

Fresh Coast Planning

950 Taylor Avenue, Ste 200
Grand Haven, MI 49417
www.freshcoastplanning.com

Gregory L. Ransford, MPA
616-638-1240
greg@freshcoastplanning.com

Emma M. Posillico, AICP
616-490-9955
emma@freshcoastplanning.com

Lindsay R. Mohr, MPA
248-990-3525
lindsay@freshcoastplanning.com

Brian Werschem
231-206-4821
bwerschem@gmail.com

MEMORANDUM

To: Allendale Charter Township Planning Commission
From: Lindsay R. Mohr, MPA *LRM*
Date: July 28, 2020
Re: Draft Master Plan – Public & Recreational Facilities Chapter & Public Utilities Chapter

In accordance with our updated Master Plan Framework, attached for your review is the draft of the Public & Recreational Facilities chapter and the Public Utilities chapter to update the Allendale Charter Township Master Plan. As you know, the chapters have been designed to streamline the existing content, incorporate public contributions, eliminate unnecessary information, and revamp the format of the Plan into a denser and more useful document that is easy to reference.

Please note as you review our recommended revisions that the proposed additions are shown in bold text, proposed deletions are shown in strikethrough text, and parentheses are used for references to the existing Master Plan language. Additionally, a clean copy of the language is attached for your convenience.

As you will note within the proposed Public & Recreational Facilities chapter and the Public Utilities chapter, there have been significant changes to the existing Master Plan document, to ensure consistency with the other Master Plan chapters which have been reviewed thus far. Please note that the Goals, Recommendations, and Strategies were based on the public and recreational facilities and public utility goals and strategies identified in Chapters 3, 4, and 5 of the existing Plan. In addition, the Township's Facilities Supervisor reviewed the proposed Public and Recreational Facilities chapter and the Township's Superintendent of Public Utilities reviewed the proposed Public Utilities chapter, in which we have incorporated all of their recommendations.

Planning Commission Considerations

As the Planning Commission deliberates regarding the workshop results and the proposed Master Plan chapters, and while we understand this is your first examination and reaction to the materials, we seek your direction whether any of the Strategies have been achieved and are no longer needed.

We will be prepared to discuss these items further at your August 3, 2020 meeting. If you have any questions, please let us know.

LRM
Planner

Attachments

cc: Adam Elenbaas, Supervisor

Chapter Six Public Utilities

Introduction

A critical component in planning for the future of Allendale Charter Township is evaluating the expansion of public utilities to ensure safe and orderly growth for Township residents. ~~The Department Allendale Charter Township~~ maintains ~~sixty-seven (60 67)~~ **sixty-seven (67)** miles of water main lines and ~~fifty-one (51)~~ **fifty-one (51)** miles of sanitary sewer lines (Relocated and Reworded from 2013 Master Plan, page 11). ~~In 2010 there were 2,388 water customers and 1,832 sanitary sewer customers.~~ Water for Allendale **Charter** Township is purchased from the City of Grand Rapids which it obtains from Lake Michigan. The Township system includes two elevated water storage tanks. A 250,000 gallon tank is located behind the Township office and a 200,000 gallon tank is located on the campus of Grand Valley State University (Relocated and Reworded from 2013 Master Plan, page 12) **In those areas where public water and sewer are not available, private well and septic systems are often viable. In order to control growth and protect groundwater as much as possible within the Township, all high density residential, commercial, and industrial development must be located within the public utility boundaries.**

The municipal water system within the Township is intended to parallel the sanitary sewer system and is being extended on a regular basis consistent with area growth and development trends. Areas of the Township that are not served by municipal water currently rely on private well systems, which are placed and installed under the direction of the Ottawa County Health Department. The Township does not anticipate that municipal sanitary sewer or water service will be provided throughout the entire Township in any foreseeable planning period. Accordingly, the Master Plan focuses development towards the areas where the feasibility and timing of municipal sewer and water service can best be anticipated. Emphasis is given to system expansions consistent with the locations planned to support the highest density of residential, commercial, and industrial development.

Consequently, in an effort to continue to develop appropriate public sewer and water services for the residents and visitors of Allendale Charter Township, we have concluded that the following goals are paramount in our public utility pursuits. In addition, recommendations regarding these goals as well as strategies to achieve success are provided below.

Goals, Recommendations, and Strategies

Goals

- Preserve the natural resources and **groundwater** quality of Allendale **Charter** Township (Relocated and Reworded from 2013 Master Plan, page 39)
- **Develop adequate public utilities that will ensure balanced, orderly growth, for the safety and well-being of Township residents**
- **Concentrate the majority of new growth to avoid sprawl, protect farmland, and minimize its effects on the majority of the Township where future public utilities could gain a foothold by being cost effective**

Recommendations

- Intensive land uses should be located within the boundaries of the public water and sanitary sewer service areas. (Relocated from 2013 Master Plan, page 53)
- **Provide public water and sanitary sewer services in areas of the Township identified for higher density residential, commercial, and industrial concentrations**
- **Encourage groundwater preservation regulations for new development that are in accordance with Ottawa County's Groundwater Sustainability Initiative**
- **Rezoning to the R-1, R-2, R-3, or R-4 Zoning Districts should not occur without public water and public sanitary sewer present at the property**

Strategies

- **Consider the adoption of regulations which require intensive industrial, commercial, and residential land uses ~~should~~ to be located so they are served by public water and sanitary sewer and paved roads** (Relocated and Reworded from 2013 Master Plan, page 67)
- Consider adoption of regulations which require the preservation of a natural vegetation filtration strip along lakes, rivers and streams **to preserve the water quality within the Township** (Relocated and reworded from 2013 Master Plan, page 39)
- **Support a general atmosphere of cooperation among adjoining units of government, school district, and other public agencies to maximize utilization of public investments**
- **Coordinate with regulatory agencies to ensure adequate protection of groundwater sources, where practicable**
- **Rezoning to the R-1, R-2, R-3, or R-4 Zoning District shall not occur without public water and public sanitary sewer present at the property**
- **Assist the Township Board of Trustees with updates to the Capital Improvements Plan**
- **Design commercial and industrial incentives which encourage private investment in public water and/or sewer expansion**

Chapter Six Public Utilities

Introduction

A critical component in planning for the future of Allendale Charter Township is evaluating the expansion of public utilities to ensure safe and orderly growth for Township residents. Allendale Charter Township maintains sixty-seven (67) miles of water main lines and fifty-one (51) miles of sanitary sewer lines. Water for Allendale Charter Township is purchased from the City of Grand Rapids which it obtains from Lake Michigan. The Township system includes two elevated water storage tanks. A 250,000 gallon tank is located behind the Township office and a 200,000 gallon tank is located on the campus of Grand Valley State University. In those areas where public water and sewer are not available, private well and septic systems are often viable. In order to control growth and protect groundwater as much as possible within the Township, all high density residential, commercial, and industrial development must be located within the public utility boundaries.

The municipal water system within the Township is intended to parallel the sanitary sewer system and is being extended on a regular basis consistent with area growth and development trends. Areas of the Township that are not served by municipal water currently rely on private well systems, which are placed and installed under the direction of the Ottawa County Health Department. The Township does not anticipate that municipal sanitary sewer or water service will be provided throughout the entire Township in any foreseeable planning period. Accordingly, the Master Plan focuses development towards the areas where the feasibility and timing of municipal sewer and water service can best be anticipated. Emphasis is given to system expansions consistent with the locations planned to support the highest density of residential, commercial, and industrial development.

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Goals

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- Concentrate the majority of new growth to avoid sprawl, protect farmland, and minimize its effects on the majority of the Township where future public utilities could gain a foothold by being cost effective

Recommendations

- Intensive land uses should be located within the boundaries of the public water and sanitary sewer service areas.
- Provide public water and sanitary sewer services in areas of the Township identified for higher density residential, commercial, and industrial concentrations

- Encourage groundwater preservation regulations for new development that are in accordance with Ottawa County's Groundwater Sustainability Initiative
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Strategies

- Consider the adoption of regulations which require intensive industrial, commercial, and residential land uses to be located so they are served by public water and sanitary sewer
- Consider adoption of regulations which require the preservation of a natural vegetation filtration strip along lakes, rivers and streams to preserve the water quality within the Township
- Support a general atmosphere of cooperation among adjoining units of government, school district, and other public agencies to maximize utilization of public investments Coordinate with regulatory agencies to ensure adequate protection of groundwater sources, where practicable
- Rezoning to the R-1, R-2, R-3, or R-4 Zoning District shall not occur without public water and public sanitary sewer present at the property
- Assist the Township Board of Trustees with updates to the Capital Improvements Plan
- Design commercial and industrial incentives which encourage private investment in public water and/or sewer expansion

Chapter Five Public & Recreational Facilities

Introduction

Public and recreational facilities are a vital component of community life within the Township. Access to public resources provides an opportunity to meet your neighbors, utilize space economically, and increase your overall health, among other benefits. Allendale Charter Township contains a variety of public and recreational facilities, including the Allendale Community Park, two Ottawa County park facilities, the Bass River State Recreation Area, and a growing number of non-motorized pathways. A description of each of the facilities can be found below:

Allendale Community Park

Allendale **Charter** Township operates the Allendale Community Park-located behind the Township Offices. The 40-acre park consists of a handicapped accessible playground and restroom facilities, ~~three~~-Little League and ~~three~~ adult **softball** diamonds, soccer fields, splash pad, fishing pond, picnic shelters, basketball, tennis courts, **fitness court, pickleball court, a band shell,** ~~shuffleboard courts, horseshoe pits~~ and concession stand. The Knowlton House Museum and Veterans Memorial Garden of Honor are also part of the Community Park (Relocated and Reworded from 2013 Master Plan, page 13).

Ottawa County Parks

Two Ottawa County parks facilities are located within the Township. Kuits Bayou consists of 80 acres adjacent to the Grand River, and is accessible only by boat. Eastmanville Bayou consists of 157 acres adjacent to the Grand River, and includes a boat launch, three miles of trails, picnic areas, and a barrier-free canoe/kayak launch (Relocated from 2013 Master Plan, page 14). ~~In addition, the County plans a trail connecting greenways along the Grand River corridor.~~

State of Michigan Parks

The Bass River State Recreation Area, a 1,665-acre facility, is located in the northwest portion of the Township adjacent to the Grand River. The area consists of open meadows, open brush land, mature hardwoods, small ponds and 300-acre Max Lake. ~~Hunting is allowed. It has approximately three miles of frontage on the Grand River.~~ The park is used primarily for boating, hiking, cross-country skiing, and mountain biking, and horseback riding, **and hunting.** The facility contains six miles of trails. ~~A small gravel parking area can be accessed off 104th Avenue in Robinson Township~~ (Relocated and Reworded from 2013 Master Plan, page 14).

Non-Motorized Pathways

In 2002, the Township prepared a Path and Greenway Master Plan that proposed a non-motorized trail system utilizing Ottawa County drain easements. ~~(See map in the Appendix).~~ Additional roadside non-motorized pathways as well as additional sidewalks ~~are were~~ also recommended by the plan (Relocated and Reworded from the 2013 Master Plan, page 14). **Since then, the Allendale Charter Township Non-Motorized Pathways Plan has also been incorporated into the Ottawa County Parks, Recreation, and Open Space Plan to further enhance the regional network of non-motorized pathways.** ~~Future parks that would~~

serve each quadrant of the Township are also proposed. The Township plans to update its Five Year Parks and Recreation Plan in 2013.

In conjunction with the Allendale Charter Township Parks and Recreation Plan, we have concluded that the following goals are principal for maintaining the long-term success of the public and recreational facilities of Allendale Charter Township. In addition, recommendations regarding these goals as well as strategies to achieve success are provided below.

Goals, Recommendations, and Strategies

Goals

- Create a walkable community (Relocated from 2013 Master Plan, page 35)
- Preserve rural character (Relocated from 2013 Master Plan, page 36)
- Provide a range of recreation opportunities and facilities to meet the needs of citizens of all ages (Relocated from 2013 Master Plan, page 38)
- Preserve the natural resources and **groundwater quality of Allendale Charter Township** and ~~water quality of Allendale Township~~ (Reworded and Relocated from 2013 Master Plan, page 39)
- **Continue the expansion of non-motorized pathways throughout the Township**
- **Develop new parks and public spaces within the Township**

Recommendations

- Provide safer pedestrian crossing locations on M-45 (Relocated from 2013 Master Plan, page 35)
- Require pedestrian and bikeway connections to adjacent properties and trails where feasible (Relocated from 2013 Master Plan, page 35)
- Provide safe trails and sidewalks between destination land uses and along roadways for pedestrians, skaters, wheelchair users, and all non-motorized users ~~in order to create a walkable and connected community an environment for social interaction, provide a physical link between Township land uses and the campus of GVSU, provide recreational and physical fitness opportunities, reduce vehicle trips and simply improve the quality of life for Allendale Township Residents~~ (Relocated and Reworded from 2013 Master Plan, page 35)
- **Continue to require that site plans for new developments** incorporate recreation design such as trails and bike paths (Relocated and Reworded from 2013 Master Plan, page 38)
- Coordinate land use decisions with the goals of the **Allendale Charter Township Parks and Recreation Plan** (Relocated and Reworded from 2013 Master Plan, page 38)
- Continue to require development to provide for the construction of sidewalks along major arterial streets; incorporate the design concepts of "Complete Streets" into existing and future streets (Relocated from 2013 Master Plan, page 39)
- **Continue to** incorporate the preservation of natural features into site development design as a function of site plan review (Relocated and Reworded from 2013 Master Plan, page 39)
- **Continue to** identify future linkages with regional trail systems including, the Green River Greenways Trails, **into site development design as a function of site plan review** (Relocated and Reworded from 2013 Master Plan, page 35)
- **Encourage groundwater preservation practices for new development that are in accordance with Ottawa County's Groundwater Sustainability Initiative**

Strategies

- Identify and pursue funding sources for the construction of sidewalks and trails (Relocated from 2013 Master Plan, page 35)
- **Integrate the Allendale Charter Township Parks and Trail Master Plan into the Master Plan Prepare a non-motorized trail plan which will:**
 - ~~Be integrated with the Township Recreation Plan and Master Plan;~~
 - ~~Coordinate new trails and paths and the existing sidewalk and street system to avoid duplication, maximize funds, and provide improved linkages between destinations;~~(Relocated and Reworded from 2013 Master Plan, page 35)
- Cooperate with State and County agencies regarding plans for the use of the Bass River Recreation Area and Grand River Greenway Trail (Relocated from 2013 Master Plan, page 39)
- Adopt a Low Impact Development Ordinance which ~~gives~~ **provides** incentives for site design that incorporates green storm water management techniques (Relocated and Reworded from 2013 Master Plan, page 39)
- **Update the Allendale Charter Township Parks and Recreation Plan every five years in order to continue to be eligible for state and federal recreation funding programs**
- **Encourage citizen participation to determine needed and desired improvements, and expansions to public facilities and recreation**
- **Utilize the Capital improvements Program as the means to implement the street plan elements of the Master Plan, as identified by Michigan Public Act 134 of 2010, and establish official Township policy for implementation of bike path and other recreational path construction in cooperation with the Ottawa County Road Commission and the Michigan Department of Transportation where appropriate**
- **Pursue recreation funding from the Department of Natural Resources through the Township Parks and Recreation Plan in accordance with the Department of Natural Resources rules and qualifications**

Chapter Five Public & Recreational Facilities

Introduction

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Ottawa County Parks

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State of Michigan Parks

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Non-Motorized Pathways

In 2002, the Township prepared a Path and Greenway Master Plan that proposed a non-motorized trail system utilizing Ottawa County drain easements. Additional roadside non-motorized pathways as well as additional sidewalks were also recommended by the plan. Since then, the Allendale Charter Township Non-Motorized Pathways Plan has also been incorporated into the Ottawa County Parks, Recreation, and Open Space Plan to further enhance the regional network of non-motorized pathways.

In conjunction with the Allendale Charter Township Parks and Recreation Plan, we have concluded that the following goals are principal for maintaining the long-term success of the public and recreational facilities of Allendale Charter Township. In addition, recommendations regarding these goals as well as strategies to achieve success are provided below.

Goals, Recommendations, and Strategies

Goals

- Create a walkable community
- Preserve rural character
- Provide a range of recreation opportunities and facilities to meet the needs of citizens of all ages
- Preserve the natural resources and groundwater quality of Allendale Charter Township
- Continue the expansion of non-motorized pathways throughout the Township
- Develop new parks and public spaces within the Township

Recommendations

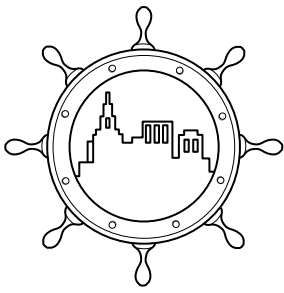
- Provide safer pedestrian crossing locations on M-45
- Require pedestrian and bikeway connections to adjacent properties and trails where feasible
- Provide safe trails and sidewalks between destination land uses and along roadways for pedestrians, skaters, wheelchair users, and all non-motorized users to create a walkable and connected community
- Continue to require that site plans for new developments incorporate recreation design such as trails and bike paths
- Coordinate land use decisions with the goals of the Allendale Charter Township Parks and Recreation Plan
- Continue to require development to provide for the construction of sidewalks along major arterial streets; incorporate the design concepts of “Complete Streets” into existing and future streets
- Continue to incorporate the preservation of natural features into site development design as a function of site plan review
- Continue to identify future linkages with regional trail systems including, the Green River Greenways Trails, into site development design as a function of site plan review
- Encourage groundwater preservation practices for new development that are in accordance with Ottawa County’s Groundwater Sustainability Initiative

Strategies

- Identify and pursue funding sources for the construction of sidewalks and trails
- Integrate the Allendale Charter Township Parks and Trail Master Plan into the Master Plan
- Cooperate with State and County agencies regarding plans for the use of the Bass River Recreation Area and Grand River Greenway Trail
- Adopt a Low Impact Development Ordinance which provides incentives for site design that incorporates green storm water management techniques
- Update the Allendale Charter Township Parks and Recreation Plan every five years in order to continue to be eligible for state and federal recreation funding programs
- Encourage citizen participation to determine needed and desired improvements, and expansions to public facilities and recreation
- Utilize the Capital improvements Program as the means to implement the street plan elements of the Master Plan, as identified by Michigan Public Act 134 of 2010, and establish official Township policy for implementation of bike path and other recreational path construction in cooperation

with the Ottawa County Road Commission and the Michigan Department of Transportation where appropriate

- Pursue recreation funding from the Department of Natural Resources through the Township Parks and Recreation Plan in accordance with the Department of Natural Resources rules and qualifications



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Brian Werschem
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MEMORANDUM

To: Allendale Charter Township Planning Commission

From: Lindsay R. Mohr, MPA

Date: July 28, 2020

Re: Draft Master Plan – Revised Commercial Uses and Industrial Uses Chapters and Note Regarding Residential Uses Chapter

Based upon the feedback at your July 6, 2020 meeting, attached for your review is the draft of the revised Commercial Uses chapter and Industrial Uses chapter to update the Allendale Charter Township Master Plan.

Please note as you review the revisions that the proposed additions are shown in underlined text and the proposed deletions are shown in strikethrough text. Additionally, a clean copy of the language is attached for your convenience.

Planning Commission Considerations

While we do not anticipate extensive deliberation regarding the revisions to the proposed Master Plan Chapters, we returned them for your review because we also wanted to bring the following items to your attention based upon the Master Plan Framework notes.

- Chapter Three – Commercial Uses
 - The Master Plan Framework indicated that the Planning Commission wished to examine the Lake Michigan Drive Corridor. While we believe that examination was intended during review of the Master Plan map, we wanted to bring it to your attention at this time, should discussion regarding the corridor result in conclusions where additional language is appropriate within the Chapter.
- Chapter Two – Residential Uses
 - The Master Plan Framework indicated that the Planning Commission wished to examine non-student housing accommodations. Our notes do not indicate the extent to which the Commission desired to examine that use and we do not believe this was discussed during your review of the Residential Uses Chapter. Given this, we wanted to bring it to your attention at this time to determine if additional language is appropriate within the Chapter.

We will be prepared to discuss these items further at your August 3, 2020 meeting. If you have any questions, please let us know.

LRM
Planner

Attachments

cc: Adam Elenbaas, Supervisor

Chapter Three Commercial Uses

Introduction

The growth of Grand Valley State University and accessibility to the City of Grand Rapids via Lake Michigan Drive continues to foster extensive commercial expansion along the eastern portion of the Lake Michigan Drive corridor within the Township. Coupled with this access, the Allendale community is also supported by a significant public water and sanitary sewer system, which has been advantageous for development. While the commercial growth along the Lake Michigan Drive corridor has been significant, participants in the 2019 Strengths, Weaknesses, Opportunities, and Threats workshop, identified the character of that commercial growth as a core opportunity for improvement. Participants supported neighborhood commercial amenities such as small markets and pop-up shops in the alternative to current trends. As the Township evaluates its commercial areas, with particular regard to Lake Michigan Drive, physical character as well as other factors will need to be considered such as the location, abutting land uses, traffic patterns and volumes, availability of utilities, and projected population growth.

In an effort to continue a healthy, controlled growth of commercial development to serve the local and regional needs of the community, we have concluded that the following goals are paramount in our commercial pursuits. In addition, recommendations regarding these goals as well as strategies to achieve success are provided below.

Goals, Recommendations, and Strategies

Goals

- Promote the development, redevelopment, and rehabilitation of commercial areas to provide attractive sites, and to encourage a diversity of enterprises which will strengthen the tax base and increase employment opportunities
- Development along Lake Michigan Drive should be designed to enhance traffic safety, establish walkable access from adjacent neighborhoods, and be compatible with existing and future land uses in these neighborhoods
- Concentrate the density of commercial land uses to protect open spaces and rural character
- Protect and preserve, to the extent practicable, those elements which contribute to the rural character of the Township including woodlands, wetlands, wildlife habitats, farms, pastures, fields, open spaces, and other natural areas, particularly those that are useful as water retention and ground water discharge areas and which have important aesthetic and scenic value
- Create a walkable community
- Preserve the natural resources and groundwater quality of Allendale Charter Township
- Encourage a building scale and design that softens the physical appearance of large commercial spaces and promotes a welcoming pedestrian relationship

Recommendations

- Intensive commercial land uses should have the resources to support such development, and be located within the boundaries of the water and sanitary sewer service areas, accessible from adequate roads, and other available infrastructure

- Continue to require development to provide for the construction of sidewalks along major arterial streets; incorporate the design concepts of “Complete Streets” into existing and future streets
- Provide safe trails and sidewalks between destination land uses and along roadways for pedestrians, skaters, wheelchair users, and all non-motorized users to create a walkable and connected community
- Require that future commercial development does not intrude upon the residents in abutting single family neighborhoods
- ~~Encourage, where practicable, the preservation of farmhouses, barns, fence styles, and other architectural and landscaping forms, which symbolize the agricultural heritage of the Township~~
- ~~Require~~ Encourage the preservation of existing trees along the rights-of-way
- Encourage groundwater preservation practices for new development that are in accordance with Ottawa County’s Groundwater Sustainability Initiative
- Accommodate wildlife corridors within development
- Improve and expand upon existing business areas that will provide functional, safe, convenient, and attractive shopping and service opportunities
- Require that development layouts blend with the natural features and existing physical attributes

Strategies

- Strengthen, as necessary, the commercial site development standards in the Zoning Ordinance to ensure that the operational characteristics of commercial uses (parking lot lights, vehicle noise, lighting, emptying of dumpsters, etcetera) do not disrupt the residential uses which exist or are planned in close proximity to the commercial uses on Lake Michigan Drive
- Revise Zoning Ordinance regulations, as necessary, to preserve or enhance rural character, especially in regard to Planned Unit Developments
- Adopt a Low Impact Development Ordinance which provides incentives for site design that incorporates green storm water management techniques
- Review existing regulations regarding the development of commercial properties to ensure they address contemporary uses and development practices and that they balance the need for public safety and good site design with the economic considerations of the business community
- Consider rezoning Planned Unit Developments which contain only commercial uses to the General Commercial District
- Review existing land uses along Lake Michigan Drive and potential commercial development locations, to evaluate if additional buffering should be required to minimize the impact on adjoining residential uses
- Annually evaluate whether there is a need for more commercial zoned land in the Township
- ~~Provide for the conversion of existing residential structures for office and retail use, where applicable~~
- Strengthen, as necessary, language to improve the aesthetics of building facades and streetscapes
- Ensure adequate on and off-street parking in a manner that compliments the compactness in local commercial areas
- Ensure that commercial land uses are separated from non-commercial uses with landscaping, buffered thoroughfares, or transitional land uses
- Consider adoption of regulations which require Wildlife Corridors within development
- Utilize the Planned Unit Development concept as an incentive tool for development, as a means of preserving the natural character of sites, and to encourage the provision of structured, usable open spaces

Chapter Three Commercial Uses

Introduction

The growth of Grand Valley State University and accessibility to the City of Grand Rapids via Lake Michigan Drive continues to foster extensive commercial expansion along the eastern portion of the Lake Michigan Drive corridor within the Township. Coupled with this access, the Allendale community is also supported by a significant public water and sanitary sewer system, which has been advantageous for development. While the commercial growth along the Lake Michigan Drive corridor has been significant, participants in the 2019 Strengths, Weaknesses, Opportunities, and Threats workshop, identified the character of that commercial growth as a core opportunity for improvement. Participants supported neighborhood commercial amenities such as small markets and pop-up shops in the alternative to current trends. As the Township evaluates its commercial areas, with particular regard to Lake Michigan Drive, physical character as well as other factors will need to be considered such as the location, abutting land uses, traffic patterns and volumes, availability of utilities, and projected population growth.

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Goals, Recommendations, and Strategies

Goals

- Promote the development, redevelopment, and rehabilitation of commercial areas to provide attractive sites, and to encourage a diversity of enterprises which will strengthen the tax base and increase employment opportunities
- Development along Lake Michigan Drive should be designed to enhance traffic safety, establish walkable access from adjacent neighborhoods, and be compatible with existing and future land uses in these neighborhoods
- Concentrate the density of commercial land uses to protect open spaces and rural character
- Protect and preserve, to the extent practicable, those elements which contribute to the rural character of the Township including woodlands, wetlands, wildlife habitats, farms, pastures, fields, open spaces, and other natural areas, particularly those that are useful as water retention and ground water discharge areas and which have important aesthetic and scenic value
- Create a walkable community
- Preserve the natural resources and groundwater quality of Allendale Charter Township
- Encourage a building scale and design that softens the physical appearance of large commercial spaces and promotes a welcoming pedestrian relationship

Recommendations

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- Provide safe trails and sidewalks between destination land uses and along roadways for pedestrians, skaters, wheelchair users, and all non-motorized users to create a walkable and connected community
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- Encourage the preservation of existing trees along the rights-of-way
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- Improve and expand upon existing business areas that will provide functional, safe, convenient, and attractive shopping and service opportunities
- Require that development layouts blend with the natural features and existing physical attributes

Strategies

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- Revise Zoning Ordinance regulations, as necessary, to preserve or enhance rural character, especially in regard to Planned Unit Developments
- Adopt a Low Impact Development Ordinance which provides incentives for site design that incorporates green storm water management techniques
- Review existing regulations regarding the development of commercial properties to ensure they address contemporary uses and development practices and that they balance the need for public safety and good site design with the economic considerations of the business community
- Consider rezoning Planned Unit Developments which contain only commercial uses to the General Commercial District
- Review existing land uses along Lake Michigan Drive and potential commercial development locations, to evaluate if additional buffering should be required to minimize the impact on adjoining residential uses
- Annually evaluate whether there is a need for more commercial zoned land in the Township
- Strengthen, as necessary, language to improve the aesthetics of building facades and streetscapes
- Ensure adequate on and off-street parking in a manner that compliments the compactness in local commercial areas
- Ensure that commercial land uses are separated from non-commercial uses with landscaping, buffered thoroughfares, or transitional land uses
- Consider adoption of regulations which require Wildlife Corridors within development
- Utilize the Planned Unit Development concept as an incentive tool for development, as a means of preserving the natural character of sites, and to encourage the provision of structured, usable open spaces

Chapter Four Industrial Uses

Introduction

A majority of the industrial land within Allendale Charter Township is located east of 56th Avenue and north of Lake Michigan Drive. These parcels are served by public water and sanitary sewer, have good access to Lake Michigan Drive, are relatively flat, and can be easily developed. Given this, Allendale Charter Township has a number of attributes to foster industrial development.

According to Lakeshore Advantage, a non-profit organization whose purpose is to provide professional economic development services to Ottawa County and its local governmental units, Grand Valley State University serves to attract businesses, as the University provides a ready source of educated employees. Lakeshore Advantage also finds a strong market for agricultural food processing facilities in Ottawa County, which could be advantageous for industrial growth within Allendale Charter Township. As a result of collaboration between Grand Valley State University and agricultural businesses, there may be opportunities to increase industrial uses within the Township.

In an effort to continue a healthy, controlled growth of industrial development, we have concluded that the following goals are paramount in our industrial pursuits. In addition, recommendations regarding these goals as well as strategies to achieve success are provided below.

Goals, Recommendations, and Strategies

Goals

- Create a walkable community
- Development along Lake Michigan Drive should be designed to enhance traffic safety, establish walkable access from adjacent neighborhoods, and be compatible with existing and future land uses in these neighborhoods
- Protect and preserve, to the extent practicable, those elements which contribute to the rural character of the Township including woodlands, wetlands, wildlife habitats, farms, pastures, fields, open spaces and other natural areas, particularly those that are useful as water retention and ground water discharge areas and have important aesthetic and scenic value
- Preserve the natural resources and groundwater quality of Allendale Charter Township
- Promote the development, redevelopment, and rehabilitation of industrial areas to provide attractive sites to a variety of enterprises which will strengthen the tax base and provide a place of employment for area residents
- Accommodate industrial development in areas that are easily accessible by major transportation facilities, are adequately served by public utilities and services, and are well positioned to avoid conflicts with emerging residential areas

Recommendations

- Intensive industrial land uses shall be located within the boundaries of the public water and sanitary sewer service areas
- Continue to require development to provide for the construction of sidewalks along major arterial streets; incorporate the design concepts of “Complete Streets” into existing and future streets
- Encourage, where practicable, the preservation of farmhouses, barns, fence styles, and other architectural landscaping forms, which symbolize the agricultural heritage of the Township
- Require that development layouts blend with natural features and existing physical attributes
- Require the preservation of existing trees along the rights-of-way for future development
- Promote high quality industrial development through controlled access, service areas within the side or rear of buildings, screening of outdoor storage and equipment, as well as an emphasis on main building entry and landscaping
- Industrial nuances such as air pollution, water pollution, vibration, and outdoor storage of materials should be controlled by adequate site improvements
- Industrial sites should transition to adjacent uses with site design elements that are low impact
- Encourage groundwater preservation regulations for new development that are in accordance with Ottawa County’s Groundwater Sustainability Initiative
- Accommodate wildlife corridors within development

Strategies

- ~~Adopt a Low Impact Development Ordinance that provides incentives for site design that incorporates green storm water management techniques~~
- Strengthen, as necessary, preservation of natural features into site development design as a function of site plan review
- Consider adoption of regulations which require preservation of a natural vegetation filtration strip along lakes, rivers, and streams
- Review existing regulations and development of industrial properties to ensure they address contemporary uses and development practices and that they balance the need for public safety and good site design with the economic considerations of the business community
- Plan for suitable land which is accessible by all season roads and public facilities for future industrial development
- Intensive industrial land uses shall be located so they are served by public water and sanitary sewer as well as paved roads
- Annually Approximately every five years, evaluate whether there is a need for additional industrial zoned land in the Township
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