

## GEORGETOWN CHARTER TOWNSHIP LAND USE PLAN INTRODUCTION

Planning for the future is an important responsibility of local government. The preparation of a Land Use Plan is the means by which the preferences regarding the future development of the community is expressed. It provides background information concerning historical and current trends in the community. This information is useful to existing and prospective residents and business owners in the Township.

Specific uses for and benefits of preparing a Community Land Use Plan includes the following:

- Helps direct growth into a desired development pattern, rather than leaving the future shape of the community to chance and circumstance.
- Assists in planning for future public facility needs, helping to ensure that expenditures on new capital facilities are cost-effective.
- Provides the policy direction needed to make wise zoning decisions, and provides the legal support for zoning decisions.
- Provides a clearly-stated expression of public goals and policies, to guide private sector decisions.
- Helps protect natural features which are major community assets.
- Identifies and helps maintain aesthetic values of the community.

The major elements of the Land Use Plan include the following:

- **Description and analysis of existing conditions in the Township.**  
The existing characteristics of the community are described, including population history and demographic characteristics, socio-economic characteristics of the community, predominant natural features of the community and the existing land use pattern in the Township.
- **Issue identification.**  
Based on knowledge of past and current trends in the community, major growth and development issues which need to be addressed in future planning for the Township are identified.
- **Formulation of community goals.**  
The land use goals of the community will be identified.
- **Projection of Future Population**  
Historical population trends and consideration of community goals are used to prepare projections of future population growth in the Township. Land needs for future residential, commercial and industrial growth can then be defined.
- **Future Land Use Map**  
Based on knowledge of the past and goals for the future, a Future Land Use Map is prepared which depicts the extent and direction of future growth in the community.

## COMMUNITY PROFILE

### Historical Population Georgetown Township and Surrounding Communities, 1970-1990

Community	1970	1980	% Change 1970-80	1990	% Change 1980-90	2000	% Change 1990-2000
GEORGETOWN TOWNSHIP	17,615	26,104	48.2%	32,672	25.2%	41,658	27.5%
As % of Ottawa County total	13.7%	16.6%		17.4%		17.5%	
City of Hudsonville	3,523	4844	37.5%	6,170	27.4%	7,160	16.0%
As % of Ottawa County total	2.7%	3.1%		3.3%		3.0%	
Allendale Township	3,554	6080	71.1%	8,022	31.9%	13,042	62.6%
As % of Ottawa County total	2.8%	3.9%		4.3%		5.5%	
Holland Township	10,849	13739	26.6%	17,523	27.5%	28,911	65.0%
As % of Ottawa County total	8.5%	8.7%		9.3%		12.1%	
Blendon Township	2,927	3,763	28.6%	4,740	26.0%	5,721	20.7%
As % of Ottawa County total	2.3%	2.4%		2.5%		2.4%	
Ottawa County	128,181	157,174	22.6%	187,768	19.5%	238,314	26.90
City of Grandville	10,764	12,412	15.3%	15624.0%	25.9%	16263.0%	4.1%
% of Kent County total	2.6%	2.8%		3.1%		2.8%	
Kent County	411,044	444,506	8.1%	500,631	12.6%	574,335	14.7%

**The forecast for the Georgetown Township population in 2025 is 57,431, provided by West Michigan Regional Planning Commission.**

**Population Age  
Distribution  
Georgetown Township,  
1990 and 2000**

<b>Age Group</b>	<b>2000 Number of Persons</b>	<b>2000 % of Total</b>	<b>1990 % of Total</b>
Under 5 years	2,923	7.0%	8.3%
5 to 9 years	3,495	8.4%	9.3%
10 to 14 years	3,651	8.8%	8.8%
15 to 19 years	3,522	8.5%	8.4%
20 to 24 years	3,172	7.6%	7.5%
25 to 34 years	4,759	11.4%	15.6%
35 to 44 years	6,701	16.1%	16.3%
45 to 54 years	5,580	13.4%	10.8%
55 to 59 years	1,969	4.7%	3.7%
60 to 64 years	1,450	3.5%	3.1%
65 to 74 years	2,294	5.5%	4.5%
75 to 84 years	1,454	3.5%	2.9%
85 years and over	688	1.7%	0.8%

**2000 Age Distribution  
Georgetown Township,  
Ottawa County and MI  
Age Group**

<b>Age Group</b>	<b>% of 2000 Pop.</b>		
	<b>Georgetown Township</b>	<b>Ottawa County</b>	<b>Michigan</b>
Under 5 years	7.0%	7.7%	6.8%
5 to 9 years	8.4%	8.1%	7.5%
10 to 14 years	8.8%	8.2%	7.5%
15 to 19 years	8.5%	8.7%	7.2%
20 to 24 years	7.6%	7.9%	6.5%
25 to 34 years	11.4%	13.4%	13.7%
35 to 44 years	16.1%	15.9%	16.1%
45 to 54 years	13.4%	12.5%	13.8%
55 to 59 years	4.7%	4.3%	4.9%
60 to 64 years	3.5%	3.2%	3.8%
65 to 74 years	5.5%	5.1%	6.5%
75 to 84 years	3.5%	3.6%	4.4%
85 years and over	1.7%	1.4%	1.4%

**Distribution of Housing  
Units by Type, 2000  
Georgetown Township**

Type of Housing Unit	# of Units (Georgetown Twp.)	% of Units (Georgetown Twp.)	% of Units (Ottawa Co.)
Single-family detached	10,559	73.2%	70.6%
Single-family attached	1,360	9.4%	5.3%
2-units in Structure	339	2.4%	3.9%
3-4 units in Structure	256	1.8%	3.3%
5+ units in Structure	1,816	12.6%	9.4%
Mobile Homes	88	0.6%	7.5%
Other	0	0.0%	0.0%
Total	14,418	100.0%	100.0%

**Median Value of Owner-Occupied Housing, 2000  
Georgetown Township  
and Surrounding  
Communities**

Community	Median Value
GEORGETOWN TOWNSHIP	\$137,700
City of Hudsonville	\$133,000
Allendale Township	\$118,200
Blendon Township	\$140,700
Holland Township	\$127,700
City of Grandville	\$122,200
Ottawa County	\$133,000
Kent County	\$115,500
Michigan	\$115,600

**Median Household  
Income  
Georgetown Township  
and Surrounding  
Communities**

<b>Community</b>	<b>1979</b>	<b>1989</b>	<b>1999</b>
GEORGETOWN TOWNSHIP	\$23,937	\$30,056	\$58,936
City of Hudsonville	\$19,978	\$32,114	\$46,961
Allendale Township	N/A	\$30,738	\$48,669
Holland Township	N/A	\$35,523	\$49,458
Blendon Township	N/A	\$36,667	\$56,094
City of Grandville	N/A	\$36,906	\$47,570
Ottawa County	\$20,270	\$36,507	\$52,347

**Occupation of Employed  
Persons, 2000  
Georgetown Township**

<b>Occupation</b>	<b>Number Employed</b>	<b>Percent of Employment</b>
Management, professional and related occupations	7,635	35.1%
Service occupations	2,573	11.8%
Sales and office occupations	6,354	29.2%
Farming, fishing, and forestry occupations	187	0.9%
Construction, extraction, and maintenance occupations	1,605	7.4%
Production, transportation, and material moving occupations	3,371	15.5%
Total employment, persons 16 years and older	21,725	100.0%

## NATURAL FEATURES

The Township's natural features play a significant role in planning for the future use of land in the community. Natural resources provide an essential element to the Township's suburban character. Some benefits provided by natural resources may be destroyed or threatened by uncontrolled or unplanned development. They include:

- recreation opportunities (such as hiking cross-country skiing, boating, biking);
- education (heritage restoration, science, interactive education);
- restoration of plant and animal species (Hager Hardwood Forest);
- aesthetics (rural ambiance, serenity, privacy);
- pollution reduction (emission, noise, water, waste);
- wetland functions (flood control, groundwater recharge and purification, unique plant and animal habitat);
- economic value (agriculture products).

The Township contains sensitive soils, prime farm land, wetlands, and floodplains. A discussion of the Township's natural features with implications for land use planning follows:

### **Soils**

The Ottawa County Soil Survey of 1972 was used to determine each soil type's limitations for development. Agricultural land in Georgetown Township is made up of muck soils, primarily used for growing vegetables, and a variety of soil types, used for corn, wheat, and hay. The varying topography caused by geological and natural occurrences influenced the location of soil types. Soil characteristics evaluated for the Development Suitability map include water table, bearing capacity, percolation rate, and slope.

The following map, titled "Natural Features-Soil Limitations on Urban Development" indicates that a large portion of the Township is subject to the constraints described above. It is very evident from a review of this map that the development of the Township to date has been influenced strongly by natural features considerations. In particular, soil conditions (and water service availability) have exerted a strong influence on the pattern of growth in the Township. Large areas of muck soils are undeveloped and largely in productive agricultural use. Much of the most suitable land for development has been consumed. Areas where much of the Township's growth is now taking place are subject to heavy soil constraints. This results in higher development costs for foundations, dewatering and stormwater management. Unfortunately, it may also result in problems if developers need to avoid these higher costs. They then are passed on to the public and local government, who are left to solve such problems as flooding, poor drainage, and soil erosion and sedimentation.

### **Prime Farmland**

Agricultural land uses have decreased over the past 20 years due to the continued development of new residential uses in prime farmland areas.

## **Wetlands**

Wetlands are defined by the MDEQ as “land sufficient to support, and that under normal circumstances does support, wetland vegetation or aquatic life.” The US Fish and Wildlife Service has identified wetlands in Georgetown Township through interpretation of aerial photography.

Wetlands in some instances can represent a limitation to development, but wetlands can also be a valuable development site amenity. Values of wetlands include:

- assisting in the control of stormwater and floods;
- improving water quality through filtration of pollutants;
- serving as a groundwater recharge area;
- controlling erosion;
- providing critical habitat for wildlife;
- providing open space and aesthetic value.

Significant wetlands in Michigan are protected by the Goemare-Anderson Wetlands Protection Act, Public act 203 of 1979. This Act places restrictions on, and in some cases prohibits, development within a wetland. The MDEQ is responsible for reviewing development plans in wetland areas. During this review, the MDEQ considers the following: location of project in mapped wetlands, existing soil types and vegetation, and depth to the water table. MDEQ staff should be consulted for an on-site wetland determination by developers prior to requesting action by the Township on development proposals. The areas identified as wetlands on the Floodplains and Wetlands map are based on general criteria which may differ from those used to determine whether a site is a regulated wetland status may be suspected, and total reliance should not be placed on the mapping included herein.

## **Floodplains**

The Federal Emergency Management Agency (FEMA) has determined the 100 and 500- year floodplain boundary within Georgetown Township for purposes of administering the federal flood insurance program. The areas within the FEMA 100-year floodplain are included on the Natural Features-Floodplains and Wetlands Map.

Development within the 100-year floodplain is subject to compliance with federal, state and local development standards. These requirements are all coordinated into a single system of floodplain management intended to lower the risks to life and property from flooding in the Township. The 100-year floodplain adjoins many of the smaller drainage courses in the Township, in addition to the Grand River. Floodplain area is found along Rush Creek, the Lowing-Comstock Drain (main drain and tributaries), Bliss Drain, Watson Drain and Huizenga Drain.

## **PUBLIC UTILITIES**

A large portion of the Township is served both by public water and sewer service. The Township is fortunate to be on the route of two of the three main water transmission lines which deliver water from Lake Michigan to the Wyoming metropolitan Area. The water and sewer service area map illustrates the general service areas for both utilities, based on main and distribution/collection system locations.

### **Public Water Service**

Public water service is provided to the Township by both the Ottawa/Grand Rapids System and the Ottawa/Wyoming System. These systems were created by agreements negotiated by the Ottawa County Road Commission with the major water supplying communities in Ottawa and Kent County. The Ottawa/Wyoming System serves most of the Township, with the Ottawa/Grand Rapids System serving only a small area in the northwest part of the Township adjoining the Grand Valley State University campus in Allendale Township.

### **Sanitary Sewer Service**

The limits of sewer service availability roughly follow that of public water service, with some exceptions. Currently, public sewers do not extend south of I-196 to the far southeast corner of the Township. Waste treatment services are provided by the City of Grandville through a service agreement. A small area south of the GVSU campus is served by the Allendale system.

The Township has a master system map for the water and sewer systems.

## TRAFFIC AND VEHICULAR CIRCULATION

Vehicular circulation is constrained by the Grand River and the railroad tracks. Access to the expressway is provided at Chicago Dr. and 44<sup>th</sup> St. A large volume of traffic funnels through the intersection of Main St. and Chicago Dr. Since the Township is basically a bedroom community, many residents travel to jobs in the Grand Rapids area via the I-196 Expressway.

Baldwin, Cottonwood, Bauer, and Fillmore, Chicago Dr. are main thoroughfares that move traffic from residential areas to the Jenison commercial center and to the expressway interchange at Chicago Dr. Port Sheldon/44<sup>th</sup> St. also provides east/west access.

A recent cooperative effort with neighboring municipalities and the county have identified 48<sup>th</sup> Ave. as the *primary* north/south corridor.

The Township has been working towards the development of an I-196 connector that would connect Baldwin directly with the expressway and eliminate the need to cross the railroad tracks and to travel through the intersection of Main St. and Chicago Dr.

Another roadway that will continue to develop into a major corridor is 8<sup>th</sup> Ave. This roadway will provide access to the South Beltline. Access management should be practiced along this area to provide for uninterrupted traffic flow as much as possible. In addition, traffic along 14<sup>th</sup> Ave. is expected to increase and will provide a traffic connection to the South Beltline.

The new 20<sup>th</sup> Ave./18<sup>th</sup> Ave. Connector carries traffic to Chicago Dr. and 44<sup>th</sup> St./Port Sheldon. Not much developable land exists along this corridor, but the road provides valuable circulation for traffic traveling north and south.

One aspect of the master plan study concluded that schools generate large amounts of traffic. The preference would be for schools, especially middle and high schools, to be located on or near major arterial or connector streets. Due to the fact that schools generate a large amount of traffic, schools should be encouraged to limit the number of students to a maximum of 1,500 to 2,000 pupils.

Additional improvements should be made to the following areas:

- future street extension of 28<sup>th</sup> Ave.
- future river crossing to the north
- future 48<sup>th</sup> Ave. interchange at I-196
- future widening/improvements to 48<sup>th</sup> Ave.

The streets listed in Chapter 24, footnote (b) are to be considered as Major Arterials, Minor Arterials, and Collectors.

## LAND USE ISSUES, GOALS AND POLICIES

### **Land Use Issues**

Consideration of existing conditions in the Township and types of concerns expressed by citizens during zoning, special use and site plan review processes, and concerns expressed by members of the Planning Commission and Township Board resulted in the following list of major land use issues:

- Traffic circulations within the Township, and into and out of the Township

The Township has been identified as primarily a residential community with commercial areas to service the residents. Major needs include an easier way to get in and out of the Township, as well as a way to ease congestion within the Township. Continued population growth causes vehicular movements to commercial areas and to access the expressway to become a high priority. Township officials continue to push for the Baldwin St. connector to the I-196 expressway.

The location of the Grand River restricts traffic to the north and north east. The 48<sup>th</sup> Ave. corridor will provide north/south access within and out of the Township.

- Land use conflicts

Several locations where dissimilar types of land uses in close proximity create potential conflict. These types of conflicts should be avoided in the future.

When residential developments are proposed to be located within close proximity to industrial or commercial uses or when industrial or commercial uses are proposed to be located within close proximity to residential uses, buffering elements should be provided to lessen negative impacts.

- Deteriorating housing maintenance due to occupation by other than the owner

Older areas of the Township have been becoming rental units when the owners upgrade or move to retirement homes.

- Number, size and location of neighborhood commercial centers

The majority of commercial services in the Township are concentrated in the Main St./Baldwin/ Chicago Dr. area, Baldwin/20<sup>th</sup> Ave. area, Chicago Dr. corridor, and at the corner of 28<sup>th</sup> Ave. and Port Sheldon. Small areas are located near GVSU at Pierce and 42<sup>nd</sup> Ave., and at the southwest corner of Bauer and Cottonwood.

A need exists for a limited number of areas planned for small scale commercial services.

In addition, the area around the new Township ice rink, east of 48<sup>th</sup> Ave. and north of Bauer, has been identified for commercial development, especially since commercial development has already located on the west side of 48<sup>th</sup> Ave.

The area south of Chicago Dr. in the vicinity of Cottonwood could accommodate extended commercial uses and be developed as a Town Center.

- Revitalization of property along Chicago Dr. and on Main St.

Attention needs to be paid to older developments that should be required to meet current ordinance requirements when applications are submitted for action on these sites. Major problems are poor aesthetic conditions along Main St. and the length of the Chicago Dr. corridor, uncontrolled access in certain locations, and a random mix of uses. Changes could be implemented on a case-by case basis for individual properties as opportunities present themselves. Landscape improvements and driveway closures should be required.

## LAND USE GOALS AND POLICIES

Based on consideration of the land use issues, the following goals and policies were established to guide the development of the Land Use Plan:

### Goal

To achieve a mix of residential opportunities served by distinct neighborhood commercial nodes and identified industrial concentrations that provide quality living environments, convenient access to commercial goods and services, and some employment.

### General Land Use Policies

Planned Unit Development Ordinance and open space clustering to provide multiple densities of residential, possibly along with commercial uses with flexible zoning requirements.

Access to major roads (listed in the Zoning Ordinance) should be limited and placed in locations that have the least impact practical on the through flow of traffic. Special consideration should be given that good access management techniques are practiced, specifically on the major roads.

Direct new development to areas efficiently served by public roads, utilities, and other public services, or require the developer bring these services to the area to be developed.

Discourage intense development in areas having environmental constraints, such as floodplains, wetlands, and unstable soils.

Avoid development which creates land use conflicts between different uses. Provide gradual transitions from intensive commercial and industrial uses to low density residential uses, or require developers to provide an adequate buffer.

### Residential Land Use Policies:

New residential development should occur contiguous to existing developed areas to ensure efficient utilization of existing utility lines, or the developer would be responsible to bring the utilities to the location.

The Township should provide opportunities for a variety of living environments for differing preferences in housing styles and prices.

Higher density residential uses should be placed in proximity to major roads and commercial services, to lessen impacts on the road system in the Township and lessen driving distances.

A housing code should be adopted to ensure rental properties maintain standards.

#### Commercial Land Use Policies:

Major commercial centers serving the entire community should be concentrated near the existing commercial core area in the vicinity of Main/Chicago Dr./Cottonwood.

Confined neighborhood commercial centers should be provided in selected locations to place needed services conveniently accessible to residential neighborhoods.

Office/service uses and higher density residential uses should be used as transitional zones.

The Township should discourage strip commercial development to minimize traffic problems and unsightly development. Residential character with appropriate setbacks and buffers should be maintained along major arterial streets, such as Baldwin, 44<sup>th</sup> St., and Port Sheldon Rd.

The Township should encourage the development of property south of Chicago Dr. in the vicinity of Cottonwood as a planned unit development that expands the existing commercial area with a town center and community feel. The development could possibly include athletic fields and walkable commercial uses such as a grocery store. The 20 foot area build above Rush Creek should be used for a walking trail.

#### Industrial Land Use Policies:

The benefits of new industrial development should be weighed against the resulting traffic impacts, land use conflicts and potential noise, odor and other adverse impacts of industrial growth.

New industrial development should be directed to selected areas which have good road access and utility services, or are planned to receive them, and where conflicts with other land uses are minimized.

## FUTURE LAND USE

Based on the issues, goals and policies presented, and on consideration of potential future population growth in the Township, a map depicting the desired future development pattern in the Township was prepared. It is noted that lines separating land use categories are NOT to be considered to be defined lines and the lines are not necessarily parcel specific.

Following is a description of the general types of uses included in each of the land use categories, and a discussion of the rationale of the Map and its relation to the Plan goals and policies. The residential development densities associated with the land use categories are considered to be gross development densities measured over a large area, encompassing both developed and undeveloped land, as well a public right-of-way. As such, they are not intended to be applied as maximum densities for purposes of regulation. Their primary purpose is forecasting overall population distribution in the future.

### **DESCRIPTION OF FUTURE LAND USE CATEGORIES**

#### **RR/AG-Rural/Agricultural Preservation**

Land in this category is not anticipated to be developed for urban uses within a 15 to 20 year timeframe. It is intended for agriculture uses, as well as very low density residential development which does not required provision of public utilities. Gross density of residential development in this category is not intended to exceed one dwelling per ten acres, although zoning may permit development on lots smaller than this. The gross density figure is intended to be an overall measure of density in this category, including public right-of-way and land devoted to agricultural uses or other non-development uses.

#### **LDR-Low Density Residential**

This category includes land developed for primarily detached single-family residential use in the LDR and LMR zoning districts. Residential development in this land use category is intended to be served by public water and sewer services. Since the Future Land Use Map anticipates future urban growth in areas not currently served by public utilities, it is recognized that this growth will be contingent on expansion of utility services through main extensions, as well as the construction of a new elevated water storage facility near 36<sup>th</sup> Ave. and Baldwin St. In some cases, development of attached forms of housing may be appropriate, at low densities, in response to site specific circumstances, such as wetland, steep slope, floodplain, or other natural features constraints. Overall development density in this category is assumed to be two/three dwelling units per acre.

#### **MDR-Medium Density Residential**

Development in this category includes multiple family residential uses, up to a maximum density of seven units per acre. Development in this category includes attached single-family condominiums as well as townhouse condominiums. It might also include manufactured housing developments approved in accordance with Township zoning regulations. Average gross density in this land use category is assumed to be five dwelling units per acre.

### **HDR-High Density Residential**

Residential development density from seven to fifteen units per acre is included in this category, with an average assumed gross density of ten units per acre. Multiple family residential apartments are the predominant type of housing in this density range.

### **OS-Office Service**

This category includes personal and business service uses which typically are of low intensity and do not generate high traffic volumes. Examples include professional, administrative and medical offices, banks, and services such as dry cleaning and photocopying. These types of uses do not involve processes or activities that are visually objectionable or which produce noise, odors, dust, smoke or other environmental effects.

### **NC-Neighborhood Commercial**

Neighborhood Commercial uses are intended to serve the convenience commercial needs of the immediate area. As such, there are a very limited number of areas where land is provided for these uses. Neighborhood commercial centers are typically small in size, in the range of two to six acres. A neighborhood commercial center should be small in size and scale, typically being no greater than 20,000 square feet in total floor area. This category is not intended to provide for uses which serve the community-at-large, or which compete with existing commercial centers in the Township and the City of Hudsonville. Examples of neighborhood commercial uses include convenience retail stores, small sit-down or carry-out restaurants not having drive-through service windows, bank branch offices, dry cleaners and other personal services. A full-service supermarket, which typically would include a minimum of 40,000 square feet of floor area, would not be considered consistent with the purpose of this land use category.

### **CC-Community Commercial**

This land use category includes a full range of retail and service commercial uses, including department, discount or membership retail stores, restaurants, gasoline and service stations, vehicle sales and repair, and other commercial uses which typically serve the entire community, generate high traffic volumes or are dependent upon high volumes of traffic on adjacent roads.

### **HC-Highway Commercial**

Heavy machinery storage and sales, farm supply, mini-storage, and auto body repair are uses in this classification. Heavy concentrations are located along the entire length of Chicago Dr.

## **I-Industrial**

Included in this category are a variety of light manufacturing and fabrication uses, as well as heavy equipment or materials handling and storage. Warehousing and trucking would also be placed in this category.

## **P/QP-Public/Quasi Public**

This category includes governmental and private non-profit facilities, such as the Township offices, fire stations, post office, churches and schools.

## **REC-Parks/Recreation/Natural Areas**

All public parks are included in this category, as well as public, private and semi-public golf courses. In addition, stormwater detention areas owned by the Ottawa County Drain Commission and/or the Township in the west end of the Township and on the north side of Port Sheldon Rd. are placed in this category.

## **RATIONALE AND HIGHLIGHTS OF THE FUTURE LAND USE MAP**

The Future Land Use Map reflects the expected continued development of the Township as a high-quality residential community. In addition, smaller amounts of land are provided for expansion of the Township's commercial and industrial base. Following is a discussion of the Future Land Use Map organized according to several specific geographical sub-areas of the Township which served as the focus for issue identification and policy development by the Planning Commission.

### **Jenison Commercial Core**

The land adjacent to the Chicago Dr., Baldwin St., and Cottonwood area serves as the commercial service core of the Township. The extension of Cottonwood St. south of Chicago Dr. to Port Sheldon Rd. provides the opportunity for minor expansion of the commercial core and could be developed as a planned unit development with a Town Center. Commercial uses should not encroach any further north on Cottonwood or west on Baldwin St. If Baldwin is extended and ramp access to I-196 provided, as contemplated, additional land on Baldwin St. is provided for low intensity commercial use such as Office Service, with limited access and developed as a single development. However, the Grand River and Rush Creek floodplains, as well as the nearby City of Grandville waste treatment facility may impose limits on the extent of any new development along the east end of Main St.

### **Chicago Dr. Corridor**

No major changes in the existing land use pattern along the Chicago Dr. corridor are anticipated. Much of the undeveloped land on the south side of Chicago Dr. is subject to wetland, floodplain or unstable soils constraints. Reuse of the DeWent Gravel property for industrial use is anticipated. Much of the land on the south side of the corridor is placed in the AG/RR category, where wetlands, floodplains or poor soils make more intense uses infeasible or environmentally damaging. Attempts should be made to improve appearances, limit driveway access, and to take advantage when opportunities become available to bring sites into conformance with current ordinances.

At the southeast end of the Township, the area south of Chicago Dr. is designated for Highway Commercial and the land along New Holland and 40<sup>th</sup> Ave. is designated for LDR.

### **Baldwin St. Corridor**

A major goal of the Plan that has been established and continues to be important is to maintain a residential living environment along Baldwin St. frontage, where non-residential uses have not already been established. The Jenison commercial core and the small clusters of commercial and office service uses near 20<sup>th</sup> Ave. and west of 12<sup>th</sup> Ave. should not encroach further east or west.

A narrow strip of muck soils which crosses Baldwin near west of 12<sup>th</sup> Ave. has been designated as park/open space on the Future Land Use Map. Acquisition of this land on the north side of Baldwin would provide a valuable green space corridor connect the existing

park/stormwater detention area on the south side of Baldwin to Maplewood Park and Maplewood Lake north of Baldwin. A pedestrian/bicycle trail along this greenbelt could eventually be extended further north along the edge of the muck lands all the way to Cedar Lake and the Township Park on the Grand River.

### **Northeast Corner of the Township**

Extensive sand and gravel mining activity continues in this area. A reclamation plan has been adopted by the Board and by Ottawa County, titled Bend Area Park Site, A Planned Mining and Reclamation Program, dated September 2000, prepared by Bauer-Ford Reclamation Design. The plan is adopted within this plan by reference. The plan encompasses approximately 1,000 acres, bordered on the north and east by the Grand River; on the south by the golf course, Taylor Street, residential properties and Fillmore Street; and on the west by 22<sup>nd</sup> Ave.

A small amount of area is designated for neighborhood commercial use at the corner of Bauer and Cottonwood.

### **Southeast Corner of the Township**

Lack of public sewer service currently constrains development in the area south and east of I-196. In addition, this area has rolling topography that is not conducive to urban development densities. Therefore, it is anticipated that this area will continue to be characterized by very low density residential development, typically on lots of five acres or more.

Another significant influence on this area is the proposed South Beltline freeway. The alignment enters the Township near Jackson St. and 12<sup>th</sup> Ave., and connects to I-196 immediately north of this intersection. Full direct access to the South Beltline is provided at 8<sup>th</sup> Ave. in Jamestown Township. Access to the South Beltline at 8<sup>th</sup> Ave. will provide greater accessibility for the southeast corner of the Township to employment centers outside the Township. This could create more demand for development in the part of the Township, but for lack of public sewer service to this area.

The current low density residential character of the area and the attractive natural features which characterize the area should be encouraged and maintained. At such time as sewer becomes available, residential density could be increased and the area possibly developed as a planned unit development, specifically using good access management practices.

Improvement of 8<sup>th</sup> Ave. south from 44<sup>th</sup> St. may be needed to serve traffic into and out of the Township using the 8<sup>th</sup> Ave. interchange on the South Beltline.

The area around Parsons Drive and 8<sup>th</sup> Ave. should remain residential, including detached homes and single-family attached..

### **Bauer Rd./Fillmore Area.**

The Master Plan recognizes that this is an area in transition from very rural to urban residential. However, the natural character of the area should be preserved to the extent possible. As public water and sanitary sewer become available, planned development in the form of PUDs or open space preservation projects should be permitted within an overall residential density limit of 3.5 units per acre. Preference should be given to large scale developments that will maintain open space and preserve the natural character of the land, while meeting the residential goals of this Plan. Conventional subdivisions that simply divide the land into lots with no amenities and little regard for the natural character should be discouraged.

### **Edson Dr./VanBuren Area.**

The area east of the Hudsonville City limits is still dominated by gravel extraction and agricultural uses. However, completion of mining activities will eventually produce reclaimed land with water amenities that will be reclaimed for residential development. The area between Edson Dr. and VanBuren St. is expected to develop for residential use, while the area south of VanBuren extending to I-196 is projected to remain as agricultural, very low intensity use.

Property along the south side of Chicago Dr. that abuts the City of Hudsonville now has a high density residential use.

### **North of Hudsonville**

The Plan encourages residential infill in the area between Baldwin and Port Sheldon Rd., from City View Estates west to the Georgetown Forest area. As stated in the Plan goals and policies, infill development is needed to make more cost-effective use of the Township's investment in water and sewer facilities. Heavy clay soils and elevation limits area are a constraint on development, but can be overcome. Future plans include an elevated water storage facility located behind the Fire Station on Baldwin and 36<sup>th</sup> Ave.

Although no specific locations are shown on the Future Land Use Map, future residential development in this area may justify providing a small amount of land for neighborhood commercial uses, in accordance with the limitations on size and scale recommended earlier in this document.

Any specific proposals for rezoning to the neighborhood commercial district in this area should be evaluated based on proper land use planning considerations, including the following:

- whether the property proposed for rezoning has physical and environment characteristics which are suited for the proposed zoning;
- compatibility with uses of adjoining properties;
- the availability of public utility services, which should be required for commercial use.

South of the ridgeline which lies south of Port Sheldon Rd. muck soils are anticipated to remain in agricultural use. Some muck land extends from the southwest portion of the Township into the northwest corner of the City of Hudsonville and should remain AG/RR due to the muck land, unstable soils, and high water table. Efforts should be made to reserve the muck soils for agriculture uses unless the area was to be developed into a PUD where consideration would be given to the characteristics of the area.

### **West of Hudsonville**

The future development of residential to the north of the Industrial district in this area is acceptable in regards to density. However, any proposal for development of residential should address the concern of the relationship of the close proximity of residential uses to the adjacent industrial uses and buffering elements should be provided.

### **Northwest Corner/GVSU Area**

The study done by LSL Planning Inc., titled "Coordinated Study, Georgetown Township, Allendale Township, Grand Valley State University, dated September 2003, is hereby adopted by reference for this area.

### **44<sup>th</sup> St. Corridor**

The future land use recommendation in the 1986 Corridor Plan for the land in the vicinity of the newly-constructed extension of 44<sup>th</sup> St. between Kenowa and Chicago Dr. has been established as a pattern. The Plan identified a desired land use pattern along this important roadway. This Land Use Plan incorporates the important elements of that Plan, including the following:

- providing for commercial uses only at the extreme ends of the corridor, at Kenowa Ave. and near the Chicago Dr./Port Sheldon Rd. intersection, and at the 8<sup>th</sup> Ave. intersection, mid-way through the corridor.
- providing for a mix of low-to-medium density residential uses along the corridor, with site design which minimizes access driveways onto 44<sup>th</sup> St.

The Corridor Plan provided one new location for neighborhood commercial use, at 8<sup>th</sup> Ave. Approximately ten acres of land, located within the Fairway Estates PUD, are provided for neighborhood commercial use.

The Plan designates Kenowa to remain residential on the west side of the street, other than near 44<sup>th</sup> St.

### **48<sup>th</sup> Ave. Corridor**

This has been identified as the major north/south corridor for the Township, as well as for other municipalities bordering the road and GVSU. The future plan is to widen the street to a five lane road from the southern border of the Township to Bauer Rd., then to a four lane

Boulevard north. Special consideration should be given to good access management policies along 48<sup>th</sup> Ave. and increased setback requirements. The North-South Corridor Study, prepared by URS Corporation-Great Lakes, prepared for Grand Valley Metro Council and the Ottawa County Planning Commission, dated may 2004, is hereby adopted by reference.

The Township is building an ice rink at the corner of Bauer and 48<sup>th</sup> Ave. The area near this site should be developed as a planned unit development with neighborhood commercial uses near 48<sup>th</sup> Ave. and attached and detached single family residential uses to the east. Special consideration should be given to good access management along this corridor, as well as to larger setbacks. Commercial uses are located west of 48<sup>th</sup> Ave. in this area in Blendon Township. No neighborhood commercial uses should expand to the south of the intersection of Bauer Rd. and 48<sup>th</sup> Ave.

The section of 48<sup>th</sup> Ave. from New Holland St. north to Port Sheldon should be designated as RR/AG, with the potential to be LDR if utilities are brought to the area either by a developer or the Township. The section of 48<sup>th</sup> Ave. from Port Sheldon north to Bauer Rd. should be developed as LDR. The section of 48<sup>th</sup> Ave. from Bauer Rd. north to Pierce St. should include the above noted reference to the area around the ice rink, and include north of that area to include residential.

## IMPLEMENTATION OF THE PLAN

Management of growth in a community is a continuous process composed of many components, one of which is the preparation of a long-range Plan for the development of the community. Management of growth does not end there, however. A variety of steps should be taken by the Township to encourage the realization of the future vision of the community expressed in this Plan. These steps fall into the following major areas:

- use of the Land Use Plan as a guide to land use decisions;
- modification and fine tuning of development regulations to achieve Land Use Plan goals;
- use of the Land Use Plan in making decisions concerning investments in capital facilities.

### **Use of the Plan as a Guide to Land Use Decisions**

Zoning and subdivision regulations are the primary mechanisms for ensuring that future development in the Township furthers the attainment of the goals expressed in this Plan. Realization of these goals will only occur if the Township Planning Commission and Township Board consistently use the Plan as a guide in making zoning and capital expenditure decisions.

This does not require blind adherence to the Plan in deciding each and every rezoning request which comes before the Township. The property use of the Land Use Plan as a policy document involves asking the following questions when deliberating land use decisions:

- Does the proposed request conform to the Land Use Plan?
- If it does not, what was the reason for the land use designation contained in the Plan?
- Is this reasoning still valid, or have conditions changed or new information become available which now renders the original Plan designation no longer applicable?

Land use decisions, whether conforming with the Land Use Plan or not, should be made after explicit consideration of the relationship of the decision to the Land Use Plan. If a decision contrary to the Plan is made, it should be for a specific, stated land use planning factors. If the reasoning and soundness of the Land Use Plan are still valid, a planning request which conflicts with the Plan should be denied.

The Land Use Plan should also be an easily accessible and highly visible document, to make property owners, developers and the general public aware of the community's goals for the future.

### **Use of Land Use Plan in Programming Capital Expenditures**

One of the major benefits and uses of a Land Use Plan is its use in programming and prioritizing capital facilities expenditures. The future growth pattern will affect the location of future utility improvement needs.

The Sewer Distribution Map, dated revised 10/03, and the Water Reliability Study of 2003 are hereby adopted by reference, including improvements mentioned in the plans.

### **Need for Periodic Plan Updates**

Finally, the Plan should be periodically re-examined, to ensure that it continues to reflect the needs and desires of the community, as conditions change in the future. If properly kept current, the Plan should continue to be a valuable policy guide to the Planning Commission and Township Board.