathaway Green PUD which capped the total number of dwelling units allowed at 604 which is less than would be allowed by the maximum density of 4.36. According to the maximum density 693 dwelling units could be built.

In its review of the 2019 major amendment nearby residents voiced concerns regarding the amount of vehicle traffic generated by the PUD and the fact that the PUD had only a single existing means of access being Grosvenor connecting to Meijer Drive and South Greenville West Drive. Other access points for the PUD however are proposed to the south, west and east but to date none of these have been constructed.



The composition of dwelling unit types proposed for the Hathaway Green PUD can be expected to change in the future as the composition did in fact change from the 2004 plan to the plan presented in 2019. The 2021 Master Plan needs to be responsive to these unknown changes while remaining true to the basic outline of the 2004 project.

The Plan recommends that a mix of residential uses continue to be allowed. This mix includes single family lots, two, three and four unit attached dwellings, apartments, although additional apartments are not encouraged by this Plan. Other uses envisioned for the PUD include assisted living facilities and senior housing which includes on-site service and retail amenities designed primarily for seniors although such uses could also provide limited convenience services for nearby non-senior residents. Other housing styles compatible in use, design and appearance with the existing residential uses may also be appropriate but would need specific approval from the Planning Commission and City Council.

The Plan proposes that no more than 604 total units be constructed within the PUD until additional access routes are constructed and it is demonstrated that the traffic generated by any additional dwellings above 604 will not meaningfully increase congestion or lessen vehicle safety within the PUD street system.

The future street connections to the PUD are shown on the Future Land Use Map. The Plan also recommends that the extension of Grosvenor from its terminus in 2020 be built as boulevard and that a traffic circle be incorporated into the design of the street extension so these two street designs better control vehicle traffic speeds and turning movements through the PUD.

HOP FARM / FORMER GREENVILLE COUNTRY CLUB

The 56-acre Greenville Country Club which began operating in 1928 closed in 2011. In 2017 the property was converted to a Hop farm. The Plan continues to recommend Low Density Residential use as was initially recommended in the 1999 Plan and in all subsequent Master Plans. Low Density Residential use of this property would be in keeping with the land use pattern established for this part of the City.

If this property is eventually developed for residential use streets should connect to the residential uses planned to the west. The design of the street system must be such that neighborhood traffic can move efficiently but not speed through the neighborhood to reach the commercial uses to the west along Meijer Drive and Greenville West Drive. A conceptual street design serving this property is shown on the Future Land Use Map.

Considering the hilly terrain on the Hop farm property, future streets and lots should be designed to minimize alteration of the existing topography.

ELECTROLUX PROPERTY

The 2021 Master Plan continues to support the conversion of the former Electrolux property to non-industrial use and reiterates the recommendations of the 2012 Plan.

The significant frontage along the Flat River provides excellent opportunities for a variety of housing types including single family attached, townhouses, two- and three-story multi-family buildings and detached dwelling units. Recreational uses including athletic fields and physical fitness facilities would also be complementary uses. Development of this area should be done as a Planned Unit Development to provide flexibility in building design and location, types of uses and to allow for the incorporation of the 100 year flood plain into project design.

A density of up to 8 units per acre should be allowed to take advantage of existing roads and utilities and to create a population base within the City to support nearby retail and service uses. A slightly higher density could be suitable with proper justification. That portion of the site along Greenville West Drive could be devoted to commercial or office uses with an emphasis on making these uses blend with the new residential uses along the Flat River to help create a downtown and walkable atmosphere.

The abutting Flat River provides an excellent opportunity for recreational uses such as trails, wildlife viewing areas, fishing, dog park, or converting some portion of the existing facility or lands to athletic fields or playgrounds.

Concept drawings in the Appendix of how this site could be developed in accordance with the recommendations of this Master Plan shows the possibilities for use of this vacant property.

OTHER SPECIFIC PLANNED AREAS

- The area on the south side of East Washington between Cedar and Edgewood should remain as Medium Density Residential (MDR) which is analogous to the R-2 zoning category. This was the recommendation of the 2002 and 2012 Master Plans. These single-family homes are all well-kept with a good setback from East Washington and they serve to stabilize the residential character of



this portion of East Washington. A sidewalk should be provided in front of these homes to improve pedestrian safety.

- The area on the north side of East Washington between Walnut and the Flat River is recommended for High Density Residential (HDR). This recommendation reflects the existence of the Cambridge Court Apartments and the two-family dwellings at the corner of Walnut and East Washington. The HDR recommendation provides a transition from the commercial uses along the Flat River to the single-family homes on Walnut.
- The industrial designation for the former Country Roads building and property at 1125 East Washington Street should continue and is the City's first priority for use of this facility given the size and configuration of the existing building, its location on a City truck route, good access from M-57, its compatibility with nearby industrial uses and the existence of utilities to serve future industrial users. The building on the 17.76-acre site consists of 137,188 sq. ft. and utilized as a storage facility with no manufacturing use.
- The Master Plan recommends commercial or office use for the Consumer's Energy property on East Washington and for those adjacent properties to the northwest up to the Metron property. While these properties are zoned for commercial use, they do not currently contain retail or service shopping opportunities for residents at the east end of the City. Retaining these properties in the commercial designation allows for possible conversion to a retail or service use.
- A parcel at the northwest corner of M-57 and Backus Road is zoned R-3. The Plan recommends that this land be rezoned to the R-1 category to encourage development for single-family homes.
- In order to create a more positive City identity for those entering Greenville from the east the Plan recommends that sidewalks be extended along the east side of M-57 from Industrial Park Drive to Walnut in order to provide for pedestrian access along this roadway and that trees be planted and street lights be provided along this roadway. Additional signage could also be installed welcoming visitors to Greenville.
- The property along the south side of Kent Street and west of Industrial Park Drive is currently zoned R-3 and was recommended for High Density Residential use in the 2002 Master Plan. Wetlands or low-lying areas with poor drainage exist along this roadway which could make it somewhat difficult to develop. HDR use of this property may be appropriate given the proximity to the Alan G. Davis Park to the north and the Consumer's Energy utility yard to the south. However, single-family development may also be appropriate, and the Plan would recommend consideration of this type of land use under the Medium Density Residential category.

Complete Street Analysis

In August of 2010, PA 33 of 2008 (the Michigan Planning Enabling Act) was amended to require that local master plans include consideration of additional elements related to transportation. These elements include safe and efficient movement of people and goods by not only motor vehicles but also by bicycles, pedestrian, and other legal users including persons with disabilities. Additionally, the amended Act defines street as "a street, avenue, boulevard, highway, road, lane, alley, viaduct, or other public way intended for use by motor vehicles, bicycles, pedestrians, and other legal users."

In December of 2010, PA 33 was further amended to require that local master plans also take into consideration the location, character, and extent of public transit routes and public transportation facilities in the preparation of the master plan, and to coordinate with public transportation agencies in the planning process.

In the City of Greenville, the following analysis was done of existing transportation facilities, and recommendations were developed to insure adequate transportation for all users.



Existing Conditions

Most of the older residential portions of the City are served by sidewalks with accessible curb ramps. Some areas of the City, particularly in the northeast and southeast, are not served by sidewalks, or a sidewalk occurs on one side of the street. Where sidewalks do occur, accessible curb ramps are present.

Sidewalks are present throughout the central business district. Several mid-block bump-outs with brick paver pedestrian crossings are present along Lafayette Street in the central business district. These crossings include accessible curb ramps. Sidewalks are present in the southwest portion of the City where a variety of newer commercial and residential uses have been developed.

Bicycle lanes within street travel lanes are present in some locations within the City. A striped bicycle lane is present on the south side of Greenville West Drive from east of Hillcrest Street to Irving Street. In addition, a four-foot wide sidewalk is present on the north side of Greenville West Drive along the same segment. From Irving Street to Lafayette Street (M-91), a four-foot wide sidewalk is located along the south side of Greenville West Drive. A striped bicycle lane is present along the north side of Van Deirse Street to Industrial Park Drive, with a four-foot wide sidewalk along the south side. Industrial Park Drive contains striped bicycle lanes along both sides.

Fairplains Street includes striped bicycle lanes on both sides, and South Street includes lanes on both sides except between Baldwin and Marvel Streets, where a lane is present on the south side only. Oak Street has bicycle lanes on both sides of the street from Maplewood to Marvel Street, and on the north side from Marvel Street to Baldwin Street.

Within the central business district, accessible parking spaces are in parking areas behind businesses, since the majority of businesses maintain accessible entrances in the rear. Currently, no bicycle racks are in the central business district.

Unique to the City of Greenville is the presence of the Fred Meijer Flat River Trail, which serves much of the area within the City limits, providing extensive pedestrian and bicycle access to parks, schools, and natural features. The trail, which consists of 6.5 miles, primarily follows the Flat River, but also extends along Greenville West Drive adjacent to Greenville High School and Middle School, crosses under Washington Street (M-57) via a tunnel and continues south to Baldwin Lake. The trail makes a complete loop through the City via Baldwin Lake Drive (which is not part of the trail), connecting the trail head on Manoka Lake with the trail head on Baldwin Lake.

Also serving the City is the Fred Meijer Heartland Trail and the recently completed Fred Meijer River Valley Rail Trail. Both trails are completely paved within the City. Both of these trails intersect with the Fred Meijer Flat River Trail at Jackson's Landing Park. The Fred Meijer Heartland Trail also intersects with the Fred Meijer Flat River Trail at Water Works Park. These trails lie within the abandoned rail bed of the former Mid-Michigan Railroad. The trails combine to connect with several communities within Montcalm and Gratiot Counties including the cities of Belding, Lowell, Greenville, Stanton, Edmore and Alma.

Public Transportation

The City of Greenville provides a Transit System that offers transportation throughout the City as well as neighboring Eureka Township. The system operates Monday through Saturday and provides service on demand for a fee for all persons including students and those with disabilities. Transit buses are equipped with wheelchair lifts.

LAND USE PLANNING IN EUREKA TOWNSHIP

The City of Greenville is surrounded by Eureka Charter Township which adopted an updated Master Plan in early 2020. The Township's existing zoning map and 2020 future land use map match up well with the abutting land uses and zoning districts within the City of Greenville.



The Township Plan calls for commercial land uses on M-91 both north and south of the City limits and Suburban Residential (3/4-acre lot size) abutting much of the remainder of the City.

The existing large lot sizes and minimum lot size requirements as well as the natural land features in this area mitigate any incompatibilities between the two land use types.

The Eureka Township Master Plan continues to support the 2008 Joint Development Plan adopted by the City of Greenville and Eureka Township for the lands adjacent to the Wal-Mart store on M-57.

CHAPTER 4 FUTURE LAND USE

This section contains the recommendations, strategies, and policies which will guide the on-going development of the City of Greenville. The Future Land Use Plan establishes the pattern of land use desired by the community, but that pattern must be re-evaluated every five years according to State of Michigan law.

The Goals and Objectives presented in Chapter 2, the recommendations of the 2021 Master Plan, the existing land use and current land use trends, the observations and knowledge of the City by members of Planning Commission as well as principals of sound land use planning are the foundation upon which the Future Land Use Plan is based. Many of the future land use recommendations of the 2012 Master Plan are re-affirmed in this 2021 Master Plan. The Future Land Use Plan consists of the text within this document as well as the Future Land Use Map.

The Joint Development Plan for the west end of Greenville adopted in 2008 by the City and Eureka Township is included in the Future Land Use Chapter as well.

Future Land Use Categories

The Future Land Use Plan recommends a number of different Future Land Use Categories. The following descriptions explain the type of land use, the intensity of that land use, and the locations for proposed uses. Policies and rationale guiding the establishment of those uses are also provided, as well as implementation steps for carrying out the recommendations of the Plan.

The future land use recommended for an area may be the same as the existing zoning for that area, while in some cases the future land use recommended is different from the existing zoning. Future Land Use categories may or may not correspond to zoning districts existing in the City; in some cases, a new zoning district is recommended as an implementation strategy.

The Future Land Use Map does not change the existing zoning in an area. A property owner or the City will need to apply for a rezoning at some point in the future if the future land use category is different from the existing zoning. Meanwhile, a property owner must use the property as it is currently zoned.

Each future land use category contains a description of the applicable zoning requirements in the City Zoning Ordinance which serves as the zoning plan of this Master Plan

LOW DENSITY RESIDENTIAL

LDR

This future land use classification is analogous to the **R1, Zoning District** and is intended for single family dwellings on lot sizes of 10,000 square feet which is a density of 4.35 dwellings per acre. LDR areas are intended to be served by public water and sanitary sewer. The Plan recognizes a few areas of the City which fit this pattern.

Low Density Residential uses are primarily located in the southwest quadrant of the City in neighborhoods south of Washington Street and west of Lafayette Street and the neighborhoods around Baldwin, Como and Manoka Lakes. A smaller LDR area exists in the south east corner along Edgewood.



A larger LDR area is proposed at the east end of the City along Backus Street which is occupied by the Glen Kerry Public Golf Course. Conversion of all or a portion of the golf course to LDR use is encouraged by this Plan to be done as a planned unit development which would allow for preservation of a portion of the existing open space as well as attached and detached dwelling units in conjunction with the golf course should it continue. The density would be limited to 4.35 units per acre.

MEDIUM DENSITY RESIDENTIAL

MDR

The primary land use in MDR planned areas, which is the same as the **R-2 Zoning District**, would-be single-family dwellings. Certain non-residential uses such as churches and schools which are generally located in residential areas would also be permitted by Special Land Use. Public water and sewer are required for the density permitted which is five dwelling units per acre. The MDR category includes mobile home parks which typically have densities from four to six units per acre.

MDR areas comprise the majority of the residential portions of the City. These are typically the older neighborhoods closer to the downtown along Montcalm, Grove, Cass, Webster and Smith Streets. MDR neighborhoods are also located adjacent to the former Electrolux plant on Charles, Gibson and Irving Streets and also north of the Flat River and east of Lafayette to Van Deirse. Smaller areas which are indicative of the MDR lot sizes exist in various blocks around the City and are noted on the Zoning Map as R2.

The MDR category also includes the manufactured housing community on Ranney Street east of Walnut Street (MHP on the Zoning Map) as the density in this development is around five units per acre with detached dwelling units. MDR lands in the 2021 Plan remain consistent with the recommendations of the 2012 Plan.

HIGH DENSITY RESIDENTIAL

HDR

This category is the equivalent of the **R3 Zoning District** with multi-family dwellings being the principal land use at a maximum density of 12 units per acre. Single family and two-family dwellings are also permitted at a higher density of 7.26 dwelling units per acre than permitted in the MDR and LDR categories.

The Hathaway Green PUD project south of Meijer Drive proposes multi-family units both apartments and townhouses. Forest View PUD on Greenville West Drive also proposes a significant number of multi-family dwellings. These two developments which are far from being completed will likely provide a sufficient supply of HDR type dwelling units for a number of years and therefore additional higher density areas are not proposed in the 2021 Master Plan.

OFFICE

O

The Office Future Land Use classification is the equivalent of the Office Service zoning district intended to provide opportunities for small scale office uses to serve the needs of the larger community. Office uses are encouraged as buffers between residential uses and less aesthetically desirable uses within the community such as shopping centers, industrial facilities and high traffic volume roadways. Several



parcels are being recommended for the Office classification in the 2021 Plan. These parcels are located west of Veterans Park fronting on West Washington Street and Bower Street.

These parcels are not seen as being long term residential land uses given the traffic on Washington Street, proximity to the parking lot for Veterans Park and the existence of commercial land uses on the west side of Bower Street. Office use will serve as an appropriate transition between the commercial use on the west and residential properties east of Veterans Park. As office uses develop on these parcels' measures such as landscaping, fencing, low level lighting and other similar measures should be utilized to protect nearby residential uses including those which are planned for Office use.

NEIGHBORHOOD COMMERCIAL

NC

This category is the same as the **C-1 Zoning District**. It is intended to provide goods and services to residents of neighborhoods near this District. The uses will generally be less intense and more compatible with residential uses than those found in the other Commercial Districts. These uses will generally be limited in overall size of building and parking area and will present an appearance of a low intensity use, including such features as limited signs, reduced lighting levels, attractive landscaping, and screened parking areas.

Neighborhood Commercial Areas in the Plan recognize the relatively small existing C-1 Zoned areas in the City and near the downtown area.

GENERAL COMMERCIAL

GC

This category is intended to provide a wide range of goods and services to residents of Greenville as well as surrounding areas. These uses will generally be more intensive and less compatible with residential uses. **C-2 is the equivalent zoning district** for this future land use classification which is primarily located on M-57 and M-91.

The General Commercial category was expanded westward from Youngman Road to Satterlee Road in 2008 when Wal-Mart and the land fronting on M-57 became part of the City through an agreement with Eureka Township. This area is part of the Joint Development Plan adopted by the City and Eureka Township.

CENTRAL BUSINESS DISTRICT

CBD

The Central Business District category corresponds to the **C-3 Zoning District** for the blocks fronting on Lafayette Street between M-57 and Montcalm Street. This CBD is intended to provide a wide range of goods and services to residents of Greenville as well as surrounding areas in a downtown setting. This District is characterized by a compact shopping area with on-street, municipal, and private parking areas. Emphasis is placed on pedestrian safety, convenient access, and ease of vehicular circulation.



COMMUNITY RESIDENTIAL DEVELOPMENTS

CRD

This category recognizes the existing **Planned Unit Development Zoning Districts** in the City. These projects were each approved as a unified residential community with deviations allowed from standard zoning requirements to create a design which provided greater benefits to its residents than could be achieved under those same standard requirements. These projects contain a variety of dwelling unit types which, based on innovative arrangement of buildings and streets, landscaping and architectural design function as single communities and neighborhoods.

The largest PUD is **Hathaway Green PUD** located south of Meijer Drive in the south east quadrant of the City. This PUD was approved by the City in 2004 for 541 dwelling units with a mix of multi-family, attached single family townhouses and condominiums and detached single family dwellings designed to blend with large areas of open space and walking trails including the Fred Meijer Trail which runs through the PUD. The Hathaway Green PUD includes the Hawthorne Court condominiums and the Hawthorne Park single family site condominiums. The number of dwellings was increased to 604 in 2019 by the City Council in its approval of the Maple Grove multi-family project in the Hathaway Green PUD.

The **Forest View PUD** located north of Greenville West Drive and east of Shearer was approved in 2004 for a total of 344 dwelling units consisting of 168 apartment units and 175 single family and two, three and four family dwellings to be developed in five phases.

A third Community Residential Development, land use is in the southeast corner of the City along Edgewood Street. This is a single-family subdivision called **Edgewood PUD**.

Each of these PUD's is regulated by a site plan and a development agreement approved by the City Council. Major changes to these developments require approval by the City Council following a recommendation from the Planning Commission.

REDEVELOPMENT AREA

RA

The Plan recommends specific land uses for the re-development of two former industrial properties: the *Electrolux site and the Northland / Marvel Corporation property* both located on the north side of the Flat River. A description of the recommended re-development scenarios for these properties is contained in Chapter 3. Development concept drawings for these two areas are contained in the Appendix.

MIXED USE

MX

This is Future Land Use category was a recommendation of the 2012 Master Plan and was implemented in 2014 by the adoption of the Mixed-Use Zoning District and the rezoning of the parcels recommended in the Plan. This category applies to the existing lands east, west and south of the Central Business District.

The existing physical form of much of this area is a neighborhood of primarily single-family houses mixed with houses converted to two and multi-family use with a pedestrian scale; proximity to retail and service uses in the CBD; houses with front porches extending into the front setback; sidewalks; street



trees; and detached garages. The Mixed-Use classification is designed to retain this form as new uses replace existing ones.

The proximity to the CBD makes this area attractive for a new type of residential use, such as townhouses and lofts, and for multi-story buildings with ground floor retail.

The 2012 and 2021 Plans envision the re-development of this area with a mix of uses. Under the Mixed-Use zoning district permitted uses would include small retail or offices within existing houses, live work units where the first floor contains the business with the second floor serving as living quarters for the business owner or other renter, and townhouses and four to eight-unit apartments or condominiums placed close to the front lot line. Residential densities could be up to 12 units per acre which is the same as the R-3 Zone. The types of uses planned for this this area particularly the residential uses will serve to support existing businesses in the CBD.

HOSPITAL

H

The 2021 Master Plan continues to recognize the existing Spectrum Health United Hospital facilities and its nearby supporting land uses on Oak, Bower, and Ruth Streets and Dascola Lane and makes provision for future expansion as shown on the Future Land Use Map. **A Hospital Zoning District was adopted by the City Council and added to the City Zoning Ordinance in 2013.** This district would allow all Hospital uses to be gathered into one cohesive zoning district for more consistent, unified and efficient regulation.

This district addresses the unique needs of the Hospital while ensuring a measure of protection for nearby residents and their property. The Plan recommends and recognizes the Hospital’s intent to expand north along both sides of Bower Street but not extending eastward beyond those parcels with frontage on Bower Street. Expansion to the south into the former Greenville Country Club property is also supported by the Plan. Land would only be rezoned to this classification at the request of the Hospital.

INDUSTRIAL

I

The Plan recognizes existing lands zoned Industrial including the land acquired in 2011 for the expansion of the City’s industrial park along both sides of Fitzner Street north of Van Deirse Street. The 2021 Plan does not recommend any additional land for future industrial use. The Industrial Land Use category is the same as the Industrial Zoning District.

PUBLIC/INSTITUTIONAL

P/I

This future land use category recognizes those lands and facilities that are owned or operated by a government agency or are supported by public funds and include government buildings, libraries, cemeteries, parks and public schools.



LAFAYETTE / FLAT RIVER RE-DEVELOPMENT CONCEPTS.

One of the principal themes which emerged from the citizens of Greenville during the community involvement sessions for the 2012 Master Plan was the desire for a vibrant downtown to enhance the sense of community. Comments like “Create a community that feels like home” “Think big” “Need more public festivals, concerts and similar events” “Splash pad” and “Attractive downtown buildings” rose to the top.

In response, three conceptual plans were prepared for the re-development of several areas around North Lafayette Street and the Flat River. This area is close to the Winter Inn which anchors the north end of downtown and is the beginning of the commercial uses on Lafayette north of the Flat River. Re-development of this area could serve to strengthen the existing downtown and also serve as a catalyst for the revitalization of the commercial strip north of the river.

The concept drawing selected for inclusion in the 2012 Plan envisioned a splash pad within Tower Riverside Park as well the re-development of adjacent parcels along N. Lafayette. The splash pad will be constructed in 2020 at the northeast corner of West Montcalm Street and North Franklin Street. While not in the exact location as envisioned in the 2012 Plan the concept drawing served as a starting point to generate enthusiasm for this project which led to its eventual implementation.

The remaining concept plans are included in the 2021 Plan and are intended to also serve as a starting point for the further re-development of the lands around the Flat River and North Lafayette. These drawings represent a vivid illustration of what Greenville could achieve if this re-development concept or one similar to it is prioritized as an important goal by the Greenville citizens and elected officials.

FUTURE STREETS

The Future Land Use Map illustrates a number of future streets involving the future development of the Hathaway Green PUD which are intended to provide additional means of ingress and egress for future residents. The Future Land Use Map also presents a future street design through the former Greenville Country Club shown which is now a hop farm. This street design was also envisioned in previous Master Plans.

All of these future streets would be public. Construction of these streets should take place in conjunction with the development of the property. Typically, payment for the street is borne by the property developers.

JOINT DEVELOPMENT PLAN

The 2008 Joint Development Plan adopted by the City of Greenville and Eureka Township is contained in its entirety in the Appendix and is re-affirmed as part of the 2021 Greenville Master Plan.

CHAPTER 5 IMPLEMENTATION

In order for the Master Plan to serve as an effective guide to the continued development of the City of Greenville it must be implemented. Primary responsibility for implementing the Plan rests with the City Council, the Planning Commission and the City staff. This is done through a number of methods. These include ordinances, programs, and administrative procedures.

The Master Plan itself has no legal authority to regulate development in order to implement the recommendations of the Plan. This implementation must come from the decisions of the Council and Planning Commission to provide needed public improvements and to administer and establish regulatory measures relative to the use of the land.

The private sector, which includes individual land owners as well as developers, is also involved in fulfilling the recommendations of the Master Plan by the actual physical development of land and through the rezoning of land. The authority for this, however, comes from the City. Cooperation and coordination among individuals, private developers, and public agencies is, therefore, important in successful implementation of the Master Plan.

ZONING

Zoning represents a legal means for the City to regulate private property to achieve orderly land use relationships. It is the process most commonly used to implement community Master Plans. The zoning ordinance consists of an official zoning map and zoning ordinance text.

The official zoning map divides the community into different zones or districts within which certain uses are permitted and others are not. The zoning ordinance text notes the uses which are permitted and establishes regulations to control densities, height, bulk, setback, lot sizes, and accessory uses.

The zoning ordinance also sets forth procedures for site plan review, conditional uses, and sign controls. These measures permit the City to control the quality as well as the type of development.

The Zoning Enabling Act, PA 110 of 2006, requires that zoning be based on a plan. A Master Plan provides the basis for the range and spatial location of zone districts. The zoning ordinance, in turn, is the primary plan implementation tool.

Local control of land use, as provided for by zoning, is an accepted legal practice. The principles on which zoning is based include the need to:

- balance the interests of all landowners and residents with the rights of individual landowners;
- help provide a long-term vision for the community;
- protect the environment;
- ensure development is adequately served by roads and utilities;
- achieve the quality of life desired by residents;
- provide fair and consistent review of development needs; and,
- protect the public health, safety and welfare.

In considering a request to rezone property the Planning Commission and City Council should evaluate the request according to the following factors:

***The Future Land
Use Map does not
change the existing
zoning.***



REZONING EVALUATION FACTORS

- Does the request comply with the recommendation of the Master Plan?
- Are all of the uses allowed in the requested district appropriate for the proposed location?
- Have any conditions changed in the area since the Plan was adopted which might justify this change?
- Can the proposed development be adequately served by public utilities and services, including roads?
- Will there be any community impacts which should be considered, such as increased traffic, or others which might create a need for additional services or improvements?
- Are there any potential environmental considerations which will be contrary to the intent of the existing or proposed classification of land use?
- Will there be any adverse effects on adjacent properties as a result of the proposed land use change?
- Will granting the rezoning request likely lead to significant changes contained in the Master Plan for the area where the rezoning is requested?
- Could this use be accommodated in some other location or in the proposed location by some other zoning measure such as a special land use or a planned unit development?

ZONING PLAN

The 2008 Planning Enabling Act requires that a Master Plan contain a zoning plan which outlines the development requirements for the various zoning districts and an explanation of how the future land use categories relate to the districts on the zoning map.

Regarding this latter requirement the Future Land Use Categories in Chapter 4 describe how each of these categories relates to the various zoning districts in the City of Greenville. A Zoning Map is contained in the Appendix of this Plan and the development requirements for each zone are set forth in the City of Greenville Zoning Ordinance which is too large to be included in this 2021 Master Plan but which is available through the City of Greenville.

ZONING ORDINANCE RECOMMENDATIONS

Chapter 2 of the Plan sets forth goals which serve to guide the future development of Greenville. Some of the specific implementation recommendations of this chapter are taken from these goals, while others are taken from the land use recommendations made in Chapter 4.

Following is a list of lands to be rezoned and zoning ordinance amendments which can be initiated by the City in order to bring the zoning into compliance with the recommendations of the Master Plan.

1. The C-1 zoned area on the east side of Clay Street from Grove Street north to the Flat River should be rezoned to the R-2 zoning district as a recognition of the existing residential land uses. The west side of Clay should also be reviewed to determine the compatibility of land uses with the C-1 zoning.



2. The C-2 Zoning District on the east side of Lafayette between Congress and North Street extends one block east to First Street. However, most land uses fronting on First Street are well-kept single-family dwellings. These dwellings are non-conforming uses and are subject to the non-conforming requirements of the Zoning Ordinance which could create problems for homeowners wishing to expand their houses or re-build them because of a fire or other catastrophe.

Because these single-family parcels are unlikely to be converted to commercial use due to the surplus of commercial space along nearby North Lafayette Street the Master Plan therefore recommends that these parcels be rezoned to the R-2 zoning district.

3. The Plan recommends that the parcels fronting on the east side of S. Lafayette between Benton and Union Streets be rezoned from Office to the R-2 zoning district. Although the area has been zoned for office use for many years the single-family houses have continued to be maintained resulting in a stable residential neighborhood. The area is desirable for residential use as evidenced by a rezoning request granted in 2020 to rezone a parcel from the Office classification to R-2 so the property owner could utilize the house for residential purposes. The south east corner of Benton and Lafayette, however, does contain an active commercial use in a commercial style building and this parcel should therefore remain in the Office zoning district.

4. Amend the setback requirements of the C-3 Zone (CBD) to require new buildings to have a zero setback or perhaps a minimum and maximum setback.

5. Parking lot setbacks from the North Lafayette Street right of way should be reduced from the current 25 feet to 10 feet to allow for more useable and buildable area for those parcels fronting on Lafayette Street which back up to residential uses on First Street and Franklin Street.

6. Allow for multi-family dwellings with up to four units per building to be constructed along North Lafayette to provide opportunities for new development projects. Allow such uses to be a permitted use in the C-2 Zone to reduce the development review process.

7. For the two Re-Development Areas identified on the Future Land Use Map, the Plan recommends that a new zoning district be put into place or that the existing Planned Unit Development regulations be revised to allow for a more efficient review process as an incentive to development.

8. Adopt a Low Impact Development ordinance that gives incentives for site design that incorporates green stormwater management.

9. Identify areas or parcels where individual three and four unit attached dwellings could be situated and develop criteria and requirements to ensure that the design would allow such units to blend in visually and functionally with adjacent land uses.

**ACTION STEPS TO IMPLEMENT
THE 2021 MASTER PLAN**

Action: Establish a Corridor Improvement District (CID) for the North Lafayette corridor to generate funds for physical improvements along the corridor.

Action: Develop an action plan to improve the North Lafayette corridor to include the following measures:

- Reducing the number of lanes from four to three;



- Providing a lane of parking on each side of the street with bump out landscape islands;
- Improving street appearance with a wider curb lawn for landscaping;
- Placing the sidewalk further from the travel lane;
- Building façade improvements;
- Re-development of vacant buildings;
- Access management regulations to reduce curb cuts and;
- Flexible land use regulations to allow for three- and four-unit dwellings along the corridor.

Action: Request the Michigan Department of Transportation to analyze the North Lafayette corridor for road diet improvements which would reduce the number of lanes for the length of the corridor from four to three; one travel lane in each direction with a center turn lane.

Action: Improve housing quality which falls below minimum standards by adoption and enforcement of necessary codes and public investment in rehabilitation programs. Consider the adoption of a Rental Property Maintenance Ordinance.

RECOMMENDATIONS FOR COMPLETE STREETS

Recommendations to assist the City of Greenville in moving toward the goal of increased use of transportation facilities for all users are as follows:

1. Lafayette Street (M-91) is a four-lane road between Greenville West Drive and the Flat River. Ample right-of-way exists here to consider adding bicycle lanes (and a possible “road diet”) which would provide access from the Fred Meijer Heartland Trail to downtown Greenville and to river front activity centers planned on the south side of the river west of Lafayette. Touring cyclists as well as local users could more easily be routed directly into the downtown at street level. Further coordination with Michigan Department of Transportation (MDOT) is necessary to determine the feasibility of bicycle lanes in this location.
2. Franklin Street provides a direct connection from the Flat River Community Library at Union Street to the planned river front activity centers at the river on both sides of Franklin as well as to the Flat River Museum and Fred Meijer Flat River Trail. Sufficient right-of-way exists on Franklin Street to provide bicycle lanes that would connect these areas, although further analysis would be needed to determine the actual feasibility.
3. In addition, an improved crossing area would be needed at the Washington Street intersection; routing of bicycle traffic to the light at the Washington Street (M-57) and Lafayette Street (M-91) intersection may be desirable. Coordination with MDOT would be necessary to determine possible options.
4. Bicycle lanes may be appropriate along other streets in the central business district and residential neighborhoods and should be identified for practicality in view of available right-of-way. The City of Greenville Downtown Development Authority has identified the provision of bike lanes in the downtown area as a discussion item.
5. Determine areas of the City where new or improved sidewalks are needed that will accommodate walkers and all legal users.

CITY OF GREENVILLE CAPITAL IMPROVEMENTS PROGRAM The Capital Improvements Program (CIP) is a schedule of short- and long-range capital projects that have been earmarked for funding by the City Council. Elements of the CIP include:



- Project identification
- Project description;
- Implementation timetable;
- Project cost;
- Funding sources; and
- Parties responsible for undertaking the project.
-

The 2008 Planning Enabling Act requires that all municipalities which operate a public water and/or sanitary sewer system prepare a Capital Improvements Program. The Planning Commission By- Laws state that the Commission is to be involved in the preparation of the annual Capital Improvements Program.

PLANNING COMMISSION WORK PROGRAM

The Plan recommends that the Planning Commission prepare an annual work program in the beginning of each year. This work program would set forth the tasks of goals which the Planning Commission determines to accomplish for the upcoming year. This will allow the Commission to stay focused on important tasks, in order to develop and implement goals and strategies identified within this Plan.

PLANNING EDUCATION

The Planning Commissioners should be kept informed of planning seminars to learn how to better carry out their duties and responsibilities as Planning Commissioners. These seminars are regularly sponsored by the Michigan Association of Planning (MAP) and the Michigan Municipal League (MML) and are a valuable resource for Planning Commissions. There are also several planning publications which are useful information tools for Planning Commissions. The main publications are Planning and Zoning News and Michigan Planner Magazine.

The Michigan Citizen Planner Program which is administered by the Michigan State University Cooperative Extension Service is also an important education program for Planning Commissioners

REVISIONS TO MASTER PLAN

The Planning Enabling Act of 2008 requires all Planning Commissions to review their Master Plans every five years and determine whether to amend the plan or adopt a new plan. This review allows the Commission to be responsive to new growth trends and current citizen attitudes.

As growth occurs over the years, the Plan's goals, land use information, population projections, and other pertinent data can then be reviewed and revised as necessary so the Plan can continue to serve as a valid guide to the growth of the City.

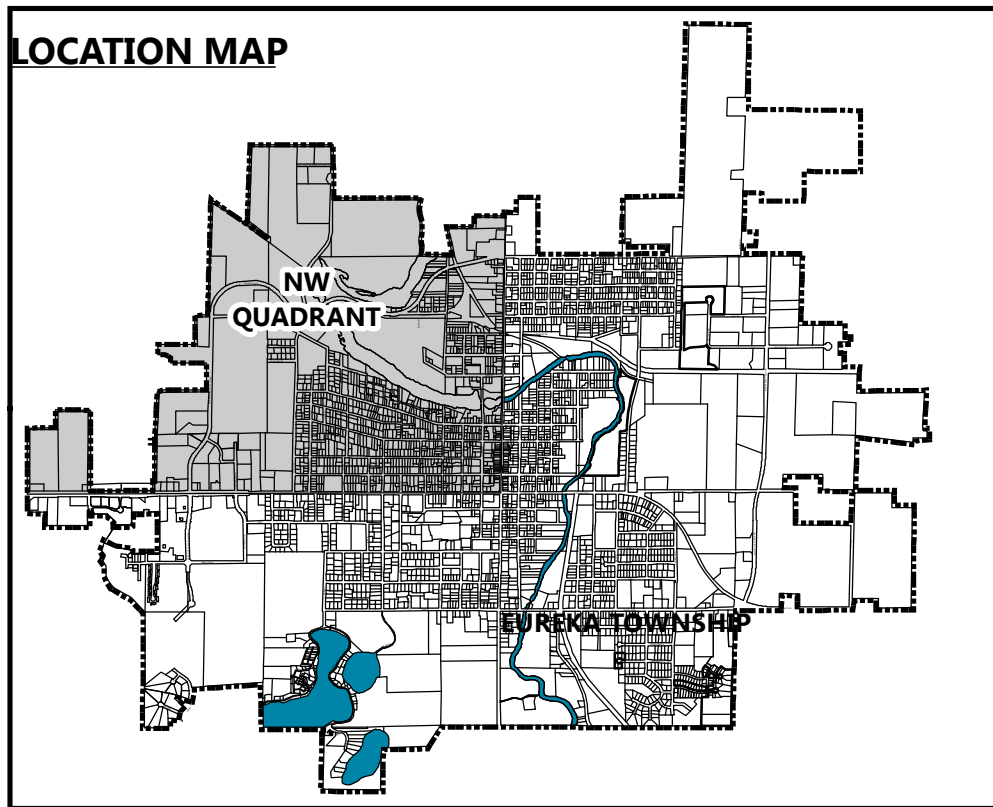
APPENDICES



Appendix 1
Existing Land Use Maps for 2010



LOCATION MAP

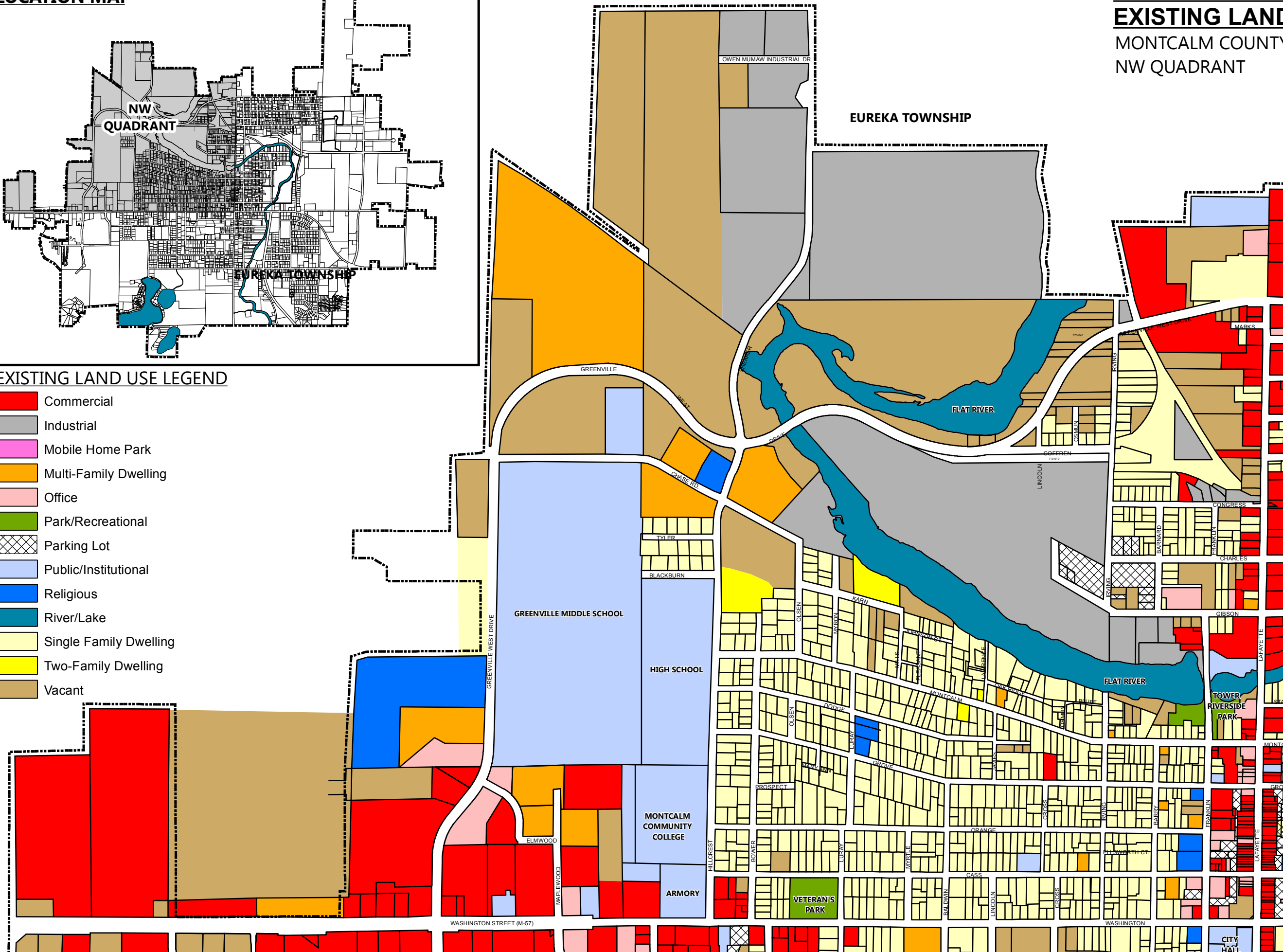


**CITY OF GREENVILLE
EXISTING LAND USE MAP 2011**

MONTCALM COUNTY, MI
NW QUADRANT

EXISTING LAND USE LEGEND

- Commercial
- Industrial
- Mobile Home Park
- Multi-Family Dwelling
- Office
- Park/Recreational
- Parking Lot
- Public/Institutional
- Religious
- River/Lake
- Single Family Dwelling
- Two-Family Dwelling
- Vacant

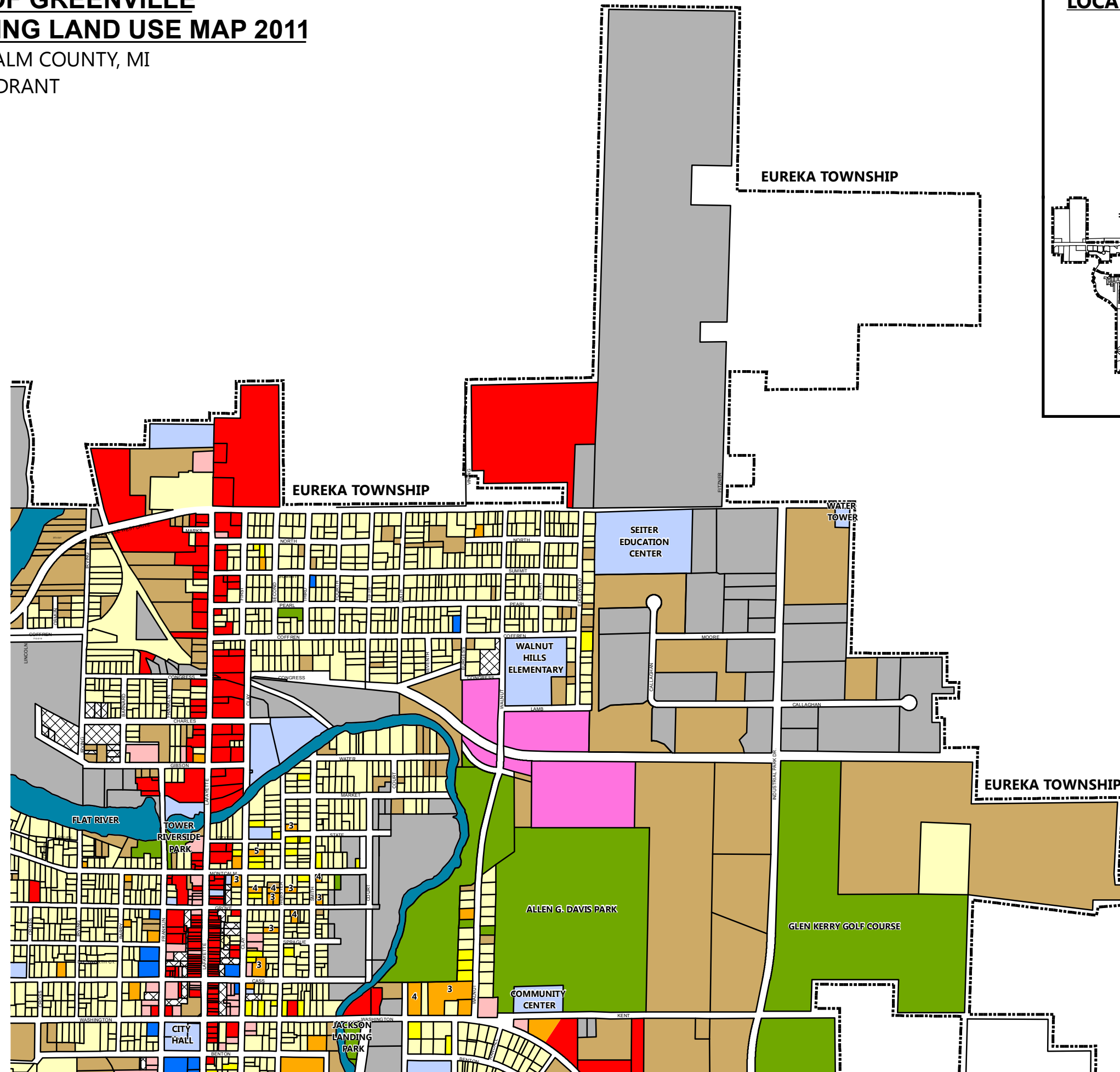
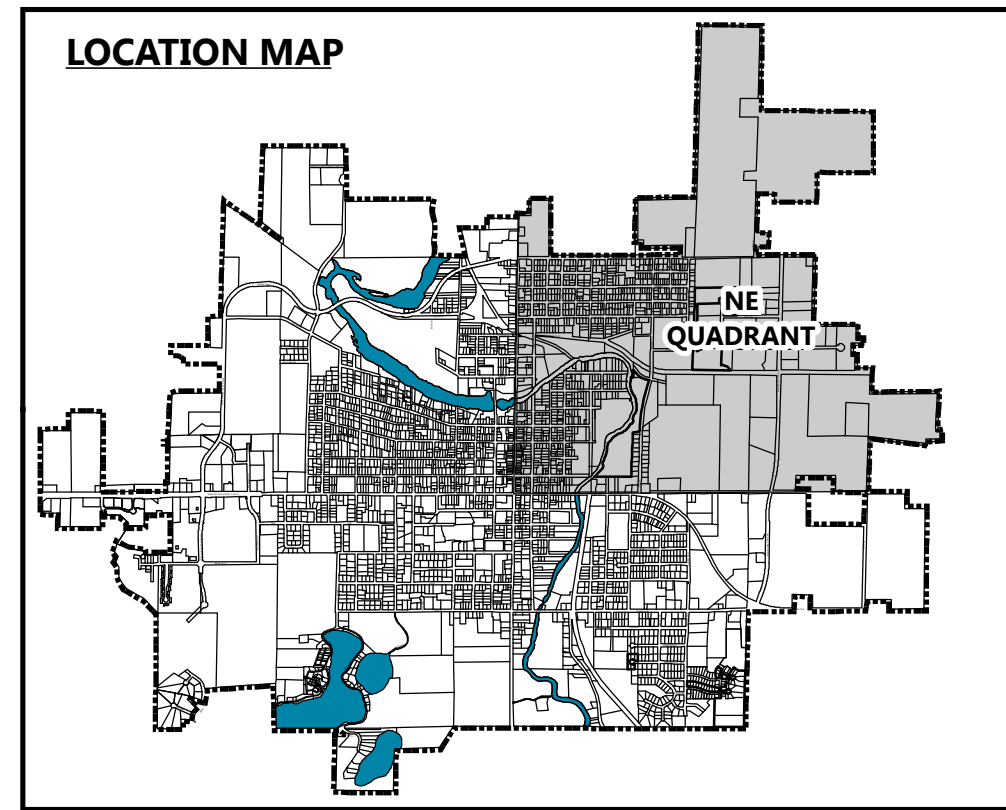


N
1 inch = 800 feet



CITY OF GREENVILLE EXISTING LAND USE MAP 2011

MONTCALM COUNTY, MI
NE QUADRANT



EXISTING LAND USE LEGEND

- Commercial
- Industrial
- Mobile Home Park
- Multi-Family Dwelling
- Office
- Park/Recreational
- Parking Lot
- Public/Institutional
- Religious
- River/Lake
- Single Family Dwelling
- Two-Family Dwelling
- Vacant



1 inch = 1,100 feet



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616 361 1493 FAX
www.progressiveae.com

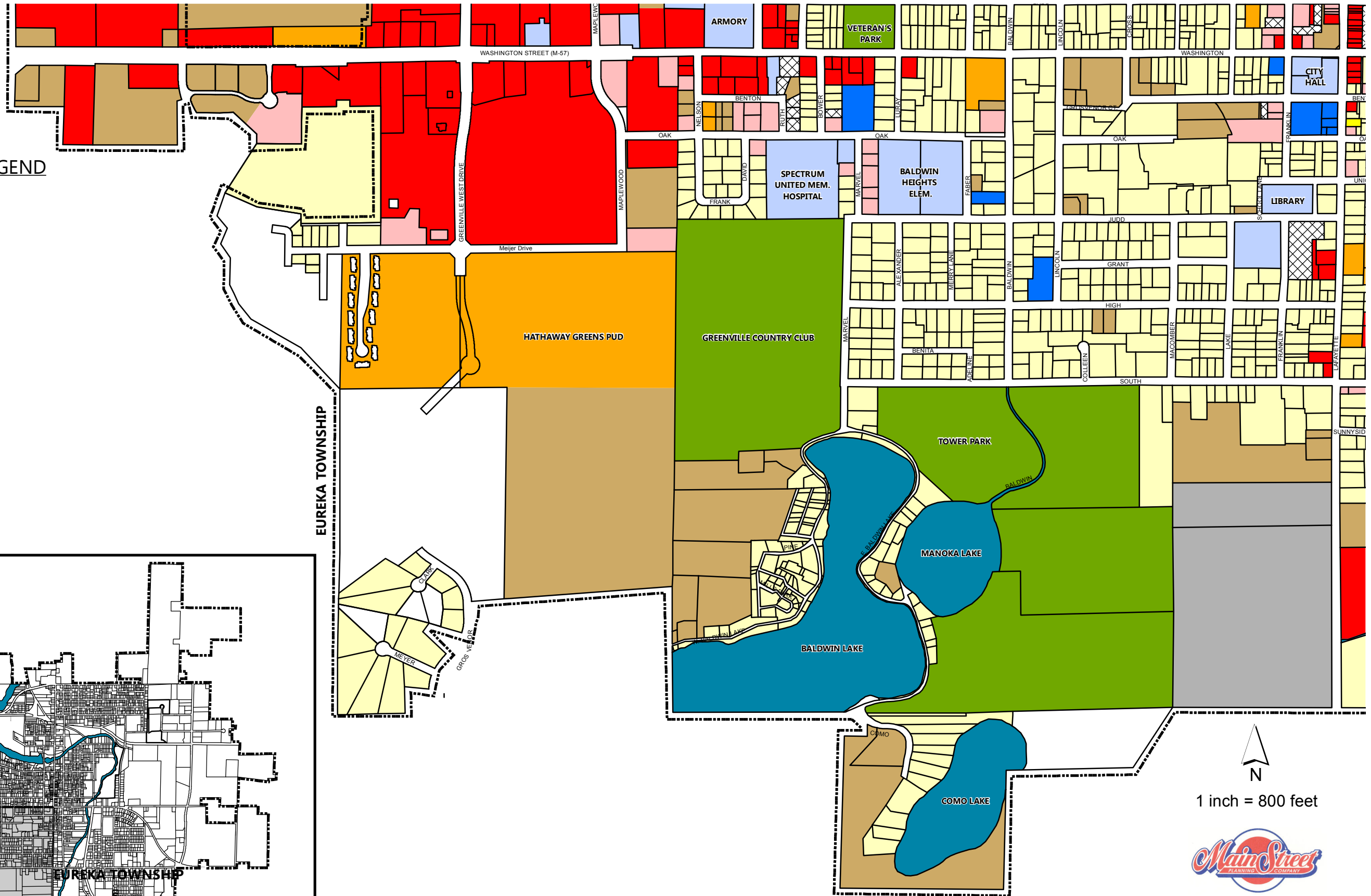
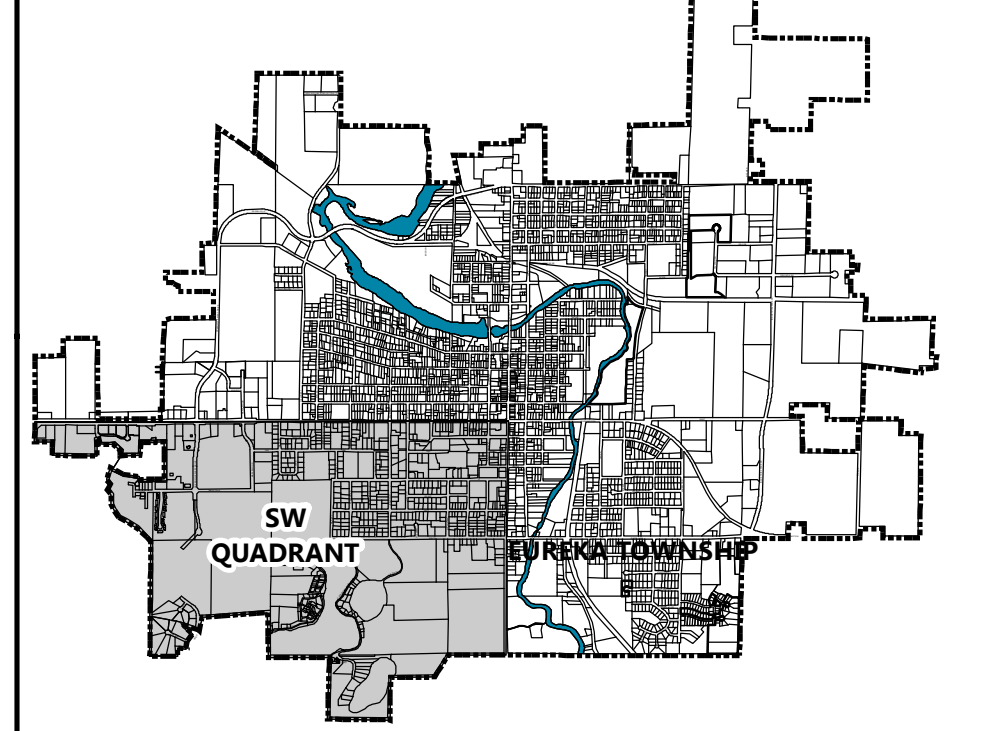
CITY OF GREENVILLE EXISTING LAND USE MAP 2011

MONTCALM COUNTY, MI
SW QUADRANT

EXISTING LAND USE LEGEND

- Commercial
- Industrial
- Mobile Home Park
- Multi-Family Dwelling
- Office
- Park/Recreational
- Parking Lot
- Public/Institutional
- Religious
- River/Lake
- Single Family Dwelling
- Two-Family Dwelling
- Vacant

LOCATION MAP



1 inch = 800 feet

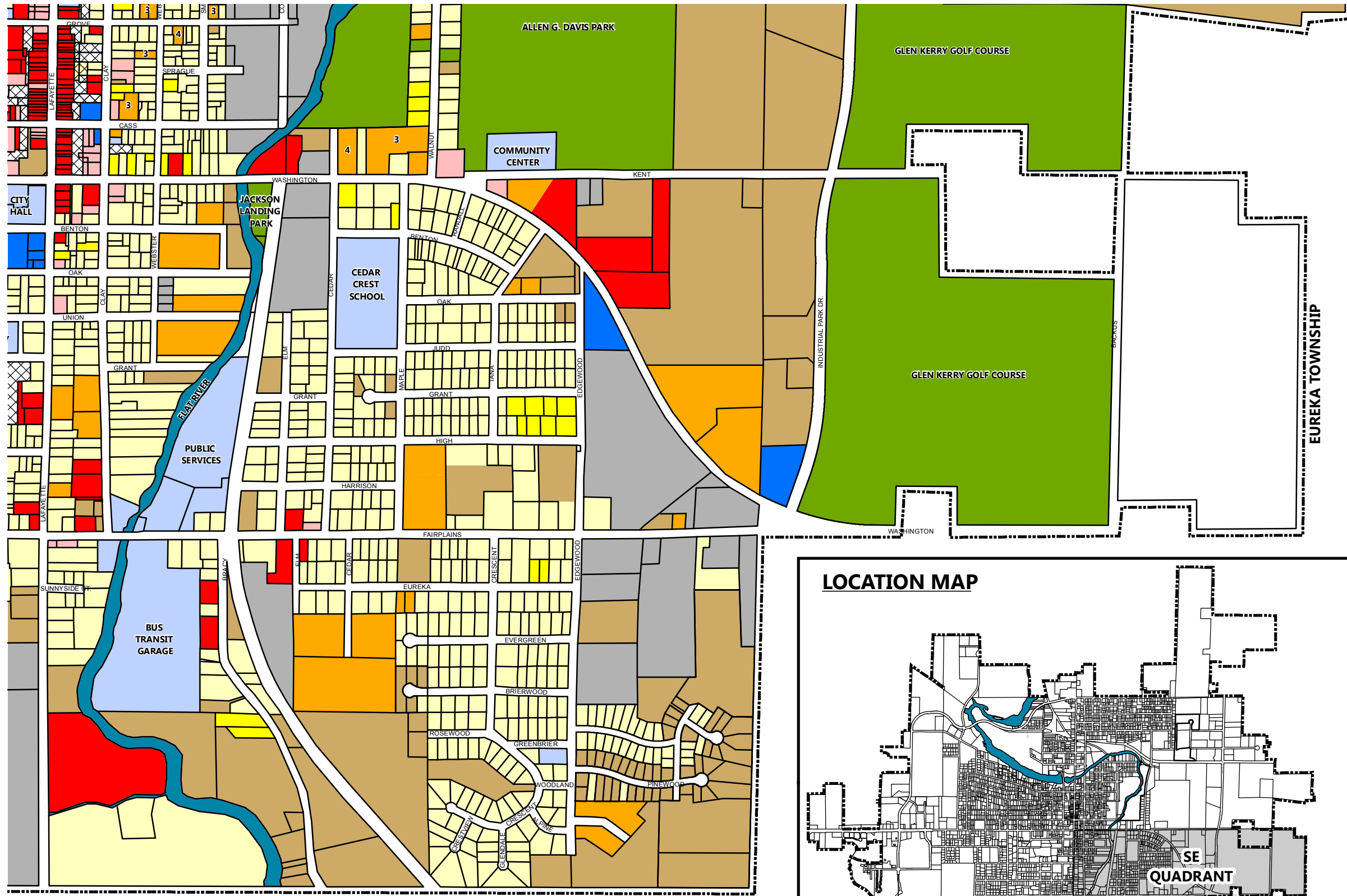


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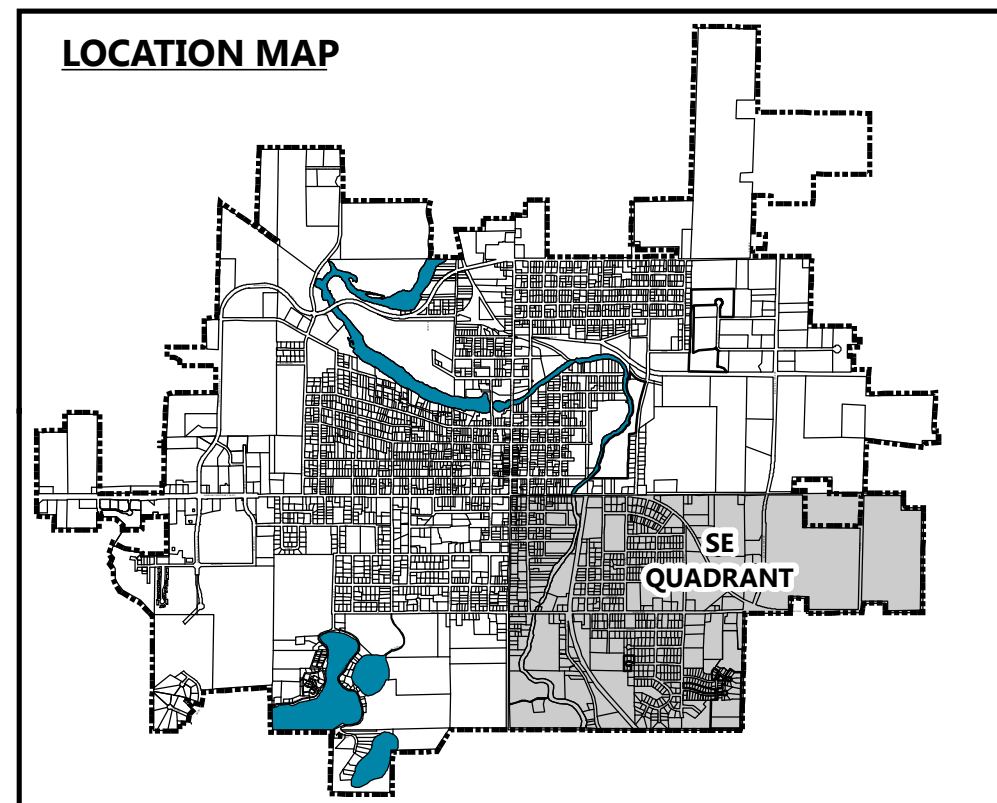
CITY OF GREENVILLE EXISTING LAND USE MAP 2011

MONTCALM COUNTY, MI
SE QUADRANT



EXISTING LAND USE LEGEND

- Commercial
- Industrial
- Mobile Home Park
- Multi-Family Dwelling
- Office
- Park/Recreational
- Parking Lot
- Public/Institutional
- Religious
- River/Lake
- Single Family Dwelling
- Two-Family Dwelling
- Vacant



EUREKA TOWNSHIP

EUREKA TOWNSHIP

N
1 inch = 800 feet



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Appendix 2
Fred Meijer Flat River Trail Map



Shearer Road Mountain Bike Trail

This is a 4.6 mile stretch of winding, single track, mostly flat terrain. There are rocks and roots, tight passes, narrow board bridges, log ramps and some other slick challenges. This trail is groomed for faster riding. It is a very good trail for intermediate riders with bypasses for the novice who wants to take it slower and build confidence on the challenges.

Directions to the Trailhead:
Take Shearer Road north to the second drive on left. The parking is behind the City Transfer Station at the gate.

Address:
1758 Shearer Rd
Greenville, MI 48838



TUNNEL MUSEUM

- UNIVERSAL ACCESS MUSEUM EXHIBIT

WAH-WAH-TAY-SEE PARK

- UNIVERSAL ACCESS
- PLAYGROUND
- PARKING
- SLEDDING/SKI HILL
- FACILITY RENTAL

BALDWIN LAKE BEACH

- SWIMMING
- VENDING
- CHANGING AREA
- UNIVERSAL ACCESS

MAP LEGEND

- FRED MEIJER FLAT RIVER TRAIL (Red line with 'XX MILE' label)
- FRED MEIJER HEARTLAND TRAIL (Pink line)
- FUTURE TRAIL (BY OTHERS) (Blue line)
- MOUNTAIN BIKE TRAIL (Green line)
- CLOCKWISE MILE MARKER (Green 'XXX' in a box)
- COUNTER CLOCKWISE MILE MARKER (Pink 'XXX' in a box)
- DRINKING FOUNTAIN (Water drop icon)
- PARKING (P in a box icon)
- PLAYGROUND (Playground icon)
- PICNIC TABLES (Picnic table icon)
- SANITARY FACILITY (Person icon)

FRED MEIJER HEARTLAND TRAIL TO STANTON, EDMORE AND ALMA

PEARL STREET PARK

- PLAYGROUND
- BASKETBALL

TOWER RIVERSIDE PARK

- GAZEBO
- DRINKING WATER
- CONCERTS
- FISHING

WATER WORKS PARK

- YOUTH BASEBALL/SOFTBALL

Edwards Creek Mountain Bike Trail
This is a 7.35 mile stretch of winding, single track trail with something for everybody. This trail has a good variety of terrain making frequent gear changes necessary to negotiate short, intense climbs; downhill passes; log and structure crossings; and lots of off-camber trail and tricks to keep you on your toes. This trail is tight, technical and very challenging. It is well suited for intermediate and expert riders with a shorter bypass loop for the novice. Bring your technical skills and endurance.

Directions to the Trailhead:
Take Walnut Street north from M-57. The entrance to Alan G. Davis Park is on the right near the bike crossing striping. The trailhead is on the left, just before parking area. It is marked with a kiosk.

Address:
110 S. Walnut
Greenville, MI 48838

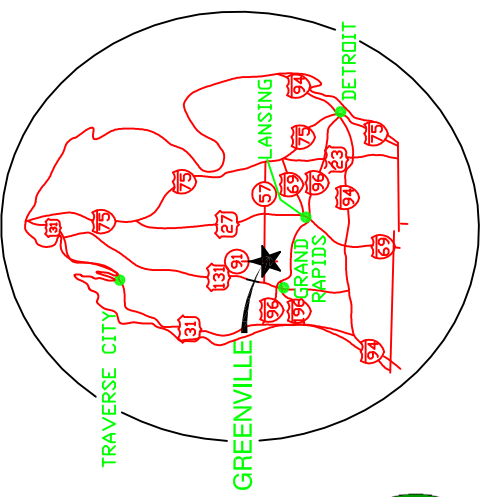
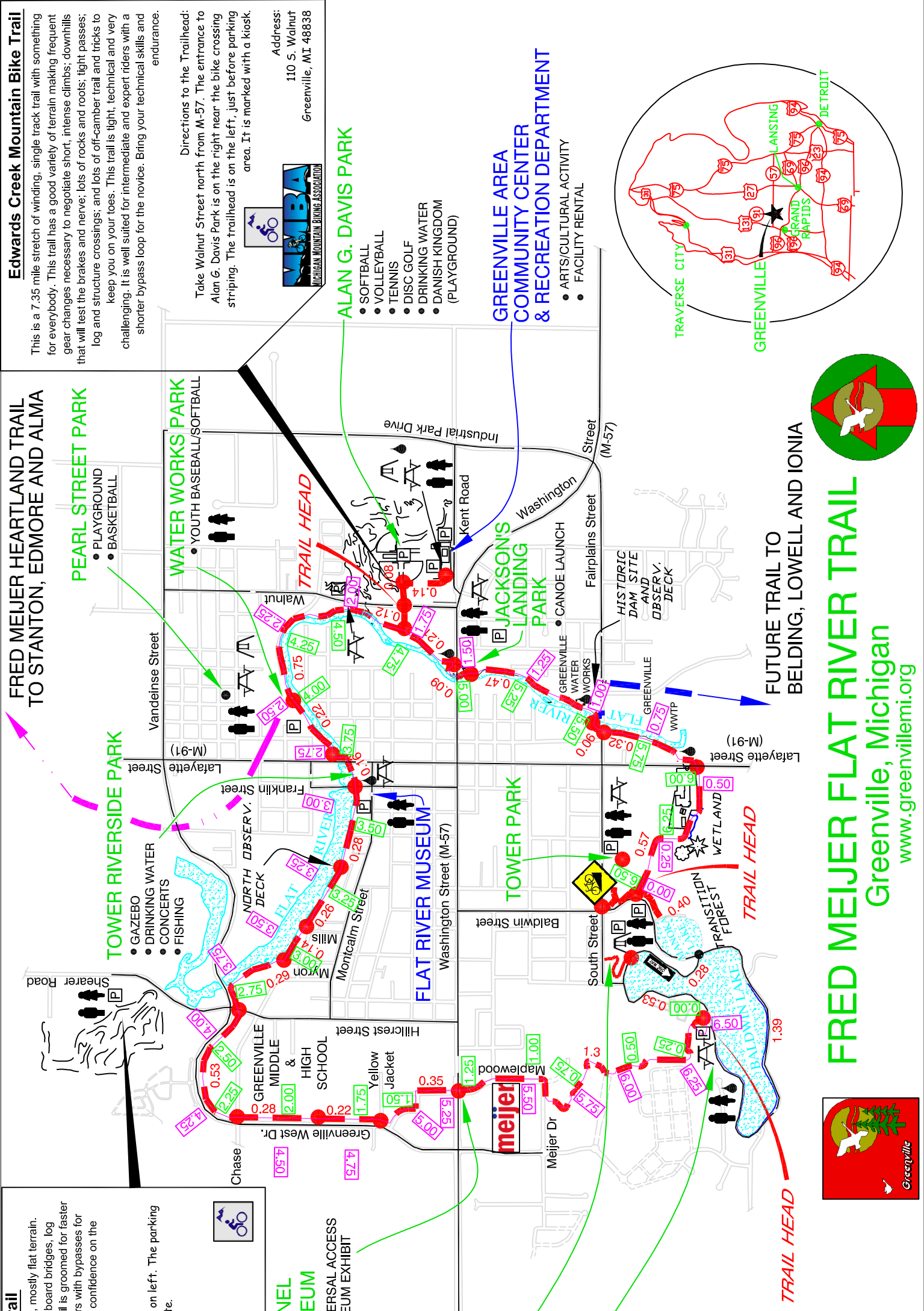


ALAN G. DAVIS PARK

- SOFTBALL
- VOLLEYBALL
- TENNIS
- DISC GOLF
- DRINKING WATER
- DANISH KINGDOM (PLAYGROUND)

GREENVILLE AREA COMMUNITY CENTER & RECREATION DEPARTMENT

- ARTS/CULTURAL ACTIVITY
- FACILITY RENTAL



FUTURE TRAIL TO BELDING, LOWELL AND IONIA

FRED MEIJER FLAT RIVER TRAIL
Greenville, Michigan
www.greenvillemi.org



Appendix 3
Fred Meijer Heartland Trail Map





eyeonmichigan.com

M-91 / Greenville Rd.



Fitzner Rd.

Fuller Rd.



Peck Rd.

Peck Rd.

Fitzner Rd.

Backus Rd.

Wise Rd.

Wise Rd.

Heartland Trail
PAVED TRAIL

Heartland Trail
PAVED TRAIL

M-91 / Greenville Rd.

Fitzner Rd.

Lake Rd.

Wise Rd.

Lake Rd.

Ferris Rd.

Heartland Trail
PAVED TRAIL

County Farm Rd.

Industrial Park Dr.

North St.
Summit St.
Pearl St.
E Coffey Ave.
Walnut St.
Edgewood St.
Cherry St.

Van Deine St.
North St.
Summit St.
Pearl St.
E Coffey Ave.
Walnut St.
Edgewood St.
Cherry St.

S Lafayette St./M-91
Congress St.
Charles St.
Gibson St.
Irving St.

Chase Rd.
W Montcalm St.
Dodge St.
Grove St.

Chase Rd.
W Montcalm St.
Dodge St.
Grove St.

Chase Rd.
W Montcalm St.
Dodge St.
Grove St.

Chase Rd.
W Montcalm St.
Dodge St.
Grove St.

Chase Rd.
W Montcalm St.
Dodge St.
Grove St.

GREENVILLE

Alan G Davis
Park

Flat River Trail
Heartland Trail

Flat River Trail
Heartland Trail

Flat River Trail
Heartland Trail

Flat River Trail
Heartland Trail

Flat River Trail
Heartland Trail

Flat River Trail
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Flat River Trail
Heartland Trail

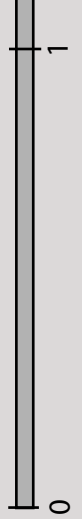
Flat River Trail
Heartland Trail

Flat River Trail
Heartland Trail

Flat River Trail
Heartland Trail

MAP KEY

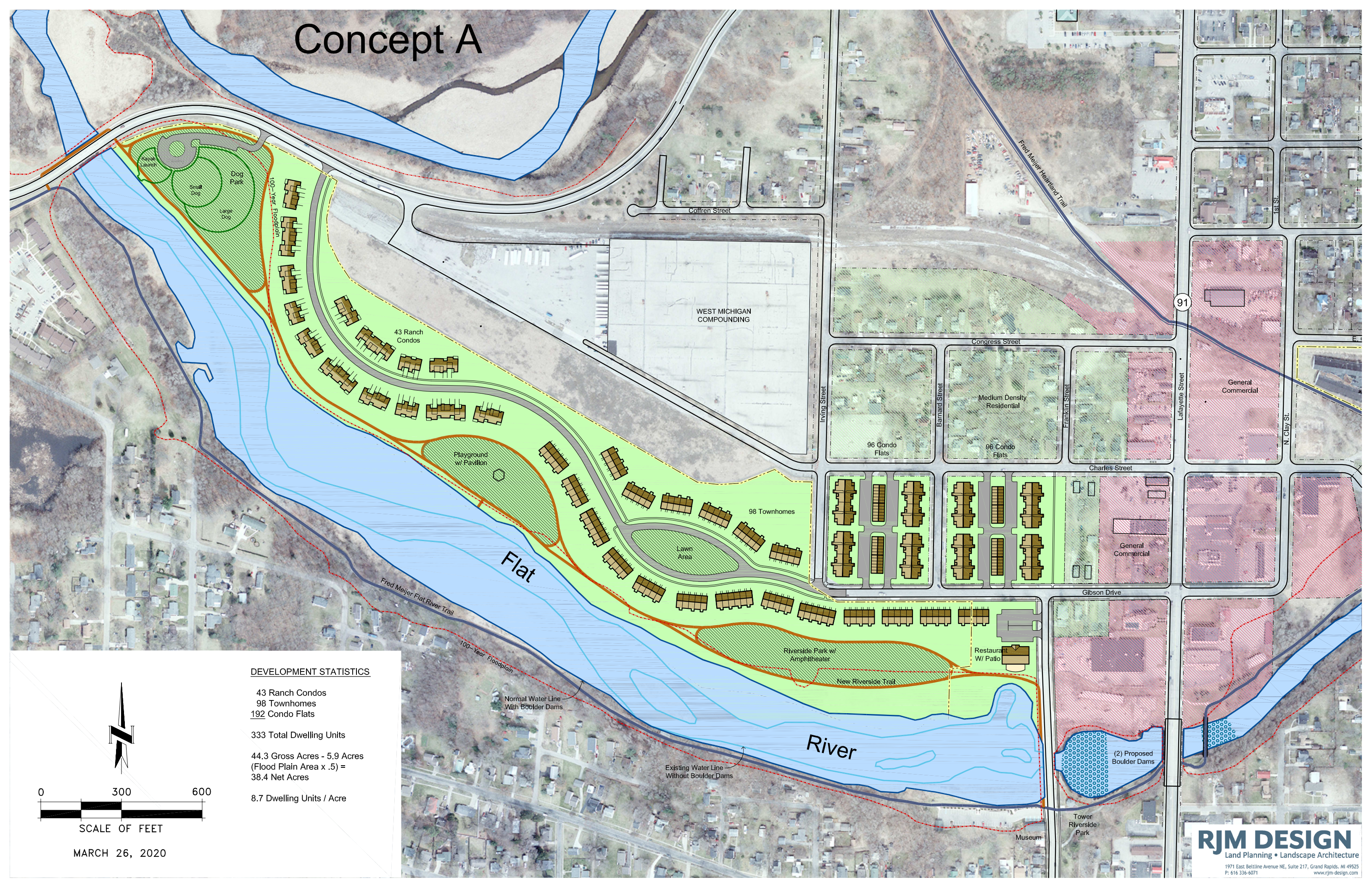
- ROAD
- PAVED TRAIL
- BIKE ROUTE
- PARKING
- BODY OF WATER
- PARK



Appendix 4
Redevelopment Areas Concept Plans

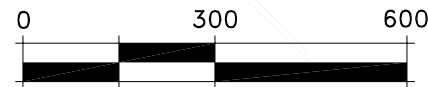


Concept A



DEVELOPMENT STATISTICS

- 43 Ranch Condos
- 98 Townhomes
- 192 Condo Flats
- 333 Total Dwelling Units
- 44.3 Gross Acres - 5.9 Acres
(Flood Plain Area x .5) =
38.4 Net Acres
- 8.7 Dwelling Units / Acre



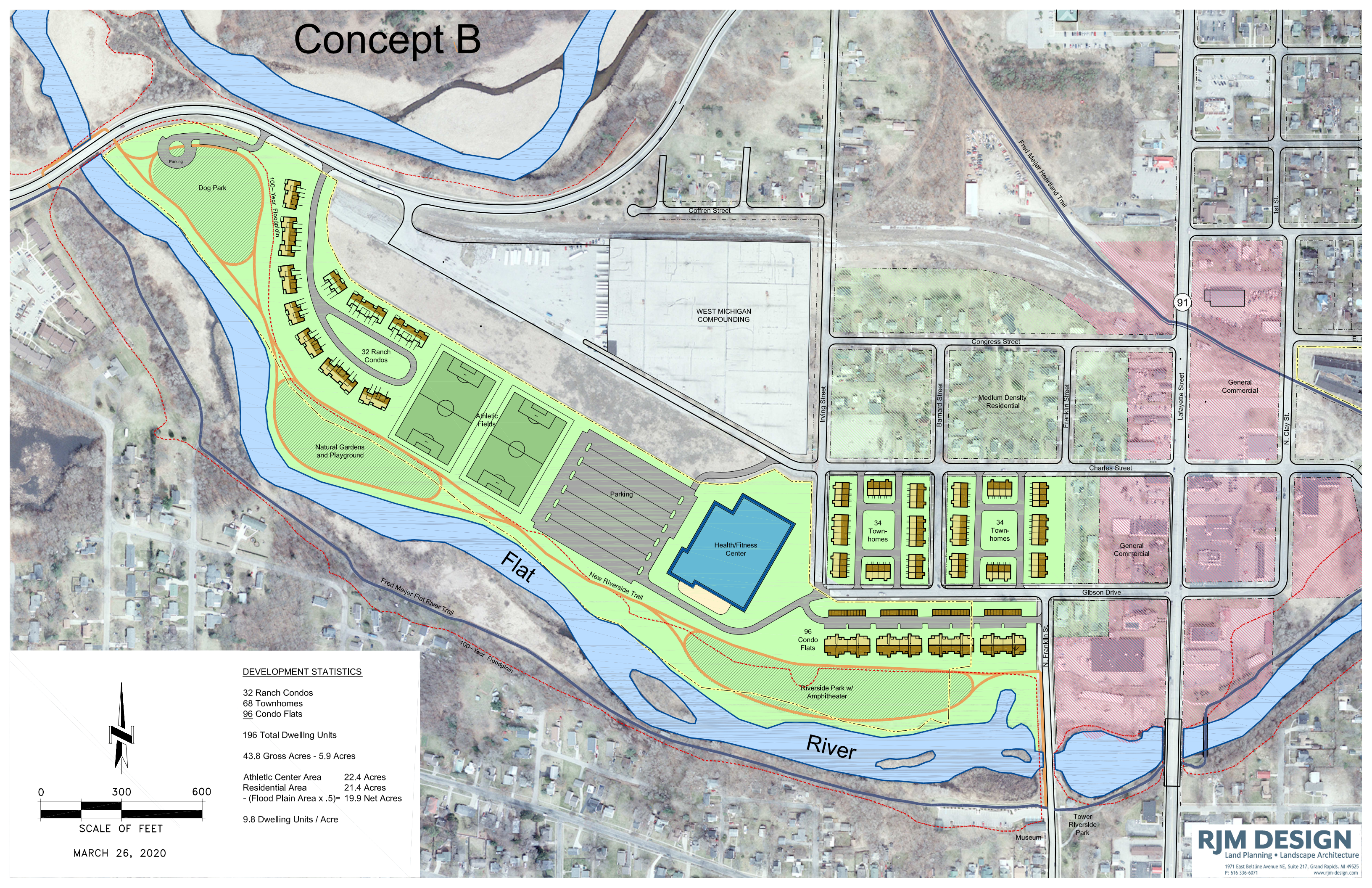
SCALE OF FEET

MARCH 26, 2020

RJM DESIGN
Land Planning • Landscape Architecture

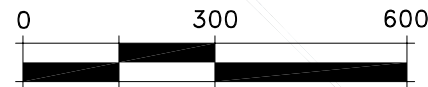
1971 East Beltline Avenue NE, Suite 217, Grand Rapids, MI 49525
P: 616 336-6071 www.rjm-design.com

Concept B



DEVELOPMENT STATISTICS

- 32 Ranch Condos
- 68 Townhomes
- 96 Condo Flats
- 196 Total Dwelling Units
- 43.8 Gross Acres - 5.9 Acres
- Athletic Center Area 22.4 Acres
- Residential Area 21.4 Acres
- (Flood Plain Area x .5) = 19.9 Net Acres
- 9.8 Dwelling Units / Acre



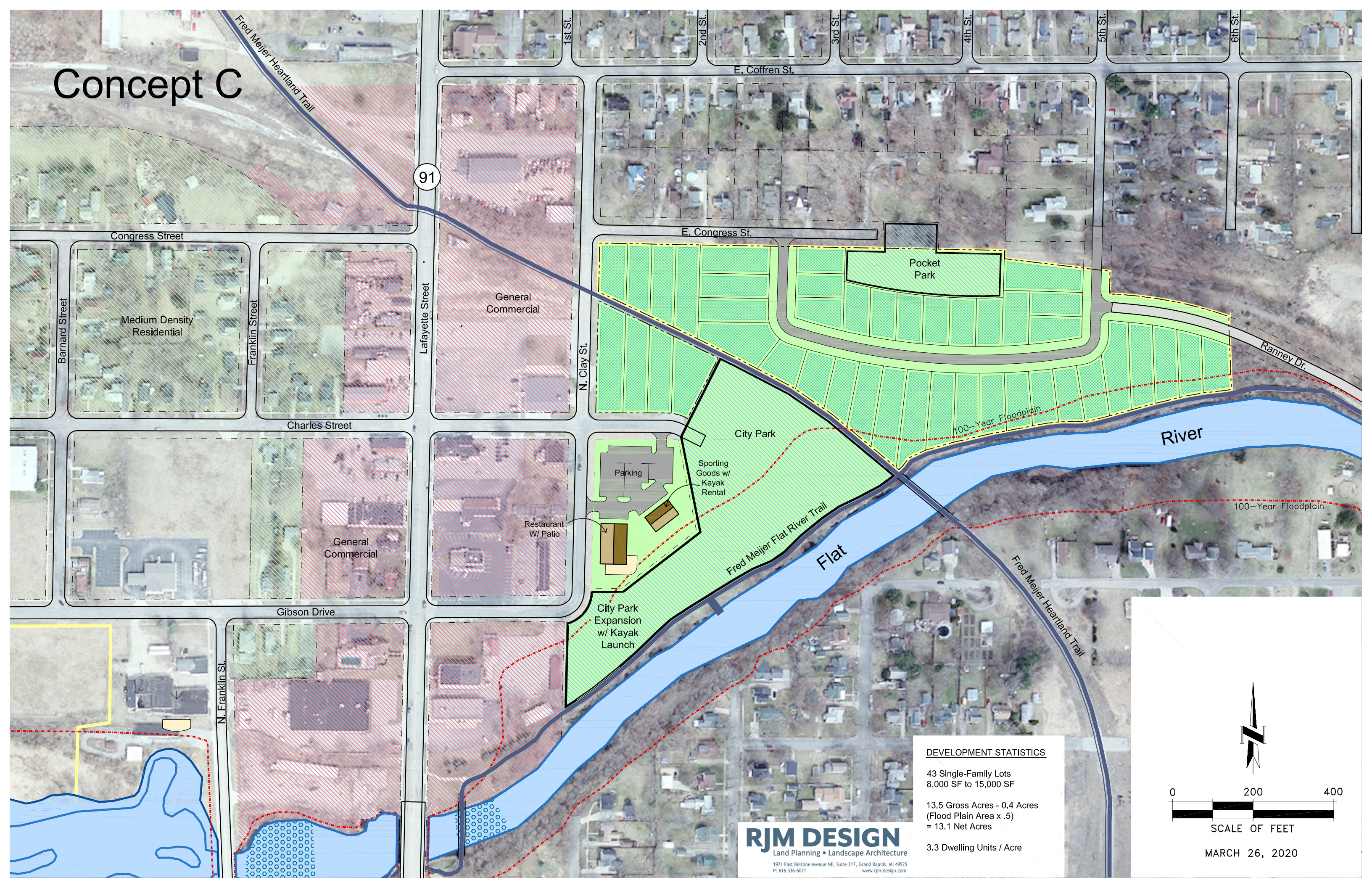
SCALE OF FEET

MARCH 26, 2020

RJM DESIGN
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Concept C



91

Barnard Street

Congress Street

Medium Density Residential

Franklin Street

Charles Street

General Commercial

Gibson Drive

N. Franklin St.

Lafayette Street

General Commercial

N. Clay St.

City Park

Parking

Sporting Goods w/ Kayak Rental

Restaurant w/ Patio

City Park Expansion w/ Kayak Launch

Fred Meijer Flat River Trail

Flat

Pocket Park

100-Year Floodplain

River

100-Year Floodplain

Fred Meijer Heartland Trail

Ranney Dr.

DEVELOPMENT STATISTICS

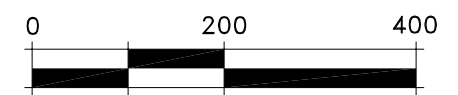
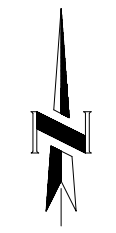
43 Single-Family Lots
8,000 SF to 15,000 SF

13.5 Gross Acres - 0.4 Acres
(Flood Plain Area x .5)
= 13.1 Net Acres

3.3 Dwelling Units / Acre

RJM DESIGN
Land Planning • Landscape Architecture

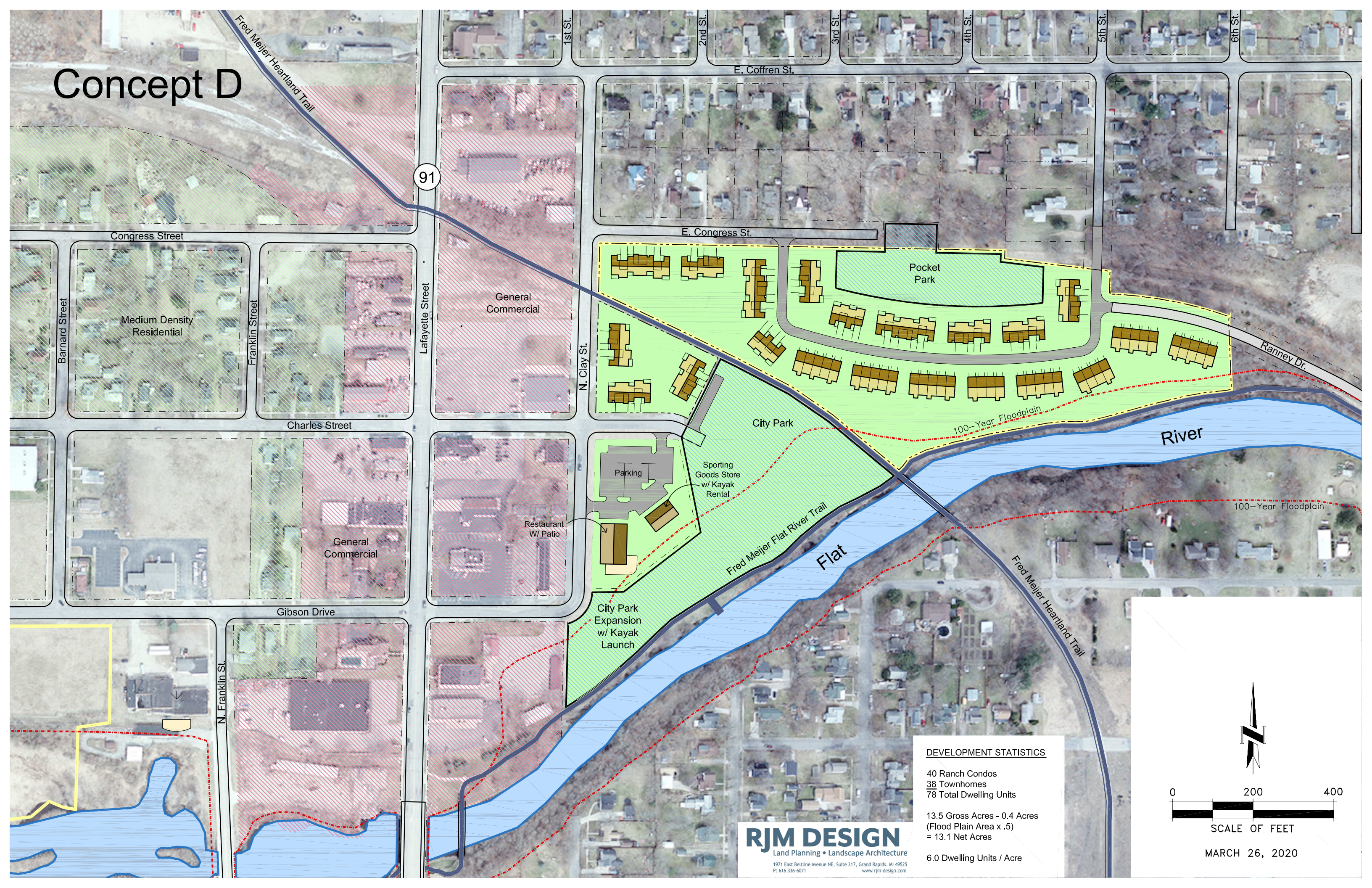
1971 East Beltline Avenue NE, Suite 217, Grand Rapids, MI 49525
P: 616 336-6071 www.rjm-design.com



SCALE OF FEET

MARCH 26, 2020

Concept D



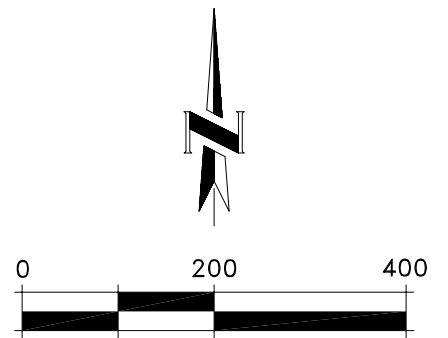
DEVELOPMENT STATISTICS

40 Ranch Condos
 38 Townhomes
 78 Total Dwelling Units

13.5 Gross Acres - 0.4 Acres
 (Flood Plain Area x .5)
 = 13.1 Net Acres

6.0 Dwelling Units / Acre

RJM DESIGN
 Land Planning • Landscape Architecture
 1971 East Beltline Avenue NE, Suite 217, Grand Rapids, MI 49525
 P: 616 336-6071 www.rjm-design.com



SCALE OF FEET

MARCH 26, 2020

Appendix 5
Lafayette/Flat River Re-Development Concepts



**LAFAYETTE / RIVERFRONT RE-DEVELOPMENT
CONCEPT A**

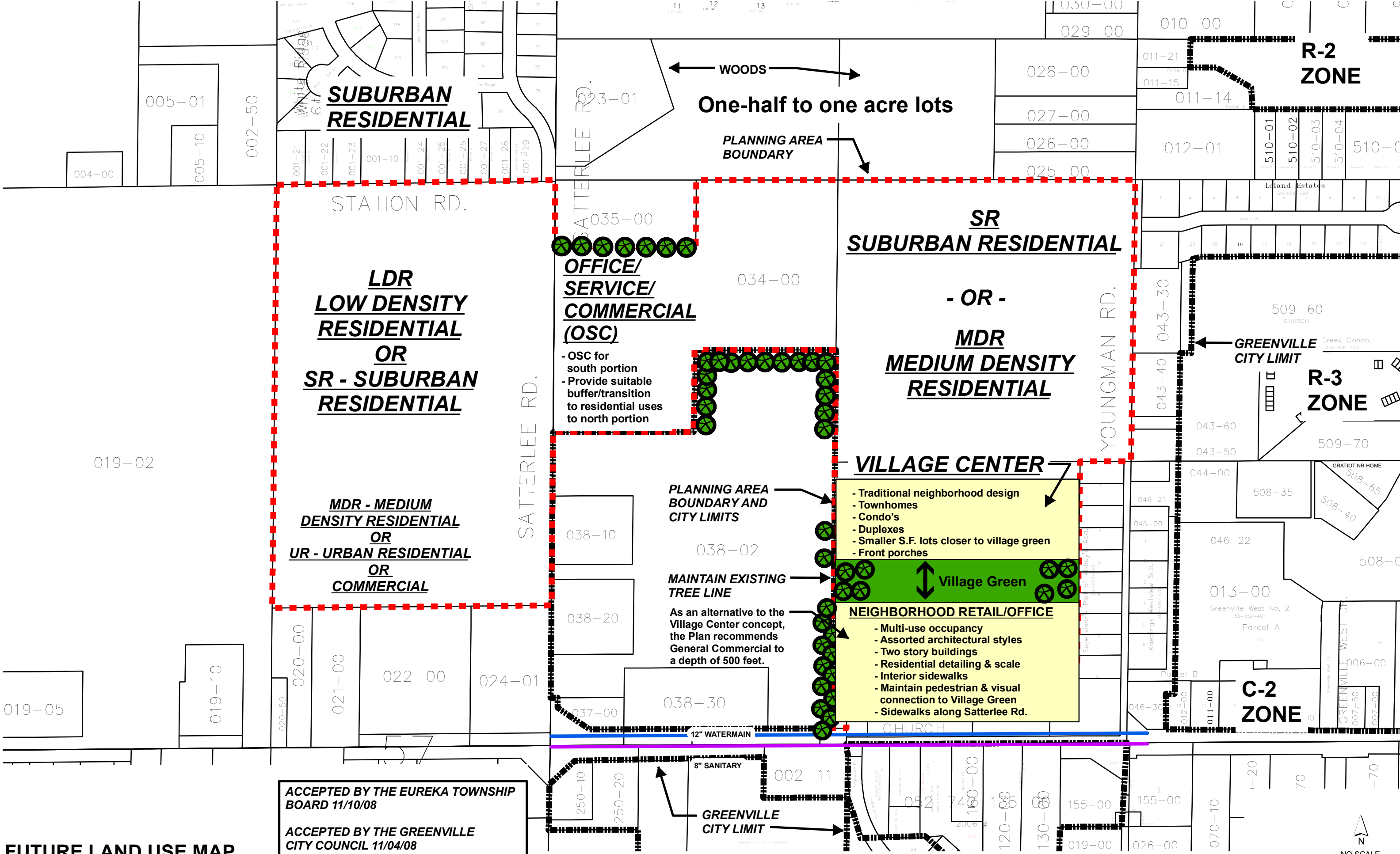


**LAFAYETTE / RIVERFRONT RE-DEVELOPMENT
CONCEPT B**



Appendix 6
2008 Joint Development Plan with Eureka Township

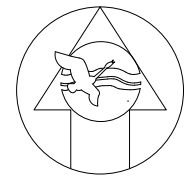
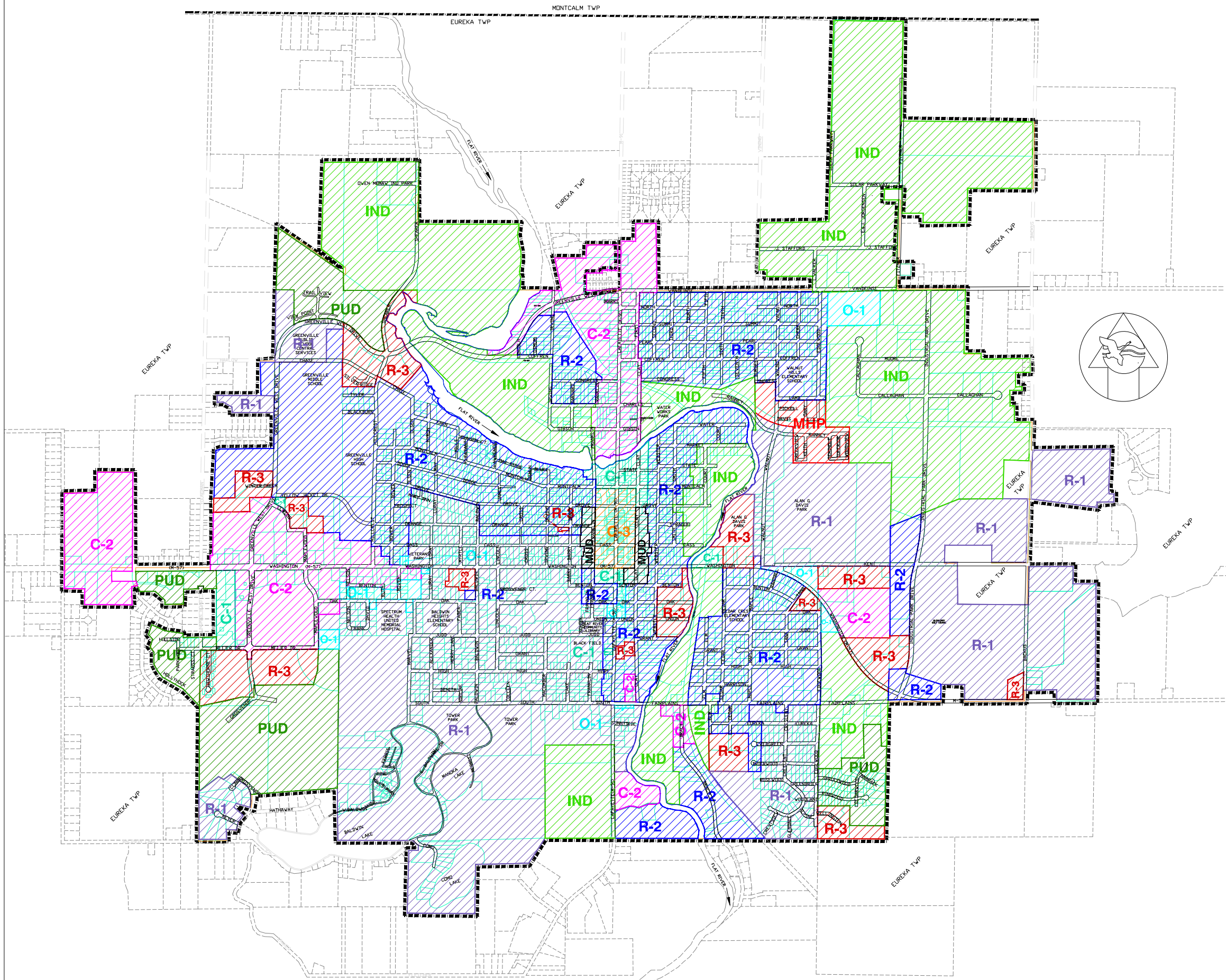




**FUTURE LAND USE MAP
GREENVILLE / EUREKA TOWNSHIP
JOINT PLANNING COMMITTEE**

Appendix 7
Zoning Map





LEGEND

- R-1:** Single Family Residential District
- R-2:** Single and Two-Family Residential District
- R-3:** Single and Multiple Family Residential District
- O-1:** Office District
- C-1:** Neighborhood Commercial District
- C-2:** General Commercial District
- C-3:** Central Business District
- IND:** Industrial District
- MHP:** Mobile Home Park District
- MUD:** Mixed Used District
- PUD:** Planned Unit District

**GREENVILLE, MICH
ZONING MAP**

Revised 10/07/2015

CITY OF GREENVILLE
PLANNING COMMISSION
411 S. LAFAYETTE, GREENVILLE, MI 48809
TELEPHONE: 517-754-5440

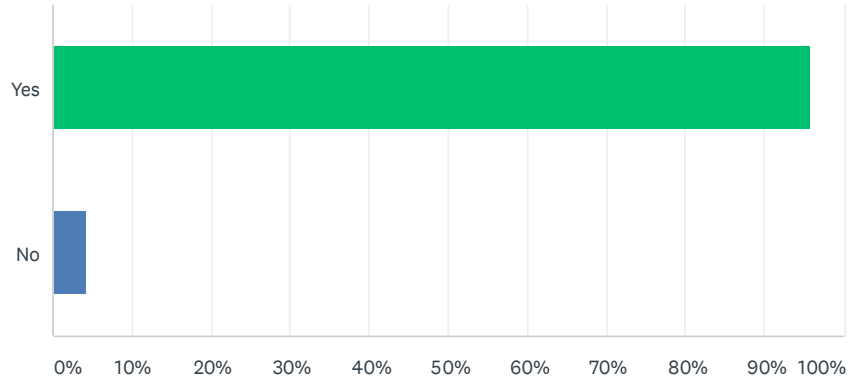
RECOMMENDED FOR APPROVAL: *[Signature]* DATE: _____
 RECOMMENDED FOR APPROVAL: *[Signature]* DATE: 11-09-2015
 BRADLEY S. HOOL, CLERK / TREASURER

Appendix 8
Community Survey



Q1 1. Are you a resident or property owner in the City of Greenville?

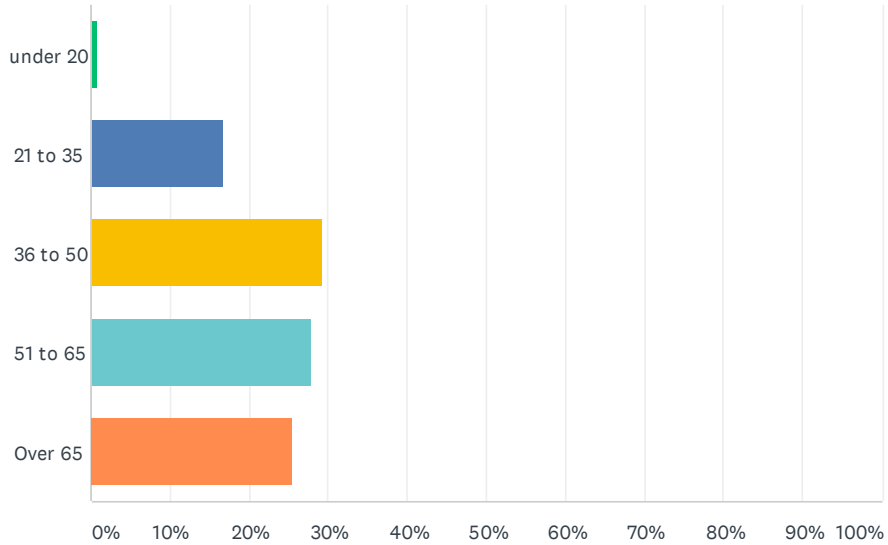
Answered: 400 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	95.75%	383
No	4.25%	17
Total Respondents: 400		

Q2 2. Your Age:

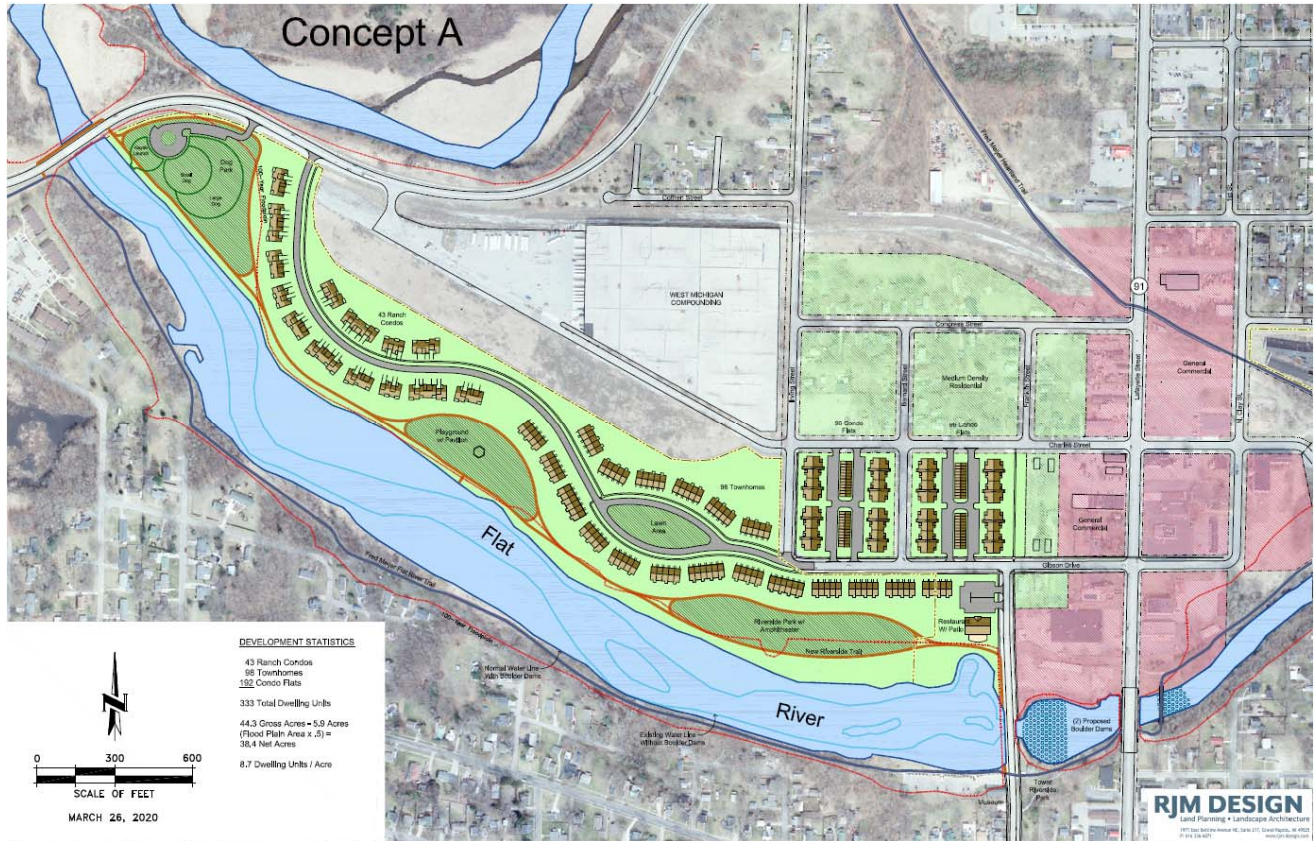
Answered: 400 Skipped: 0



ANSWER CHOICES	RESPONSES
under 20	0.75% 3
21 to 35	16.75% 67
36 to 50	29.25% 117
51 to 65	27.75% 111
Over 65	25.50% 102
Total Respondents: 400	

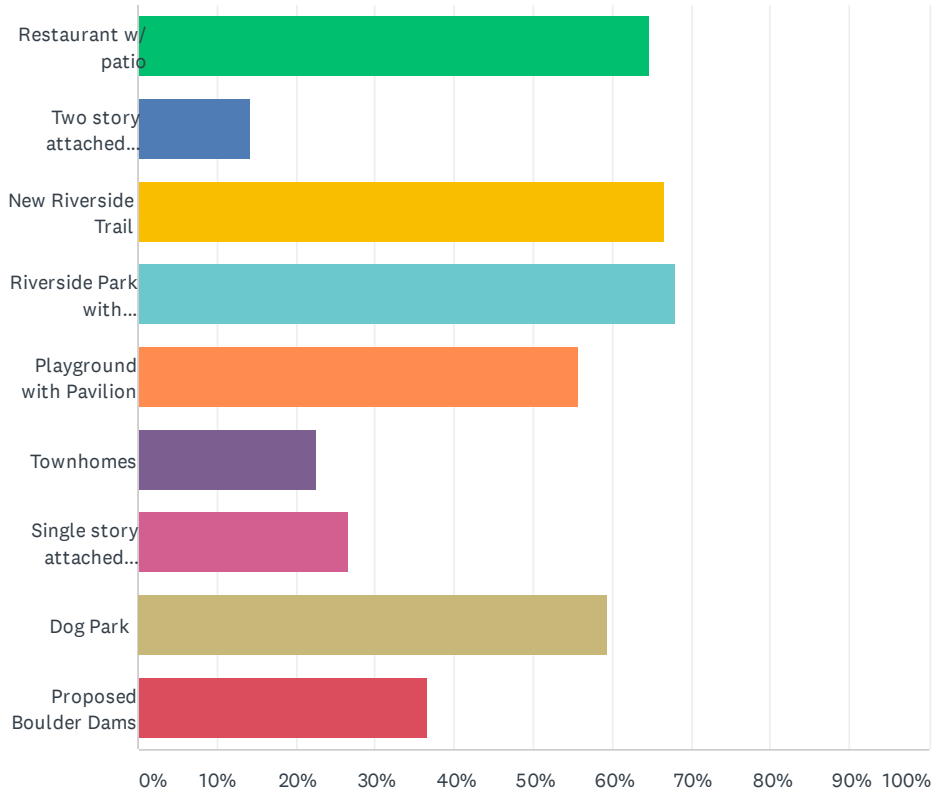


3. [CLICK HERE FOR THE ELECTROLUX CONCEPT PLAN A.](#)



Q3 3A. Please select the features you like best. (Check all that you wish)

Answered: 385 Skipped: 15

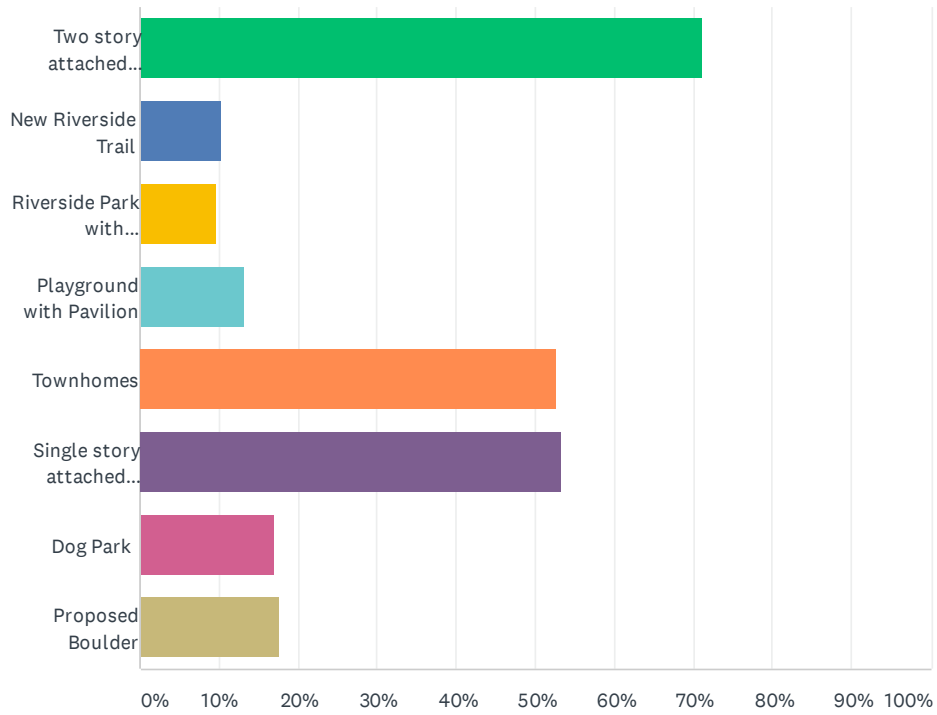


ANSWER CHOICES	RESPONSES	
Restaurant w/ patio	64.68%	249
Two story attached condominiums	14.29%	55
New Riverside Trail	66.49%	256
Riverside Park with Amphitheater	68.05%	262
Playground with Pavilion	55.58%	214
Townhomes	22.60%	87
Single story attached condominiums	26.49%	102
Dog Park	59.48%	229
Proposed Boulder Dams	36.62%	141
Total Respondents: 385		



Q4 3B. Please select the features you like least. (Check all that you wish)

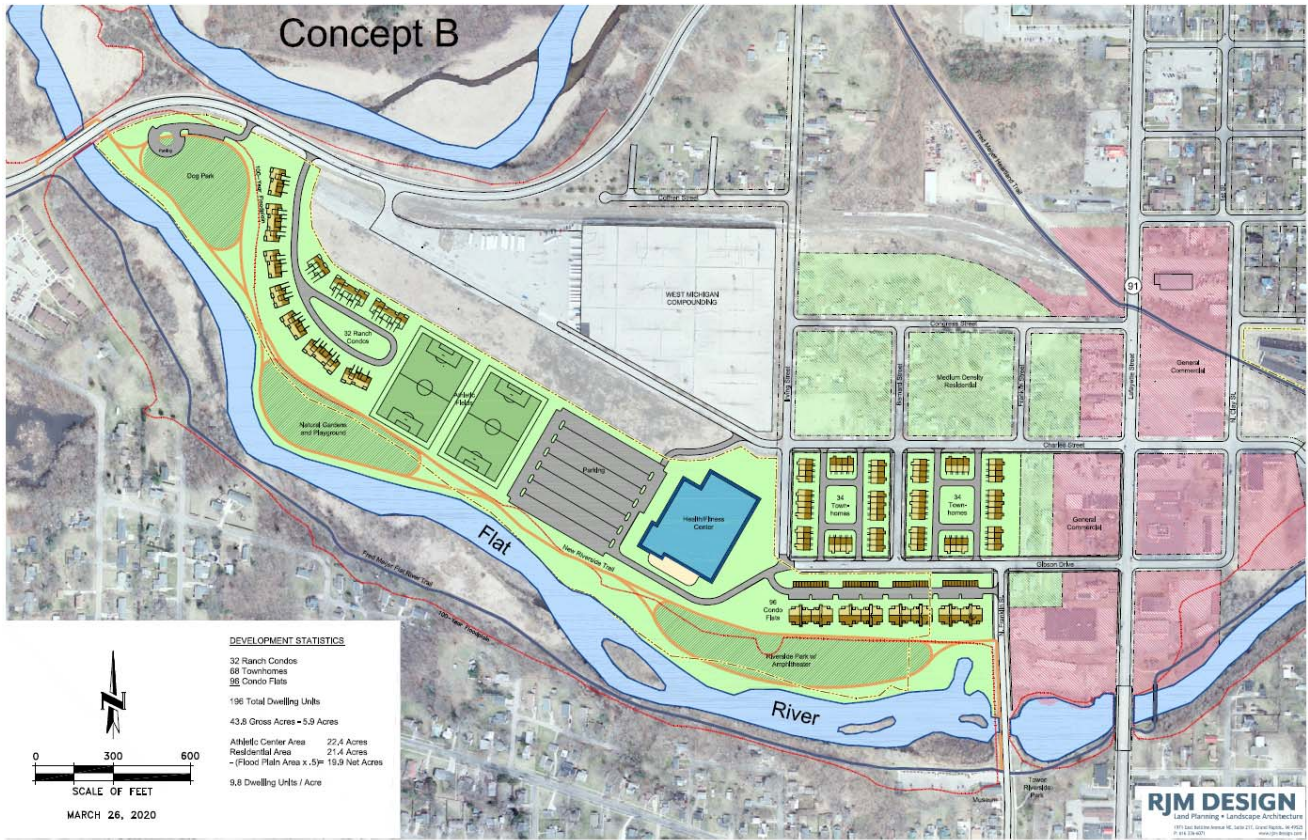
Answered: 343 Skipped: 57



ANSWER CHOICES	RESPONSES	
Two story attached condominiums	71.14%	244
New Riverside Trail	10.20%	35
Riverside Park with Amphitheater	9.62%	33
Playground with Pavilion	13.12%	45
Townhomes	52.77%	181
Single story attached condominiums	53.35%	183
Dog Park	16.91%	58
Proposed Boulder	17.49%	60
Total Respondents: 343		

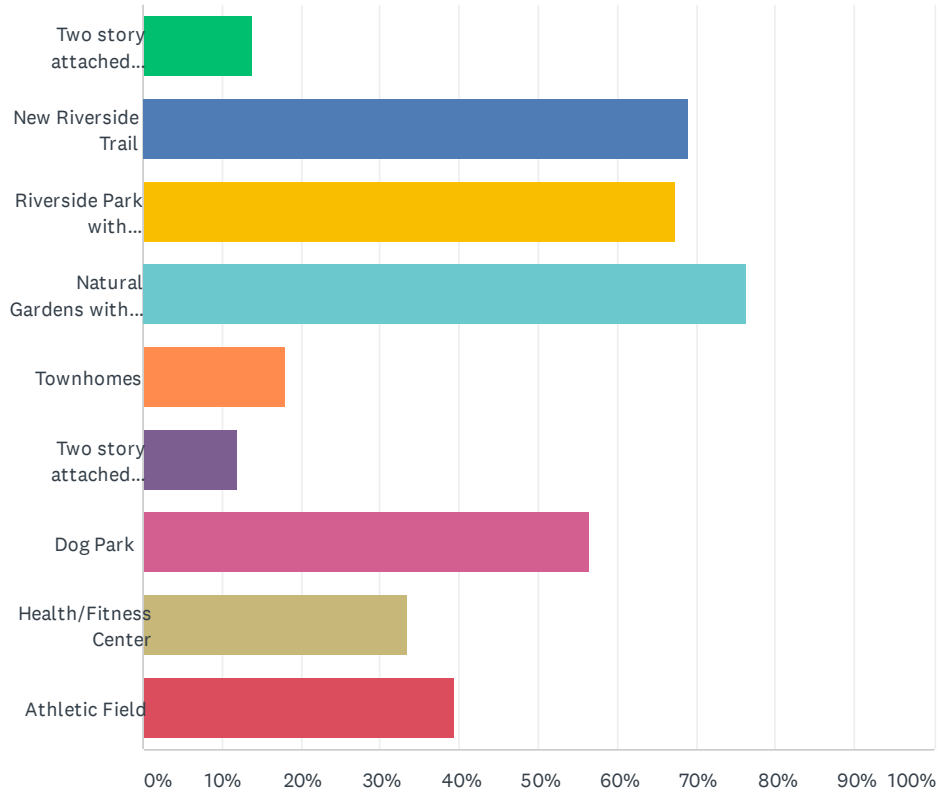


4. [CLICK HERE FOR THE ELECTROLUX CONCEPT PLAN B.](#)



Q5 4A. Please select the features you like best. (Check all that you wish)

Answered: 377 Skipped: 23

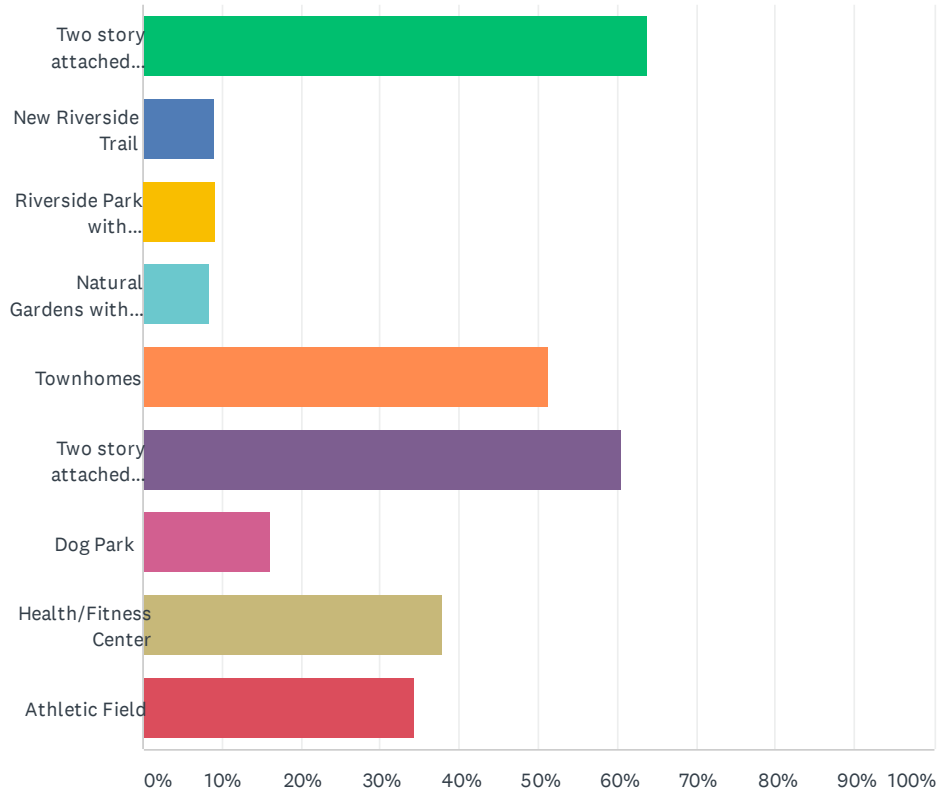


ANSWER CHOICES	RESPONSES
Two story attached condominiums	13.79% 52
New Riverside Trail	68.97% 260
Riverside Park with Amphitheater	67.37% 254
Natural Gardens with Playground	76.39% 288
Townhomes	18.04% 68
Two story attached condominiums	11.94% 45
Dog Park	56.50% 213
Health/Fitness Center	33.42% 126
Athletic Field	39.26% 148
Total Respondents: 377	



Q6 4B. Please select the features you like least. (Check all that you wish)

Answered: 359 Skipped: 41

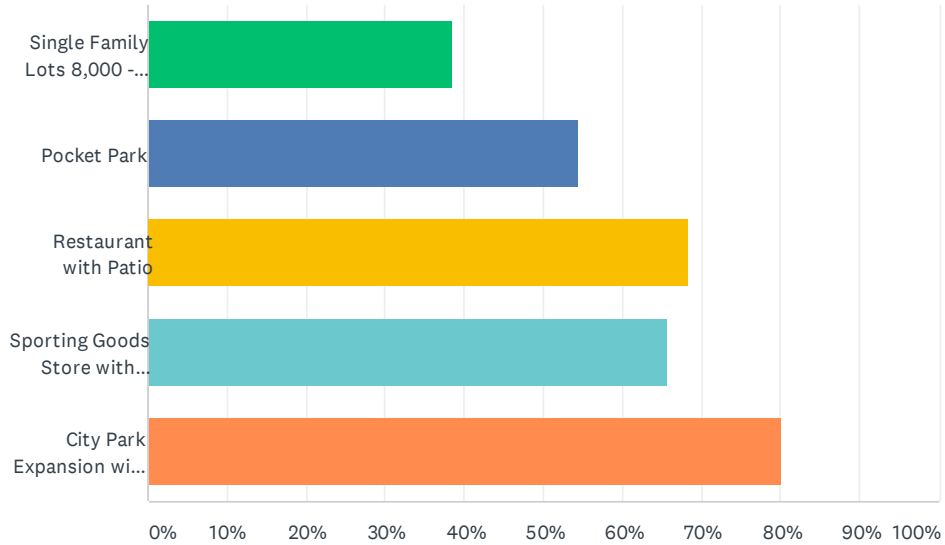


ANSWER CHOICES	RESPONSES
Two story attached condominiums	63.79% 229
New Riverside Trail	8.91% 32
Riverside Park with Amphitheater	9.19% 33
Natural Gardens with Playground	8.36% 30
Townhomes	51.25% 184
Two story attached condominiums	60.45% 217
Dog Park	16.16% 58
Health/Fitness Center	37.88% 136
Athletic Field	34.26% 123
Total Respondents: 359	



Q7 5A. Please select the features you like best. (Check all that you wish)

Answered: 382 Skipped: 18

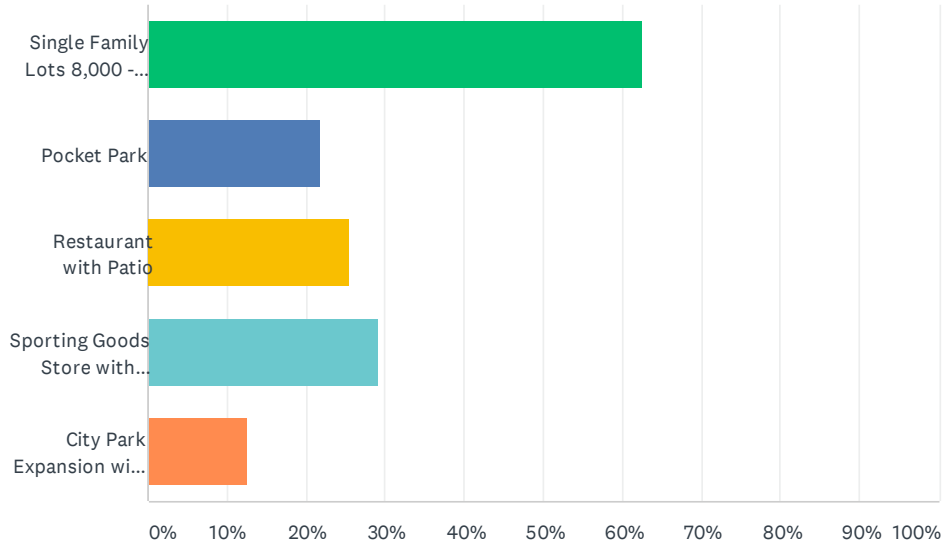


ANSWER CHOICES	RESPONSES	
Single Family Lots 8,000 - 15,000 sq. ft.	38.48%	147
Pocket Park	54.45%	208
Restaurant with Patio	68.32%	261
Sporting Goods Store with Kayak Rental	65.71%	251
City Park Expansion with Kayak Launch	80.10%	306
Total Respondents: 382		



Q8 5B. Please select the features you like least. (Check all that you wish)

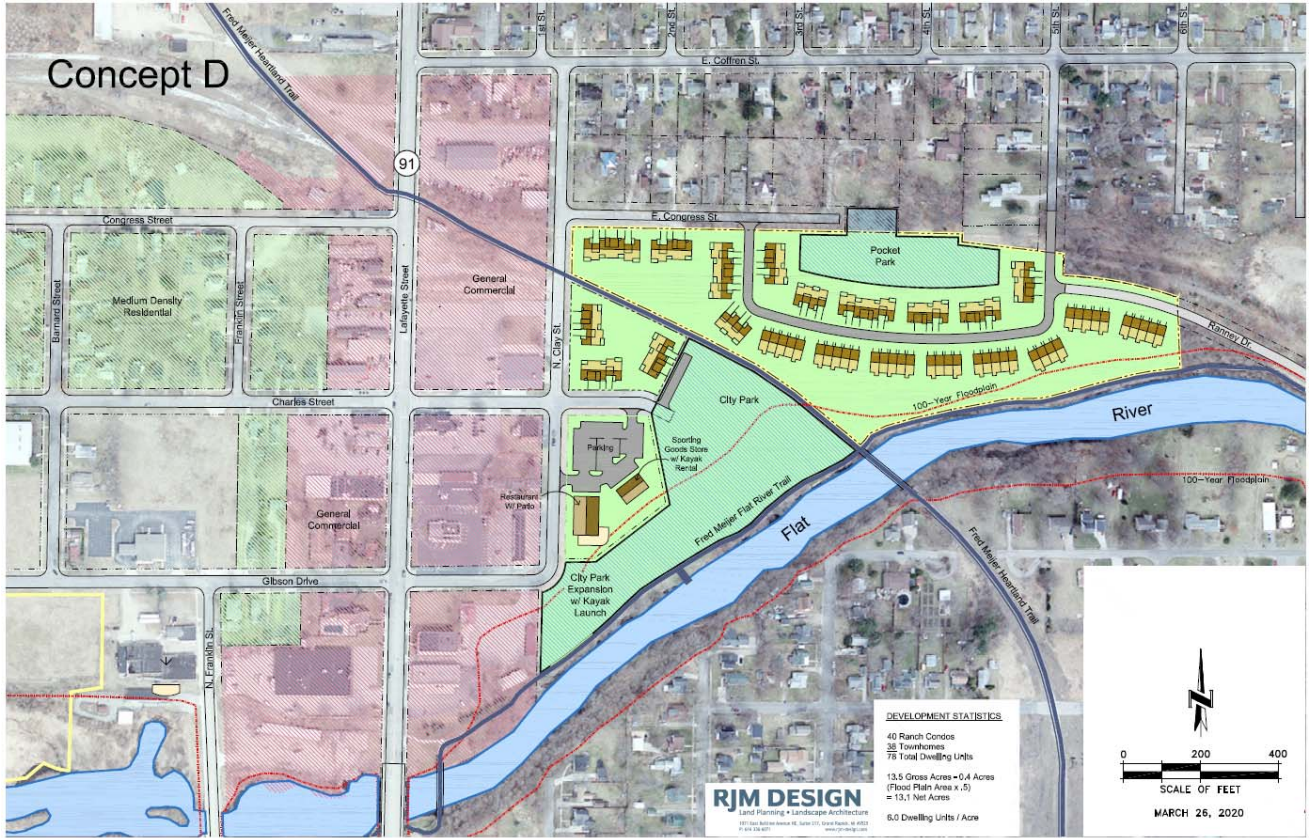
Answered: 286 Skipped: 114



ANSWER CHOICES	RESPONSES	
Single Family Lots 8,000 - 15,000 sq. ft.	62.59%	179
Pocket Park	21.68%	62
Restaurant with Patio	25.52%	73
Sporting Goods Store with Kayak Rental	29.02%	83
City Park Expansion with Kayak Launch	12.59%	36
Total Respondents: 286		

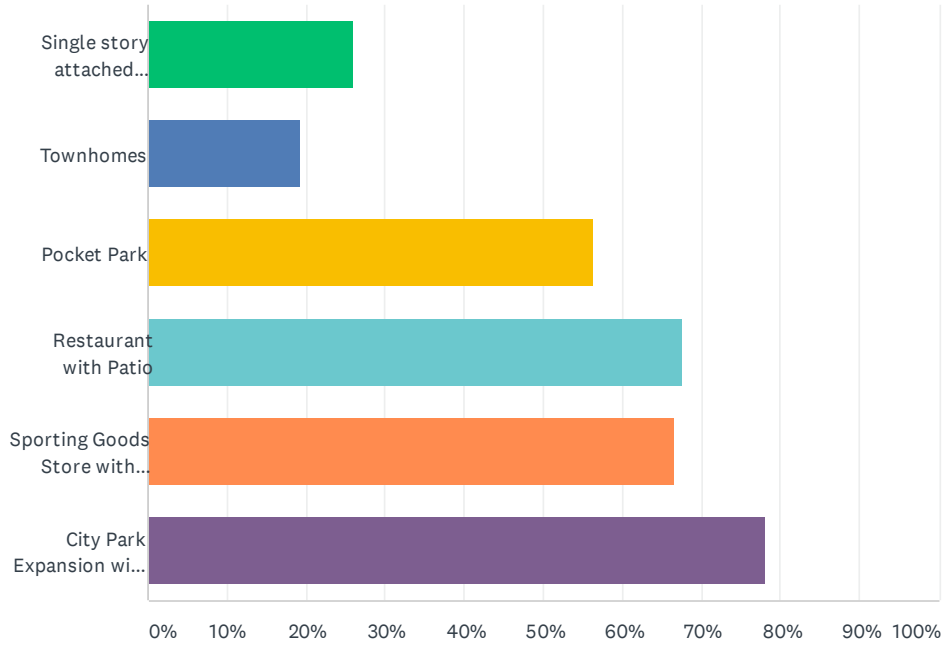


6. CLICK HERE FOR THE NORTHLAND / MARVEL CORPORATION CONCEPT PLAN D



Q9 6A. Please select the features you like best. (Check all that you wish)

Answered: 379 Skipped: 21

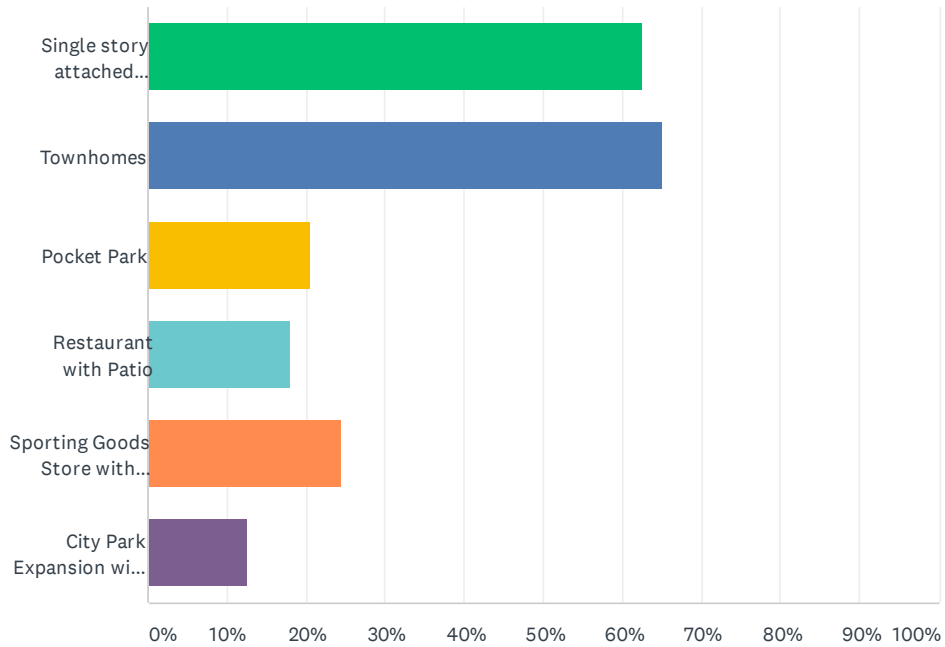


ANSWER CHOICES	RESPONSES	
Single story attached condominiums	25.86%	98
Townhomes	19.26%	73
Pocket Park	56.20%	213
Restaurant with Patio	67.55%	256
Sporting Goods Store with Kayak Rental	66.49%	252
City Park Expansion with Kayak Launch	78.10%	296
Total Respondents: 379		



Q10 6B. Please select the features you like least. (Check all that you wish)

Answered: 332 Skipped: 68



ANSWER CHOICES	RESPONSES
Single story attached condominiums	62.65% 208
Townhomes	65.06% 216
Pocket Park	20.48% 68
Restaurant with Patio	18.07% 60
Sporting Goods Store with Kayak Rental	24.40% 81
City Park Expansion with Kayak Launch	12.65% 42
Total Respondents: 332	



NORTH LAFAYETTE STREET RECOMMENDATIONS

The lack of commercial activity and the appearance of the North Lafayette corridor from Montcalm Street to its intersection with Greenville West Drive has been a major concern for many years regarding the vitality of the northern portion of Greenville. One of the major recommendations of the 2020 draft Master Plan is to provide new development opportunities along North Lafayette Street, improve the appearance of this corridor and ensure the safe movement of vehicles and pedestrians.

To this end the draft Plan recommends that the City request the Michigan Department of Transportation to analyze the North Lafayette corridor for “road diet” improvements which would:

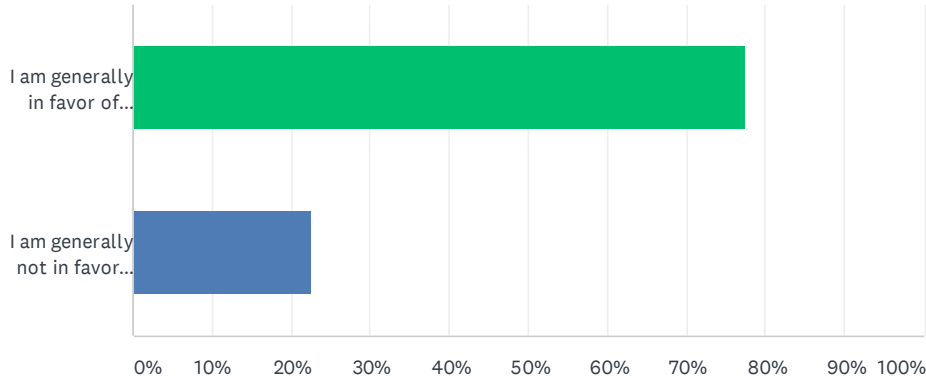
- * Reduce the number of lanes from four to three with a center turn lane;
- * Create landscape “bump-out” islands to serve as safe crossing points for pedestrians;
- * Locate the sidewalk further from the street travel lane;
- * Add bike lanes;
- * Add street trees.

In conjunction with the “road diet” the City Zoning Ordinance is proposed to be amended to:

- * Allow parking lots to be located closer to Lafayette Street to create more useable and buildable area for businesses on Lafayette Street;
- * Allow for multi-family dwellings with up to four units per building to be constructed to provide opportunities for new development projects. Currently only commercial uses are allowed.

Q11 7. What do you think of this Master Plan recommendation?

Answered: 390 Skipped: 10



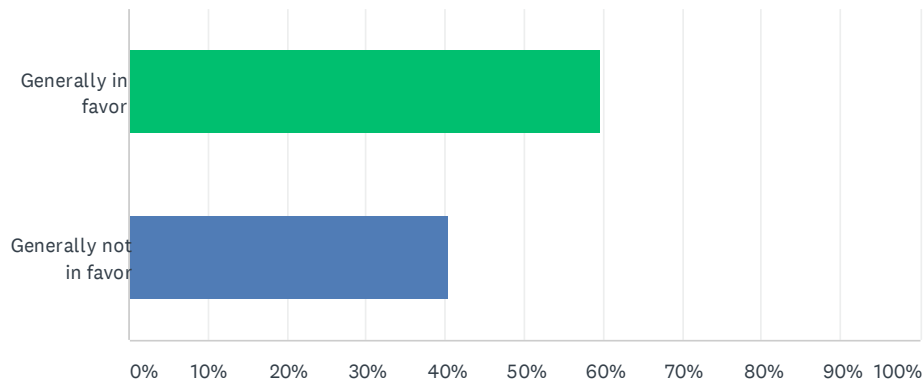
ANSWER CHOICES	RESPONSES	
I am generally in favor of this Master Plan recommendation	77.44%	302
I am generally not in favor of this Master Plan recommendation	22.56%	88
Total Respondents: 390		

GLEN KERRY GOLF COURSE

The Glen Kerry Golf Course is an active and important major land use in the City and the intent of the Master Plan is that it will remain as a golf course in accordance with the wishes of the owners. Land uses may change over time, however, and one of the purposes of the Master Plan is to guide these changes in land use so they will be compatible with the surrounding area and the overall development of the City. As part of the Master Plan update then, the draft Plan proposes that all of the following be considered as possible uses should the golf course ever be re-developed by the owners in the future. Please provide your answer for each type of land use.

Q12 8A. Single family detached dwellings on minimum lot sizes of 10,000 sq. ft. which is a density of 4.35 dwelling units per acre.

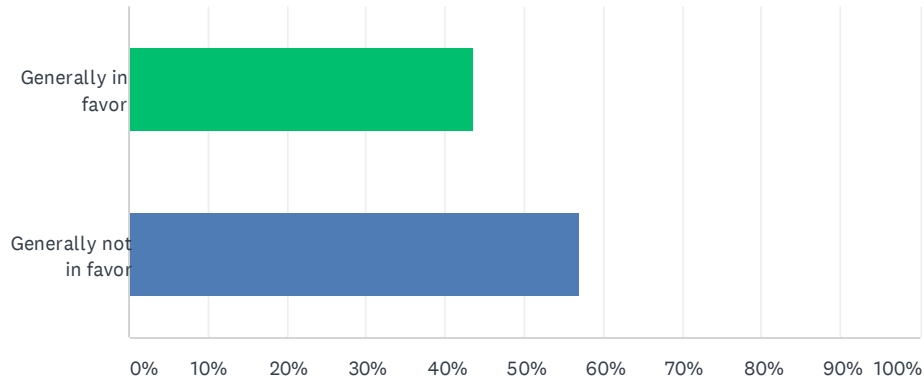
Answered: 359 Skipped: 41



ANSWER CHOICES	RESPONSES
Generally in favor	59.61% 214
Generally not in favor	40.39% 145
Total Respondents: 359	

Q13 8B. Attached dwellings up to four units per building to provide a variety of housing styles and clustering of buildings to create more open space and to allow for a portion of the golf course to be retained.

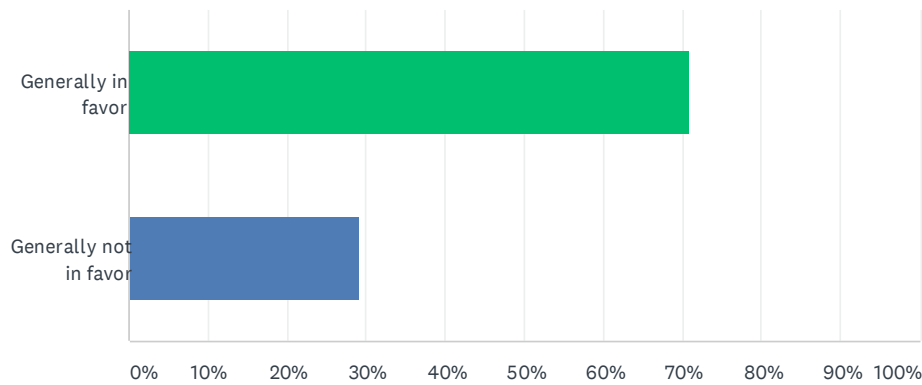
Answered: 352 Skipped: 48



ANSWER CHOICES	RESPONSES	
Generally in favor	43.47%	153
Generally not in favor	56.82%	200
Total Respondents: 352		

Q14 8C. Commercial use for a portion of the golf course property. Possible locations for commercial use on the golf course property would be the conversion or expansion of the existing golf course club house OR a two to three-acre area at the northeast corner of M-57 and Industrial Park Drive. The draft Master Plan makes this recommendation as convenience commercial uses are lacking in this area of the City. With traffic increasing and additional residential growth planned such commercial use would provide a needed service to residents in the future.

Answered: 355 Skipped: 45

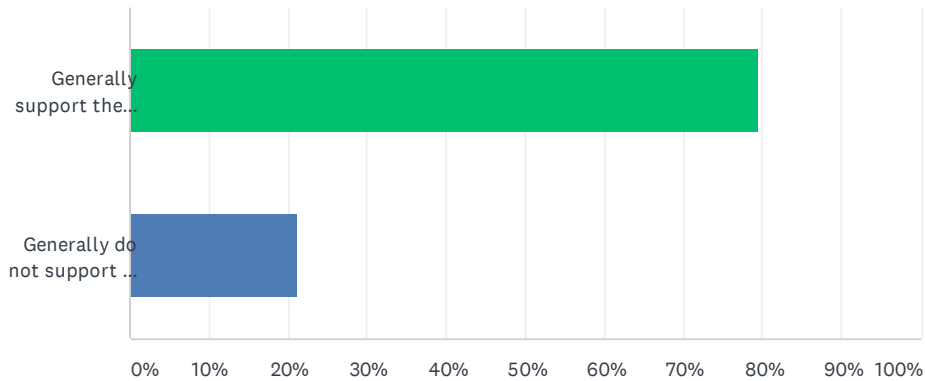


ANSWER CHOICES	RESPONSES	
Generally in favor	70.99%	252
Generally not in favor	29.01%	103
Total Respondents: 355		



Q15 9. The Future Land Use Map for the City of Greenville: Click here for the map. This map recommends how land should be used now and as the City develops. The Future Land Use Map does not change the existing zoning of property. A property owner would need to apply for a rezoning if the future land use category is different from the existing zoning. Meanwhile, a property owner must use the property as it is currently zoned. After reviewing the Plan do you:

Answered: 341 Skipped: 59



ANSWER CHOICES	RESPONSES	
Generally support the future land uses recommended by the draft Master Plan	79.47%	271
Generally do not support the future land uses recommended by the draft Master Plan	21.11%	72
Total Respondents: 341		



CITY OF GREENVILLE MASTER PLAN COMMUNITY SURVEY

SurveyMonkey

#	GENERALLY SUPPORT THE FUTURE LAND USES RECOMMENDED BY THE DRAFT MASTER PLAN BUT HAVE THE FOLLOWING COMMENTS	DATE
1	It is not very clear to me what would be changing in the future. This part of the plan would need more clarification.	9/25/2020 8:37 PM
2	I do not support any additional public use areas to the Plan unless the city population rises considerably, thus increasing tax receipts. Currently we have a difficult time taking care of what we already have (except for Vet's Park). We are really good at building things via grant, but basic post-build maintenance is lacking (see Tower Park, Flat River Trail).	9/18/2020 11:26 AM
3	We need more senior citizen low income housing . Waiting lists are 6 month to over a year. Senior Population is increasing and are we are living longer.	9/18/2020 9:56 AM
4	We need a large lighted American flag at each entrance to the city.	9/18/2020 12:52 AM
5	This Plan is driven by growth, which ignores this City's, its residents', wishes and best interests, which the Planner and Commission are charged with actualizing, not their own wishes. Residents want better and better, not bigger and bigger. Residents want to generally maintain the City's population (constant through good and bad times) while upgrading our quality of life. Increased City income can come through higher real estate assessments and sales taxes, not sacrificing the qualities that make the City attractive for money from developers. New housing within the City should be single family on large lots built to high standards. Amenities should be the City's highest priority. A better quality of life will stimulate individual and group initiatives to restore the downtown, north, and east sides' vitality that outsourcing and the development of the west side without balancing concern for the other sides of the City lost therefore. Focus on aesthetically pleasing amenities that can distinguish Greenville from other communities, that better our quality of life, make our community attractive, this is the key to Greenville's resurgence, not apartment buildings, crowding, stress, crime, etc.	9/17/2020 2:36 AM
6	I am in favor of updating Greenville aesthetically and for creating a city that mimics the charm of the nearby city of Rockford. Rockford has retained a warm small town feel with walking/ running trails, a dog park and independently owned shops and restaurants that are filled with residents all summer. There are also seasonal activities for residents all year. I see this model for our town which began to develop in that way 30 years ago when I moved here. This city is also desperately in need of a transportation system that goes out of Greenville. How can residents possibly find lucrative employment when they have no means of transportation because they can't afford a car? This partly keeps our city in a cycle of poverty. It's very sad for this lovely town that has experienced hard times. All improvements are welcomed and desperately needed.	9/17/2020 12:38 AM
7	Love the park/ open spaces...the success of it would depend on maintenance of the grounds.	9/16/2020 9:03 AM
8	I think Greenville's downtown in River front could be really beautiful and a popular attraction and I'm concerned about allowing for too many commercial buildings along the riverfront. I think we need to really optimize our green spaces and clean up our public spaces in order to make our city more pedestrian and family friendly.	9/14/2020 1:17 PM
9	The parking areas behind the downtown businesses need to be better maintained. There is grass in the cracks and it looks terrible. Also some curbing on south clay street just south of M57 in the DDA is broken and does not provide a positive view of this area. Also the danish kingdom is run down and broken which is attracting less than desirable and older kids using it for a place to smoke and play nasty music the is not appropriate for young children to hear. Other things noticed are a lot of drug activity in the downtown area very near to city hall and a lot of men carrying backpacks. This is elevated by the homeless shelters being allowed to operate outside the current zoning requirements. I am seeing a degradation of this city due to the above and suggest these things be addressed before spending money on developing more places for the less desirable population to hang out.	9/13/2020 9:35 AM
10	Less multi family construction.	9/11/2020 4:58 PM
11	take out the raised brick planter boxes at road intersections & do not add more - they block the view of oncoming traffic when crossing M91 so you have to pull out almost into the roadway to see if its safe to drive across	9/8/2020 11:54 AM
12	My concern is the traffic flow in the west side of town. I see no plans to alleviate the extra traffic caused by the additional housing and business that is there already!	9/8/2020 8:20 AM



CITY OF GREENVILLE MASTER PLAN COMMUNITY SURVEY

SurveyMonkey

13	Can you please mark the left lane at Washington and Hillcrest to indicate it's going to end? When going east on Washington, no one realizes the left lane ends until it ends! There is a small yellow sign on the right just before the left lane ends, but that is not adequate for Semi's and general non familiar traffic. There should be marking ON THE PAVEMENT with arrows indicating to merge right just after the Washington / Hillcrest intersection (at MR T's). Possibly some indication that left lane ends before the intersection. This is a constant battle for a lane and causes confusion, angry drivers and potential for accidents.	9/6/2020 8:59 AM
14	We do not want to rezone houses as businesses and we do not want any more shelters	9/5/2020 2:09 PM
15	Concerned about the extension of Grosvenor Dr. if an alternate route to the west is not developed. As it was constructed as a boulevard, we do not feel that it can safely handle a medium to heavy traffic load.	9/4/2020 7:28 PM
16	The river is a great community resource. I would love to see it used for community activity. Minimal housing in river areas - just enough to attract residents, leave as much as possible for parks and recreation. Develop our beautiful river areas. It will bring folks to the area, we could then support more restaurants and retail which could revitalize our historic downtown. Love the facade restoration!	9/4/2020 10:39 AM
17	I don't think you have the hospital identified correctly	9/2/2020 4:17 PM
18	Anybody going by Veterans Park the last week must realize how much we need things for the kids to do. The skate park is packed. It looks like it needs to be bigger or another one somewhere else. We also need some kind of bike park also. A lot of this I don't know enough about like how much housing do we need or if traffic flow should change but we do need more things for kids to do.	9/2/2020 4:02 PM
19	Voting not in favor of more parks. The ones we have are not well maintained nor are the trails around the City. The west side of Greenville has enough congestion. Please no more development there.	9/1/2020 11:37 AM
20	The connection of Grosvenor Rd to the Meijer corridor is fraught with problems and will create too much traffic through to Baldwin Lake Rd and to the DANGEROUS hill down to the lake as well as too much traffic on an inadequate road of Baker and Fletcher cutting to m-91 south of Greenville.	9/1/2020 10:38 AM
21	I have a comment for this survey - for questions 8a-8c maybe you should have an option of "I don't have an opinion." You can develop the golf course however you see fit - it doesn't effect me	8/31/2020 11:01 PM
22	Development ought to create revenue. Do not raise property taxes. Lower them.	8/31/2020 10:34 PM
23	Strongly in favor of proposed Electrolux Plan A and Northland/Marvel plan D.	8/31/2020 3:39 PM
24	I don't support the plan. More focus needs to be on concerting blighted property (old Meijer, Northland, and Electrolux) less on taking green space for high density housing (GlenKerry). The apartments behind Meijer were a mistake and doesn't support growing a well-diversified tax base like single-family homes. More attention needs to be paid to downtown and improving whole neighborhoods near and surrounding downtown.	8/31/2020 10:59 AM
25	I do not like the idea of routing traffic from apartments behind Meijer through Baldwin woods. Not sure why you would want high traffic through a low traffic area. I do see a another one that goes to Satterlee Road which makes more sense.	8/31/2020 10:39 AM
26	I'm not in favor of putting up a bunch of cheap housing (apartments,etc) just to attract more people to this area. You have a nice quiet town here. Whatever you do, please try to keep the wonderful natural environment that is here.	8/31/2020 9:56 AM
27	I hope you'll take into consideration housing that is affordable instead of condominiums. There is a serious gap between rate of pay and rent in this area. It is so sad to constantly be seeing families and individuals looking for a home, but unable to afford what is available despite working hard.	8/31/2020 12:35 AM
28	We need more family and youth activities in Greenville, like a Craig's Cruisers or even something like the Great Wolf Lodge. It would create jobs and fun environment in our community without having to drive so far away.	8/29/2020 9:52 PM
29	Greenville has a great deal of apartments and condos on the west end of town. As an aging	8/29/2020 1:32 PM



CITY OF GREENVILLE MASTER PLAN COMMUNITY SURVEY

SurveyMonkey

person who likes living in Greenville with all the outdoor activities and small town feel, it would be nice to see in the concepts single family homes that have small square footage and lots with energy efficient features. A neighborhood of these homes with curb appeal would be a nice alternative to always attached condos.

30	Too many large scale apartments are being built behind Meijers. The city should require developers of such large scale housing projects to require swimming pools, pocket parks and play areas. All the new residents will overwhelm the adjacent Baldwin Lake Beach area, there is just not enough room to accommodate a 1000+ new residents all wanting to use a small recreational area. Too many apartment units devalues the city of Greenville when more people rent then own.	8/29/2020 12:45 PM
31	There needs to be more police patrolling as there is a bad drug problem in this town. I know of several homes including city houses that are selling drugs. In the area of 91 and Van Deirse. With increased population comes increase in crime.	8/28/2020 6:18 PM
32	I am extremely against/concerned with the proposed addition of traffic circles to Clark Court from Maple Grove Apartments. As someone who just purchased a home in that development (largely because of the privacy and seclusion), this would be a huge loss. Traffic circles connecting the two areas would also increase the traffic to said area and around Baldwin Lake. Traffic is already high around the lake (Which is a deterrent to people walking and Biking...) and without any additional beach parking to support more traffic it seems like this would cause a huge mess.	8/28/2020 11:24 AM
33	Would like to see an indoor activity center with or without pool. It could be used for pickleball, basketball, events, soccer, disaster shelter. We have enough fitness centers but it would be nice for winter and poor weather for people to get out.	8/28/2020 8:10 AM
34	Is this a way to get the taxpayers to pay for infrastructure for private land development?	8/27/2020 10:42 PM
35	Generally ownership of property should revert to such use as zoning at time of purchase allows. If said property were to sell them zoning change would be applicable at time of sale	8/27/2020 10:16 PM
36	WE STILL NEED SOME BASE BALL FIELDS FOR THE LITTLE LEAGUE PLAYERS SOME WHERE ON THESE PLANS. LOTS OF KIDS WILL AND NEED TO BE OUTSIDE.	8/27/2020 7:19 PM
37	Greenville has a lot of partially developed residential areas including one on the truck route that had been mostly abandon. With living cost, new residential condos and homes will more than likely not be a big hitter in the market. To beautify the north end of town. Money could be put towards redoing the current road system as the roads are dirt in spots and majorly deteriorating. Example on 2nd st, between North and Summit. Spend money where it is needed, not where hopes and dreams in a dead market are.	8/27/2020 6:24 PM
38	We so not need anymore apartments, townhouse or dwellings. Greenville need new youth fields and collaboration with the other youth leagues arouns town. Start with the rec center and replace the Director. Allow anyone with a Greenville address the same fees as the city of Greenville residents. Look at the number of people who have moved out of the city to Eureka township. We live less than 1/4ile outside the city limits and have to pay more money for our son to participate in rec activities.	8/27/2020 5:16 PM
39	Rich people don't work! building un-affordable condo's and town houses does not support the needs of existing residents. and building low income housing attracts more undesirables. maybe addressing the slum-lord issue and the upkeep of existing properties (residential and commercial) would benefit the Greenville community. not all of us share the dream of being another Flint or Grand Rapids.	8/27/2020 1:02 PM
40	I feel Greenville is going down a road of renting and will eventually turn this area into a crowded. I lived in Kentwood where they did the same and it end up ruining the family feel of the town.	8/26/2020 10:52 PM
41	Industrial use of any land in the proximity or along side flat river would be detrimental to the touristic attractiveness of the city. I believe the city should concentrate on developing the natural resources and cultural richness of the city for the enjoyment of its residents and visitors. The addition of a launching area at Jackson's landing was a smart move and similar work should be done along side the flat river. The city could greatly benefit by developing appropriate parking lot/spaces on baker and river road bridge for those who enjoy kayaking and tubing and add road signs so that launching areas are easily found.	8/26/2020 8:36 PM



CITY OF GREENVILLE MASTER PLAN COMMUNITY SURVEY

SurveyMonkey

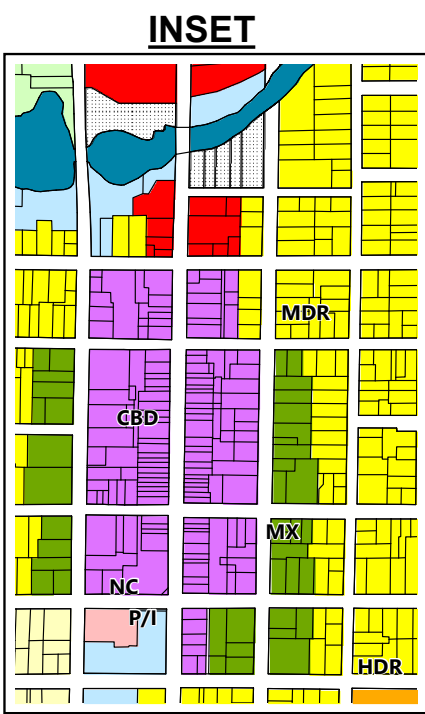
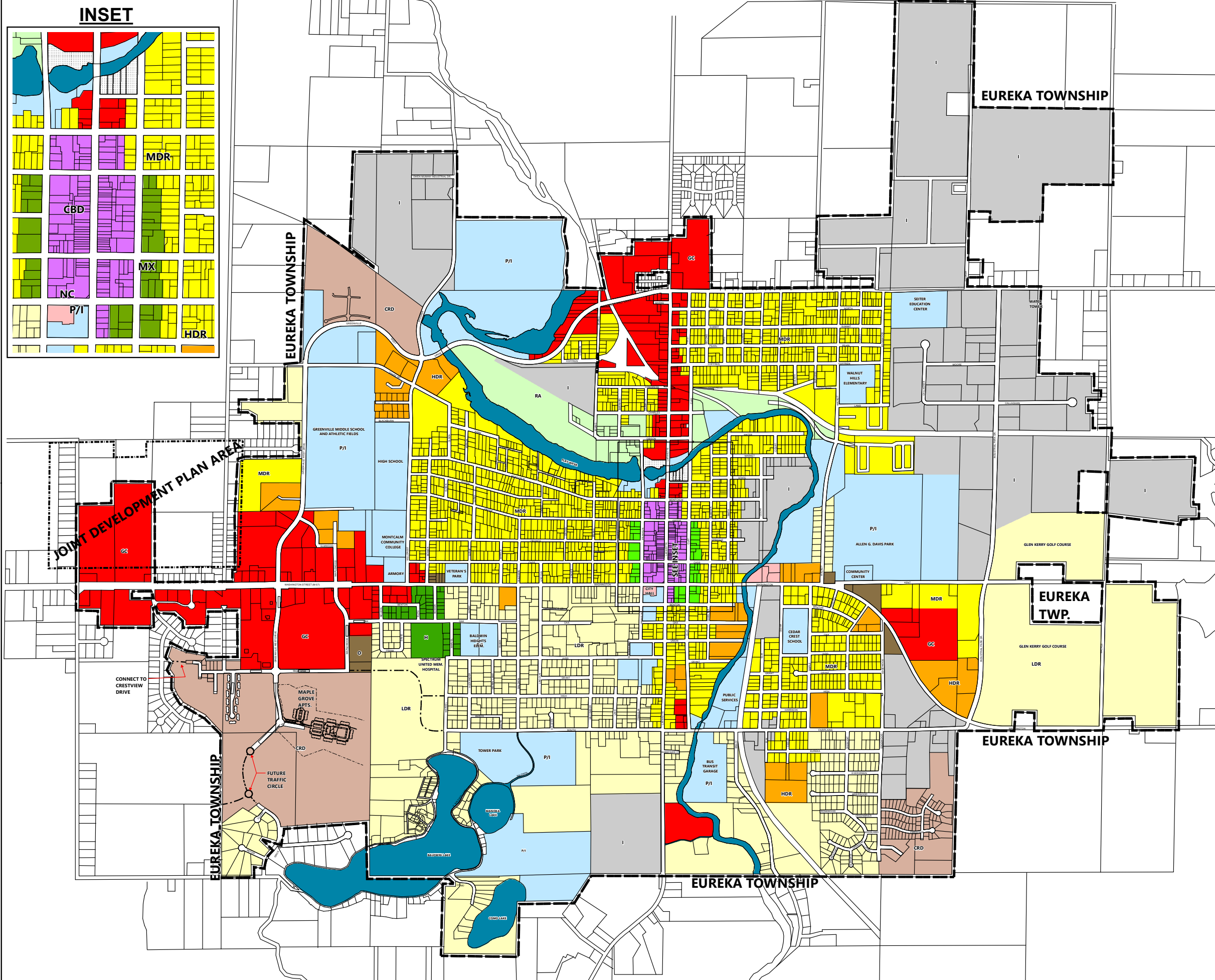
42	I am so excited to hear that Greenville is moving in this direction. These proposals are MUCH needed. I love the proposals!	8/26/2020 7:50 PM
43	I think the Master Plan should involve the immediate purchase of the Taylor Hops Farm. This strategic move would raise the eyebrows of the hospital and hopefully prompt them to approach the city with regard to further expansion of their campus. This way, the city makes the first move and is in a perfect position to better control the development of that property. Thank you.	8/26/2020 7:25 PM
44	The only reason I would not vote in favor of the "street diet" on Lafayette is one must think of the future. If Greenville brings more businesses or residential properties to this area, traffic will increase. Having two lanes instead of one is practical and smart. This does not mean, however, that that area of Greenville is not in desperate need of a face lift.	8/26/2020 7:09 PM
45	Would like to see more greenery in GREENville. Parks, trees, etc. Let's not become the next urban desert. Always see trees being cut down by city and residents, NEVER see trees being planted.	8/26/2020 6:53 PM
46	It was not noted in either of the questions nor in the Draft Master Plan, but the City of Greenville recently purchased the old Veteran's of Foreign Wars (VFW) Post on State street and it would have been nice to have seen what the city was planning for this site any any adjacent property they may acquire.	8/26/2020 6:29 PM
47	Please fix the existing roads in our town so that I can travel safely without blowing out my tire. Stop spending money on this dream list and start fixing what's already existing. Also, FIX the existing city parking lots!!!!!!	8/26/2020 6:25 PM
48	I support development of north Lafayette area, but I have concerns about reducing the number of lanes. If you develop that area, there will be more traffic. I like the idea of bike lanes, but I do not want to see more traffic jams. Smooth traffic flow would be more important. The light at VanDeinse and Lafayette can already become backed up in all directions. Thank you.	8/26/2020 5:38 PM
49	I would like to see the residential areas maintained south of the Meijer complex - but not with apartments. We need to revitalize the downtown and expand north to make it more appealing to visit.	8/26/2020 5:22 PM
50	the roads for the Electrolux property cannot support the housing and we don't need the noise and crime it will bring to the area. It takes 10 minutes to cross the road as it is. M91 and M57	8/26/2020 3:23 PM
51	No bump outs or islands down the middle of city streets. There expensive and hard to maintain in the winter.	8/26/2020 3:10 PM
52	Glenkerry should remain commercial/industrial.	8/26/2020 12:42 PM
53	Much of the City data is from 2017. Much has changed since then, should get the latest information. A strong push needs to be done to get the back roads out of the Hathaway development done! The ball has been dropped on this guys!! Should have been done before this latest project was approved. Also what has happened to the traffic light project at Maplewood and M57? Was supposed to be done this year. The report states that the sewer plant expansion will be started in 2020? Looks like that needs to be updated. Thanks for the chance to contribute. Go Greenville!! Glad to see plans being developed for the old Electrolux and Ranney properties.	8/26/2020 12:14 PM
54	Stop building a new town west of Greenville and bring some quality stores back downtown. Some good parking downtown is needed also, remove flower beds and add angle parking with two lanes and left turn.	8/26/2020 12:10 PM
55	1. We need a left turn signal going east and west on 57 at Greenville west drive in order to accommodate more people in the city. 2. If a dog park is implemented I hope to see it well maintained because they can quickly become a blight if not.	8/26/2020 10:15 AM
56	i can't support any new housing until traffic gets under control on m-57. left turn lights at 57 and west greenville dr. 35mph(enforced) from walmart east to at least big s curve east end of town. the addition of new housing so. of meijers has made a bad situation worse.	8/25/2020 11:37 AM



Appendix 9
Future Land Use Map



2021 CITY OF GREENVILLE FUTURE LAND USE MAP



- LDR LOW DENSITY RESIDENTIAL
- MDR MEDIUM DENSITY RESIDENTIAL
- HDR HIGH DENSITY RESIDENTIAL
- CRD COMMUNITY RESIDENTIAL DEVELOPMENT
- O OFFICE
- NC NEIGHBORHOOD COMMERCIAL
- GC GENERAL COMMERCIAL
- CBD CENTRAL BUSINESS DISTRICT
- MX MIXED USE
- RA REDEVELOPMENT AREA (SEE CONCEPT PLANS)
- H HOSPITAL
- I INDUSTRIAL
- P/I PUBLIC/INSTITUTIONAL
- LFR LAFAYETTE/FLAT RIVER REDEVELOPMENT CONCEPT (SEE CONCEPT PLANS)
- FUTURE PUBLIC STREET

**ADOPTED BY THE GREENVILLE
CITY COUNCIL ON
APRIL 6, 2021**



progressive | ae

1311 4 Mile Rd NE
Grand Rapids, MI 49525
616 361 2664 OFFICE
616 361 1493 FAX
www.progressiveae.com