

SPRING LAKE VILLAGE

Master Plan

Adopted August 20, 2018



This page intentionally left blank

ACKNOWLEDGMENTS

The Spring Lake Village Master Plan benefitted from significant collaboration with the Village Council, Planning Commission, Zoning Board of Appeals, Downtown Development Authority, Village Staff, stakeholders, and citizens of the community. Without this support and input, completion of this plan would not have been possible.

VILLAGE COUNCIL

Mark Powers, Village President
Megan Doss, Village President Pro-tem
Michael Duer, Member
Michelle Hanks, Member
Mark Miller, Member
Joel TePastte, Member
Scott VanStrate, Member

PLANNING COMMISSION

Dave Kaucke, Chairperson
Chip Bohnoff, Vice-Chairperson
Eric Johnson, Member
Richard Martinus, Member
Steve Nauta, Member
Lesley VanLeeuwen-Vega, Member
Scott VanStrate, Council Representative

CONSULTANTS

David Jirousek, AICP, Williams & Works
Maxwell Dillivan, AICP, Williams & Works

CONTRIBUTORS

Chris Burns, Village Manager
Jennifer Howland, AICP, Village Planner
Lukas Hill, AICP, Zoning Administrator
David Kaucke
Ottawa Co. Planning and Performance Dept.



PLANNING COMMISSION ADOPTION RESOLUTION

**SPRING LAKE VILLAGE
OTTAWA COUNTY, MICHIGAN**

At a regular meeting of the Spring Lake Village Planning Commission, held at 7:00 PM on July 24th, 2018;

PRESENT: Bohnhoff, Johnson, Kauchek, Martinus, Nauta, Van Leeuwen-Vega, Van Strate

ABSENT: none

The following preamble and resolution were offered by Martinus and supported by Bohnhoff.

RESOLUTION TO RECOMMEND THAT THE VILLAGE COUNCIL APPROVE THE 2018 SPRING LAKE VILLAGE MASTER PLAN UPDATE

WHEREAS, the Spring Lake Village Planning Commission in cooperation with the steering committee has prepared the 2018 Spring Lake Village Master Plan, being an update to the version last revised in 2006;

WHEREAS, on March 27, 2018, the Planning Commission approved the tentative text of the Master Plan and requested that the Village Council authorize distribution of the draft Master Plan to the contiguous municipalities and the governmental and other agencies entitled to receive the draft for review and comment;

WHEREAS, on April 16th, 2018; the Village Council approved distribution of the draft Master Plan and asserted its right to give final approval or rejection of the Plan; and

WHEREAS, the required period of public comment on the draft Master Plan has expired; and

WHEREAS, the Planning Commission held a public hearing on June 26th, 2018 with the required notice, on the proposed Master Plan.

IT IS, THEREFORE, RESOLVED AS FOLLOWS:

1. The Planning Commission recommends approval of the 2018 Spring Lake Village Master Plan, in the form and content presented at this meeting, with the following revision:
 - (a) The addition of Map 4 Redevelopment Sites, pages 41 through 43.
2. The Planning Commission recommends that the Village Council give final approval of the Master Plan.
3. The Secretary of the Planning Commission is requested to forward this resolution and the approved draft of the Master Plan to the Village Clerk for submission to the Village Council.

AYES: Bohnhoff, Johnson, Kauchek, Martinus, Nauta, Van Leeuwen-Vega, Van Strate

NAYS: none

ABSENT: none

RESOLUTION DECLARED ADOPTED.


Deputy Clerk

VILLAGE COUNCIL ADOPTION RESOLUTION

**SPRING LAKE VILLAGE
OTTAWA COUNTY, MICHIGAN**

COUNCIL MEMBER HANKS, SUPPORTED BY COUNCIL MEMBER MILLER, MOVED THE ADOPTION OF THE FOLLOWING RESOLUTION:

RESOLUTION NO: 2018 – 14

RESOLUTION TO APPROVE THE MASTER PLAN UPDATE OF THE 2018 SPRING LAKE VILLAGE MASTER PLAN

WHEREAS, the Michigan Planning Enabling Act provides for the preparation and adoption of master plans and amendments therein for the use, development and preservation of lands in Spring Lake Village;

WHEREAS, the Spring Lake Village Planning Commission in cooperation with the steering committee has prepared the 2018 Spring Lake Village Master Plan, being an update to the version last revised in 2006;

WHEREAS, on June 26th, 2018, the Planning Commission held a public hearing on the proposed Master Plan, following distribution of the tentative draft of the Plan to the contiguous municipalities and other relevant planning and governmental entities, and following public notice as required by law; and

WHEREAS, on July 24th, 2018, the Planning Commission adopted a resolution approving the Master Plan and recommending that the Village Council grant final approval of it.

IT IS, THEREFORE, RESOLVED AS FOLLOWS:

1. The Village Council continues to assert its right to approve or reject master plan revisions and updates.

2. The Village Council hereby approves the 2018 Spring Lake Village Master Plan prepared by the Planning Commission in cooperation with the steering committee and submitted at this meeting of the Village Council.

3. The Village Clerk is requested to distribute of copies of the Master Plan to the contiguous municipalities and the other governmental bodies and planning agencies entitled by law to receive copies of the approved Plan.

AYES: Duer, Hanks, TePaste, Van Strate, Petrus and Miller

NAYS: None

ABSENT: Powers

RESOLUTION DECLARED ADOPTED.

The undersigned Clerk of the Village of Spring Lake hereby certifies that this Resolution was duly adopted by the Village of Spring Lake Council at a meeting held on the 20th day of August 2018 pursuant to proper notice and compliance with Act No. 267 of the Public Acts of 1976.


Marvin Hinga
Village Clerk, Village of Spring Lake

TABLE OF CONTENTS

INTRODUCTION	8	PUBLIC INPUT & VISIONING.....	26
FOREWORD	9	PUBLIC INVOLVEMENT	27
STATE LAW.....	9	COMMUNITY SURVEY	27
OVERALL REGIONAL CONTEXT	9	PUBLIC WORKSHOPS.....	30
PREVIOUS PLANNING EFFORTS.....	9	COMMUNICATION OF RESULTS.....	31
VISION AND GOALS.....	10		
ORGANIZATION OF THE MASTER PLAN.....	11	THE VILLAGE TOMORROW	32
THE VILLAGE TODAY.....	12	PLAN STRATEGY	33
LOCATION AND PHYSICAL DESCRIPTION	13	FUTURE LAND USE PLAN	35
HISTORY OF THE VILLAGE.....	13	FUTURE LAND USE CATEGORIES.....	35
DEMOGRAPHIC CHARACTERISTICS.....	14	REDEVELOPMENT STRATEGY.....	40
TRANSPORTATION SYSTEMS	19	RE-EVALUATION OF FUTURE LAND USE BOUNDARIES.....	40
ENVIRONMENTAL ISSUES.....	19	TRANSPORTATION TOMORROW	44
EXISTING CHARACTER AREA	21	IMPLEMENTATION	46
		IMPLEMENTATION TABLE.....	47
		ZONING PLAN.....	48

LIST OF MAPS

MAP 1. TRANSPORTATION & PUBLIC FACILITIES18

MAP 2. EXISTING CHARACTER AREAS 20

MAP 3. FUTURE LAND USE MAP39

MAP 4. REDEVELOPMENT SITES..... 41

VILLAGE of SPRING LAKE



*Where Nature Smiles
for Seven Miles*

Est. 1869

INTRODUCTION

CHAPTER 1



FOREWORD

Master Plans are intended to help guide everyday decisions and 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 mapping 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 2018 Spring Lake Village Master Plan Update, referred to as the “master plan” or “plan” in this document, was developed in accordance with the Michigan Planning Enabling Act. The planning process allowed for the citizens of the Village to make decisions today that will create the Village of tomorrow. It is based on a recognition on the part of the Planning Commission that the pace and character of growth and development should be viewed in the context of its long-term impact on the community.

STATE LAW

The master plan is a guiding tool and provides the framework for land use and zoning decisions and serves as a basis for capital improvement decisions and programming. As mandated by the Michigan Planning Enabling Act, a community’s master plan contains a series of accompanying maps, charts, and descriptive matter showing the Planning Commission’s recommendations for development, including the location of streets, waterways, floodplains, playgrounds, open spaces, public buildings, and utilities. Further, the Michigan Zoning Enabling Act requires zoning ordinances to be based on a master plan. Use of the master plan ensures that the desires of the community regarding future land development are translated into action – one special land use permit, site plan approval, variance, or rezoning at a time. The day-to-day decisions and capital improvements collectively dictate the future of Spring Lake Village.

OVERALL REGIONAL CONTEXT

The Village is positioned in the heart of the so-called “Golden Triangle” between Grand Rapids, Muskegon, and Holland. This area encompasses approximately 1.1 million people. Over the past 30 years, West Michigan has experienced rapid rates of population growth.

In this context of growth, the Village is well-positioned to capitalize on increasing income and population of the area while maintaining its unique, walkable, community which affords a high quality of life. By so doing, the Village will be able to continue attracting new residents and retaining existing populations.

PREVIOUS PLANNING EFFORTS

Spring Lake Village has had a long history of successful planning efforts. In 2004, the Village Council adopted the Village of Spring Lake Design Manual to help guide the design and redevelopment of the Village Center. These guidelines further reinforce pedestrian-oriented, traditional design elements in the Village Center. The Village’s previous master plan was completed in 2006 and strongly focused on creating and maintaining a walkable community, preservation of the Village’s historic character, context-sensitive redevelopment, protection and leveraging of natural resources, and providing a strong quality of life for residents and workers in the Village.

A coordinated parks and recreation plan was created in 2015 in collaboration with the communities of Spring Lake Village, Spring Lake Township, the City of Ferrysburg, the City of Grand Haven, and Grand Haven Charter Township. The plan represents a regional effort to better plan and provide recreation facilities on a community-wide basis.

This 2018 plan update builds off these previous planning efforts, notably upon the goals and vision established in the 2006 Master Plan. Also, this 2018 effort is intended to position the Village to qualify for certification with the Michigan Economic Development Corporation’s Redevelopment Ready Communities© program to further bolster redevelopment efforts currently underway in the Village.

Ultimately, the master plan is based upon the wishes, needs, concerns, and ideas of those who live, work, and play in the community. These wishes and needs form the basis of the vision and goals presented in this plan.

VISION AND GOALS

Spring Lake Village's Council and staff are guided by a vision and mission statement that are included in the Village's Annual Budget. The Master Plan Steering Committee reviewed and confirmed the Vision Statement below contained in the 2006 Master Plan to provide a guiding foundation for this specific Plan. The community vision and goal statements provide the foundation for the recommendations included in **Chapter 5: Implementation**. The community vision statement is a declaration of the Village's objectives and aspirations and is intended to guide its internal decision-making. Goals are identified as specific means of achieving the vision for the Village.

Community Vision

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

We will continue the on-going encouragement and support of the entrepreneurial spirit of members of the community.

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

Community Goals

The eight goals below are instrumental in helping the Village achieve its future vision. A further explanation of these goals and applicable policies for each can be found in **Chapter 4: The Village Tomorrow**.

Goal 1. Create a cohesive look and feel for the Village, particularly in commercial areas.

Goal 2. Establish the Village as a commercial and cultural destination through the creation of a more distinct, stronger, and centralized downtown district.

Goal 3. Enhance and improve parks, recreation, and community facilities, emphasizing water-based recreational opportunities and expansion of waterfront accessibility.

Goal 4. Expand the network of sidewalks, crosswalks, and pathways for all levels of ability and create safe connections to enhance mobility options.

Goal 5. Protect water resources and preserve remaining sensitive environmental areas.

Goal 6. Improve Village gateways through signage, building form, streetscape improvements, and landscaping.

Goal 7. Continue multi-jurisdictional cooperation with neighboring municipalities as well as regional and state agencies on issues of regional significance (such as transportation, land use, environmental issues, marketing, etc.)

Goal 8. Encourage a mix of housing types for a wider range of incomes and preferences.

ORGANIZATION OF THE MASTER PLAN

This plan is organized into five chapters:

Chapter 1 Introduction

This chapter contains the community's vision and goals for the Village, a summary of past master planning efforts, an explanation of the purpose and goals of a master plan, and the plan's organization.

Chapter 2 The Village Today

The Village Today is an overview of existing conditions in the Village including population, housing, character areas, transportation, natural features, and community facilities.

Chapter 3 Public Input & Visioning

Citizen involvement in the planning effort is documented in this chapter. Further, the chapter references the public survey and public open house input results gathered during the master planning process.

Chapter 4 The Village Tomorrow

The Village Tomorrow is a framework for future growth and development in the Village. It outlines the strategies of how the Village should develop and includes maps that illustrate prescribed land uses at specific locations.

Chapter 5 Implementation

Finally, the Implementation chapter includes a description of the policies and actions that will assist the Village with realizing the vision of this plan.



CHAPTER 2

THE VILLAGE TODAY

LOCATION AND PHYSICAL DESCRIPTION

Spring Lake Village 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 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 is adjacent to the cities of Grand Haven and Ferrysburg and to Spring Lake Township. 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. 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.

Spring Lake Village 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, primarily centered in Ferrysburg and Grand Haven.

HISTORY OF THE VILLAGE

Spring Lake Village was chartered in 1869, but like the other communities located on the mouth of the Grand River, it has had residents, commerce, and buildings since the early 1830s. The Spring Lake area has been home to a once-thriving lumbering industry, 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. Nearly 75 percent of structures in the Village were built before 1980 and require protection in order to preserve the Village's small-town character. 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. 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.

Recent years have seen redevelopments and tear-downs of not only residential structures but also commercial structures. Former industrial brownfields have recently been redeveloped to new uses.



Savidge Street looking west from Village Hall (c. 1940)



Original plat of the Village of Spring Lake (1869)

DEMOGRAPHIC CHARACTERISTICS

Population and Household Characteristics

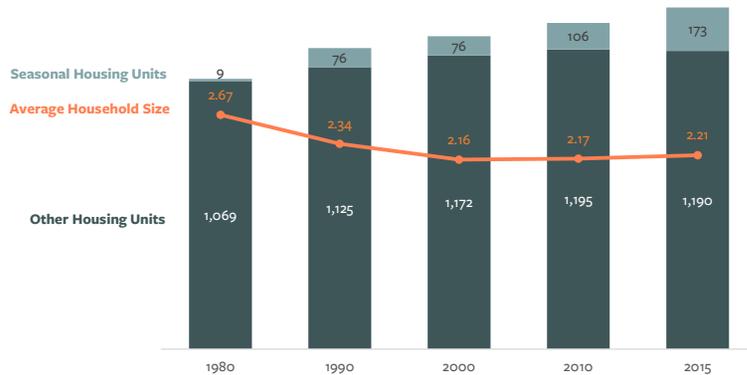
The Village population peaked in 1970 and declined until 2010. From 2010 to 2015 the Village’s population is estimated to have increased by nearly 5%. Nearby townships and the County have experienced increases in population since 1950 (See Figure 2.1) while City of Grand Haven and City of Ferrysburg populations have fluctuated.

Figure 2.1 Population

	1950	1960	1970	1980	1990	2000	2010	2015
Village of Spring Lake	1,824	2,063	3,034	2,731	2,537	2,514	2,323	2,438
Spring Lake Township	2,246	3,363	4,979	6,857	8,214	10,626	11,977	12,288
City of Ferrysburg	1,454	2,590	2,196	2,440	2,919	3,040	2,892	2,955
Grand Haven Township	1,997	3,479	5,489	7,238	9,710	13,278	15,178	15,757
City of Grand Haven	9,536	11,066	11,844	11,763	11,951	11,168	10,412	10,819
Ottawa County	73,751	98,719	128,181	151,174	187,768	238,314	263,801	273,136

Source: 1950-2010 U.S. Census and 2011-2015 American Community Survey 5-year estimates

Figure 2.2 Housing units and average household size

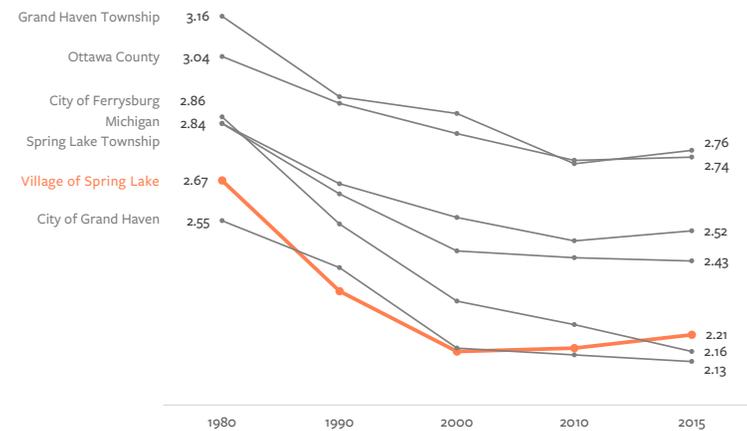


Source: 1980-2010 U.S. Census and 2011-2015 American Community Survey 5-year estimates

The number of housing units has been increasing since 1980. The number of seasonal housing units increased significantly (by over 700%) from 1980 to 1990. Another large increase (63%) in seasonal housing units was seen from 2010 to 2015 (See Figure 2.2).

Average household size trended downward from 1980 to 2010 in neighboring cities and townships, Ottawa County and the State. However, from 2010 to 2015 several areas saw upticks in average household size—with the Village experiencing the largest percent increase (See Figure 2.3).

Figure 2.3 Average household size



Source: 1980-2010 U.S. Census and 2011-2015 American Community Survey 5-year estimates

The average age of Village residents increased from 1980 to 2010, and then decreased from 2010 to 2015. Although the largest age group in the Village is between 25 and 44, nearly half of Village residents are 45 years of age or older. Between 2010 and 2015, the Village saw the largest decline in the population aged 45 to 54 (See Figures 2.4 and 2.5).

Figure 2.4 Age distribution

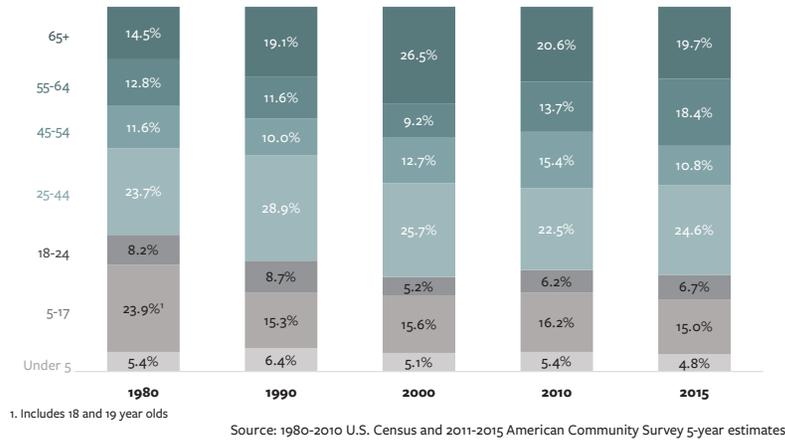
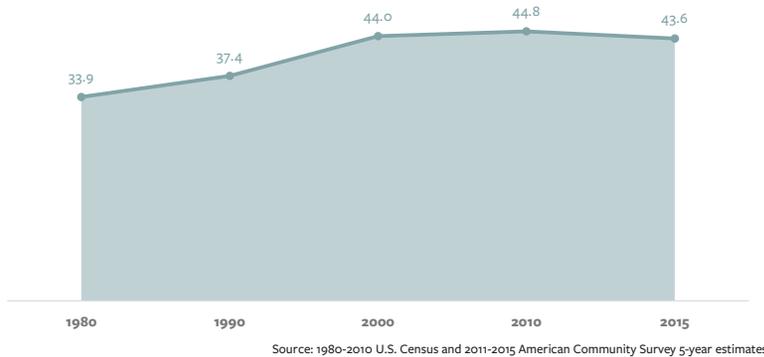


Figure 2.5 Average age



The percentage of younger Village residents—especially the historical college-age population (18-24)—is lower than the County and the State. Likewise, the percentage of older Village residents—especially the historical retirement-age population (65+)—is higher than the County and State (See Figures 2.6 and 2.7).

Figure 2.6 2015 age distribution

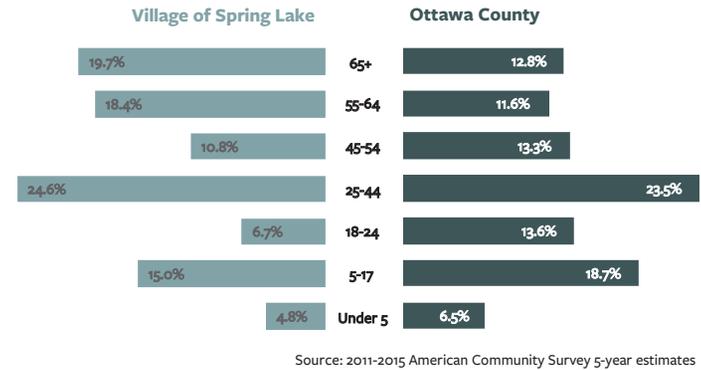
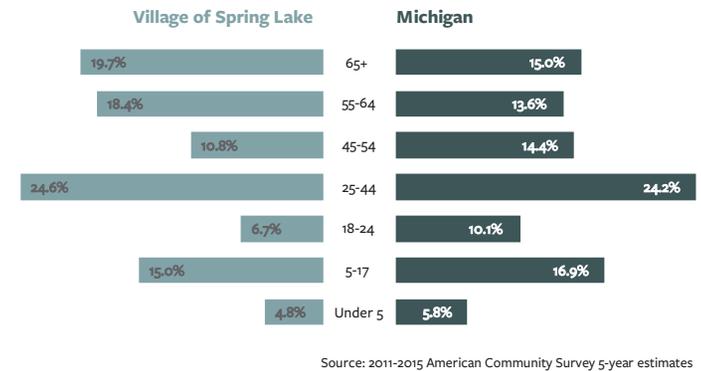


Figure 2.7 2015 age distribution



Employment

From 2000 to 2015, the percent of Village residents employed in the manufacturing industry declined from 25.7% to 17.9%. At the same time, the percent of Village residents employed in the educational, health, and social services industry increased from 20.2% to 21.4%. The unemployment rate increased from 1.8% in 2000 to 7.9% in 2010, and then decreased to 5.3% in 2015 (See Figure 2.8).

Income

In 2015 the median household income in the Village was approximately \$50,700 while the County's was approximately \$59,000. The Village had a higher percentage of residents earning \$200,000 or more (4.4%) compared to the County (3.3%).

Figure 2.8 Employment and retirement

	2000	2010	2015
Residents Employed in Manufacturing	25.7%	19.7%	17.9%
Residents Employed in Educational, Health, and Social Services	20.2%	22.4%	21.4%
Unemployment Rate	1.8%	7.9%	5.3%
Households Receiving Retirement Income	24%	23%	27%

Source: 2000 U.S. Census, 2006-2010 and 2011-2015 American Community Survey 5-year estimates

Schools

There are currently five schools located in Spring Lake Village—Holmes Elementary, Spring Lake Intermediate, Spring Lake Middle, Spring Lake Alternative, and St. Mary's Catholic School. In nearby Spring Lake Township and Ferrysburg, there are three additional schools—Jeffers Elementary, Spring Lake High, and Walden Green Montessori (See Figure 2.9).

During the 2016-2017 school year, Spring Lake Public Schools had an enrollment count of 2,476 students. Student enrollment peaked during the 2013-2014 school year at 2,489. Over the last 15 years, enrollment at Spring Lake Public Schools increased by 16% (See Figure 2.10).

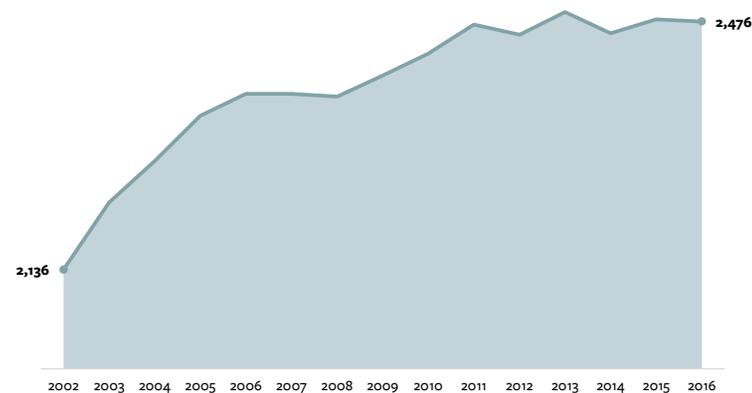
Figure 2.9 School enrollment counts

School	Grades	Enrollment 2016-2017 School Year
Holmes Elementary	Kindergarten through 4th	443
Spring Lake Intermediate	5th and 6th	364
Spring Lake Middle	7th and 8th	400
St. Mary's Catholic	Kindergarten through 8th	150
Spring Lake Alternative ¹	9th through 12th	20
Jeffers Elementary ¹	Kindergarten through 4th	390
Walden Green Montessori ¹	Kindergarten through 8th	184
Spring Lake High ¹	9th through 12th	859

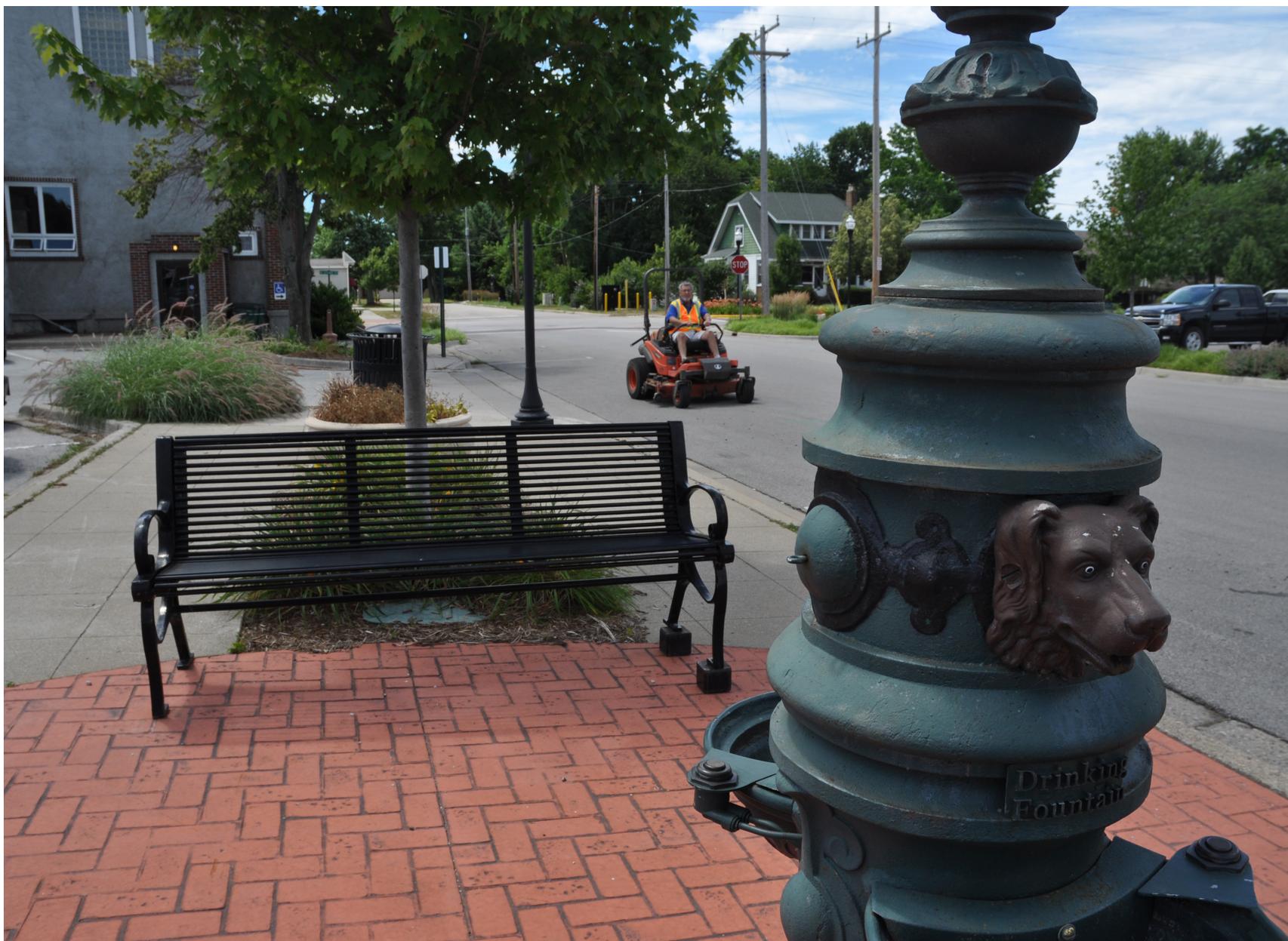
1. Walden Green Montessori is located in Ferrysburg. Jeffers Elementary is next to the High School—both of which are located in Spring Lake Township. Spring Lake Alternative is located in the Middle School in the Village

Source: MI School Data; St. Mary's Catholic School

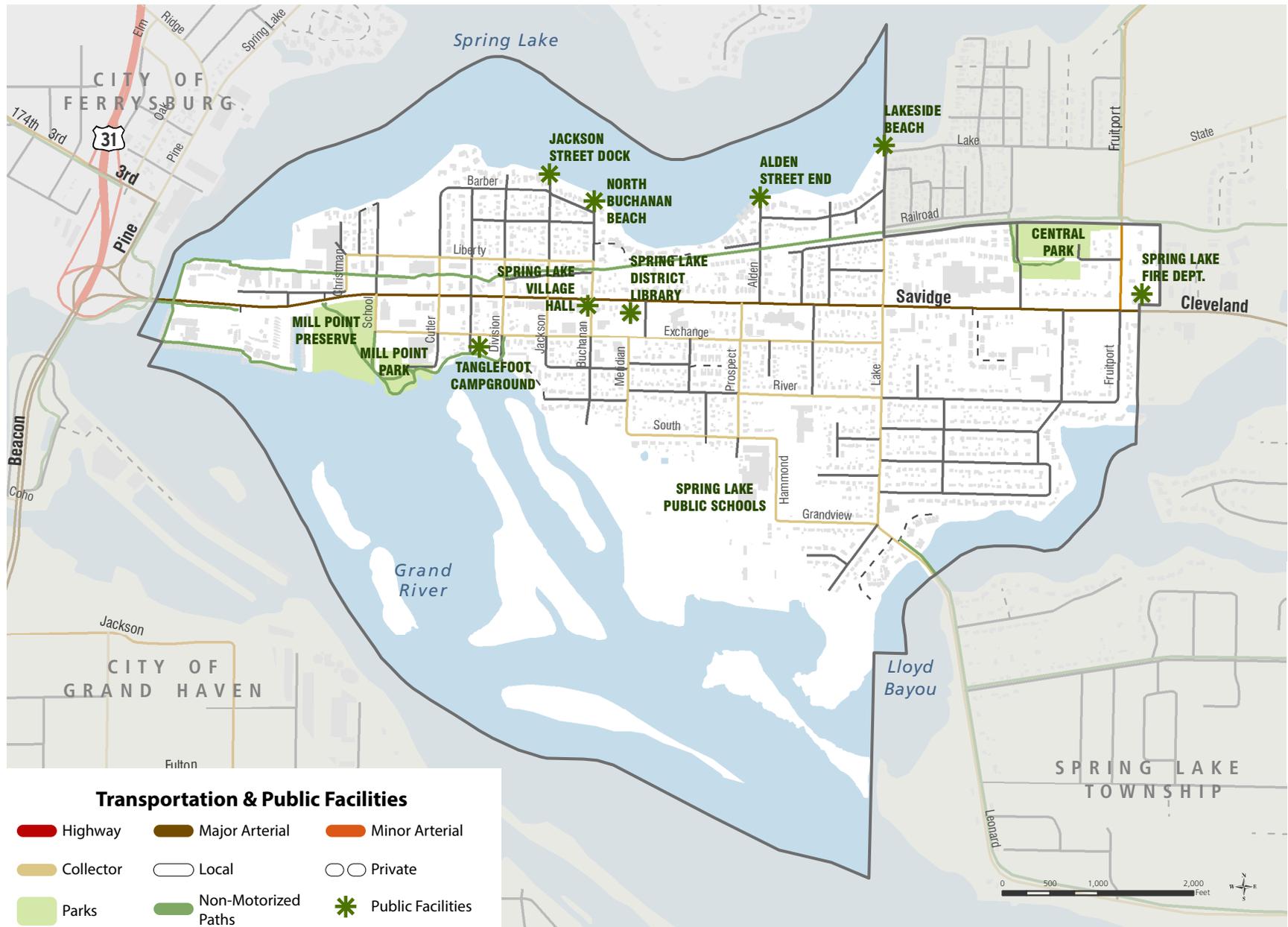
Figure 2.10 Enrollment in Spring Lake Public Schools



Source: MI School Data; St. Mary's Catholic School



MAP 1. TRANSPORTATION & PUBLIC FACILITIES



TRANSPORTATION SYSTEMS

Road Network

Like most communities, Spring Lake Village has various types of roadways which function in a hierarchical fashion. These are major arterials, minor arterials, collectors, and local streets (See Transportation and Public Facilities Map). How a street functions in a community is important with respect to land use decisions, public walking routes, and public road improvements. The function of each roadway type is briefly described below. Depending on location, some systems may serve in more than one purpose:

- Major Arterial - A roadway whose principal function is the movement of high volumes of traffic into and through the Village. Savidge Street is the Village's major artery.
- Minor Arterial - A roadway whose principal function is the movement of traffic received from the Village's system of collector streets intended mainly to move traffic to major streets. Minor arterials include Fruitport Road.
- Collectors - Collectors provide access to minor or major arterials by traffic originating from local streets. Collectors include Leonard, Grandview, South, Liberty, Exchange, Lake, and certain segments of Prospect, Christman, School, Cutler, Division, Jackson, Buchanan, Meridian, and River.
- Local Streets - Local streets are the neighborhood (residential) streets on which homes are located. Their only purpose is to provide land access.

The Village is bisected by M-104 (Savidge Street), running east/west in the center of Downtown. Savidge Street carries approximately 21,000 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 heavy traffic volume and high traffic speeds along Savidge Street are a major deterrent to non-motorized connectivity between the north and south ends of the Village. While the corridor has made great strides in becoming more pedestrian-friendly due to concerted coordination with the Michigan Department of Transportation, Savidge is overwhelmingly viewed as an impediment toward the type of development and walkability the community desires.

In an effort to minimize future congestion and traffic conflicts, the Village seeks to implement access management standards according to the 2004 M-104 Access Management and Corridor Study conducted under the purview of MDOT and Ottawa County.

Public Transit

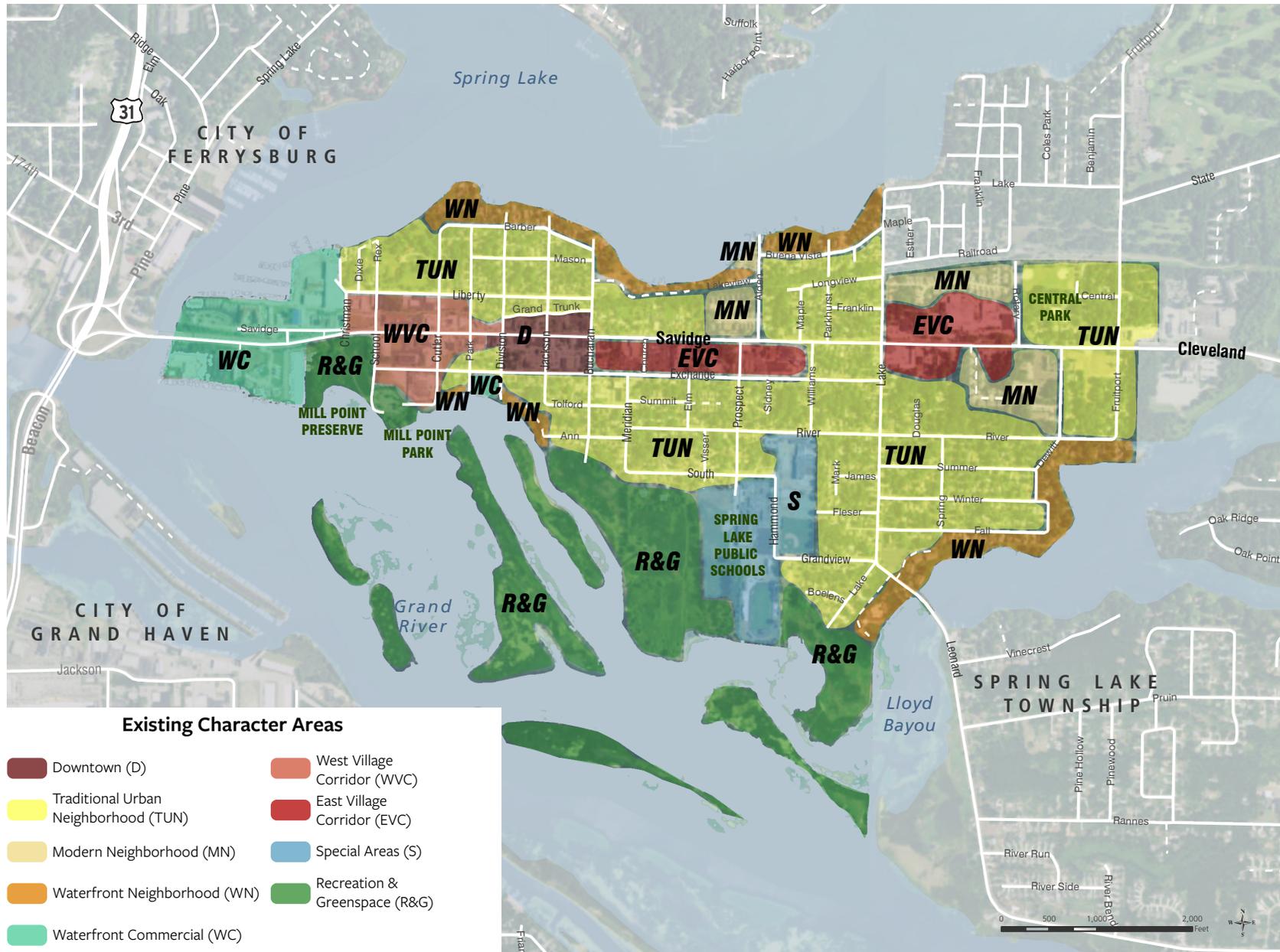
The Village is exceptionally well-served by a transit system. Harbor Transit is available upon demand and uses barrier-free buses to service homes, institutions, schools, churches, and recreational facilities. The Village is connected to the Tri-Cities Connector Path across the Grand River and Spring 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 south of Exchange Street between School and Cutler.

MAP 2. EXISTING CHARACTER AREAS



EXISTING CHARACTER AREA

The Village was divided into several character areas to help make distinctions between unique neighborhoods, districts, and corridors. Study and analysis of these character areas allowed the Village to:

- Classify each area by a review and assessment of common characteristics: land use, existing zoning, density, intensity, utility availability, and general infrastructure.
- Establish a clear and simplified framework for growth and create the foundation of the future land use map.
- Provide justification for future land use planning within each character area and to create general distinctions between areas.



Downtown

The Downtown of Spring Lake contains a diverse mixture of land uses and building forms arranged in a walkable and compact environment. The Village Center serves as the commercial center of the community as well as the hub of public activity. Established before the turn of the last century, the Village Center contains a number of elements which reflect its strong sense of history, including several historic structures. These structures are primarily brick storefronts ranging from the late 1800s to early 1900s; however, some structures suffer from well-intentioned but architecturally inappropriate improvements which have occurred over time and compromise the aesthetic feel of the district.

As was common in the era in which the Downtown was established, the layout provides a pedestrian-scale environment which contains sidewalks abutting one- and two-story structures with large storefront windows as a way to entice pedestrians to enter. The compact layout of the Downtown lends itself well to pedestrian traffic, and streets are typically outfitted with crosswalk facilities. However, over time as dominance of the automobile began to take hold, regional commuting patterns forced the widening of the Village's main thoroughfare, Savidge Street, which currently acts as a barrier to pedestrian and bicycle transportation.

Downtown character:

- » Buildings: Drawn to the street; very limited setbacks.
- » Uses: Retail, personal and financial services, accommodations, restaurants, arts and entertainment, and professional offices.
- » Scale: Compact, walkable urban scale.
- » Blocks and Streets: Smaller blocks on an urban, compact scale with regular grid layout.
- » Streetscape: Sidewalks; crosswalks; planters; large, transparent storefront windows; awnings, historically-appropriate streetlights; and street trees.
- » Public space: Common area, bike path and trailhead.
- » Parking: On-street parallel parking and behind buildings.

West Village Corridor

The West Village Corridor (primarily located along Savidge Street west of Division Street) is generally an auto-oriented commercial strip; however, the area is accessible via sidewalks and is in close proximity to neighborhoods. The uses along the corridor primarily serve the needs of the local community and pass-through traffic rather than a wider, regional base. The area includes gas stations, coffee shops, fast food drive-thru establishments, and a small collection of professional offices and personal services.

West Village Corridor character:

- » Buildings: Moderate setbacks and separated from adjacent uses.
- » Uses: Offices, drive-thru restaurants, and services.
- » Scale: Moderate-sized lots and mostly automobile-oriented, however, accessible by pedestrians where sidewalks are present and along bike trails.
- » Blocks and Streets: Larger blocks with development oriented toward major regional corridor; however, regular street grid network intact and present.
- » Streetscape: Grassy planting strip present between sidewalk and building.
- » Public space: Not common; bike trail to the north.
- » Parking: Surface parking lots largely located in front of buildings.



East Village Corridor

The East Village Corridor area primarily consists of areas east of Buchanan Street along Savidge Street just east of the Village Center. This area contains a unique mixture of single-family detached homes, places of worship, a small-scale shopping center, and a redevelopment stamping plant which now includes a restaurant, hardware store, and professional offices. Several of the homes along Savidge Street have been converted to office uses over time. Similar to the West Village Corridor, the uses along the corridor primarily serve the needs of the local community and pass-through traffic.

East Village Corridor character:

- » Buildings: Moderate setbacks and separated from adjacent uses.
- » Uses: Single-family detached homes, professional offices, restaurants, places of worship, and retail.
- » Scale: Moderate-sized lots and most automobile-oriented, however, accessible by pedestrians where sidewalks are present and along bike trails.
- » Blocks and Streets: Longer and elongated blocks with development oriented toward major regional corridor; regular street grid network largely intact and present.
- » Streetscape: Grassy planting strip present between sidewalk and building.
- » Public space: Not common; bike trail to the north.
- » Parking: Surface parking lots largely located in front of buildings.



Waterfront Commercial

The Waterfront Commercial area consists of a mixture of higher-density residential and commercial uses and various building types which take advantage of their location adjacent to either the Grand River or Spring Lake. This area is mainly concentrated on the western end of the peninsula. The buildings and uses in this location are primarily oriented toward water-based activities such as boat storage, marinas, docks, the Tanglefoot Campground, as well as condominium developments which provide attractive views of the water.

Marine Development character:

- » Buildings: Deeper setbacks from the street; several serviced by smaller private roads.
- » Uses: Hotel, condominiums, marinas, docks, boat storage facilities, and retail.
- » Scale: Larger lots, auto- and small watercraft-oriented.
- » Blocks and Streets: Longer blocks, less connectivity, and buildings serviced by private roads.
- » Streetscape: N/A
- » Public space: Not common.
- » Parking: Vast parking areas.



Traditional Urban Neighborhood

This area is primarily residential in nature and comprises the majority of the Village. Single-family detached dwellings are predominant in these neighborhoods; however, some attached single-family (such as duplexes) and apartments can be found. These neighborhoods were platted in a smaller-scale arrangement with a grid street and block pattern. This has led to moderate-sized homes located in quaint, walkable neighborhoods. Traditional Urban Neighborhoods may include some institutional uses such as churches or parks.

Traditional Urban Neighborhood character:

- » Buildings: Moderate setbacks with front yards.
- » Uses: Primarily single-family dwellings, some attached single-family housing and apartments, churches, and public buildings and facilities.
- » Scale: Compact, walkable urban scale.
- » Blocks and Streets: Smaller blocks on an urban, compact scale arranged in a grid street pattern.
- » Streetscape: Sidewalks in most areas, crosswalks, and yard trees.
- » Public space: Small parks and common areas.
- » Parking: On-street parallel parking, driveways, and garages.



Waterfront Neighborhood

Waterfront Neighborhood areas are found near Traditional Urban Neighborhoods adjacent to major bodies of water, primarily Spring Lake, the Grand River, and Lloyd Bayou. This area is entirely comprised of single-family dwellings with access to the water. Many of these homes have private docks on the water and have walk-out basements and upper-story balconies to take full advantage of the water. These homes tend to be larger in size compared to homes located more inland but located small or narrow lots. In recent years, these properties have become increasingly desirable leading to tear-downs and more modern, larger-sized homes built in their place.

Waterfront Neighborhood character:

- » Buildings: Limited front setbacks with buildings more oriented toward the water.
- » Uses: Primarily single-family dwellings.
- » Scale: Narrow or small lots largely auto- and small watercraft-oriented.
- » Blocks and Streets: Curvilinear streets mirroring the shoreline, less connectivity; some homes served by smaller private roads.
- » Streetscape: Trees in yards but no sidewalks.
- » Public space: Public beach access areas.
- » Parking: Driveways and garages.

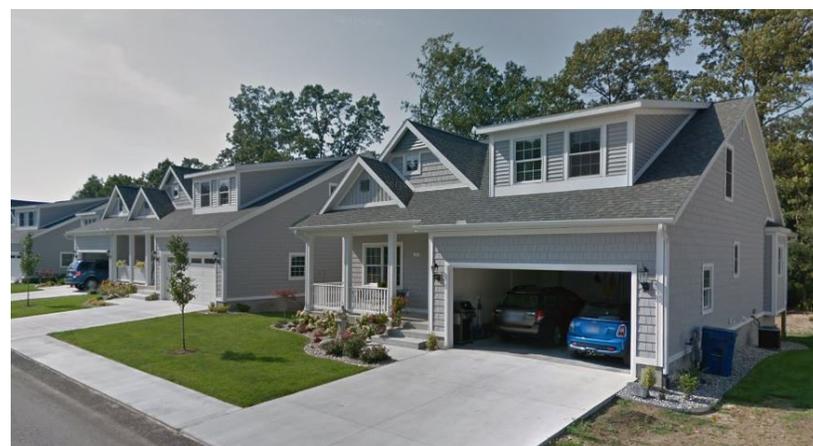


Modern Neighborhood

In recent years, different formats of housing have been built in the Village such as attached condominiums, senior living facilities, apartments, and more compact detached single-family dwellings. These developments are built at a considerably higher density than adjacent neighborhoods and are commonly served by private, curvilinear streets with limited connectivity to the established street grid network. In turn, these areas tend to be much more auto-oriented with garages or parking areas being the predominant front façade feature of the building.

Modern Neighborhood character:

- » Buildings: Moderate setbacks, limited open yard space, and typically built two or more stories tall.
- » Uses: Attached single-family dwellings (including condominium units), senior living facilities, apartments, and dense detached single-family dwellings.
- » Scale: Very compact but not walkable; tend to be more suburban in scale.
- » Blocks and Streets: Curvilinear, private streets.
- » Streetscape: Some yard trees, parking areas.
- » Public space: Not common.
- » Parking: Off-street parking lots, driveways, garages, and carports.



Special Areas

There are several unique areas in the Village that are classified as special areas, primarily the Spring Lake Public Schools campus.

Special Areas character:

- » Buildings: Deep setbacks.
- » Uses: Schools, athletic facilities, common open spaces.
- » Scale: Larger, intense scale.
- » Blocks and Streets: Very bikeable or walkable for those living within close proximity but also easily accessible by car. Largely integrated into established street grid network.
- » Streetscape: N/A
- » Public space: Open spaces, athletic fields.
- » Parking: Vast parking areas.



Recreation & Greenspace

Mill Point Preserve, Mill Point Park, and much of the wetland areas and Grand River islands are considered park of the Recreation & Greenspace character given these areas provide essential public open and recreation spaces and areas for wildlife habitat.



CHAPTER 3

PUBLIC INPUT & VISIONING

PUBLIC INVOLVEMENT

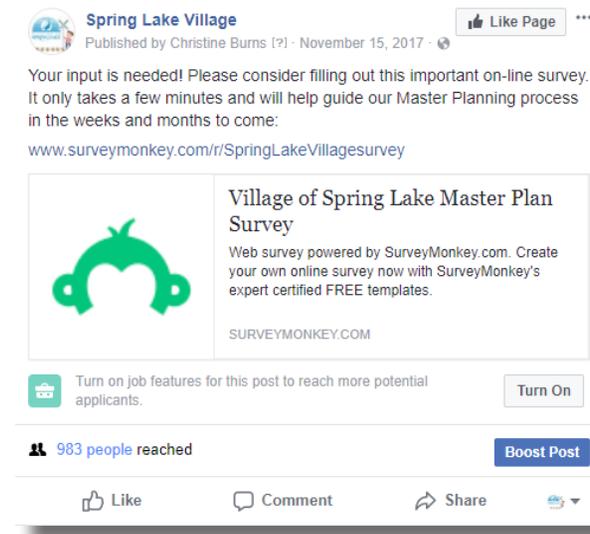
A critical component of the master planning process was to invite participation from the public, elected and appointed officials, Village staff, and experts in various fields. As a result, the plan is a cohesive collection of input from as many community stakeholders as possible. A series of techniques were applied for the purpose of this planning effort: a community survey, public workshop events, and use of the Village's Facebook page to promote events and receive feedback. These involvement strategies allowed community issues and opportunities to be identified and translated into planning principles and goals. These principles and goals are found in **Chapter Four, The Village Tomorrow.**

A full summary report of all public feedback received during the planning process is documented in an associated Public Input Summary report available by contacting the Village.

COMMUNITY SURVEY

Between November and December of 2017, a community survey was issued to Village residents, visitors, and business owners. A total of 212 responses were received. The purpose of the survey was to gauge attitudes and interests regarding several key issues facing the Village and to get a more firm understanding of values and priorities. Key issues included: demographics, attitudes toward future residential and commercial development, type of development desired, non-motorized transportation, what buildings represent desired styles in the Village, and future vision for the Village. The survey was made available online and via submitted hardcopies and was advertised on the Village's Facebook page, the Village marquee, and flyers to encourage a wide audience to participate.

- » **Respondents.** Most respondents resided in the Village (86%). The remainder of respondents were workers, business owners, landlords, commercial property owners, and students.
- » **Life in the Village.** Nearly one-quarter of respondents have only been living in the Village less than four years and another quarter (23%) have lived in the Village for 10 to 24 years. Those living in the Village between four and nine years consisted of 17% of respondents. Because of the fairly equal distribution of number of years living in the Village, several perspectives from life-long residents and new-arrivals was captured.



Facebook post advertising the availability of the public input survey.

- » **Age.** The largest cohorts were 35 to 49 year olds (31%) and 50 to 64 year olds (30%).
- » **Satisfaction Living in the Village.** By far, the top choice was those who felt the Village provides a great place to raise a family. The Village as a place to live, the Village's trails/pathways, and the quality of life afforded by the Village were the following top choices.
- » **Villages Roles and Services.** Public safety was the highest rated response for Village respondents. Water and sewer, customer service, and snow removal also received satisfied responses.
- » **Economic Factors.** Aesthetics and appearance was selected as the most important factor for future economic development. Ability to walk to shops and restaurants, cost of living, and taxes were also identified as very important.
- » **Desired Future Businesses.** Survey respondents identified restaurants (90%) and retail (79%) as the most desired forms of future development in the Village.
- » **Future Vision.** The following terms were used in order of greatest frequency to least: safe, walkable, growth, accessible, clean, and friendly.
- » **How to Achieve Vision.** Respondents saw the greatest need to have a stronger downtown, pedestrian accommodations, and well developed parks in order to achieve their vision for the Village.
- » **Problematic Streets & Intersections.** Overwhelmingly, respondents noted Savidge, Lake, and Exchange requiring traffic, bicycle, and pedestrian improvements.
- » **Downtown Development and Design Concepts.** The most important development and design concept for the downtown was street trees, bike racks, plantings, and benches according to survey respondents.
- » **The "Village Look."** Respondents were asked to identify buildings which represents the idea form for new commercial development in the Village. Top selections included: Ace Hardware/Two Tonys, Village/Township Hall, the library, Concept A Creative Studio, and Medical Depot. The buildings tend to be multi-story, brick, and include attractive plantings, fencing, or large transparent storefront windows. As for buildings which did not represent the "Village look," respondents identified Lake Pointe Condos, strip malls along M-104, metal warehouse buildings on the east end of Savidge, Braach's Bakery, and the recently constructed Subway.



Concept A Creative Studio is housed in a traditional commercial storefront along Savidge Street which was chosen as exemplifying the "Village look" largely due to the building being at a human scale including brick facade; large, transparent storefront windows; and the fact the building fronts the sidewalk.



The Ace Hardware/Two Tonys complex exhibits slightly different characteristics, but it is still built on a human scale. The building may be set back from the sidewalk, but it contains a number of attractive plantings and trees, a decorative wrought-iron fence, and appealing building articulation.

- » **Housing Formats.** While most Village residents lived in single-family detached housing units, there is a desire for alternative forms of housing such as duplexes, triplexes, row houses, townhomes, senior housing, and assisted living. Senior housing and assisted living is important for a community to allow residents to age in place and remain in the community where they are near friends, family, and established social support structures. 53% of residents who are looking to move in the next five years stated they are seeking a different form of housing other than single-family detached. Attached single-family forms of housing (38%), senior housing and assisted living (34%), and dwelling units above businesses (30%) were the top three choices for respondents for types of housing they see for new residents beyond traditional single-family detached homes.
- » **Favorite Aspects.** Top responses for favorite aspects of the Village included: the bike trails, small/quaint community, schools, water access for recreation, friendly, and sense of community.
- » **Critical Issues.** Respondents were asked to list the most critical issues facing the Village and included: traffic (particularly along Savidge Street), redevelopment of downtown, affordable housing, and proposed development in the Township which could have a negative impact on development opportunity in downtown.



The Village's trail system and access to water were identified by the public as some of the best aspects of the community.



Redevelopment and reinvestment of the Village Center was identified as a major issue for the Village moving forward.

PUBLIC WORKSHOPS

A formal public open house was held on December 5 with several interactive stations. A total of 37 people attended the open house. Consultants and staff were available to answer questions and explain the master planning process. To maximize interactive public input, stations were available for the next month for continued opportunity for public involvement. The stations were moved to the Village Hall office for several weeks to capture a more diverse group of participants.

Participants were asked to respond to the following:

- » Where do you live, work, and go?
- » What are the most important goals for future development in the Village?
- » What are the positive and negative aspects concerning land use and development?
- » What are the key opportunities in the Village?
- » Where do roads, sidewalks, and pathways need to be added or improved?
- » What specific design elements do you prefer at certain locations in the Village?



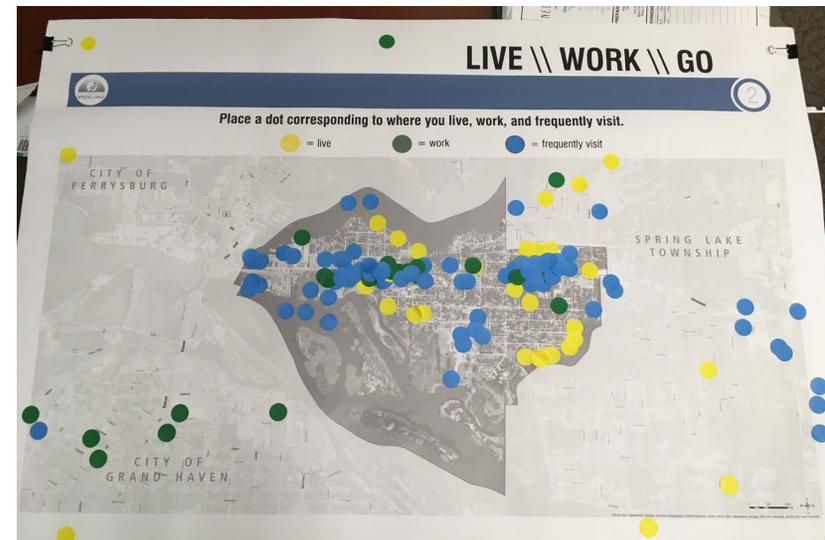
PUBLIC OPEN HOUSE
VILLAGE OF SPRING LAKE

**Tuesday,
December 5th**

5pm - 6:30pm
Seven Steps Up
116 S. Jackson St.

Come give your feedback on the future of the Village. Drop in anytime to meet with Village officials and planners, ask questions, and share your ideas for future development, the Village's goals and objectives, and enhanced connections to community assets like parks, trails, downtown, and public boat launches.

ADA Accessible - Family Friendly



A public open house was held at Seven Steps Up on December 5th, 2018. Input from these sessions was used to formulate goals and recommendations found in The Village Tomorrow chapter of this plan.

Each of these topic areas included an interactive station which included maps with various land use and visual preference exercises, comment card prompts, and informal conversations between public officials and community members. This process allowed residents the opportunity to weigh in and voice their opinions and recommendations. Below is a short summary of the feedback received from the open house:

- » Downtown needs a cohesive look and feel.
- » Better, safer pedestrian crossings at M-104 are needed.
- » Redevelop industrial building and vacant lot near Mill Point Park.
- » Improve conditions of sidewalks and expand the bike trail network.
- » Improve the streetscape along Exchange Street; more development oriented to the street.
- » Parks are one of the Village's greatest assets; the Village needs to further capitalize upon them.
- » More retail, shopping, and eating establishments are needed in the downtown.

COMMUNICATION OF RESULTS

As important as gathering public input and hosting opportunities for involvement, the Village shared the outcome of the public participation process. A formal report was created after the conclusion of the open house and community survey. The report was made available for public review at Village Hall and online. This summary is a separate background report that supplements the Master Plan.



A paved path lined with trees in autumn foliage, with streetlights and a diamond-shaped sign on the left.

CHAPTER 4

THE VILLAGE TOMORROW

The Village Tomorrow is a framework for future growth and development in the Village. It outlines the strategies of how the Village should develop and includes maps that illustrate prescribed land uses at specific locations.

PLAN STRATEGY

Through public input and deliberation by the Steering Committee, goals and planning principles were developed to guide decisions concerning growth, preservation, and investment within the Village. Along with the conceptual land use vision provided by the Future Land Use Map and key Redevelopment Sites, the following goals and planning policies will allow the Village to achieve its future vision.

- » Goals. The ends toward which the planning effort is directed; the vision of the desired future of the Village.
- » Policies. Protocol to guide decisions and achieve desired outcomes; description of the Village's intent regarding land use related issues.

Goal 1. Create a cohesive look and feel for the Village, particularly in commercial areas.

Policies

1. Continue to utilize the Village Design Manual to ensure future development is consistent with the Village's established desired character and form for new development.
2. Encourage development that is sensitive to the Village's traditional design and development pattern and architecturally significant buildings.
3. Continue the use of established Village branding and signage style for wayfinding and landmarks.
4. Encourage consistent application of streetscape elements in commercial areas including landscaping, street lighting, street trees, sidewalks, and facades.
5. Continue to facilitate the rehabilitation of existing structures downtown and protection of historic buildings through the use of the Downtown Facade Grant Program and other available incentives.

Goal 2. Establish the Village as a commercial and cultural destination through the creation of a more distinct, stronger, and centralized downtown district.

Policies

1. Promote key sites and opportunities for redevelopment which will serve a public purpose and achieve the future vision for the Village.
2. Implement the Michigan Main Street Four-Point Approach and focus on design, economic restructuring, promotion, and organization.
3. Promote infill redevelopment that complements the existing character of the downtown as guided by design principles contained in the Village's Downtown Design Manual.
4. Continue working with anchor downtown business to strengthen their position in the community and cross-promote with other businesses.

Goal 3. Enhance and improve parks, recreation, and community facilities, emphasizing water-based recreational opportunities and expansion of waterfront accessibility.

Policies

1. Utilize parks and recreational facilities to increase access to the arts and other cultural resources.
2. Develop safe, non-motorized connections to all Village parks and recreational facilities.
3. Continue to capitalize upon the Village's proximity to water resources by investigating potential new park and recreation activities and facilities on the water.
4. Ensure environmentally clean parks, recreation facilities, and open space areas.

Goal 4. Expand the network of sidewalks, crosswalks, and pathways for all levels of ability and create safe connections to enhance mobility options.

Policies

1. Promote bicycle and pedestrian facilities and accommodations to ensure safe non-motorized transportation options and opportunities for physical activity and recreation.
2. Explore methods and techniques to implement traffic calming and enhanced pedestrian facilities at key locations in the Village, particularly across Savidge Street.
3. Maintain close relationship with MDOT officials, particularly with regard to mobility and accessibility issues along M-104.
4. Encourage new development and redevelopment to provide adequate pedestrian facilities and connections to the existing sidewalk network.

Goal 5. Protect water resources and preserve remaining sensitive environmental areas.

Policies

1. Continue working with local municipalities and regional agencies to address the issue of pollution and sewage runoff from point sources upstream along the Grand River.
2. Discourage intense development in or near environmentally sensitive areas, particularly wetland areas.
3. Consider water quality during development review and infrastructure projects.
4. Preserve mature vegetated riparian buffer areas.

Goal 6. Improve Village gateways through signage, building form, streetscape improvements, and landscaping.

Policies

1. Continue and increase the use of established Village signage type at key gateways/intersections and along trails and pathways.
2. Continue to utilize the Village Design Manual to guide development form, landscaping, and streetscape improvements at Village gateways.

Goal 7. Continue multi-jurisdictional cooperation with neighboring municipalities as well as regional and state agencies on issues of regional significance (such as transportation, land use, environmental issues, marketing, etc.).

Policies

1. Maintain close working relationships with adjacent Tri-Cities communities, Ottawa County, the local area chamber of commerce, regional planning agencies, and others to achieve common goals for the public good.
2. Continue regular annual meetings with Michigan Department of Transportation officials with projects, ideas, and the Village's vision for future mobility along Savidge Street; formalize frequency of meetings.

Goal 8. Provide a mix of housing types for a wider range of incomes and preferences.

Policies

1. Encourage residential development that accommodates the target markets seeking attached housing, apartments, senior housing, as well as continued single-family detached residential development pattern.
2. Promote higher residential densities located near goods, retail, services, and public transportation options.
3. Continue supportive affordable housing efforts and authorize incentives as appropriate.

FUTURE LAND USE PLAN

The future land use plan for the Village serves as a guide to assist local officials with decisions regarding day-to-day planning, zoning, land subdivision, and public improvement issues. This section includes descriptions of land use categories planned for the Village, a Future Land Use Map, and a redevelopment plan.

The future land use plan is general in scope. It is not, in most cases, intended to establish precise boundaries of land use or exact locations of future uses in the same way as the Official Village Zoning Map. A future land use designation shown on a map does not mean that a rezoning of land to a compatible district is appropriate at the time of an application. The Master Plan is a long-term vision and certain land use decisions will depend on site-specific conditions at the time an application is received.

The timing and appropriateness of zoning map changes is dependent upon many factors, such as availability of public utilities, provisions for adequate roadways, environmental sensitivity, natural and physical site constraints, traffic conditions and congestion, impacts on public services, and the demand for a particular land use as determined by market forces. Many additional case and site-specific factors must be considered when reviewing a request for rezoning a parcel of land, aside from Future Land Use Map consistency.

The key to this section is that there is an important relationship between land use planning and zoning. Planning is guiding land uses from a policy standpoint, while zoning is the act of regulating the use of these lands by law or ordinance. The laws of the State of Michigan require that a community engage in land use planning activities, including the preparation of a Master Plan, prior to the administration of a zoning ordinance in a community.

FUTURE LAND USE CATEGORIES

Village Center (VC)

This designation is found in the Village's downtown primarily straddling both sides of Savidge Street approximately from Cutler Street to just east of Buchanan Street. These areas seek to capture and encourage a quintessential small town downtown feel of single- and multi-story buildings located closer to roads, creating a walkable, pedestrian-scaled environment. This designation is intended to preserve the traditional character of the Village Center as well.

New mixed use and commercial buildings should fit within the established context of the downtown area. Building heights taller than three stories may be permitted if buildings are appropriately designed within the context of surrounding structures. Facades should extend along the majority of the lot width and built up to the right-of-way, have recessed entryways, flat roofs, projecting architectural elements and building articulation, and signs that balance the need for advertising with the historic nature of the downtown area. Projecting and hanging signs are preferable in this location opposed to flat-mounted wall signs; moreover, freestanding signs are not appropriate for the Village Center.

Preferred Land Uses:

- » General retail
- » Offices
- » Service-oriented uses
- » Restaurants and taverns
- » Residential units located on upper stories of mixed use buildings
- » Multi-family buildings within appropriate mass and scale of established buildings nearby

Best Practice Tools and Strategies:

- » Infill development / redevelopment
- » Build-to zones / areas
- » High transparency (at least 75%) on ground floor with upper-story windows
- » Avoid strip commercial character; buildings should contain articulation to their front facades
- » Minimize or prohibit drive-throughs
- » Relegate parking to on-street or to rear of buildings
- » Exterior building materials limited to brick (primarily), stone (limited use), wood, and glass

Village Gateways

The Village Gateways designation has been established to generally cover the eastern commercial node along Savidge Street between Lake and Rotary and the western gateway along Savidge Street west of Cutler Street to Christman Street. These locations provides a visual cue for travelers they have arrived in the Village.

Buildings should be placed in front of parking areas and include attractive architecture and quality streetscape elements such as low screen walls (ex. wrought iron fences or decorative brick walls) and a green planting strip. Ground signs are appropriate for these areas, but pylon signs are highly discouraged. Building height in this area is preferably one to two stories.

Traffic calming is a primary goal for the gateway areas, particularly the western end of the Village along Savidge Street. Land use considerations, built-to lines for new development, and streetscaping collectively will contribute to establishing these areas as more human- and pedestrian-oriented instead of a pass-through zone for vehicles. Control of driveway frequency, location, and spacing should be managed to preserve roadway capacity and safety. Shared access points and cross access should be encouraged. Coordination with MDOT regarding implementing safe pedestrian crossings on Savidge Street is imperative for these locations in the Village.

Preferred Land Uses:

- » General retail
- » Service-oriented uses
- » Restaurants and taverns
- » Office uses

Best Practice Tools and Strategies:

- » Access management
- » Traffic calming measures
- » Landscaping and screening, particularly in large parking areas
- » Avoid strip commercial character; buildings should contain articulation to their front facades
- » Ground-mounted signage
- » Exterior building materials should be limited to brick, stone, block, glass, and general quality siding

West Village Redevelopment

Given the constraints imposed on the Village due to the heavy traffic volumes and high traffic speeds on Savidge Street, allowing for more intense commercial development along Exchange Street presents an opportunity for the Village to extend its core into a more pedestrian-friendly, walkable environment. The West Village Redevelopment future land use designation includes properties fronting or within close proximity to Exchange Street between School and Park.

Mixed-use development is encouraged along the Exchange Street corridor. Future development and redevelopment should be oriented toward Exchange Street placed at or very close to the lot line and include entrances and high-transparency windows facing the street. A complete sidewalk network with full crosswalks at intersections is necessary to facilitate a pedestrian-friendly environment desired for this location. Off-street parking is encouraged to be located to the side or rear of buildings, not in front.

Preferred Land Uses:

- » General retail
- » Service-oriented uses
- » Restaurants and taverns
- » Residential units located on upper stories of mixed use buildings
- » Detached and attached single-family dwellings
- » Multi-family and apartment buildings within appropriate mass and scale of established buildings nearby

Best Practice Tools and Strategies:

- » Infill development / redevelopment
- » Build-to zones / areas
- » High transparency (at least 75%) on ground floor with upper-story windows
- » Avoid strip commercial character; buildings should contain articulation to their front facades
- » Minimize or prohibit drive-throughs
- » Relegate parking to on-street (for minor roads) or to the side or rear of buildings
- » Exterior building materials should be limited to brick, stone (limited use), wood, and glass

Marine Development

One of the Village's greatest assets is its bountiful water access. Several commercial and residential ventures have established themselves along the shores of the Village to capitalize upon this natural resource. The Marine Development future land use designation is primarily concentrated on the western end of the peninsula and includes establishments such as Barrett Boat Works, the Holiday Inn, the Tanglefoot Campground, and several condominium developments. Buildings and uses in this location should be primarily oriented toward water-based activities such as boat storage, marinas, and docks. Single-family attached residential dwellings are anticipated to continue to be developed in this location; however, building heights should not exceed three stories.

Preferred Land Uses:

- » Marinas
- » Docks
- » Boat storage facilities
- » General retail
- » Single-family attached residential dwellings
- » Recreational amenities

Best Practice Tools and Strategies:

- » Open space and wetland preservation
- » Low-impact development

Traditional Single-Family Residential

Land designated as Traditional Single-Family Residential is located throughout the Village. Supportive uses, such as churches, schools, and parks are also appropriate for development within this land use designation. Traditional Single-Family Residential is intended as single-family residential development of varying density and lot sizes in a typical grid street pattern.

Single-family homes adjacent to water features should implement low-impact development techniques in order to help maintain water quality. New residential development in these areas should be done in a similar mass, scale, density, and context as surrounding existing residential dwellings.

Preferred Land Uses:

- » Single-family residential development
- » Senior / assisted living facilities
- » Schools and churches
- » Trails and sidewalks
- » Street trees / tree canopy
- » Parks and recreational amenities

Best Practice Tools and Strategies:

- » Open space and natural resource protection is encouraged
- » Perimeter buffering and landscaping
- » Property maintenance enforcement

Mixed Density Residential

To meet housing demands beyond traditional single-family detached housing, the Mixed Density Residential category encourages additional forms of single-family or multi-unit housing. These units will blend in with the existing single-family character at modestly increased densities and provide high-quality housing for young families, seniors, and young professionals.

Preferred Land Uses:

- » Single-family detached residential development
- » Townhomes, row houses and quad, tri and duplex buildings
- » Trails and sidewalks
- » Parks and recreational amenities

Best Practice Tools and Strategies:

- » Diversity of housing types
- » Planned Unit Development (PUD) could be one method to implement until a new zoning district was available
- » Neighborhood walkability
- » Housing for aging-in-place, so long-time residents may continue to live in the Village
- » Sensitive transition to existing single-family areas

Open Space & Preservation

The Village seeks to provide continued recreational opportunities to its residents and visitors. The Open Space & Preservation future land use designation includes natural resources, public parks, and environmentally sensitive areas. Lands falling within the designation include Mill Point Preserve, Mill Point Park, and the Grand River islands. These facilities play a fundamental role in the Village's civic pride and the health and leisure advantages extend beyond Village boundaries.

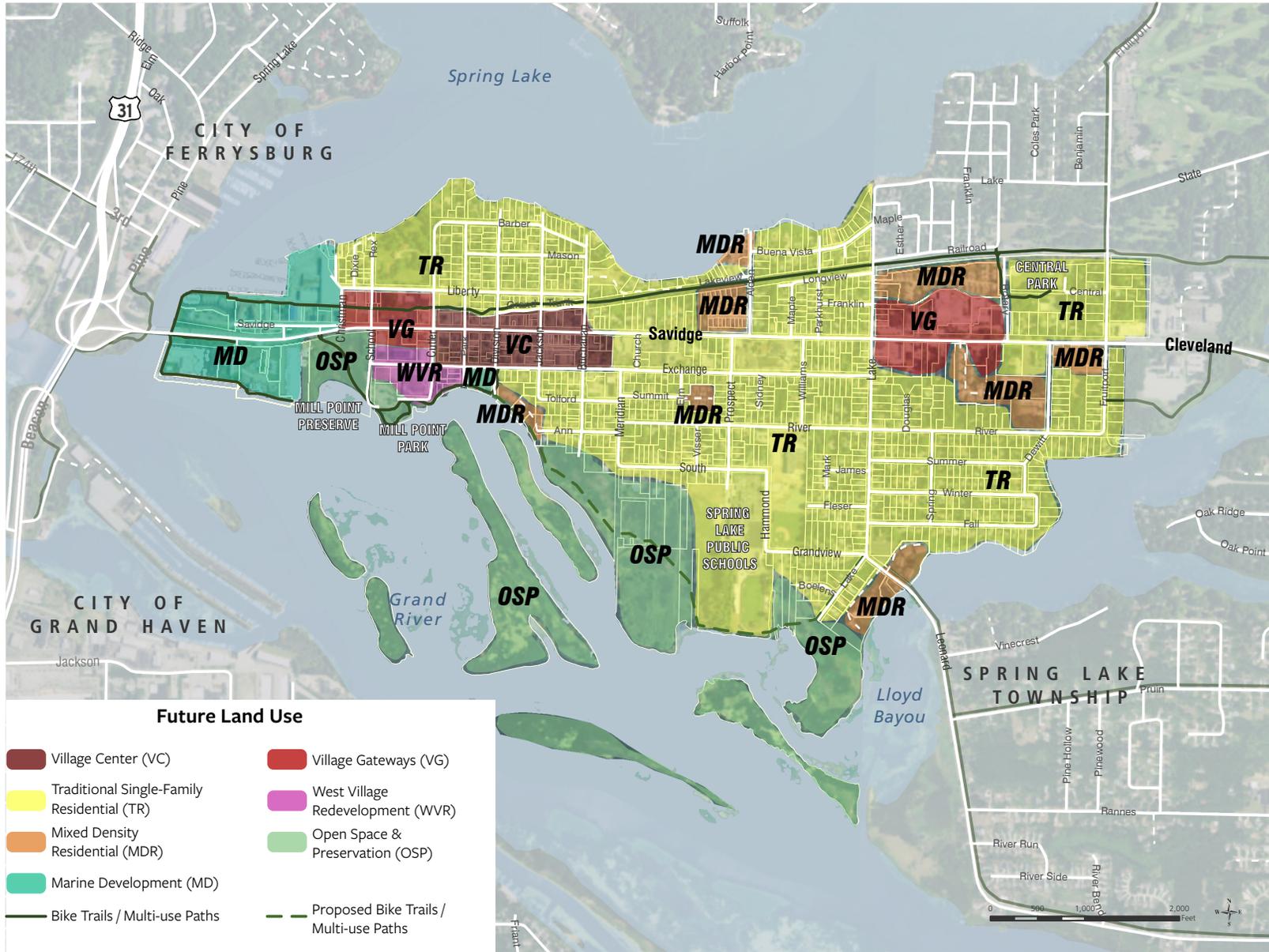
Preferred Land Uses:

- » Parks and recreational amenities
- » Natural areas
- » Trails

Best Practice Tools and Strategies:

- » Open space preservation

MAP 3. FUTURE LAND USE MAP



RE-EVALUATION OF FUTURE LAND USE BOUNDARIES

The Michigan Planning Enabling Act requires that the Master Plan be reviewed at least every five years to determine if the plan remains relevant or is in need of revision. Over time, conditions inevitably change and a reevaluation of goals and accomplishments is needed. While the Planning Act does not provide specific guidance for the five-year plan review, the following criteria shall be used when considering amendments to the growth boundaries, future land uses, and applicable land use policies within each growth area, or the combinations of these factors. Considerations during re-evaluation include, but are not limited to the following factors:

- » Redevelopment opportunities of vacant, abandoned, or underused land.
- » Amount and capacity of undeveloped commercial and industrial land.
- » Population projections and housing need.
- » Present and planned sewer capacity and water availability.
- » Road and sidewalk system conditions.
- » Public input.
- » Environmental constraints and consideration of general impacts.

As conditions change, the Village may also consider other strategies to accommodate the need for housing and commercial growth. These include, but are not limited to:

- » Amending zoning regulations to allow denser development, such as lessening building setbacks or increasing height.
- » Providing additional incentives to encourage the redevelopment of abandoned or underutilized development sites.
- » Implementing other incentive strategies to maximize use of land to accommodate job growth and to provide goods and services to an increasing permanent and seasonal population.

Although this plan is a comprehensive guide for land use planning over the next 20 years, there is no way to predict what changes may occur. Change is constant and usually unpredictable, and there may be circumstances that warrant changes to the zoning boundaries that are not consistent with the Master Plan. If and when this occurs, the Master Plan should be updated to conform to the changed circumstances. Because of the time and process required for amending the plan, such changes should be considered carefully. Therefore, decisions related to development should be considered carefully in light of the recommendations of the master plan.

REDEVELOPMENT STRATEGY

Spring Lake Village has taken proactive steps to prepare for commercial, office, and residential redevelopment in key identified areas on the Redevelopment Sites Map. The Village currently working with the Northwest Ottawa Water System to make improvements to its utilities and infrastructure. The Village strives to be business-friendly and encourage private investment. However, this goal is balanced with preservation of natural resources (particularly water resources), environmentally sensitive areas, neighborhoods, and its traditional downtown area. This balance will preserve Spring Lake Village's unique characteristics while providing economic opportunities.

Strategy

Spring Lake Village's overall redevelopment strategy includes the following components: placemaking, mobility, streamlining, marketing, and redevelopment sites.

- » **Placemaking.** The Village is striving to create quality places where people want to live, work, play, and learn. Downtown form-based elements are incorporated within the Village Design Manual and both public places and private commercial buildings collectively create special and unique places in the Village.
- » **Mobility and Complete Streets.** The Village currently boasts a well-connected off-road trail network. Continued improvements are planned for non-motorized transportation for residents and visitors of all abilities and needs, particularly in regard to pedestrian connections across Savidge Street.
- » **Streamlining and Processes.** The Village continues to assess and improve its development processes and the manuals and outlines available to guide the public and development community.
- » **Marketing.** Through partnerships with the Downtown Development Authority and the Chamber of Commerce of Grand Haven, Spring Lake, and Ferrysburg promoting the prosperity of all businesses within the Village is a top priority. Main Street principles are embraced in this plan. The Village will continue to work with the Chamber of Commerce on strategic marketing for the area.

MAP 4. REDEVELOPMENT SITES



Redevelopment Sites

The Village has prioritized potential redevelopment sites by assessing the inventory of undeveloped private land and potential redevelopment sites. The prioritization criteria included the following:

- » Safe and adequate access state and primary roads.
- » Vacant or underutilized buildings and land.
- » Availability of utilities.
- » Future land use planning.
- » Current zoning.
- » Environmental suitability.

Through this review process, potential redevelopment areas were identified. The list of specific sites within these areas will evolve over time and as conditions change. While some of the sites within these areas are currently listed for sale, others are not and the property may not be immediately available.

The following buildings and sites are considered key redevelopment sites in the Village:

- » Multi-Tenant Industrial Building and vacant site (203 S. Cutler St.),
- » Downtown Spring Lake (Spring Lake Village Center), and
- » M-104 / Fruitport Rd. (804 - 830 E. Savidge St.).

Multi-Tenant Industrial Building

One long-range intent is to phase out the industrial use at the south end of Culter Street to create a new focal point in the Village. New development in the area between Park Street and Mill Point Park is anticipated to incorporate a mixture of uses and should have a strong relationship to the waterfront. The future redevelopment of this site should become an extension of downtown complete with signage and streetscaping elements in a pedestrian-friendly environment. A 50-foot green strip along the water should be maintained to provide public access. The southern end of Cutler Street could potentially be vacated and used as public access for canoes, kayaks, and a walkway to the water's edge. Views and water access should be maximized to the greatest possible extent.

Residential, commercial, and office uses are anticipated for this site. The Village Design Manual should be implemented to guide the quality of development at this site and ensure streetscape elements are installed along West Exchange Street. Transient docks for the boating public and small watercraft rentals would complement the redevelopment.



203 S. Culter St. and adjacent vacant site to the west.

Downtown Spring Lake

The second key redevelopment site encompasses the area of downtown Spring Lake Village generally bounded by Exchange Street to the south, parcels fronting Savidge Street to the north, Cutler Street to the west, and Buchanan Street to the east. Several buildings located in the downtown area are either under-utilized or vacant and ripe for redevelopment. The former Citgo gas station is an ideal redevelopment opportunity as it has been sitting vacant for a number of years and offers a great opportunity to take advantage of its location directly on Savidge Street to restore the small-town retail character of the area. New infill development or redevelopment of existing structures in the downtown should complement existing development patterns and follow the recommendations outlined in the Village Center Future Land Use designation.

This redevelopment area also includes the Former Fire Station site located at 106 S. Buchanan St. is the only property held in Village ownership. Since the fire station was relocated to the corner of Savidge and Fruitport Rd., there has been strong debate over the future use of the site which currently sits vacant. Several possibilities have been contemplated, including a new park, public parking lot to serve anticipated redevelopment in the downtown, or selling the property for private development. Each of these proposals has its own benefits and constraints. Regardless of the eventual use of the property, this plan recommends the final use should provide a public benefit in some form and is flexible regarding future use of the property.

M-104 / Fruitport Rd.

A large tract exists on the south side of Savidge St. between Fruitport Rd. and Dewitt St. which has been vacant for a number of years. This plan recognizes the current owners of the property have completed conceptual plans for the redevelopment of the site; however, there has been no clear date for when development will occur. Future use of the site should incorporate a mixture of residential types and formats, namely attached forms of housing. Buildings constructed on this land should be oriented up to and help frame the corner of Savidge St. and Fruitport Rd.



Former Citgo Gas Station in Downtown Spring Lake.



M-104 / Fruitport Rd. as seen from S. Fruitport Rd.

TRANSPORTATION TOMORROW

The movement of goods and people through the Village is an important factor for Spring Lake Village. Savidge Street (M-104) is a state-controlled highway which bifurcates the Village from east to west. Approximately 21,000 trucks and automobiles travel this section of road daily as a major link between US-31 and I-96 according to the Michigan Department of Transportation. The result is that Spring Lake Village suffers from heavy volumes of pass-through traffic which impedes traffic attempting to reach local destinations and is a barrier to bicycle and pedestrian travel.

Since the completion of M-231 in 2015, traffic along M-104 has been alleviated to some degree. Some recent improvements have been made along the corridor, including resurfacing, lane widening, enhanced turn lanes and the Main Street beautification project. Yet, problems still exist with regard to the location and spacing of driveways, pedestrian facilities, and the volume of traffic, particularly commercial truck traffic, along the Village's main artery.

Traffic Calming

Traffic calming is the combination of measures that reduce the negative effects of motor vehicle use, alter driver behavior, and improve conditions for non-motorized street users. These 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 along corridors which experience high traffic speeds. 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 for walking and biking. Some of the most common traffic calming devices include widening sidewalks, speed humps/tables, narrowing lane widths, chicanes, medians, roundabouts, curb bulb-outs or extensions, adding on-street parking, and various types of crosswalk enhancements.

Priority corridors for traffic calming include M-104, Exchange Street, Lake Avenue, and River Street.

Parking

While off-street parking is a minor issue in the Village today, further redevelopment in the downtown or gateway areas will induce more traffic, thereby increasing the need for parking facilities. However, it is unrealistic to expect all destinations in the Village to provide off-street parking, especially not always directly on-site. The Village expects to maximize on-street parking to the greatest extent possible to alleviate parking demands. Large surface parking areas are heavily discouraged. Surface parking areas consume valuable, developable land in the downtown and disrupt the fabric of neighborhoods when placed in residential areas.

Parking maximums, shared parking agreements, and on-street parking availability for new development should be addressed in a future zoning ordinance update.

Additionally, the Village seeks to continue implementing coordinated access management techniques along Savidge Street. Driveways for off-street parking areas should be consolidated, located farther from intersections, or accessed by secondary streets.

Complete Streets

Planning the Village’s transportation system involves more than just moving vehicles efficiently and safely. A transportation system needs to meet the needs of all types of users – motorists, pedestrians, bicyclists, transit users and individuals with mobility impairments. In some cases, this is accomplished with lower vehicle speeds to be supportive of bicyclists and pedestrians, while in other places, wider vehicle lanes and higher speeds may be needed to allow for movement of vehicles and goods.

The design of the transportation system also needs to reflect the context of adjacent land uses. Nationally, this approach is often referred to as “complete streets,” harmonizing streets with their surroundings while interlacing transportation networks to meet the mobility needs of all users. The Village should implement context-sensitive street design solutions to accommodate all users and ability levels by installing ADA-compliant curbs and ramps, pedestrian-friendly crosswalks, sidewalks of appropriate width and distance from roadways, and on-street bicycle facilities (where feasible and appropriate).

While much of the Village contains sidewalks, there can be stronger connections made from the neighborhoods to the Village Center as well as to facilities such as the Grand River Greenway, the Lakeside Trail, and Central Park. Generally, existing sidewalks are concentrated in the mature neighborhoods. However, some areas of the Village are void of sidewalks or trails, particularly in the more modern residential areas of the Village. The Master Plan recommends that all residential neighborhoods contain sidewalks or trail links to key facilities. In addition to a strong sidewalk and trail system, signs and trail marking are important to guide the travel of cyclists and pedestrians.

Improved crossings along with signalized intersections are recommended for key intersections along Savidge St. in the Village. However, this requires continued coordination with MDOT.





CHAPTER 5

IMPLEMENTATION

IMPLEMENTATION TABLE

While the Village will rely on policies to guide future decision-making, the actions must be implemented to achieve the goals of the Master Plan. Therefore, it is essential to develop a prioritized “work plan” for the next five-year timeframe, identifying responsible parties, timeframes and priorities to ensure that the plan remains a dynamic and “living” document.

The primary sources of funding for potential future development and infrastructure projects are anticipated to be the Village General Fund and tax increment financing (TIF) through the Downtown Development Authority. The following table includes the action plan and implementation strategy for the Spring Lake Village Master Plan.

Action	Responsibility	Timing
1. Update design standards and requirements contained within Village Design Manual and codify in the Village Zoning Ordinance.	Village Council, Planning Commission	Year 1
2. With the help of the Michigan Economic Development Corporation, market and advertise redevelopment sites to potential developers.	Village Manager, DDA, MEDC	Year 1
3. Update commercial and residential zoning districts to implement future land use categories and recommendations.	Village Manager, Planning Commission	Year 1

ZONING PLAN

The Michigan Planning Enabling Act requires that a master plan include a “zoning plan” with an “explanation of how the land use categories on the future land use map relate to the districts on the zoning map (MCL 125.3833).” This is important as zoning is an essential master plan implementation tool. The following table summarizes the future land use designations and indicates how they relate to each of the existing zoning districts.

Future Land Use Designation	Corresponding Zoning
Village Center	CBD-1, Central Business District Core. This district promotes a traditional downtown atmosphere which favors pedestrian activity and the consolidated design concepts of a traditional downtown main street.
Village Gateways	EED, Eastern Entryway District and CBD, Central Business District. This district is intended to maintain an attractive gateway to the Village through the careful transition of existing properties fronting Savidge Street.
West Village Redevelopment	This is a new designation with no direct corresponding zoning. CBD, Central Business District applies to this area currently.
Marine Development	This is a new designation with no direct corresponding zoning. CBD, Central Business District applies to this area currently. Several PUDs have developed in this location to allow for higher-density residential condominium developments.
Traditional Single-Family Residential	SFR-A, Single Family Residential A, SFR-B, Single Family Residential B, and P, Public and Semi-Public. Single family dwellings are permitted by-right in both residential districts and intended to facilitate the traditional neighborhood development pattern which has persisted in the Village. Public uses such as places of worship, government offices, and schools are permitted in the P district.
Mixed Density Residential	MFR-A, Multi-Family Residential A and MFR-B, Multi-Family Residential B. Both districts are intended to provide for residential uses at moderate densities and include two-family and multi-family dwellings.
Open Space & Preservation	This is a new designation with no corresponding zoning.