



## Fresh Coast Planning

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# MEMORANDUM

To: Jamestown Charter Township Planning Commission  
From: Gregory L. Ransford, MPA  
Date: June 9, 2019  
Re: Draft Master Plan Chapter Set

Pursuant to your direction as well as the Master Plan Framework, attached are drafts of the final chapters as well as the Appendix for revisions to the Master Plan. Below are our notations regarding your direction from the first chapter set as well as our proposed revisions for the second and final chapter set.

As you will recall from the first chapter set, it is important to keep in mind that the revisions are based primarily on the public participation themes we recently discussed. Those themes include:

1. Slow the rate of growth;
2. Preserve agriculture, open space, and rural character;
3. No additional apartments or townhomes (more than four units per building), and;
4. Expand recreational pathways

### Recent Direction

- Sidewalks in Forest Grove – Question was raised whether the Forest Grove Chapter language was too strong given the topography within Forest Grove. As a result of your direction, we asked Vriesman and Korhorn, the Township Engineer, to determine whether topography would create construction challenges. In response, Vriesman and Korhorn indicated that the topography within Forest Grove would not prevent the construction of sidewalks.

### *Growth Boundary*

As a result of the community survey and public workshops, we met with staff to explore and design a growth boundary in an effort to concentrate development and generally slow growth. This boundary is proposed based on science, legal limitations, and infrastructure planning. As you will note within the attached map, the growth boundary is proposed to serve as the north side of the natural watershed of Rush Creek and the Minderhout Drain to the point the Drain terminates at Ransom Street. Public utility infrastructure would be prohibited south of this boundary during the planning period. While street segments were considered as a means to establish the boundary, the Township Legal Counsel advised that challenges exist to defend such a boundary, where the natural boundary of a watershed is scientifically based and is not seen as arbitrary as a roadway.

As a result of this proposed growth boundary, we have included language to this effect in several chapters, as well as the previously reviewed Residential Uses Chapter and Village of Jamestown Chapter. For your convenience, attached are the Residential Uses Chapter and the Village of Jamestown Chapter. While proposed additions to text are shown in bold font and proposed deletions are shown in strikethrough font, given that only the provision regarding the growth boundary is proposed, we did not bold that language in either chapter.

As a result of your decision to maintain the Zoning Ordinance language that allows apartments within the second story of a building, we took the liberty to remove the limiting Master Plan Goal of prohibiting apartments within the second story of the Village of Jamestown Chapter language to ensure the two documents are consistent.

### **Second Chapter Set**

- 32<sup>nd</sup> Avenue & M-6 Corridor Chapter (Chapter 10 – replaced Future Land Use Chapter) – While the Jamestown Charter Township Zoning Ordinance contains language and the related map detail for 32<sup>nd</sup> Avenue and M-6, it is appropriate to base the zoning language on the Master Plan. Not only does it strengthen the legal justification of the zoning language, but it provides guidance during land use review from the Master Plan. As a result, this chapter is proposed as new. Given this, no changes are shown in bold or strikethrough text since the entirety of the language is new.
- Commercial Uses Chapter (Chapter 5) & Industrial Uses Chapter (Chapter 6) – As you will note, the primary revisions to these chapters include the elimination of the development assumptions, strengthening of language regarding rural character and recreation, as well as the limits of the aforementioned growth boundary. While within our Master Plan Framework we intended to update the development assumptions for commercial and industrial development, following extensive research and consultation with our colleagues, including Lakeshore Advantage, which is the economic arm of Ottawa County, it appears that a generally accepted equation or methodology is no longer utilized in this regard. While planning literature provides some examples, most of which seem unnecessarily complicated, our conclusion regarding development assumptions is rather simplistic. That is, and particularly based on our sense of need from providing planning and zoning service to the township for the past eight years, the appropriate means of projection involves two (2) factors: 1 – current trends and, 2 – what the community desires.

Coupled with these factors are a number of influences that the township can guide and a number of influences the township cannot guide. They include, modernizing companies, changing technologies, an increasingly mobile regional workforce, land costs, infrastructure costs, township policies, intergovernmental agreements, and etcetera. While best practices can be developed (or already exist) within our master plan and zoning ordinance, development of best practices are often presented by the market. Given all of these changing conditions, we have concluded that your basis for land area to accommodate future commercial and industrial uses is sufficiently provided by current trends and what you wish to accommodate. As you will recall, the master plan is a document that is intended to project five (5) to twenty (20) years into the future. Given this, if the Planning Commission desires to accommodate significant growth area, it should plan accordingly on the master plan map. However, in the instance the Planning Commission desires to slow growth in some areas, a retraction within the map may be appropriate.

- Public and Recreational Facilities Chapter (Chapter 7) – Minimal changes are proposed to this chapter.
- Public Utilities Chapter (Chapter 8) – Most of the changes proposed to this chapter are recommended by the Township Engineer.
- Transportation Chapter (Chapter 9) – Minimal changes are proposed to this chapter.
- Future Land Use Chapter (Chapter 10) – This chapter is proposed to be replaced by the new 32<sup>nd</sup> Avenue and M-6 Corridor Chapter. The content from the Future Land Use Chapter was either eliminated, already existed in the appropriate Use chapter, or was relocated to Chapter 11.
- Implementation Chapter (Chapter 11) – Other than the aforementioned from Chapter 10, minimal changes are proposed to this chapter.
- Appendix – As a result of modern approaches to land for commercial and industrial uses, those assumption calculations have been removed. While not included in this copy, we will provide the summary document for both the community survey and workshops. Maps will also be included in the final version since no changes are proposed (except for that which you direct on the Master Plan Map).

As always, except for the aforementioned Residential Uses Chapter, the Village of Jamestown Chapter, and the 32<sup>nd</sup> Avenue and M-6 Corridor Chapter, proposed additions are shown in bold text and proposed deletions are shown in strikethrough text. For your convenience, we have included a clean copy of the proposed chapter revisions.

**Planning Commission Action**

1. The Planning Commission is tasked with reviewing the proposed revisions and providing direction to staff. In the event the proposed revisions are satisfactory, the Planning Commission “approves” the language to be consolidated into the pending document presented to the Board of Trustees.
2. The Planning Commission is tasked with providing direction to staff regarding revisions to the Master Plan Map.

The draft Master Plan chapter set has been scheduled for discussion at your June 13, 2019 special meeting. If you have any questions, please let us know.

GLR  
Planner

Attachments

cc: Ken Bergwerff, Supervisor

## Chapter Two

### Residential Uses

#### Introduction

While Jamestown Charter Township is primarily an agricultural community, residential uses are becoming the predominant land use and continue to grow as a result of available public utility infrastructure, a reliable transportation network, proximity to the City of Hudsonville, as well as other physical and locational attributes. Comprising of approximately 1,100 acres of land in the north central portion of the Township, Jamestown Charter Township has significant acreage available to accommodate additional residential development during the current planning period.

Despite this, as a result of the 2018 Master Plan Update Community Survey and numerous public workshops, together with examinations by the Jamestown Charter Township Planning Commission, the current rate of overall growth has been identified as “too fast” throughout the community. In particular, residential densities that are accommodated by traditional apartment style buildings are not supported beyond that which already exists within the Township. Further, regulations to preserve open space and rural character as a tool to maintain the physical attributes of the Township and to slow the growth of density throughout single-family, and limited multi-family residential development, such as duplex-family and up to quadplex-family homes, was identified as paramount in residential design within the Township.

As a result of the 2018 Master Plan Update Community Survey, public workshops, as well as various planning meetings and other planning mechanisms, the following goals, recommendations, and strategies were developed.

#### Goals, Recommendations and Strategies

##### *Goals*

- Provide for strong neighborhoods with a range of residential styles and densities that are of a predominantly single-family residential and rural open space character, while conscientiously integrating developments into the landscape of existing neighborhoods by abutting preserved open spaces, creating a connection of roads, linking pedestrian pathways, and appropriately blending other public amenities
- Concentrate the density of residential land uses to protect open spaces and rural character
- Preserve open spaces and rural character such as woodlands, wetlands, wildlife habitat, other vegetation, farmland, 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

### *Recommendations*

- Require and guide housing through clustered development that relates to natural and manmade features
- Require the incorporation of existing vegetation, topography, and other natural features into the design of new residential developments as well as between abutting residential developments and other land uses
- Require new residential developments to be sited in a manner that protects the community's traditional and rural character and scenic views by maintaining proper setbacks and providing landscaping screening as appropriate
- Require, where practicable, the preservation of farmhouses, barns, fence styles, and other architectural and landscaping forms, which symbolize the Township's agricultural heritage
- Require new residential developments to incorporate a pedestrian pathway system that ultimately connects with abutting developments to produce a walkable and connected community
- Require new residential developments to create connections of roadways at property lines that ultimately extend into abutting developments to reduce curb cuts, provide for greater emergency access, and result in better neighborhood design
- Require the preservation of existing trees between the public street and dwellings
- Planned Developments and Site Condominiums shall not be permitted until public water and public sanitary sewer is provided to the development
- Rezoning to the R-2 or R-3 Zoning District shall not occur without public water and public sanitary sewer present at the property
- Prohibit public utilities south of the boundary of the Rush Creek Watershed and the Minderhouse Drain to the point where the Minderhouse Drain terminates at Ransom Street to concentrate development

### *Strategies*

- Require the lot layout, open space, roads, pedestrian pathways, and other site features of new residential developments to be extensions of existing neighborhoods, where practicable, to reduce curb cuts, provide for greater emergency access, and result in better neighborhood design and public safety
- Require higher density housing on lands that have the capacity to support such development by means of adequate public roads, public water and public sanitary sewer, and other available infrastructure
- Strengthen clustered housing provisions and other creative forms of development to protect the community's rural character

- Require new residential developments to incorporate a pedestrian sidewalk system that ultimately connects with abutting developments to produce a walkable and connected community
- Encourage the Planned Development concept as a means of preserving the natural character of sites, and to encourage the provision of structured, usable open space
- Strengthen the design and open space requirements related to density incentives within Planned Developments
- Require public water and public sanitary sewer connection for all Planned Developments, Site Condominium developments, R-2 Zoning District properties, and R-3 Zoning District properties
- Maintain and provide improvements to primary and local roads to ensure safe access to residential neighborhoods
- Maintain or strengthen blight ordinance language to ensure proper maintenance of all housing
- Draft and adopt development review processes that include informing the school district(s) of potential residential developments in the Township
- Prohibit public utilities south of the boundary of the Rush Creek Watershed and the Minderhouse Drain to the point where the Minderhouse Drain terminates at Ransom Street to concentrate development

## Chapter Three

### Village of Jamestown

#### Introduction

Unique to Jamestown Charter Township and generally located within the center of the community is the historic Village of Jamestown. The Village of Jamestown extends in area more or less as a half mile radius from the intersection of Riley Street and 24<sup>th</sup> Avenue. It accommodates several commercial businesses, numerous homes, a library, the township hall, post office, and a mobile home park.

Similar to numerous other villages of like size throughout West Michigan, advancements in transportation, communication and other needs over the past century has caused the Village of Jamestown to experience a decline in activity and seek revitalization.

In an effort to preserve the character of the village and strengthen its revitalization, we have concluded that the following goals are paramount in our Village of Jamestown pursuits. In addition, recommendations regarding these goals as well as strategies, accompanied by illustration examples, to achieve success are provided below.

#### Goals, Recommendations, and Strategies

##### *Goals*

- Preserve village character
- Provide for recreational opportunities
- Expand commercial opportunities

##### *Recommendations*

- Retain and enhance the Village of Jamestown by relying on its traditional neighborhood form to preserve a compact livable community
- Encourage the incorporation of existing vegetation, topography, and other natural features into the design of new residential developments
- Require new residential developments to be sited in a manner that protects the community's traditional and rural character and scenic views by maintaining proper setbacks and providing landscaping screening as appropriate
- Encourage higher density housing on lands that have or are planned to have the capacity to support such development by means of adequate public roads and other available infrastructure
- Require new residential developments to incorporate a pedestrian sidewalk system that ultimately connects with abutting developments to produce a walkable and connected community

- Require village orientation of commercial store fronts with office or similar uses above stores
- Develop central park to accompany village orientation
- Design connective recreational paths along public street frontage
- Encourage architectural minimums for all commercial uses to enhance roadside image
- Enhance landscaping requirements to protect the rural image and blend development with the natural landscape
- Prohibit public utilities south of the boundary of the Rush Creek Watershed and the Minderhouse Drain to the point where the Minderhouse Drain terminates at Ransom Street to concentrate development

### *Strategies*

- Require the lot layout, open space, roads, pedestrian pathways, and other site features of new residential developments to be logical extensions of existing neighborhoods, where practicable
- Redesign the zoning ordinance through a Village of Jamestown Overlay Zoning District to utilize form-based codes, which include:
  - Build-to lines instead of minimum setbacks, which would require the specific location of the front of a building as either a zero front lot line or a precise setback from the front lot line, so as to create uniformity of buildings found in a typical village
  - Off-street parking only in the rear of the building
  - The accommodation of office or similar uses above storefronts
  - Minimum design standards of building façade and signage
  - The establishment of pedestrian friendly streetscape
  - Concrete sidewalks in front of stores
- Provide design incentives, such as additional building height beyond the maximum permitted, to encourage private investment in public utilities, civic amenities, or other improvements that are necessary for the collective public good
- Require connective public spaces in addition to those required by the form-based codes
- Pursue grant opportunities to finance recreational parks and pathways
- Develop site plan review requirements which will serve to encourage shared access drives and minimize the hazards of excessive curb cuts
- Prohibit public utilities south of the boundary of the Rush Creek Watershed and the Minderhouse Drain to the point where the Minderhouse Drain terminates at Ransom Street to concentrate development



## Chapter Five

### Commercial Uses

#### Introduction

Jamestown Charter Township has superb accessibility to regional transportation arteries. Given this, and supported by a significant public water and **sanitary** sewer system, the employment and shopping needs of local and regional populations can be easily served.

As a beneficiary of its access to regional transportation arteries, including the Gerald R. Ford International Airport and considering its proximity to the City of Hudsonville as well as the City of Grand Rapids, Jamestown Charter Township is a haven for residential development and the commercial demands that accompany such growth.

~~However, commercial land needs are less likely to be affected by an explosive local population growth rate due to the fact that projections and assumptions are based on a larger regional area for which overall trends are easier to predict. The population assumptions used to determine the necessary commercial lands are based on the *Workbook for Preparing or Updating a Master Plan or Growth Management Plan, First Edition, March, 1992*. Commercial development assumptions are detailed as follows.~~

#### Commercial Development Assumptions\*

~~\*Development ratios are calculated based on the *Workbook for Preparing or Updating a Master Plan or Growth Management Plan, First Edition, March, 1992*. The results are provided in the Appendix.~~

- ~~• The physical commercial space need per capita for shopping and convenience goods is about one (1) acre per 42 persons based on existing commercial acreage and the 2010 population.~~
- ~~• With an expected 2020 population increase of at least 2000 people in Jamestown Charter Township, the above factors yields a total additional need of 47 acres. Even though Jamestown Charter Township is part of a much larger retail market and will be an attractive commercial location due to accessibility, the commercial land needs are calculated based only on the population of Jamestown Charter Township.~~
- ~~• There is presently approximately 50 acres of land zoned in the 32<sup>nd</sup> Avenue/Quincy Street area for general commercial purposes. With the development of the new Meijer store this acreage is assumed to be “taken out” of the available future commercial land category.~~
- ~~• There are an additional 20 acres of planned neighborhood service land in the north central area. An additional eight to 10 acres is allocated near the M-6 interchange~~
- ~~• There are presently about 40 acres of General Commercial planned at the M-6 interchange.~~

~~As a result, the total of approximately 75 acres of presently allocated vacant commercial land in the north central sub-area and M-6 interchange areas seem adequate based on general~~

development standards. ~~Following~~ Considering the potential future development of the Meijer store, escalated interest in commercial development is expected as shopping traffic (and commercial desirability) in the area increases. Given Jamestown Charter Township's easy access to both M-6 and I-196, it is expected that it will become an attractive location for commercial uses needing highway visibility as well as relatively large parcels of land. ~~In addition, it is important that enough additional land be planned to at least replace the amount consumed by Meijer.~~

Consequently, 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*

- Diversify the tax base and provide jobs by accommodating commercial and industrial development
- Provide for both local and regional types of commercial developments
- Meet the basic service and shopping needs of the Township's residents as well as the traveling public by directing commercial development to take place in strategic areas that are adequately served by public services
- **Provide for the deliberate and objective allocation of different types of economic development in specific locations to avoid or minimize future land use and traffic conflicts and over time, broaden the community's tax base and opportunities for employment (Moved from Strategies)**
- Preserve open spaces and rural character such as woodlands, wetlands, wildlife habitat, 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
- Integrate development into the natural landscape while abutting preserved open spaces or providing beneficial linkage of preserved open spaces between developments
- Establish pedestrian connectivity throughout development, to adjacent lots, and neighboring residential areas

#### *Recommendations*

- Limit commercial development to areas that are best served by transportation routes and concentrate the development as much as possible to avoid the pitfalls of strip development
- Encourage various types of economic development to locate in the areas best suited to meet individual business needs

- Delay the rezoning of commercial areas and the development that would follow in those areas where public utilities and police and fire protection cannot be provided concurrent with the development
- Improve and expand upon existing business areas that will provide functional, safe, convenient, and attractive shopping and service opportunities
- Promote the 32<sup>nd</sup> Avenue I-196 interchange as a commercial district that serves the needs of both the motoring public and local residents
- Allow balanced but limited commercial development in the M-6/8<sup>th</sup> Avenue interchange area once utilities are available. Commercial development should be oriented primarily to the traveling public with only small nodes of locally oriented businesses being located south of the interchange at Quincy Street.
- **Protect existing rural character and pedestrian movement within development design**
- **Prohibit public utilities south of the boundary of the Rush Creek Watershed and the Minderhouse Drain to the point where the Minderhouse Drain terminates at Ransom Street to concentrate development**

### *Strategies*

- ~~Provide for the deliberate and objective allocation of different types of economic development in specific locations to avoid or minimize future land use and traffic conflicts and over time, broaden the community's tax base and opportunities for employment~~ **(Relocated to Goals)**
- Promote high quality commercial development through local site plan reviews. Utilize landscaping, sign, and building appearance guidelines and ordinances that create a unified and aesthetically pleasing commercial district.
- Commercial land uses should be separated from non-commercial uses by landscaping, buffered thoroughfares, and transitional land uses
- Require the use of traffic management and control measures such as frontage roads and shared driveways to limit congestion and ensure motorist safety
- Encourage attractive building facades and streetscapes through appropriate regulation
- Provide for the conversion of existing residential structures for office and retail use where applicable
- Ensure adequate on and off street parking in a manner that compliments compactness in the local commercial areas
- Evaluate the relationship of existing commercial uses and potential encroachments on residential areas to determine redevelopment potential or to establish additional buffering and transitional uses
- **Require pedestrian pathway/sidewalk connection from the building front to the public or private road pedestrian pathway**
- **Require pedestrian pathway connection to adjacent residential neighborhoods, schools, parks, and other populated areas, where applicable**

- Prohibit public utilities south of the boundary of the Rush Creek Watershed and the Minderhouse Drain to the point where the Minderhouse Drain terminates at Ransom Street to concentrate development

## Chapter Five

### Commercial Uses

#### Introduction

Jamestown Charter Township has superb accessibility to regional transportation arteries. Given this, and supported by a significant public water and sanitary sewer system, the employment and shopping needs of local and regional populations can be easily served.

As a beneficiary of its access to regional transportation arteries, including the Gerald R. Ford International Airport and considering its proximity to the City of Hudsonville as well as the City of Grand Rapids, Jamestown Charter Township is a haven for residential development and the commercial demands that accompany such growth.

Following the development of the Meijer store, escalated interest in commercial development is expected as shopping traffic (and commercial desirability) in the area increases. Given Jamestown Charter Township's easy access to both M-6 and I-196, it is expected that it will become an attractive location for commercial uses needing highway visibility as well as relatively large parcels of land.

Consequently, 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*

- Diversify the tax base and provide jobs by accommodating commercial and industrial development
- Provide for both local and regional types of commercial developments
- Meet the basic service and shopping needs of the Township's residents as well as the traveling public by directing commercial development to take place in strategic areas that are adequately served by public services
- Provide for the deliberate and objective allocation of different types of economic development in specific locations to avoid or minimize future land use and traffic conflicts and over time, broaden the community's tax base and opportunities for employment
- Preserve open spaces and rural character such as woodlands, wetlands, wildlife habitat, 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

- Integrate development into the natural landscape while abutting preserved open spaces or providing beneficial linkage of preserved open spaces between developments
- Establish pedestrian connectivity throughout development, to adjacent lots, and neighboring residential areas

### *Recommendations*

- Limit commercial development to areas that are best served by transportation routes and concentrate the development as much as possible to avoid the pitfalls of strip development
- Encourage various types of economic development to locate in the areas best suited to meet individual business needs
- Delay the rezoning of commercial areas and the development that would follow in those areas where public utilities and police and fire protection cannot be provided concurrent with the development
- Improve and expand upon existing business areas that will provide functional, safe, convenient, and attractive shopping and service opportunities
- Promote the 32<sup>nd</sup> Avenue I-196 interchange as a commercial district that serves the needs of both the motoring public and local residents
- Allow balanced but limited commercial development in the M-6/8<sup>th</sup> Avenue interchange area once utilities are available. Commercial development should be oriented primarily to the traveling public with only small nodes of locally oriented businesses being located south of the interchange at Quincy Street.
- Protect existing rural character and pedestrian movement within development design
- Prohibit public utilities south of the boundary of the Rush Creek Watershed and the Minderhouse Drain to the point where the Minderhouse Drain terminates at Ransom Street to concentrate development

### *Strategies*

- Promote high quality commercial development through local site plan reviews. Utilize landscaping, sign, and building appearance guidelines and ordinances that create a unified and aesthetically pleasing commercial district.
- Commercial land uses should be separated from non-commercial uses by landscaping, buffered thoroughfares, and transitional land uses
- Require the use of traffic management and control measures such as frontage roads and shared driveways to limit congestion and ensure motorist safety
- Encourage attractive building facades and streetscapes through appropriate regulation
- Provide for the conversion of existing residential structures for office and retail use where applicable
- Ensure adequate on and off street parking in a manner that compliments compactness in the local commercial areas

- Evaluate the relationship of existing commercial uses and potential encroachments on residential areas to determine redevelopment potential or to establish additional buffering and transitional uses
- Require pedestrian pathway/sidewalk connection from the building front to the public or private road pedestrian pathway
- Require pedestrian pathway connection to adjacent residential neighborhoods, schools, parks, and other populated areas, where applicable
- Prohibit public utilities south of the boundary of the Rush Creek Watershed and the Minderhouse Drain to the point where the Minderhouse Drain terminates at Ransom Street to concentrate development

## Chapter Six

### Industrial Uses

#### Introduction

Similar to that of the commercial uses within Jamestown Charter Township, the industrial uses within the township also have superb accessibility to regional transportation arteries. Given this, and supported by a significant public water and **sanitary** sewer system, the employment needs of local and regional populations can be easily served.

As a beneficiary of its access to regional transportation arteries, including the Gerald R. Ford International Airport and coupled with its available public water and **sanitary** sewer system, Jamestown Charter Township is a haven for industrial development.

~~However, industrial land needs are less likely to be affected by an explosive local population growth rate due to the fact that projections and assumptions are based on a larger regional area for which overall trends are easier to predict. The population assumptions used to determine necessary industrial lands are based on the *Workbook for Preparing or Updating a Master Plan or Growth Management Plan, First Edition, March, 1992*. Industrial development assumptions are detailed as follows.~~

#### Industrial Development Assumptions \*

~~\*Development ratios are calculated based on the *Workbook for Preparing or Updating a Master Plan or Growth Management Plan, First Edition, March, 1992*. The results are provided in the Appendix.~~

- ~~• The regional labor force market area includes Jamestown Charter Township, the City of Hudsonville, Byron Township, Zeeland Township and Blendon Township and parts of the City of Wyoming and the City of Grandville. The conservative estimate of population growth in that area to the year 2020 is 61,855 people.~~
- ~~• The physical industrial space need per labor force capita is about one (1) acre per 114 persons based on existing industrial acreage and the 2010 estimate of population growth.~~
- ~~• With an expected 2020 labor force population of 61,855 persons, an additional 298 acres is required in the planning period.~~
- ~~• There are presently about 300 acres of land zoned and uncommitted industrial land in the north central area. There is an additional 60 to 70 acres of industrial land planned in the M-6 area. Approximately 20 acres of industrial land remains available in Section 6, west of the City of Hudsonville. The latter two areas do not yet have sanitary sewer, but public water is available in the area west of the City of Hudsonville.~~
- ~~• According to the Slope Map, there exists a ravine with slopes of 12 percent and greater in the north central area currently zoned, but undeveloped as, industrial. This slope will likely have a negative impact on the desirability of the land for industrial.~~



~~Given the above factors it appears that sufficient land exists but accommodations for additional industrial land within Jamestown Charter Township for development within the planning period may be appropriate.~~

Consequently, 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*

- Diversify the tax base and provide jobs by accommodating commercial and industrial development
- 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
- Continue to capitalize upon the expressway interchange access locations when planning for industrial location and expansion. Allow planned industrial area expansions once utilities are made available. **(Moved from Recommendations)**
- **Preserve open spaces and rural character such as woodlands, wetlands, wildlife habitat, 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**

#### *Recommendations*

- ~~• Establish and reserve suitable land for future industrial purposes **(Moved to Strategies)**~~
- ~~• Continue to capitalize upon the expressway interchange access locations when planning for industrial location and expansion. Allow planned industrial area expansions once utilities are made available. **(Moved to Goals)**~~
- **Promote high quality industrial development through local site plan review 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 (Moved from Chapter 10)**
- Industrial nuances such as air pollution, water pollution, vibration, and outdoor storage of materials should be controlled by adequate zoning, **site improvements**, and performance standards
- **Promote the development of industrial plats rather than piece-meal single lot development (Moved from Strategies)**
- **Promote an orderly progression of industrial expansion together with the availability of and mandatory connection to public utilities, road improvements, and police and fire protection (Moved from Strategies)**

- Industrial sites should transition well with adjacent uses. ~~Discourage~~ Extensive outdoor storage and other activities in areas that may detract from the business park environment and the character of surrounding uses of the Township's highly visible interchange gateways should be prohibited (Moved from Strategies)
- Protect existing rural character and pedestrian movement within development design
- Prohibit public utilities south of the boundary of the Rush Creek Watershed and the Minderhouse Drain to the point where the Minderhouse Drain terminates at Ransom Street to concentrate development

### *Strategies*

- ~~• Promote the development of industrial plats rather than piece meal single lot development (Relocated to Recommendations)~~
- Establish and reserve suitable land for future industrial purposes (Moved from Recommendations)
- All new industrial development must be served by public water and sewer and rezoning should be timed to coincide with expansion of these utilities
- Encourage business parks and planned industrial developments rather than piecemeal development
- ~~• Promote an orderly progression of industrial expansion together with the availability of utilities, road improvements, and police and fire protection (Moved to Recommendations)~~
- Incrementally expand the availability of industrial zoned properties based on the needs as they arise over the entire planning period
- Separate industrial sites from low-density residential uses and other non-industrial uses by appropriate landscaped buffer strips
- Through permit application and enforcement procedures, require the satisfactory reclamation of lands after removal of natural resources such as sand, gravel, soil, rocks or minerals
- ~~• Industrial sites should transition well with adjacent uses. Discourage extensive outdoor storage and other activities in areas that may detract from the business park environment, the character of surrounding uses of the Townships highly visible interchange gateways (Moved to Recommendations)~~
- The concept of allowing complementary office uses within the industrial areas should be encouraged where offices can serve as a good transition
- Prohibit public utilities south of the boundary of the Rush Creek Watershed and the Minderhouse Drain to the point where the Minderhouse Drain terminates at Ransom Street to concentrate development

## Chapter Six

### Industrial Uses

#### Introduction

Similar to that of the commercial uses within Jamestown Charter Township, the industrial uses within the township also have superb accessibility to regional transportation arteries. Given this, and supported by a significant public water and sanitary sewer system, the employment needs of local and regional populations can be easily served.

As a beneficiary of its access to regional transportation arteries, including the Gerald R. Ford International Airport and coupled with its available public water and sanitary sewer system, Jamestown Charter Township is a haven for industrial development.

Consequently, 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*

- Diversify the tax base and provide jobs by accommodating commercial and industrial development
- 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
- Continue to capitalize upon the expressway interchange access locations when planning for industrial location and expansion. Allow planned industrial area expansions once utilities are made available.
- Preserve open spaces and rural character such as woodlands, wetlands, wildlife habitat, 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

##### *Recommendations*

- 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 zoning, site improvements, and performance standards

- Promote the development of industrial plats rather than piece-meal single lot development
- Promote an orderly progression of industrial expansion together with the availability of and mandatory connection to public utilities, road improvements, and police and fire protection
- Industrial sites should transition well with adjacent uses. Extensive outdoor storage and other activities in areas that may detract from the business park environment and the character of surrounding uses of the Township's highly visible interchange gateways should be prohibited
- Protect existing rural character and pedestrian movement within development design
- Prohibit public utilities south of the boundary of the Rush Creek Watershed and the Minderhouse Drain to the point where the Minderhouse Drain terminates at Ransom Street to concentrate development

### *Strategies*

- Establish and reserve suitable land for future industrial purposes
- All new industrial development must be served by public water and sewer and rezoning should be timed to coincide with expansion of these utilities
- Encourage business parks and planned industrial developments rather than piecemeal development
- Incrementally expand the availability of industrial zoned properties based on the needs as they arise over the entire planning period
- Separate industrial sites from low-density residential uses and other non-industrial uses by appropriate landscaped buffer strips
- Through permit application and enforcement procedures, require the satisfactory reclamation of lands after removal of natural resources such as sand, gravel, soil, rocks or minerals
- The concept of allowing complementary office uses within the industrial areas should be encouraged where offices can serve as a good transition
- Prohibit public utilities south of the boundary of the Rush Creek Watershed and the Minderhouse Drain to the point where the Minderhouse Drain terminates at Ransom Street to concentrate development

## Chapter Seven

### 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.

Jamestown Charter Township seeks to build this opportunity through several public spaces in an effort to provide additional recreation opportunities for its residents beyond the County owned Spring Grove Park.

Consequently, in an effort to continue to develop, promote, and ensure excellent recreational opportunities for the residents and visitors of Jamestown Charter Township, we have concluded that the following goals are paramount in our recreational pursuits. In addition, recommendations regarding these goals as well as strategies to achieve success are provided below.

#### Goals, Recommendations, and Strategies

##### *Goals*

- Provide for public, semi-public and recreational uses in locations appropriate for their development and utilization.
- Update the Township Recreation Plan every five years in order to continue to be eligible for state and federal recreation funding programs.
- Prepare an open space plan and periodically update the Non-Motorized Trail Plan.

##### *Recommendations*

- Maximize the utilization of public buildings and grounds for multi-functional services
- Pursue recreation funding from Department of Natural Resources through the Township Recreation Plan in accordance with Department of Natural Resources rules and qualifications ~~or by amending the Ottawa County Recreation Plan.~~
- Establish an integrated open space network of public and private open spaces linked by a trail system
- Evaluate reclamation of gravel extraction sites for possible development as recreation areas
- Identify ecologically unique areas for possible use as a Township's recreation area, preservation area, or natural interpretive area
- **Encourage civic amenities in all Planned Developments**

- Continue to partner with residential developers to set aside suitable portions of land for parks, and road easements for pedestrian/bicycle paths (Moved from Strategies)

### *Strategies*

- Encourage citizen participation to determine needed and desired improvements, and **for** expansions to public facilities and recreation
- Assist and guide semi-public and citizen groups in their efforts to provide needed community facilities.
- Plan for the acquisition of park land and the provision of recreational opportunities based upon Recreation Park and Open Space Standards and Guidelines (National Recreation and Park Association) and upon local needs.
- ~~Continue to partner with residential developers to set aside suitable portions of land for parks, and road easements for pedestrian/bicycle paths (Moved to Recommendations)~~
- Develop neighborhood recreational facilities in conjunction with school facilities to provide economical and convenient recreational opportunities.
- Utilize the Capital Improvements Program, ~~which is to be created by the Jamestown Charter Township Board of Trustees,~~ 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 bath and other recreational path construction in cooperation with the Ottawa County Road Commission and the Michigan Department of Transportation, where appropriate
- **Strengthen Planned Development Chapter to require public civic amenities in all Planned Development projects**

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- Prepare an open space plan and periodically update the Non-Motorized Trail Plan.

##### *Recommendations*

- Maximize the utilization of public buildings and grounds for multi-functional services
- Pursue recreation funding from Department of Natural Resources through the Township Recreation Plan in accordance with Department of Natural Resources rules and qualifications
- Establish an integrated open space network of public and private open spaces linked by a trail system
- Evaluate reclamation of gravel extraction sites for possible development as recreation areas
- Identify ecologically unique areas for possible use as a Township's recreation area, preservation area, or natural interpretive area
- Encourage civic amenities in all Planned Developments

- Continue to partner with residential developers to set aside suitable portions of land for parks, and road easements for pedestrian/bicycle paths

### *Strategies*

- Encourage citizen participation to determine needed and desired improvements, and for expansions to public facilities and recreation
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- Strengthen Planned Development Chapter to require public civic amenities in all Planned Development projects



## Chapter Eight

### Public Utilities

#### Introduction

Jamestown Charter Township has established numerous miles of public water and sanitary sewer lines throughout the community. ~~Fortunately~~ In those areas where public water and sewer are not available, private well and septic systems ~~continue to be~~ are often viable. However, in an effort to plan for future population growth, greater densities within the lands of Jamestown **Charter Township**, as well as for private well and septic failures, the Township should continue to service, upgrade, and expand its public utility network.

~~Currently,~~ The Jamestown Charter Township utility network exists in the north central portion of the Township south of the City of Hudsonville and including the Village of Jamestown ~~area, which is served by two separate municipal sewer collection systems. Both systems~~ **The sewer collection system flows out of Jamestown Charter Township at 22<sup>nd</sup> Avenue and Jackson Street, then through Georgetown Township, and ultimately discharges at the Grandville Wastewater Treatment plant located on the Grand River just east of Jenison near the I-196 Baldwin Street exit ramp.** **Jamestown Charter Township can send a peak sanitary sewer flow rate of 2.54 million gallons per day (mgd) through Georgetown. The peak flow rate measured to date (June 30, 2018) is approximately 0.7 mgd.**

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. ~~The main~~ **Jamestown Charter Township obtains its water via a connection to a regional transmission line that** traverses the extreme northern part of the Township on its way from Lake Michigan to the City of Wyoming. Areas of the Township that are not served, ~~but planned to be 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 ~~then~~ 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 Jamestown 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*

- Develop adequate public utilities that will ensure balanced, orderly growth, and ensure 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 utilities could gain a foothold by being most cost effective and where access to I-196 or M-6 ~~was~~ **is** readily available

## *Recommendations*

- ~~Provide, where feasible and desirable,~~ water and sanitary sewer services in areas of the Township identified for higher density residential, commercial, and industrial concentrations
- **Prohibit public utilities south of the boundary of the Rush Creek Watershed and the Minderhouse Drain to the point where the Minderhouse Drain terminates at Ransom Street to concentrate development**
- **Develop a plan that promotes development with utilities originating in the northeast corner of the Township, continues southwest to the 8<sup>th</sup> Avenue & M-6 interchange, and ultimately follows the drainage course toward the Jamestown town center (part of the East Branch Rush Creek watershed)**
- Support a general atmosphere of cooperation among adjoining units of government, school districts, and other public agencies to maximize utilization of public investments
- Encourage funding practices for improvements to public utilities that, to the extent possible, appropriately place the cost of utilities on users

## *Strategies*

- Perform joint sewer studies with neighboring municipalities, as necessary, to evaluate treatment and collection alternatives for the East **Branch** Rush Creek watershed
- Assist the Township Board of Trustees with ~~the preparation and adoption of a~~ **updates to the** Capital Improvements Program
- Design commercial and industrial incentives to encourage private investment in public water and/or sewer expansion
- **Prohibit public utilities south of the boundary of the Rush Creek Watershed and the Minderhouse Drain to the point where the Minderhouse Drain terminates at Ransom Street to concentrate development**

## Chapter Eight

### Public Utilities

#### Introduction

Jamestown Charter Township has established numerous miles of public water and sanitary sewer lines throughout the community. In those areas where public water and sewer are not available, private well and septic systems are often viable. However, in an effort to plan for future population growth, greater densities within the lands of Jamestown Charter Township, as well as for private well and septic failures, the Township should continue to service, upgrade, and expand its public utility network.

The Jamestown Charter Township utility network exists in the north central portion of the Township south of the City of Hudsonville and including the Village of Jamestown area. The sewer collection system flows out of Jamestown Charter Township at 22<sup>nd</sup> Avenue and Jackson Street, then through Georgetown Township, and ultimately discharges at the Grandville Wastewater Treatment plant located on the Grand River near the I-196 Baldwin Street exit ramp. Jamestown Charter Township can send a peak sanitary sewer flow rate of 2.54 million gallons per day (mgd) through Georgetown. The peak flow rate measured to date (June 30, 2018) is approximately 0.7 mgd.

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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 Jamestown 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*

- Develop adequate public utilities that will ensure balanced, orderly growth, and ensure 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 utilities could gain a foothold by being most cost effective and where access to I-196 or M-6 is readily available

### *Recommendations*

- Provide water and sanitary sewer services in areas of the Township identified for higher density residential, commercial, and industrial concentrations
- Prohibit public utilities south of the boundary of the Rush Creek Watershed and the Minderhouse Drain to the point where the Minderhouse Drain terminates at Ransom Street to concentrate development
- Develop a plan that promotes development with utilities originating in the northeast corner of the Township, continues southwest to the 8<sup>th</sup> Avenue & M-6 interchange, and ultimately follows the drainage course toward the Jamestown town center (part of the East Branch Rush Creek watershed)
- Support a general atmosphere of cooperation among adjoining units of government, school districts, and other public agencies to maximize utilization of public investments
- Encourage funding practices for improvements to public utilities that, to the extent possible, appropriately place the cost of utilities on users

### *Strategies*

- Perform joint sewer studies with neighboring municipalities, as necessary, to evaluate treatment and collection alternatives for the East Branch Rush Creek watershed
- Assist the Township Board of Trustees with updates to the Capital Improvements Program
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- Prohibit public utilities south of the boundary of the Rush Creek Watershed and the Minderhouse Drain to the point where the Minderhouse Drain terminates at Ransom Street to concentrate development

## Chapter Nine

### Transportation

#### Introduction

Although local roads are under the jurisdiction of the Ottawa County Road Commission, Jamestown Charter Township must fund any new road paving of County roadways. The County maintains all paved roads, grades gravel roads on a seasonal basis, and performs some graveling and other maintenance. ~~As a result of tightening budgets, there are historically fewer and fewer funds available for road maintenance and improvements. Nevertheless,~~ Local traffic volumes continue to rise, increasing wear and tear on local roads. As a result, the Township has established a road improvements program which prioritizes gravel roads for paving. Township residents have supported these efforts by supporting local tax levies **specifically** for road improvements.

For planning purposes, it is useful to recognize that the various roads within Jamestown Charter Township can have different functions. An understanding of these functions can lead to decisions as to the desirable use of each road segment, road right-of-way widths, building setbacks, and adjoining land use. Below is a brief description of three road types that are important to consider in Jamestown Charter Township. A full list of categorized Township roads is provided in the Appendix and is reflected on the Jamestown map also within the Appendix.

- Limited Access Highway - These facilities are devoted entirely to the movement of large volumes of traffic at high speeds over relatively long distances. These roads provide little or no direct access to individual properties adjoining the roads. Interstate 196 and M-6 are examples of Limited Access Highways. Given that the Township has direct access to these regional transportation routes, local residents are within a reasonable commute to employment throughout the Grand Rapids metropolitan area and Holland. These transportation routes make Jamestown Charter Township an attractive location for residential development as well as commercial and industrial development.
- Primary Streets - The major function of these roads is to move a fair volume of traffic within and through the Township. A secondary function is to provide access to adjacent properties. In Jamestown Charter Township, primary roads include 24<sup>th</sup> Avenue, 32<sup>nd</sup> Avenue north of Byron Road, and Byron Road. Many residents use these roads when traveling to and from the Township.
- Local Streets - These roads provide for internal traffic movement within the Township and connect local land areas with the primary street system. Providing direct access to adjacent properties is an important function of these roads. The majority of the roads in Jamestown Charter Township fall under this classification. Examples of such roads include 8<sup>th</sup> Avenue, 40<sup>th</sup> Avenue and Quincy Street.

Given the vast transportation network within Jamestown Charter Township and considering the impact of residential, commercial, and industrial development on the existing transportation infrastructure ~~in Jamestown Charter Township~~, we have concluded that the following goals are paramount in our transportation pursuits. In addition, recommendations regarding these goals as well as strategies to achieve success are provided below.

## Goals, Recommendations, and Strategies

### *Goals*

- Continue to establish adequate transportation routes to ensure the safety and well-being of Township residents.
- Ensure balanced, orderly growth of sidewalks, bike paths, roadways, and other transportation routes

### *Recommendations*

- Provide all land uses with adequate access to the road system
- Strive to minimize traffic disruptions on thoroughfares, while keeping through traffic off of the local residential streets
- Strive to create a multimodal transportation system, including bicycles, pedestrian, and automobile traffic
- Work toward obtaining right-of-way dedications and reservations, consistent with an adopted Street Plan as new developments are reviewed for approval
- ~~Institute a program for a unified theme for~~ **Require** streetlights **within development, where appropriate**
- ~~Work with Ottawa County Road Commission officials and Michigan Department of Transportation officials to periodically evaluate the capacity and condition of primary streets in Jamestown Charter Township and to increase roadway capacities based upon the Master Plan~~
- ~~Work with the Ottawa County Road Commission toward improved maintenance of roadways, specifically addressing drainage, grading of gravel roads, ditching near private driveways, and brine applications~~
- ~~Work with the Ottawa County Road Commission and the Michigan Department of Transportation to promote the use of traffic control measures such as traffic signals, stop signs, and acceptable maximum speed limits wherever necessary along primary streets~~

### *Strategies*

- Pursue funding programs to repair and replace existing streets and sidewalks in disrepair and to expand the sidewalk system in areas of existing development **where sidewalks do not exist**

- Continually monitor and update ~~the~~ road improvements ~~matrix~~ **policy** which generally gives priority to the roads based on the highest concentrations of traffic and development, cost, houses per mile, the potential for traffic volume increases and public support
- ~~Establish solid communication~~ **Work** with Ottawa County Road Commission personnel and Michigan Department of Transportation personnel to promote road improvement policies consistent with the goals of the Master Plan
- Improve access and emergency service by maintaining site plan review standards that ensure ~~smooth~~ **adequate** ingress and egress by emergency vehicles
- Limit the number of driveways and curb cuts to the minimum necessary to provide for safe ingress and egress
- ~~Promote~~ **Strengthen** the development of joint-use driveways and internal connections between adjoining businesses to reduce the number of curb cuts on major streets
- Utilize the Capital Improvements Program, ~~which is to be created by the Jamestown Charter Township Board of Trustees,~~ 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 street construction in cooperation with the Ottawa County Road Commission and the Michigan Department of Transportation, where appropriate

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#### Introduction

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For planning purposes, it is useful to recognize that the various roads within Jamestown Charter Township can have different functions. An understanding of these functions can lead to decisions as to the desirable use of each road segment, road right-of-way widths, building setbacks, and adjoining land use. Below is a brief description of three road types that are important to consider in Jamestown Charter Township. A full list of categorized Township roads is provided in the Appendix and is reflected on the Jamestown map also within the Appendix.

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Given the vast transportation network within Jamestown Charter Township and considering the impact of residential, commercial, and industrial development on the existing transportation infrastructure, we have concluded that the following goals are paramount in our transportation



pursuits. In addition, recommendations regarding these goals as well as strategies to achieve success are provided below.

### **Goals, Recommendations, and Strategies**

#### *Goals*

- Continue to establish adequate transportation routes to ensure the safety and well-being of Township residents.
- Ensure balanced, orderly growth of sidewalks, bike paths, roadways, and other transportation routes

#### *Recommendations*

- Provide all land uses with adequate access to the road system
- Strive to minimize traffic disruptions on thoroughfares, while keeping through traffic off of the local residential streets
- Strive to create a multimodal transportation system, including bicycles, pedestrian, and automobile traffic
- Work toward obtaining right-of-way dedications and reservations, consistent with an adopted Street Plan as new developments are reviewed for approval
- Require streetlights within development, where appropriate

#### *Strategies*

- Pursue funding programs to repair and replace existing streets and sidewalks in disrepair and to expand the sidewalk system in areas of existing development where sidewalks do not exist
- Continually monitor and update road improvement policy which generally gives priority to the roads based on the highest concentrations of traffic and development, cost, houses per mile, the potential for traffic volume increases and public support
- Work with Ottawa County Road Commission personnel and Michigan Department of Transportation personnel to promote road improvement policies consistent with the goals of the Master Plan
- Improve access and emergency service by maintaining site plan review standards that ensure adequate ingress and egress by emergency vehicles
- Limit the number of driveways and curb cuts to the minimum necessary to provide for safe ingress and egress
- Strengthen the development of joint-use driveways and internal connections between adjoining businesses to reduce the number of curb cuts on major streets
- 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 street construction in

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

## Chapter Ten

### 32<sup>nd</sup> Avenue & M-6 Corridors

#### Introduction

Typically, commercial establishments seek out major streets with high traffic volumes to maximize their visibility and to encourage drive in trade. Similar to that of the commercial areas within Jamestown Charter Township, industrial uses benefit from access to regional transportation arteries. Both 32<sup>nd</sup> Avenue and the M-6 highway at 8<sup>th</sup> Avenue serve as the primary entryways to Jamestown Charter Township. Given this, and supported by an improving public water and sanitary sewer system, the Master Plan recognizes the potential development of both of these corridors for commercial and industrial uses. As a result, it is imperative to ensure a high quality of building façade, site design, and access, among other physical improvements, to preserve welcoming entries to Jamestown Charter Township and community investment.

In an effort to continue healthy, controlled growth of commercial and industrial development along these corridors, and to serve the local and regional needs of the community and the region, we have concluded that the following goals are paramount for uses along 32<sup>nd</sup> Avenue as well as uses along the M-6 and 8<sup>th</sup> Avenue intersection. In addition, recommendations regarding these goals as well as strategies to achieve success are provided below.

#### Goals, Recommendations, and Strategies

##### *Corridor Goals*

- New commercial and industrial development shall be directed to areas which have utility services or are planned to receive them
- Promote rural character and require tree planting along the corridor
- Locate more intense commercial land uses that generate higher traffic volumes near the City of Hudsonville and near M-6 and transition to less intense land uses with lower traffic volumes away from the City and M-6
- Discourage strip commercial development that is typically characterized by utilitarian buildings with no architectural character or relationship to surrounding buildings. These frequently have minimally sized windows, large expanses of blank walls, and their facades lack varying features, such as offsets or shadow lines.
- An emphasis on interconnected drives and streets should be promoted so that internal trips can be made without compelling drivers to exit and enter multiple times onto the corridor
- A system of integrated shared use paths should be promoted for all new developments to provide safe walking routes to surrounding stores and uses

##### *Commercial Goals*

- Accommodate commercial facilities that provide sufficient amounts of goods and services to meet the daily needs of a growing township population
- Promote the physical clustering of commercial establishments to encourage more convenient shopping
- Promote high quality commercial development, which integrates surrounding development by means of appropriate landscaping, greenbelts, façade design, adequate access, parking, and pedestrian pathways
- Provide for commercial development in areas that contain public water and public sanitary sewer service
- Ensure that new development occurs in an environmentally consistent and sound manner and that the potential for flood hazard, soil erosion, disturbances to the natural drainage network and surface and groundwater contamination are minimized, thereby protecting natural resources and preserving scenic and environmental quality, as well as minimizing the public burden

#### *Industrial Goals*

- Encourage industries to locate in an industrial park setting
- Promote diversification of the local tax base
- Provide nearby entrepreneurial and employment opportunities for Township residents
- Promote high quality industrial development, which integrates surrounding development by means of appropriate landscaping, greenbelts, façade design, adequate access, parking, and pedestrian pathways
- Provide for industrial development in areas that contain public water and public sanitary sewer service
- Ensure that new development occurs in an environmentally consistent and sound manner and that the potential for flood hazard, soil erosion, disturbances to the natural drainage network and surface and groundwater contamination are minimized, thereby protecting natural resources and preserving scenic and environmental quality, as well as minimizing the public burden

#### *Corridor Recommendations*

- Provide pedestrian access within a site and between sites
- Promote rural character through a unified streetscape plan to maintain a consistent aesthetic theme along the corridor
- Preserve a natural screen along the corridor for new development
- Parking should be set back from the highway and buffered by landscaping. While uses may change along the highway, the consistent application of parking and landscaping will provide a theme of 'rural roadside' character.
- Interconnect service drives to improve traffic distribution and to promote access management

- Adjacent residential neighborhoods and uses must be protected from the potential negative impacts of employment areas such as the scale of development and buildings, noise, odors, air quality, traffic, and objectionable views
- New utility lines should be buried

#### *Commercial Recommendations*

- Require commercial development to connect to public water and public sanitary sewer
- Ensure high quality of building facade and site design that promotes longevity and the protection of public and private investment
- Direct commercial development to occur in areas with suitable infrastructure
- Limit commercial strip development
- Minimize conflicts with surrounding land uses
- Prevent conflicts with the movement of vehicular traffic and pedestrians
- Encourage approaches to land development that take natural features such as soils, topography, steep slopes, hydrology, and natural vegetation into account in the process of site design
- Improve site plan landscaping standards

#### *Industrial Recommendations*

- Require industrial development to connect to public water and public sanitary sewer
- Ensure high quality of building facade and site design that promotes longevity and the protection of public and private investment
- Direct development to occur in areas with suitable infrastructure
- Minimize conflicts with surrounding land uses
- Prevent conflicts with the movement of vehicular traffic and pedestrians
- Encourage approaches to land development that take natural features such as soils, topography, steep slopes, hydrology, and natural vegetation into account in the process of site design
- Improve site plan landscaping standards

#### *Corridor Strategies*

- Strengthen the 32<sup>nd</sup> Avenue and M-6 Overlay District by incorporating, at minimum, the commercial and industrial strategies of this chapter

#### *Commercial Strategies*

- Periodically review and amend façade standards, when necessary, to ensure high quality development
- Require the shared use of commercial driveways and access roads to limit the number and spacing of driveways

- A secondary means of ingress and/or egress should be provided. Such alternative access could take the form of access to an intersecting street for corner parcels, access across adjacent parking lots or access to another street to the rear of the property.
- Provide for the separation of conflicting land uses by designating suitable transitional districts or requiring greenbelt or buffer areas
- Adopt or strengthen regulations necessary to prevent outdoor storage of equipment, goods, and other materials
- Adopt or strengthen regulations requiring the adequate siting and screening of those land uses which tend to have a blighting influence on the community
- Require the joint use of parking facilities
- Require pedestrian pathway connectivity along street right-of-ways and internal to the site
- Strengthen landscaping requirements along the street edge to enhance aesthetics and to screen parking areas
- Development should not be permitted until public water and public sanitary sewer are provided

#### *Industrial Strategies*

- Periodically review and amend façade standards, when necessary, to ensure high quality development
- Require the shared use of commercial driveways and access roads to limit the number and spacing of driveways
- Provide for the separation of conflicting land uses by designating suitable transitional districts or requiring greenbelt or buffer areas
- Adopt or strengthen regulations necessary to prevent outdoor storage of equipment, goods, and other materials, where objectionable
- Adopt or strengthen regulations requiring the adequate siting and screening of those land uses which tend to have a blighting influence on the community
- Require pedestrian pathway connectivity along street right-of-ways
- Strengthen landscaping requirements along the street edge to enhance aesthetics and to screen parking areas.
- Development should not be permitted until public water and public sanitary sewer are provided

## Chapter Eleven Implementation

### Introduction

In order for the Master Plan to serve as an effective guide to the continued development of Jamestown Charter Township it must be implemented. Primary responsibility for implementing the Plan rests with the Jamestown Charter Township Board, the Planning Commission, and the Township staff. This is done through a number of methods including adoption of ordinances, policies, and administrative procedures, **as well as site plan review**. The Master Plan itself has no legal authority to regulate development, **however, it does influence land use based on the policies identified within the Master Plan related to the proposed land use**. Implementation must come from the legislated decisions of the Township Board and Planning Commission.

The private sector, including individual home and landowners, is also involved in fulfilling the recommendations of the Plan by the actual physical development of land and through the rezoning of land. The authority for this, however, comes from the Township. Cooperation between the public and private sectors is important in successful implementation of the Master Plan.

### *Zoning and Land Use Regulations*

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The Planning Commission and Township Board **of Trustees** should periodically review and make any necessary revisions to the zoning regulations **based on the strategies of this Plan** to ensure that the **goals and** recommendations of the Plan are instituted. Further, the zoning ordinance requires systematic and frequent updates to address needs resulting from changing trends, case law and state statutes, such as adult uses, mineral removal, and wireless communication facilities.

### Relationship of Master Plan Classifications to Zoning Districts (Zoning Plan)

Complementing the text of the Master Plan is its map, which identifies land use classifications by which the Township organizes and intends future improvements and uses. These classification

terms are intentionally general in nature so as to not necessarily be specific to one use or type of uses permitted by the Zoning Ordinance and its map.

In other words, while the land use classifications are related to the Zoning Districts identified on the Zoning Ordinance map, as shown in the table below, specific future uses are determined by numerous natural and man made features of the landscape such as public utilities, topography, soils, road improvements, surrounding uses, existing densities, and etcetera, as well as other planning considerations such as compatibility, public safety, access and etcetera. Consequently, while the land use classifications of the Master Plan map are designed to serve as a guide for future uses they are not considered to be a mandate for immediate improvements, public, private, or otherwise. Ultimately, while the Master Plan Map identifies areas for future uses the feasibility of a proposed use is determined by the **forementioned, and the** Zoning Ordinance **and with** its regulations regarding height, area, bulk, location and etcetera for each of its Districts.

### *Terminology*

Table of Master Plan **Classification** Terms & Zoning Ordinance Map District Terms

Master Plan Map Classification Terms	Zoning Ordinance Map Districts
Rural/Agricultural Preservation	Agricultural Rural Residential
Low Density Residential A	Residential (R-1)
Medium Density Residential A	Residential (R-2)
High Density Residential A	Residential (R-3)
Neighborhood Commercial	Village Commercial
Commercial	General Commercial
Highway Commercial	Interchange Commercial, Business & Industrial
Industrial	Business & Industrial, Planned Industrial
Forest Grove	(Forest Grove District to be drafted)
Village of Jamestown	(Village of Jamestown District to be drafted)
32 <sup>nd</sup> Avenue & M-6 Corridors	32 <sup>nd</sup> Avenue M-6 Corridor Overlay Zone

### Relationship of Master Plan Map Classification Terms to Master Plan Chapters

Several Chapters of this Master Plan identify the goals, recommendations, and strategies regarding future land uses **within** the Township. While the goals, recommendations, and strategies will likely always evolve, the intended uses related to the chapter titles will remain the same. Those chapter titles can generally be related to the Master Plan map terms as provided in the table below.

Master Plan Map Classification Terms	Master Plan Chapters
Rural/Agricultural Preservation	Agricultural Uses



Low Density Residential A	Residential Uses
Medium Density Residential A	Residential Uses, Forest Grove, Village of Jamestown
High Density Residential A	Residential Uses
Neighborhood Commercial	Commercial Uses
Commercial	Commercial Uses
Highway Commercial	Commercial Uses & Industrial Uses
Industrial	Industrial Uses
Forest Grove	Forest Grove
Village of Jamestown	Village of Jamestown
32 <sup>nd</sup> Avenue & M-6 Corridors	32 <sup>nd</sup> Avenue & M-6 Corridors

### Master Plan Classification Terms (Moved from Chapter 10 and modified)

The following is a description of land use Classifications identified within this Master Plan.

#### *Rural Agricultural Preservation*

The Rural Agricultural Preservation Classification is the largest future land use classification in the Township. This classification primarily consists of agricultural lands and lands currently vacant but not currently being farmed. Rural Agricultural Preservation lands are intended to provide for the continuation of existing agricultural uses while also allowing a gradual transition of certain lands to low density, rural estate type development.

#### *Low Density Residential A (LDR)*

The Low Density Residential A Classification encompasses lands that were previously planned to be Rural Agricultural Preservation. Low Density Residential designated lands are recommended to have sanitary sewer service in place prior to any changes in zoning.

#### *Medium Density Residential A (MDR)*

The Medium Density Residential A Classification recommends a density greater than LDR but less than HDR to provide significant clustering and transition between use densities.

#### *High Density Residential A (HDR)*

The High Density Residential Classification is located adjacent to the City of Hudsonville and recommends the highest residential density within the Township to provide concentrated development and access to urban amenities and services.

#### *Neighborhood Commercial*

The Neighborhood Commercial Classification is intended to provide locations for small businesses established to meet the day-to-day convenience shopping and service needs of the local population. Neighborhood Commercial uses should provide shared access, reciprocal access easements, screened parking and loading areas. Building architecture and signage should be compatible with surrounding uses, including residential uses.

### *Commercial*

Commercial Classification uses typically serve the local and regional market, are automobile-oriented, and benefit from increased visibility and accessibility. Commercial uses generate large volumes of traffic and require larger parcels than Neighborhood Commercial uses. Outdoor display and storage of goods are also common characteristics of uses in this land use classification, although design standards should be developed to manage the intensity, location, and environmental impact of such displays. It is the intent of the Township that parcels will not be rezoned to accommodate this classification until adequate infrastructure is present. This includes public water and sanitary sewer as well as roads.

### *Highway Commercial*

The Highway Commercial Classification recognizes that the M-6/8<sup>th</sup> Avenue interchange area will be a desirable and valuable location for businesses catering to the traveling public. The Master Plan will direct these types of uses into four strategic locations nearest the on and off ramps of M-6. Access controls and strict site plan design requirements are recommended to minimize traffic and land use conflicts. Similar to the Commercial Classification, it is intended that parcels will not be rezoned to accommodate this classification until adequate infrastructure is present. This includes public water and sanitary sewer as well as roads.

### *Industrial*

The Industrial Classification is planned to develop principally within the recently developed, fully improved, 149-acre industrial park on the southwest side of the City of Hudsonville. This area is generally intended to accommodate extensive industries that have comparatively high acreage requirements. It is recognized that industrial development is important to the economy and tax base of the community as well as the region. Collectively, the areas set aside in Jamestown Charter Township contain over 600 acres and represent a regionally significant reserve area of land for future industrial development. The areas designated are located for easy access and where utilities are either available or are in the process of being established. Through proper site design and the transitioning of adjacent land uses to the west, south and east, conflicts can be minimized. Similar to the Commercial Classification, it is intended that parcels will not be rezoned to accommodate this classification until adequate infrastructure is present. This includes public water and sanitary sewer as well as roads.

### *Village of Jamestown & Forest Grove*

These land use Classifications seek to revitalize historic town centers by preserving their physical character through form-based codes and allowing a mix of uses that blend with adjacent, more modern residential neighborhood and commercial design.

### *32<sup>nd</sup> Avenue and M-6 Corridors*

The 32<sup>nd</sup> Avenue and M-6 Corridors Classification is intended create a higher quality of building façade, site design, access, and physical improvements for land uses along 32<sup>nd</sup> Avenue as well as the M-6 and 8<sup>th</sup> Avenue intersection than elsewhere within the Township because of the primary gateway that each corridor serves for the Township.

### Master Plan Map

Within Chapter Ten and the Appendix is the Master Plan Map of Jamestown Charter Township.

### Complete Streets Plan

In 2010, the Michigan Planning Enabling Act was amended to require that master plans account for “all legal users” of the transportation system within the municipality. The amended Act, in part, states that the Master Plan must include, “among other things, promotion of or adequate provision for 1 or more of the following: (i) A system of transportation to lessen congestion on streets and provide for safe and efficient movement of people and goods by motor vehicles, bicycles, pedestrians, and other legal users.”

Although the Township does not own or operate any of the streets within it, Chapter 9 – Transportation, as well as other provisions throughout the plan regarding pathways, identify key means to implement complete streets. As a result, the Township is as compliant with this amendment.

## Chapter Eleven Implementation

### Introduction

In order for the Master Plan to serve as an effective guide to the continued development of Jamestown Charter Township it must be implemented. Primary responsibility for implementing the Plan rests with the Jamestown Charter Township Board, the Planning Commission, and the Township staff. This is done through a number of methods including adoption of ordinances, policies, and administrative procedures, as well as site plan review. The Master Plan itself has no legal authority to regulate development, however, it does influence land use based on the policies identified within the Master Plan related to the proposed land use. Implementation must come from the legislated decisions of the Township Board and Planning Commission.

The private sector, including individual home and landowners, is also involved in fulfilling the recommendations of the Plan by the actual physical development of land and through the rezoning of land. The authority for this, however, comes from the Township. Cooperation between the public and private sectors is important in successful implementation of the Master Plan.

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In other words, while the land use classifications are related to the Zoning Districts identified on the Zoning Ordinance map, as shown in the table below, specific future uses are determined by numerous natural and man-made features of the landscape such as public utilities, topography, soils, road improvements, surrounding uses, existing densities, and etcetera, as well as other planning considerations such as compatibility, public safety, access and etcetera. Consequently, while the land use classifications of the Master Plan map are designed to serve as a guide for future uses they are not considered to be a mandate for immediate improvements, public, private, or otherwise. Ultimately, while the Master Plan Map identifies areas for future uses the feasibility of a proposed use is determined by the aforementioned, and the Zoning Ordinance with its regulations regarding height, area, bulk, location and etcetera for each of its Districts.

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## Appendix

Available within this appendix is the following data:

- ~~Population and Population Growth Statistics (Chapter 2)~~
- ~~Commercial Development Assumptions (Chapter 5)~~
- ~~Industrial Development Assumptions (Chapter 6)~~
- Categorized Township Roads (Chapter 9)
- Ottawa County Road Commission Map for Jamestown (Chapter 9)
- Community Mapping
- ~~Futuring Workshop (Futuring Report)~~
- 2010 United States Census Data, Jamestown Charter Township (excerpts)
- **2018 Jamestown Charter Township Master Plan Update Community Survey & Results Summary**
- **2019 Jamestown Charter Township Master Plan Workshop Results Summary**

## Population and Population Growth Statistics

### Chapter 2 — Explanation of Methods for Alternative Residential Land Need Projections

#### *Constant Proportion (Rate) Method*

The constant proportion method assumes that the Township of Jamestown will maintain the same percentage of Ottawa County's population in the years ahead as it had in 2000. Extrapolation of the West Michigan Regional Planning Commission 2020 projection to 2030 suggests that there will be 542,000 people in Ottawa County in 2030. The constant proportion method projects that Jamestown Charter Township will have 6450 people in 2010 and 8360 people in 2020 and 11,382 in 2030.

#### *Building Permit Method*

The Building permit method may be the most reliable projection technique since it reflects current growth trends based on the actual number of residential building permits issued by the Township. On average since 1996 when from a practical standpoint sanitary sewer service was first made available for new residential development, an average of 70 residential building permits per year have been issued. The Township's average occupied household size is 3.1 persons.

### Alternative Residential Land Need Projections Table Calculations

A. 369,541 population\*  
x .027\*\*

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9,977  
-7034\*\*\*

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— 2,943

B. 2000-2009 population = 21,317 or 21.6% increase  
1990-2000 population = 13,235 or 32.6% increase

---

---

+  
54% average increase

$$\begin{array}{r}
 7,034^{***} \\
 \times 1.54 \\
 \hline
 10,832 \\
 - 7,034 \\
 \hline
 3,798
 \end{array}$$

C. Allendale Township grew 121% from 1990-2010. Half of 121% is .605 for our 10 year rate.

$$\begin{array}{r}
 7,034^{***} \\
 \times 1.605 \\
 \hline
 11,289 \\
 - 7,034 \\
 \hline
 4,255
 \end{array}$$

\*projection to the year 2030 by West Michigan Regional Planning Commission  
 \*\*derived from percentage of 2010 County population that is Jamestown Charter Township ( $7,034/263,801 = 2.7\%$ )  
 \*\*\*2010 population

### Commercial Development Assumptions

2010 Population = 7,034 persons

Existing ratio of commercial acreage to current population:  $167 \text{ acres} : 7,034 (2010) = 24 \text{ acres per } 1,000 \text{ persons}$

Ottawa County 2020 population projection: 9,002 persons

$$\begin{array}{r}
 9,002 \\
 - 7,034 \\
 \hline
 1,968 \\
 \times 24 \\
 \hline
 45,264 \\
 / 1,000 \\
 \hline
 47 \text{ additional acres}
 \end{array}$$

### Industrial Development Assumptions

Existing ratio of industrial acreage to current population: ~~440<sup>^</sup> acres : 50,210\* =~~  
8.8 acres per 1,000 persons

Ottawa County 2020 projection: 61,855 population

$$\begin{array}{r} 61,855 \\ - 50,210 \\ \hline 11,645 \\ \times 8.8 \\ \hline 102,476 \\ / 1,000 \\ \hline 102 \text{ additional acres} \end{array}$$

Currently 361 approximate vacant acres in the B/I and Industrial Zoning Districts

<sup>^</sup> (Industrial Zoning and B/I Zoning)

\*Regional workforce, 2010 estimate

### Categorized Township Roads

Primary Roads: 32<sup>nd</sup> Avenue, from the City of Hudsonville to Byron Road  
Riley Street, between 8<sup>th</sup> Avenue and 32<sup>nd</sup> Avenue  
24<sup>th</sup> Avenue, entire length  
Ransom Street, in Section 1  
8<sup>th</sup> Avenue, from Ransom Street to Riley Street  
22<sup>nd</sup> Avenue, in Section 3  
Byron Road, entire length  
Adams Street, entire length

Local Streets: Jackson Street  
Ransom Street, in Section 8  
Quincy Street  
Greenly Street  
Riley Street  
Felch Street  
Gordon Street  
Perry Street  
Ottagon Street  
48<sup>th</sup> Avenue  
40<sup>th</sup> Avenue

36<sup>th</sup> Avenue  
32<sup>nd</sup> Avenue, from Byron Street to Ottogan Street  
28<sup>th</sup> Avenue  
20<sup>th</sup> Avenue  
16<sup>th</sup> Avenue  
14<sup>th</sup> Avenue  
12<sup>th</sup> Avenue  
8<sup>th</sup> Avenue, from Riley Street to Ottogan Street  
Kenowa Avenue

### Community Mapping

Contents:

Following are the community maps as well as their established purpose, which are incorporated as part of the Master Plan. These maps are not intended to be limited to their purposes provided below but rather establish a minimum relationship to the Master Plan.

1. **Master Plan** – creates future land use classifications and delineates boundaries for certain uses of land
2. **Slope** – illustrates the impact that topography has on drainage
3. **Generalized Environmental Suitability for Rural Development** – indicates the location of soils within the Township that present severe limitations for both building and onsite septic systems
4. **Woodlands and Wetlands** – documents highly scattered pattern of woodland and wetland features
5. **Prime Farmland Soils** – classifies areas of the Township on the basis of soil suitability for general agricultural crop production
6. **East Branch of Rush Creek Watershed** – illustrates drainage areas and their boundaries
7. **Street Map** – documents existing network of transportation infrastructure to illustrate feasibility of supporting a proposed use
8. **Public Water System** – establishes existing public water system to illustrate feasibility of supporting proposed development
9. **Sanitary Sewer System** – establishes existing sanitary sewer system to illustrate feasibility of supporting proposed development

## Appendix

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