

CBDDA Meeting
Thursday, March 12, 2015
7:30 a.m. Village Hall - Upstairs Conference Room

I. Call to Order

II. Roll Call:

Karla Constantine
Andrew Dull
Tim Dean
Lou Draeger
Gary Hanks
Doug Heins
James Moore
Steve Nauta
Stacie Venhuizen

III. Swearing In & Introduction of New Member (Andrew Dull – A Good Concept)

IV. Selection of Chairperson & Vice-Chairperson

V. Approval of Minutes (01/08/2015)

VI. Approval of the Agenda

VII. Business

A. Amendment to the SL Downtown Plan (Jennifer Howland)

1. Attorney Opinion (attached)
2. Ordinance No. 275

B. Appointment of DACC (Jennifer Howland)

C. DDA Budget (Marv Hinga)

D. Updates (?)

REMINDER - NEXT MEETING IS MAY 14, 2015

Board and Commission Applicant

Personal Profile

Name: ANDREW DULL Telephone: 616.928.4072

Address: 14310 CRICKLEWOOD, GRAND HAVEN Date: JAN. 17, 2015

Years as a Village Resident: _____ Occupation: CREATIVE DIRECTOR.

Background/Interests: _____

ENJOY CREATING SOLUTIONS THAT HAVE A STRATEGIC PURPOSE, YET ARE BEAUTIFUL & SIMPLISTIC. OTHER INTEREST: BEACH, FAMILY, + GOLF.

Please circle the board(s) or commission(s) that you would like to serve on:

Coast Guard Festival Liaison

Historic Conservation District Comm.

North Bank Communities Fund

Parks And Recreation Committee

Spring Lake Lake Board

Spring Lake CBDDA

Village Council

Village Planning Commission

Zoning Board Of Appeals

Why would you like to be on the board(s) or commission(s) you have selected: (Please use reverse side if necessary)

AS A RECENT PROPERTY OWNER AND DEVELOPER OF 114 W. SAVIDGE, MY INTEREST IN BRINGING CONTINUITY, DESIGN, AND A SHARED VISION TO THE SPRING LAKE VILLAGE IS CONSTANTLY GROWING. IN SPEAKING W/ CHRISTINE BURNS I FEEL MY CREATIVE BACKGROUND + ABILITY TO SOLVE COMPLICATED PROBLEMS W/ BEAUTIFUL AND PURPOSEFUL SOLUTIONS WOULD ADD VALUE TO THE CBDDA.

Concerns for the Village; if any:

I TEND TO CHALLENGE THE NORM / OR TRADITION. IT WILL BE IMPORTANT FOR ME TO CLEARLY UNDERSTAND THE GOALS AND OBJECTIVES OF S.L. CBDDA - SOMETHING WE CAN ALWAYS MEASURE OUR DECISIONS AGAINST.

The Village of Spring Lake assures that no person shall, on the grounds of race, color, national origin, or sex be excluded from or participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity. The Village of Spring Lake further assures every effort will be made to ensure nondiscrimination in all of its committee's, programs and activities, regardless of the funding source.

DRAFT MINUTES

**Central Business District Development Authority (CBDDA)
Thursday, January 8, 2015
7:30 a.m. Village Hall - EOC Room**

I. Call to Order

Meeting called to order at 7:35 a.m.

II. Roll Call:

Present: Ashcraft Chair, Constantine, Dean, Draeger, Hanks, Heins, Moore, and Nauta
Staff Present, Village Manager Burns and Deputy Clerk Fonkert
Absent: Venhuizen

III. Approval of Minutes (11/13/14)

Motion by **Constantine**, seconded by **Heins**, to approve the Minutes of the November 13, 2014 regular meeting. All in favor, motion carried.

Yes: 7 No: 0

IV. Approval of the Agenda:

Motion by **Draeger**, seconded by **Nauta**, to approve the Agenda as presented. All in favor, motion carried.

Yes: 7 No: 0

V. Business

A. Proposed 2015 Meeting Dates

Staff is proposing the following dates to meet in 2015:

01/08/15
03/12/15
05/14/15
07/09/15
09/10/15
11/12/15

Motion by Draeger, seconded by Nauta, to approve the 2015 meeting dates. All in favor, motion carried.

Yes: 7 No: 0

B. Consideration of By-Laws

The **Board** discussed the proposed By-Laws and, in Article 5 - Advisory Committees, whether they would need a separate board for this committee.

The **Board** also discussed how many members should be allowed on the board that have no interest in property in the downtown district.

Motion by Moore, seconded by Heins, to approve the By-Laws with the following change, allowing three (3) members, instead of two (2) members, having no interest in property in the downtown district. All in favor, motion carried.

Yes: 7

No: 0

C. TIF District Time Line

Village Clerk/Treasurer, Marv Hinga, presented information on the TIF District and an estimate of the District's potential tax capture for next year.

With the recapture of taxes, the **Board** discussed sending letters to business owners in the DDA district inviting them to either attend a meeting or submit ideas in writing on how they felt the money could best be used.

D. Board Vacancies

Board member, **Ashcraft**, agreed to continue to serve on the board until a replacement could be found. The **Board** discussed individuals that might be interested in serving on the **CBDDA**.

E. Miscellaneous Updates

Burns updated the Board reporting that the new sushi restaurant has pulled permits but there was no opening date yet and that the owner of the Fish x 2 building was looking for a liquor license.

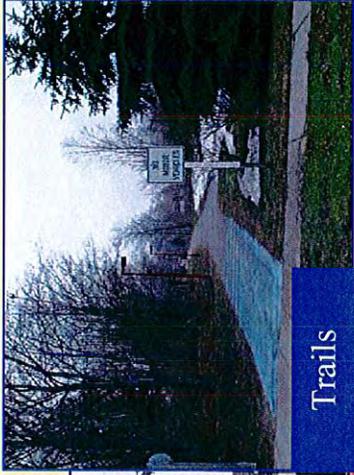
VI. Next Meeting: Thursday March 12, 2015

VII. Adjournment: There being no further business, the meeting adjourned at 8:40 a.m.

Maryann Fonkert, Deputy Clerk



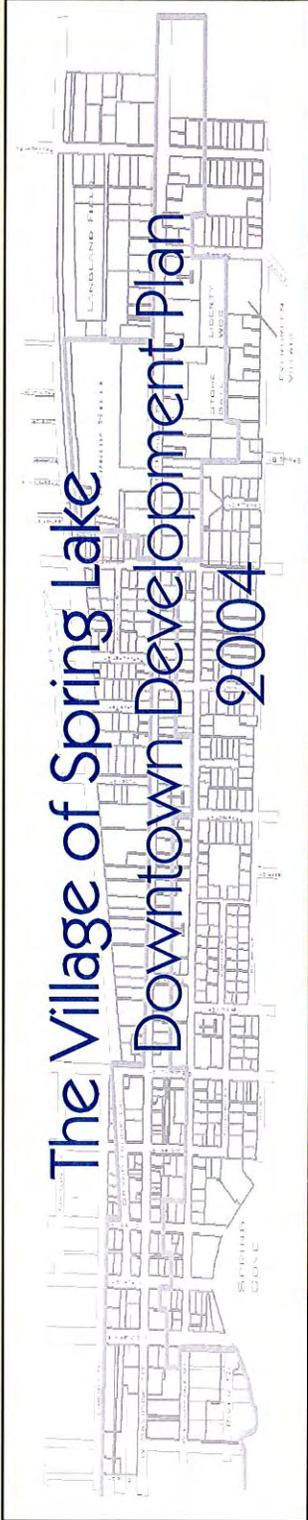
Waterfront



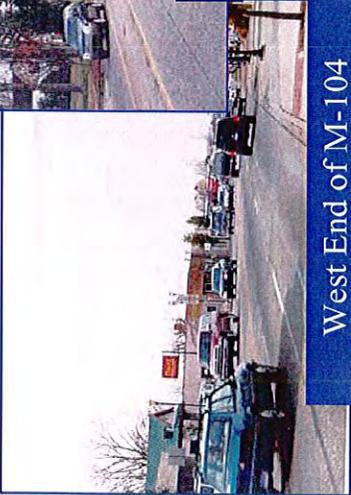
Trails



Streetscape



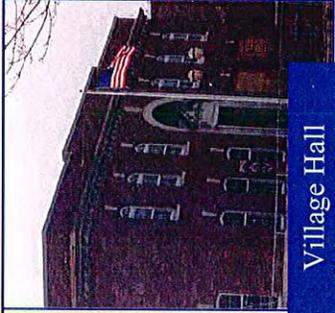
The Village of Spring Lake Downtown Development Plan 2004



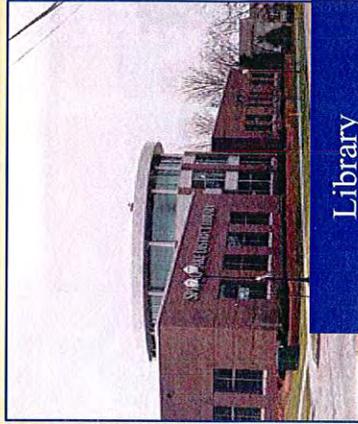
West End of M-104



Central M-104



Village Hall
and Police Depts.



Library



VILLAGE OF SPRING LAKE MASTER PLAN

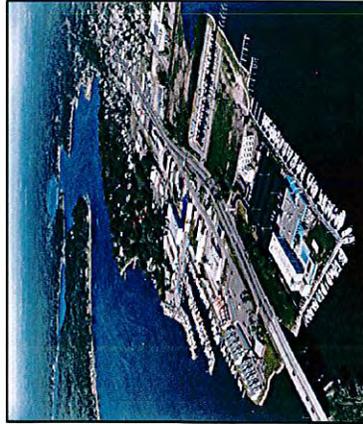
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Overview

This Plan is part of the City's Master Land Use Plan. It is a subarea plan that focuses on the M-104 corridor (Savidge Street) and the Village of Spring Lake's downtown (see Map 1). The purpose of this section of the plan is to provide an overview of the community setting as it pertains to economic development and market potential for the business district. This plan is also concerned with auto and pedestrian circulation on and around M-104.

Community Context



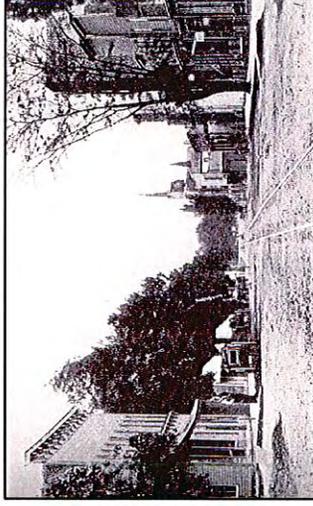
Aerial view of Spring Lake Village

Because the Village is in close proximity to Lake Michigan, it is a good port for recreational boating. M-104 connects with both US 31, at the

western terminus of downtown, and with I-96, a few miles east of downtown. The Village is part of the Ferrysburg, Grand Haven, and Spring Lake "Tri-cities" urban area. US 31 conveniently connects the Village to several communities along the Lake Michigan shoreline and I-96 provides an easy commute to the Grand Rapids Metro area.

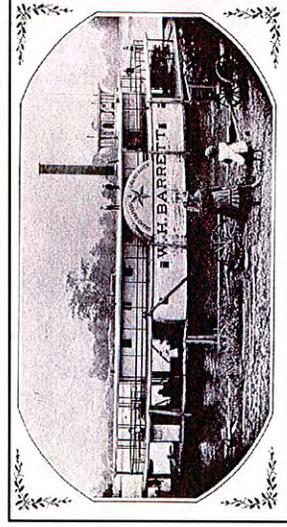
Historical Perspective

The Spring Lake area has an impressive history and has seen a great deal of economic evolution. As with many Michigan communities, lumbering played a role in the Village's history. At the peak of the



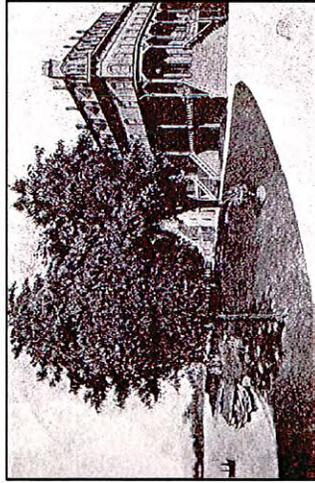
State Street looking east - after 1902

lumbering era of the late 1800s, six saw mills operated



Steamer "W. H. Barrett."

in the Village limits with specialty mills and kilns as subsidiary businesses. Lumbering was by no means the only industry in the Village; brick making, ice making, nationally marketed mineral water, passenger ferries, resort centers, and boat building were also part of Spring Lake's economic base. Barrett Boating Center, still a large facility in the Village, began in 1887 as the Spring Lake Boat Company, which built yachts and rowboats.



Spring Lake House, later destroyed by fire
House (c. 1871) was a 150-room summer hotel that touted healing mineral springs and hosted hundreds of summer visitors.

Even flypaper has a place in the Village's history. The Spring Lake Yacht Club and the Spring Lake Trailer Park were originally owned by the Thum

Family (c. 1916), who made their fortune manufacturing flypaper. Both waterfront properties were later turned over to the Village by Hugo Thum's estate. Today, these waterfront properties remain an important public focal point for the Village.

A series of fires destroyed much of early Spring Lake Village, including the Spring Lake House. Despite the devastation, the Village rebuilt and transformed itself. As in the past, the Village continues to evolve to meet changing times while keeping in touch with the past that gives it so much character.

C. F. BROWN, President.
W. H. BARRETT, Vice President and Manager.

**The Spring Lake
CLINKER BOAT MANUFACTURING CO.**



MANUFACTURER OF

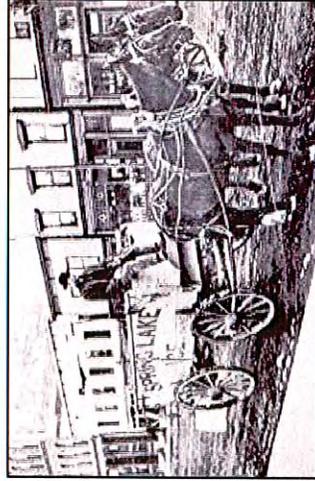
Pleasure, Hunting and Fishing Boats.

SPRING LAKE, OTTAWA CO., MICH., U. S. A.
All Pearson's Catalogue and Price List.
Send for Catalogue and Price List.

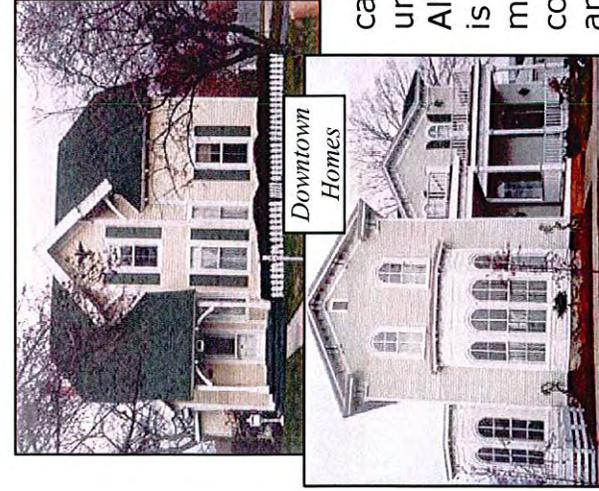
Boat manufacturer advertisement

Study Area Housing

While much of the single family housing stock in the Village is older than in outlying areas, the quality of the housing stock is excellent.



Henry Zuidema delivering ice in Grand Haven for the Spring Lake Ice Company.



Neighborhoods in the study area are well maintained.

A visitor can sense the pride that residents have for their property and their community. This cannot be underestimated. Although unspoken, it is a powerful message of community self-worth and economic health.

Fine historic homes, built after the Civil War, grace the Village streets and are an important part of the fabric of history found throughout the community. Home styles range from modest bungalows and ranch style homes to more elaborate Tudor, Queen Ann, and Victorian homes.

The bulk of the Village's housing stock is single-family detached homes (67.4%). The remaining units (about 410 units) are multi-family. This is a significantly different housing mix than was

presented in the Village's 1987 Land Use Plan, where the 1980 Census reported that 85% of all housing units were single-family. The more diverse mix of housing types is due to the development of several condominium projects in the Village. About 20% of all Village housing units have been built since 1980 and about 55% of all housing units were built before 1940. Of the 1,098 housing units in the Village, 6.3% or about 69 units are classified for seasonal, recreational or occasional use.



Condominiums

Demographic Profile

The population analysis presented in the Village's Master Plan is also from the 1980 Census. The following update was gleaned from 2000 Census data. As Spring Lake Village considers its economic development goals, the characteristics



of the population (a market niche for Spring Lake merchants) should be kept in mind.

In the 2000 Census, the Village population was 2,514 individuals, down about 21% since the 1970 Census when the population was 3,034. Between 1990 and the year 2000, the Village population remained stable, declining slightly (by 23 individuals). In that same timeframe, Ottawa County's population jumped by 27%, increasing by 50,546 persons. In fact, the county is one of the fastest growing counties in the state and development in Spring Lake Village continues to be influenced by that fact.

The Village population decline is likely attributable to national trends of smaller households and more single-person households. For example, in 1970, the average household size in the Village was 3.2 persons per household. By the year 2000, average household size had decreased to 2.16 persons. Also, like the rest of the nation, the Village population is aging as baby-boomers (the large number of people born after WWII) are reaching the post-family stages of their lives (i.e., their children are raised and out of the home). The median age of the Village at the 2000 Census was 44 years of age, quite a bit higher than the state average of 35.5 years of age. Additionally,

26.5 % of the Village population was 65 years or older, over double the state figure of 12.3%.

Of the 1,098 households in the Village in 2000, just over half (50.5%) were married-couple households and 39.3% were non-family households (i.e., single-person households or unrelated persons living together). The remaining 10.2% of households were single-parent. These figures are all fairly close to state averages.

The percentage of home ownership in the Village (75.1%) is somewhat lower than the County average of 80.7%. Housing values are also lower, likely because the housing stock, on average, is older. The average value of an owner occupied unit in the Village in the year 2000 was \$106,800 (note that condominiums are owner-occupied). Comparatively, the county average value of an owner-occupied housing unit was \$133,000.

In the year 2000, the median income for all Michigan households was \$31,020. The Village's median household income was higher than the State figure at \$37,889 but lower than the County average of \$52,347.

Nearly one-third of the Village population has a bachelor's degree or higher (31.5%) which is

significantly higher than the State average of 21.8%. The top three industries in which Village workers are employed are manufacturing (25.7% of the labor force); educational, health and social services (20.2% of the labor force); and retail trade (11.4% of the labor force). The top three occupations of Village residents include: managements, professional and related occupations (39%); sales and office occupations (24.6%); and production, transportation and material moving occupations (17.7%).

Land Use

For the purposes of this plan, the focal point of economic development efforts is the M-104 corridor. The M-104 corridor in the Village has four distinct segments (see Map2):



North side of M-104, west of Division St.

1. The westernmost area (Segment I, on Map 3), from School Street to Division Street, is dominated by businesses that are auto-oriented. In this three-block area there are three gas stations and three fast food restaurants (two with drive-through

windows). Two buildings have several service-oriented office suites (insurance, realty, investment counselor, etc.). A sporting goods shop, pool and spa shop, and video store are the other retail businesses in this segment.

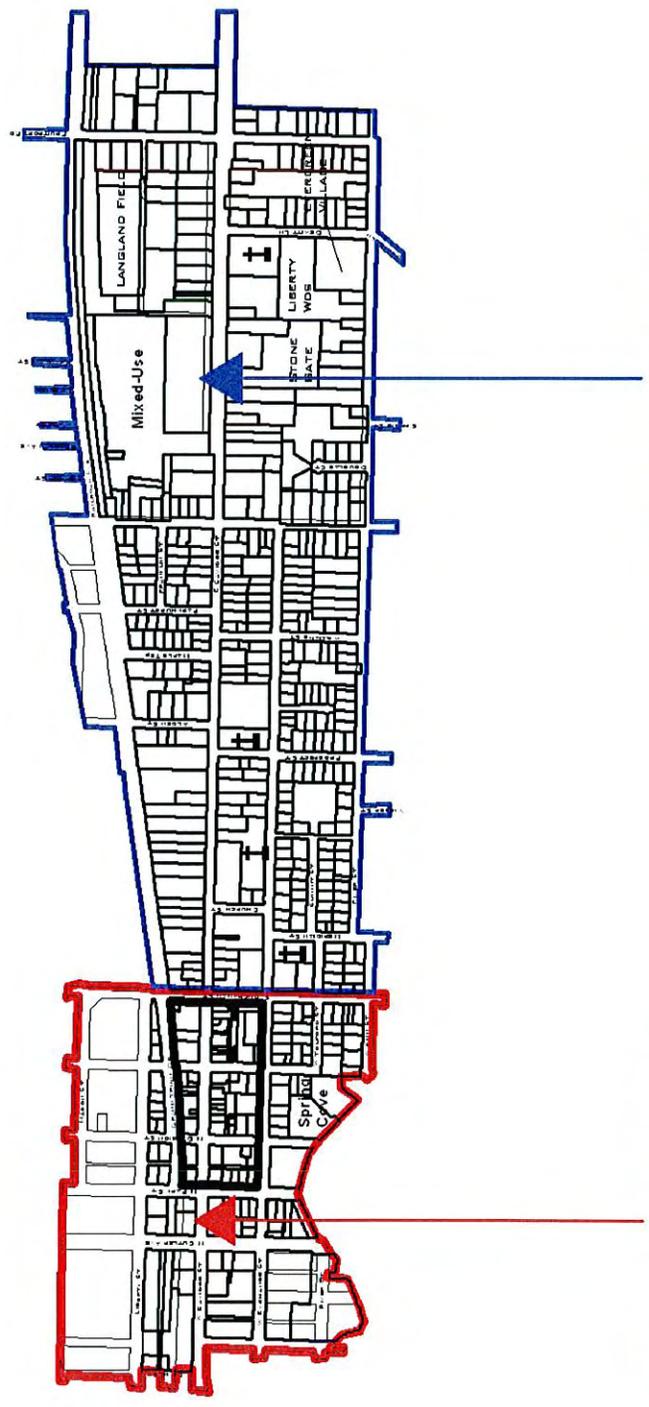
Observations: This area does not invite a long stay by visitors since most of the retail facilities are convenience oriented. The area is not pedestrian friendly because of the distance between establishments, the amount of pavement devoted to parking and driveways, and the number of driveways.

2. The downtown (Segment II, Map 3), between Division Street and Buchanan Street, is dominated by small scale, main street type businesses on smaller lots.



South side of M-104, between Division and Buchanan Streets

MAP 2
DOWNTOWN DEVELOPMENT PLAN
VILLAGE OF SPRING LAKE
SEGMENT IDENTIFICATION MAP

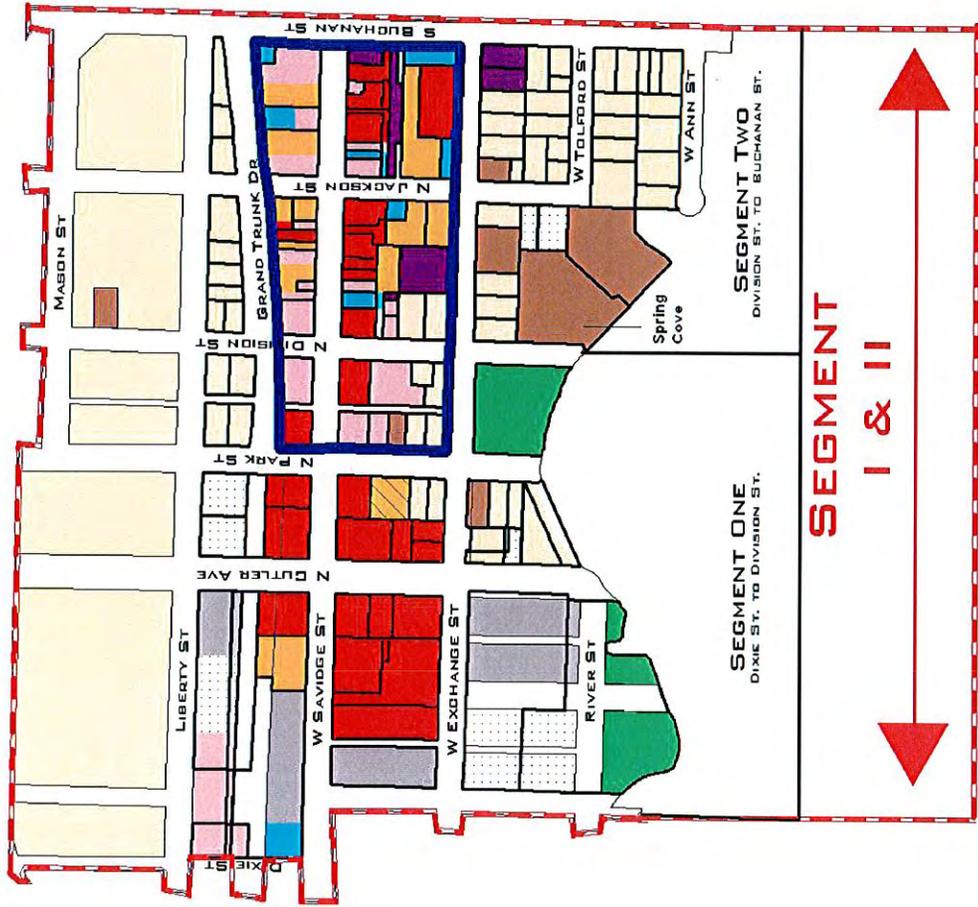


SEGMENT I AND II

SEGMENT III AND IV

MAP 3
VILLAGE OF SPRING LAKE
EXISTING LAND USE
SEGMENT I & II

- LAND USE CLASSIFICATIONS**
- SINGLE FAMILY RESIDENTIAL
 - MULTI-FAMILY RESIDENTIAL
 - OFFICE
 - RETAIL COMMERCIAL
 - SERVICE COMMERCIAL
 - INDUSTRIAL/WAREHOUSE
 - PUBLIC PARKING AREAS
 - PRIVATE PARKING AREAS
 - PARKS
 - PUBLIC-QUASI PUBLIC
 - VACANT PROPERTIES
 - DOWNTOWN CORE BOUNDARY

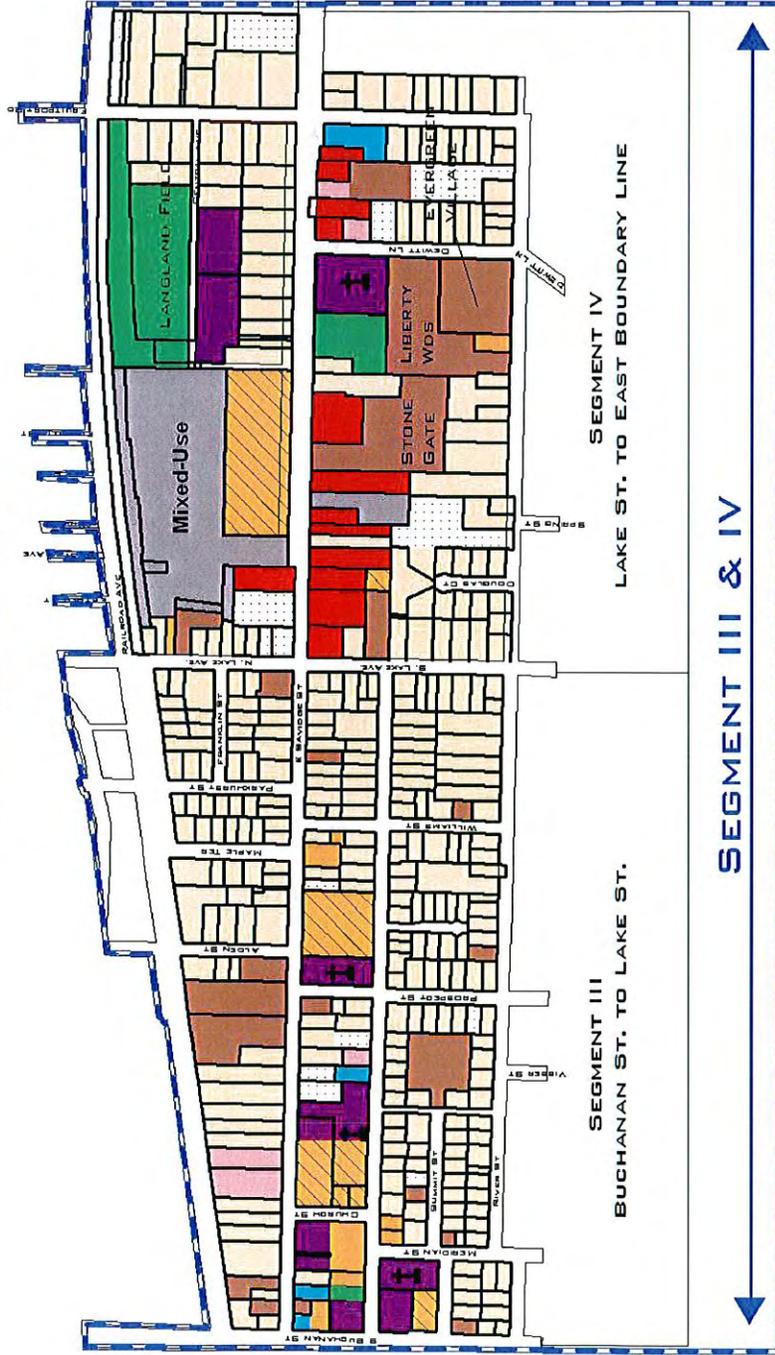


ADOPTED: SEPTEMBER 8, 2004



SOURCE: LSL LAND SURVEY 2003
BASE MAP INFORMATION: OTTAWA COUNTY GIS

MAP 4
VILLAGE OF SPRING LAKE
 EXISTING LAND USE
 SEGMENT III & IV



LAND USE CLASSIFICATIONS

SINGLE FAMILY RESIDENTIAL	PUBLIC PARKING AREAS
MULTI-FAMILY RESIDENTIAL	PRIVATE PARKING AREAS
OFFICE	PARKS
RETAIL COMMERCIAL	PUBLIC-QUASI PUBLIC
SERVICE COMMERCIAL	VACANT PROPERTIES
INDUSTRIAL/WAREHOUSE	

ADOPTED: SEPTEMBER 8, 2004



SOURCE: LSL LAND SURVEY 2003
 BASE MAP INFORMATION: OTTAWA COUNTY B 15

Observations: There are several service-oriented businesses in this area; these and office uses actually outnumber retail entities. If the Village wants to become a stronger retail hub, either new downtown retail space needs to be developed, or existing areas need to gain more retail uses.

3. The institutional and residential area (Segment III, Map 4) between Buchanan Street and Lake Avenue is dominated by public and church uses, along with residential development.

Observations: This area serves as an attractive transition between downtown commercial uses and surrounding neighborhoods.

City Hall, the library, Spring Lake Township facilities, the Post Office, Barber School Community Building and churches bring activity into the downtown. Attractive homes line M-104 between Church Street and Lake Avenue. Most of the homes in this area are single-family although a few have been converted to apartments. A small percentage of structures need maintenance attention but the vast majority of residential uses are well maintained.



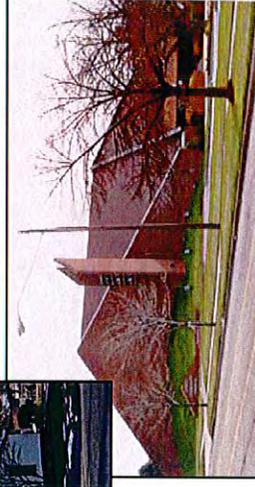
Single-family homes on the north side of M-104



Village Library (right)



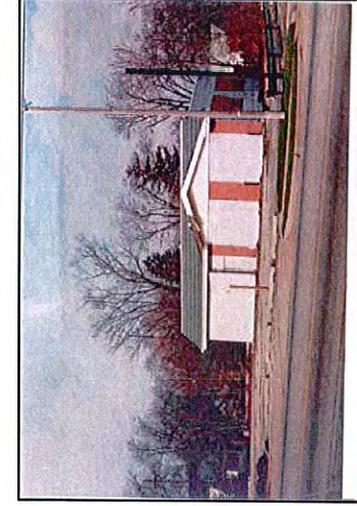
Barber School (above)



Christ Community Church

4. The eastern most area (Segment IV, Map 4), between Lake Avenue and Fruitport Road, has a difficult character to define because of the mix of uses. This segment has several vacant, blighted businesses, a large industrial use, condominiums, homes that have been converted to businesses, a strip mall, and gas station.

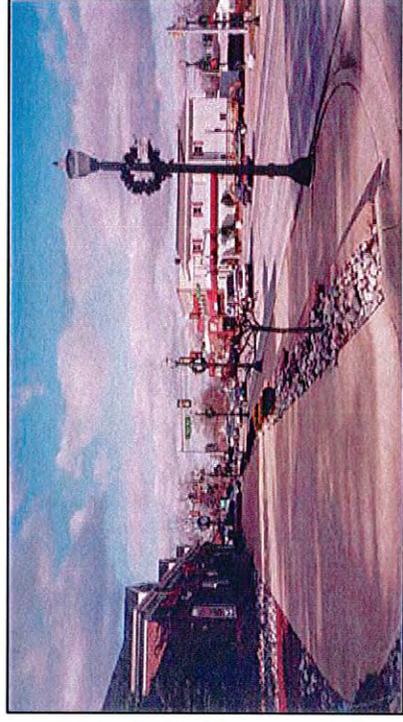
Observations: This area has some attractive elements; the church and associated park on Dewitt Lane are a nice focal point for this segment. The industrial use at first glance looks much like a school and is an attractive facility. Some new investment has occurred in this area, which will help the transition to a more attractive business area. Several narrow lots on the south side of M104 have homes with businesses that



Old vacant storefront on the northeast corner of North Lake Avenue and M-104

need rehabilitation. Narrow lots could pose access and parking problems, but the lots are deep, so parking could be provided at

the rear of the lots. Land assembly opportunities should be considered for this area. For example, on the northeast corner of the intersection of Lake Avenue and M104, there are currently two vacant commercial buildings that could be assembled for one development. In the future, if a strip commercial facility is considered for this site, the building should be situated at the front of the property with parking in the rear. When parking is to the rear of buildings, it shifts the focus to the structure and business within it instead of the pavement in front of the structure. It is also much more appealing aesthetically.



New commercial development in Holt, Michigan (left in photo), which blends with old "main street" styles.

Along the entire M-104 corridor, residential development dominates land use and accounts for



145 acres of the 240-acre study area, or about 60% of the total land area. Public and institutional lands are the second highest users of land at 24 acres (10% of the land area). Industrial uses are the third largest user of land comprising about 18 acres of the study area. Commercial, office and service uses combined amount to 22 acres. Larger public and private parking areas, as mapped on the existing land use map, account for 17 acres. See also Table I.

**Table I
Existing Land Use Calculations
For the Study Area**

Existing Land Use Calculations	Number of Acres	% of Total
Single Family Residential	120	50%
Multi-Family Residential	25	10%
Office	3	1%
Retail Commercial	13	6%
Service Commercial	6	3%
Industrial/Warehouse	18	8%
Public Parking Areas	6	2%
Private Parking Areas	11	4%
Parks	12	5%
Public/Quasi-Public	12	5%
Vacant Properties	14	6%
Total Acres	240 Acres	100%

As mentioned earlier, in the core downtown, service businesses outnumber retail shopping businesses and much of the retail is convenience-oriented (i.e., quick stop/one-stop). If the Village wants to attract more activity, more non-convenience retail uses should be promoted.

Transportation and Circulation

The Corridor

M-104 traverses the Village and provides both significant opportunities and challenges. Traffic counts reflect that thousands of vehicles travel through the downtown on a daily basis (see Table II). These travelers represent a significant market and the numbers grow during the tourist season. On the other hand, traffic also congests the downtown, making it difficult for customers to get in and out of business areas. For a pedestrian the amount of traffic can be imposing which detracts from the shopping or entertainment experiences.

Exchange Street, which is parallel and one block south of the M-104 corridor, could be used to siphon off local automobile traffic. Further, the area between School Street and Buchanan Street could also function as a secondary tier of business



activity. Measures should be taken, however, to slow and calm traffic along Exchange Street, especially since it is likely to experience more pedestrian traffic than M-104.

Table II presents historic traffic counts for M-104. There has been fluctuation in counts since 1992. Interestingly, the counts in the downtown segment generally declined in a 10-year period. This may be due to residents and other travelers finding alternative routes through town.

Table II – Historic Traffic Counts

Corridor	1992	1997	2002
M-104, near the eastern Village limits	20,000	16,100	17,300
M-104, downtown	25,000	28,700	19,800
US 31, north of the Ferrysburg exit	31,000	40,200	36,100
US 31, just south of M-104	52,000	60,200	59,500

Source: Michigan Department of Transportation, Annual Average 24-hour traffic count maps.

Access and Pedestrian Orientation

The number and frequency of driveways can congest a travel route. To alleviate traffic conflicts, access drives are often relocated, combined, or eliminated. Various segments of M-104 have very different characteristics in terms of

property access. As examples, in the two blocks between Division Street and Buchanan Street there are six driveways on the north side of M-104, and none on the south side. The south side of the street is a more traditional main street where the buildings front close to the street and share walls with neighboring structures. Parking is in the rear and access is from side streets rather than directly from M-104. A continuous block of buildings with no driveways creates a more comfortable feeling for pedestrians than areas with parking and driveways in front of buildings.

Core Business Area Parking

Parking is often of concern in business districts. In the business area between Park and Church Streets there are 560 parking spaces, 195 of which are on the north side of M-104 and 365 of which are on the south side of M-104. Christ Community Church, just east of Church Street, has an additional 188 parking spaces that could be available for other community functions when church is not in session. Rather than institutional and business uses creating more surface parking (sometimes at the expense of single-family homes and the neighborhood fabric) alternatives such as joint parking agreements, additional on-

street parking and reduced parking standards should be investigated. If additional parking is created, alternatives to surface lots should be considered because surface parking consumes limited development area and is counter to creating a pedestrian friendly downtown. While a parking ramp does not fit the scale of the Village, a one level parking deck behind retail uses may be appropriate at some point in the future.

Community Design

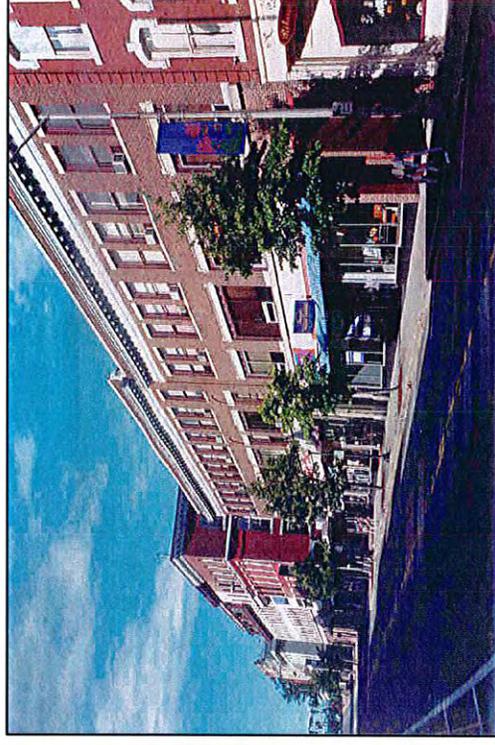
Spring Lake Clock tower



Spring Lake Village has the challenge of having its historic main street as a busy transportation route. Vehicles dominate the corridor, yet to function as a true main street, people have to be comfortable traversing the business areas on foot. High traffic volumes, loud truck traffic and many businesses that are auto-oriented work against pedestrian oriented goals. These challenges, however, are not insurmountable. The Village has already taken measures to beautify the downtown and bring it to a more pedestrian scale by defining cross

walks, providing street trees, and developing a Village focal point across from the Village hall. Additional design elements can be provided to further enhance the image and pedestrian orientation of the downtown (e.g. street furniture, kiosks, and marked pedestrian travel routes).

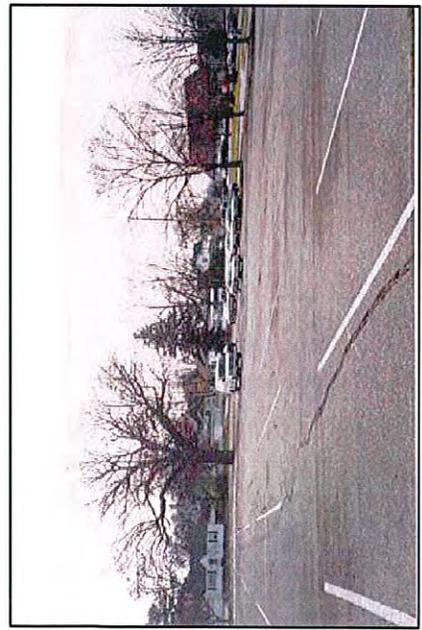
When several businesses are concentrated in one area, it is often called a “street wall” because walkers can stroll and window shop, and there are no conflicts with cars because there are no driveways. On the north side of M-104, buildings are still situated close to the road, but parking tends to be next to businesses, which breaks up



Example of a “street wall” (Duluth, Minnesota)

the "street wall." West of Division Street along M-104 to School Street, there are 17 driveways and most of the parking is situated at the front of structures. This segment of the downtown is an auto-oriented design and does not invite pedestrian activity. To the extent feasible, driveways should be consolidated and gaps in the street wall filled with new development.

The downtown business area meshes fairly well with its adjacent neighborhoods. Some design improvements, however, could be implemented. For example, parking lots are not well screened from homes and pedestrian links from businesses to public spaces are not well defined.



Unscreened parking lot adjacent to residential area.

Market Analysis

As part of the planning process to create this plan, a detailed market analysis was conducted for the Village by The Chesapeake Group of Baltimore Maryland. The market study assessed several trends, through three potential market areas associated with Spring Lake. These included:

1. The primary market area, composed of residents living in Spring Lake.
2. The secondary market area, composed of residents living in other nearby communities.
3. The tertiary market, composed of others living in the greater regional area, including Grand Rapids.

The study conservatively concluded that Spring Lake Village could support 70 to 100 additional housing units, 35,000 square feet of additional office space, and approximately 64,000 square feet of retail and related services space. In terms of capturing the local market, the penetration level (i.e., how much of the market is reached) for the residents of Spring Lake Village was fairly



high, estimated at about 78%. The level in the secondary area is significantly less at present. The level is even lower for the tertiary or regional market as would be anticipated. However, while market penetration levels may be low, the size of the secondary and tertiary markets are much larger than the primary market.

The study also indicated that synergism is a critical factor in the success of commercial activity. Synergism involves the sharing of patronage between businesses. For example, someone visiting a fabric shop may also decide to visit the pharmacy for some toiletries because it is convenient, even though the primary destination for the trip was the fabric store. A critical mass of shopping opportunities is also important because several establishments in close proximity to one another have higher drawing power than isolated establishments.

A survey of the market reflected that households which frequent the Village of Spring Lake's commercial sector do so for a variety of reasons. About one-half (48%) visit the area to shop, about one-third (31%) to consume food and beverages, and 39% go

to obtain government services. Note: these figures will change as the dynamic and mix of businesses in the area change.

In an effort to improve the business areas, regional households familiar with the Village of Spring Lake were asked to identify what they liked most about the area. Their responses, in order of preference, are listed below:

1. Small town and quiet atmosphere
2. Quaintness of area
3. Cleanliness
4. Convenient location
5. Friendly people
6. Quality of the businesses
7. Various "public" facilities (bank, post office, library)

On the negative side, people indicated that a lack of variety or shopping options and having to cross the bridge were the primary reasons they did not visit the area with more frequency.

When asked to suggest changes that would increase their level of comfort or frequency of visits to Spring Lake, respondents offered the following, again in order of preference:



1. More commercial activity including new restaurants, grocery stores, novelty shops, and entertainment facilities
2. Divert the heavy traffic
3. Make downtown streets wider
4. Improve the downtown merchant business area.
5. Update building facades
6. Make buildings more aesthetically appealing.

During the planning process, market study highpoints were kept in mind. The citizen task force also developed the following premises:

1. The vision for the downtown is long-term, 20 or more years.
2. Establish phases for downtown improvements.
3. Improvements can occur in increments.
4. One-way streets are not a preferred choice.
5. Some form of traffic calming for Exchange Street is needed, which can also be used as an attractive downtown entry feature.
6. The downtown should be a "destination oriented" location for purposes of:

- a) Retail, offices, cafes/restaurants, etc.
 - b) Public gatherings/enjoyment should be an integral part of the downtown.
7. Exchange Street is changing. It is important to guide those changes for the enrichment of the community as a whole.

The following section of objectives and strategies were born from keeping in mind the market study, community input, and the design concepts that have guided the planning effort behind this document.

Plan Goals and Strategies

A healthy downtown economy depends on many variables including:

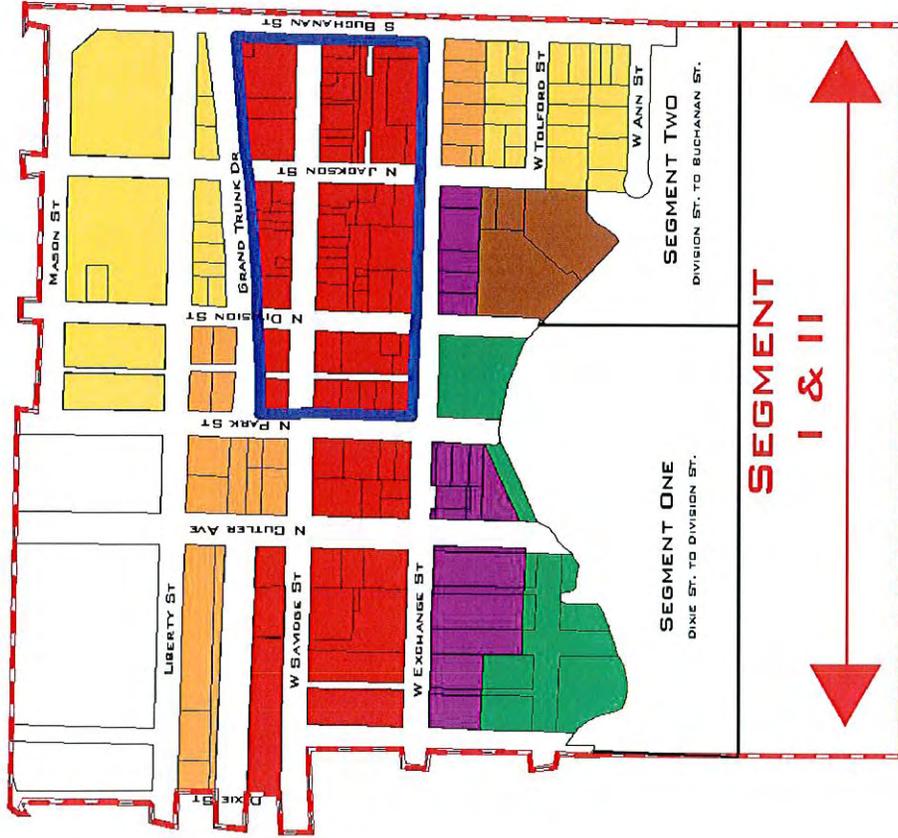
- Providing a good mix of retail uses that meets the area market demand.
- Having a safe and pleasant environment that pedestrians can travel.
- Providing a physically attractive area that is pedestrian oriented and free of blight.
- Lacing business areas with links among public space and neighborhoods to improve community fabric.

This section of the plan outlines objectives and strategies for economic development, transportation, design and land use after considering public input, the market study, and sound planning principals. While each category is outlined individually, the goals and strategies are still interdependent. In fact, many of the presented objectives and strategies could appear in several categories.

Land Use

Maps 5 and 6 depict future land use for the study area. Map 7 focuses on the core downtown by developing Exchange Street to both function as an alternative travel route and an expanded mixed use and retail area. Map IV presents the entire study area and strives to keep east-end retail business areas west of Fruitport Road and south of M-104. A small contained area on the northeast corner of Lake Street and M-104 is also earmarked for commercial uses. From Lake Street to Buchanan Street, land use is targeted to remain residential and institutional, with some small office areas. West of Buchanan Street represents a greater mix of land use with retail being concentrated around M-104 and Exchange Street. The area north of the retail uses along M-104 is targeted for residential and office uses. It is the intent

MAP 5
VILLAGE OF SPRING LAKE
DOWNTOWN DEVELOPMENT PLAN
FUTURE LAND USE
SEGMENT I AND II



- SINGLE FAMILY RESIDENTIAL
- MIXED USE (RESIDENTIAL/OFFICE/RETAIL)
- MULTI-FAMILY
- OFFICE
- COMMERCIAL
- PUBLIC LAND
- DOWNTOWN CORE BOUNDARY

Note: The area bounded by Park, Division, Grand Trunk and Liberty Street is erroneously labeled 'Office' and should have been 'Single Family Residential'. See Council Minutes of 9/8/04.

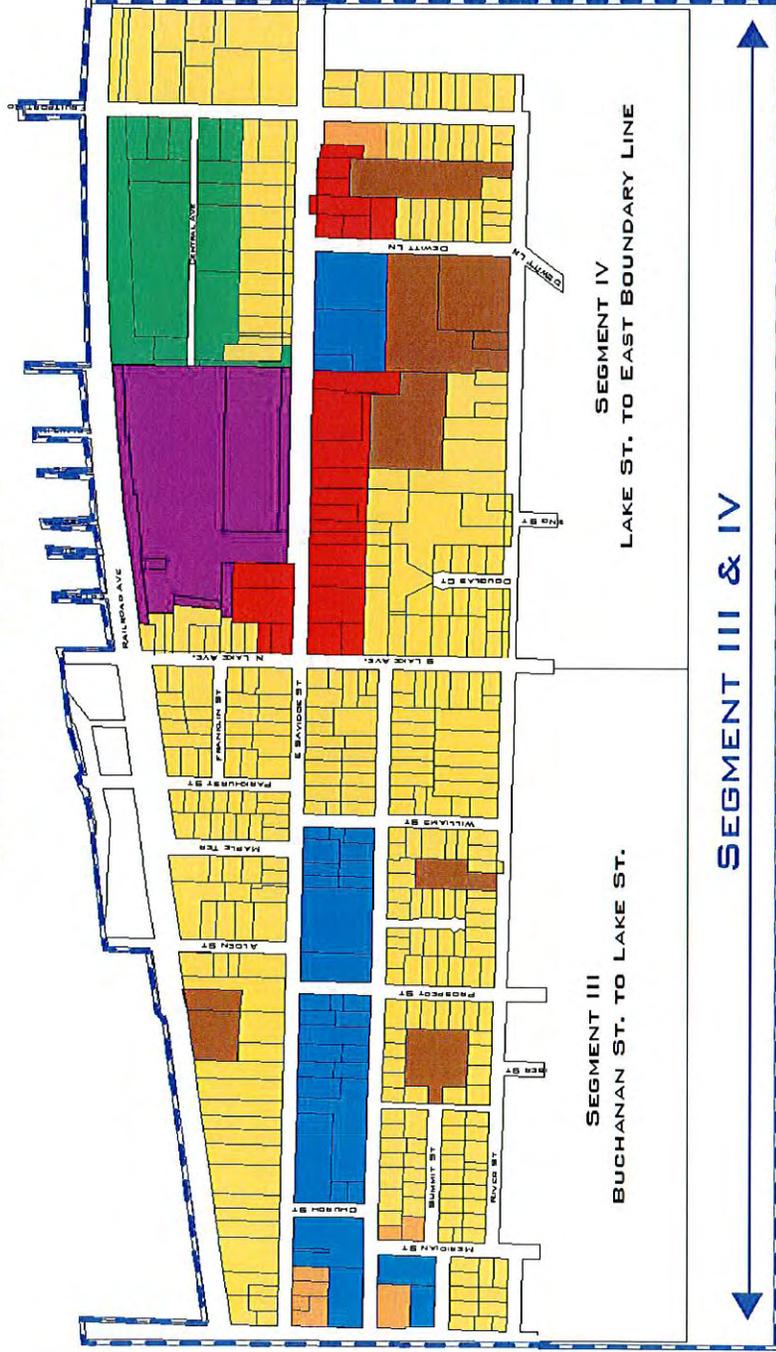
ADOPTED: SEPTEMBER 8, 2004



Where Nature Smiles...
For Seven Miles!

SOURCE: LSL LAND SURVEY 2003
 BASE MAP INFORMATION: OTTAWA COUNTY GIS

MAP 6
VILLAGE OF SPRING LAKE
 FUTURE LAND USE
 SEGMENT III & IV



LAND USE CLASSIFICATIONS

	SINGLE FAMILY RESIDENTIAL		INDUSTRIAL
	MULTI-FAMILY		PUBLIC LAND
	OFFICE		INSTITUTIONAL
	COMMERCIAL		MIXED-USE

ADOPTED: SEPTEMBER 8, 2004

SOURCE: LSL LAND SURVEY 2003
 BASE MAP INFORMATION: OTTAWA COUNTY GIS

PAGE 20



PRELIMINARY LAYOUT
FOR DISCUSSION PURPOSES ONLY

MAP 7
CONCEPTUAL DOWNTOWN
CIRCULATION PLAN
VILLAGE OF SPRING LAKE

NO SCALE

- LEGEND
- PROPOSED ROAD SECTION
 - EXISTING TRAFFIC SIGNAL
 - ALTERNATIVE FUTURE TRAFFIC SIGNAL LOCATIONS



that in areas west of Buchanan Street, second floor residential uses (with first floor office uses) and second floor office uses (with first floor retail uses) would be promoted. Mixed uses are proposed for areas adjacent to existing public land, so long as waterfront views are retained.

Objective: Create synergy and vibrancy in community business areas.

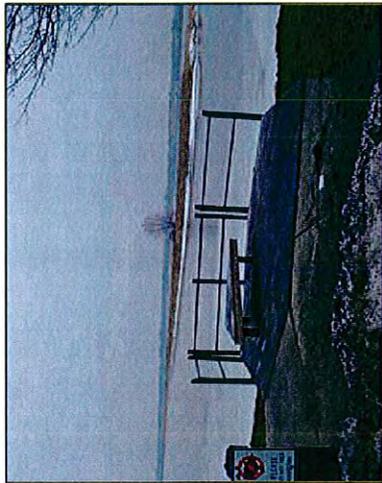
Objective: Promote traditional mixed use development (office, retail and residential) in the core downtown (between Park and Church Streets).

Objective: Protect sensitive environmental amenities and natural features.

Strategies:

1. Reduce the number of auto-dependent uses from the core downtown and orient them to another appropriate district (e.g., create a highway service district).
2. Evaluate Zoning Ordinance language to ensure that the zoning districts adequately differentiate auto-dependent uses from core downtown uses.
3. Relocate industrial uses between the Grand River and M-104, west of Park Street.
4. Limit office and personal service uses in the core business area to create a critical mass of retail activity.
5. Consider requiring first floor retail and permitting offices only on the second floor in the core downtown business district.
6. Consider permitting taller structures in the Central Business District (up to three stories, or 45 feet).

Design



Grand view by Tanglefoot Park

Objective: Create a “small-town,” well designed, pedestrian-oriented environment where people like to linger.

Objective: Develop stronger ties between the downtown and the waterfront.

Strategies:

1. Update and amend the Zoning Ordinance to support the development of a pedestrian-oriented downtown and to discourage strip commercial development design:



National Main Street with design standards

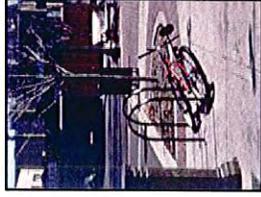
- a. Adopt building design criteria as part of the general provisions of the Zoning Ordinance.
- b. Develop a design guidebook (for example like the Ann Arbor model) and differentiate between the historic core and the remainder of the M-104 corridor.
- c. Enact a minimum height requirement in the core downtown on M-104 and Exchange Street to maintain the main-street mass of larger buildings, rather than the suburban model of one-story, strip commercial development.



Sheet metal façade that would not meet National Main Street design standards.

- d. Enact a “build-to” line along the core downtown along Exchange Street and M-104 to promote a focus on structures and not parking lots.
- e. Develop minimum design standards for structures, differentiating between the core downtown and other business areas. Include the standards in the zoning ordinance.
- f. Enact a maximum setback for buildings along M-104 and Exchange Street for areas outside the core downtown.
- g. Enact access management regulations that, among other things, require shared drives and/or rear and side access wherever possible.
- h. Modify sign regulations to permit only wall or perpendicular bracket signs in the core downtown.
- i. Develop an exception for monument signs if structures have a front setback of more than twenty feet.

- j. Prohibit electronic message boards in the core business district.
 - k. Require that Exchange Street businesses face and front Exchange Street.
2. Augment the current streetscapes and downtown spaces with:
- a. A kiosk with maps, community information, and special events.



Bike Rack



Informational kiosk (left)



Public drinking fountain (below)



Outdoor café seating,

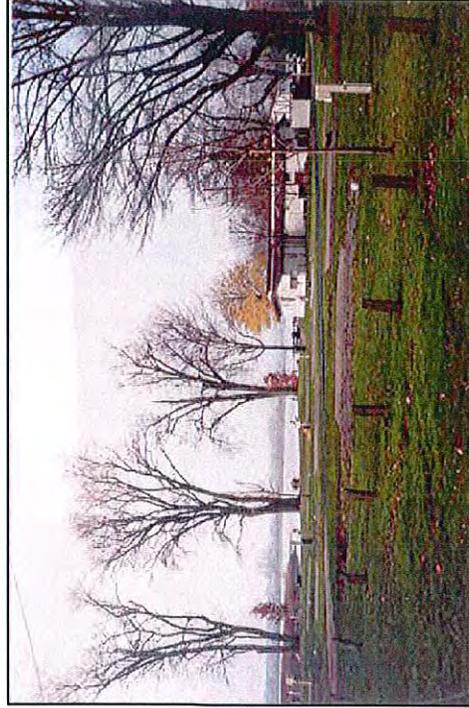
- b. Small scale, Village-oriented sculpture.
- c. Strategically placed benches, trash receptacles, bike racks, and other street furniture.
- d. A spray park near the bike path somewhere between Park and Buchanan Streets or near Tanglefoot Park.
- e. A downtown gathering area, like outdoor seating, a small amphitheater, and/or perennial gardens.
- f. Marked pathways through the downtown that guide pedestrians through loops of specialty shopping, cultural amenities, water features and the waterfront.



Public sculpture



Annual flowers dress up a site



Grand River – Tanglefoot Park

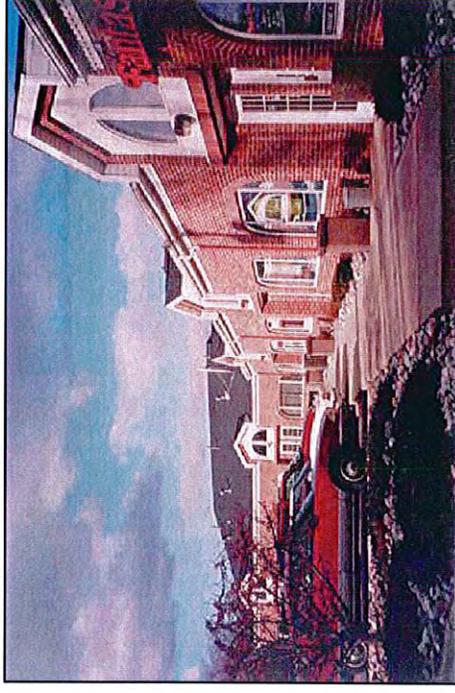
- g. More elaborately designed cross walks, particularly along M-104 and Exchange Street. Crosswalks could include LED lights on the pavement, pedestrian cones, or other emphasizing measures.
- h. More street trees (including lower-growing ornamentals) and low-level colorful landscaping (e.g., perennial and annual flower beds).
- i. Outdoor and roof seating to support cafes and pubs.
- j. Consider carrying design elements and themes from the core



M-104 entry point, west of town

downtown throughout the Village (e.g., lighting along all of M-104, way-finding signs, decorative treatments, etc.).

3. Maintain and create views of the water in the downtown.
4. Collaborate with area churches and businesses to better mask large expanses of parking, particularly near residential areas.
5. Link the new specialty area to existing downtown retail through design elements like signs, pedestrian connections and shared parking.
6. Improve the image of the Village's entry points.
7. Provide a design element that better defines the end of the auto-oriented zone from the traditional main street, or pedestrian oriented zone.
8. Provide pedestrian links from commercial areas to public land on the Grand River.
9. Develop a design guidebook to facilitate better building design.
10. Accentuate the historic character of the community and document that history (e.g., on plaques) in public spaces throughout the community.
11. Repair, restore and accentuate the Women's Christian Temperance Union Fountain and the story behind it.



Rear entries to storefronts in Holt, Michigan (see also Page 7)

12. Improve pedestrian alleyways between M-104 and the back of main street store fronts. Provide more color, better lighting, benches and plantings in these areas to make them more inviting.

Economic Development

Objective: Make business areas a unique destination by developing a healthy mix of public gathering places and specialty shops.

Objective: Generate a “critical mass” of retail activity which creates an excitement and synergy that enhances the drawing power of retail activities.

Strategies:

1. Expand the Core downtown along Exchange Street to create a critical mass of retail activity that augments existing businesses.
2. Create a secondary commercial tier on the north side of Exchange Street to complement existing business areas. Locate this new area away from existing single-family housing and near waterfront vistas.
3. Actively reutilize vacant buildings (particularly on the east end of M-104), which may include acquisition and land assembly.
4. Develop an active recruitment and local business development program to fill vacant market niches.
5. Update and coordinate marketing materials.

6. Develop a support system for existing business retention and expansion efforts.
7. Investigate joint purchase of services to unify businesses and enhance consistent business presentation along the corridor. (e.g., group bids and purchase of signs, paving services, marketing materials, etc.).
8. Infill gaps in the street wall of the downtown by sandwiching buildings in which recreate the traditional Main Street, particularly on the North side of M-104 and along Jackson Street.
9. Sell parking lots that could be better used as building sites, as long as parking is replaced.
10. Permit second-story apartments or lofts as an accessory use in the core downtown.
11. Rezone areas of the downtown to facilitate future land use goals.
12. Develop display space for area artists to show their work.
13. Produce a condensed brochure outlining the Village's interesting history and distribute them in shops, City Hall, the library, etc.

Transportation and Access

Objective: Enhance traffic flow and safety along Savidge Street (M-104).

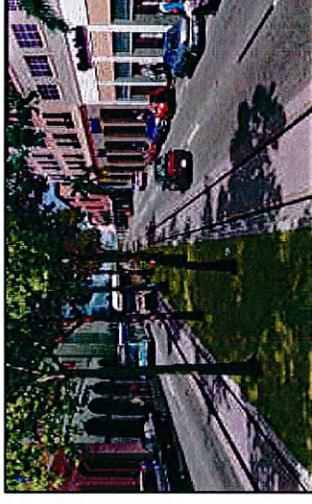
Objective: Improve north/south traffic movement across M-104.

Strategies:

1. Incorporate traffic calming measures on Exchange Street, from School Street to Church Street including small roundabouts and limited boulevards.



Example of a roundabout



Example of a boulevard

2. Vacate/sell Cutler Avenue, south of Exchange Street (and retain a 50-foot strip immediately adjacent to the water to link Mill Park with Tanglefoot Park), only if it is for a well-designed, mixed-use that complements the waterfront.
3. Consider implementation of M-104 access management recommendations found in the Michigan Department of Transportation corridor study.
4. Increase on-street parking along Exchange Street and appropriately mark the pavement for it.

5. Help facilitate the exploration of a second crossing over the Grand River that connects Robbins Road in Grand Haven Township to 148th Street.
6. Develop sidewalks along Exchange from School Street to Buchanan Street.
7. Mark sidewalks and other walkways (e.g., with simple lines or symbols) to draw visitors through the downtown. Markings could be color-coded depending on the motive. For example, links to the waterfront could be blue; links among interesting shops could be yellow, etc.
8. Develop and mark a walking trail among the Village's historic sites. Provide markers for the Village's historic homes.
9. Adopt a truck route map and ordinance to limit truck traffic to M-104.
10. Work with Michigan Department of Transportation on M-104 to move the Jackson Street traffic signal to Cutler Avenue and add a signal at Buchanan.
11. Close the M-104 curb cut and beautify the unimproved alley off of M-104, just east of Park Street.



Sample interpretive plaque (Toledo, Ohio)



Alley off of M-104, east of Park Street



Unpaved parking lot adjacent to M-104

Public Facilities

Objective: Create a backdrop of community amenities in public spaces to enhance downtown activities and private sector economic development efforts.

Strategies:

1. Relocate the recreational vehicle camping park in order to increase public access to the waterfront. For the new location, consider one of the following:

- a. North of the boat launch by School Street
- b. Property west of the middle school property
- c. East of Village Cove

2. Develop a series of consistently designed “way-finding” signs, stationed throughout the downtown, to direct travelers to downtown amenities, parking, shopping areas and public spaces.



Sample way-finding map

3. Develop public restrooms close to the core downtown.

4. Build marina slips (some of them transient) on public land near the downtown.

5. Keep Mill Point Park properly dredged for continued use as a boat launch.

6. Develop a barrier-free fishing pier on public land near the downtown.



Mill Point Park



Non-motorized trail

7. Post dispensers of dog clean-up bags along walking trails.
8. Finish the boardwalk between the current RV park and Mill Point Park.
9. Finish the Lakeside trail extension from Cutler Avenue to the Spring Lake Condominiums.
10. Create a fifty (50) foot minimum strip of public land between Mill Point Park and Tanglefoot Park on the Grand River shoreline.

Community Activities

Objective: Promote activities and infrastructure that generate pedestrian traffic in Village business areas.

Strategies:

1. Develop pedestrian paths to the waterfront from residential and business areas.
2. Develop an interactive focal point to draw people off from M-104 to enjoy the Village (like a spray park). Local craft displays, contained bonfires and music could be a part of warm and cold weather activities.
3. Promote activities in public spaces (especially near the water) such as music, family reunions, buggy rides, a bonfire pit food vendors, art fair, farmer's market, carnival, etc., which generate activity downtown.



Spray Park (Boulder, Colorado)



4. Investigate promoting low-impact water sports that are better suited to inland waters than “the big lake”, like kayak or canoe races, paddle boats, model boat racing, etc. Designate safe zones for such sports and promote them.
5. Sponsor winter-oriented festivals (i.e., ice sculpting or a Christmas art fair) to generate activity downtown.
6. Develop a farmer’s market downtown. Potential locations include:
 - a. The vacant property west of the public library parking lot.
 - b. One of several church parking lots (perhaps a low rental rate to assist with church expenses).
 - c. Along the green space of the Lakeside trail.
 - d. North of Mill Point Park.
 - e. South of the Municipal Services Building.
 - f. At the terminus of Park and Division Streets, around the current RV park.

Housing

Objective: Enhance, diversify and maintain the Village housing stock

Strategies:

1. Develop programs to help with housing maintenance and upkeep including:
 - a. Obtaining or developing educational pieces for basic home maintenance needs.
 - b. Identifying skillful people who can help residents with minor home repairs.

- c. Investigating the development of a tool loaning program.
2. Promote accessory apartments above office or retail space in multi-story buildings.
3. Promote new housing development through infill.
4. Protect existing housing stock from demolition and encroachment for parking lots.

Property Maintenance

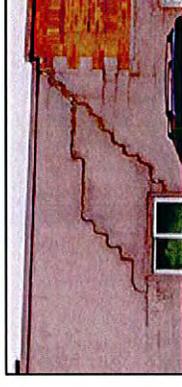
Objective: Prevent blight.

Strategies:

1. Work with property owners to spearhead property maintenance programs.
2. Develop a recognition program for businesses that have made an extra effort to improve the appearance of their property.



*Examples of
blight in Spring
Lake Village*

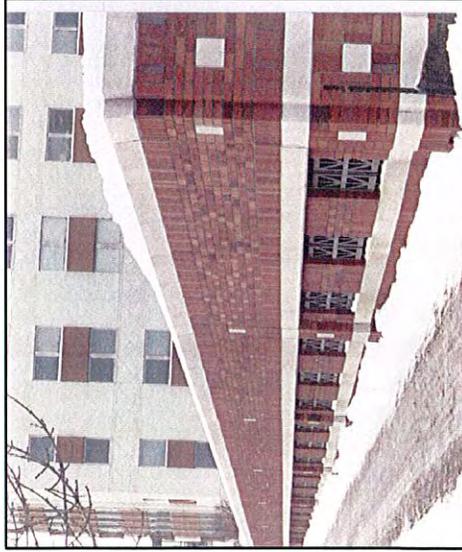


Collaborations

Objective: Utilize fiscal and human resources efficiently to accomplish the goals of this plan.

Strategies:

1. Investigate the potential of developing a parking deck (not multi-level ramp) to provide more parking without consuming structures and creating more pavement downtown.
2. Develop a more formal network among the Chamber of Commerce, DDA and corridor business owners to implement marketing, property improvement, and other plan strategies.
3. Work with local garden clubs or other civic groups to develop and maintain formal gardens, promote sponsorships and competitions among volunteer groups.



One level parking deck in Lansing, Michigan. Side view (left) is about 8 feet high and looks much like a screening wall but atop is parking and a few feet below the grates is another level of parking. Side view (top) shows scale better. Note the white parked car on top of the deck in the upper left corner of the photo.



Finance

Objective: Budget and generate adequate funds to finance the strategies of this plan.

Strategies:

1. Develop a downtown capital improvements plan.
2. Consider instituting a principal shopping district to generate funds for downtown improvements.
3. Search for appropriate grants to help finance key projects.

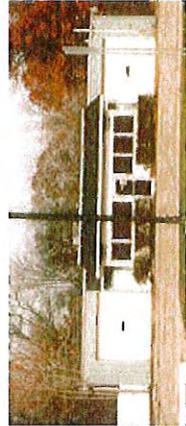
Action Plan

Since every community has limited resources, it is important to prioritize objectives so human and fiscal resources can be used to effectively implement this plan. Over the short term (1-3 years) the following strategies were viewed as the most important to tackle first. Once these priorities are addressed, the plan should be evaluated to select additional tasks for implementation.

1. Develop a Design Guidebook to serve as an educational piece to promote good design.
2. Draft a zoning amendment that provides design criteria as part of the site plan review process.
3. Devise a typical street and façade profile for the Exchange Street corridor to guide the character of new development.

Appendix A
M-104 Corridor Land Uses

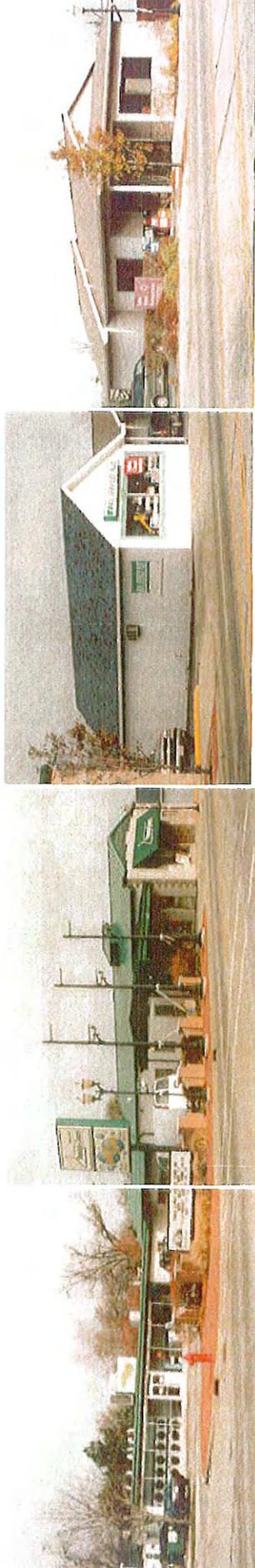
East End – North Side



East End - South Side



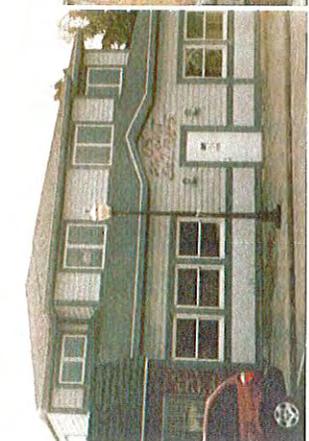
West End - North Side



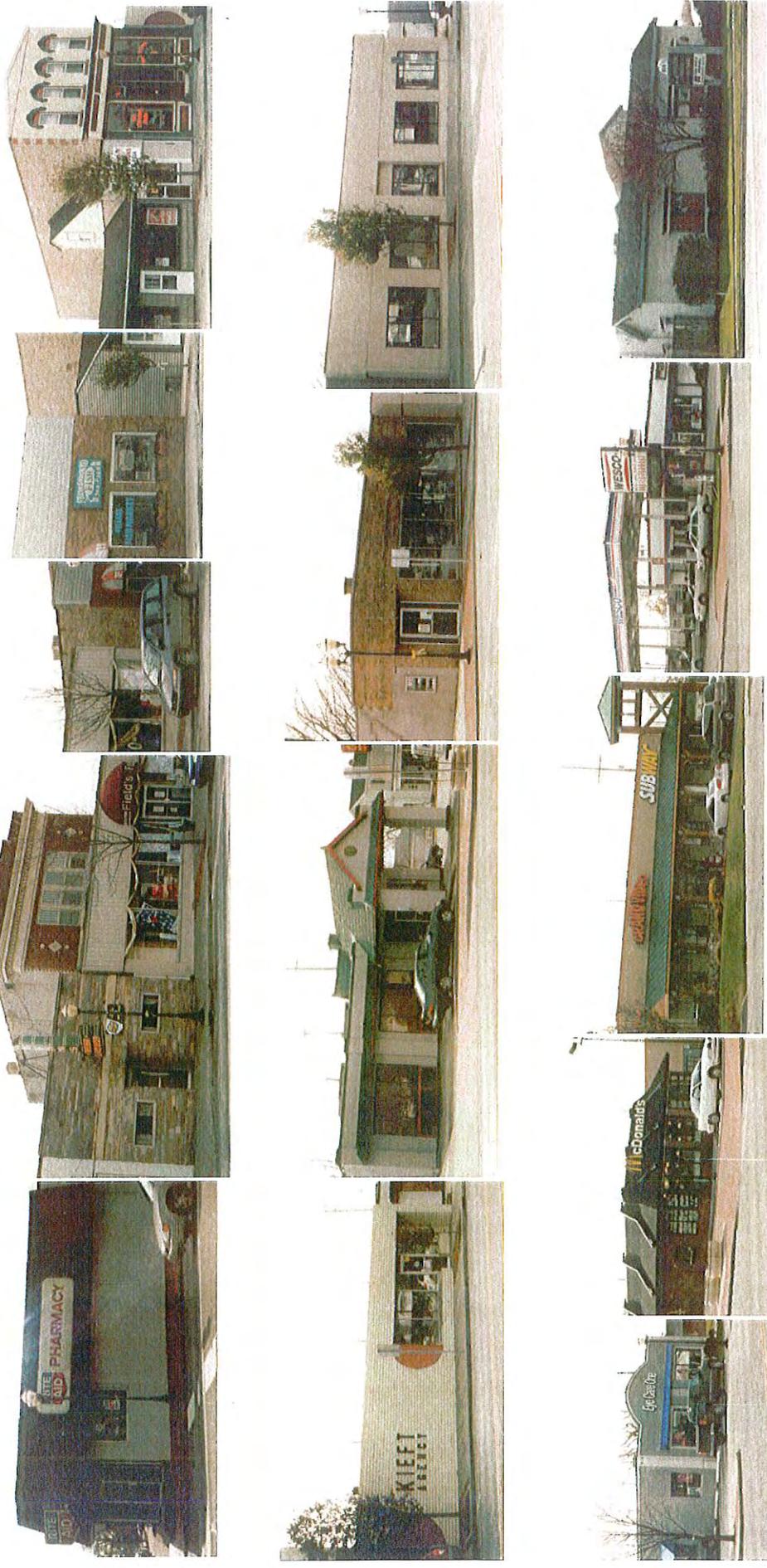
West End - North Side (Continued)



West End - South Side



West End - South Side (Continued)



**RESOLUTION OF ADOPTION
DOWNTOWN DEVELOPMENT PLAN
VILLAGE OF SPRING LAKE VILLAGE COUNCIL
VILLAGE OF SPRING LAKE**

WHEREAS, Act 285, Public Acts of Michigan 1931, as amended, provides for a municipal planning commission to prepare and recommend adoption of a master plan for the physical development of the Village; and,

WHEREAS, the Village of Spring Lake Planning Commission has prepared a Downtown Development Plan for the M-104 corridor in the Village of Spring Lake in compliance with said Act 285; and,

WHEREAS, The Village of Spring Lake Village Council has passed a resolution asserting the Council's right to adopt the Master Plan and all elements of such Plan, as allowed by Act 285, Public Acts of Michigan 1931, as amended; and,

WHEREAS, the Village of Spring Lake Planning Commission held a formal public hearing on the draft Downtown Development Plan on July 27, 2004 in accordance with the notice requirements of said Act 285 and other applicable State statutes; and,

WHEREAS, at the public hearing held on July 27, 2004, the citizens of the Village of Spring Lake were afforded the opportunity to provide oral and written comments on the draft Plan, which comments the Planning Commission has taken into consideration; and,

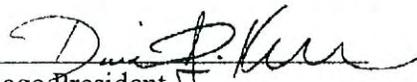
WHEREAS, the Village of Spring Lake Planning Commission has adopted a resolution recommending adoption of the Plan to the Village Council;

NOW, THEREFORE, BE IT RESOLVED, that the Village of Spring Lake Village Council does hereby adopt the Village of Spring Lake Downtown Development Plan, said plan to be dated as adopted this day of September 8, 2004.

CERTIFICATION OF ADOPTION:

Offered by Council member:	Hall
Supported by Council member:	Filber
Yeas:	5
Nays:	1
Absent:	Fischer

Resolution Declared Adopted By:


Village President


Village Clerk/Treasurer

September 8, 2004
Date of Adoption

**RESOLUTION TO RECOMMEND ADOPTION OF THE
DOWNTOWN DEVELOPMENT PLAN
VILLAGE OF SPRING LAKE PLANNING COMMISSION
VILLAGE OF SPRING LAKE**

- WHEREAS Act 285, Public Acts of Michigan 1931 as amended provides for a municipal planning commission to prepare and recommend adoption of a master plan for the physical development of the Village; and,
- WHEREAS the Village of Spring Lake Planning Commission has prepared a Downtown Development Plan for the M-104 corridor in the Village of Spring Lake in compliance with said Act 285; and,
- WHEREAS The Village of Spring Lake Planning Commission has provided opportunity for a broad range of public input into the downtown planning process; and,
- WHEREAS The Village of Spring Lake Planning Commission held a formal public hearing on the draft Downtown Development Plan on July 27, 2004, in accordance with the notice requirements of said Act 285 and other applicable State statutes; and,
- WHEREAS at the public hearing held on July 27, 2004, the citizens of the Village of Spring Lake were afforded the opportunity to provide oral and written comments on the draft Plan, which comments the Planning Commission has taken into consideration; and,
- WHEREAS the Village of Spring Lake Planning Commission is now satisfied that the Downtown Development Plan is ready for adoption;

NOW, THEREFORE,

BE IT RESOLVED- that the Village of Spring Lake Planning Commission does hereby recommend that the Village Council adopt the Village of Spring Lake Downtown Development Plan.

CERTIFICATION:

Offered by Commissioner:
Supported by Commissioner:
Yeas:
Nays:
Absent:

WILLIAMS
UNKOVSKY
7
0
2

Resolution Declared Adopted By:

Maria L. Bosc
Chairperson

July 27, 2004
Date of Adoption



CITY OF FERRYSBURG

408 FIFTH STREET
P.O. BOX 38
FERRYSBURG, MI 49409-0038

PHONE 616-842-5803
FAX 616-844-0200
www.ferrysburg.org

cc: John
Village
Council

June 9, 2004

Ryan Cotton
Spring Lake Village Manager
102 W. Savidge Street
Spring Lake, MI 49456

RE: Spring Lake Village Draft Downtown Development Plan

Dear Mr. Cotton:

At its meeting on June 3, the Ferrysburg Planning Commission reviewed the Spring Lake Village Draft Downtown Development Plan. Commission Members commented that the plan was well thought out and that they support your Downtown Development Plan.

Commissioner Members wished you success in adopting and implementing the Spring Lake Village Downtown Development Plan and ask that you keep the City of Ferrysburg informed when the Plan is adopted.

Thank you for giving us the opportunity to review the Spring Lake Village Draft Downtown Development Plan.

Sincerely,
CITY OF FERRYSBURG

Craig Bessinger
City Manager

c: Planning Commission Members
Mayor and City Council Members
Debbie Wierenga, City Clerk



Spring
lake
township

"WHERE NATURE SMILES FOR SEVEN MILES"

106 South Buchanan, Spring Lake, Michigan 49456

Phone: (616) 842-1340

Fax: (616) 842-1546

July 20, 2004

Memo to: John Hansen

From: James A. Jeske II - Spring Lake Township Supervisor

Re: Comments on Proposed Downtown Development Plan for Village of Spring Lake

John:

Enclosed is a letter which lays out the Spring Lake Township Board's objections to portions of the Village Downtown Development Plan.

Please consider the comments and include the letter in your records at the Public Hearing on July 26, 2004.

Thank you.

cc: Spring Lake Township Planning Commission
Spring Lake Township Board
Spring Lake Township Planner



Spring
lake
township

July 20, 2004

"WHERE NATURE SMILES FOR SEVEN MILES"

106 South Buchanan, Spring Lake, Michigan 49456

Phone: (616) 842-1340

Fax: (616) 842-1546

Spring Lake Village
John Hansen
102 W Savidge Street
Spring Lake, MI 49456

Dear Mr. Hansen:

On June 14, 2004, the Spring Lake Township Board reviewed the proposed Village of Spring Lake Draft Downtown Development Plan. The Township objects to the draft plan for two reasons.

First, the Township objects the transportation and access part of the plan which on page 30 item 5 states:

5. Help facilitate the exploration of a second crossing over the Grand River that connects Robbins Road in Grand Haven Township to 148th Avenue.

The Township has historically and still objects to any transportation crossing of the Grand River at 148th Avenue. The Township further believes that it is not a proper plan for the Village to propose any construction in the Township.

Secondly, the Township believes that the proposed plan is not being cautious enough with sensitive environmental areas on the Village's west end.

Thank you in advance for considering our objections.

Sincerely,

James A. Jeske II
Spring Lake Township Supervisor

cc: Ryan Cotton
Arthur Miller
Spring Lake Township Board members
West Michigan Regional Planning Commission



June 15, 2004

"WHERE NATURE SMILES FOR SEVEN MILES"
106 South Buchanan, Spring Lake, Michigan 49456
Phone: (616) 842-1340
Fax: (616) 842-1546

Ottawa County Planner
Mark Knudsen
12220 Fillmore – Room 170
West Olive, MI 49460

Dear Mr. Knudsen:

On June 14, 2004, the Spring Lake Township Board reviewed the proposed Village of Spring Lake Draft Downtown Development Plan. The Township objects to the draft plan for two reasons.

First, the Township objects the transportation and access part of the plan which on page 30 item 5 states:

5. Help facilitate the exploration of a second crossing over the Grand River that connects Robbins Road in Grand Haven Township to 148th Avenue.

The Township has historically and still objects to any transportation crossing of the Grand River at 148th Avenue. The Township further believes that it is not a proper plan for the Village to propose any construction in the Township.

Secondly, the Township believes that the proposed plan is not being cautious enough with sensitive environmental areas on the Village's west end.

Thank you in advance for considering our objections.

Sincerely,

A handwritten signature in black ink that reads "James A. Jeske II".

James A. Jeske II
Spring Lake Township Supervisor

cc: Ryan Cotton
Arthur Miller
Spring Lake Township Board members
West Michigan Regional Planning Commission



County of Ottawa

Planning and Grants Department

cc: John
Planning Commission

Mark Knudsen, Director

12220 Fillmore Street, Room 170, West Olive, MI 49460

Tel. (616) 738-4852

Fax (616) 738-4625

Grand Haven (616) 846-8295

Grand Rapids (616) 662-3100

E-mail: plan@co.ottawa.mi.us

www.co.ottawa.mi.us/planninggrants/ocpg.htm

July 20, 2004

Ryan Cotton, Manager
Village of Spring Lake
102 West Savidge Street.
Spring Lake, MI 49456

Dear Ryan:

The Ottawa County Planning Commission has formally reviewed the Village of Spring Lake Downtown Development Plan in compliance with Section 7(b)5 of the newly amended Municipal Planning Act.

The Planning Commission adopted a resolution affirming that the Downtown Development Plan is consistent with the Ottawa County Development Plan. The resolution also affirmed the consistency of the Village's Plan with the Spring Lake Township Master Plan with the exception of the recommendation to explore a Grand River bridge crossing at 148th Avenue.

There was no determination of the Downtown Development Plan's consistency with the other contiguous local governmental units' master plans since there are no shared land borders. A copy of our staff report is enclosed for your information.

As always, if the Planning Department can be of assistance in any planning matter, please feel free to contact us.

Sincerely,

Mark Knudsen, Director
Planning & Grants Department

cc: Ottawa County Planning Commission
Dan Keller, Village President

file: 2004 Correspondence
Village of Spring Lake

enclosure: Ottawa County Planning Department Staff Review of Village of Spring Lake Downtown Development Plan

VILLAGE OF SPRING LAKE

ORDINANCE NO. 275

New

AN ORDINANCE TO ADOPT AND APPROVE THE SECOND AMENDMENT TO THE RESTATED AND AMENDED SPRING LAKE DOWNTOWN DEVELOPMENT AUTHORITY DEVELOPMENT PLAN AND TAX INCREMENT FINANCING PLAN PURSUANT TO THE PROVISIONS OF MICHIGAN ACT 197 OF 1975, AS AMENDED ("ACT 197"), AND TO PROVIDE FOR THE EFFECTIVE DATE OF THIS ORDINANCE.

THE VILLAGE OF SPRING LAKE, COUNTY OF OTTAWA, AND STATE OF MICHIGAN, ORDAINS:

Section 1. Approval and Adoption of the Second Amendment to the Restated and Amended Spring Lake Downtown Development Authority Development Plan and Tax

Increment Financing Plan. It is hereby determined that the Second Amendment to the Restated and Amended Village of Spring Lake Development Plan and Tax Increment Financing Plan for the Spring Lake Downtown Development Area (collectively referred to as the "Plan") constitutes a public purpose. The Plan is hereby approved and adopted. A copy of the Plan shall be maintained on the file in the Village Clerk/Treasurer's Office and shall be cross indexed to this Ordinance.

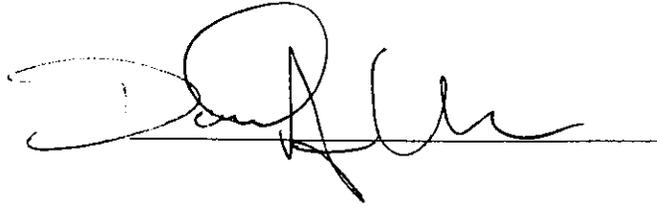
Section 2. Considerations. This Ordinance and approval of the Plan, and determination of public purpose, are based upon the following considerations:

- A. The findings and recommendations of the Development Area Citizens Council;

- B. The Plan meets the requirements set forth in Section 17(2) of Michigan Act 197, as amended;
- C. The proposed method of financing the Development described in the Plan is feasible and the Spring Lake Downtown Development Authority has the ability to arrange the financing;
- D. The Development described in the Plan is reasonable and necessary to carry out the purposes of Michigan Act 197, as amended;
- E. That the land included within the Development Area as described in the Plan, is reasonably necessary to carry on the purposes of the Plan and Act 197 in an efficient and economically satisfactory manner;
- F. That the Plan is in reasonable accord of the Village of Spring Lake Master Plan;
- G. That public services, such as fire and police protection and utilities are or will be adequate to serve all of the projects described in the Plan and the Development Area generally;
- H. That all changes in zoning, streets, street levels, intersections, and utilities, if any, as described in the Plan are reasonably necessary for the projects described in the Plan for the Village of Spring Lake.

Section 3. Conflicts. Ordinance No. 153, 170, 214, and 250, and all other Ordinances or parts of Ordinances in conflict with this Ordinance are expressly repealed.

Section 4. Effective Date. This Ordinance is hereby declared to be effective on February 3, 2003.

A handwritten signature in black ink, appearing to be "Dan Allen", written over a horizontal line.

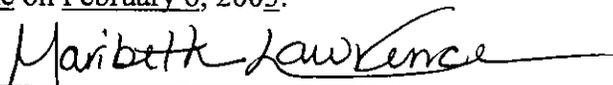
Village President

A handwritten signature in black ink, "Maribeth Lawrence", written over a horizontal line.

Village Clerk/Treasurer

CERTIFICATE

I, Maribeth Lawrence, the Clerk/Treasurer for the Village of Spring Lake, Ottawa County, Michigan, do hereby certify that the foregoing Village of Spring Lake Ordinance was adopted at a regular meeting of the Village Council held on February 3, 2003. The following members of the Village Council were present at that meeting: Filber, Fischer, Hall, Keller, VanStrate. The following members of the Village Council were absent: Holland, Palma. The Ordinance was adopted by the Village Council with members of the Council Filber, Fischer, Hall, Keller & VanStrate voting in favor and with members of the Council none voting in opposition. The Ordinance was published in the Grand Haven Tribune on February 6, 2003.



Maribeth Lawrence
Clerk/Treasurer



Scholten Fant
Attorneys

Over 50 Years of Service

Robert E. Sullivan • rsullivan@scholtenfant.com • 616.842.3030 • Fax 616.846.6621
100 North Third Street, P.O. Box 454, Grand Haven, MI 49417
www.scholtenfant.com

January 5, 2015

Via Email and First Class Mail

Ms. Christine Burns
Village Manager
Village of Spring Lake
102 W. Savidge Street
Spring Lake, Michigan 49456

Re: Amendments to the Spring Lake Development Plan and Tax Increment Financing Plan

Dear Ms. Burns:

You have requested information concerning the process to amend the Spring Lake Development Plan and Tax Increment Financing Plan. From our records, it would appear that this would be the fourth amendment to the Plan.

The first step in this process would be to formulate potential amendments to the Plan. It will also be necessary to include the 2014-2015 taxable value for the entities set forth in the Development Area. Once that information has been formulated, the proposed amendments will need to be reviewed by the Development Area Citizens Council and ultimately approved by the Village Council. It is our understanding that a Development Area Citizens Council has been established. If not, the procedure is as follows:

1. Review By Development Area Citizens Council. If there are 100 or more residents residing within the proposed development area, a development area citizens council must be established at least 90 days before the public hearing.
 - The development area citizens council would be established by the Village Council and consist of not less than nine members.
 - The members must be residents of the development area and must be appointed by the Village Council.
 - The members must be at least 18 years of age.

- The members must be representative of the development area.
- The development area citizens council acts as an advisory body to the DDA and the governing body in the adoption or amendment of the development or tax increment financing plans.
- Periodically a representative of the DDA responsible for preparation of the Plan shall consult with and advise the development area citizens council regarding the aspects of the Plan.
 - This includes consultation regarding the development of new housing for relocation purposes located either inside or outside of the development area.
 - The consultation should begin before any final decisions by the DDA and the Village Council regarding the Plan
 - The consultation shall continue throughout the preparation and implementation of the Plan or amendment to the Plan.
- Meetings of the development area citizens council must be open to the public.
 - Notice of meetings must be given by publication in a newspaper of general circulation not less than 5 days before the meeting.
 - A person present at those meetings shall have reasonable opportunity to be heard.
- A record of the meetings, including information and data presented, shall be maintained by the development area citizens council.
- The development area citizens council may request and receive from the DDA information and technical assistance relevant to the preparation of the Plan for the development area.
- Failure of a development area citizens council to organize or to consult with and be advised by the DDA, or failure to advise the Village Council, as provided in the DDA Act, shall not preclude the adoption of a development plan by a municipality if the municipality complies with the other provisions of the DDA Act.
- A development area citizens council may not be required and, if formed, may be dissolved in any of the following situations:

- On petition of not less than 20% of the adult resident population of the development area by the last federal decennial or municipal census, a governing body, after public hearing with notice thereof given in accordance with the Act and by a 2/3 vote, may adopt an ordinance for the development area to eliminate the necessity of a development area citizens council.
 - When there are less than 18 residents, real property owners, or representatives of establishments located in the development area eligible to serve on the development area citizens council.
 - Upon termination of the authority by ordinance of the governing body.
2. Governing Body Must Hold a Public Hearing. After the review by the development area citizens council, the Village Council must conduct a public hearing on the proposed amendments to the plan.
- a. Notice of Public Hearing. The Notice must provide:
 - the date, time, and place of public hearing;
 - a description of the boundaries of the proposed development area in relation to highways, streets, etc.;
 - a statement that maps, plats, and a description of the development plan, including the method of relocating families and individuals who may be displaced from the area, are available for public inspection at a place designated in the notice;
 - a statement that all aspects of the development plan will be open for discussion at the public hearing; and
 - other information that the governing body considers appropriate.
 - b. Publication of Notice. The Village Council must provide notice of the hearing at least 20 but not more than 40 days before the date of the hearing.
 - the notice must be published twice in a newspaper of general circulation; and
 - the notice must be posted in at least 20 conspicuous and public places in the proposed downtown district; and

- the notice must be mailed to all property owners/taxpayers of record in the proposed downtown district; and
 - certified mailing to the governing body of each taxing jurisdiction levying taxes that would be subject to capture if a tax increment financing plan is approved must also be sent. This would include notice to members of the County Board of Commissioners, the Spring Lake and Ottawa Area Intermediate School Boards and the Spring Lake Township Board.
- c. Other Taxing Jurisdictions. Before holding the public hearing on the tax increment financing plan, the Village Council must provide a reasonable opportunity to the taxing jurisdictions levying taxes subject to capture to meet with the Council.
- The Downtown Development Authority must fully inform the taxing jurisdictions of the fiscal and economic implications of the proposed development area.
 - The taxing jurisdictions may present their recommendations at the public hearing on the tax increment financing plan.
 - The Downtown Development Authority may enter into agreements with the taxing jurisdictions and the Village Council in which the development area is located to share a portion of the captured assessed value of the district.
- d. Public Hearing. At the public hearing, the Village Council must provide an opportunity for interested persons to be heard and must receive and consider communications in writing with reference to the development plan.
- The public hearing shall provide the fullest opportunity for expression of opinion, for argument on the merits, and for introduction of documentary evidence pertinent to the development plan.
 - The Village Council must make and preserve a record of the public hearing, including all data presented at the public hearing.
3. Citizens Council's Input. Within 20 days after the public hearing on an amended development and tax increment financing plan, the development area citizens council shall notify the Village Council, in writing, of its findings and recommendations concerning the proposed amended development plan. A five day newspaper notice is required for this meeting as set forth above.

4. Determination By Village Council. After completion of this process, the Village Council must make a determination that the amended development and tax increment financing plan constitutes a public purpose.
 - a. Determination of Public Purpose. If the Village Council determines that the amended development and tax increment financing plan constitutes a public purpose, the Village Council must then approve or reject the amended Plan, or approve it with modifications, by ordinance based on the following considerations:
 - i. The findings and recommendation of the development area citizens council, if a development area citizens council was formed.
 - ii. The plan meets with the requirements set forth in section 17(2) of the Act which are as follows:
 - Designation of boundaries of the development area in relation to highways, streets, streams, or otherwise.
 - Location and extent of existing streets and other public facilities within the development area, along with the location, character, and extent of the categories of public and private land uses then existing and proposed for the development area, including residential, recreational, commercial, industrial, educational, and other uses, and shall include a legal description of the development area.
 - Description of existing improvements in the development area to be demolished, repaired, or altered, a description of any repairs and alterations, and an estimate of the time required for completion.
 - Location, extent, character, and estimated cost of the improvements including rehabilitation contemplated for the development area and an estimate of the time required for completion.
 - Statement of the construction or stages of construction planned, and the estimated time of completion of each stage.
 - Description of any parts of development area to be left as open space and the use contemplated for the space.

- Description of any portions of the development area that the DDA desires to sell, donate, exchange, or lease to or from the municipality and the proposed terms.
 - Description of desired zoning changes and changes in streets, street levels, intersections, or utilities.
 - Estimate of the cost of the development, a statement of the proposed method of financing the development, and the ability of the DDA to arrange the financing.
 - Designation of the person or persons to whom any portion of the development is to be leased, sold, or conveyed in any manner and for whose benefit the project is being undertaken if that information is available to the DDA.
 - The procedures for bidding for the leasing, purchasing, or conveying in any manner any portion of the development upon its completion, if there is not express or implied agreement between the DDA and another party that all or a portion of the development will be leased, sold, or conveyed in any manner to the other party.
- iii. The proposed method of financing the development is feasible and the authority has the ability to arrange the financing.
 - iv. The development is reasonable and necessary to carry out the purposes of the Downtown Development Authority Act.
 - v. The land included within the development area to be acquired is reasonably necessary carry out the purposes of the plan and of this act in an efficient and economically satisfactory manner.
 - vi. The development plan is in reasonable accord with the master plan of the municipality.
 - vii. Public services, such as fire and police protection and utilities, are or will be adequate to serve the project area.
 - viii. Changes in zoning, streets, street levels, intersections, and utilities are reasonably necessary for the project and for the municipality.

- b. Once the Village Council has conducted this review, it could then adopt a resolution approving the amendment to the plan.

As you are aware, there needs to be action concerning this matter by December 2015. Our recommendation would be that this Council should take action no later than its November 2015 meeting. If that is in fact the case, our suggested scheduled of events would be as follows:

1. The proposed amendments to the Plan would be formulated during the Spring of 2015.
2. The development area citizens council would review the matter no later than July, 2015 (notice must be given five days prior to the meeting).
3. In August, 2015, the Village Council would schedule a public hearing for its September, 2015 meeting (notice must be at least 20 days but not more than 40 days prior to the public hearing).
4. A public hearing would be conducted at the Village Council meeting in September, 2015.
5. The development area citizens council would conduct its review in October, 2015 (notice must be given five days prior to the meeting).
6. Council would make its ultimate determination at its meeting in November, 2015.

Please review the information set forth above and advise as to any questions or comments you may have.

Your anticipated attention is appreciated.

Very truly yours,

SCHOLTEN FANT



Robert E. Sullivan

RES/kat



RICK SNYDER
GOVERNOR

STATE OF MICHIGAN
DEPARTMENT OF LICENSING AND REGULATORY AFFAIRS
MICHIGAN LIQUOR CONTROL COMMISSION
ANDREW J. DELONEY
CHAIRPERSON

MIKE ZIMMER
DIRECTOR

March 4, 2015

Dean F. Reisner—P54066
Varnum LLP
233 Washington Ave Ste 205
Grand Haven MI 49417 (via email)

REQUEST ID # 772581

Dear Attorney Reisner:

This is with reference to a request from Flavor, LLC to transfer ownership of an escrowed 2014 Class C license with Dance-entertainment permit, from Lakeshore Events, LLC; transfer location from 977 Butternut, Suite 8, Holland to 110-112 W Savidge, Spring Lake; transfer Governmental unit under MCL 436.1531(1) from Holland Township to Spring Lake Village and change LGU from G-460 to G-476, and request new Sunday Sales permits (AM&PM), in Ottawa County.

We are herewith canceling this application pursuant to your request. Our records are being marked accordingly and all concerned parties are being notified.

If you have any questions regarding this matter, please contact the Retail Licensing Section at (866) 813-0011 (Toll free), or (517) 284-6250, and choose option '5'.

Very truly yours,

MICHIGAN LIQUOR CONTROL COMMISSION

Sharon Martin

Director, Licensing Division

cec

cc: Spring Lake Village Clerk
Flavor, LLC
Lakeshore Events, LLC