



## Fresh Coast Planning

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# MEMORANDUM

To: Allendale Charter Township Planning Commission  
From: Gregory L. Ransford, MPA  
Date: April 10, 2019  
Re: Updated Master Plan Framework

Pursuant to your recent direction, attached is an updated Framework for the Allendale Charter Township Master Plan. As a result of our delay to return to this project, we have updated the entirety of the related timeline for each of the project tasks. Other revisions include:

1. Public Workshop – based on our recent discussion, we have minimally scheduled one SWOT public workshop to address attributes from the entirety of the township rather than focus on one or more specific areas, since the need did not appear to exist. In the instance the SWOT workshop reveals a subsequent workshop or workshops is appropriate, we will schedule accordingly.
2. Member Interests – we added bold notations from Planning Commission discussions to highlight member interests and ensure the interest is addressed during the related project task
3. Board Approval – given that the Allendale Charter Township Board of Trustees holds final approval of the master plan, we have included that task at the end of the Framework

### Planning Commission Considerations

As the Planning Commission deliberates regarding this matter, the following warrant your review and consideration.

- Timeline – prior to finalization of the Framework (and it can be modified at any time), we wanted to highlight that the timeline could be shortened if desired due to your meeting frequency. The Framework anticipates one (1) meeting per month for the master plan.
- Visual Preference Survey – frequently, we find benefit from conducting visual preference surveys as part of our workshops. While numerous images from our library are relevant to Allendale Charter Township, we wanted to ask the Planning Commission if any residential, commercial, industrial, or other community design element requires specific attention.

This matter is scheduled as an Old Business item at your April 15, 2019 meeting. If you have any questions, please let us know.

GLR  
Planner

cc: Supervisor Elenbaas

Attachment