



Fresh Coast Planning

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MEMORANDUM

To: Allendale Charter Township Planning Commission
From: Lindsay R. Mohr, MPA 
Date: February 7, 2020
Re: Draft Master Plan – Town Center Chapter

In accordance with our updated Master Plan Framework, one of the tasks identified by the Planning Commission was to assess and consider the creation a Town Center Chapter. As you will recall, in both The Community Strategic Plan 2015, which was adopted in 2003, and the 2013 Allendale Charter Township Master Plan, goals were identified to create a Town Center, which would essentially create a new pedestrian friendly space designed to attract new mixed-use development opportunities, and be accessible to both Township residents and Grand Valley State University students as a “downtown,” located on the south side of M-45 between 60th and 64th Avenues. During the 2019 Strengths, Weaknesses, Opportunities, and Threats (SWOT) Workshop, participants identified the lack of a Town Center as one of the weaknesses of Allendale Charter Township, however noted that this presents an opportunity for the Township by developing public and private partnerships to create such a space. Attached for your convenience is a copy of the SWOT findings in this regard.

As you are aware, the creation of a Town Center would require immense public and private partnerships and could not be accomplished by the Township government alone. Before we draft language regarding a Town Center, we seek direction from the Planning Commission if the Town Center is still an objective of the Planning Commission that should be included in the updated Master Plan.

As the Planning Commission deliberates regarding the workshop results, we believe the following warrant your review and consideration.

- Whether the Town Center concept is still relevant or should be abandoned
- If the Town Center concept is still relevant, whether the area identified for this space in the 2013 Master Plan is still the best location. If not, where that location may be appropriate.

We will be prepared to discuss these items at your February 17, 2020 meeting. If you have any questions, please let us know.

LRM
Planner

Attachment

cc: Adam Elenbaas, Supervisor