



2022 Fennville Master Plan

City of Fennville, Michigan

**City of Fennville, Allegan County, Michigan
2022 Master Plan
RESOLUTION 2022-18**

WHEREAS the Michigan Planning Enabling Act (Public Act 33 of 2008), as amended, provides for a City planning commission to prepare and adopt a Master Plan for physical development of the community; and

WHEREAS the City of Fennville Planning Commission has prepared such a Master Plan for the City's physical development in compliance with the Michigan Planning Enabling Act, including relevant charts, maps and text; and

WHEREAS the Fennville Planning Commission has provided multiple opportunities for public participation in the planning process; and

WHEREAS the Fennville City Commission approved the draft Plan for distribution, and subsequently the Master Plan was so distributed for review by surrounding communities and other public agencies as required by the Michigan Planning Enabling Act; and

WHEREAS the Fennville Planning Commission held a formal public hearing on the draft Master Plan on November 14, 2022 in order to provide additional opportunity for public comment; and

WHEREAS all comments received during the planning process have been carefully considered and the Planning Commission is satisfied that the Master Plan is ready for adoption.

NOW THEREFORE BE IT RESOLVED that the Fennville City Commission hereby adopts the City of Fennville 2022 Master Plan, as presented at the public meeting held on the 21st day of November, 2022.

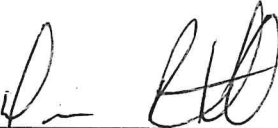
Motion by Mayor Rastall and seconded by Commissioner Hayden

AYES: Rastall, Hayden, S. Machan, T. Machan, Langston, Jamros, and Martin

NAYS: None.

ABSENT: None.

Resolution Declared Adopted.



Dan Rastall, Mayor
City of Fennville, MI



Kathryn Beemer, Acting City Clerk
City of Fennville, MI



2022 Fennville Master Plan

City of Fennville, Michigan

ADOPTED • November 14, 2022

Prepared with the assistance of:



235 E. Main Street, Suite 105

Northville, MI 48167

T: 248.596.0920

F: 248.596.0930

www.mcka.com

ACKNOWLEDGMENTS

Fennville is a community of engaged, passionate residents—we thank them for their time, ideas, and important input provided throughout the planning process in 2019 and 2020. This plan has been shaped by their opinions and vision, championed by the Planning Commission, and thoughtfully considered by the City Council.

Planning Commission

Dennis Piantek, Chair

Jim Hayden, City Commission Representative

Colleen Rae

City Commission

Dan Rastall, Mayor

Dennis Martin, Mayor Pro-Tem

Jim Hayden

John Jamros

Brenda Langston

Shawn Machan

Tori Machan

Administration

Kathryn Beemer, Administrator

CONTENTS

Executive Summary iv

Planning Context.....1

Regional Snapshot..... 2

Broader Development and Planning Trends 4

Fennville Today.....7

People 8

Place.....17

Fennville Tomorrow 23

Vision Statement 24

Future Land Use 27

Future Land Use Descriptions 29

Zoning Plan 32

Transportation Plan..... 34

Non-Motorized Transportation Framework..... 37

Parks and Recreation.....41

Sustainability and Resiliency in Fennville 42

Implementing Viable Change.....47

Action Plan48

EXECUTIVE SUMMARY

The City of Fennville Master Plan is intended to be an action-oriented and implementable document that helps to guide City growth and policy for years to come. Through a robust public engagement effort and direction from important City Staff and officials, the 2022 City of Fennville Master Plan represents the following key themes and concepts to achieve the overall community vision:

- Provide and plan for housing opportunities to expand the City's housing stock, by means of:
 - » Permitting three different "missing middle" housing types allowable by right in the City's residential districts
 - » Permitting accessory dwelling units in residential districts
 - » Planning for residential growth in currently vacant areas
 - » Reducing or eliminating minimum dwelling unit area requirements for new construction in single family residential districts
 - » Consolidating and simplifying the City's existing residential zoning districts to promote streamlined, flexible, and concise regulations
 - » Ensuring that housing remains high-quality and affordable for current and new residents
- Ensure that the City has a robust and well-connected sidewalk and bike infrastructure system moving into the future, by means of:
 - » Requiring new residential developments and/or subdivisions to include sidewalks
 - » Fill the gaps of the current sidewalk network, especially within the neighborhoods adjacent to Downtown
 - » Working alongside the County Road Commission and MDOT to explore opportunities to include new bike infrastructure along targeted corridors
 - » Providing sidewalk connections neighborhoods to nearby community hubs, such as the park and schools
 - » Promoting the construction of sidewalks on both sides of the street

- Plan for new parks and recreation facilities by:
 - » Requiring new residential developments/subdivisions to include active or passive recreation components (such as sports courts, playgrounds, dog parks, etc.)
 - » Continuing partnerships with the local school system to permit the use of school recreation facilities year-round to all Fennville residents
 - » Targeting underutilized or vacant parcels (as applicable) within the Downtown area to create pocket parks or a community gathering space
- Continue partnerships with State economic development agencies, such as the Michigan Economic Development Corporation (MEDC), to achieve Redevelopment Ready Communities (RRC) status.
- Encourage the growth and development of the City, while intentionally planning for current residents to age in place effectively.
- Seek out opportunities to create a public transportation network that connects Fennville to neighboring communities, employment hubs, and recreation destinations.
- Promote flexible development alternatives to encourage business-friendliness, economic development incentives, and a unique character and charm in Fennville.

This page intentionally left blank.

01 Planning Context

Planning for the future change and continual development and redevelopment of a community and its resulting land uses is largely dependent on where the community is located. Understanding the regional location of a community and other existing conditions such as transportation systems, environmental features, demographics, and more helps to drive logical, pragmatic, and action-oriented implementation measures that can be used to steer the community into a sustainable future.

Not only is it imperative to understand regional location and existing conditions within a community, other elements such as regional development and planning trends - as well as broad development and planning trends - are significant foundations to the master planning process and subsequent implementation actions taken by a community. By analyzing both regional and broad planning trends, a community can proactively prepare for changing environments and seamlessly adapt to growth and development for years to come.

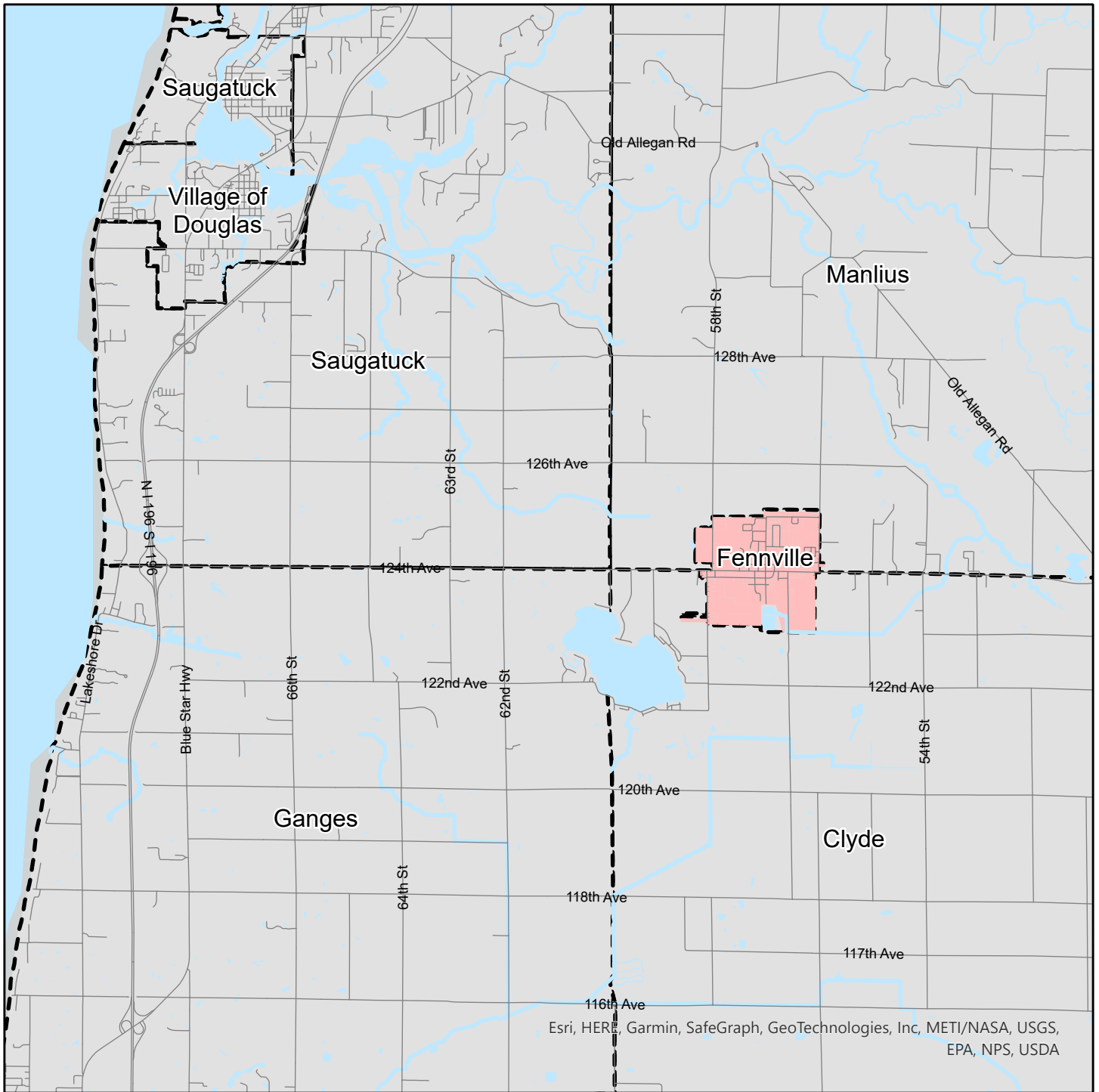


REGIONAL SNAPSHOT

Covering just over one-square mile, the City of Fennville is located in Allegan County, in southwest Michigan. Being located within a short distance to the shore of Lake Michigan as well as within close proximity to fertile agricultural land and urban centers, the City of Fennville is located in a unique and prime geographic area that is well-positioned for both residential and economic growth and development.

The City of Fennville is primarily situated along the City's major thoroughfare, M-89, which stretches from the Lake Michigan further east to M-40 in the City of Allegan area. Fennville is easily accessible from Highway 196, which begins in the City of Grand Rapids to the north and ends in Benton Harbor to the south.

Additionally, Fennville's regional location is within close proximity (about 10 miles) southeast of the City of Saugatuck, approximately 45 miles north of the City of Benton Harbor, approximately 42 miles south of the City of Grand Rapids, and about 140 miles northeast of the City of Chicago.



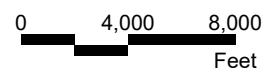
Regional Location

City of Fennville, Michigan

May 10, 2022

LEGEND

- City of Fennville
- Other Municipal Boundaries
- Bodies of Water



Basemap Source: Michigan Center for Geographic Information, v. 17a. Data Source: Allegan County GIS. McKenna 2020.



BROADER DEVELOPMENT AND PLANNING TRENDS

The City of Fennville should also consider broad planning and development trends that are occurring at the national, and even international, level. By analyzing these important trends, the City can effectively and proactively plan for the future of the community, as well as get ahead of upcoming trends and important quality of life considerations to ensure Master Plan relevancy, longevity, and applicability. In turn, this will help the City to attract and retain residents and businesses, and move into an ongoing sustainable future.

New Urbanism

An important best planning practice to consider throughout the implementation of this Plan and long after, is the concept of new urbanism. New urbanism refers to the planning and development approach that brings communities back to the basics—walkable blocks, accessible streets, mixed uses, accessible public spaces, and human-scaled design. By bringing communities back to the organic fundamentals of how towns originated, residents and businesses begin to thrive. The New Urbanism movement focuses on ensuring communities are providing a sense of place for everyone.

AARP Livability

Additionally, according to the American Association of Retired Persons (AARP), communities should examine current policies and planning practices that shift toward livability. In this context, livability is an overarching term meaning the “high-level performance measure of neighborhood design factors that are critical to high quality of life for people of all ages.” Planning for all ages is a sound method of planning for people with all abilities. To achieve livability, a community must work toward the following four goals:

1. Compactness (walkable, less automobile dependent)
2. Integration of land uses (residential development within close proximity to places of employment, and neighborhood commercial nodes)
3. Housing diversity (varying types of housing for all ages and incomes)
4. Transportation options (easily available bike infrastructure, sidewalks, ridesharing, etc.)

Compactness

As briefly described above, compactness is an integral component of a livable community. On a broad spectrum, compactness simply means the close proximity of varying land uses. For example, in a compact community, residents would live within walking distance to work, school, and

entertainment options such as parks, restaurants, and shopping. Compact communities tend to have successful businesses and higher property values. Given that the City of Fennville is a geographically small community, compactness can be achieved through mixed-use development, walkable neighborhoods, and road corridors fitted with pedestrian infrastructure and protected crossings, and a walkable Community Business District.

Integration of Land Uses

As the title suggests, integration of land uses describes the planning practice to encourage a variety of uses within close proximity of one another. For example, residents in a livable community may live within biking distance to work or school, as well as shopping centers or grocery stores. Integrated land uses encourage live, work, play opportunities within the same area. Additionally, these areas should be close to public transit, outdoor recreation options, and more. As mentioned above, compactness and the integration of land uses are closely related with one another.

Housing Diversity

A popular topic and crisis across the nation, housing diversity is one of the many methods used to create a livable community with high quality of life. Housing diversity encourages a varied choice of housing stock and price points. For the City of Fennville, this could be applicable by means of promoting mixed use development with upper floor residential units, as well as multi-family units, two-family units and duplexes, townhomes, and single-family homes and neighborhoods—types of residential units typically called “missing middle housing”. While the City of Fennville is largely built-out, housing diversity can be implemented during redevelopment processes of vacant or obsolete storefronts or homes or retrofitting of underutilized areas such as large parking lots. According to the AARP livable communities report, land value is increased when higher-density development is permitted.

Transportation Options

A livable community includes the accessibility of a multitude of transit options for people with all different types of physical capabilities and ages. In this context, transportation options include automobiles, bikes, walking, buses, ridesharing, and more.

Although this is a small sample and brief overview of some of the broad overarching trends in planning and development, Fennville can implement each of these core principles noted in this section in a variety of ways with each development, redevelopment, and zoning ordinance review. This plan is also meant to be utilized as a guide to assist the City of Fennville moving toward these core planning principles, in a pragmatic sense that is applicable to the City.

Covid-19 Impacts

In addition to the New Urbanism and AARP best practices are outlined above, the City of Fennville should take consider new trends in planning as a result of the Covid-19 pandemic. While the nation has seen shifts in how people work, shop, and play over recent years, the Covid-19 pandemic has exacerbated these trends in many ways and a multitude of the emerging societal trends that arose as a result of the pandemic are likely here to stay. Some of these trends include:

- Downtown social districts
- Outdoor seating and dining opportunities
- Increased usage of parks, trails, and other outdoor activities
- Increased need for curbside pickup, drive-through, and walk-up window infrastructure
- Online ordering, deliveries, and online shopping
- Social distancing in public spaces

Moving into the projected duration of this Master Plan, the City of Fennville should continue to implement and consider the Covid-19 implications as noted above.

RRC Best Practices

Lastly, one of the major themes of this Plan is to comply with and exceed recommendations and expectations for the Michigan Economic Development Corporation's (MEDC) Redevelopment Ready Communities (RRC) program. This program is a Statewide initiative designed to assist local communities with economic development growth and incentives, business attraction and retention, and overall best practices for community planning. The RRC program recommends that a community master plan should be the following:

- Reflects the community's desired direction for the future
- Identifies strategies for priority redevelopment areas
- Addresses land use and infrastructure, including complete streets
- Includes a zoning plan
- Establishes goals, implementation actions, timelines and responsible parties
- Is accessible online
- Assessed implementation recommendations annually

This Master Plan update is designed to align with RRC best practices to not only meet the MEDC's guidelines, but also to enhance the City's eligibility to obtain RRC certification.

02

Fennville Today

The City of Fennville Master Plan provides a roadmap for the future development of the City and is a rewrite of the current Master Plan, which was adopted in 2007. Since then, west Michigan has continued to change, bringing new residents and development to the region. As master planning is a forward-looking process to develop a community's future vision, a solid understanding of existing conditions is required.

Demographic analysis, or the study of population characteristics, is a fundamental element of master planning. Future growth and development require consideration of how many people will need City services, future housing needs for new and existing residents, roadway and pedestrian improvements, and other vital signs. By understanding these existing conditions and past trends, the City can then appropriately anticipate and plan for the future needs of the community.

The comprehensive data source for the City of Fennville is the U.S. Census Bureau Decennial Census published every decade along with the Census Bureau American Community Survey (ACS), which is updated annually. This analysis compares the City of Fennville to several surrounding communities. Differences in demographics may indicate issues or areas in which land use planning and public policies are warranted; they may identify strengths or assets that can be further developed; or they may identify weaknesses or issues that need to be addressed.

PEOPLE

Community Profile

Population Trends

Changes in the number of people in an area provides an important indicator of community health. Table 1 shows the relative populations of the City of Fennville from years 2000 to 2020 in comparison with other surrounding communities. As noted in Table 1, the total population in the City of Fennville has fluctuated within the 20-year time period. Like many communities in Michigan, the City saw a population decline in years 2000 to 2010, likely attributable to the “Great Recession.” However, from years 2010 to 2020, the City experienced an increase in population, gaining nearly 25% of its population.

Table 1. Population Change in Fennville and Surrounding Communities, 2000-2020

Community	2000	2010	2020	Total Change 2000-2010	% Change 2000-2010	Total Change 2010-2020	% Change 2010-2020
City of Fennville	1,459	1,398	1,745	-61	-4.2%	347	24.8%
Manlius Township	2,634	3,017	3,312	383	14.5%	295	9.8%
Clyde Township	2,104	2,084	2,060	-20	-1.0%	-24	-1.2%
Ganges Township	2,524	2,530	2,574	6	0.2%	44	1.7%
Saugatuck Township	3,590	2,944	3,443	-646	-18.0%	499	16.9%
City of Saugatuck	1,065	925	865	-140	-13.1%	-60	-6.5%
City of Village of Douglas	1,214	1,232	1,378	18	1.5%	146	11.9%

This data shows that Fennville—along with many communities in west Michigan—has gained population over the past 20 years. Of the comparison communities, Fennville grew the fastest. Fennville’s population growth can likely be attributed to its desirable location and general affordability, as major population centers such as Holland and Saugatuck, along with natural features such as Lake Michigan and the Allegan State Game Area are located nearby.

Age Distribution Trends

The age of a community’s population has implications for planning and development, whether it is a need for housing alternatives, an increased or

decreased need for schools, or services for empty nesters and older residents. In the City of Fennville, the median age of residents is 30.7.

Age structure (analyzing which proportions of a municipality's populations are in which stages of life) gives a nuanced view of the makeup of a community. Table 2 below describes the age distribution trends in the City of Fennville between 2010-2019.

Table 2. Population by Age, 2019

Age Bracket	Percentage of Population, 2010	Percentage of Population, 2020
0-4	8.9%	6.1%
5-9	6.1%	9.2%
10-14	10.0%	6.8%
15-24	14.2%	13.7%
25-34	14.5%	23.5%
35-44	11.3%	7.7%
45-54	19.3%	12.4%
55-64	7.4%	11.8%
65-74	5.0%	7.4%
75-84	2.5%	1.2%
85+	1.0%	0.0%

Table 2 shows that much of the City's population is between the ages of 15-34. This represents a large group of early career individuals who may be forming families, a factor that has profound influences on housing and local schools. Abundant housing options can lead to lower rents, allowing young couples to save money needed for raising children or for a down payment for a house. The sizeable 15-34 age group also represents increased demand for school and park facilities, as this group is likely to have children that will be attending local schools and playing in local parks.

In addition to the large 15-34 age group, the City also experienced an increase in retirement-age individuals. This also has profound influences on City services, as elderly residents may require additional City services such as senior housing and public transportation. The housing needs of this age group are also unique, as individuals may desire smaller housing units requiring less maintenance. The Goals and Objectives and Implementation sections of this plan contain strategies and planning principles upon which decisions and future investments can rely.

Race and Ethnicity

The table below describes the racial and ethnic composition of Fennville residents. By understanding the racial and ethnic fabric of a City, decision-makers can adequately plan and address the needs of different population groups. As Table 3 below indicates, the population of "White

Alone” exceeds the percentages of all other races at over 83% of the total population of the City.

Table 3. Racial Distribution, 2000-2020

Race/Ethnicity	2000 Percentage of Population	2010 Percentage of Population	2020 Percentage of Population	Percent Change 2000-2020
White Alone	73.3%	72.6%	83.4%	10.1%
Black Alone	3.2%	1.9%	2.8%	-0.4%
American Indian Alone	0.8%	0.5%	0.9%	0.1%
Asian Alone	0.3%	0.0%	0.4%	-0.1%
Pacific Islander Alone	0.0%	0.0%	0.0%	0.0%
Some Other Race	19.8%	20.7%	19.9%	0.1%
Two or More Races	2.7%	4.2%	16.6%	13.9%
Hispanic Origin	32.6%	39.1%	41.6%	9.0%

Reflected in the table above, the City features a large Hispanic population, many of which may identify as “white” as well. Because of this, the demographic results may be skewed and may not fully reflect the demographic composition of the community. Regardless, Fennville features more racial diversity compared to similar-sized communities across the state, a factor the City values as an asset and unique strength.

Housing Profile

The quality, affordability, location, and availability of a community’s housing stock has a significant impact on the economic development and vibrancy of the community as a whole. The following section observes the number of housing units, the amount of owner-occupied, rental, and vacant units, and households by type to provide a valuable “snapshot” of Fennville’s current housing environment. Table 4 represents the different housing types within Fennville between 2010-2020.

Table 4. Housing Units, 2010-2020

Housing Type	2010 Number	2010 Percentage	2020 Number	2020 Percentage	Percent Change 2010-2020
Single Family Detached	325	55.7%	353	50%	5.7%
Single Family Attached	0	0.0%	20	2.8%	2.8%
2-4 Attached	30	5.1%	72	10.2%	5.1%
Multi-Family (5+ Units)	114	19.4%	95	-9.6%	-9.8%
Manufactured Units	117	20.0%	166	23.5%	3.5%
Total Units	586		706		

This data shows that Fennville’s overall housing stock increased by over 20% between 2010-2019, with much of the growth occurring in single-family attached housing, small-scale multi-unit buildings, and manufactured housing. Recognizing the importance of stable housing at all price points, the City remains committed to increasing housing options over the life of this plan.

In addition to the number of housing units in the City, it is also significant to understand the year residential structures were built. Construction year data helps provide insight on the age of the current housing stock in the City. Table 5 provides more information on the year homes were constructed.

Table 5. Year Structure Built

Year	Number of Structures Built	Percent of Total Structures
2014 or Later	0	0.0%
2010 to 2013	7	1.0%
2000 to 2009	93	13.1%
1990 to 1999	206	29.1%
1980 to 1989	13	1.8%
1970 to 1979	78	11.0%
1960 to 1969	91	12.8%
1950 to 1959	82	11.6%
1940 to 1949	28	3.9%
1939 or earlier	111	15.7%

This data shows that nearly 55% of the City’s housing stock predates 1980, while the fastest period of housing construction was 1990-1999. The City has also not experienced new housing construction in the past eight years. These factors have profound impacts on the City’s housing environment, as aging housing units require more maintenance than recently-constructed housing units. To ensure the City’s housing stock remains safe and in good condition, the City should continue to monitor aging structures for code compliance.

Housing Tenure

Housing tenure describes how housing is occupied—by the owner, by a renter, and whether it is vacant. Table 6 indicates this breakdown and compares the City of Fennville to surrounding communities.

Table 6. Housing Tenure, 2020

	City of Fennville	Manlius Township	Clyde Township	Ganges Township	Saugatuck Township	City of Saugatuck	City of Douglas
Owner Occupied	62.20%	89.70%	91.0%	94.10%	88.50%	64.50%	80.2%
Renter Occupied (2020)	37.80%	10.30%	8.40%	5.90%	11.50%	35.50%	19.8%
Vacant	5.50%	4.20%	15.50%	35.20%	26.50%	50.90%	0%

Table 6 shows that Fennville features fewer owner-occupied residences than surrounding communities. The City also features a much lower vacancy rate compared to lakeshore communities such as Ganges Township, Saugatuck Township, and the City of Saugatuck. This can be due to lower numbers of second homes or short-term vacation rentals when compare with these communities, resulting in lower vacancies.

Households

In the City of Fennville, the 2019 average household size was 2.8 persons and the average family size was 3.09 persons. Of this information, combined with the age distribution, it is likely that the City of Fennville is comprised largely of younger families, older 2-person families that no longer have children living in their homes, or older retired residents.

A number of assumptions can be drawn from this information. The City's population of young families may seek additional parks and recreation programming for their children along with entertainment opportunities, such as restaurants and breweries. Older residents may value increased community events. While these groups have unique needs, they likely share many desires, such as increased housing and recreation opportunities along with local shopping options.

Economic Profile

This section describes the employment distribution, income, and other economic data for the City of Fennville.

Table 7 addresses the employment sector of the residents in the City. This is not an analysis of what kinds of jobs are available or what businesses are located within the community, but rather in what occupations residents are employed, regardless of where they work.

Table 7. Employed Population by Industry, 2020

Industry	Percentage of 16+ Labor Force
Agriculture/Mining	1.4%
Construction	11.2%
Manufacturing	31.7%
Wholesale Trade	3.7%
Retail Trade	15.5%
Transportation/Utilities	3.0%
Information	0.0%
Finance/Insurance/Real Estate	0.3%
Services	18.7%
Public Administration	0.5%

According to Table 7, Fennville residents are largely employed in manufacturing, retail, and service industries.

Income and Unemployment

In the City of Fennville, the median household income in the year 2019 was approximately \$52,850. This is lower than the Michigan average of \$59,584. The average home value in Fennville is \$96,000. This is lower than the Michigan average home value of \$184,600. In 2019, the unemployment rate in Fennville was 3.8%, higher than the state average of 3.1%.

Some of the planning implications due to the income and poverty data noted above includes housing affordability, education and lifelong learning/training, availability of transportation options, availability of recreation options, relationships with local large employers, and more.

Commuting

An indication of Fennville's economic position relative to the surrounding region can be illustrated in travel time to work for residents. Table 8 further outlines the time residents, age 16 and older, spend traveling to their place of employment, as well as which places of work can be reached in that radius.

Table 8. Commuting Destinations, 2018

Travel Time to Work	Places of Work within this Commute Radius	% of Population
Less than 10 minutes	Manlius Township, Clyde Township, Ganges Township, Saugatuck Township	18.3%
10-24 minutes	Village of Hamilton, City of Saugatuck, City of Allegan, City of Holland	37.7%
25-44 minutes	City of Otsego, City of Plainwell, City of South Haven	37.6%
45-59 minutes	City of Kalamazoo, City of Grand Rapids	3.2%
60 + minutes	City of Battle Creek, City of Lansing	3.2%

Table 8 indicates that over 56% of Fennville residents have commute times under 24 minutes. Although many residents do not travel far for work, over 37% travel further than 25 minutes, indicating employment in job centers such as Kalamazoo or Grand Rapids.

Commute data is significant when planning for future transportation systems (both motorized and non-motorized), business economic development projects and programs, corridor enhancements, and more. It also offers insights on the daily lives of residents, representing where they work and how they get there. This data shows that most residents leave Fennville for work, implying a lack of job opportunities within City limits. The distances traveled along with the lack of public transportation facilities also indicates that most residents must own or have access to a vehicle. This is an important consideration as car ownership is expensive and can place a burden on low-income households with limited options.

Community Conversations

A community survey, offered in both English and Spanish was advertised to the public in March 2022. The survey has received 113 responses, which equates to approximately 6.5% of the City's total population. Some of the key highlights from the survey results are included in the following analysis.

Stakeholder Identification

Relationship to Fennville

- 72% identify as a Fennville resident
- 65% shop or dine in Fennville
- 50% own property in Fennville
- 28% attend an institution in Fennville
- 26% work in Fennville
- 25% live nearby
- 7% own a business in Fennville

Years In Fennville

- 39% have lived in the City for 21+ years
- 21% do not live in Fennville
- 12% lived in the City for 16-20 years
- 11% lived in the City for 0-5 years
- 10% lived in the City for 6-10 years
- 6% lived in the City for 11-15 years

Age Breakdown

- 22% of respondents are aged 35-44 years old
- 21% are aged 25-34 years old
- 17% are aged 55-64 years old
- 15% are aged 45-54 years old
- 11% are aged 70+ years old
- 7% are aged 18-24 years old
- 6% are aged 65-70 years old
- <1% are aged under 18 years old

Key Takeaways

Many of our respondents skew younger (this is also consistent with the City's demographic data). Given that most respondents selected that they have lived in the City 21+ years, it is likely that these folks grew up in Fennville and still live

in the City as they got older and perhaps are also raising families here. It is also important to recognize that many of our respondents are not City residents, which is likely that they are either frequent patrons of the Downtown, work in Fennville, or own property in Fennville.

City Impressions

Fennville's Assets

- 83% like Fennville's close proximity to natural areas such as Lake Michigan, dunes, woodlands, etc.
- 50% like Fennville's balance of urban and rural landscape
- 42% noted Fennville's good school system
- 40% like Fennville's historic downtown
- 37% Like Fennville's close access to state highways and major thoroughfares
- 21% like Fennville's seasonal tourism
- 15% chose "other" which includes:
 - » Community events
 - » Small-town feel but close to larger towns/other urban centers
 - » Mixed ethnicities and income levels
- 10% noted Fennville's quality housing

Fennville's Needs

- 53% selected More businesses and entertainment opportunities
- 50% selected more bike trails and bike paths
- 44% selected more programs for teens
- 40% selected more sidewalks and a Citywide connected sidewalk system
- 33% selected more parks
- 33% selected to many vacant or aging industrial and commercial sites
- 31% selected more affordable housing options
- 30% selected newer housing
- 24% selected more programs for seniors
- 17% selected too much traffic speeding
- 16% selected "other" which include:
 - » M-89 downtown parking can feel dangerous with high traffic speeds and volumes
 - » Poor road quality (potholes)

- » More environmental protection
- » Park equipment needs upgrades
- 14% selected more ordinance enforcement
- 13% selected too much seasonal tourism and vacation rental housing
- 0% selected too much traffic congestion

Sidewalks

- 52% believe sidewalks should be installed in key locations, such as near Downtown
- 41% believe sidewalks should be installed wherever none currently exist
- 6% believe sidewalks shouldn't be required by the City

Table 9. Neighborhood Impressions

	Requires No Change	Requires Moderate Change	Requires Major Change
Parks	13%	47%	40%
Improve Streets	15%	63%	22%
Sidewalks	21%	63%	16%
Bike facilities	36%	43%	21%
Speeding	38%	46%	16%
Accessibility	47%	42%	11%
Safety	44%	50%	7%
Traffic	70%	21%	9%
Noise	75%	22%	3%

Key Takeaways

In general, Fennville is geographically well-situated to support growth and development. It is a desirable community located within close proximity to some of Michigan's best natural assets, but also reasonably close to other urbanized areas such as Holland, Saugatuck and Grand Rapids. From survey responses, the Master Plan should include information on economic development programs/procedures, options for retrofitting underutilized/vacant commercial/industrial businesses, and parks and recreation enhancements.

Housing

Current Housing Stock

- 54% noted that the current housing options in Fennville meets their needs
- 24% noted that the cost of housing is too high
- 10% would like a larger home
- 5% would like a newer home
- 2% would like to downsize

Housing Type Impressions

- Single-Family Homes
 - » 30% are neutral
 - » 27% rated this as a “5” (most desired housing option)
- Higher Density Single-Family Neighborhoods
 - » 25% rated this as a “1” (least desired)
 - » 24% are neutral
- Accessory Dwelling Units
 - » 33% rated this as a “5” (most desired)
 - » 23% are neutral
 - » 20% rated this as a “4” (desirable)
- Townhomes
 - » 43% rated this as a “1” (least desired)
 - » 25% are neutral
- Cottage Courts
 - » 27% are neutral
 - » 24% rated this a “4” (desirable)
 - » 22% rated this a “1” (least desirable)
- Two-Family Home/Duplex
 - » 25% rated this a “1” (least desirable)
 - » 23% are neutral
- Apartments
 - » 60% rated this a “1” (least desirable)
 - » 19% rated this a “2” (undesirable)

Housing Stock Expansions

- 62% are in favor of the City exploring more options to expand the current housing stock
- 26% are neutral
- 10% are not in favor of the City exploring options to expand the current housing stock

Key Takeaways

If the City were to explore options to bring in additional housing (and attainable housing) options to the City, it is likely that residents would be supportive. However, residents do not show support for high density housing options, but desire more of the “missing middle” and accessory dwelling unit type housing. The Master Plan should include steps and/or options for the City to expand the housing stock.

Transportation

Transportation Methods

- About 97% of respondents use a car to get around Fennville
- 61% like to walk
- 33% like to bike

Public Transportation

- 57% of respondents would support the City exploring options to offer public transportation
- 28% don't know
- 12% would not support the City exploring options for public transportation

Walkability

- Over 70% of respondents do not feel safe walking or biking along M-89

Key Takeaways

If the City were to join in partnership with regional bus systems or routes, it is likely that residents would be supportive. The geographic size of Fennville makes it a great candidate for a Citywide sidewalk and/or bike infrastructure. While it is part of our culture to be more automobile dependent, the high number of drivers can indicate that the sidewalk and bike system could be expanded.

Parks and Recreation

Parks Access

- 50% of respondents feel they have safe and convenient access to parks
- 30% of respondents do not feel they have safe and convenient access to parks

Parks Availability

- 58% noted that the current parks system does not meet their needs
- 23% noted that the current parks system does meet their needs

When asked why the parks system does not meet their needs, the most common responses include:

- Current parks only cater toward children (not enough all-age appropriate facilities)
- Equipment needs to be upgraded (they are outdated)
- There are not enough parks
- Equipment is not ADA compliant
- Parks and flooding and drainage issues (too muddy)

Trails System Needs

- 50% noted that the current trails system does not meet their needs
- 35% are neutral

Trails Availability

When asked why the trails system does not meet their needs, the most common responses include:

- Not enough trails
- No designated bike lanes
- No bike facilities linking Township facilities (library, Downtown, parks, etc.)

Key Takeaways

Survey responses that have come up multiple times throughout the survey indicate that the City does not have an efficient parks and trails system to meet the needs of residents. The Maser Plan should address areas where new recreational facilities should be developed and where bike connections should be created.

Downtown Fennville

Downtown Fennville's Assets

- 70% said the walkable atmosphere
- 63% said the unique character and charm
- 52% said historic buildings
- 47% said options for shopping, dining, and entertainment
- 47% said community events
- 40% said parking is easily available

Downtown Fennville's Needs

- 74% said more shops and restaurants
- 48% said a community gathering space
- 32% said more public art
- 28% said more sidewalks and sidewalk connections to neighborhoods
- 24% said more bike facilities
- 23% said more parking

Key Takeaways

Downtown Fennville is an incredible asset to the community and it widely recognized as such. Residents generally enjoy Downtown's walkable atmosphere, unique charm, historic buildings, and more. However, residents would also support the City exploring options for more economic development in the Downtown, more public art, and more bike facilities. The City could explore state programs, such as safe routes to school, or public/private partnerships to implement these elements.

PLACE

Planning Framework

A major component of a community master plan is to identify existing land use patterns. To make informed decisions regarding the future of land uses in the City of Fennville, it is critical to have a clear understanding of existing land uses and the relationships between those land uses. Documenting the existing land use framework not only identifies the locations of particular land use activities, but also highlights the areas with future growth potential and areas where land use conflicts may exist.

A key element to consider when determining the future fabric of a community is the identification of where current activities (such as residential, commercial, industrial, and recreational) take place. This existing conditions and land use analysis will help to determine what areas and corridors should be preserved, redeveloped, or intensified.

This Master Planning process has also identified other existing conditions factors that helped determine not only the Future Land Use Plan, but also the overarching goals, objectives, and recommendations, as described in the next section.

Natural Features

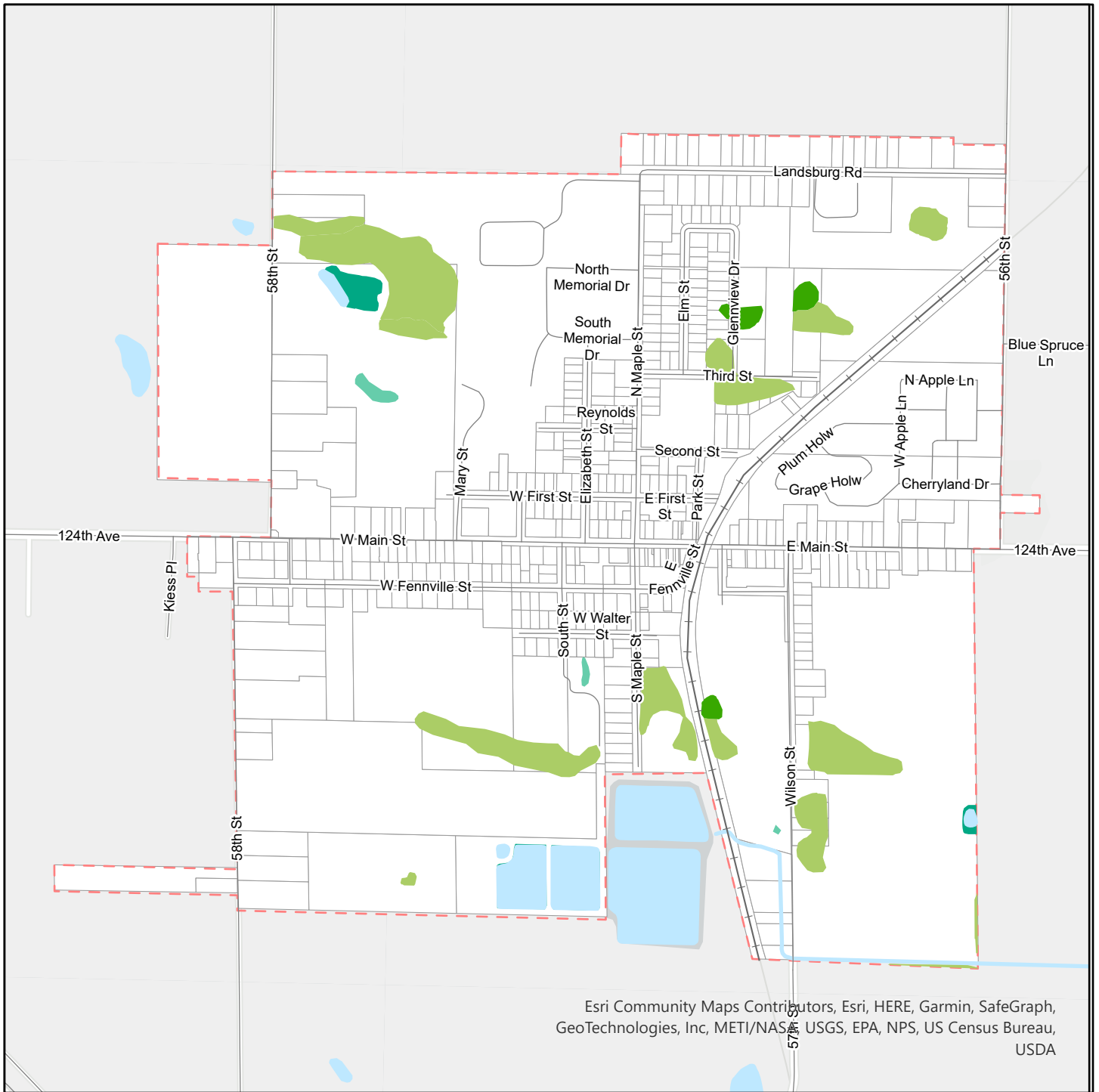
Historically, the City of Fennville is located on a large swath of wetlands and swampland. The City's geographic location, within close proximity to lake Michigan, several inland lakes such as Hutchins Lake, Kalamazoo Lake, and Miner Lake, as well as within close distance to several rivers and creeks such as the Kalamazoo River and Mann Creek, contribute to the City's number of wetlands.

A portion of the City also includes several wetland types. These include:

- Freshwater emergent wetlands
- Freshwater Forested/shrub wetlands
- Freshwater ponds
- Other types of wetlands

The majority of the City's wetland areas are located on the northwest portion of the City, north of M-89 and east of 58th Street. Additionally, a cluster of wetland areas are located along Third Street and areas surrounding Glenview Drive. Lastly, on the southern portion of the City, wetland areas exist south of South Street, both east and west of S. Maple Street, and east of Wilson Street.

Most of the stormwater infrastructure in the City is not owned or maintained by the City. The stormwater pipes are largely maintained by MDOT and the Allegan County Drainage District. There are two main drains that cover the



Esri Community Maps Contributors, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA

Wetlands

City of Fennville, Michigan

June 9, 2022

LEGEND

- Freshwater Emergent Wetland
- Freshwater Forested/Shrub Wetland
- Freshwater Pond
- Other
- Bodies of Water
- Fennville Boundary



0 500 1,000
Feet

Basemap Source: Michigan Center for Geographic Information, v. 17a. Data Source: Allegan County 2022. McKenna 2020.



majority of the City, the Pullman-Arnold Drain and the Fennville-Billings Drain. In 2018, the City, along with engineers at Prein & Newhof, completed a Stormwater collection System Study and Capacity Analysis. This study included modeling sewers for capacity and making project recommendations for future capital improvement projects.

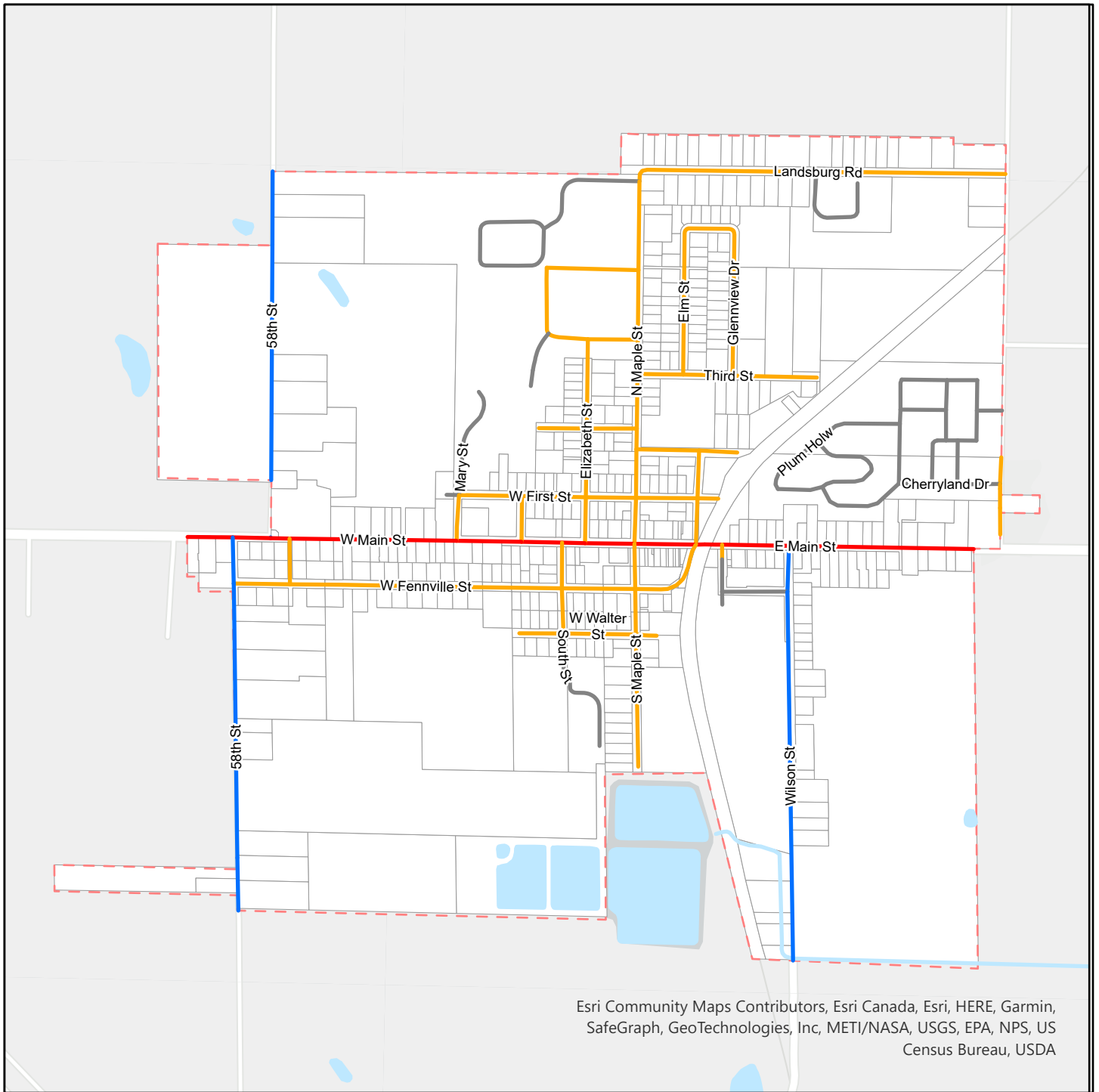
Throughout the duration of this Master Plan, the City should take consideration to the location of existing flood-prone and wetland areas to ensure that new development or redevelopment (including roads) does not negatively impact animal habitats, existing environment and character, flooding concerns, stormwater runoff, and others.

Transportation Network

A transportation network in a community offers ample information with regard to existing land uses and helps to shape recommendations for future land uses as well. The City's transportation network is comprised of several different road types that which all serve a different purpose, whether it be residential neighborhood streets, a downtown corridor with wide sidewalks and bike infrastructure, or a commercial corridor characterized by faster speeds, higher traffic volumes, and larger parking areas.

The road classifications, as determined by the State of Michigan include:

- A21—Unlimited access US Highways & State Highways
Main Street is the City's only unlimited access, highway, or state highway. This road is maintained by the Michigan Department of Transportation, and runs east/west through the City, specifically through Downtown Fennville.
- A31 - Principal Arterial roads
A principal arterial road includes the 58th Street and Wilson Street Corridors in the City of Fennville. In general, principal arterial roads serve a larger urban population. Principal arterial roads provide access at higher speeds, less frequent stops, and higher traffic volume indicative of longer trips.
- 32 - Minor Arterial roads
Minor Arterial roads in the City of Fennville include a majority of the City's road network, such as Fennville Street, State Street, Elizabeth Street, Third Street, 56th Street, and other similar corridors. Minor arterial roads provide service to trips of moderate length at somewhat lower of travel mobility than principal arterials.
- A41 - General non-certified
These roads are generally not certified roads and are likely maintained privately. The General non-certified roads in Fennville include those located within the manufactured home park on the east side of the City, and other similar residential streets.



Transportation Network

City of Fennville, Michigan

March 18, 2022

LEGEND

- A21 Unlimited Access State Highway
- A31 Principal Arterial Road
- A32 Minor Arterial Road
- General Non-Certified
- Parcels
- Bodies of Water



Basemap Source: Michigan Center for Geographic Information, v. 17a. Data Source: Allegan County 2022. McKenna 2020.



Existing Land Uses and Character

Fennville generally consists of seven land uses. Differing from zoning districts, land uses describe the overarching character of an area and how the land is occupied, that which are then specified further into zoning districts with corresponding regulations. The existing land uses represented in Fennville include:

Agricultural

The City of Fennville has several areas dedicated to agricultural land uses. These areas are located on the outer edges of the City limits. In Fennville, these agricultural lands are characterized by large properties, well exceeding 5 acres in size and may consist of either active or non-active farmland. Often times, these agricultural parcels will include a single homestead on a large lot in conjunction with an agri-business or farm.

Single-Family Residential

Single-family homes occupy most of the City's total land area and housing stock. Single-family residential areas typically include residential neighborhoods with detached one-family homes constructed on small-to-medium size lots.

Multi-Family Residential

This classification includes land areas that are occupied by predominately residential structures containing dwelling units for three or more households. The Multiple Family classification includes apartments and attached condominiums. The City has several areas of multifamily residential developments, located on both the north side and south side of the City.

Central Business District

The City of Fennville is home to a well-preserved historic downtown, located primarily on East Main Street between Maple Street and Park Street. Downtown Fennville is comprised of a traditional downtown fabric, quaint historic downtown atmosphere, walkable blocks, and commercial shopping opportunities.



Agricultural



Central Business District



Industrial

Office

The office land use classification often is associated with commercial land use. While the City of Fennville does not have a traditional commercial corridor, the City's office uses are located primarily on the edges of the central business district.

Industrial

This category includes manufacturing, warehousing, assembly, fabrication facilities, and other non-manufacturing industrial and utility uses. The City of Fennville has a few industrial land uses located primarily on the edges of the City limits, near the existing rail corridor and along Wilson Street. The existing industrial businesses may include warehousing, processing, packaging, wholesale establishments, and more.

Public/Semi Public

Public/Semi Public uses are comprised of schools, municipal buildings such as the City Library or City Hall, and other municipally-owned lots. These land uses are generally intended to provide a public service.

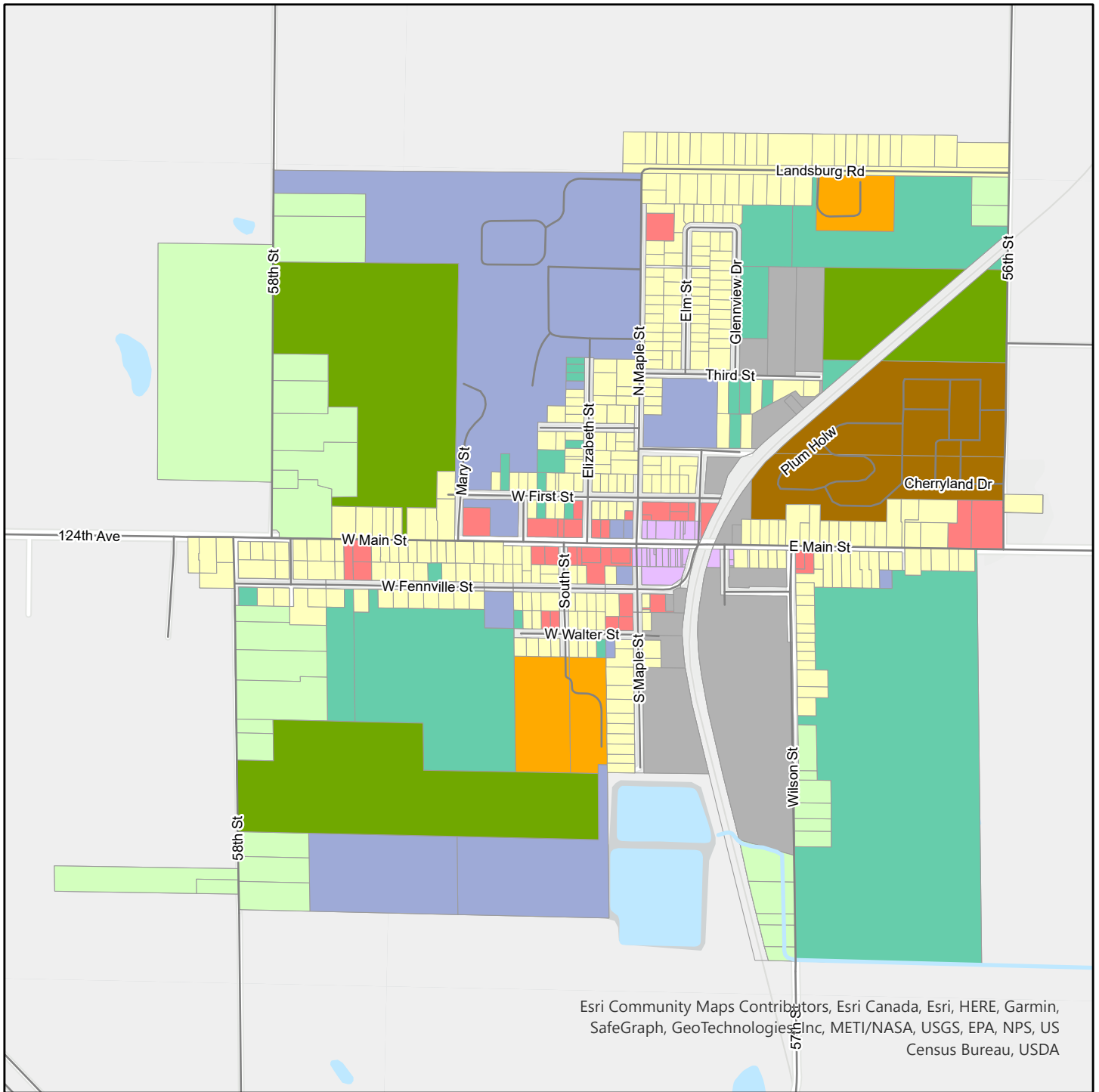


Public/Semi Public

Park/Open Space

This classification includes parcels (both improved or unimproved) that are used for public or private non-intensive recreational activities, including parks, golf courses, swimming pools, ice rinks, natural areas, and private outdoor recreational facilities.

The map on the following page includes the existing land uses in the City of Fennville.



Esri Community Maps Contributors, Esri Canada, Esri, HERE, Garmin, SafeGraph, GeoTechnologies Inc, METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA

Existing Land Use

City of Fennville, Michigan

March 18, 2022

LEGEND

- Agricultural
- Rural Residential
- Single & Two Family Residential
- Multiple Family Residential
- Manufactured Housing Community
- Central Business District
- Commercial
- Industrial
- Public/Semi-Public
- Vacant
- Bodies of Water



0 500 1,000
Feet

Basemap Source: Michigan Center for Geographic Information, v. 17a. Data Source: Allegan County GIS. McKenna 2020.



Overall Land Use Themes / Summary

The City of Fennville is in a prime position to support the overall growth and development of the City in many ways. Not only is the City geographically located in an optimal location near the Shore of Lake Michigan and within close proximity to some of Michigan's other premiere communities such as the City of Holland and the City of Saugatuck, but it also supports the area's rich history in terms of fertile agricultural land, traditional downtown architecture, and a high quality of life.

Through the existing land use analysis as described in detail above, the following themes have become apparent as they are explored throughout the remainder of this document:

- Supporting the growth and development of Downtown Fennville, while simultaneously preserving the characteristics that make the City unique
- Supporting the City's diverse fabric
- Encouraging more residential growth in appropriate areas, including innovative housing types and mixed-uses
- Identifying tools for economic growth and business retention
- Preserving the City's natural assets
- Expanding the City's parks and recreation presence, including sidewalk network connectivity, parks equipment and programming upgrades, and bike facility planning
- Identifying opportunities for public transportation alternatives as the City (and Allegan County) continues to grow and develop, such as a rail stop along the Amtrak line, a bus route connecting to the Interurban Transit Authority, or other opportunities

The existing land use themes are significant to the Master Plan process, as they help to shape the City's future land use plan, goals and objectives, action plan, and more.

03

Fennville Tomorrow

This Section describes the planned future conditions of the City of Fennville, through the duration of this Master Plan. The goals, objectives, and recommendations listed in this Plan derive from the existing conditions analysis, feedback from City staff and officials, stakeholder and public input, analysis of applicable current planning trends, and more.

The primary purpose of this Section is to determine the goals and objectives of this Plan and itemize and prioritize the implementation steps for how to achieve them. The Future Land Use Plan is also a significant component of this Section, that which describes the future fabric and planned land use of each parcel of land within the City.



VISION STATEMENT

The City of Fennville 2022 Master Plan, envisions a sustainable and well-connected City that welcomes, supports, and encourages innovative and flexible land use types, and celebrates the City's growing diversity, while preserving the City's unique character and historic charm.

Goals and Objectives

The following section describes the overarching goals and objectives of this Plan. The goals are used to describe the general guidelines and direction for the City of Fennville, and what the Master Plan hopes to achieve. The objectives define general strategies used to achieve the overarching goals.

01 | *Residential & Neighborhoods*

- Objective 1: Maintain the City's place in Allegan County that provides safe, attractive, and vibrant neighborhoods that can accommodate residents at all stages of life.
- Objective 2: Encourage residential developments that which are needed by persons of all abilities, ages, and backgrounds.
- Objective 3: Retrofit underutilized or vacant lots, commercial areas, or parking lots for unique, modern, and creative housing options, while expanding the City's housing stock and providing "missing middle" housing typologies. Objective #4: Maintain and enhance the sidewalk system within and between neighborhoods.
- Objective 4: Create and increase Citywide efforts that provide opportunities to enhance and revitalize vacant, underutilized, or aging housing stock where needed.

02 | *Commercial & Economic Development*

- Objective 1: Ensure that all community commercial nodes in the City are accessible to patrons of all ages, backgrounds, incomes, and physical abilities—for both motorized and nonmotorized travelers.
- Objective 2: Continue to support the longevity and enhancement of the Central Business District, that which includes visually pleasing and welcoming beautification elements such as public art, gateways, landscaping, sidewalks, decorative street lamps, street trees, and more.
- Objective 3: Support a wide variety of shopping and retail diversity in the City.
- Objective 4: Continue to support and foster relationships with local commercial business owners and industrial business owners to maintain their presence in the City.

03 | *Transportation*

- Objective 1: Maintain the current transportation system in the City of Fennville to ensure all roadways are safe, accessible, and high-quality.
- Objective 2: Continue to foster relationships with local road agencies to maintain and enhance State and County roadways, where applicable.
- Objective 3: Explore opportunities for future enhancements to the public transportation system in the City—especially to popular employment centers and residential hubs.
- Objective 4: Plan for and assess opportunities for nonmotorized transportation alternatives, such as widened paved shoulders, bike lanes, bike routes, and others.
- Objective 5: Support newly emerging transportation technology in the City.
- Objective 6: Support and seek expansions to the City’s sidewalk system to create a Citywide connected sidewalk network utilizing public and private partnership opportunities.

04 | *Parks and Recreation*

- Objective 1: Maintain and preserve the City’s existing parkland and outdoor recreation resources.
- Objective 2: Assess and prioritize areas that which may be prime locations for new outdoor recreation facilities, such as within (or around) new housing developments, near Downtown, etc.
- Objective 3: Assess locations for new community facilities such as a public gathering space, public art installations, pocket parks, and other similar types of recreation opportunities.
- Objective 4: Target and prioritize areas for nonmotorized trails.

05 | *Sustainability & Beautification*

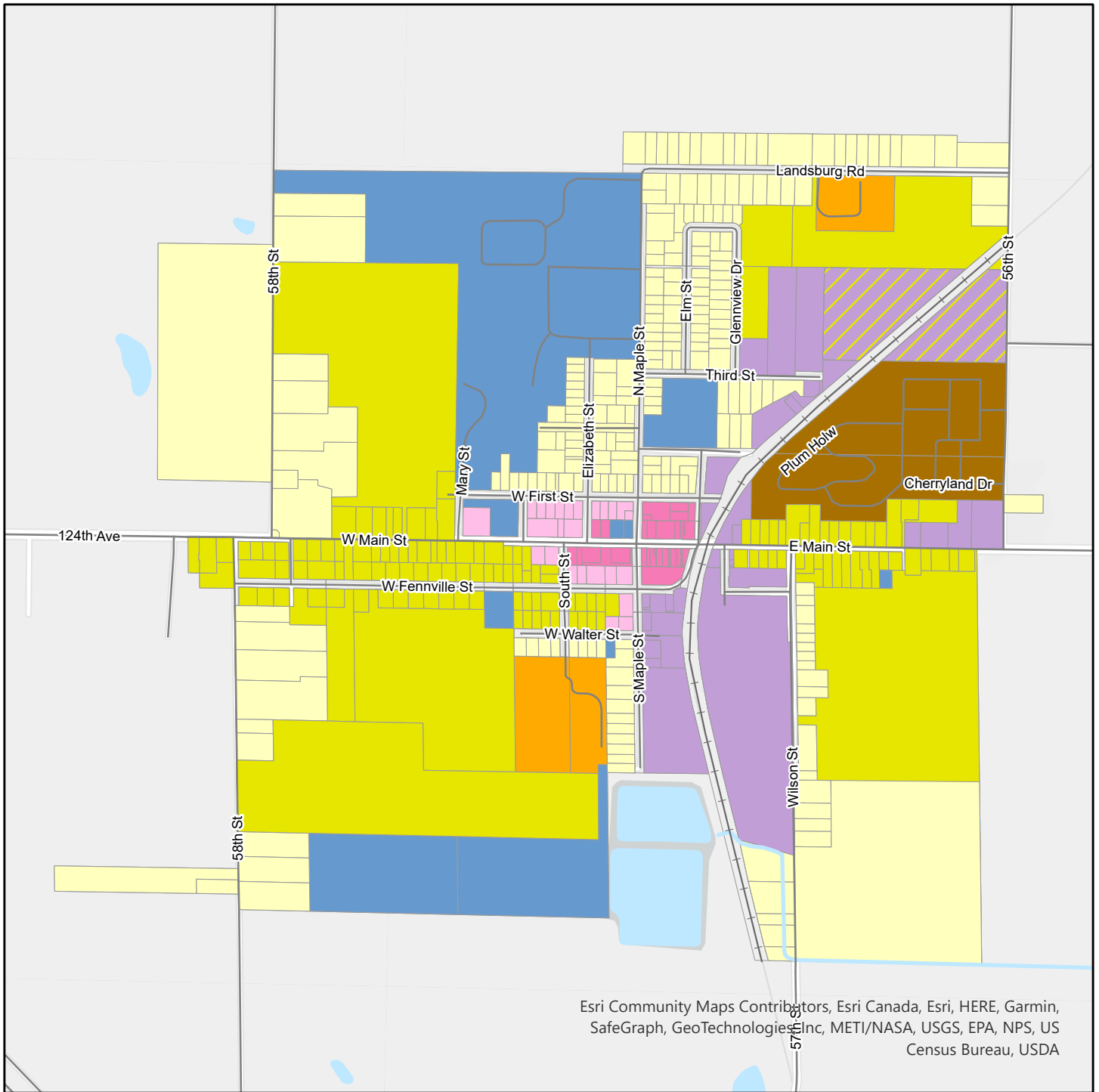
- Objective 1: Ensure that each new and existing developments in the City is well-landscaped with visually pleasing and welcoming decorative elements.
- Objective 2: Encourage sustainability elements throughout the City.
- Objective 3: Incorporate Citywide beautification elements whenever feasible.

FUTURE LAND USE

Based on a comprehensive planning process, the Future Land Use plan serves as a guide for the community's vision of the next 10 to 15 years. It is based on an analysis of land use issues facing the City, existing uses and conditions, demographic and housing statistics, physical constraints and resources, community infrastructure, circulation patterns, community engagement, and the goals and objectives of this plan. Through land use planning and zoning controls, the City intends to ensure that the character of neighborhoods are preserved, that economic development is encouraged, and that the designated mixed use areas become vibrant and exciting places to be.

This Future Land Use plan constitutes the development policy of the City, and as the City moves into the future, the plan should be updated to address how development and physical change has impacted the infrastructure and existing conditions.

Further, moving into the future, potential collaborations and partnerships with neighboring communities may be applicable to assess the need or viability of potentially altering or modifying the City's current boundaries.



Esri Community Maps Contributors, Esri Canada, Esri, HERE, Garmin, SafeGraph, GeoTechnologies Inc, METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA

Future Land Use

City of Fennville, Michigan

April 14, 2022

LEGEND

- Single-Family Residential
- Single & Two-Family Residential
- Multi-Family Residential
- Manufactured Housing Community
- Downtown Edge
- Downtown
- Enterprise
- Public/Semi-Public
- Single & Two Family Residential (depending on future road access)



Basemap Source: Michigan Center for Geographic Information, v. 17a. Data Source: Allegan County GIS. McKenna 2020.



FUTURE LAND USE DESCRIPTIONS

Single-Family Residential

This land use designation describes the existing residential areas and neighborhoods in the City. In Single-Family Residential, homes are typically detached single-family residences with low-to-medium density. Many of the streets within this designation are connected to one another, have lower speed limits, and are fitted with sidewalks and/or bicycle infrastructure on at least one side of the street.

Accessory dwelling units, such as small apartments constructed on the top floor of a detached garage are also appropriate residential land uses in the Single Family Residential land use category.

Single & Two Family Residential

Single and Two-Family Residential land uses are intended to reflect the City's existing historic housing character and charm, while offering additional creative uses for more housing types. In these areas, various housing types such as duplexes, triplexes, and accessory dwelling units are supported and encouraged. This designation should be located within a walkable and bikeable distance to the Central Business District, as well as to other important community nodes such as schools, the library, and parks. A majority of the Single & Two-Family Residential land uses are planned along W. Main Street to support the Central Business District.

Further, for those large (currently) vacant parcels planned for Single & Two Family Residential, future residential developments should include active and/or passive recreation elements. The purpose is to encourage the expansion of the City's current parks and recreation facilities.

Single & Two Family Residential Hatching

In some circumstances, a Single & Two-Family Residential hatching is most appropriate. In particular, the large (currently vacant) site located on the north side of the City on either side of the railroad is planned to be either Enterprise or Single & Two-Family Residential. This is largely dependent on the availability of future road access to this parcel. If road access is granted to the north from the development of those currently vacant sites along Landsburg Road, then a Single & Two Family Residential designation is most appropriate. However, if road access is granted from the west along Glenview Drive, then an Enterprise land use is most appropriate.



Single-Family Residential



Single & Two Family Residential



Single & Two Family Residential Hatching

Two-family residential buildings can be designed and constructed in a way as to not compromise the existing character of a corridor or neighborhood. Some of the types of two-family residential structures that would be appropriate in Fennville include a stacked duplex and a side-by-side duplex, as illustrated in these images.



Multi-Family Residential

This land use designation describes the residential areas within the City that are currently, or planned to be, areas with residential developments intended for multiple families. Multi-Family Residential areas are typically higher in density and are characterized by apartments, apartment complexes, senior housing, and other similar housing. Multi-Family Residential areas are typically planned and established near important community nodes such as schools, parks, and commercial corridors. Multi-family Residential areas should be walkable and bikeable and include some greenspace on the property for either active or passive recreation.

Manufactured Housing Community

This land use designation is characterized by areas with existing mobile home parks. Here, low-to-medium density standards similar to those in the Single-Family Residential areas shall be encouraged. Underutilized areas within Mobile Home Parks should be considered for greenspace retainment, or development into medium density or high-density multi-family land uses as applicable.

Downtown

To emphasize and maintain the unique character of the City’s Downtown Historic District, Central Business District, and Downtown fringe areas, this land use designation is characterized by walkable (and bikeable) streets and mixed-use developments where live/work/play elements are encouraged. The Downtown Core should be located within close proximity to parkland and accessible to non-motorized trails. Future developments in the Downtown Core should be facing the street, include wide sidewalk infrastructure, little-to-no setbacks, and should be perceived as welcoming to residents and visitors by ways such as public art, landscaping, outdoor seating and dining, large transparent window displays, and more.



Downtown

Downtown Edge

Downtown Edge areas are comprised of the parcels immediately adjacent to the City's traditional downtown core, or central business district. Downtown Edge areas are designed to offer development flexibility and a mix of commercial and residential land uses that serve as a transition into the central business district. New residential and commercial development should be consistent with existing character, especially along M-89. Downtown Edge areas should also be accessible to non-motorized and/or sidewalk infrastructure.

Enterprise

This land use designation includes the existing and any planned industrial park, industrial businesses, offices, and commercial uses in the City. This designation is designed to encompass and permit office parks, office buildings, maker spaces, industrial parks, industrial businesses, appropriate commercial businesses, and other similar type uses. Enterprise areas are planned to offer a flexibility of office, appropriate commercial, and industrial uses to encourage business-friendliness and commerce coupled with high quality building and site design. In enterprise areas, road networks should be connected and easily-accessible from nearby highways and/or arterial roads.

Public/Semi Public

Public/Semi Public areas are those typically owned by the City that are reserved for governmental, institutional, or public use. Developments within this land use designation include City Hall, schools and schooled-owned land, and cemeteries. Some underutilized land in this designation may be considered for conversion to match other adjacent land uses when desired or practical.

Agriculture and Farmland

Current agricultural properties within the City of Fennville are eligible for enrollment in the Michigan Department of Agriculture and Rural Development's (MDARD) PA116 program. This is a State program that works to preserve active and prime farmland by offering incentives to farmers that are willing to participate. In the PA116 program, farmers can enter into an agreement with the State that ensures the subject farmland remains in agricultural use for a minimum of 10 years and maximum of 90 years. In return, farmers may be entitled to certain tax benefits. The City of Fennville has one property currently enrolled in the PA116 Program until 2028, but that date may be extended depending on the preference of the property owner.

The Future Land Use Plan does not call for an agricultural designation. However, this does not prevent a property owner from continuing to conduct current farm operations on-site. Further, this does not preclude a farmer from enrolling into the PA116 Program, as long as the farm meets standards as specified by the State.



Downtown Edge



Enterprise



Public/Semi Public

ZONING PLAN

Relationship Between Future Land Use and Zoning Categories

The table below shows the Zoning Districts that would appropriately implement the vision of the Future Land Use Categories. Rezoning requests should be reviewed against this table to determine whether the requested district is supported by this Plan. In some cases, a new zoning district may be the most effective way to implement the vision of the Future Land Use Plan.

Table 10. Relationship Between Future Land Use and Zoning Categories

Future Land Use Category	Current Zoning District
Single Family Residential	R-1 Single Family Residence
	R-2 Single Family Residence
Single & Two Family Residential	R-T Single and Two Family Residential
Multi-Family Residential	RM Multiple Family Residential
Manufactured Housing Community	RMH Residential Mobile Home
Downtown Edge	B-1 Local Business
	OS-1 Office Service
Downtown	CBD Central Business District
	CCOD City Center Overlay District
Enterprise	B-2 General Business
	I-1 Light Industrial
	I-2 General Industrial
Public/Semi Public	All Districts

Housing and Residential

- Eliminate the AG, Agricultural District with the 5-acre minimum lot requirement. This District is not consistent with the future land use vision and discourages residential density and new housing opportunities. However, current farm operations are permitted to occur within the City as a legal non-conformity.
- Simplify and combine the R-1 and R-2 single-family residential zoning districts.
- Eliminate the minimum floor area and minimum dwelling width requirements for all residential districts to promote and encourage housing diversity, new housing types, and promote equitable housing opportunities.
- Develop provisions relating to accessory dwelling units, permitted in all residential districts.
- Permit at least three “missing middle” housing types by right in the Single & Two Family Residential and Multi-Family Residential Districts.

- Once combined, reduce required setbacks in the R-1 and R-2 Districts to accommodate homes on smaller lots.
- Require sidewalks with any new street connection or newly paved road.



Missing middle housing are a range of medium-density housing options with multiple units that are compatible in scale and form with detached single-family homes and neighborhoods. These homes are designed to be human scale and offer alternative housing options aside from a traditional single family home, and a high-density multi-family apartment building.

Commercial and Business

- Prohibit gasoline service stations, filling stations, and car wash establishments in the B-1 District. These uses are more appropriate for the B-2 District (Enterprise).
- Eliminate the OS-1 District and combine office uses as a principally permitted uses in the B-1 Local Business (Or Downtown Edge) District.
- Eliminate the P—Parking District and review parking requirements to ensure that commercial and industrial businesses are not required to construct excessive parking. Also, allow the Planning Commission to approve different parking standards (if less parking is requested by the applicant) provided that proper justification is presented.
- Condense uses and requirements for the B-2 General Business District and the I-1 Light Industrial District to accommodate flexible commercial and light industrial land uses (to achieve the new Enterprise District).
- Create robust landscaping and screening standards in the newly created Enterprise District as to ensure that any neighboring residential uses or zones are not adversely affected by commercial or industrial uses.
- Combine the I-1 and I-2 principal permitted uses into the Enterprise District but ensure that any intense industrial uses (such as outdoor storage, heavy manufacturing, junkyard, etc.) are subject to special land use approval.

Sustainability

- Create and adopt additional regulations pertaining to stormwater management in Fennville.
- Limit development (or require supplementary regulations on new development) in any floodplain or flood hazard area.
- Enhance landscaping standards to promote natural and native plantings as to encourage sustainable landscaping and maintenance practices.

TRANSPORTATION PLAN

With the City's prime geographic location within close proximity to some of Michigan's most unique and celebrated features such as Lake Michigan, beaches, dunes, woodlands, and wetlands, as well as its relatively small geographic size and close distance to other popular regional destinations such as the City of Holland and Saugatuck, Fennville is well-positioned for several transportation enhancements.

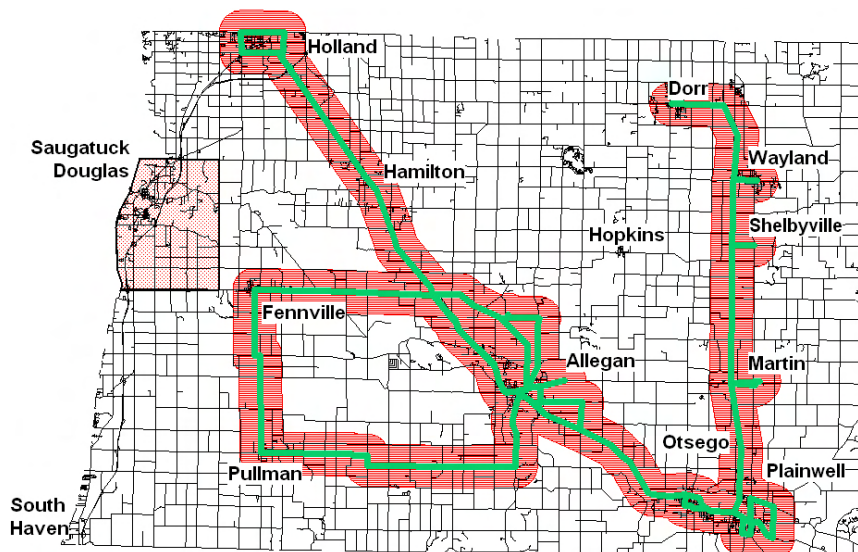
Amtrak

The Amtrak is a national railroad passenger corporation that offers access to all areas of the United States and parts of Canada. The City of Fennville is located along Michigan's Amtrak line, between the City of Holland and Chicago. To increase and enhance tourism opportunities, the City of Fennville can explore options to add an Amtrak stop within City limits, particularly near Downtown on M-89.

Public Transportation

Currently, the Saugatuck Interurban Transit Authority offers services just outside the City of Fennville. The service only provides bus route access between Saugatuck, Douglas, and Saugatuck Township. The primary route spans north-south from Lake Michigan to 60th Street, 136th Avenue, and M-89. The service does not run east into Fennville City limits.

Given that many of the City's workforce aged 16 and over travel outside City limits for work, a need for public transportation alternatives is quickly rising. Throughout the life of this Master Plan, the City should engage in conversations with the Saugatuck Interurban Transit Authority to determine if an additional route, linking Fennville with Douglas and Saugatuck, would be feasible.



Further, Allegan County offers limited transportation services to Fennville. Allegan County transportation services aims to provide safe, reliable, and barrier-free travel throughout Allegan County. The bus service is not a fixed route system but operates out of a reservation system that will pick up riders from their home or work. The service hours are from 8am to 5:30pm Monday through Friday. While these services are a potential option for Fennville residents, the available service times may also not be ideal for people who work second or third shift or prefer to go into work earlier than 8am.

Throughout the duration of this Plan, the City of Fennville should engage in conversations with the Allegan County transportation services and Interurban Transit Authority to identify areas for enhancements to better serve Fennville residents. Some options or opportunities may include:

- Adding a bus route in Fennville along M-89
- Engaging in partnerships with local “dial-a-ride” agencies to provide transportation for residents from their home to a designated bus stop on M-89
- Seeking funding opportunities and partnerships with other government agencies or private industries to fund the cost to extend the Interurban Transit Authority (and long-term maintenance)

Future Roads

The Future Land Use Plan designates the City's large areas of currently undeveloped land for residential land uses. A key aspect of the City's future road network is to develop a well-connected neighborhood road system that provides safe and convenient access to major roads as well as to other adjacent neighborhoods.

Further, new roads within these residential developments should include sidewalks on both side of the street, to promote walkability and connectivity. New road networks within these residential developments should demonstrate a connected block structure that makes logical and realistic connections to existing streets.

Throughout the duration of this plan, the City should also consider paving all residential streets that are currently gravel, or unpaved. During these paving projects, considerations for new sidewalk infrastructure on both sides of the street should be explored.

The following map depicts an example of how new road connections within new large residential developments can be constructed in Fennville.



Conceptual Road Connections

City of Fennville, Michigan

May 10, 2022

LEGEND

- Conceptual Road Connections
- Parcels
- Bodies of Water



Basemap Source: Michigan Center for Geographic Information, v. 17a. Data Source: Allegan County 2022. McKenna 2020.



NON-MOTORIZED TRANSPORTATION FRAMEWORK

The City of Fennville is approximately 1.1 square miles in size. Because of this, the City is the optimal size to support a variety of bike and pedestrian infrastructure. Not only is the relatively small size ideal for bike infrastructure and sidewalk connections, but it also makes long-term maintenance costs and schedules more attainable and feasible. Further, the City of Fennville has the opportunity to work alongside neighboring communities to expand the regional lakeshore bike trail network, as applicable.

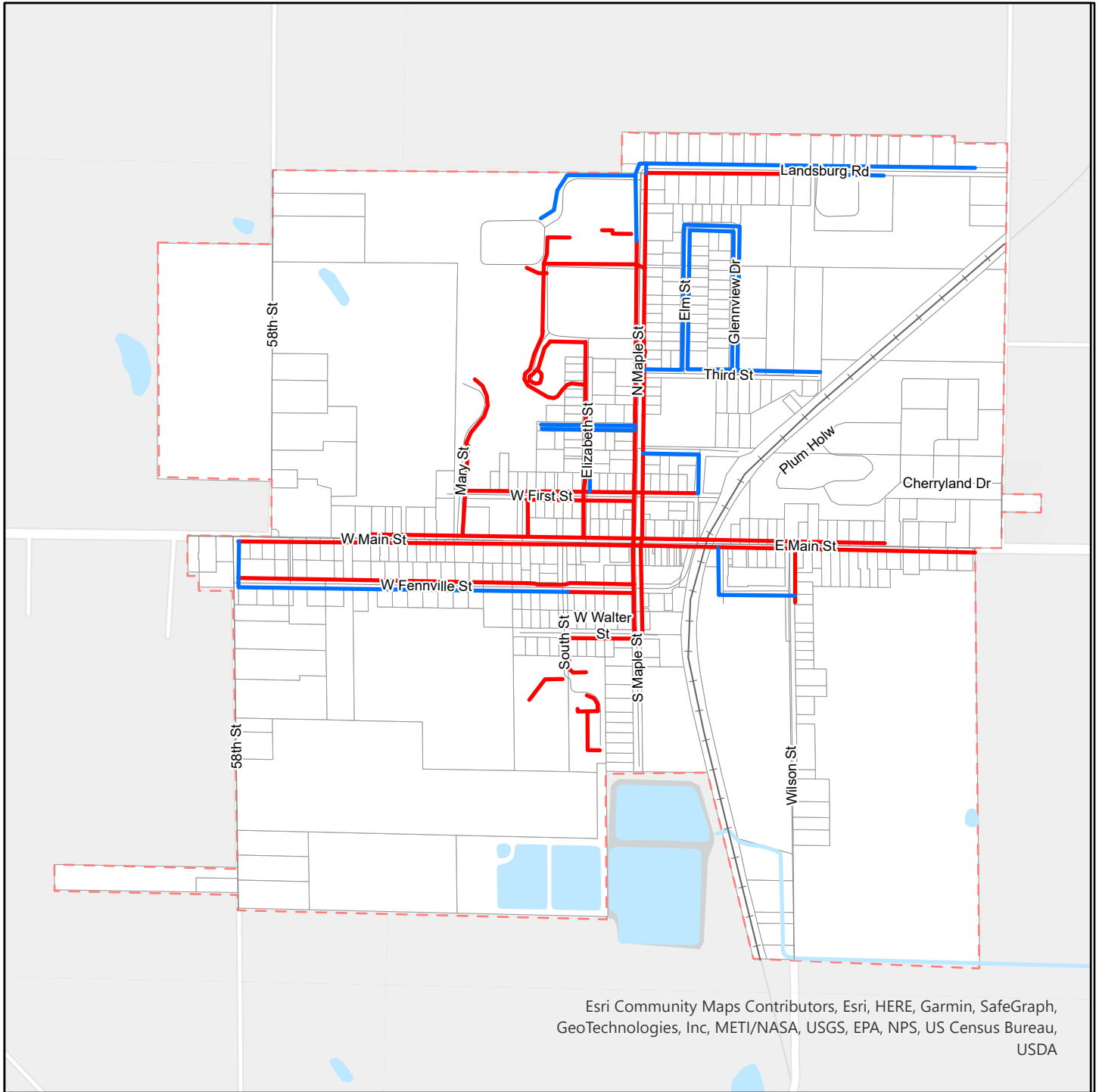
Providing bike and pedestrian infrastructure not only can benefit the City in terms of economic development, but also provides another means of inclusive planning.

Sidewalks

Currently, the City has sidewalks fitted on both sides of the street along M-89 leading into Downtown Fennville. Further, many of the immediately adjacent neighborhoods also include sidewalk infrastructure along road frontages such as W. 1st Street, N. Maple Street, W. Fennville Street, and Walter Street. Throughout the duration of this Plan, the City should work to expand the sidewalk network to create Citywide system. Most notably, the City should fill where current gaps exist along the immediate periphery of the Downtown, as well as connecting schools with adjacent neighborhoods on the north side of the City. The City can pursue state funding, such as from Safe Routes to School, to complete this sidewalk network.

Further, with any new streets created (or newly paved) within the City, sidewalks should be installed on both sides. Especially when developing large parcels of land for residential purposes.

The following map outlines priority sidewalk connections.



Esri Community Maps Contributors, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA

Sidewalk Network

City of Fennville, Michigan

October 19, 2022

LEGEND

- Existing Sidewalk
- Priority Sidewalk Connection
- Parcels
- Bodies of Water
- Fennville Boundary



Basemap Source: Michigan Center for Geographic Information, v. 17a. Data Source: Allegan County 2022. McKenna 2020.



Bike Trails

Currently, the City does not have any bike trails within its limits. In general, as defined by the State of Michigan, bike trails are typically separated from the public roadways and are 8 feet in width or wider. A well-connected trail system is fundamental to a robust and equitable parks and recreation program.

While the City of Fennville is small in size and largely built out, the City should be mindful to seek out opportunities to construct and connect new bike trails between neighborhoods, within new residential developments (such as when large vacant properties are developed), and connecting major City hubs such as near schools, City buildings, and other areas.

Throughout the duration of this Plan, the City of Fennville should explore opportunities to work alongside adjacent communities to plan and prioritize bike path connections. For example, this can include expanding the regionwide system to connect to a larger trail network that leads to Douglas, Saugatuck, and Holland, should the opportunity arise.

Bike Lanes & Marked Shared Lanes

A more feasible solution for bike infrastructure in Fennville can include designated bike lanes and marked shared lanes. Bike lanes vary significantly from sidewalks because of intended user type. Sidewalks are largely intended for pedestrian travel, whereas bike lanes are intended solely for bikers to travel along roadways, but within a designated and separated lane. Bike lanes may be an appropriate solution to encourage bike infrastructure in the City along certain roadways where there is enough room to accommodate bike traffic. In general, bike lanes are approximately 5 feet wide.

Bike lanes may be most appropriate for corridors that experience high traffic volumes, high traffic speeds, frequent truck traffic, or other similar conditions where users may not feel safe riding within the roadway. Bike lanes and marked shared lanes can also be a more financially feasible opportunity to implement bike infrastructure, given that new facilities are not always needed to be constructed. In many cases, the type of work needed to complete these projects includes restriping current road surfaces.

However, in many cases, such as along the City's residential streets, the current road design may not be wide enough to accommodate a bike lane. Further, along these roads traffic speeds are generally slower and traffic counts are generally lower. Because of this, a marked shared lane may be a more appropriate solution to encourage bike travel. This is a relatively inexpensive and easily maintained method that is used in many communities to implement and encourage bike use and travel, without the challenges of road redesign, property acquisition, or other potentially cumbersome issues.

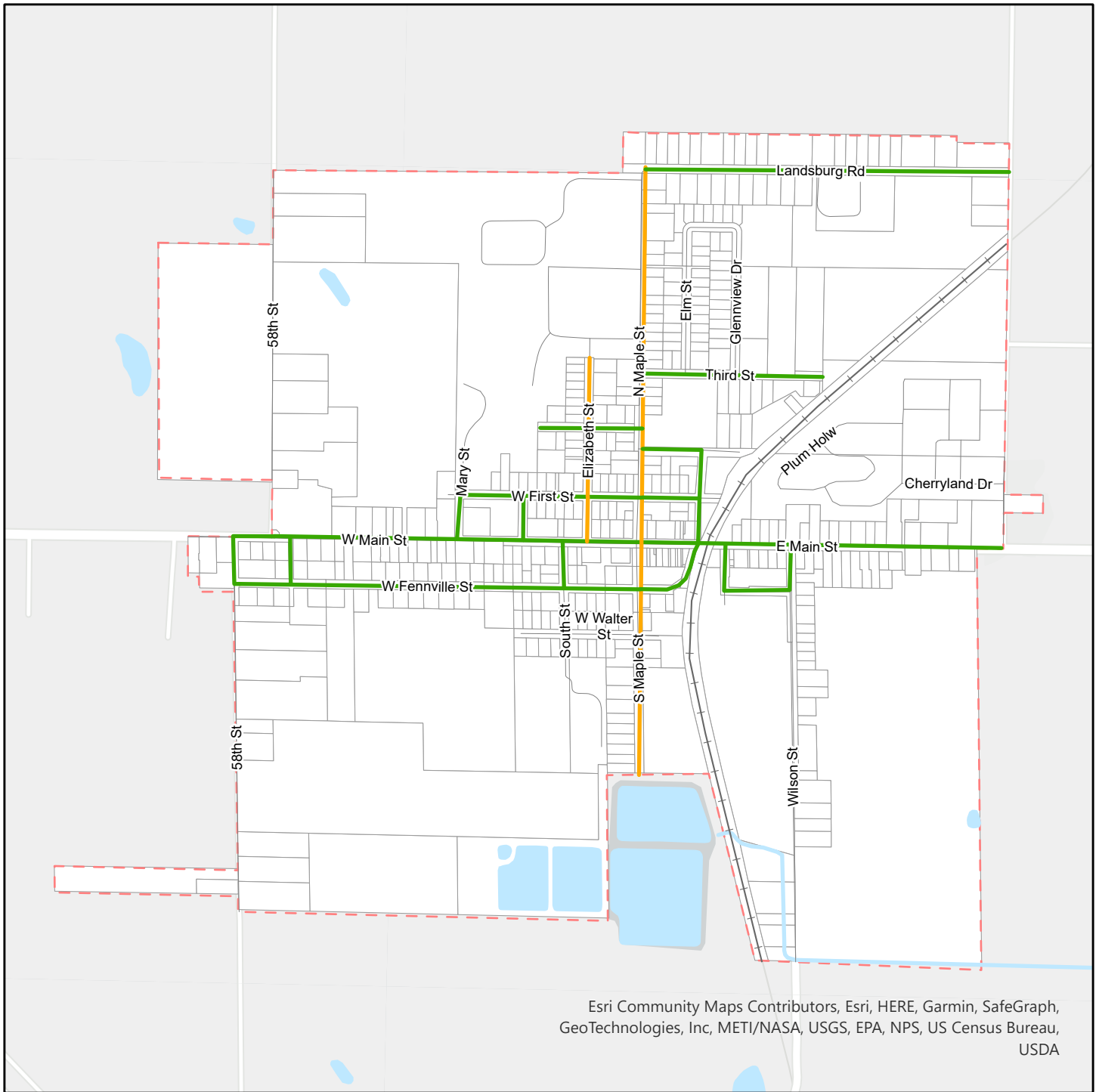
The following map notes the general location and type of bike infrastructure best suited for Fennville.



Bike Lane



Marked Shared Lane



Future Bike Network

City of Fennville, Michigan

May 3, 2022

LEGEND

- Marked Shared Lane
- Bike Lane
- Parcels
- Fennville Boundary
- Bodies of Water



Basemap Source: Michigan Center for Geographic Information, v. 17a. Data Source: Allegan County 2022. McKenna 2020.



PARKS AND RECREATION

Another theme identified for enhancement through the public engagement process is the City's parks and recreation system. Currently, the City has one park located within its boundaries, Memorial Paradise Park, located on N. Maple Street, just north of 2nd Street. Further, Downtown Fennville includes space fitted with a small pocket park on the north side of M-89, adjacent to the post office.

The public engagement process has also identified a desire for a community gathering space. Because Fennville already has the infrastructure to support such space, given its unique historic Downtown character, the City should explore options to create a community gathering space within the central business district (or immediately adjacent area). A community gathering space can include a space for events such as concerts, downtown movie nights, artesian tent sales and/or festivals, farmers market, picnic shelters, or other similar uses. A potential location for this could be the vacant lot across the street from the post office, adjacent to the parking lot (just south of Elizabeth Street).

Throughout the duration of this Plan, the City should engage in conversations with the schools to allow for the public use of playgrounds, ball fields, tennis courts, and other applicable facilities, outside of just school hours of operation.

The large areas of vacant land in the City that are ripe for residential development should also include areas for active and/or passive recreation. While it may be difficult to secure additional lands for public parks owned by the City, the development of these large swaths of vacant land are prime opportunities to offer more recreation assets to residents. This can be in the form of small neighborhood parks with play structure equipment, court sports, dog parks, or other similar type facilities.

SUSTAINABILITY AND RESILIENCY IN FENNVILLE

In recent years, there has been a renewed emphasis on the concept of sustainability—i.e. the ability of communities to maintain themselves economically, environmentally, and socially in the years to come. This section includes ways in which the City of Fennville and its citizens intend to work to protect the environmental and historical resources of the community.

Construction Techniques

The United States Green Building Council's Leadership in Energy and Environmental Design (LEED) program certifies new construction and renovations as environmentally sustainable. The organization uses checklists of building techniques to grade construction projects and assign "Silver," "Gold," or "Platinum" designations to them.

The City of Fennville is well-positioned to attract developments looking to attain LEED status, by promoting sustainable design elements such as bike racks, sidewalks, reduced parking, and more.

The table below lists a variety of construction materials, designs, and techniques that can reduce a community's environmental impact and improve its sustainability for the future. Some are expensive and technical, while others are simple, easy, and cost little-to-nothing. Picking just a few of the most feasible for a project can go a long way in reducing the project's environmental impact. Further, some techniques can be implemented inexpensively by homeowners if they are given the tools to execute them.

Site Design

- Minimize disturbed area
- Maximize permeable surfaces
- Effective stormwater management
- Increase development density (where appropriate)

Landscaping

- Plant more trees/replace trees when removed
- Green roofs
- Maximize permeable surfaces
- Encourage native plants and plants that require less water

Water

- Rainwater harvesting
- Effective stormwater management
- “Graywater” re-use
- High-efficiency fixtures

Energy/HVAC

- Energy-efficient appliances
- Efficient hot water distribution
- Pipe insulation
- Combustion venting
- Moisture control
- Room-by-room controls
- Enhanced insulation
- South-facing windows
- Solar panels
- Geothermal energy

Building Materials

- Recycled materials
- Efficient construction management (reduce over-ordering)
- Environmentally-safe materials
- On-site waste reduction

Energy Consumption

With energy costs rising, one of the most important contributors to community sustainability is conservation. There are many ways to do so, ranging from expensive and complex technology to simple, everyday solutions.

Home Energy Conservation

The simplest and easiest way to save energy at home is simply to use the heat and air conditioning less. This is easier said than done for many families, especially in Michigan winters. However, simple home remedies such as putting fans in the windows on hot days and dressing in layers on cold days can help reduce energy bills. Many families already practice these techniques as part of their everyday life.

Construction techniques can also help. Quality materials, such as insulation and windows, are important, but design elements can also be important, such as large windows, especially on southern building exposures, to allow sunlight to heat (and light) the home. Finished basements are also a useful feature, because they tend to stay cool on hot summer days.

There are also more technical and complex solutions. These are not feasible for many families, but they should not be discouraged, and indeed can be encouraged through zoning and other measures. Green roofs not only manage storm water, they also serve to cool the home in the summer. Solar panels can dramatically reduce a family's electricity bill and can even, in some cases, be a source of income.

Geothermal heating and cooling systems can be especially effective in small towns and rural communities, because large lots mean piping can be laid horizontally through the ground, reducing the cost as compared to the vertical systems necessary in more dense areas. Furthermore, systems have been developed that allow river or stream water to be used as a natural cooling agent.

Transportation

Most people use a large amount of energy in getting from place to place, and with fuel prices rising, this is increasingly becoming a budgetary strain on families, especially in communities where residents drive a long distance to reach jobs, shopping, or school. For that reason, it is important for communities to be walkable and bikeable. The creation of additional non-motorized transportation options, as described elsewhere in this Plan, will allow residents of Fennville to save on gas.

Another way that transportation resources can be saved is through improved communications technology. With better internet and wireless communication services, City residents can use technology to commute, shop, and communicate, and will not have to drive as often, or as far.

Development Patterns

The patterns of growth and development in a community are also a key element of sustainability. Fennville is perfectly situated in Allegan County as a prime balance of urban, rural, and natural landscape. To support future development, Fennville should reflect a partnership with neighboring communities to encourage sustainable growth patterns.

Education and Implementation

Many ways to improve community sustainability are simple, but not widely implemented because people are unaware or do not understand their benefits. Thus, education about sustainability is important. A marketing or educational campaign explaining the impact of various practices, not only on

the environment, but also on the family budget, could be effective. Setting up a community garden, with or without composting, often results in other people starting their own backyard garden.

Federal grants are available for energy efficiency upgrades by homeowners and landlords. Other communities have found success with these programs. Many property owners would like to improve the efficiency of their properties but are unable to afford the upfront costs. This is especially true of seasonal residents, who worry about the cost of heating a home that they do not live in during the winter. Grant programs can offset those costs.

Other, more complex, sustainability initiatives such as solar or wind power installations built by the City are possible, but not necessarily economically practical in the short term. However, the City can make a big difference with simple transportation improvements such as sidewalks, street lighting, and bike lanes.

This page intentionally left blank.

04 Implementing Viable Change

A Master Plan is at its strongest and most actionable when specific implementation tasks and strategies are included, described in detail, programmed into a timeframe, and clearly marked by which organization will be responsible for leading or supporting each item. To achieve this, below is an Action Plan that should be implemented by the City throughout the duration of the Master Plan.

ACTION PLAN

The Action Plan table below describes the step-by-step actions that can be taken by City officials, staff, and partners to achieve the goals and objectives, strategies, and future land use as described in this Plan.

Goal #1: Residential & Neighborhoods

Objectives	Implementation Measures	Time Frame	Primary Responsible Entity
Maintain the City's place in Allegan County that provides safe, attractive, and vibrant neighborhoods that can accommodate residents at all stages of life.	Continue to plan for the City's aging population and implement the AARP livability guidelines as described in this Plan.	Ongoing	City Staff Planning Commission City Commission
	Prioritize livability principles and research potential funding sources that could be utilized to achieve these goals.	Ongoing	City Staff DDA
	Preserve and maintain the City's successful residential neighborhoods.	Ongoing	City Staff Planning Commission City Commission
Encourage residential developments which are needed by persons of all abilities, ages, and backgrounds.	Ensure all proposed residential developments and redevelopments are inclusive for all individuals.	Ongoing	City Staff Planning Commission City Commission
	Assess opportunities to provide funding, grant programs, or other public programs to assist elderly residents with residential upkeep and maintenance, including ADA accessibility.	Ongoing	City Staff Planning Commission DDA City Commission
Retrofit underutilized or vacant lots, commercial areas, or parking lots for unique, modern, and creative housing options, while expanding the City's housing stock and providing "missing middle" housing typologies.	Identify underutilized parking areas in the City.	1-3 years	City Staff DDA
	Determine and identify diverse housing types that should be added to the City's housing stock (ex. two-family developments, townhomes, duplex, quadplex, etc.). Refer to the Future Land Use Plan for recommendations.	1-3 years	City Staff Planning Commission City Commission
	Prioritize the retrofitting of the underutilized parking areas to those areas that are within close proximity to neighborhoods, schools, parks, and other community hubs.	1-3 years	City Staff Planning Commission DDA City Commission
	Research and seek potential funding or economic development incentives to encourage the retrofitting of those underutilized areas.	5-6 years	City Staff Planning Commission DDA City Commission

Objectives	Implementation Measures	Time Frame	Primary Responsible Entity
Maintain and enhance the sidewalk system within and between neighborhoods.	Identify the neighborhood nodes that which contain the most pedestrian traffic and crossings.	1-3 years	City Staff Planning Commission
	Prioritize the neighborhood nodes that need sidewalk enhancements (ex. those adjacent to schools, neighborhoods, City Hall, parks, etc.) and identify any gaps in the pedestrian infrastructure by means such as conducting a walkability audit or safety audit on certain intersections and corridors.	1-3 years	City Staff Planning Commission City Commission
	Engage the County Road Commission and MDOT on the implementation of fitting residential corridors with sidewalk facilities (or enhance existing sidewalk facilities) and pedestrian crosswalks. Refer to the “priority sidewalk connections” as noted in this Plan.	5-10 years	City Staff Planning Commission City Commission
	Research and seek funding opportunities for pedestrian and other nonmotorized enhancements to ensure safe and accessible travel to neighborhood nodes, as well as from one neighborhood to another.	5-10 years	City Staff Planning Commission
	Ensure neighborhoods are welcoming and inclusive for individuals of all backgrounds.	1-3 years	City Staff Planning Commission City Commission
	Create and increase Citywide efforts that provide opportunities to enhance and revitalize vacant, underutilized, or aging housing stock where needed.	Revisit and update code enforcement procedures to ensure it's a comprehensive and effective process.	1-3 years
Create and provide programs or assistance for homeowners to update and maintain aging homes.		5-6 years	City Staff Planning Commission City Commission
Identify areas where vacant homes are located and prioritize revitalization efforts.		5-10 years	City Staff

Goal #2: Commercial & Economic Development

Objectives	Implementation Measures	Time Frame	Primary Responsible Entity
Ensure that all community commercial nodes in the City are accessible to patrons of all ages, backgrounds, incomes, and physical capabilities—for both motorized and nonmotorized travelers.	Identify the gaps in the City's bike and pedestrian transportation system. Refer to the bike facilities map in this Plan.	1-2 years	City Staff Planning Commission
	Identify intersections and sidewalk stretches that may not be cumbersome for individuals with disabilities to travel.	1-2 years	City Staff Planning Commission
	Determine that each crosswalk and sidewalk is safe and accessible for individuals with varying mobility needs.	3-4 years	City Staff Planning Commission
Continue to support the longevity and enhancement of Downtown Fennville, that which includes visually pleasing and welcoming beautification elements such as public art, gateways, landscaping, sidewalks, decorative street lamps, street trees, and more.	Continue to foster relationships with current retail business owners.	1 year	City Staff Planning Commission City Commission
	Identify the gaps in the City's retail market.	1-2 years	City Staff Planning Commission DDA
	Identify potential locations for new retail businesses (ex. vacant buildings, underutilized parking areas, etc.)	2-3 years	City Staff Planning Commission DDA
	Provide programs or research economic development incentives for new retail businesses.	2-3 years	City Staff DDA
	Assist and encourage local businesses to grow with the shift in consumer trends (ex. online shopping availability, outdoor dining, curbside pickup)—especially considering the Covid-19 pandemic.	Ongoing	City Staff Planning Commission DDA City Commission
Support a wide variety of shopping and retail diversity in the City.	Establish (or continue) partnerships with regional economic development agencies to assess and identify market gaps and promote new businesses.	3-4 years	City Staff Planning Commission DDA City Commission
Continue to support and foster relationships with local commercial business owners and industrial business owners to maintain their presence in the City.	Continue to be available for business owners and assist them with growth and maintenance where applicable.	Ongoing	City Staff Planning Commission DDA City Commission

Goal #3: Transportation

Objectives	Implementation Measures	Time Frame	Primary Responsible Entity
Maintain the current transportation system in the City of Fennville to ensure all roadways are safe, accessible, and high-quality.	Continue working relationships with local road agencies to maintain road network.	Ongoing	City Staff Planning Commission City Commission
	Identify and prioritize roadways that need repair or maintenance.	1-2 years	City Staff City Commission
	Seek funding opportunities to accomplish road repairs.	3 years	City Staff Planning Commission City Commission
	Correct high accident intersections.	5-10 years	City Staff City Commission Public Works
Continue to foster relationships with local road agencies to maintain and enhance State and County roadways, where applicable.	Schedule regular meetings to discuss current and future road enhancement or repair projects.	2-3 years	City Staff Public Works
Explore opportunities for future enhancements to the public transportation system in the City—especially to popular employment centers and residential hubs.	Foster relationships with local public transit agencies.	Ongoing	City Staff Planning Commission City Commission
	Identify areas where public transit stops are needed (ex. near major residential developments, multi-family developments, grocery stores, municipal buildings, large area employment centers, downtown etc.).	3-5 years	City Staff Planning Commission City Commission Interurban Transit Allegan County
	Work with public transit agencies to determine feasibility of new stops or routes.	5-10 years	City Staff Planning Commission City Commission
Plan for and assess opportunities for nonmotorized transportation alternatives, such as widened paved shoulders, bike lanes, bike routes, and others.	Seek funding opportunities and create a fundraising plan that can be used to implement bike infrastructure on popular cycling routes.	3-5 years	City Staff Planning Commission DDA City Commission
Continue to support newly emerging transportation technology in the City.	Ensure that the City is well-connected to changing trends in transportation by means such as supporting ridesharing and carpooling application technology.	5-10 years	City Staff Planning Commission City Commission

Objectives	Implementation Measures	Time Frame	Primary Responsible Entity
Support and seek expansions to the City's sidewalk system to create a Citywide connected side-walk network utilizing public and private partnership opportunities.	Prioritize sidewalk connections. Refer to the sidewalk facilities map in this Plan.	1-3 years	City Staff Planning Commission City Commission
	Allocate and secure funding for sidewalk infrastructure.	3-5 years	City Staff Planning Commission DDA City Commission
	Implement sidewalk construction schedule.	5-10 years	City Staff Planning Commission DDA City Commission

Goal #4: Recreation

Objectives	Implementation Measures	Time Frame	Primary Responsible Entity
Maintain and preserve the City's existing parkland and outdoor recreation resources.	Continue to upkeep and allocate staff and financial resources to preservation of existing City parkland and outdoor recreation.	Ongoing	City Staff Planning Commission City Commission Public Works
	Develop a 5 -year parks and recreation plan to assist with funding efforts.	2-3 years	City Staff Planning Commission City Commission Public Works
	Implement the vision of the 5-year parks and recreation plan.	5-10 years	City Staff Planning Commission City Commission Public Works
Assess and prioritize areas that which may be prime locations for new outdoor recreation facilities, such as within (or around) new housing developments, near Downtown, etc.	Assess various lots/properties in the City can be utilized for future public recreational uses and expansion to the City's park system.	3-5 years	City Staff Planning Commission DDA City Commission
	Amend zoning standards to ensure that new large housing developments include elements of active and/or passive recreation.	3-5 years	City Staff Planning Commission City Commission

Objectives	Implementation Measures	Time Frame	Primary Responsible Entity
Assess locations for new community facilities such as a public gathering space, public art installations, pocket parks, and other similar types of recreation opportunities.	Determine the best location for a community gathering space and determine the desired amenities to be located there.	3-5 years	City Staff Planning Commission DDA City Commission
	Work alongside a hired consultant (such as a land-scape architect) to design the space.	5 years	City Staff Planning Commission DDA City Commission
	Secure funding through public/private partnerships and grants to implement the vision of the community gathering space.	7-10 years	City Staff Planning Commission DDA City Commission
Target and prioritize areas and corridors for nonmotorized trails.	Consider allocating CIP funds for trails and other outdoor recreation opportunities (including maintenance).	2-3 years	City Staff City Commission
	Seek other State, Federal, and local funding opportunities separated pathway/nonmotorized trail development and create a fundraising plan.		City Staff City Commission

Goal #5: Sustainability & Beautification

Objectives	Implementation Measures	Time Frame	Primary Responsible Entity
Ensure that each new and existing developments in the City is well-landscaped with visually pleasing and welcoming decorative elements.	Upkeep and maintain City records on property landscaping or nuisance violations.	Ongoing	City Staff
	Assist commercial and industrial business owners with beautification programs and measures as applicable.	Ongoing	City Staff DDA
	Ensure that newly proposed developments, or renovations to existing developments are compliant with the City's landscaping and screening ordinances and promote high-quality landscaping in the City.	Ongoing	City Staff Planning Commission City Commission

Objectives	Implementation Measures	Time Frame	Primary Responsible Entity
Encourage sustainability elements throughout the City.	Ensure that all new developments in the City include sustainable elements such as native plantings, permeable pavement and parking lots, LED lights, and others.	Ongoing	City Staff Planning Commission City Commission
	Establish and promote Citywide recycling opportunities.	1-2 years	City Staff City Commission
	Continue partnerships with State and County agencies to re-energize the City's Brownfield Redevelopment Authority.	1-2 years	City Staff City Commission
Incorporate Citywide beautification elements whenever feasible.	Target certain corridors to enhance beautification measures, such as street trees, landscaping elements, decorative elements such as banners and lamp posts, planter baskets, and more.	3-5 years	City Staff Planning Commission DDA City Commission Public Works
	Consider funding opportunities for said beautification measures.	5-7 years	City Staff DDA City Commission



235 East Main Street, Suite 105
Northville, Michigan 48167
T: 248-596-0920
F: 248-596-0930
www.mcka.com

John Jackson, AICPPresident
Danielle Bouchard, AICP . . .Project Manager
Chris Khorey, AICPProject Planner
Adam Cook, CNU-A, NCI . . .Project Planner
Erin RaineGraphic Designer