

Village of Spring Lake



Master Plan
2006 - 2016



Table of Contents

Introduction:		Pocket Plans	91
Message from the Village President	1	1. Downtown Master Plan (September, 2004)	93
Chapter 1		2. Village on the Grand (West Exchange—May, 2006)	94
Purpose and Regional Context	3		
Chapter 2:			
Village Mission and Vision	7		
Chapter 3:		Current Issues and Resolutions	101
Community Description and Existing Land Use	9	1. Location and Use of Holmes School . . .	102
Chapter 4:		2. Commercial Development Pressure in Residential Zones, Langworthy, Strader, LeBlanc, 2004	104
Synopsis of Prioritized Strategies	21	3. Village and Incorporation Status, Village President, 2006	112
Chapter 5:			
Quality of Life	23		
Chapter 6:			
Waterfront and Environment	27		
Chapter 7:		Tables & Figures	
Land-Use Plan	33	3.1 Historic Population	11
Chapter 8:		3.2 Number of Housing Units	11
Economic Development, Finance and Taxation	43	3.3 Average Persons per Household	12
Chapter 9:		3.4 Age Distribution	12
Neighborhood, Schools and Housing Plan	49	3.5 Percentage of 2000 Population	12
Chapter 10:		3.6 1987 Master Land-Use Plan Categories . .	14
Public Improvements and Other	57	3.7 Zoning District Designations	16
Chapter 11:		3.8 Comparison of Municipal Millages	17
Transportation Plan	63	3.9 Budget/Millage Benchmarking FY 2006 & 2007	18
Chapter 12:		3.10 Municipal Tax Millage History	18
Historic Future	69	3.11 Combined Ranking of Water & Sewer Rates (Oct. 2006)	20
Chapter 13:		8.1 Recorded Growth for State Equalized Valuation	46
Policy, Service, Administration and Public Safety	75	9.1 School Enrollment 2005	51
Chapter 14:		9.2 Selected Village Rental Statistics	53
Financing and Implementation Plan	79		
Conclusion :			
Planning Commission Chairperson Message	89		

11.1	Traffic Volumes: Comparison of Trip Generation Rates	67
12.1	Designated Historic Landmarks	71
NA	Existing Land Use Calculations	111
NA	Existing (1995) & Future (2020) Levels of Service on M-104	XX
NA	Tax Bill Comparisons	XX
NA	Resident Survey Results	XX
NA	List of Study Intersections (top 30 locations)	XX
NA	Debt Service Schedule	XX

Maps

7.1	Village Of Spring Lake Current Land-Use	37
7.2	Existing Land-Use Map: June 2006	38
7.3	Spring Lake Village Future	39
7.4	Spring Lake Village Topography Map	40
7.5	Spring Lake Village Elevation Change Map	41
NA	Village on the Grand Map	99
NA	Community Facilities & Resources Map	XX
NA	US-31 Location Design Study (Michigan MDOT)	XX
NA	Village Sidewalk Inventory Map	XX
NA	Storm Sewer System Map	XX
NA	Water Distribution Map 152	
NA	Street Systems Map	XX
NA	Commute Radius Map	XX
NA	Generalized Wetlands Map	XX
NA	Hydric Soils Map	XX

Appendices	XX
1. Community Facilities & Resources (Compliments of Spring Lake Township Plan)	XX
2. Prioritization of Strategies, January 2006	XX
3. Master Plan Steering Committee List	XX
4. Synopsis of Marketing Study from Chesapeake Group, March 2002	XX
5. 120th & Local Bypass Traffic Projections	XX
6. Synopsis of Village Design Manual	XX
7. Synopsis of Recreation Master Plan: 2004-2009	XX
8. Six-Year Capital Plan & Five-Year Street Rehabilitation Plan	XX
9. Sewer, Street, Sidewalk, Water, Storm Sewer Map	XX
10. Zoning Plan	XX
11. Eleven Characteristics of Good Urban Neighborhoods	XX
12. Regional Tax Bill Comparisons	XX
13. Relevant Results of Postcard Survey, September 2006	XX
14. Savidge Street (M-104) Transportation Issues	XX
15. Municipal Planning Act (As amended)	XX
16. Debt Service Schedules and Retirement Dates	XX
17. Commuting Radius (Compliments of Spring Lake Township Plan)	XX
18. Village of Spring Lake Generalized Wetlands & Hydric Soils Maps	XX
19. Mixed Use of Design Summary	XX
20. More like This. Less like This	XX
21. Resolution Asserting Authority to Adopt a Master Plan	XX



Message from the Village President

The Spring Lake Master Plan would not be possible today without the assistance and hard work of the Master Plan Steering Committee, Council, Planning Commission and staff. I look upon them today as our modern Minutemen, for without their contribution, devotion, and leadership it would not have been possible to accomplish such a difficult and rewarding task. No community large or small can create or vision such a Plan without this contribution, so, on behalf of the Village of Spring Lake, I sincerely thank you.

The Village of Spring Lake is growing from all directions, inside and out, as if awakening from a deep sleep, facing today a bright, promising future with many new challenges, each being a new hurdle to jump. It is necessary and important that we plan for this future with inclusion, creativity, imagination and, of course, common sense. This Master Plan has that, and much more; it is a road map for the future. While it promotes our heritage, it protects our natural resources for future generations.

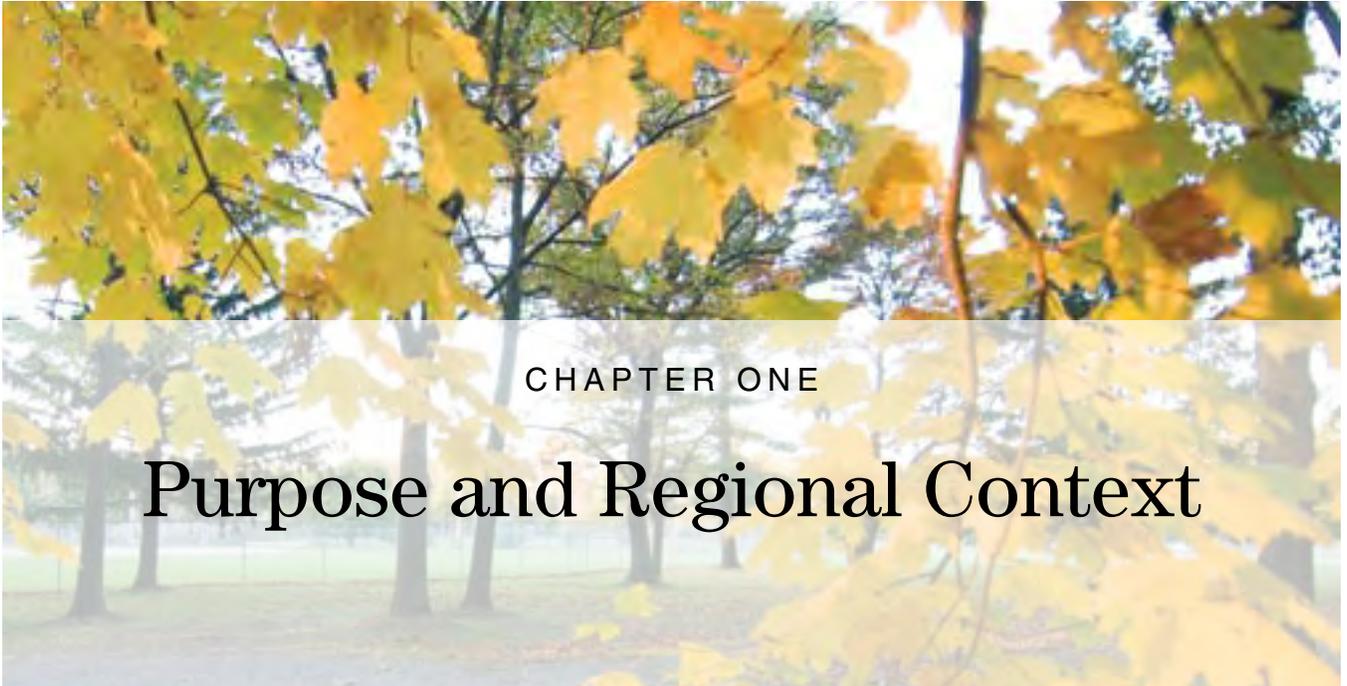
It represents a cornerstone to the foundation of the Village of Spring Lake and is a great addition to our local history, and in the tradition of our forefathers. It will allow future leaders and citizens in our community to build upon this vision, to be built upon a solid foundation knowing that we did our best.

Will this Master Plan be just a plan, with no action, or no future? I cannot imagine this, for the people of Spring Lake are leaders. This Master Plan is a reflection of the people who live in this community, and this country, and one with strong family values, strong environmental concerns, and a determination to protect those interests.

So on behalf of our own modern Minutemen, I present your Spring Lake Village Master Plan.

Respectfully,

William Filber
Village Council President
God Bless America



CHAPTER ONE

Purpose and Regional Context





Purpose and Regional Context

Introduction

Master Plans are intended to help guide everyday decisions and to help us work better with neighboring jurisdictions in land-use planning and mutual master-plan implementation. It is intended that this be an interactive process.

This Plan is also a management tool. Inclusion of an implementation plan and numerous key maps ensures it will be consulted and integrated into the daily planning and decision-making of the Village. As such, it includes excerpts of all relevant and related plans.

The Planning Commission and Council should conduct an annual review of the plan and specifically decide if it needs amendment no later than December 2010.



State Law

State law requires in relevant part:

The Planning Commission shall make and approve a master plan for the physical development of the municipality, including any areas outside of its boundaries which, in the commission's judgment, bear relation to the planning of the municipality. ...and

The municipal plan, with the accompanying maps, plats, charts and descriptive matter shall show the planning commission's recommendations for the development of the territory, including...

- *The general location, character and extent of streets, viaducts, subways, bridges, waterways, floodplains, waterfronts, boulevards, parkways, playgrounds and open spaces; the general location of public buildings and other public property;*
- *The general location of public utilities whether publicly or privately owned, the removal, relocation, widening, narrowing, vacating, abandonment, change of use, or extension of any of the rights-of-ways, grounds, open spaces, buildings, property, utilities; the general location of community centers and the general replanning and redevelopment of blighted areas.*

Purpose



- *The plan shall address land-use issues and may project 20 years or more into the future...containing a land-use plan or program, the general location of streets, bicycle paths, bridges, waterways, waterfront developments and utilities; recommendations regarding redevelopment and rights of ways, zoning plan and recommendations for implementing any of the above proposals. (Chapter 125.36 of the Municipal Planning Act, Section 6.[1])*



In 2006, the Governor signed new legislation—The Michigan Zoning Enabling Act, P.A. 110 of 2006—that requires this plan to include a Zoning Plan and an Infrastructure Plan. It does so. See Appendices.

Overall Regional Context



The Village is well positioned in the heart of the so-called “Golden Triangle” between Grand Rapids, Muskegon and Holland. This area encompasses more than 1.1 million people. Over the past 30 years, West Michigan had the fastest rate of population growth, the fastest rate of employment growth and the fifth highest per capita income in the Midwest. It is projected to have 1.3 million people by 2025.

(West Michigan Strategic Alliance, 2002.)

In this context of growth, the Village is well positioned to capitalize on increasing income and population of the area, while maintaining our unique, walkable, front-porch, historic, high quality of life. By so doing, the Village will be able to attract new families to help replace population lost when children grow up and move to new locations.



Immediate Neighbors

The Village is adjacent to Spring Lake Township and the City of Ferrysburg. Spring Lake Township provides fire, general election and assessing services to the Village. As such, they do not have the right to annex property or to charge over 1.0 mill in taxes. Spring Lake Township is completing a Master Plan, also.

Relatedly, the City of Ferrysburg and the Village voted on the question of merging in 1994. The vote tally was 531 (yes) to 216 (no) in the Village—and 379 (yes) to 818 (no) in Ferrysburg. The reasons for the defeat were concerns about potential tax rate increase to Ferrysburg, the lack of clear consensus on a name and Ferrysburg’s perceived loss of autonomy.

A. The viewpoint of Spring Lake Township master-planning process regarding the Village follows:

The Village of Spring Lake is in the process of redeveloping industrial properties and extending the commercial district of the Village Center. The Village is aggressively acquiring easements and trail rights to increase walkability and to encourage more pedestrian traffic in the Village. The Village views the current traffic situation on

Purpose



M-104 as impeding its objective to be a walkable community and would like to see the development of a bridge to redistribute local traffic off reliance on M-104.

B. The viewpoint of Spring Lake Township master-planning process regarding itself is:

Spring Lake Township would like to continue further regional development and collaboration on planning and policy issues. Partnership on natural resource protection is another key issue that the Township would like to pursue with surrounding municipalities. The Township would like to incorporate the planning standards for zoning and master planning outlined by Ottawa County and work with other governments to develop a regional framework plan for development issues. (Beckett & Raeder Regional Stake Holders Meeting, 8/21/06)



Strategic Planning as a Way to Keep a Community Smart

The Steering Committee used a strategic planning process to determine overall community strengths and weaknesses and then matched strategies and tactics to solving the associated problems. Having a Strategic Plan is the best way to match the future of the Village of Spring Lake as a community with the best available tactics and resources. An Implementation Plan is included so as to facilitate the achievement of this goal.

What Should Smart Communities Do?

National speakers repeatedly beat the drum that leaders in small communities should be diligent in:

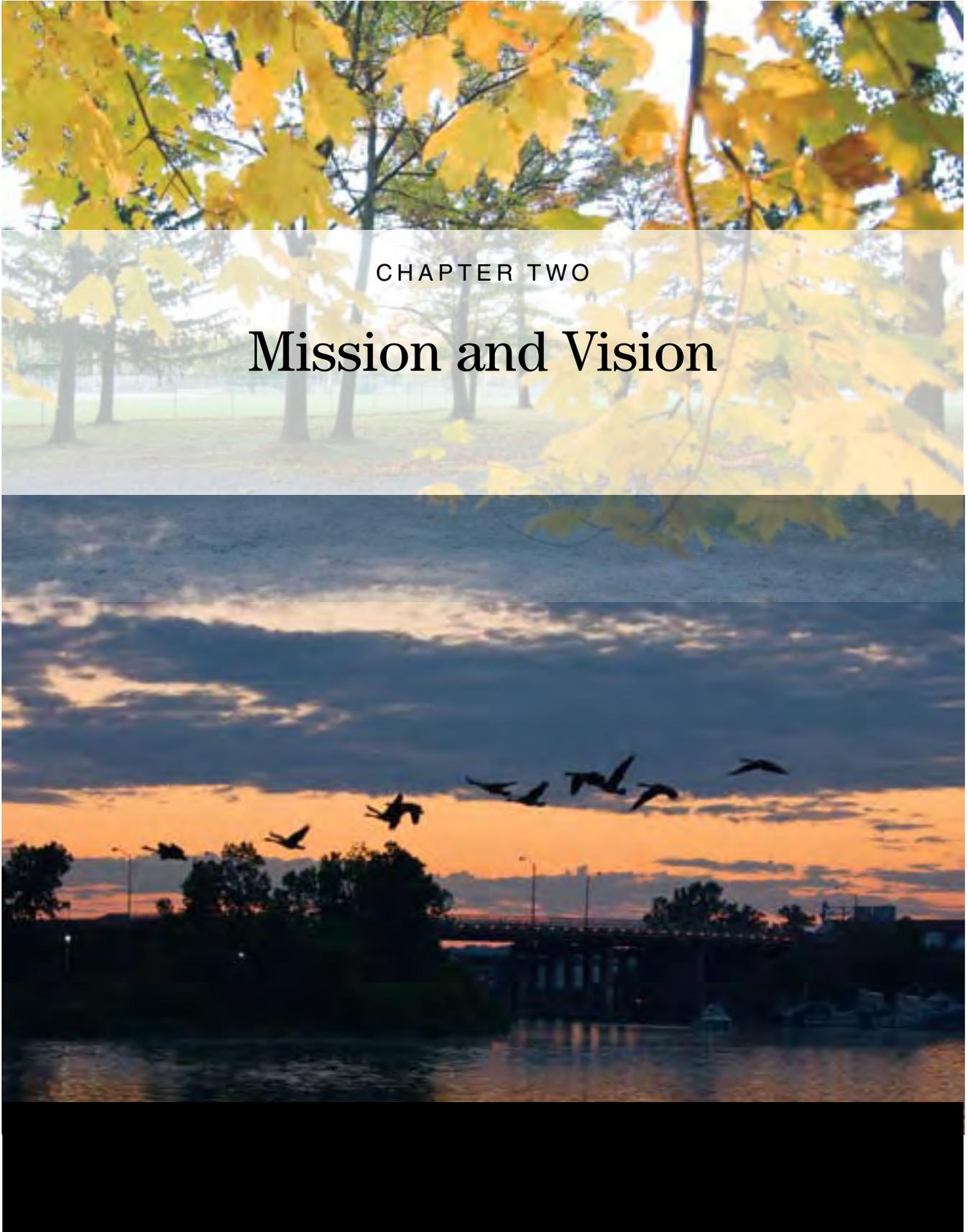
- Walking the neighborhoods;
- Working together;
- Embracing neighborhood schools;
- Understanding the role of the community in the region;
- Building on history and historical strengths; and
- Keeping what is valuable...Character lost is hard to retrieve.



Photographic Master Plan

The Steering Committee Members produced pictures to show what is desired, and what is not wanted, for the future of The Village of Spring Lake. These photographs are provided in part throughout the Plan. They served to guide the respective task forces who prepared each chapter.

Purpose



CHAPTER TWO

Mission and Vision



Mission and Vision

Mission & Vision

The Village of Spring Lake's Council and staff is guided by a vision and mission statement that are included in the Annual Budget. The Master Plan Steering Committee alternately provided the Vision Statement below to guide this specific Plan.

Steering Committee Vision Statement (August, 2006)

Spring Lake Village will continue to be a safe, progressive small community that offers an excellent quality of life for its citizens through first-rate schools, historic and cultural facilities.

This includes the on-going encouragement and support of entrepreneurial opportunity.

We will strive to maintain a responsive government and a distinctive positive identity tied to our values, history, waterfront environments and surrounding natural beauty.





CHAPTER THREE

Community Description and Existing Land Use





Community Description and Existing Land Use

Location and Physical Description

The Village of Spring Lake, Michigan, is located in Ottawa County, about two miles inland of Lake Michigan, near the mouth of the Grand River and about 12 miles south of Muskegon. The Village is adjacent to the Cities of Grand Haven and Ferrysburg and to Spring Lake Township. Three bodies of water define the peninsula the Village occupies: Spring Lake to the north, the Grand River to the south, and Lloyd's Bayou to the southeast.



The Village is 1.1 square miles in area and lies at the western end of M-104, where it connects to U.S. 31, providing access to Grand Haven, Holland, Muskegon and other destinations around the Lake Michigan shoreline, including Chicago. About five miles east of the Village, the east end of M-104 connects to I-96, providing access to Grand Rapids, Lansing, Detroit and Canadian destinations. The Village of Spring Lake is home to commercial marinas, dockminium associations, a municipal launch site and some public dockage, although most water access in the Village is in private ownership. Commercial traffic on Spring Lake and the Grand River is limited, and it is centered in Ferrysburg and Grand Haven.



Demographic Characteristics

Population and Household Characteristics

Population in the Village peaked in 1970 and has been declining since, although the most drastic drops in population occurred in the decades 1970 to 1980 and 1980 to 1990. The population decline from 1990 to 2000 was less than 1 percent, numbering 23 people.



Table 3.1

Historic Populations	1950	1960	1970	1980	1990	2000
VILLAGE OF SPRING LAKE	N/A	2,063	3,034	2,731	2,537	2,514
Spring Lake Township	5,524	8,016	8,013	9,588	10,751	10,626
City of Ferrysburg	1,454	2,590	2,196	2,440	2,919	3,040
Grand Haven Township	1,997	3,479	5,489	7,238	9,710	13,278
City of Grand Haven	9,536	11,066	11,844	11,763	11,951	11,168
Ottawa County	73,751	98,719	128,181	151,174	187,768	238,314

Sources: 1950-2000 Census of Population and Housing; 1990 Census of Population and Housing, U.S. Bureau of the Census

Although from 1980 to 2000 there was an increase in the number of housing units in the Village, the population decrease was caused by two trends: The increase in new housing units was somewhat offset by the increase in seasonal housing units, and the average household size decreased.

Table 3.2

	1980	1990	2000	CHANGE
Number of Housing Units	1,078	1,201	1,248	+47
Seasonal Housing Units	9	76	76	+0
Average Household Size	2.67	2.34	2.16	-.18

Source: 1980, 1990 2000 Census of Population and Housing, U.S. Bureau of the Census

The number of housing units increased by 170 from 1980 to 2000, but the increase of 67 seasonal housing units netted the Village 103 non-seasonal housing units. During the same period, the average household size declined from 2.67 to 2.16.

Although most residential areas in the Village are built out, in 2005-2006 several new redevelopments that included new housing units were approved, and construction began. Although a number of these new units will be seasonally occupied, at least some population growth can be expected in coming years. The Village of Spring Lake has been aging for several years. From the 1980 Census to the 2000 Census, the proportion of residents aged 65 and older has increased from 14.5 percent to 26.5 percent. During the same time, the population aged 25 to 44 declined from 23.7 percent to 11.6 percent, and the population of children through high-school age dropped from 29.3 percent to 20.7 percent. Although additional housing units can slow the long-term decline in population, and possibly reverse it in the short term, the Village's population can be expected to continue aging and experiencing declines in average household size since these changes are driven by national trends.



Table 3.3

Average Persons per Household	1980	1990	2000	CHANGE
Village of Spring Lake	2.67	2.34	2.16	-.18
Spring Lake Township	2.84	2.63	2.5	-.13
City of Grand Haven	2.55	2.41	2.2	-.21
Grand Haven Township	3.16	2.92	2.9	-.02
City of Ferrysburg	2.86	2.54	2.3	-.24
Ottawa County	3.04	2.90	2.9	-.0
State of Michigan	2.84	2.66	2.6	-.06

Source: 1980 and 2000 Census of Population and Housing, U.S. Bureau of the Census

Table 3.4

Spring Lake Village Age Distribution	1980	%	1990	%	2000	%	% CHANGE
Under 5 years	147	5.4	162	6.4	128	5.1	-1.3
5-17 Years	652(1)	23.9	387	15.3	393	15.6	+0.3
18-24 Years	224	8.2	220	8.7	131	5.2	-3.5
25-44 Years	647	23.7	734	28.9	291	11.6	-17.3
45-54 Years	317	11.6	255	10.0	319	12.7	+2.7
55-64 Years	349	12.8	294	11.6	232	9.2	-2.4
65 and Over years	395	14.5	485	19.1	666	26.5	+7.4
TOTAL	2,731	100	2,537	100	2,514	100	

(1) Includes 18 and 19 year olds

Source: 1980, 1990 and 2000 Census of Population and Housing, U.S. Bureau of the Census

Table 3.5

Age Group	Percentage of 2000 Population		
	Village of Spring Lake	Ottawa County	Michigan
Under 5	5.1%	7.7%	6.8%
5-17	15.5%	20.8%	19.2%
18-24	5.2%	11.8%	9.4%
25-44	25.7%	29.3%	29.8%
45-54	12.7%	12.5%	13.8%
55-64	9.3%	7.5%	8.7%
65+	26.5%	10.1%	12.3%



Employment

Over 50 percent of employment in the Village is within manufacturing and service sectors (52.7 percent). While very important, these categories have not shown much numerical change from 1980 to 2000, even though the percentages have increased. It appears that overall retirement is up by the greatest number. Total employment was down 149 positions, even though population was down by only 23.



Income

The U.S. Bureau of the Census provides income data for the Village and Ottawa County in 2000. Of the total 1,087 households in Spring Lake Village, 33 percent earned more than \$50,000 annually. A comparison to Ottawa County reveals the Village had more households earning less than \$10,000 per year (10.2 percent) than Ottawa County (3.9 percent). For households earning more than \$50,000 per year, the Village lagged behind the County, 33 percent to 53.6 percent.

Land Use and Zoning

Existing Land Use

The Village of Spring Lake is a mature community with about 10 percent of total land area classified as vacant. Even then, much of this vacant area lacks street frontage or represents excess yard areas on large, under-utilized lots. As such, development potential of many of the vacant areas is low. The Existing Land Use map illustrates the existing land use pattern within the Village. (See Chapter 7, Map 7.1).



As can be seen, the predominant land use type is low density residential (LDR). Virtually all commercial use fronts along Savidge Street, both in the Central Business District (CBD) and to the east between Lake Avenue and Fruitport Road. Major commercial uses located at the west end of the Village include the Holiday Inn and Barrett Boat Works marina.

Recent land use changes in the Village include development of small retail mall known as Cutler's Crossing on Savidge at Cutler Street,

and construction of a 24-unit residential condominium development on Savidge Street east of Lake Avenue. This development, the Stone Gate Condominiums, is intended primarily for year-round residents. The west end development projects include a full-service restaurant/brewpub on adjacent waterfront land, as well as two recently begun condominium projects. The east end of the village has seen the development of a mixed use planned unit development.





Current “Future Land Use” Plans: 1987 and 2004

This document is forward looking, but the future builds on the past. A brief review of the current Future Land Use plan may be helpful. In 1987, the Village Planning Commission adopted a Master Land Use Plan. This plan contained seven planned land use categories and four geographic quadrants. In 2004, Village Council adopted a Downtown Development Plan. Selected elements from each plan are noted below. These selected elements are included merely to indicate previous land use planning efforts.

Table 3.6

1987 Master Land Use Plan Categories	
Low Density Residential (LDR):	From 0.1 to 4.9 dwelling units per acre.
Medium Density Residential (MDR):	From 5.0 to 6.8 dwelling units per acre.
High Density Resident (HDR):	From 7.0 to 12.0 units per acre.
Commercial/Central Business District (CBD):	All retail and service commercial uses, except those in the office designation.
Office (O):	Low intensity uses: professional, real estate, and medical offices. A buffer between commercial and residential uses.
Industrial (I):	The primary industrial area is north of Savidge between Lake Avenue and Central Park. New industrial growth in the Village was not encouraged in the 1987 Plan.
Public (P):	Public structures, parks, churches, schools, and the library.

In addition to the above future land use designations, in the 1987 Master Plan future land uses are described in four quadrants within the Village. These quadrants are created by Savidge Street (east-west line) and Buchanan Street (north-south line). The 2004 Downtown Development Plan included future land use elements for the CBD/DDA. A summary review of these plans’ expected future land use for each quadrant is presented below.

Southeast

This quadrant contained the most acreage of the four quadrants. Predominantly Low Density Residential. South of Savidge Street (between Lake Street and Fruitport Road) an area of commercial, residential and office uses. Development along the waterfront was exclusively residential, except for public uses in the vicinity of the school complex. Some High Density Residential along DeWitt Lane and at Leonard Road. Most P-Public zoned uses were in this quadrant.



Southwest

The industrial uses at the south end of Cutler Street are recommended to be phased out. The 2004 Downtown Development Plan foresees vacating Cutler Street south of Exchange Street if an appropriate two-block redevelopment can be supported thereby. The 1987 Master Plan foresees vacating Park Street between Savidge Street and Exchange Street. This is no longer proposed.

Northwest

This quadrant contains mixed uses north of Savidge in the west end of this quadrant with some Office on Liberty. Otherwise residential with street-end parks exist.

Northeast

Mainly residential. Some commercial and industrial along Savidge Street east of Lake Street. Some of the industrial property is being converted to mixed uses currently.

Current Land Use and Zoning

The Village of Spring Lake enacted a replacement Zoning Ordinance on April 23, 1990. This ordinance contains 11 distinct zoning districts. These districts are shown in Table 3.7.

Table 3.7 Zoning District Designations

MAP KEY	DISTRICT	PRINCIPAL PERMITTED USES
SFR-A	Single Family Residential	One family detached dwellings
SFR-B	Single Family Residential	One family detached dwellings/Duplexes
MFR-A	Multiple Family Residential	1F, two family and multiple family dwellings.
MFR-B	Multiple Family Residential	Multiple dwellings
C	Community Commercial	Retail, office, and service
CBD	Central Business District	Retail, office, upper level, residential
CBD-1	Core Central Business Dist.	Retail, office, upper level res w/design standards
O	Office	Offices
P	Public, Semi-Public	Parks, government buildings, churches, marinas
I	Light industrial	Manufacturing, warehousing
(Shaded)	Waterfront Overlay District	All uses by special permit

Existing land uses are shown on the Existing Land Use Map (See Chapter 7, Map7.1). Zoning districts are shown on the Village Zoning Map (See Chapter 7, Map 7.2). The zoning districts largely reflect existing land use with single-family detached dwellings representing the largest zoning district. (SFR-A).





Transportation Systems

The Village is bisected by M-104 (Savidge Street), running east/west in the center of Downtown, which carries approximately 25,000 cars per day to and from U.S. 31, which runs north/south from Grand Haven to Muskegon. Approximately 1.5 million visitors per year use M-104 to get to the Lake Michigan beaches two miles west of Spring Lake.

The Village is exceptionally well served by a transit system that services the Tri-Cities. Harbor Transit is available upon demand and uses barrier-free buses to service homes, institutions, schools, churches and recreational facilities. The Village is connected to the Tri-Cities Connector Path across the Grand River and Spring Lake Channel.



Environmental Issues

The Village is located between two water resources, Spring Lake and the Grand River,



and as such is home to Great Lakes Coastal Marshes. The Village intends to protect and enhance these marshes and to expand the public's knowledge of these resources.

The Village is a participant in the storm water management program overseen by the MDEQ, Water Quality Division. The Village also participates in the Spring Lake, Lake Board activities

to work with residents to reduce fertilizer and other run-off into Spring Lake. In July and August excess phosphorous nutrients can result in periodic algae blooms. These activities are expected to lessen the frequency of algae blooms in the future.

The Village contains the customary aging industrial properties that are in various stages of Brownfield identification, cleanup and redevelopment. These industries have been increasingly vacated and redeveloped in the past three years. One industrial area remains for redevelopment.



Administrative Structure & Financing

The Village of Spring Lake is a duly incorporated municipal subdivision of the State of Michigan. Operations of the Village are controlled by State enabling legislation and the Village Charter. The Village Manager oversees day-to-day Village operations and programs, with policy and legislative decisions made by the Village Council.

The Village's services are primarily funded by the local property tax. In Fiscal Year 2005, 63 percent of the Village's services were funded by property tax. The next largest source of revenue, state-shared revenues, accounts for 18 percent. This source shrinks each year as the State of Michigan cuts back on tax base sharing.



Table 3.8 Comparison of Municipal Millages

Trend Lines of Property Taxes and State Shared Revenues
Spring Lake Village General Fund

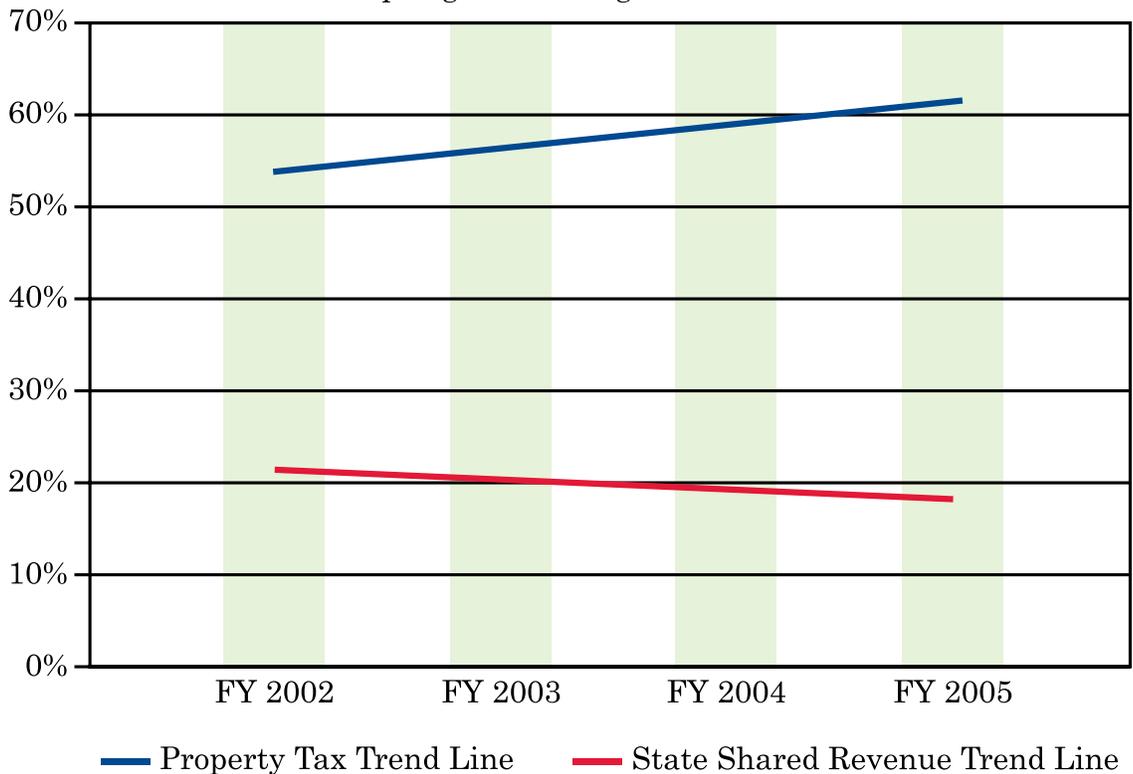




Table 3.9

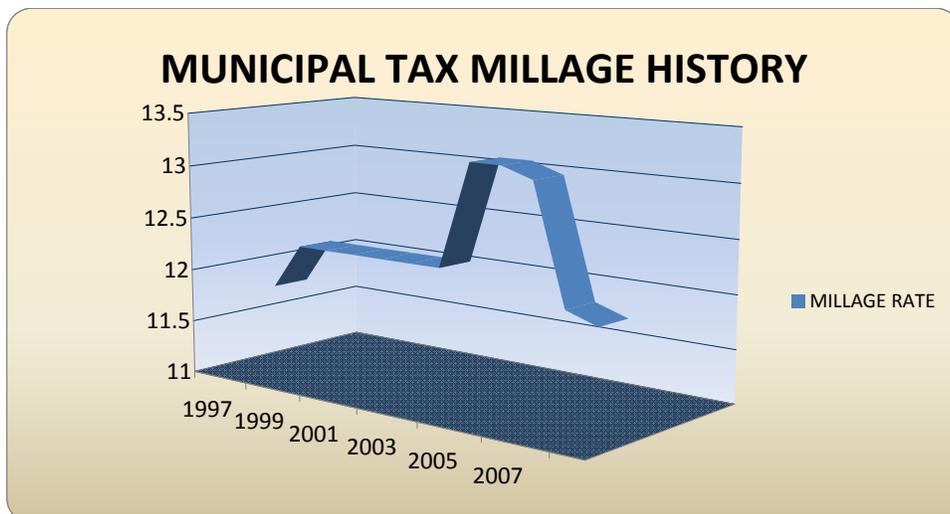
BUDGET/MILLAGE BENCHMARKING FY 2006 and FY 2007 By Total Municipal Millage

Comparable Municipality	Population	General Fund Taxable Value	FY 2006 General Fund Budget	FY 2007 General Fund Millage	Other Municipal Millages	Total Municipal Millage	Calculated General Fund \$/person,
Spring Lake V.	2,514	\$79,253,537	\$1,205,846	10.3787	1.5823	11.961	\$479
Coopersville	3,910	\$122,104,805	\$2,163,270	13.0000	1.1600	14.1600	\$553
Ferrysburg	3,040	\$132,001,786	\$1,610,440	5.6050	2.7526	8.3576	\$529
Fremont	4,224	\$158,514,760	\$3,378,665	14.0000	0.0000	14.0000	\$799
Grand Haven	11,168	\$473,082,295	\$9,512,790	10.6639	1.4433	12.1072	\$851
Hart	1,950	\$37,428,177	\$1,111,950	12.6808	4.4576	17.1384	\$570
Lowell	4,103	\$101,130,721	\$2,374,529	15.8300	0.2424	16.0724	\$578
Montague	2,407	\$75,280,316	\$1,807,558	16.2500	0.0000	16.2500	\$750
North Muskegon	4,038	\$132,053,170	\$2,103,571	9.4626	2.9400	12.4026	\$520
Reed City	2,397	\$56,353,300	\$1,197,445	14.5366	1.5793	16.1159	\$499
Rockford	5,189	\$204,700,000	\$2,825,781	10.9000	0.0000	10.9000	\$544
Roosevelt Park	3,890	\$111,826,206	\$2,226,382	11.6000	0.0000	11.6000	\$572
Saugatuck	1,065	\$95,865,896	\$1,447,000	12.1000	3.1000	15.2000	\$1,359
Whitehall	2,884	\$79,202,438	\$1,726,220	12.7790	0.0000	12.7790	\$599
FY 06 Average	3,770	\$132,771,243	\$2,477,961	12.1280	1.4538	13.5818	\$658
FY 05 Average	3,675	\$114,968,540	\$2,459,351	12.2301	1.6700	13.9200	\$684
Avg Diff from SLV	+1,161	+\$35,715,000	+\$1,254,000	NA	NA	+1.959 mills	+205

Source: Village of Spring Lake Fiscal Year 2006 Fiscal Plan

Table 3.9 is sorted by Total **Municipal** Millage. Of the 14 communities in the comparison, the Village ranks ninth in Total Municipal Millage, below the mid-point and below the average. The average Total Municipal Millage is 13.5818 mills, which is almost 2.0 mills above the Village's.

Table 3.10





Municipal Tax Millage History

The Village has reduced its municipal tax rate for Village governmental services by a total of 1.2 mills since 2005. The Village's long-term financial plan calls for 0.1 mill annual reductions until below Grand Haven's municipal millage, which is expected to be accomplished by FY 2011. However, the Village's total tax rate inclusive of school, library and the township taxes is 37.932 mills. This overall rate, including these other taxing jurisdictions, is higher than the rates of our nearest neighbors: Grand Haven (31.89), Ferrysburg (30.7828), Spring Lake Township (26.2001) and Grand Haven Township (23.5311).



These differences are primarily due to Spring Lake Public School debt (4.6 mills more), the Spring Lake District Library (1.6 mills more), the Spring Lake Township (0.9 mills more), the Spring Lake Township Bike Path (0.5 mills more) and Spring Lake Village (0.4 mills more). **Please see Appendix 12 for the actual tax bills.**

As a result, even though the Village's municipal rate is declining, Village residents will continue to perceive that they have high taxes unless the Spring Lake District Library and Spring Lake Public Schools reduce their bonded indebtedness.

If the Village became a City, and if It were able to do so without increased fire, election



or assessing costs, savings would accrue from the elimination of the bike path millage (0.5 mills). This would save the average homeowner with a taxable value of \$56,327 about \$28.16 per year.

See the debt service schedules in Appendix 19 for timetables.



Water and Sewer Rates

Lower utility costs comprise another key fiscal variable. The Village completed a comprehensive rate review in 2006 and, as a result, increased these rates due to North Ottawa Water System (NOWS) debt and inflationary pressures since rates were last raised in 1998.

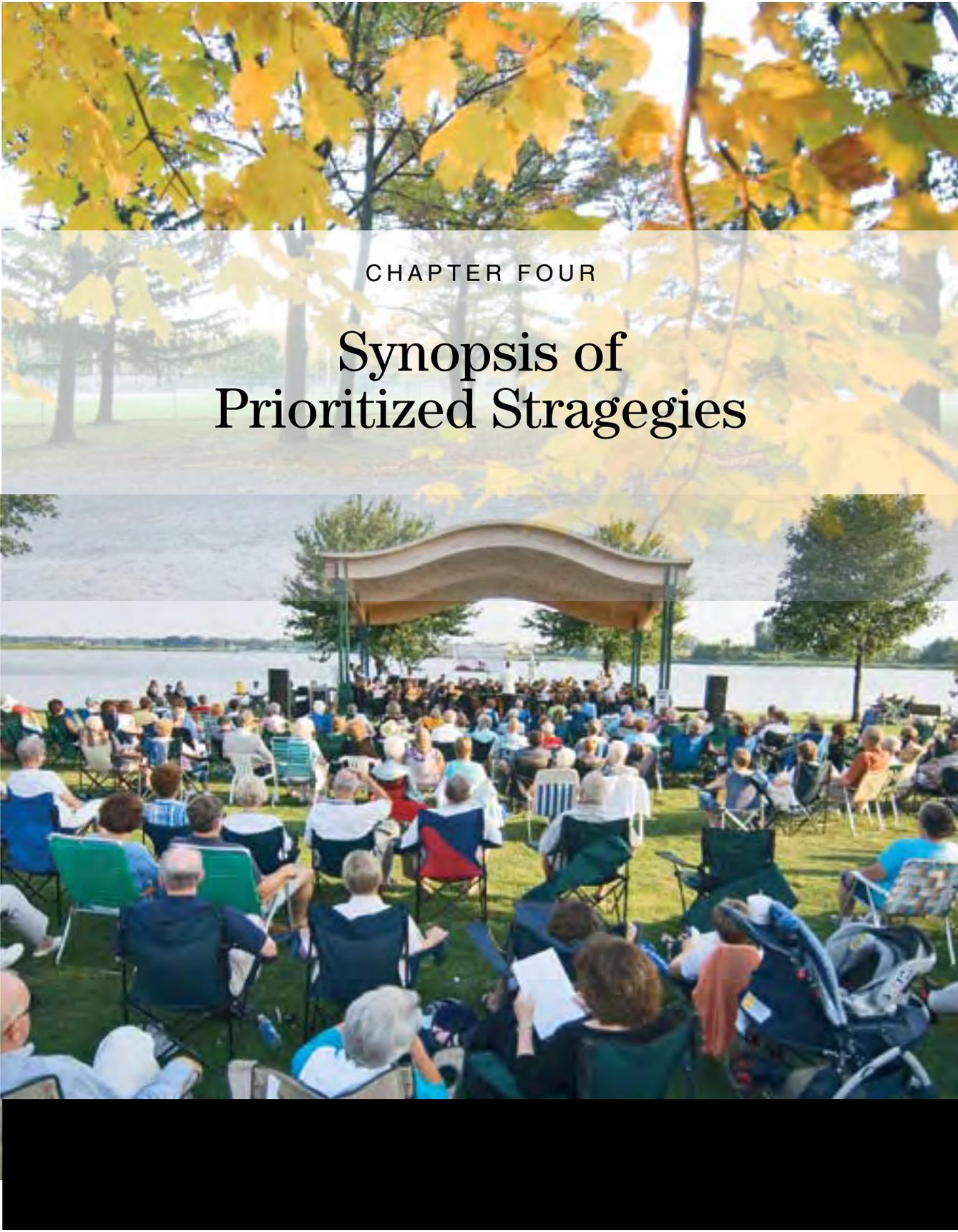
Although the Village's water and sewer rates are now higher than those of our neighbors, each community in the Tri-Cities is currently engaged in a comprehensive fee analysis with major adjustments expected. A comparison of the water/sewer rates is found in Table 3.11.

Table 3.11 Combined Ranking of Water and Sewer Rates (Oct. 2006).

System	Per 1,000 Gallons
Tallmadge Twp	\$12.92
Crockery Twp	\$6.75
Allendale Twp	\$5.74
Coopersville	\$5.70
Zeeland	\$5.20
Spring Lake	\$4.48
Hudsonville	\$3.88
Grand Haven	\$3.84
Spring Lake Twp	\$3.63
Holland	\$3.57
Holland Twp	\$3.54
Zeeland Twp	\$3.54
Park Twp	\$3.50
Georgetown Twp	\$3.50
Grand Haven Twp	\$3.49
Ferrysburg	\$3.22
Jamestown Twp	\$1.75
Average	\$4.59

Source: Ottawa County Road Commission, 2006 Rates and Usage Report





CHAPTER FOUR

Synopsis of
Prioritized Strategies



Synopsis of Prioritized Strategies

The Master Plan Steering Committee determined 38 strengths and 34 weaknesses. In turn they found 16 opportunities to explore and 10 threats to avoid. The Committee proceeded to prioritize these issues at its subsequent meeting.

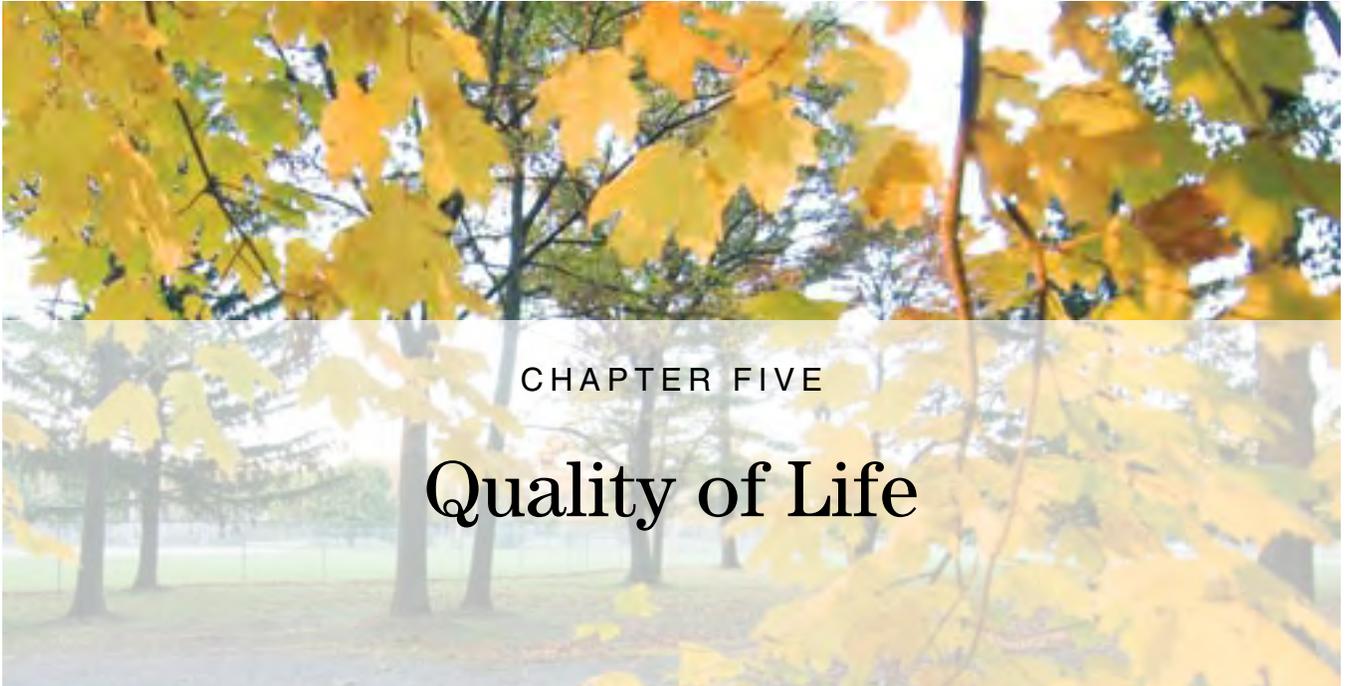
The highest priorities for areas to work on based on the above results were:

1. **Quality of Life:** Be a walkable, sustainable and attractive community.
2. **Waterfront and Environment:** Increase and enhance waterfront public access.
3. **Land-Use Activity:** Continue with redevelopment using zoning tools.
4. **Economic Development, Finance and Taxation:** Lower taxes, implement the Downtown Master Plan and become more of a destination.
5. **Neighborhoods, Schools and Housing:** Be vigilant with sidewalk repairs and upkeep of homes in neighborhoods.

Out of these five highest priorities came the following strategic plan chapters in priority order. The first one is **Quality of Life**.

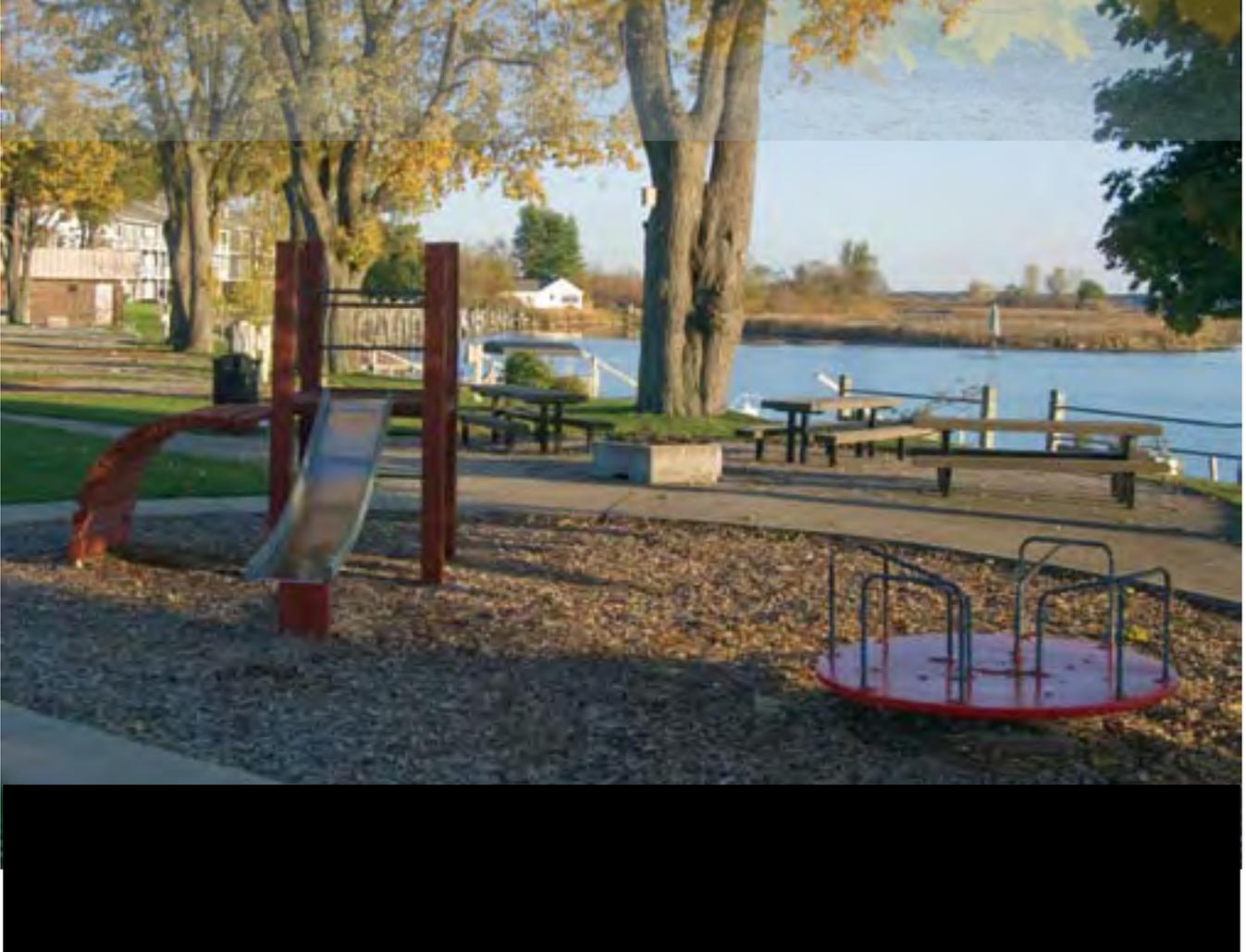
Strategies





CHAPTER FIVE

Quality of Life





Quality of Life

Quality of Life

The Master Plan Steering Committee ranked Quality of Life as the top priority. The following strategies were determined as the most important to implement.

Strategies

A. Walkable Community

A “walkable community ideal” is attractive for a number of reasons: its emphasis on street-level aesthetics, reduction in vehicle traffic and its reinforcement of healthy activities such as walking and bicycling.

The most important aspect of a walkable community is that it would make the Village’s offerings accessible to all residents, including families with children and the elderly. This makes Spring Lake Village sustainable. “Sustainability” refers to balancing economic, social and environmental considerations (the “triple bottom line”).

Any proposals for development or change in the village structure should address the issues of accessibility, safety and quality of life, for both our youngest and oldest residents.

1. Complete the Lakeside Trail bike path to the west end of Spring Lake Village. See Chapter 6, Strategy B also.
2. Continue to extend riverside walk (Grand River Greenway). See Chapter 6, Strategy C also.
3. Support expansion of the North Bank Trail and a regional trail system in West Michigan.
4. Continue to add trees and landscaping to streetscape and requirements for new and redevelopment property.
5. Preserve greenspace (including open views of water) through zoning and site plan improvements.
6. Complete the sidewalk network throughout The Village of Spring Lake.
7. Provide traffic calming on Exchange, Lake and





- Savidge. Less cut-throughs on Maple Terrace, Parkhurst, Franklin and Longivew.
8. Lower the speed limit on Savidge Street.
 9. Provide crossing lights with accessible controls for pedestrians, bicyclists and motorized chairs/scooters (especially North-South paths across Village).
 10. Offer well lighted public areas, including lamp-post theme lighting.
 11. Provide an elevated pedestrian crossing over Savidge at a key location.
 12. Reroute heavy trucks away from Savidge (north to I-96).
 13. Provide an additional Grand River bridge in Spring Lake Village/Township (i.e., another local crossing).

B. Design Manual

1. Use the Village of Spring Lake Design Manual to influence development, including extending its requirements to all the business community.

C. Waterfront Views

1. Use the best zoning and site plan practices to protect reasonable waterfront views (e.g. maximum footprints, structural breaks, etc.).
2. Use the Planned Development approach to provide waterfront enhanced access for all waterfront developments.

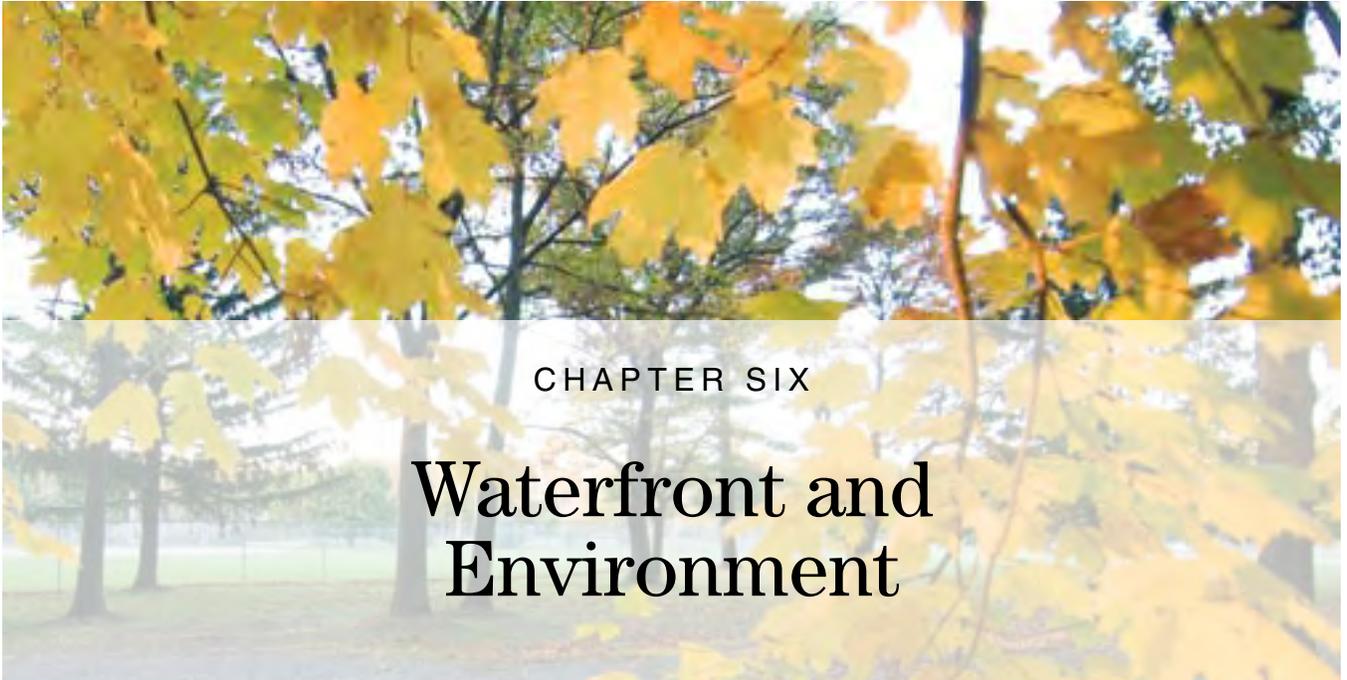


D. Parking Requirements

1. Maximize the use of existing on-street parking and of existing private and public parking lots, and minimize the number of new parking spaces required for new developments; minimize the number of acres in this relatively small village that are capped with asphalt, mostly empty and waiting for a care to come along.
2. Mandate less pavement in new developments and redevelopments.

E. Cultural Offerings

1. Develop and support events that highlight the Village's strengths: the waterfront, parks, walkability, local businesses. Suggested examples: continuation of "Thursdays at the Point" summer concerts at Mill Point Park, the West Shore Symphony concerts and expand activities to include festivals in art and history.
2. Add sculpture and art to public areas.



CHAPTER SIX

Waterfront and Environment





Waterfront



1999



2006



Waterfront and Environment

Waterfront

In the entire history of Spring Lake, the use of the waterfront has been important to the economy, particularly the lumber industry and shipbuilding.

The Village is bordered on three sides by bodies of water; Spring Lake on the north, the Grand River on the southwest and Lloyd's Bayou on the southeast. The total shoreline perimeter is in excess of four miles long and allows for a wide variety of waterfront uses and activities. The proximity of Lake Michigan and its recreational opportunities places the Spring Lake area in an advantageous position—both for tourism and as a place to live.

Even though virtually surrounded by water, there does not appear to be a strong perception or identity of the Village as a waterfront community by non-residents.

Much of the traffic on M-104 is thru-traffic to Grand Haven and U.S. 31. However, the high traffic volumes and characteristics of seasonal visitors may allow some capturing of the market for specialty shopping and other tourist-related goods and services, particularly if they provide some unique attraction. One way this attraction might be accomplished is to relate this shopping and service-related activity to our waterfront area with mixed uses of multi-story buildings for shopping, office, dining and upper floor condominiums. We need to promote the waterfront areas we have already with more signage so that they are better known to the public.

Strategies

A. Lakeside Trail Gap

1. Continue Lakeside Trail from where it ends at Cutler Street to connect with the existing boardwalk at West End. This would allow for a complete Waterway Circle at the west end of the Village with the option of going east on the trail and continue all the way around Spring Lake. (See also the Quality of Life section; see the shoreline trails along the Spring Lake Village waterfront depicted on the Future Land-Use Map, Chapter Seven.)





B. Grand River Greenway

1. Complete the boardwalk (Grand River Greenway) from Marina Bay condos/ Village Cove Marina to connect to the existing bike path and continue into Mill Point Park along the riverfront to Division Street. This feature would be of great value in tying a number of waterfront uses together, and substantially increase the image of the Village as a waterfront community. (This is a recommendation of the Quality of Life subcommittee also.)
2. The alley between Cutler and Division Streets could be developed into a finished walkway corridor as a way to tie the waterfront to the Village downtown area. By putting signage at Cutler and Division Streets and on the eventual Boardwalk/Greenway, this would direct pedestrians to the corridor pathway.



C. Signage

1. These would be placed at the dead end segments of street right-of-ways at the waterfront of Spring Lake, specifically at the ends of Division, Jackson, Buchanan, and Alden and Parkhurst. As “pocket parks” and open space they can compliment the existing public areas at Lakeside Beach and Mill Point Park.
2. More of this signage could be installed along the Lakeside Trail for people who are using it to locate and identify points of interest.
3. Increase, inventory and monitor waterfront access opportunities (e.g. Lakeside Trail, Gap completion and Grand River Greenway, S. Buchanan Street end, Alden Street end, Leonard Road, Parkhurst and all street ends. etc.)





D. West End Development—Village on The Grand

1. One long-range intent is to phase out the industrial use at the south end of Cutler Street. New development in the area between Park Street and Mill Point Park should have a strong waterfront relationship. The development of this area would have minimal infringement on residential areas. It would add to the tax base and create jobs, which in turn lowers taxes. Mill Point Park is readily available for boat launching, playground and weekly concerts at the band shell. Daily, weekly and monthly events could be possible in both areas. See the Quality of Life Chapter also. See the Pocket Plan known as the *Village on The Grand*.
 - a. Create this area as a downtown focal point with signage, streetscape and restrooms, while improving attractiveness to Exchange Street, and making Spring Lake a destination location as a waterfront community with a walkable/pedestrian friendly environment.
 - b. Ensure a 50 foot green strip is maintained on the water.
 - c. Ensure that public access remains at the south end of Cutler Street for canoes, kayaks and to walk to the water's edge.
 - d. Combine residential and commercial compatible uses to complement the Downtown Master Plan while also adding to the community's walkability.
 - e. Include activities such as canoe, kayak, paddle boat and bicycle rental.
 - f. Implement the Design Manual to designate the quality of development for multi-story buildings in the area from Park Street, west to the west end of the Village along Exchange Street.
 - g. Views and access to the water in this new development should be utilized to the greatest possible extent.
 - h. Create transient docks for boaters to come ashore and shop and walk the area. The use of-park like settings for a Spray Park, picnicking and relaxing. The development of an Inn/Hotel for tourists passing through to stay at, with waterfront views and dining.
 - i. Add a Harbor Transit pick-up site in the area to allow tourists to visit from nearby locations.



E. Environment

A no phosphorus ordinance exists to reduce runoff into waterways.

The wetlands ordinance has been implemented.

1. Continue to address the issue of pollution/sewage runoff from communities up river (Grand Rapids) in order to protect our waterways and environment for the future.

Waterfront



2. Use the Stormwater Pollution Prevention Improvement Program (SWPPI) of best management practices from the NPDES, Phase II program to maintain and improve the cleanliness of Spring Lake's run-off.
3. Create a Tree Ordinance. Continue to preserve and maintain all Village street trees.



F. Future Waterfront Access

1. It is intended to preserve views of the water available to motorists, bicyclists, runners and walkers alike. These views contribute significantly to the overall scenic attractiveness of the Village and should be cherished as scenic vistas. These views provide departures and entrances to a sequence of changing viewsheds along the roadways and bikeways.
2. Clean up and maintain the strip of land along the bridge which is owned by the Village to provide shoreline access to Lloyd's Bayou. Steps, erosion control, trash pickup and controls to keep the channel deep and clear would need to be instituted (as a result of a public meeting conducted in September, 2006).
3. Additional Public access on Lloyd's Bayou, other than the little available off of Leonard Road, should be provided for the southeast neighborhoods of the community.
4. Improve and create canoe/kayak access (e.g. at South Cutler, Alden Street and South Buchanan Street ends and Leonard Road Access). Maintain all street ends.
5. Improve Tanglefoot Park waterfront views.
6. Maintain or increase public access for each and every waterfront development.





CHAPTER SEVEN

Land-Use Plan





Land-Use Plan

Land-Use Plan

The Future Land-Use Plan establishes land use categories, illustrates the location of planned land uses and provides strategies for implementation. This section also provides a rationale for the placement of preferred land uses and the intensity of those uses. The plan serves as the primary policy guide for future land-use decisions, investment in public improvements and coordination of public improvements and private development.

It is important to consider a number of factors when locating land uses. The Future Land Use Plan should guide the future development pattern of the community into a logical arrangement which maintains the character of the community, protects the environment and ensures adequate services and land for all types of land uses. These factors include:



CBD Zoning dating to the 1980's led to this next to residential property.

- Consistency with existing land-use patterns
- Diminishing incompatible land-use relationships
- Preserving natural features and consideration of the effects of development on the environment (like wetlands, loss of watershed views and storm water impacts)
- Maintaining the aesthetic qualities that contribute to community character (like trees)
- Positive incorporation of natural amenities (like wetlands)
- Existing land-use planning and zoning policies
- Availability of infrastructure
- Market conditions for various land uses
- The goals and objectives of the plan that express the community character desired.

(The above is adapted from the Blendon Township Master Plan, Smart Growth Demonstration Project done by Langworthy Strader LeBlanc & Associates, Inc).

The majority of land located south of M-104, east of School Street and west of Lake Avenue is identified as Low Density Residential and Public. No changes are proposed for these areas. Few land changes are anticipated.

For the parcels located north of M-104 between Lake Avenue and Fruitport Road, no changes are proposed. See the Langworthy Strader LeBlanc report in **Current Issues**.

For the property located north of Liberty Street between Monarch and Buchanan Street,



no land use changes are anticipated. This area is identified as low density residential. The four highest priorities are as follows.

Strategies

A. Continue to make redevelopment a high priority.

B. The following proposed changes to the Future Land-Use Map are recommended by the Master Plan Steering Committee:

1. The parcels of property located between Christman and Cutler Streets north of the former Railroad Right-of-Way should be shown as Mixed Use. This includes parcels 70-03-15-351-003, 70-03-16-450-002 and 003 and parcel 70-03-16-450-006 and 007.
2. The parcels of property located north of the former Railroad Right-of-Way between Cutler and Park Streets should be shown as High Density Residential. This includes parcel 70-03-15-352-003 and 004.
3. The parcel of property located on the southwest corner of Fruitport Road and M-104 should be shown as Commercial. This is parcel 70-03-14- 376-033 or known as River Road Publishing.
4. The parcel of property located adjacent to Burger King on M-104 should be shown as a PUD District. This is parcel 70-03-14-451-014. A curb cut should be shared with Burger King. This subcommittee also recommends rezoning the parcel of property located on the northeast corner of Fruitport Road and M-104 to a pre-planned PUD District, this is parcel number 70-03-14- 451-010. (See pages 194 - 197)
5. The parcels of property which are the current Alden Place Condominiums should be shown as Multiple Family, although bed and breakfast would be an acceptable commercial use.



Alden Place Condominiums

C. Review the entire Zoning Map and related ordinances after the Master Plan is adopted.

D. No River Street Extension or Fruitport Road Curb Cut.

1. A potential emerging question is traffic access to the Spring Lake Wesleyan Church property. Left turns out of this property located in Spring Lake Township onto M-104 are problematic. The Village Master Plan does not contemplate any service to this land outside the Village boundaries through use of Fruitport Road or River Street unless this property becomes part of the Village.

Land-Use Plan



Foster this look for East Savidge

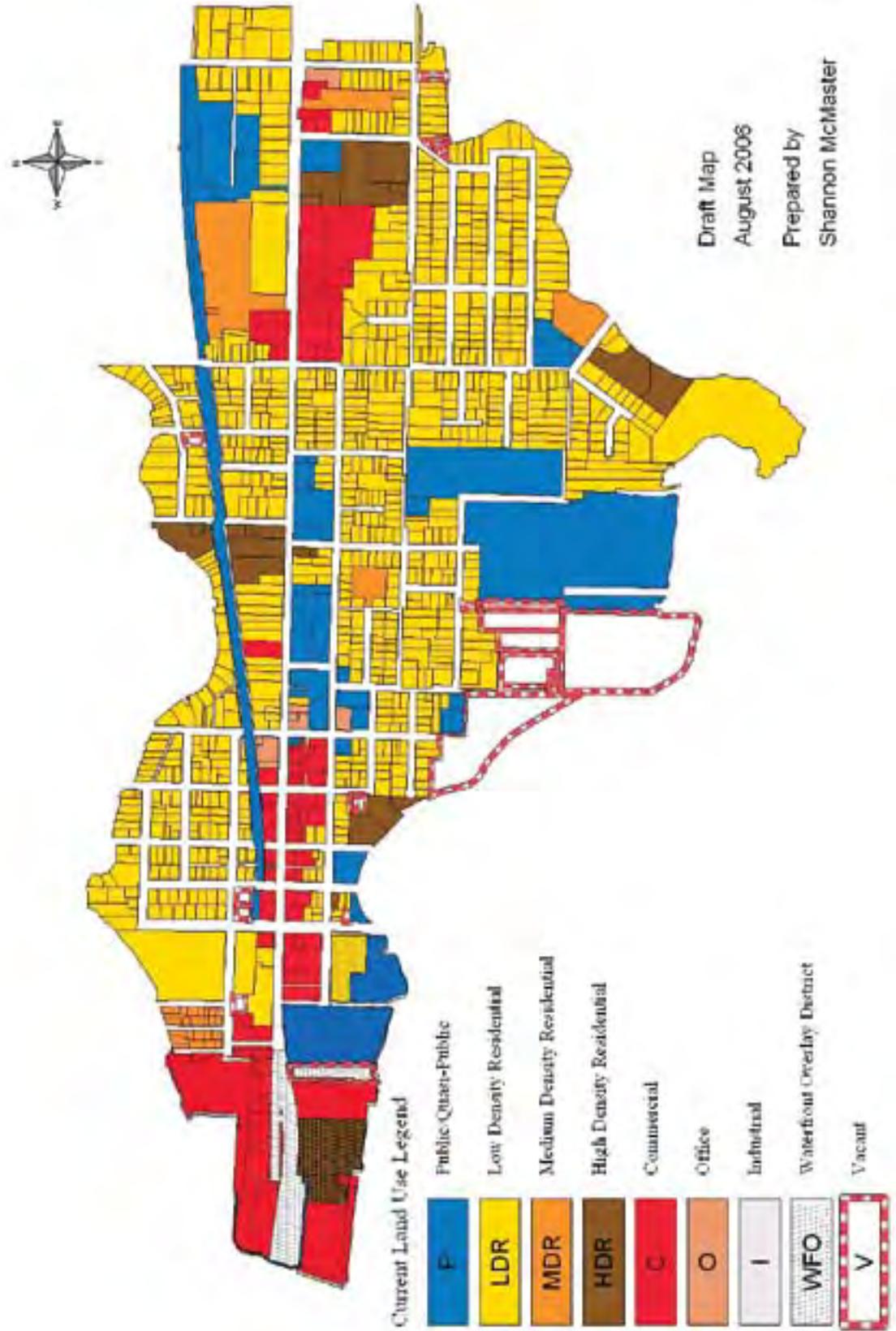


Change during the west end redevelopment

Land-Use Plan



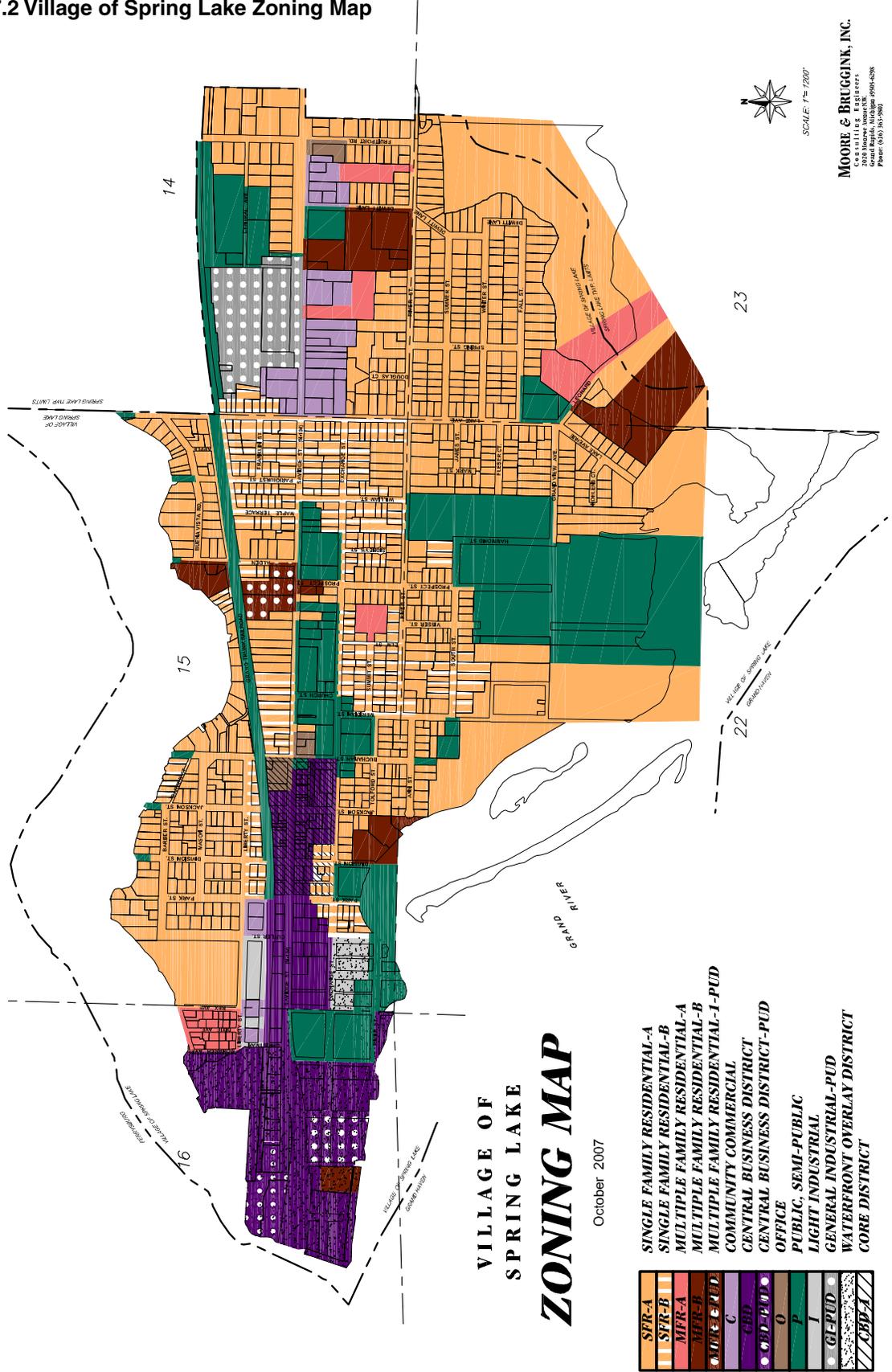
7.1 Village of Spring Lake Current Land Use



Land-Use Plan

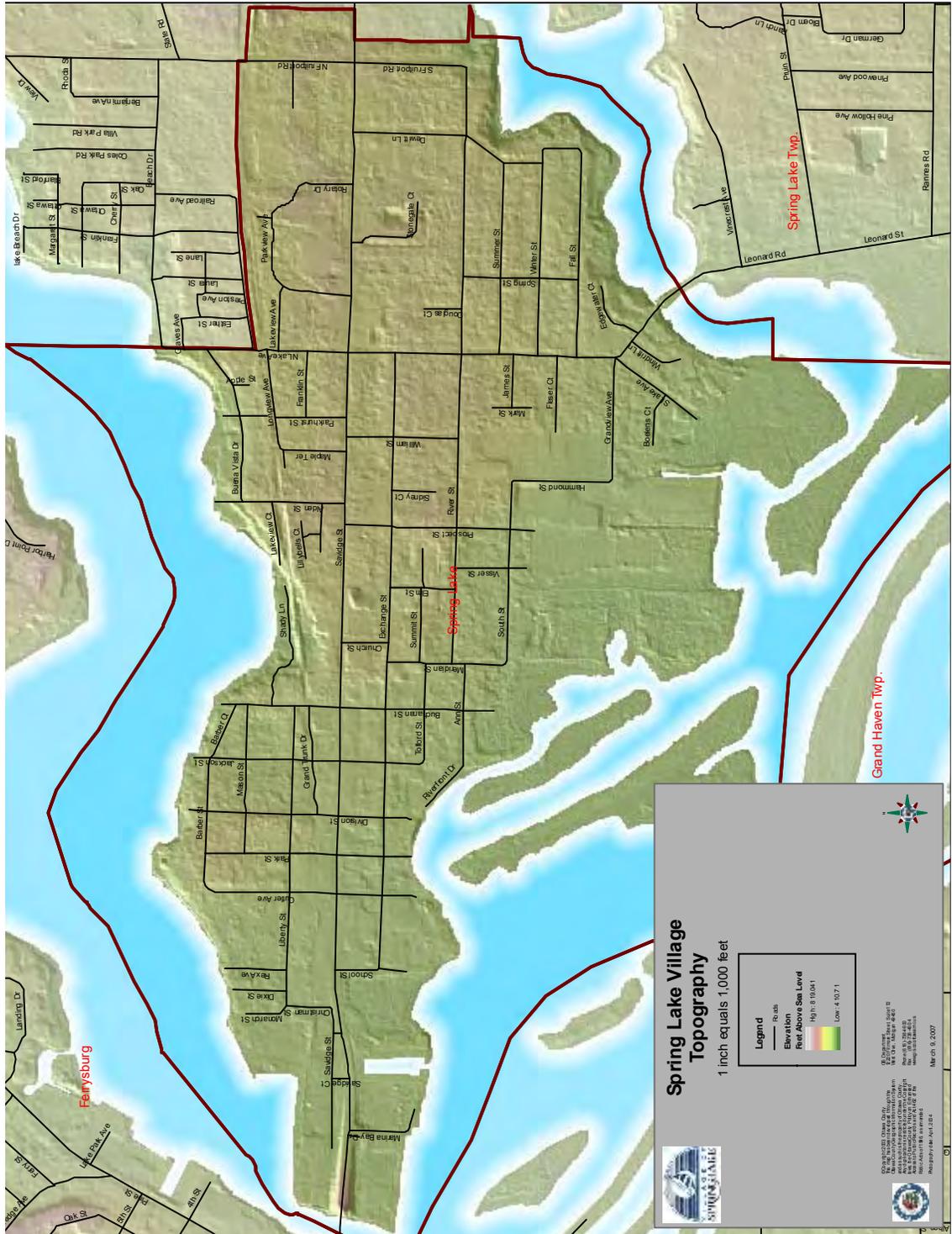


7.2 Village of Spring Lake Zoning Map





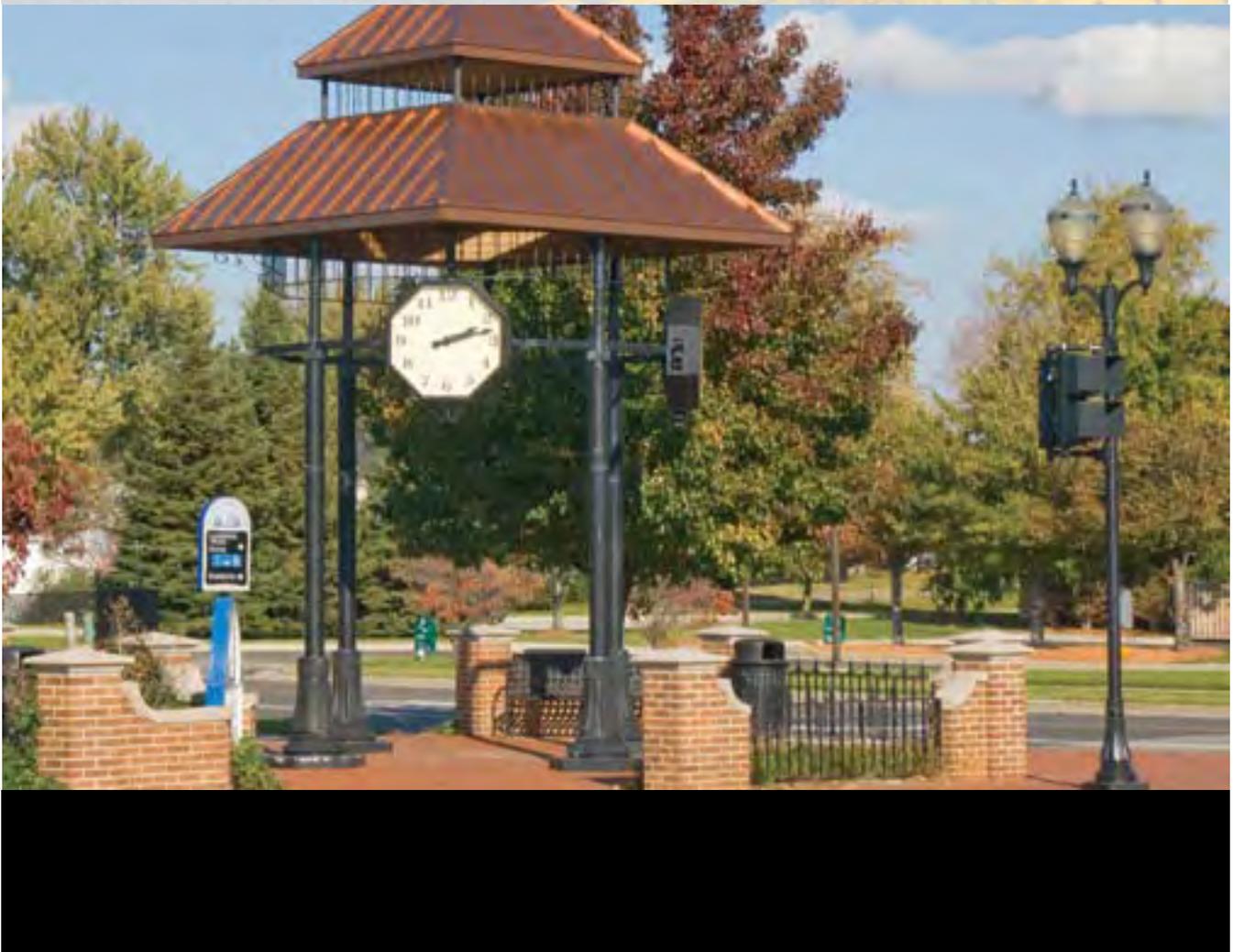
7.4 Spring Lake Village Topography





CHAPTER EIGHT

Economic Development, Finance and Taxation





Economic Development, Finance and Taxation

It is the intent of this chapter to find ways to reduce the Village's **municipal** tax rate to no longer be highest in the area while using the current growth to complement the existing Village natural features, infrastructure, services and community fabric. It is also the intent to continue to develop the business areas into unique destinations by creating a diverse mix of public gathering places and specialty shops, generating a "critical mass" of retail activity, crating excitement and synergy that enhances the drawing power of all retail activities.



Through this excitement and synergy the Village can afford to protect and promote sensitive environmental amenities and natural features.

The Village is seeing unprecedented growth. Table 8.1 demonstrates the increase in taxable value in recent years. Further, several new commercial developments and additional residential condominium developments are anticipated.

By pausing the tax increment financing district through "hibernation" in the 2006 taxable year through fiscal year 2011, additional funds were freed up for street repairs and/or tax reductions.

In fiscal year 2006, the Village reduced taxes by 0.1 mill. In fiscal year 2007 the Village reduced taxes by 1.1 mill, and in fiscal year 2008 another 0.1 mill was cut. In subsequent years, an additional 0.1 mill, or more, tax reduction is predicted each year, assuming the reasonable growth continues.

What follows are specific strategies for continued economic development implementation.

Strategies

A. Incorporate the Downtown Master Plan Strategies and Tactics into the overall Master Plan.

1. Extend the impact of the Design Manual to incorporate the East Village commercial areas from Lake Avenue east to the Village limits.
2. Create a secondary commercial tier on the north side of Exchange Street between Cutler and Buchanan Street to complement the existing business areas.



Example of traditional downtown design

Economic Development



3. Infill gaps in the street wall of the downtown by sandwiching buildings in a way that recreates the traditional Main Street, particularly on the North side of Savidge and along Jackson Street.
4. Sell parking lots that could be better used as building sites, as long as parking is replaced.
5. Permit second-story apartments as an accessory use in the core downtown.
6. Develop display space for area artists to show their work.
7. Promote a traditional mixed-use development in the core downtown between Park and Church Streets.
8. Reduce the number of auto-dependent uses from the core downtown and orient them to another district.
9. Relocate industrial uses between the Grand River and Savidge, west of Park Street.
10. Implement the Central Business District (I) regulations for height, signage, amenities, etc.

B. Create a “South Haven” model of cross-marketing and joint-marketing information, such as an expanded Spring Lake Village web site; Community Calendar; combine forces with the extensive Old Boys marketing efforts; contribute to the Grand Haven Area Arts Council calendar; and sell community booklets with ads to promote summer rentals, promote store and restaurant hours.

1. Develop an active recruitment and local business development program to fill vacant market niches.
2. Update and coordinate marketing materials.
3. Develop a support system for existing business retention and expansion efforts; produce a condensed brochure outlining the Village’s history and distribute at Village Hall, Library, promotional events, etc.
4. Involve the CBDDA to further develop this Marketing Plan without new taxes, i.e., sell ads and create a dues structure.
5. Partner with any grant-making organizations to assist. Develop a subcommittee of CBDDA to implement an ongoing Spring Lake Village Marketing Plan.



Signage built to Sedona, AZ code



Signage Issues



Monument signs instead of pylon signs





6. Create ongoing focus groups for business improvement and consider hiring a “marketing person” for the Village and its businesses.

C. Develop and maintain a special Spring Lake Village “Shop Local” promotion, like the “Fall in Love with Rockford” campaign.

D. Discourage excessive development along M-104, both inside and outside of Spring Lake Village.

1. Work with surrounding communities to ensure that any new development is in the overall best interest of the wider community.
2. Establish an “Intergovernmental Planning Commission” for MJ-104 developments, for example, through an M-104 Overlay District.



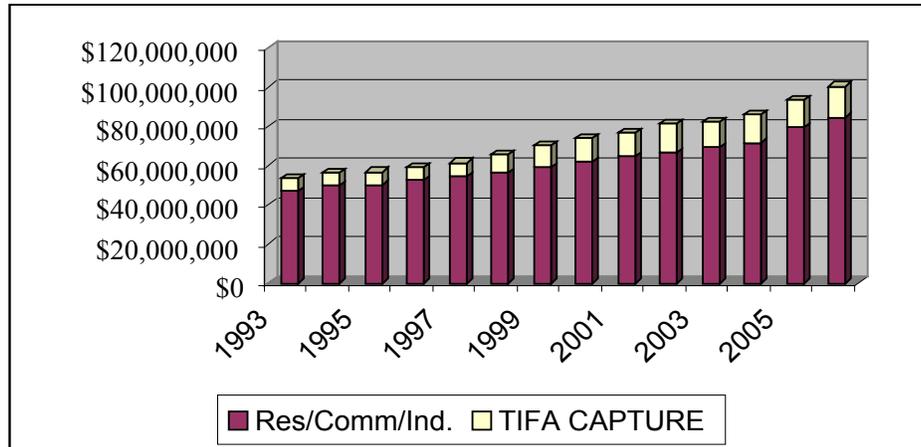
Traditional Highway Uses in Commerical Areas — not desired

E. Enable higher buildings as long as the setbacks are greater and views are increased through smaller footprints.

1. Consider requiring the buildings to be “terraced” for a perception of less mass, such as is found in downtown Battle Creek.
2. Utilize the best zoning and site plan practices to protect reasonable waterfront views.

**Table 8.1
RECORDED GROWTH FOR SPRING LAKE’S STATE EQUALIZED VALUATION (through 1994) AND TAXABLE VALUE (beginning 1995)**

Year Increase	Res/Comm/Ind/ Personal	% Increase	TIFA	Total Taxable Capture	% Value
1995	50,381,121	1.74%	6,250,934	56,632,055	0.63%
1996	52,340,563	3.89%	6,450,366	58,790,929	3.81%
1997	54,153,916	3.46%	7,362,006	61,515,922	4.64%
1998	56,212,294	3.80%	9,603,856	65,816,150	6.99%
1999	59,301,632	5.50%	10,673,096	69,974,728	6.32%
2000	61,735,026	4.10%	12,257,283	73,992,309	5.70%
2001	63,245,498	2.44%	13,044,526	76,290,024	3.80%
2002	66,576,446	5.27%	14,950,729	81,527,175	6.86%
2003	69,050,368	3.72%	13,436,154	82,486,522	1.18%
2004	71,575,297	3.66%	14,382,156	85,957,453	4.21%
2005	79,253,537	10.70%	14,412,540	93,666,077	8.97%
2006	84,747,681	6.90%	15,672,472	100,420,153	10.70%



F. Lower taxes to no longer be the highest in the Tri-Cities (at least on the municipal side). Continue to support the future developments so as to enable an ongoing reduction in the tax rate; continue the growth of jobs in addition to the Village’s larger tax base. These jobs will produce customers at the Village’s new businesses.

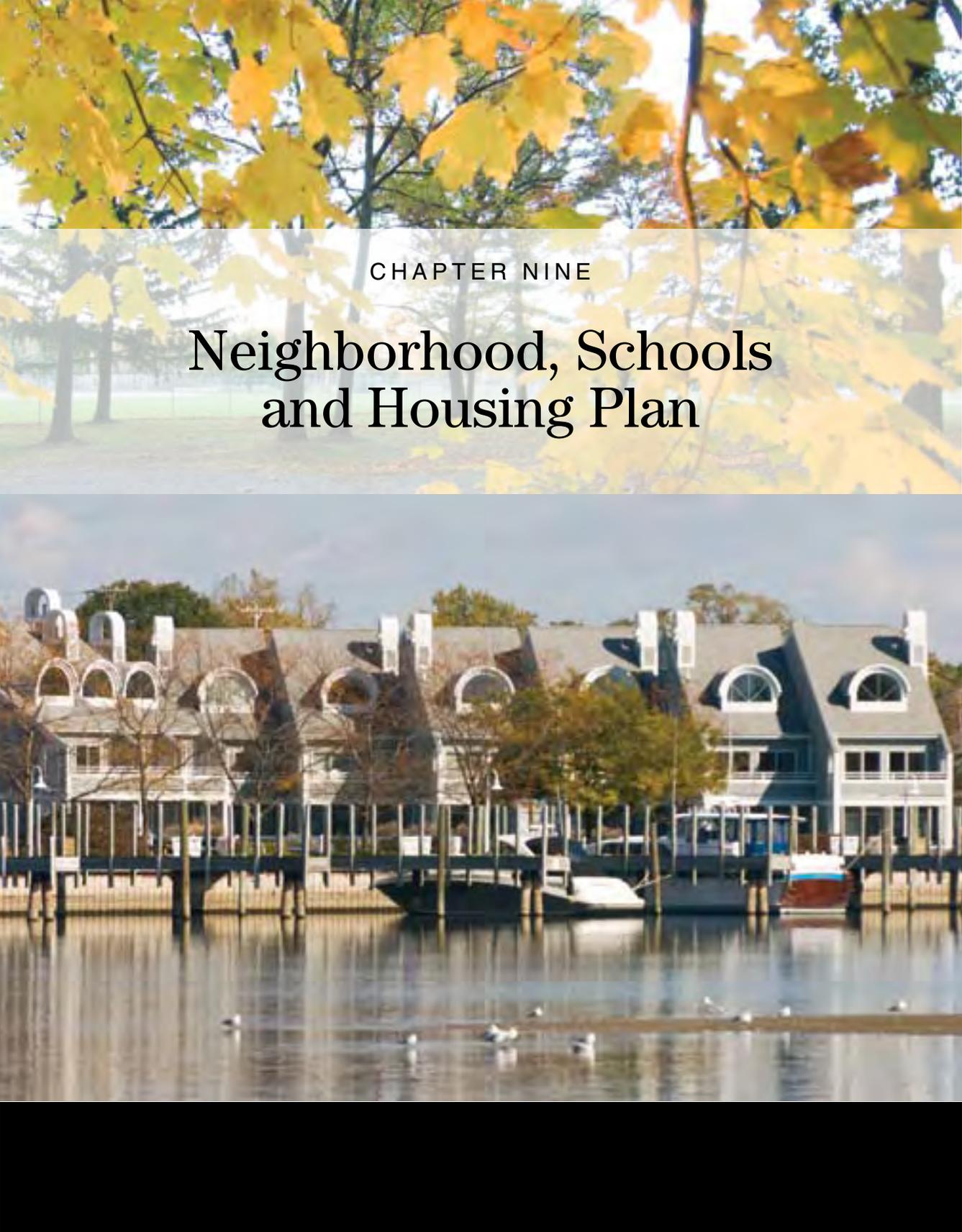
1. Focus on growth and revitalization of the Downtown Savidge Street Core through incentives such as façade grants, elevator grants and the like, subject to CBDDA and Village Council review. (These funds would become available once again after the local streets are rehabilitated and the tax increment financing district is no longer hibernated–FY 2011).
2. Encourage regional cost sharing (like the joint Police Department with Ferrysburg) and build upon our current cost share program on park operating costs.
3. Seek a return of some of the 0.5 mills bike path millage sent to Spring Lake Township for bike paths outside of the community.
4. Investigate joint purchase of services to unify business and enhance consistent business presentation along the corridor (e.g., group bids and purchase of signs, paving services, marketing materials, etc.)
5. It is the intent of this growth to lower the Village’s municipal tax rate to no longer be the highest; this goal will be achieved in 2010.
6. It is not possible for the Village to reduce the School and Library tax rates. The debt services for these two institutions is the major reason for the area having a reputation of higher taxes than other Tri-Cities communities. The debt services for these two entities exceeds like facilities elsewhere in the region, although they are not excessive when compared to other libraries and school districts statewide. See Table 3.9 for an explanation of the existing 4.25 mill difference. Since debt service is a key reason for these differences, see Appendix 16 for a table of debt service retirement.



G. Continue to implement the Design Manual and extend to all the Community

Economic Development



The image is a composite of two photographs. The top photograph shows a close-up of trees with bright yellow and orange autumn leaves, with a semi-transparent white box overlaid on the center. The bottom photograph shows a row of large, multi-story houses with grey roofs and white dormer windows, situated along a waterfront. A dock with several boats is in the foreground, and the water reflects the sky and buildings. The bottom of the page has a solid black bar.

CHAPTER NINE

Neighborhood, Schools and Housing Plan



Neighborhood, Schools and Housing Plan

Neighborhoods

The goal of this chapter is to characterize the current state of *neighborhoods*, *schools* and *housing* in the Village, and to identify strategies to maintain and improve them.



Neighborhoods

Neighborhoods in the Village of Spring Lake are best understood by their relationships with the following major streets: Savidge, Lake and Buchanan.



- North of Savidge and east of Lake is a weakly identified neighborhood—homes along Lake are disconnected from homes along Savidge, though sidewalks serve all homes in this area.
- North of Savidge between Lake and Buchanan are several distinct, interconnected blocks of homes on relatively small lots with minimal sidewalk service, but (except for Savidge) low traffic levels.
- North of Savidge west of Buchanan are two distinct blocks with similar housing characteristics: older homes set on relatively small lots with some sidewalk service.
- South of Savidge east of Lake is a large residential neighborhood with minimal sidewalk service. A notable characteristic of this neighborhood is homes here are, on average, among the newest houses in the Village, but are still several decades old.
- South of Savidge between Lake and Buchanan is a neighborhood of older homes on relatively narrow lots. This neighborhood is the most well served by sidewalks.
- South of Savidge, west of Buchanan, is moderately well served by sidewalks.
- Generally, the newest housing units in the Village are condominium projects. These are scattered throughout the Village, but in the last few years have begun to concentrate at the extreme west end overlooking the water. These developments are moderately well served by sidewalks and bike paths, but are generally secluded, pod-like in their site design and only minimally connected to a neighborhood structure. Neighbors of condominium developments are not likely to be neighbors with condominium residents.





Most Village residents live within just a few blocks of destinations such as a restaurant, church, school or library.

Neighborhood identity would be improved by extension of the sidewalk network, which would encourage more walking to these destinations and more face-to-face encounters with neighbors. See the Quality of Life Chapter.

Schools

There currently is one elementary school, one intermediate-middle school (which also contains the administration offices and some day care facilities), one parochial school and one private school in the Village of Spring Lake. All four schools have some students who walk to school and some who arrive by bus.



Table 9.1

School	Grades	Enrollment: 2005 School Year
Holmes Elementary	Developmental Kindergarten through 4th	405
Spring Lake Intermediate	5 and 6	315
Spring Lake Middle	7 and 8	370
St. Mary's Parochial	1 through 8	180
Montesorri School	Pre-Kindergarten	27



Spring Lake Public Schools has been growing every year. Schools of choice and township population growth have increased enrollment for several years. In May 2006, two bond proposals were passed that include classroom additions to Holmes and the middle school building, plus two

swimming pools. This bond had the impact of removing the indoor swimming pool from the Village, contrary to the Village's Community Recreation Plan.

A review of students in Holmes School in the fall of 2006 revealed that 66 out of 436 students reside in the Village. This is 15 percent of the total. When adjusted for School of Choice students, the figure becomes 20 percent. This figure used to be 50 percent decades ago.





Some discussion of an additional elementary school building is occurring. This could affect use of the current structure in the Village by eliminating the need for the building, or reducing the number of grades taught to just kindergarten through second grade. Third through fifth grades could conceivably be located near the high school under this plan.

In any event, the School Superintendent projects the Middle School will remain in its present location. Maintaining both schools in the Village would enable a student to advance from kindergarten through the eighth grade, rather than moving back and forth to a new location. This is desirable for the quality of life for families who choose to reside in the Village.



Housing



Current housing stock in the Village averages more than fifty years old. In 2000, there were 1,248 housing units (2000 U.S. Census). *In 2006, there were 1,359 residential tax units. This included dockominiums.*

Housing stock throughout the Village is in generally good repair. Newer housing units in the Village are generally in condominium developments.

The major housing concern currently identified is single-family homes being converted to rental properties. Currently, approximately **60 structures have been converted from single-family owner-occupied to rental structures**; some single-family structures have been converted to multi-unit structures. Police complaints arise from neighbors of some of these rental units.

Additional problems identified by resident participants of the Master Plan Steering Committee are:

- diminished residential property values for owners;
- decreased tax base;
- declining quality of life;
- crime and damage to the look of the neighborhood (poor maintenance of landscape, too many parked vehicles visible from the street).





Table 9.2

Selected Village of Spring Lake Rental Statistics

Rental housing units (2000 U.S. Census)	273
Single unit detached rentals (2000 U.S. Census)	116
Village Registered Rental Structures (2006)	74
Village Registered Rental Units (2006)	122
Rental structures in Single Family zoning districts (2006)	59
Rental units in Single Family zoning districts (2006)	81
Rental structures owned by non-residents	49
Rental structures owned non-locally	12

Twenty-four of the rental structures in Single Family zoning districts are clustered in three areas, two in one block each, and the third in a three-block area. Of these 24, about 20 percent of properties in the three-block area are rentals, about 30 percent of the properties in the second area are rentals, and about 30 percent of the properties in the third area are rentals. Two of the clusters are set amid large residential neighborhoods, and one is sandwiched between a commercial district and a park. Since the 2000 Census found 116 single-unit detached rentals; there are some houses being rented which are not registered with the Village or inspected for Code Compliance.

What follows are specific steps for *Neighborhood*, *School* and *Housing* improvements.

Sidewalks are used daily by walkers and bike riders to and from *schools* and other *neighborhood* destinations. It is imperative that sidewalks are in good repair to keep individuals off of streets. This will also demonstrate the Village’s commitment to the schools in our area.

Strategies

A. Maintain the presence of Spring Lake Public Schools and St. Mary’s Parochial School in the Village.

1. The Planning Commission should always closely consider the impact of changes in traffic flows on *schools* and *neighborhoods* when assessing new developments or businesses in the Village. This will help keep communications open so that if possible changes are made to schools systems, the Village will be contacted.
2. Communicate all Village activity affecting traffic flow, sidewalk crossings and road work to the superintendent of Spring Lake Public Schools and the Principal and Business Manager of St. Mary’s.
3. Work with the Spring Lake Public Schools to maintain Holmes School for grades K thru 4 in the Village. A walkable school is essential to the health and vitality of the Village’s neighborhoods.



Pedestrian safety element, Aspen, Colorado



B. Work with St. Mary’s Parish to enable community uses as feasible, e.g. emergency shelter.

A 2006 expansion of St. Mary’s Church included space for the school: an art and science lab, a new gym, expanded the computer lab from 16 to 30 terminals and added choir and band rooms.

C. Sidewalk repair and maintenance

1. Annual inspections of walking routes should be completed in the spring.
2. Extension of the sidewalk network to include both sides of all streets. The Village has 12 miles of streets; it is estimated we have only five miles of sidewalk.
3. A “hotline” available to residents, businesses and schools to report problems with sidewalks so repair work can be completed on a timely basis.
4. Nurture the *International Safe Routes To School Program* and participate in the annual Walk To Schools Day. (See also the Quality of Life chapter.)



Pedestrian safety bollards, Frankenmuth, Michigan

D. Discourage rental housing in single-family neighborhoods

1. Send reminders to property owners of the requirement to register rental properties, with an annual fee and a biannual inspection of each registered unit.
2. Require all rental properties to be registered even if managed by an external company.
3. Check for unregistered rentals through tax statements. Properties whose tax statements are sent to alternate addresses are possibly used as rentals.
4. Provide general reminders in the Village Newsletter (*Crosswinds*) of resident responsibilities; send letters to residents, letters to landlords and use the Village’s web page.
5. Redefine ‘family’ in the Zoning Ordinance or further restrict the way non-related individuals may be roommates (e.g. by adjusting resident to bedroom ratios).
6. Require annual, rather than biannual, inspections. Changing inspections to annual inspections would identify problems in a more timely way.



Quality neighborhoods



E. Shop Local Promotions (see also Chapter 8, “Economic Development, Finance and Taxation.”)

1. Work with schools to improve local business involvement in the schools to possibly be included in the *Springboard*.
2. Regularly put “Thank you for patronizing local businesses” on the Village’s message board.

F. Enforce existing ordinances, research stronger housing maintenance codes and continue rental inspection program for neighborhood vitality.

1. Enforcement of existing ordinances.
 - a. More Rental Unit Ordinance Inspections.
 - i. Review Penalty Structure. There are three levels of penalty (\$50 for first, \$250 for a first repeat and \$500 for a second repeat; each day a violation continues is a separate offense).
 - b. More Zoning Ordinance enforcement: violations, follow-up and penalties.
 - c. More Parking and Noxious Weed Ordinance enforcement.
2. Research stronger housing maintenance and rental codes.
 - a. Require landlords to supply trash pick-up for tenants.
 - b. Requiring licensing of rental properties as small businesses.
 - c. Review and amend parking and vehicle storage regulations to permit fewer cars and recreational vehicles in residential areas.
3. Enforcement of the current International Property Maintenance Code as amended from time to time.



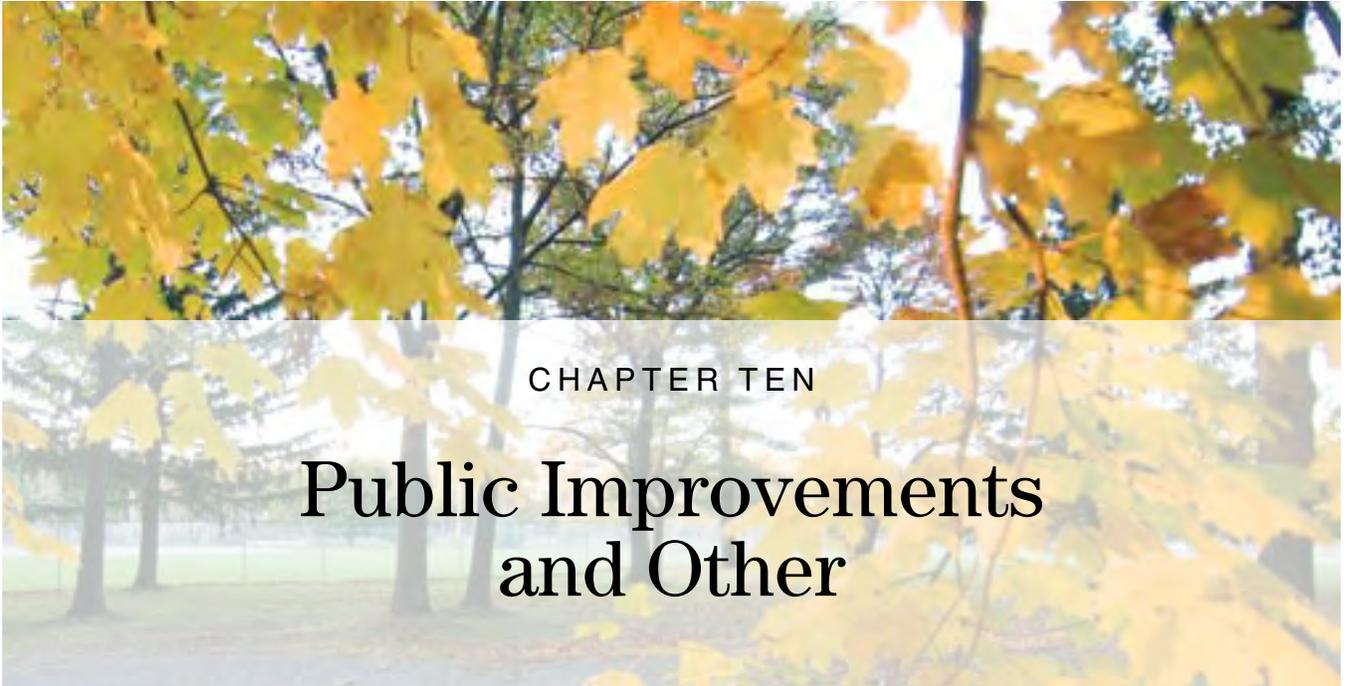
Streetscape feature, Ann Arbor, Michigan



This is where the village look started—encourage

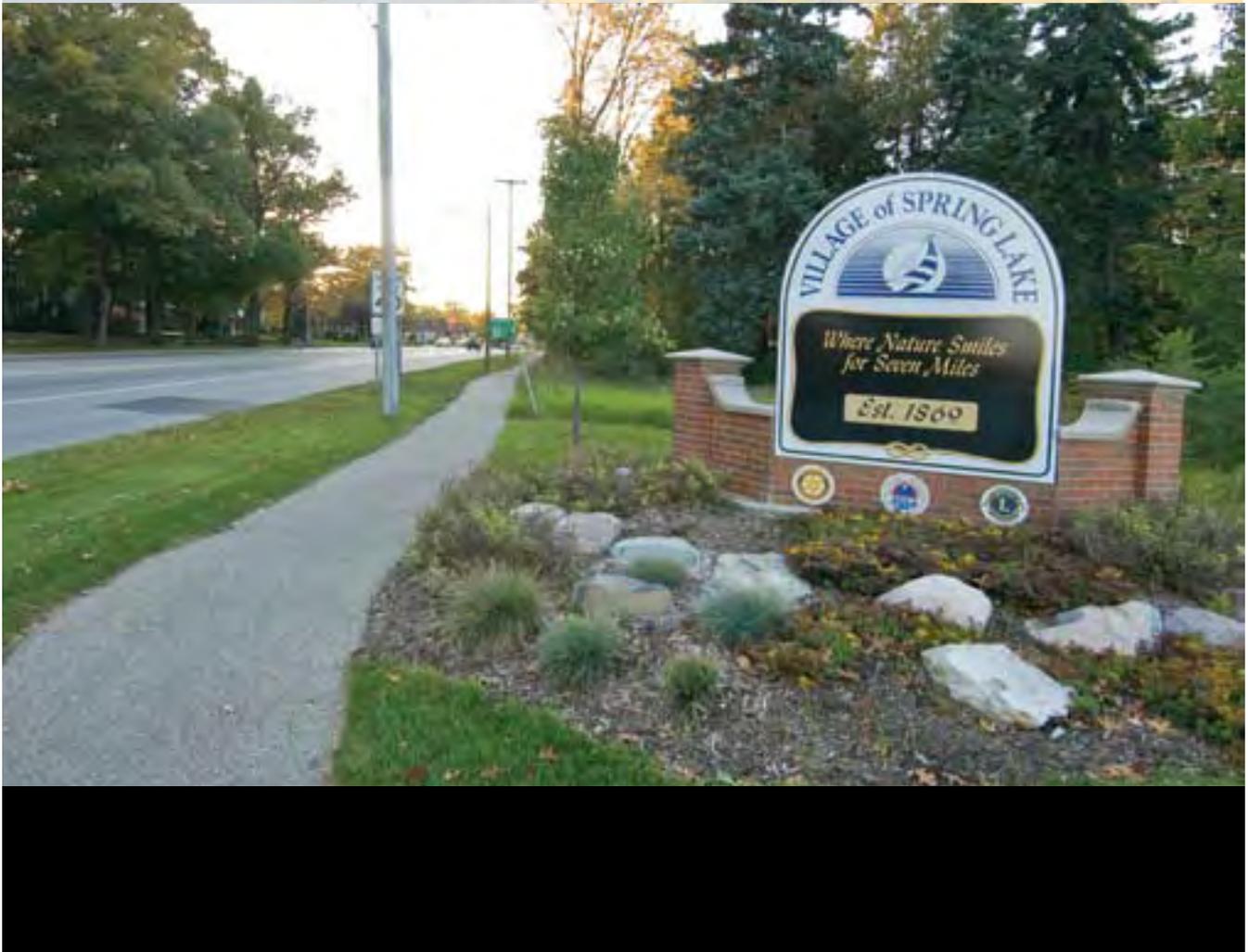
G. Enact stricter residential landscape regulations

1. “Down-zone” some Zoning Districts to not permit breaking up single family homes into multifamily units.
2. Review Zoning codes elsewhere that restrict renting out of single family homes in residential districts.



CHAPTER TEN

Public Improvements and Other





Public Improvements and Other

Improvements

It is essential to have a mutual understanding of the public infrastructure needs. Chapter Ten addresses the Master Plan Committee's consensus.

It is an ongoing challenge to construct, maintain and enhance the necessary and aesthetic attributes of a community. However, to sustain a community's image, sense of pride, identity or "sense of place" and vitality, it is imperative to first hold an enduring commitment to a standard of excellence. To this end, the following public improvements (and other projects) have been identified, reviewed and selected as priorities:

1. Comprehensive infrastructure plan;
2. Streetscape improvements;
3. Preserve/rehabilitate the Women's Christian Temperance Union Fountain;
4. Eliminate overhead wiring;
5. Create an Exchange Street Business District;
6. Revitalize Central Park;
7. Create a Spray Park
8. Construct River Street sidewalks;
9. Encourage health professional services;
10. Preserve/rehabilitate the Cutler Street monuments;



Strategies

A. Continue to Implement the Comprehensive Infrastructure Plan h2

The Village Council's **Six-Year Capital Plan** and **Five-Year Street Rehabilitation Plan** are included in this document in the appendix. These pre-existing Plans outline the general funding possibilities. It is revised annually by the Village Council to reflect emerging priorities. The above prioritization will be used to reallocate priorities in future fiscal years. In addition, the Village Council adopted a water main replacement policy and increased water rates in July, 2006 to accommodate this need.



Improvements



B. Make Further Streetscape Improvements

1. Evaluate the needs of existing Village-owned trees (prune, shape for blight, replace when necessary with hardwood varieties that are blight resistant, drought tolerant and, if planted under utility wires, are a variety which do not grow so tall that they interfere with overhead wires, etc.
2. Further, maintain/enhance Village-owned pocket gardens.
3. Plant perennials, leave annuals, in raised flower beds next to the Woman's Christian Temperance Union Fountain when irrigated urns on Savidge are done.
4. Continue to add flower beds and trees to replace those lost in the windstorm of 1998.
5. Clean up and improve the M-104 storm drainage on the on the shoulder of School Street, south to Mill Point Park.



C. Preserve/rehabilitate the Women's Christian Temperance Union Fountain

1. Designated in 1996 as a historic landmark by the Village of Spring Lake's Historic Conservation District Commission, the Woman's Christian Temperance Union Fountain is not only a historic landmark, but is also a much revered Village treasure. Repair and restoration are overdue, and with envisioned enhancements endorsed by the Historic Conservation District Commission, it would be a beautiful focal point for the Central Business District.



PHOTO COURTESY GRAND HAVENTRIBUNE

D. Eliminate overhead wiring

1. The overall vision is to have the Village uniformly lighted in an historic and aesthetic way. Eliminate overhead wiring on the remainder of Savidge Street, Exchange Street, West River Street, Liberty Street.
2. Whenever overhead wiring is eliminated, replace "cobra head" lights with ornamental street lighting. See the areas listed below in priority order:
 - a. East Savidge (south side);
 - b. West River Street;
 - c. Lake Avenue
 - d. Liberty Street;
 - e. School Street;
 - f. Buchanan Street;
 - g. North Cutler Street;
 - h. North Park Street;
 - i. Barber Court;
 - j. And wherever else possible to enhance the traditional Village atmosphere.





E. Create an Exchange Street Business District

1. Institute “brick-type” accents on any added sidewalks and crosswalks



F. Revitalize Central Park

1. Preserve and maintain trees.
2. Add flowering trees.
3. Add low, non-deciduous landscape accents (for ease of maintenance).
4. Add ornamental, traditional lighting where possible and, when possible.
5. Keep new structural amenities, other than replacement picnic facilities, to a minimum.
6. Maintain open, natural land spaces.
7. Upgrade existing recreational facilities (tennis courts, horseshoe pits, etc.)



G. Create a Spray Park, as per the Community Recreation Plan of 2004

1. Communities nationwide are enabling the young and old to enjoy summertime weather through the installation of spray parks. The Village is especially well-suited for such an amenity given that it is a waterfront community with little opportunity for pleasurable swimming activities. No outdoor public swimming pool exists for the area. Such a spray park is an economical and family fun alternative. The location might range from a small, interactive fountain in the Downtown to a larger, play area near Tanglefoot Park.



Mini spray park, Boulder, Colorado

Improvements



H. Implement the Sidewalk Plan of 1993, Including Constructing River Street sidewalks

Add “brick-type” accents to new sidewalk additions.

I. Encourage health professional services

1. This is vital to the well-being of our community-especially for the most vulnerable of our population; the elderly, handicapped, those with chronic illnesses or in medical crisis, babies and young children.
2. There is an immediate need for a comprehensive, accessible, emergency care center.
3. Other medical services would be a “win/win” for the Village, providing
 - a. Increased variety of needed medical services;
 - b. Increased professional job opportunities for residents;
 - c. They are good business tenants, good neighbors and contribute to the positive image of the community.



J. Preserve/rehabilitate the Cutler Street monuments

1. Designated as a Village of Spring Lake historic landmark by the Village of Spring Lake Historic Conservation District Commission, these “gateways” are an excellent example of roadway enhancements of the past. Although they are regularly repaired, they are still deteriorating; thus they are in greater need of restoration.
2. Surround the monuments with suitable landscaping, including flowers to enhance their appearance.

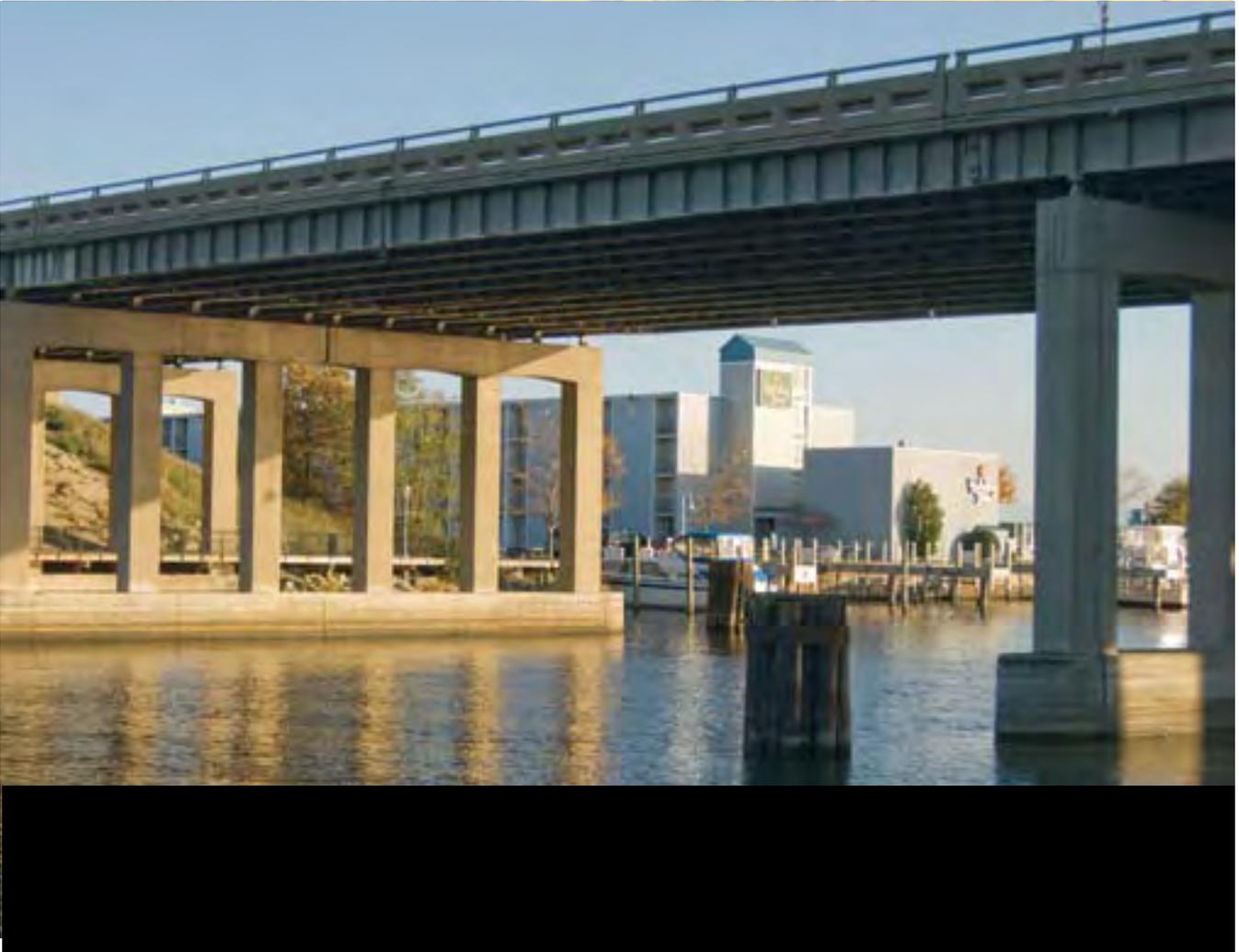


K. Encourage the development of the Village as a wireless community.



CHAPTER ELEVEN

Transportation Plan





Transportation Plan

Transportation

Transportation and the moving of goods and people through the Village is an important factor for Spring Lake. M-104 divides the Village down the center (north-south), and is an important state trunkline. Approximately 25,000 trucks and automobiles travel this section of road as a major east-west link between



US-31 and I-96 daily (MDOT). The result is that the Village of Spring Lake has become more of a pass-through zone, rather than a destination.

The Village needs another local bridge site to reroute traffic in addition to the proposed 120th Avenue site. This would reduce truck traffic in a significant way along our downtown corridor. The proposed rerouting and 120th Avenue bridge would only reduce traffic by a mere 4 percent. Spring Lake Village, Tri-Cities municipalities, the Road Commission, Ottawa County and state agencies need to consider this a major issue, not for the distant future, but needed immediately. A local bridge crossing can divert as much as 45 percent of the expected 39,000 vehicle per day by 2020. (Greiner, Inc. US-31 Location Design Study 12/4/96).

Growth and expansion are determined to a large extent by this highway and its traffic. An ongoing consideration is how to reduce traffic on M-104 in the Village.

Some recent improvements have included: resurfacing, lane widening, enhanced turn lanes and our Main Street beautification project. Yet, problems still exist with driveways crossing the Village from north to south.

Traffic Calming

This is an important technique to understand in the Village.

The Institute of Transportation Engineers defines traffic calming as “the combination of mainly physical measures that reduce the negative effects of motor vehicle use, alter driver behavior and improve conditions for non-motorized street users.” Traffic calming measures are regulatory features and/or design; for a street that causes drivers to slow-down and be more attentive. Traffic calming is a way to visually and physically reduce speeding in residential areas. The physical change in the road parameters and the psychological change in the “feel” of the road reduces the speed of vehicles. The intent is to reduce crashes, air pollution, congestion levels and noise pollution, and generally improve the environment of the street. Some of the most common traffic calming devices are as follows:

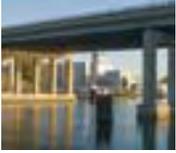
Transportation



- **Speed Humps** are vertical constraints on vehicular speed and are designed according to safe vehicle speeds (15 to 20 mph). They are raised areas that extend across the width of the pavement and range between 2-4 inches in height and 12-22 feet in length. Specifications of speed hump design are site specific, and dimensions are unique, to each location.
- **Speed Tables** are vertical constraints, similar to speed humps, constructed with a table or flat portion in the center. They can create a street environment that is pedestrian friendly when used in combination as a raised crosswalk. They provide visual enhancement, reduce vehicle speed and enhance the use of non-motorized transportation.
- **Street narrowing, slow points, or chokers** include curb modifications, channelization and landscaping features that narrow the street to a minimum safe width. They are often installed at intersections to reduce speed and/or redirect traffic. They provide larger areas for landscaping, enhance the neighborhood, facilitate loading and unloading and optimize pedestrian crossing locations.
- **Angle points or chicanes** are curbed horizontal deflections in the path of vehicle travel. They are built along the edge of travel-way similar to street narrowing treatments. They use physical obstacles and parking bays, and are staggered so drivers must slow down in order to maneuver through the street. Trees are often used at the slow point to restrict driver vision and create a feeling of a “closed” street.
- **Median slow points or channelization** include center located islands that divide the opposing travel lanes at intersections or at mid-blocks, pedestrian refuge treatments and the other standard forms of intersection traffic control islands. These are aimed at reducing speeds while enhancing the pedestrian crossing points and safety.
- **Intersection diverters** are features that partially close an intersection to limit the allowable turning movements and divert traffic. They are used to convert an intersection into two unconnected streets, each making a sharp turn. This alters traffic flow patterns and limits the ability of vehicles to cut-through residential neighborhoods.
- **Roundabouts** are raised, center rotary islands that are used as a replacement for traffic signals and stop signs at intersections. While these can be used as an effective intersection control, they also have an added traffic-calming benefit by deflecting vehicles out of their normal path, slowing traffic and reducing the number of conflict points. They also improve capacity and safety of the intersection and improve neighborhood aesthetics.
- **Gateways or perimeter treatments** are visual and physical treatments used to communicate a message to drivers entering a residential neighborhood. Traffic signs, intersection narrowing, medians, texture pavement surfaces such as brick and landscaping features are often used to create this effect. Entry treatments are used to increase driver awareness to changes in roadway environment.



Evanston, Illinois



Strategies

A. Continue to pursue a Local Bridge Crossing to reduce traffic growth on M104 by 2020

B. Continue to pursue alternate routes for through trucks. Fuel trucks are hazards to St. Mary's playground and residential areas.

C. Continue to pursue the installation of at least one more traffic signal. The School Street extension crossing is the preferred location.

1. Currently there are only three traffic signals crossing M - 104, (Jackson, Lake and Fruitport Road)
2. Also lacking is a safe pedestrian crosswalk, to link the north and south sides of the community.
3. Other factors to consider on M-104 are both the noise and increased summer tourist flow. Some motorists think a center turn lane should be created from approximately 600 West Savidge east to Jackson Street.

D. More Non-Motorized Paths

Spring Lake Village residents have a growing number of recreational bicycle and hiking paths in the community. This includes: our Lakeside Trail, linking the village east to west and our Tri-Cities Connector Path which links the Village to Ferrysburg and Grand Haven. These paths connect to create a beautiful ride or walk around all of Spring Lake.

1. The continuation of the proposed Grand River Greenway. The proposed linear park begins at the Spring Lake Linear Trailhead at Whistle Stop Playground in the Village and would travel along the waters edge west around the Holiday Inn and east along the waters edge to Tanglefoot Park. The path would then extend to Leonard Road.
2. Continue consideration for the development of a bicycle path extension east from Spring Lake Village to Nunica and Coopersville following existing back roads or where the former Grand Trunk railway bed was located. Support Spring Lake Township in their goal to expand the North Bank Trail east of the Village of Spring Lake.



Table 11.1

**Traffic Volumes
Comparison of Trip Generation Rates**

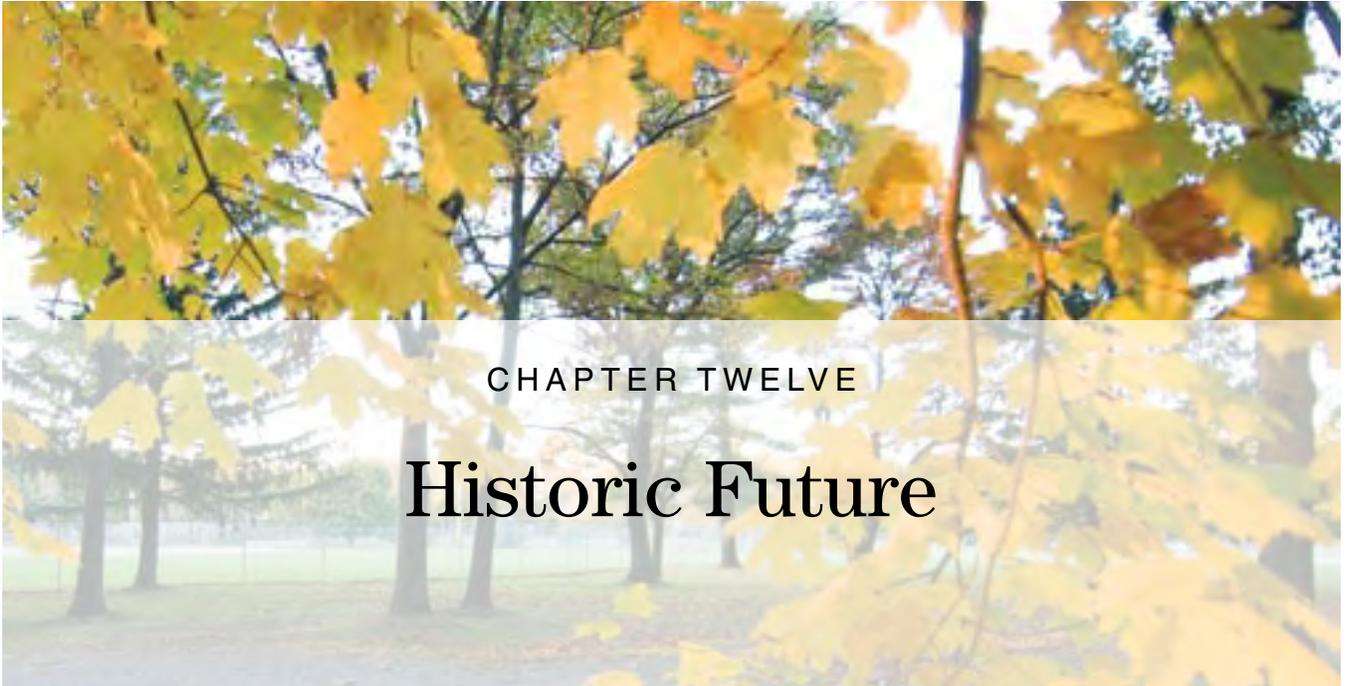
	Trips in Peak Hour	Trips in Weekday
Residential (per unit)		
Single Family	.75 (AM)	9.57
Apartment	.51 (AM)	6.63
Condominium	.44 (AM)	5.86
Mobile Home	.40 (AM)	4.81
Office (per 1,000 sq. ft. gross floor area)		
General Office Building	1.45 (AM)	11.01
Medical Office Building	2.43 (AM)	36.13
Commercial		
Shopping Center	3.74 (PM)	42.92
Supermarket	11.51 (PM)	111.51
Quality Sit-down Restaruant	7.49 (PM)	89.95
Fast Food Restaurant (w/drive through)	33.48 (PM)	496.12
Service Station (per pump)	14.56 (PM)	168.56
Convenience Store	53.73 (PM)	737.99
Drive-in Bank	54.77 (PM)	265.21
Industrial (per 1,000 sq. ft. gross floor area)		
Light Industrial	.92 (AM)	6.97
Heavy Industrial	.51 (AM)	1.50
Warehousing	.45 (AM)	4.96



Remove overhead wiring on East Savidge



Change with core downtown redevelopment



CHAPTER TWELVE

Historic Future





Historic Future

Historic Future

Spring Lake Village was chartered in 1869 but, like all the communities at the mouth of the Grand River, has had residents, commerce and buildings since the early 1830s. One hundred seventy-five years is enough to hold a lot of history, and Spring Lake has had lumbering, agriculture, tourism and industry as well as the ordinary commerce and housing which go along with development from wilderness to a mature small town.

After public outcry over the demolition of a historic structure, Village Council established the Spring Lake Historic Conservation District, which encompasses the entire Village, to express the public interest in historic structures. More than 75 percent of structures in the Village were built before 1980. At the same time, a seven-member Commission was established to execute the programs of the District and to publicly highlight the history of the Village.





The two major programs are the Historic Landmark program, which identifies structures of significant historic interest, and the Historic Preservation Award. Table 12.1 shows the list of designated Historic Landmarks. The Preservation Award is granted to property owners who have maintained or improved their buildings. The other major duty of the commission is to review demolition permit requests for buildings older than 50 years.

Table 12.1
SPRING LAKE VILLAGE
DESIGNATED HISTORIC LANDMARKS

Address	Year Built	Original Owner?	Description
217 N. Buchanan	1850?	No	Jones Property
229 S. Buchanan	1889	No	Reeg Property
535 Buena Vista	1850	No	Ducey Cottage
Cutler & Liberty	1871	NA	Cutler Street Gateway Monument
107 S. Division	TBD	No	Isabel's House
102 E. Exchange	TBD	No	Village Public Works Building
102 W. Exchange	1855	No	Barber Street School
312 W. Exchange	TBD	No	Hugo Thum (Tanglefoot) Park
Jackson Street	1910	NA	W.C.T.U. Fountain
108 Mason	1868?	TB	Sedlock Property
202 Prospect	TBD	No	Holmes House
207 Prospect	1912	Yes	Schindlbeck Property
212 Prospect	TBD	No	Bryson Property
526 River	1870	Yes	Christman House
102 W. Savidge	1937	NA	Spring Lake Village Hall
203 E. Savidge	1879	No	Barrett Property
207 E. Savidge	1900	No	Miller Residence
305 E. Savidge	1871	No	Kamp Residence/Early Library
415 E. Savidge	1860	No	Vandenberg Property
537 E. Savidge (E. Savidge & Lake & School St./W. Savidge)	1935	Yes	Savidge Street Markers
210 School (& River)		Yes	Mill Point Park
17500 W. Spring Lake		No	Spring Lake Yacht Club/Exmour Estate

Recent years have seen redevelopments of not only residential structures (renovations, knock-down and replacements, as well as into parking lots), but also of commercial structures, and even former industrial brownfields have been redeveloped to new residential uses.



Strategies

A. Redevelop and reuse existing properties throughout the Village for the future health of the Village

B. Change of District Scope

1. Although the SLHCDC carefully considers each demolition request, and has identified several structures as possible Landmarks, it may be time to review the intent of the Conservation District and consider a new approach to the historic fabric of the Village.
 - i. Consideration should be given to limiting the geographic scope of the district and limiting the age of structures affected. The historic nature of the Village covers every past event, every structure erected and every person who ever lived in the Village or had an effect on events in the Village. However, Spring Lake's 'history' is mainly the history of the founding, lumbering and resort eras (including the boat-building era, which extends into the 1960's, with Van Pelt Inc.). Many of the structures associated with these eras are already lost to redevelopment, and much of what people desire to see conserved falls into the category of quaint-looking homes in old neighborhoods. There are also a number of very good-looking homes along Savidge Street, and a few others in scattered locations around the Village. There are also a few nonresidential buildings, mainly downtown, which contribute to the historic fabric of the Village (Village Hall, Chapter 11 Sports and Hair Creations, to name three). However, a number of buildings currently eligible for review prior to demolition permits being issued are of minimal historic interest. They were built in the post-World War II era and in a common style. Little, if any, thought was given to relating these buildings or neighborhoods to the larger Village community.
 - ii. A possible approach to the historic future of the Village is to identify a boundary in time for the historic era of the Village. The geographic boundaries of the historic district could be set by those parts of the Village platted up to that time. That district could be redesignated a *preservation district*, and additional preservation standards be established for structures within that district. Since many structures which are associated with the historic era (however it is defined) have been demolished already, a number of existing structures within the historic district would not necessarily have to be covered by the standards.
 - iii. However, among the standard should be considered an *architectural review* board for building renovation or new construction within the district, with the intent to reweave and enhance the historic fabric within the historic district. A suggested boundary for the historic district would be from the Spring Lake shore south along both sides of Buchanan Street to Savidge Street, east along both sides of Savidge Street to the east Village boundary. Further, south from Savidge along both sides of Prospect Street to River Street, south along Meridian Street to Ann Street, and west along both sides of Ann Street to the Grand River, and then along the banks of the Grand River and Spring Lake to the starting point.



Historic Future



Private Homes



312 East
Savidge Street

The Heath
family residence

316 East
Savidge Street

The Shoemaker
home and family



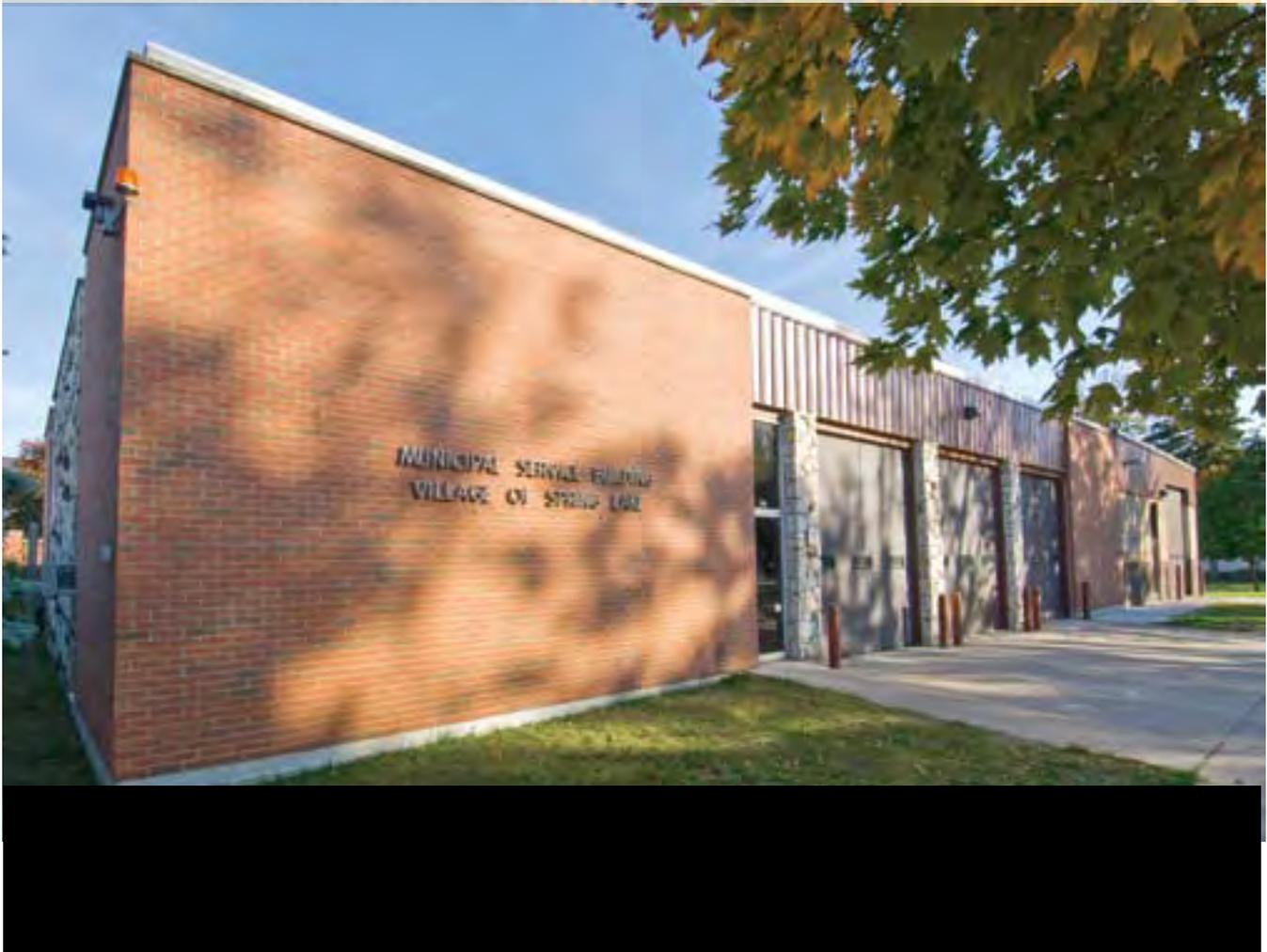
107 South
Division Street

The Bilz Home



CHAPTER THIRTEEN

Policy, Service, Administration
and Public Safety





Policy, Service, Administration and Public Safety

An analysis of this area of the proposed master plan goals and strategies reveals a need to continue effective current practice. To insure effective current practice, all Village officials should employ the following checklist in all decisions and actions on behalf of Village residents:

- Do the citizens of The Village of Spring Lake need to be aware of this decision/action? When and what channels of communication would most effectively inform citizens?
- Is this issue/decision/action one that would be best considered using Village resources or in collaboration with other communities?
- How does this decision/action support the Village Mission and Vision?



Strategies Prioritized

A. Increase community awareness through effective use of...

1. Neighborhood meetings
 - i.. Designate one Village Council meeting each quarter as a public forum for one quadrant of the Village. OR- conduct a separate quarterly meeting for each quadrant .
2. Crosswinds
 - i. Identify “Crosswinds” on village web site as “Crosswinds Newsletter”
 - ii. Offer an e-mail option to village citizens to receive Crosswinds. Always include a hyperlink to the village web site in Crosswinds.
3. Use the cable channel bulletin board as much as possible.
4. Use the Grand Haven Tribune and the Muskegon Chronicle as much as possible. It is the primary source of information along with word of mouth
5. Spring Lake Village web site
 - i. This web site is comprehensive in providing information to citizens of Spring Lake. The web site is well designed for e-governance and will increase in importance as more people gain access to the internet. However, it is important to continue effective print communication for people who do not have or regularly use on-line technology.

This web site is interactive in at least two important ways:

- Citizens may access forms and submit requests for permits on-line.
- Citizens may contact village officials through embedded e-mail hyperlinks and the generic “Contact Us.”



- ii. Publicize www.springlakevillage.org and encourage citizens to access this outstanding web site in all print communications from the Village
- iii. Add citizen input capability to the web site. (requires new software and staff allocation). Following is a segment of e-governance from Rutgers University.

A critical component of e-government is the provision of municipal services online. Our analysis examined two different types of services: (1) those that allow citizens to interact with the municipality, and (2) services that allow users to register for municipal events or services online; and (3) capacity to accept payment for municipal services and taxes.

Finally, perhaps the most untapped area of e-government, or e-governance in this context, involves using the Internet to engage citizens in democratic processes. Some municipalities used online bulletin boards or other chat capabilities for gathering input on public issues. Most often, online bulletin boards offer citizens the opportunity to post ideas, comments, or opinions without specific discussion topics.

B. Networking and partner on all resulting goals

- Village officials should continue networking with counterparts in other communities on a variety of shared functions and issues:
 - North Bank Community Leaders Meetings
 - Tri-Cities Connector Path
 - Waste Water Treatment (Sewer Authority)
 - Water Authority (NOWS)
 - Ambulance Service
 - Harbor Transit
 - Spring Lake-Ferrysburg Police
 - Fire Departments
 - Environmental Councils

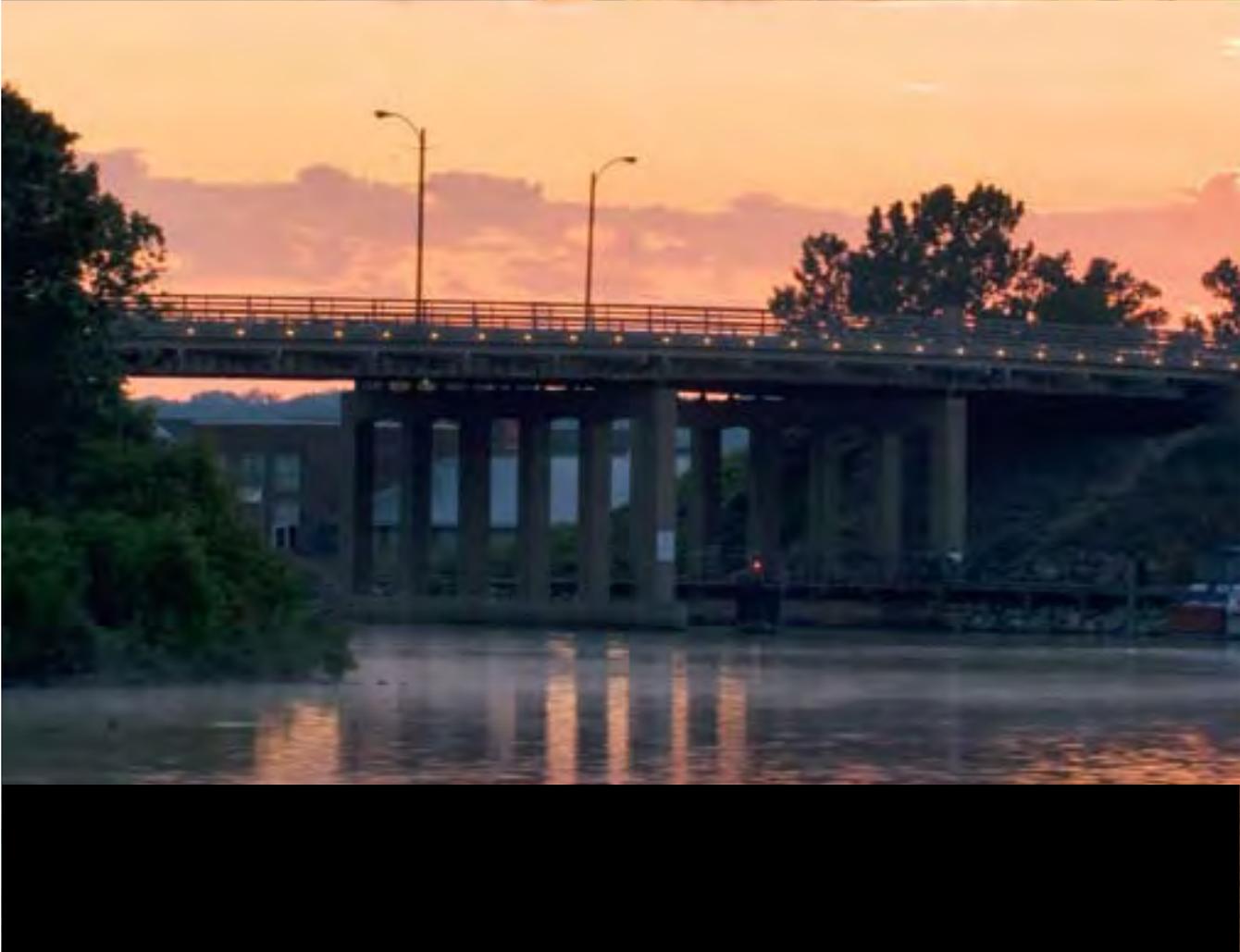
C. Redraft zoning ordinance—Follow the guidelines put forward by the Congress New Urbanism (CNU)





CHAPTER FOURTEEN

Financing and Implementation Plan



Implementation



Chapter Number	Strategy (In rank order)	Tactic Summary	Authority or Convener	Best Implementer/ Responsible Party	By When
4. General	1. Quality of Life	Walkable, sustainable & attractive	V. Council P. Comm.	Parks Board Village Mgr.	At every opportunity
	2. Waterfront	Increase and Enhance public access	V. Council P. Comm.	Village Mgr. PC Liaison	At every opportunity
	3. Land Use	Redevelopment with zoning tools	V. Council P. Comm.	Village Mgr. PC Liaison	At every opportunity
	4. Econ. Dev.	Lower taxes/Become a destination	V. Council	CBDDA Village Mgr.	At every opportunity
	5. Neighborhood's	Sidewalks and upkeep	V. Council	Village Mgr. DPW Supervisor	At every opportunity
5. Qty of Life	A. Walkable	1. Lakeside Trail completion	Village Mgr.	Village Mgr.	Fall 2008
		2. Grand River Greenway	V. Council	Village Mgr.	Fall 2012
		3. More Street Trees	Village Mgr.	DPW Supervisor	10 over take down yearly
		4. Preserve greenspace via zoning/site plans	P. Comm.	PC Liaison	Zoning Code Update- 2008
		5. Finish sidewalks everywhere	V. Council	Village Mgr.	Fall 2012
		6. Provide traffic calming everywhere	V. Council	Village Mgr. Police Chief	Fall 2008; Safe Routes to School
		7. Lower speed limit on Savidge	Village Mgr.	Pol. Chief & MDOT	Fall 2008
		8. Better Savidge crossing lights	Village Mgr.	Police Chief MDOT	Fall 2009; Safe Routes
		10. Elevated pedestrian crossing over Savidge	V. Council	Village Mgr.	2015
		11. Re-route trucks to I-96	V. Council	MDOT	2012
		12. Another local bridge crossing	V. Council	Ottawa Cty./Road Commission	2016
	6. Water & Environment	A. Lakeside Trail	See 5 (A) (1) above	See 5 (A) (1) above	See 5 (A) (1) above
B. Grand River Greenway		See 5 (A) (2) above	See 5 (A) (2) above	See 5 (A) (2) above	See 5 (A) (2) above

Implementation



Chapter Number	Strategy (In rank order)	Tactic Summary	Authority or Convener	Best Implementer/ Responsible Party	By When
6. Water & Environment (cont'd)	C. Signage	1. Identify street ends	V. Council	Village Mgr.	2007
		2. More points of interest on Lakeside Trail	V. Council	Village Mgr.	2009
		3. Increase waterfront access – S. Buchanan, Leonard Rd, All Street Ends	V. Council	Parks Board Village Mgr.	2009
	D. West End Redevelopment	1. Village on the Grand. a. Downtown Focal Point; Pedestrian Friendly	V. Council	CBDDA/Parks Bd/HCC Vil. Mgr./ PC Liaison	2012
		b. Ensure 50' is kept on Grand River	V. Council	Parks Bd./Village Mgr.	2012
		c. & e. Keep public access at end of Cutler	V. Council	Parks Bd./Village Mgr.	2012
		d. Combine residential & commercial at this site	V. Council	P. Comm./PC Liaison	2012
		f. Multi story buildings	V. Council	P. Comm./PC Liaison	2012
		g. Maximize views	V. Council	P. Comm./PC Liaison	2012
		h. Create transient docks	V. Council	Parks Bd./Village Mgr.	2012
		i. Trolley pick-up point	V. Council	Village HT Reps	2012
	E. Environ.	1. Upstream sewage	V. Council	Village Mgr.	2009
		2. Storm water clean-up	V. Council	Village Mgr.	2009
		3. Tree ordinance	P. Comm.	PC Liaison	2008
	F. Future Waterfront Access	1. Preserve viewsheds and scenic vistas along roads, walks and paths	V. Council P. Comm.	Village Mgr. PC Liaison	Every opportunity
	2. Lloyd's Bayou Access on Leonard Improved – See 6(C)(3) above also	V. Council	Village Mgr.	2010	
	3. Addl Lloyd's Bayou Access Point (s)	V. Council	Village Mgr.	2010	
	4. Increase waterfront access – S. Buchanan, Leonard Rd, All Street Ends	V. Council See 6 (C)(3)	Village Mgr. See 6 (C)(3)	See 6 (C)(3)	

Implementation



Chapter Number	Strategy (In rank order)	Tactic Summary	Authority or Convener	Best Implementer/ Responsible Party	By When
6. Water & Environment (cont'd)		5. Improve Tanglefoot Park views	V. Council	Village Mgr. Tanglefoot Park Mgr.	2012
		6. More public access from every waterfront developer	P. Comm. V. Council	PC Liaison Village Mgr.	Every opportunity
7. Land Use Plan	A. Make Redevelopment a High Priority	Continue to make Redevelopment a High Priority	P. Comm. V. Council	PC Liaison Village Mgr.	Every opportunity
	B. Change the noted sections...	1. Change to mixed use between Cutler & Christman, north of old RR tracks ROW 2. Change to HDR between Cutler & Park north of RR track ROW 3. Change to C the S.W. corner of Fruitport/Savidge 4. Change to "pre-planned PUD" the N.E. corner of Fruitport/Savidge 5. Recognize that MF is the underlying zoning for the current Alden Place Condos, inclusive of B&B uses	P. Comm. P. Comm. P. Comm. P. Comm. P. Comm.	PC Liaison PC Liaison PC Liaison PC Liaison PC Liaison	2008 & New Zoning Code 2008 & New Zoning Code 2008 & New Zoning Code 2008 & New Zoning Code 2008 & New Zoning Code
	C. Update entire Zoning Code	Review and revise it in its entirety	P. Comm.	PC Liaison	2008 & New Zoning Code
	D. Do not permit River Street Extension	Do not allow the Church outside of Village boundaries to connect unless this property becomes part of the Village and all factors can be considered	P. Comm.	PC Liaison	2008 & New Zoning Code
8. Economic Dev/Taxation	A. Incorporate Downtown Master Plan	Mesh all Downtown strategies approved in Sept. 2004 into the Comprehensive Master Plan	V. Council P. Comm.	Village Mgr. P. Comm. All Boards	2012
		See Pocket Plan #1 attached	See Pocket Plan #1 attached	See Pocket Plan #1 attached	See Pocket Plan #1 attached
	1. Extend Design Manual to east of Lake Avenue		P. Comm.	PC Liaison	2008 & New Zoning Code

Implementation



Chapter Number	Strategy (In rank order)	Tactic Summary	Authority or Convener	Best Implementer/ Responsible Party	By When
8. Economic Dev/Taxation (cont'd)		2. Create second commercial tier on north side of Exchange	V. Council P. Comm.	Village Mgr. PC Liaison	2012
		3. Infill street wall gaps, N side of Savidge	V. Council P. Comm.	Village Mgr. PC Liaison Private Sector	2012
		4. Sell surplus parking lots for building sites	V. Council P. Comm.	Village Mgr. PC Liaison Private Sector	2012
		5. Recognize that second story apartments are already permitted	P. Comm.	Village Mgr. PC Liaison Private sector	2006-2016
		6. Develop artists display space	V. Council	Village Mgr.	2010
		7. Promote mixed use development between Park and Buchanan Streets in the core downtown as noted in Downtown Master Plan	V. Council P. Comm.	Village Mgr. PC Liaison Private sector	2010
		8. Reduce auto dependent uses in downtown	V. Council P. Comm.	Village Mgr. PC Liaison Private sector	2016
		9. Relocate industrial uses	See 6 (D)(1)	See 6 (D)(1)	See 6 (D)(1)
		10. Implement CBD-1 as per Downtown Master Plan -Signs, height, amenities	See Pocket Plan #1 attached	See Pocket Plan #1 attached	See Pocket Plan #1 attached
	B. South Haven model of Cross-marketing	1. Develop a business recruitment program for vacancies	CBDDA	Village Mgr. & Future staff/budget?	2009
		2. Update & coordinate marketing materials	CBDDA	Village Mgr. & Future staff/budget?	2009
		3. Develop a Business Retention System & Village Promotion brochure	CBDDA	Village Mgr. & Future staff/budget?	2009
		4. No new taxes for above; use ads and dues structure	CBDDA	Village Mgr. & Future staff/budget?	2009
		5. Partner with granting agencies on above plans	CBDDA	Village Mgr. & Future staff/budget?	2009

Implementation



Chapter Number	Strategy (In rank order)	Tactic Summary	Authority or Convener	Best Implementer/ Responsible Party	By When
8. Economic Dev/Taxation (cont'd)		6. Create on-going focus groups & consider hiring a "marketing person"	CBDDA	Village Mgr. & Future staff/budget?	2009
		1. See Rockford's	CBDDA	Village Mgr. & Future staff/budget?	2009
	C. Develop a Shop Local Program	1. Work with surrounding communities	V. President V. Council	Village Mgr. North Bank Communities	2009
	D. Discourage Sprawl along M-104	2. Work for an "intergovernmental planning commission" like an M-104 overlay district can create	V. President V. Council	Village Mgr. North Bank Communities	2009
	E. Enable higher buildings if designed w/ smaller footprints	1. Consider terracing higher buildings	V. Council P. Comm.	Village Mgr. PC Liaison	2008 & New Zoning Code
		2. Utilize best zoning & site plan practices to protect waterfront views	See 5(A)(4)	See 5(A)(4)	See 5(A)(4)
	F. Lower taxes	1. Redevelop Savidge Street	V. Council P. Comm.	Village Mgr. PC Liaison	2012
		2. Encourage regional costs	V. Council P. Comm.	Village Mgr. PC Liaison	2012
		3. Seek 0.5 bike path mills back from Spring Lake Twp.	V. Council	Village Mgr. PC Liaison SL Township	2012
		4. Joint purchases	V. Council	Village Mgr. North Bk. towns	2012
		5. Make municipal rate no longer the highest	V. Council	V. Mgr, V. Staff, SL/FB Police	2010
		6. School/Library debt reduction is necessary to reduce taxes beyond #6 above	School Library	School Supt. Library Dir.	2016+
		G. Extend Design Manual	To entire Business Community & PUD's	See 8 (A) (1)	See 8 (A) (1)

Implementation



Chapter Number	Strategy (In rank order)	Tactic Summary	Authority or Convener	Best Implementer/ Responsible Party	By When	
9. Neighborhood, Schools, & Housing	A. Elementary Schools	Maintain Holmes and St. Mary's presence				
		1. Consider traffic impacts on schools & neighborhoods when new developments are reviewed	V. Council P. Comm.	Village Mgr. PC Liaison	Immediate	
		2. Communicate about any Village activity impacting schools to Supt., Prin., Bus. Manager & Facilities	Village Mgr.	Village Mgr. DPW Supervisor	Immediate	
		3. Work to keep Holmes a K-4 school	V. Council	Village Mgr.	On-going communi-cations	
		B. Emergency Shelter	1. Work with St. Mary's	V. Council	Village Mgr. Police Chief	2007
		C. Sidewalk Repair/Maint.	1. Annual inspections in spring	Village Mgr.	DPW Supervisor	2007 & annually thereafter
			2. Extend sidewalks to all streets	V. Council	Village Mgr.	FY 08-FY12 Budgets
			3. Hotline for sidewalk repair needs	Village Mgr.	Administrative Assistant & Crosswinds	2007
			4. Implement the Safe Routes to Schools Program	V. Council/ School Board/SLT	V Mgr; Sch. Supt; SLT Super.	2008
		D. Discourage Rental Housing	1.&2. Send reminders of requirements and require all to be registered	Code Compliance Administrator	Admin. Asst.	2007
			3. Cross check tax statements for unregistered rentals	Code Compliance Administrator	Admin. Asst.	2007
			4. Provide reminders in Crosswinds, tax bills, web page, etc.	Code Compliance Administrator	Admin. Asst.	2007

Implementation



Chapter Number	Strategy (In rank order)	Tactic Summary	Authority or Convener	Best Implementer/ Responsible Party	By When
		5. Redefine "family" in Zoning Ordinance	P. Comm. V. Council	PC Liaison Village Mgr.	2008 in Zoning Code Update
		6. Change to annual inspections	V. Council	Village Mgr. Code Comp. Admin. Admin. Asst.	2008
	E. Shop Local	1. Business involvement in Schools	Business Community	School Supt. & Principals	2008
		2. Regularly encourage shop local on Message Board	Village Mgr.	Admin. Asst. DPW Supervisor	2007
	F. Enforce Housing & Code Ordinances	1. More inspections triggered on potential violations & higher penalties	V. Council & Village Mgr.	Village Mgr. Code Comp. Admin. Admin. Asst.	2008
		2. More Zoning Violations – Noxious weeds, Parking,	Village Mgr.	Code Compliance Administrator	2007
		3. Research stronger codes...fewer cars, rentals in SF districts, licensing, etc.	V. Council P. Comm.	Village Mgr. PC Liaison	2008
	G. Stricter Landscape Standards	3. Enact stricter residential landscape standards	P. Comm. V. Council	PC Liaison Village Mgr	2008 and Zoning Code depending on legality
	H. Stem the tide of apartments	1. Downzone districts to not permit single family to become multi-family as legally determined	P. Comm. V. Council	PC Liaison Village Mgr.	2008 and Zoning Code depending on legality
10. Public Improvements	A. Continue Infrastructure	1. Implement the Five Year Plan	V. Council P. Comm.	Village Mgr. V. Team	2007-2012
	B. Make further Streetscape Improvements	1.&2. Comprehensive tree program	V. Council	Village Mgr. Tree Steward Public Works Team	2008
		2.&4. Enhance Village pocket gardens	V. Council	Village Mgr. Public Works Team	2008
		3. Plant near WCTU Fountain	V. Council	Village Mgr. Public Works Team	2008

Implementation



Chapter Number	Strategy (In rank order)	Tactic Summary	Authority or Convener	Best Implementer/ Responsible Party	By When	
10. Public Improvements (cont'd)		5. Improve School St. swale in conjunction with MDOT and MDEQ	Village Mgr.	DPW Supervisor	2007	
	C. Preservation of WCTU Fountain	1. Make it a focal point for the CBD	V. Council Historic Con. Dist. Comm.	Village Mgr. Consultant Contractor	2008	
	D. Eliminate Overhead wiring	1. Savidge, Exchange, W. River and Liberty Street first 2. Put in ornamental lighting. E. Savidge & See priority list	V. Council V. Council	Village Mgr. and Budget Village Mgr. and Budget	2016 2012	
	E. Create an Exchange St Bus. District	1. Install brick accents on crosswalks and sidewalks	V. Council	Village Mgr. and Budget	2012	
	F. Revitalize Central Park	1.-6. Preserve trees; add flowering trees; landscape accents; ornamental lighting; new structural amenities (including new picnic shelter; & maintain open areas)	V. Council	Parks Board Village Mgr. and Budget	2012	
	G. Create Spray Park	1. In CBD or Tanglefoot Park	V. Council	Parks Board Village Mgr. and Budget	2012	
	H. Implement sidewalk plan	See 9 (A) and 9 (C)	V. Council	Village Mgr.	FY 08-FY12 Budgets	
	J. Preserve/Rehab Cutler St. Monument	1. Landscaping	V. Council	Village Mgr. and Budget	2012	
	11. Transportation Plan	A. Create a Local Bridge Crossing	Closer to US-31; Plan for Route & initiation of ROW acquisition	V. Council Ottawa County	Village Mgr. OC Road Commission	2014
		B. Create More Non-Motorized Paths	See 5 (A) (2) above	V. Council	Parks Board Village Mgr. and Budget	2012
C. Add a Traffic Signal on Savidge		1. At School Street Extension	V. Council MDOT	Transp. Service Center	2010	
		2. Extra center lane from School St. to Jackson St.	V. Council MDOT	Transp. Service Center	2012	

Implementation



Chapter Number	Strategy (In rank order)	Tactic Summary	Authority or Convener	Best Implementer/ Responsible Party	By When
12. Historic Future	A. Redevelop and re-use existing properties	1. Re-use existing properties	V. Council Hist. Con. District Commission P. Comm	Village Mgr. PC Liaison	2010
	B. Change District Scope	1. Create a boundary line for a "preservation district" with additional standards	V. Council Hist. Con. District Commission	Village Mgr. PC Liaison	2010
		2. Architectural Review Board	V. Council Hist. Con. District Commission	Village Mgr. PC Liaison	2010
13. Policy, Service, Admin & Pub Safety	A. Increase community awareness	1-5. Neighborhood meetings; Crosswinds; Cable Channel; Web Site	V. Council	Village Mgr. and Team	2008
	B. Networking and Partnering	1. Continue the efforts from past and more in future	V. Council	Village Mgr. and Budget	2012
	C. Re-draft Zoning Ordinance	1. After this Plan is approved – next highest planning priority	P. Comm. V. Council	Planning Consultant PC Liaison Village Mgr.	2009

CONCLUSION

Planning Commission Chairperson Message



PHOTO COURTESY BECKY VARGO, GRAND HAVENTRIBUNE



Message from the Planning Commission Chairperson

October 2006

The Village of Spring Lake has seen significant growth in recent years. This growth insures a promising future. However, it is necessary that this growth be planned. That is the purpose of this Master Plan.

The following document is the work of numerous volunteers, Council Members, Planning Commission Members and Village Staff. It was the hard work and visioning of these volunteers that created a plan as we begin new and future challenges. On behalf of the Planning Commission I want to thank all of the people who volunteered their time to help create a better future for the Village.

This Master Plan is a document that will be used by the Planning Commission as it considers various requests brought before the Commission for approval. This Master Plan is a reflection of the people who work and live in this community.

As the Planning Commission is the body that must review and approve a Master Plan, it is also important to remember that this action will be taken to ensure compliance with PA-110 of 2006 (Zoning Enabling Act).

Again, thank you to everyone who made this document possible.

Sincerely,

Marvin VandenBosch
Chairperson, Planning Commission



Pocket Plans

Village of Spring Lake Downtown Development Plan (September 2004)
West Exchange: Village on the Grand Conceptual Plan





Pocket Plan 1 Downtown Development Plan

(September 2004)

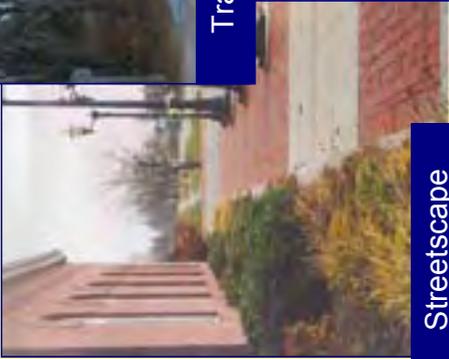
The Village of Spring Lake 2004 Downtown Development Plan is included in its entirety by reference as part of the 2006-2016 Master Plan. The following excerpts are included for reference.



Waterfront



Trails



Streetscape



The Village of Spring Lake Downtown Development Plan 2004



Central M-104



West End of M-104



Village Hall
and Police



Library



VILLAGE OF SPRING LAKE MASTER PLAN

TABLE OF CONTENTS

I.	MASTER PLAN
II.	DOWNTOWN ELEMENT
	OVERVIEW AND COMMUNITY CONTEXT
	HISTORIC PERSPECTIVE
	POPULATION PROFILE
	COMMUNITY DESIGN AND EXISTING LAND USE
	TRANSPORTATION AND CIRCULATION
	COMMUNITY DESIGN
	MARKET ANALYSIS
	PLAN GOALS AND STRATEGIES
	LAND USE/DESIGN/ECONOMIC DEVELOPMENT/TRANSPORTATION AND ACCESS/ PUBLIC FACILITIES/COMMUNITY ACTIVITIES/HOUSING/PROPERTY MAINTENANCE/ COLLABORATIONS/FINANCE
III.	RECREATION ELEMENT
IV.	DESIGN GUIDELINES
V.	CAPITAL IMPROVEMENTS PLAN
	APPENDICES
	M-104 BUSINESS PHOTOS (FOR POSTERITY)



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



SPRING LAKE LAND SERVICE 30002
 6000 Main Street, Spring Lake, Michigan 49782
PAGE 19

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



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

**Pocket Plan 2
Village on the Grand
West Exchange
(Conceptual Plan – May, 2006)**





Current Issues and Resolutions

1. Location and Use of Holmes School
2. Commercial Development Pressure
3. Village and Incorporation Status





Location and Use of Holmes School



181 W. SAWIDGE ST. • SPRING LAKE, MI 49456 • PHONE 616-847-1393
FAX 616-847-1393

January 24, 2006

Larry Mason, Superintendent
Spring Lake Public Schools
345 Hammond Street
Spring Lake, Michigan 49456

Dear Larry:

I read with interest and concern the article in the Grand Haven Tribune about Holmes School. I had not heard anything about an odor problem, or ever discerned it, during my HOST mentoring or Chess Club activities there. The idea of moving the school was new to me.

We discussed this matter in our Master Plan meeting last night. The consensus was significant concern for the impact a major change to Holmes School would create for the community.

We agreed with the attached list of characteristics for good neighborhoods that states:

A good neighborhood has an elementary school to which most young children can walk. This walking distance should not be greater than a mile.

Holmes School meets this criteria. I wonder if a process to brainstorm solutions could be created that would also keep the community's long-term health in mind.

I would like to participate in any such process.

Sincerely,

Ryan Cotton
Village Manager

cc: Master Plan Steering Committee



Commercial Development Pressure in Residential Zones

Langworthy Strader LeBlanc, 2004



LSL Planning, Inc.

Community Planning Consultants

Memo

TO

Ryan Cotton, Village Manager
John Hansen, Community Service Director

FROM

Brenda Moore, AICP, PCP
Principal Planner

Date: August 11, 2005

Re: Development pressure along M-104

As development progresses on the east end of the M-104 corridor, the Village will likely experience increasing pressure to reevaluate land use along the rest of the roadway, through what is now primarily residential development. Responding to this pressure will require the Village to ask some key questions, such as:

- > What does the Downtown Plan say?
- > How much commercial can the community support?
- > Is "strip" commercial development appropriate through the Village?
- > What character does the Village desire for itself?

1. What does the Downtown Plan say?

For commercial areas, the Downtown Plan focuses on the design and health of existing business and office areas, which can be loosely defined as:

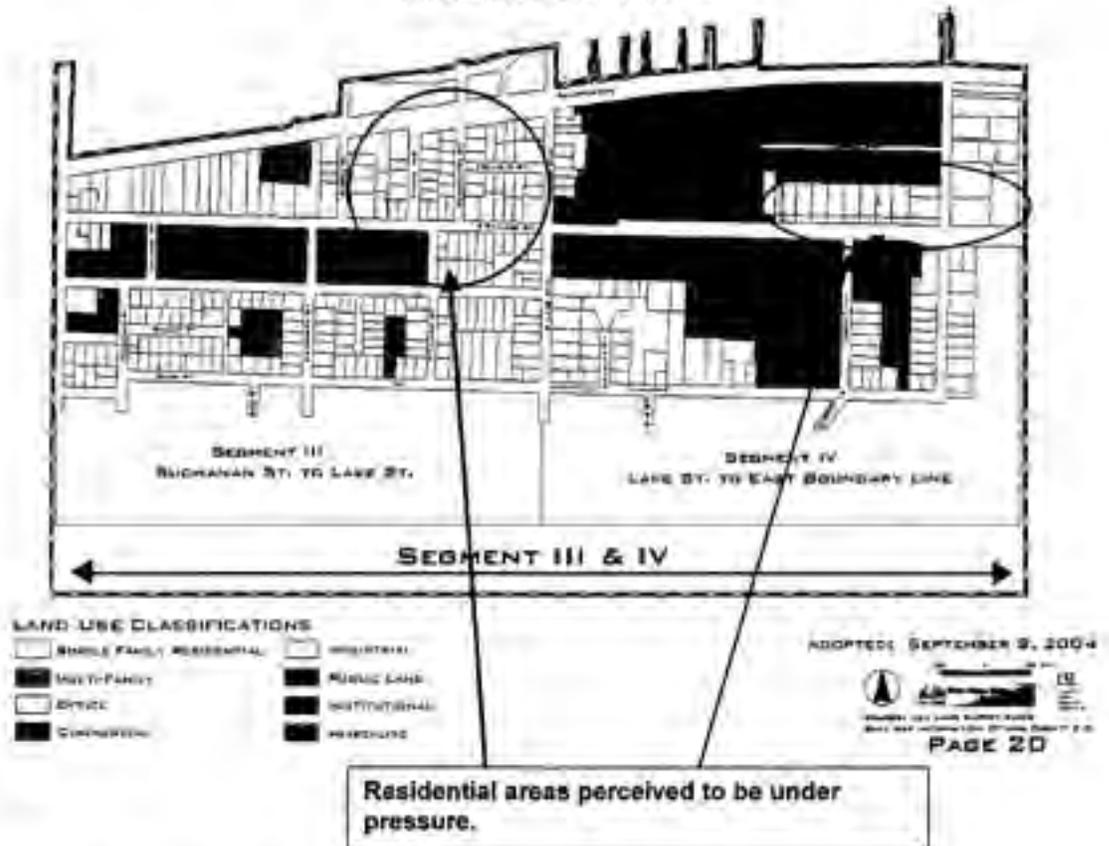
- > The highway service area – US 31 to Division Street
- > The downtown core – between Division and Buchanan
- > The east end business area from Lake Avenue to the Village limits excluding existing homes on the north side of M-104 (east of Harbor Steel).

These areas are wholly within the Village's Downtown Development Authority.

While most of the design focus has been on the downtown core, the plan continually reinforces concepts of small-town, pedestrian-friendly design over a suburban environment traversing the Village.

Both the future land use map (see below), and the plan text support maintaining existing residential areas: "From Lake Street to Buchanan Street, land use is targeted to remain residential and institutional, with some small office areas."

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



2. How much commercial can the community support?

Traditional development standards, such as those found in Urban Planning and Design Criteria, published by the Urban Land Institute, provide basic thresholds for commercial space and the population necessary to support that space. If those standards were applied to most communities, it would be evident that land planned for commercial uses far exceeds the need. In part this is because the community is part of a larger market area, served not just by their own commercial areas, but by communities around and near them. For a better perspective, one mile of commercial zoning 400 feet deep (on both sides of the road) equates to 96 acres. About

627,000 square feet of retail buildings can be developed in that area, requiring over 50,000 people to support it.

This is underscored in the marketing study completed as part of the Downtown Plan process that indicated that the Village could support "35,000 square feet of additional office space, and approximately 64,000 square feet of retail and related services space." Note that this figure is presented in terms of new structures, not additional land. To put this in context of land used, the additional retail square footage is equal to about one-half of a standard 600 foot city block. The office square footage could comfortably fit on a portion of the second floors of this retail space, with additional square footage available for residential use.

3. Is "strip" commercial development appropriate through the Village?

Perhaps the biggest criticisms of commercial uses lined along a busy road are: a) its ugly – regardless of landscaping along major commercial roads (such as 28th Street in Grand Rapids); and, b) traffic congestion. There are other reasons strip commercial throughout a community is generally discouraged:

1. Most communities cannot support the large amount of retail development that is needed to fill large strip areas. This results in buildings scattered along the strip (diminishing the positive aspects of a concentrated business district); or, if the strip is built out, the establishment of marginal businesses, which leads to high vacancy and turnover rates.
2. Traffic generation from retail development adds to the already high traffic volumes of a travel route. In the previous example of a one-mile strip of commercial development, the traffic generated by that level of retail activity is around 30,000 vehicles per day, about half again as much as the 2002 downtown traffic count in the Village (19,800 vehicles per day).
3. Access management techniques like rear access roads and shared drives can help congestion but retail traffic still affects the travel function of a busy road (i.e., getting travelers not wishing to shop from one end of town to the other).

4. What character the Village desire for itself?



Typical strip commercial scenario.

If, at some point in the future, the Village determines that the existing single family homes are no longer a viable use on M-104, then it will be very important to control the character of the uses taking their place. This may determine whether the Village will have a typical suburban "strip commercial" look, or one that preserves its charm and small-town character.

Design Considerations

1. The established setback line, behind existing large trees, should be maintained for all new structures.
2. Tree preservation will be critical to prevent a stark, over-paved landscape.
3. Sidewalks should be widened to accommodate additional cyclist and pedestrian traffic.
4. Consider creating design standards that maintain a residential character (e.g., pitched, shingled roofs, wood or vinyl siding, etc.).
5. For smaller parcels, a new district could be created that allowed less intensive commercial and office uses with a maximum square footage limit.
6. Prohibit parking in the required front setback.
7. Pole signs should be prohibited; monument or walls signs would be less intrusive.
8. Require a minimum of 200 feet of frontage for any commercial use.
9. Access management standards that require shared driveways and parallel access drives should be enacted to ease additional congestion and improve safety along M-104. For example, if the block between Parkhurst and Maple were developed to a more intense use, one driveway should serve more than one parcel, and driveways should access side streets rather than directly emptying on Savidge Street.
10. Because the parcels east of the Ace Hardware are relatively shallow, a rear access drive may be necessary. Since the parcels back up to a public park, developing the rear drive may be a relatively easy process.



Land Use Considerations

1. Any new commercial or office development along M-104 would not be within the designated Downtown Development Authority boundaries. New businesses would not be able to share resources equally with businesses within the Authority.

2. The Downtown Plan and future land use map are relatively new. There was a significant amount of community input to develop the plan. If a fundamentally different direction is contemplated it would be necessary to amend the plan and involve the public in that process.
3. The impact on the adjacent neighborhoods must be taken into account if the Savidge properties were transitioned to more intensive uses.
4. It is difficult for the Village to function as a community or regional shopping center because of geography. While being surrounded by water on three sides is a wonderful natural setting, it limits travel patterns of the some 20,000 additional customers it takes to support what the Village already has in commercial and service uses (based on the general standard that it takes about 1,000 people to support 1 acre of commercial and service uses).
5. The effects of new commercial development on infill efforts in the downtown core must also be considered. It is possible that any "new" commercial or service development will merely displace a similar business elsewhere (e.g., can the community support all the commercial and office space it already has?)
6. It is likely that people living along M-104 may believe that "nobody wants to live on a busy road." While many people prefer a quiet neighborhood setting, there are several areas where busy roads run through residential areas, yet the homes are still bought and sold for residential use without significant loss in value. Some examples that quickly come to mind include:
 - > Jackson Street in Grand Haven
 - > M-89 in Allegan
 - > M-57 in Greenville
 - > M-12 in Coldwater
 - > M-46 and Business 31 in Muskegon
 - > Fulton Avenue and Burton Street in Grand Rapids

Communities have struggled with these issues for years; some give in quickly to trends and later regret their decisions. Others, even with careful planning, find it difficult to resolve all of the issues and concerns. In the end, each community, including the Village, will have to find its own solution; one that works for the Village. Ultimately, the decision may rest with Question 4: *What character the Village desires for itself?*

LSL Recommendation

Do not permit the migration of commercial or office uses beyond what is outlined in the recently adopted Downtown Plan. The thought given to the plan by the citizenry reflects sound planning practices. Zoning additional lands for office or commercial use will undermine the Village's goals to maintain a viable downtown, a quaint Village atmosphere, and a walkable community, because:

1. The community can only support so much office and retail space, and those uses should infill lands already properly zoned rather than dispersing the development along M-104. Being over zoned for commercial land uses promotes marginal businesses on marginal properties. The market study in which the Village invested indicated that the Village could support 35,000 square feet of additional commercial uses. For comparative purposes, how does this figure compare to the total square footage of the new Ace Hardware and proposed Rite Aid? Also, what is the square footage of buildings anticipated to be redeveloped (e.g., the existing Rite Aid)? It may be a good exercise to informally tour commercial sites in adjacent areas to view just how many storefronts are vacant. For example, a large portion of the outlet mall and other fairly new retail facilities in Holland Township are vacant. In desperation to fill these facilities there are prominent signs on the outlet mall that advertise space for under \$5.00 a square foot—that is incredibly low! The result of over-zoning for commercial development is that the community is faced with a glut of space that cannot be filled. Buildings eventually become blighted because of a lack of investment.
2. Strip commercial development along M-104 will not provide concentrated shopping opportunities like what is offered by the Village's existing downtown area. Limited community resources should be used to strengthen existing business areas. With too much commercially zoned land, the downtown will lose its identity by being lost in a continuous commercial strip.
3. The potential transition of historic homes, attractive green spaces, and mature trees to buildings, parking lots, and advertising structures along M-104 will forever alter the character of the Village. Existing residential attributes along M-104 are part of the Village atmosphere; if they are replaced by commercial uses, the area could look like just another strip commercial area—indistinguishable from any other such place.
4. Congestion on M-104 would significantly worsen with additional commercial development—especially in light of the fact that there are limited alternate routes through the Village because of Spring Lake and the Grand River. Congestion problems will greatly impact neighborhood areas flanking M-104. M-104 is only 2-lane for several blocks; this is a bottleneck through which traffic must flow. Maintaining the traffic-carrying capacity of the street is essential to the community. The street already carries high volumes of traffic, and experiences congestion. Additional commercial development will only exacerbate the situation. Changes in land use could also spawn the need for extensive road improvements (including widening) which would likely involve land acquisitions and be very costly.
5. Because of the lack of depth with some of the residential parcels fronting M-104 there could be pressure to consume residential lands behind the parcels, thus further reducing housing stock.
6. Stringing development along an already heavily traveled business route is anything but pedestrian friendly.

Village of Spring Lake

Existing Land Use Calculations

Land Use Calculations	Number of Acres	% of Total
Low Density Residential	92	44%
Multi-Family Residential	24	12%
Office	2	1%
Commercial	10	5%
Service Commercial	6	3%
Industrial	18	9%
Parking	15	7%
Public/Quasi-Public	12	6%
Parks	14	7%
Vacant Properties	12	6%
Total	205 Acres	100%





Village and Incorporation Status Village President

2006

Message from the President



During the last couple of years the Village of Spring Lake has experienced fantastic economic growth that will add to our financial security as a government while continuing to improve and/or maintain the infrastructure throughout the village. For example repairing our roads, adding more public sidewalks, or stop lights, and making sure the village is more

pedestrian friendly. This in turn will encourage families to consider living here and bring new retail businesses to our downtown district, all adding and contributing to our economical growth, and the ability to lower property taxes.

This growth makes possible many of our visions or dreams for the future a reality and it is a privilege to communicate this positive news to you, at the same time it is our duty to protect and to preserve the uniqueness of the Village of Spring Lake. We can do this by being conservative in our visions, and in our expenditures large or small.

Many of our citizens today are volunteering in creating a Master Plan for the village that in actuality is the road map for today and holds many of the directions for tomorrow containing many of these visions. Some of your neighbors may even be volunteering as members of the Planning Commission or members of the Historic Commission, and/or the Parks and Recreation Committee...etc. Considerably more visions are created or supported here from this list, so while the economical health and future of the village is good, Council could not accomplish the goals without the many volunteers, and on behalf of the village, I thank you.

Part of this vision and/or growth also includes exploring becoming a City; it is a necessary step, a long and investigative procedure. But a step that I support and encourage for many reasons, the core being to give the citizens of the Village of Spring Lake more control over their property taxes, independence and their future. I believe that one way we can preserve our character, our future and our heritage is by becoming a City. We have experienced unbelievable growth these past few years and we will surely experience many more opportunities in the future, including challenges or issues that may threaten our accomplishments and/or local economy together these opportunities alone support exploring becoming a City.

*William Filber
Village President*

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