

GRANDVILLE
 **MASTER PLAN**

City of Grandville Master Plan

Draft for May 22, 2023 City Council Meeting

Prepared with the assistance of:



124 E. Fulton Street, Suite 6B
Grand Rapids, MI 49503
Ph: (248) 596-0920
mcka.com

Acknowledgements

Planning Commission

Karilyn Frederick, Chair
Ray Cheydleur
Jason Flanigan
Jeff Hammond
Matt Larsen
Chris Sholl
J.R. VanderWall - (Council Representative)

City Council

Steve Maas, Mayor
Randy Gelderloos
Joshua Meringa
Justin Noordhoek
Tim Steenstra
Paul Troost
JR VanderWall

Administration

Dennis Durham, City Manager
Matt Butts, Assistant City Manager
Marci Poley-Kwiatkowski, City Clerk

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INTRODUCTION

CITY OF GRANDVILLE, MICHIGAN



Planning Context

Planning for the future change and continual development and redevelopment of a community and its resulting land uses is largely dependent on where the community is located. Understanding the regional location of a community and other existing conditions such as transportation systems, environmental features, demographics, and more helps to drive logical, pragmatic, and action-oriented implementation measures that can be used to steer the community into a sustainable future.

Not only is it imperative to understand regional location and existing conditions within a community, other elements such as regional development and planning trends—as well as broad development and planning trends—are significant foundations to the master planning process and subsequent implementation actions taken by a community. By analyzing both regional and broad planning trends, a community can proactively prepare for changing environments and seamlessly adapt to growth and development for years to come.

REGIONAL SNAPSHOT

Grandville is located a few miles southwest of Grand Rapids, on the western edge of Kent County. Along its northern border the City is separated from Walker by the Grand River, while Wyoming is to its south and east. Georgetown Charter Township, including the unincorporated community of Jenison, which is located in Ottawa County, adjoins it on the west. Hudsonville is also nearby to the west, but does not abut Grandville.

With convenient access via I-196 to both greater Grand Rapids and the lakeshore, Grandville has become a highly desirable suburban community known for its quality schools, easily accessible shopping, wide variety of parks and green spaces, and high quality of life.


However, growth over the past 20 years has consumed most of the remaining large, vacant parcels in the City and consequently there are few greenfield sites (i.e. undeveloped property) left to develop. This has transformed Grandville into a mature City that is, for the most part, built-out. As a result, redevelopment will play an important role in the community's future.

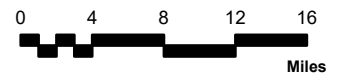


Regional Location

City of Grandville, Kent County, Michigan

LEGEND

 City of Grandville



Data Source: Michigan Geographic Library 2022. McKenna 2022.

May 22, 2023

BROADER DEVELOPMENT AND PLANNING TRENDS

In conjunction with regional trends in planning and development in the Kent County area and the West Michigan region as a whole, the City of Grandville should also consider broad planning and development trends that are occurring at the national, and even international, level. By analyzing these important trends, the City can effectively and proactively plan for the future, as well as get ahead of upcoming trends and important quality of life considerations to ensure Master Plan relevancy, longevity, and applicability. In turn, this will help the City to attract and retain residents and businesses, and move into an ongoing sustainable future.

An important best planning practice to consider throughout the implementation of this Plan and long after, is the concept of “New Urbanism.” New Urbanism refers to the planning and development approach that brings communities back to the basics – walkable blocks, accessible streets, mixed uses, accessible public spaces, and human-scaled design. By bringing communities back to the organic fundamentals of how towns originated, residents and businesses begin to thrive. The New Urbanism movement focuses on ensuring communities provide a sense of place for everyone.

Additionally, according to the American Association of Retired Persons (AARP), communities should examine current policies and planning practices that shift toward livability. In this context, livability is an overarching term meaning the “high-level performance measure of neighborhood design factors that are critical to high quality of life for people of all ages.” Planning for all ages is a sound method of planning for people with all abilities. To achieve livability, a community must work toward the following four goals:

1. Compactness (walkable, less automobile dependent)
2. Integration of land uses (residential development within close proximity to places of employment, and neighborhood commercial nodes)
3. Housing diversity (varying types of housing for all ages and incomes)
4. Transportation options (easily available bike infrastructure, sidewalks, ridesharing, etc.)

1. Compactness

As briefly described above, compactness is an integral component of a livable community. On a broad spectrum, compactness simply means the close proximity of varying land uses. For example, in a compact community, residents would live within walking distance to work, school, and entertainment options such as parks, restaurants, and shopping. Compact communities tend to have successful businesses and higher property values. Given that the City of Grandville is a geographically small community, compactness can be achieved through mixed-use development, walkable neighborhoods, and road corridors fitted with pedestrian infrastructure and protected crossings, as well as a walkable Community Business District.

2. Integration of Land Uses

As the title suggests, integration of land uses describes the planning practice to encourage a variety of uses within close proximity of one another. For example, residents in a livable community may live within biking

distance to work or school, as well as shopping centers or grocery stores. Integrated land uses encourage “Live-Work-Play” opportunities within the same area. Additionally, these areas should be close to public transit, outdoor recreation options, and more. As mentioned above, compactness and the integration of land uses are closely related with one another.

3. Housing Diversity

A long-popular topic that has reached a crisis point across the nation, housing diversity is one of the many methods used to create a livable community with high quality of life. Housing diversity encourages a varied choice of housing stock and price points. For the City of Grandville, this could be applicable by means of promoting mixed use development with upper floor residential units, as well as multi-family units, two-family units and duplexes, townhomes, and single-family homes and neighborhoods – types of residential units typically called “missing middle housing”. While the City of Grandville is largely built-out, housing diversity can be implemented during redevelopment processes of vacant or obsolete storefronts or homes, or retrofitting of underutilized areas such as large parking lots. According to the AARP livable communities report, land value is increased when higher-density development is permitted.

4. Transportation Options

A livable community includes the accessibility of a multitude of transit options for people with all different types of physical capabilities and ages. In this context, transportation options include automobiles, bikes, walking, buses, ridesharing, and more.

Although this is a small sample and brief overview of some of the broad overarching trends in planning and development, Grandville can implement each of these core principles noted in this section in a variety of ways with each development, redevelopment, and zoning ordinance review. This plan is also meant to be utilized as a guide to assist the City of Grandville moving toward these core planning principles, in a pragmatic sense that is applicable to the City.

Grandville Today

The City of Grandville Master Plan provides a roadmap for the future development of the City. The changes in the City's demographics, acknowledgement of advances in technology, community-building, and other important sectors, and comments received during public input have led to a revised vision for the future changes within Grandville.

Demographic analysis, or the study of the characteristics of the population, is a fundamental element of master planning. Future growth and development require consideration of how many people will need City services, how much housing is affordable, how many new houses will be built, and other vital signs. By understanding these existing conditions and past trends, the City can then appropriately anticipate and plan for the future needs of the community.

The comprehensive data source for the City of Grandville is the U.S. Census in 2010, Esri 2019 Forecasts (utilizing Census data), as well as the 2000 U.S. Census and the 2013-2018 American Community Survey 5-Year Estimates. 2020 Census data is used where available – at the time of the drafting of the plan, 2020 Census data was being slowly released and was only available for some topics. This analysis compares the City of Grandville to several surrounding communities and Kent County where appropriate. Differences in demographics may indicate issues or areas in which land use planning and public policies are warranted; may identify strengths or assets that can be further developed; or may identify weaknesses or issues that need to be addressed.

COMMUNITY PROFILE

Population Trends

Changes in the number of people in an area serves as an important indicator of community health; examining these trends is an integral tool in community planning. Table 1 shows the relative population of the City of Grandville in comparison with Kent County and the State of Michigan.

Table 1: Population Change, 2010-2020

	2010	2020	% Change 2010-2020
City of Grandville	15,598	16,083	3.1%
Kent County	599,432	657,974	9.8%
State of Michigan	9,883,640	10,077,331	1.9%

Source: U.S. Census (2010, 2020)

Grandville has experienced growth in the past decade, though other communities in Kent County with more available land for new housing have grown faster, as evidenced by the County’s nearly 10% growth rate. Kent County’s growth is part of two different trends visible in the State of Michigan. First, a population shift from east to west, as the Grand Rapids, Kalamazoo, and Holland regions, among others, outpace growth in the Metro Detroit area. And second, a population shift from rural to urban, as jobs and talent cluster in the state’s metropolitan regions.

Age Distribution Trends

The age of a community’s population has implications for planning and development, whether it is a need for housing alternatives, an increased or decreased need for schools and other public amenities such as parks, or services for empty nesters and older residents.

The figure below compares the median age (the mid-point where half the population is younger and half is older) of the City of Grandville and the comparison communities. As the data below notes, the City of Grandville has relatively the same median age as Kent County, but slightly lower than the State of Michigan. Given this information, it can be concluded that the City has a relatively young population comprised of many young and/or growing families. The same conclusion can be drawn about Kent County as well.

City of Grandville: 35.2
Kent County: 35.5
State of Michigan: 38.9

Source: 2019 Esri

Age structure (analyzing which proportions of a municipality’s populations are in which stages of life) gives a nuanced view of the makeup of a community. Age distribution information can highlight different areas in which a community may need to focus during the life of a master plan. For example, a population that skews younger may have more of a need for schools, youth community programs, childcare businesses or programs, and others. A population that skews older may be in need of more programs for aging in place, such as public transportation, parks, trails, and others.

As depicted in the Table below, the age group with the largest percentage of the City’s population is 25 to 34 years old at 16.8%, with 5 to 14 years old at 12.8% (the second highest). This correlates with the median age noted above in that the general population of the City is relatively young. However, a significant portion of the City’s population is middle-aged, which can indicate that people who move to Grandville stay there for a quite a while.

Grandville’s young population indicates that it is an attractive community for families, due to its parks, amenities, and schools. The young population is also an indicator that the community should plan for population growth that outstrips housing growth, as families grow and more people live within the same number of housing units.

Table 2: Age Structure, 2019

	City of Grandville		Kent County	
	Count	Percentage	Count	Percentage
Under 5 years	1,167	7.3%	43,192	6.6%
5 to 14 years	2,037	12.8%	87,589	13.3%
15 to 19 years	871	5.5%	43,606	6.6%
20 to 24 years	1,174	7.4%	44,408	6.8%
25 to 34 years	2,680	16.8%	104,524	15.9%
35 to 44 years	1,391	8.7%	83,776	12.8%
45 to 54 years	1,610	10.1%	76,077	11.6%
55 to 64 years	2,027	12.7%	81,077	12.4%
65 to 74 years	1,749	11.0%	55,710	8.5%
75 years and Over	1,236	7.8%	36,996	5.7%
Total	15,942	100.0%	656,955	100.0%

Source: U.S. Census Bureau American Community Survey, 2019

Race and Ethnicity

The Table below illustrates these racial distributions for the area in comparison with the City of Grandville, as well as Kent County and the State of Michigan. Although, Grandville is still a largely a white community, it is growing more diverse.

Table 3: Racial Distribution, 2020

	White	Black	Native American	Asian	Native Hawaiian/ Pacific Islander	Other/ Two or More Races	Hispanic Origin (Any Race)
City of Grandville	83.4%	3.6%	0.5%	2.0%	0.1%	10.4%	7.6%
Kent County	79.3%	9.2%	0.2%	2.9%	0.1%	8.3%	11.4%
State of Michigan	78.9%	14.2%	0.6%	2.4%	0.1%	2.3%	4.4%

Source: US Census Bureau 2020 Headcount

HOUSING PROFILE

The quality, affordability, and availability of a community’s housing stock has a significant impact on the vitality and quality of the community as a whole. The following analysis of trends relating to the number of housing units, the amount of owner-occupied, rental, and vacant units, and households by type helps evaluate the health of City of Grandville’s housing stock.

Housing Units

According to the 2020 US Census, Grandville has 6,835 housing units, a 12.9% increase since 2010. Of the 782 new housing units constructed in the City, approximately 500 are in the Grand Castle apartment development at Wilson Avenue and 28th Street – but that leaves nearly 300 additional units that have been constructed elsewhere in the City. 300 units would be a 5% increase, in and of itself, which is a big gain for a community that is largely “built-out.”

Table 4: Change in Number of Occupied Housing Units, 2010-2020

	2010	2020	Change in Number of Housing Units (2010 - 2020)	Change in Percent of Housing Units (2010 - 2020)
City of Grandville	6,053	6,835	+782	12.9%
Kent County	227,177	245,437	+18,260	7.44%
State of Michigan	4,532,233	4,544,920	+12,687	0.28%

Source: U.S. Census Bureau 2020

Housing Tenure

Housing tenure describes how housing is occupied – by the owner or by renter. The table below shows that the City of Grandville has a higher percentage of owner-occupied units than Kent County as a whole. This can be due in part to Kent County’s larger geographic size and metropolitan areas such as the City of Grand Rapids, where the percentage of rental homes is likely to be higher than the City of Grandville, a largely suburban community.

Table 5: Housing Tenure, 2020

	Total Occupied Dwellings	Owner Occupied		Renter Occupied	
		Units	Percentage*	Units	Percentage*
City of Grandville	6,835	5,018	73.4%	1,817	26.6%
Kent County	245,437	171,100	69.7%	74,337	30.3%

Source: US Census Bureau 2020

Occupation Summary

This section addresses the employment of residents of Grandville. This is not an analysis of what kinds of jobs are available or what businesses are located within the community, but rather in what occupations residents are employed, regardless of where they work. The major occupational sectors in the City include educational services, healthcare, social assistance (26.8%), manufacturing (16.6%), and retail trade (15.2%). The percentage of retail workers in the City can possibly be related to the City’s number of commercial corridors and centers. The City includes several office and industrial centers which also contribute to manufacturing, healthcare, and educational industries.

Table 6: Occupational Sectors, 2019

Industry	City of Grandville
Total Employed Persons Over 16 Years of Age	8,677
Agriculture, forestry, fishing, hunting, and mining	0.0%
Construction	3.8%
Manufacturing	16.6%
Wholesale Trade	5.4%
Retail Trade	15.2%
Transportation, warehousing, and utilities	3.5%
Information	0.3%
Finance, Insurance, and Real Estate	4.8%
Professional, scientific, management, administrative, and waste management services	10.1%
Educational services, and health care, and social assistance	26.8%
Arts, entertainment, and recreation, and accommodation and food services	6.8%
Other services, except public administration	4.2%
Public Administration	2.5%
Total	100.0%

Source: U.S. Census Bureau, ACS 5-Year Estimates

Income and Poverty

The median household income in the City of Grandville is \$62,827 according to the 2019 American Community Survey 5 Year Estimates. This means that half of all workers earned more than this amount and half earned less. The median income for Kent County, according to the 2019 American Community Survey 5-Year Estimates, is \$66,532. Generally, the median incomes for both sample areas are similar.

According to the 2019 American Community Survey, about 6.7% (or 458) of the households in the City earned an income in the last 12 months that places them below the poverty level.

Educational Attainment

This section analyzes the educational attainment in Grandville and the comparison communities for persons age 25 and older. Generally, the City has similar levels of educational attainment compared to Kent County and the State of Michigan.

Table 7: Educational Attainment of Residents Aged 25 and Older, 2019

Education Level	City of Grandville	Kent County	State of Michigan
Less than 9 th grade	1.5%	3.8%	2.7%
9 th to 12 th grade, No Diploma	5.1%	4.6%	6.0%
High School Graduate or Equivalent	24.8%	23.7%	29.1%
Attended College, No Degree	24.6%	22.9%	22.8%
Associate’s Degree	12.1%	8.8%	9.4%
Bachelor’s Degree	22.2%	23.8%	18.2%
Graduate or Professional Degree	9.7%	12.4%	11.9%

Source: U.S. Census Bureau 2019 American Community Survey

Commuting

An indication of this area's economic position relative to the surrounding region can be illustrated in travel time to work for residents. The following table further outlines the time residents, age 16 and older, spend traveling to their place of employment, as well as which places of work can be reached in that radius. The Table below includes a breakdown of the commute time for Grandville residents. In the City, the mean travel time to work is approximately 19.1 minutes. A clear majority of Grandville residents commute approximately 10 to 24 minutes to work, which is expected given that the City of Grand Rapids is a large employment hub in the region. However, it should also be noted that a significant portion of the City’s residents commute between 25 and 44 minutes to work.

Table 8: Commuting Destination, 2020

Travel Time to Work	Places of Work Within this Commute Radius	% of Population
Under 10 minutes	Grandville / Walker / Wyoming	17.5%
10 to 24 minutes	Grand Rapids / Allendale / Kentwood / Holland	60.2%
25 to 44 minutes	Rockford / Muskegon / Lowell / Allegan	19.3%
45 to 59 minutes	Kalamazoo / Newaygo / South Haven	1.3%
Over 60 minutes	Lansing / Battle Creek / Ludington	1.7%
Total		100.0%

Source: U.S. Census Bureau, 2020

EXISTING LAND USES AND CHARACTER

Overview

Knowledge of current land uses allows the City to consider the compatibility of new land uses and is a valuable tool when considering the day-to-day problems associated with land management and the delivery of key public services. The existing land use survey provides an inventory of land use within the community and is a key source of background information used in developing the Master Plan.

A major component of a community master plan is to identify existing land use patterns. To make informed decisions regarding the future of land uses in the City of Grandville, it is critical to have a clear understanding of existing land uses and the relationships between those land uses. Documenting the existing land use framework not only identifies the locations of particular land use activities, but also highlights the areas with future growth potential and areas where land use conflicts may exist.

A key element to consider when determining the future fabric of a community is the identification of where current activities (such as residential, commercial, industrial, and recreational) take place. This existing conditions and land use analysis will help to determine what areas and corridors should be preserved, redeveloped, or intensified.

This master planning process has also identified other existing conditions that help determine not only the Future Land Use Plan, but also the overarching goals, objectives, and recommendations, as described in the next section – specifically nodes and corridors.

Residential

The City of Grandville has several residential land uses associated with varied densities. In the center of the City, from approximately south of 28th Street to north of 44th Street, are single family residential land uses and residential neighborhoods. Single-family neighborhoods make up the majority of the City's current housing stock and residential land uses.

Additionally, the City has several pockets of multi-family and two-family residential land uses, including near I-196 and along Ivanrest Avenue.

Commercial / Office

Commercial sites are those that contain real estate intended for use by for-profit businesses, such as grocery stores, restaurants, and malls. Commercial uses in the City of Grandville are largely concentrated along the 28th Street Corridor on the north side of the City, and on the south side of the City surrounding the 44th Street Corridor. Both the 28th Street and 44th Street Corridors are well known in the West Michigan region for the various commercial uses. Most notably, the Rivertown Parkway/44th Street Corridor includes the Rivertown Crossings Mall and associated shopping, dining, and other retail opportunities. Along the 28th Street Corridor in Grandville, auto-oriented businesses and offices can be found.

The City of Grandville has several commercial land use types that vary in intensity. The local commercial uses are located in and around the downtown area and near residential neighborhoods, while higher intensity commercial, such as big box stores, are located on the City fringes, within close proximity to the highway and other major arterial roads.

Along similar patterns as the commercial land uses, the City's office land uses are also concentrated on the northern and southern portions of the City within close proximity to commercial uses, I-196, and major corridors such as 28th Street and 44th Street.

Industrial

The City of Grandville also includes an array of industrial uses, typically found in the northern portion of the City along I-196. Additionally, industrial land uses can be found in the southeastern portion of the City, just south of 44th Street and Rivertown Parkway, and east of Ivanrest Avenue along Prairie Street. In general, the City's industrial land uses are within close proximity to higher intensity commercial uses.

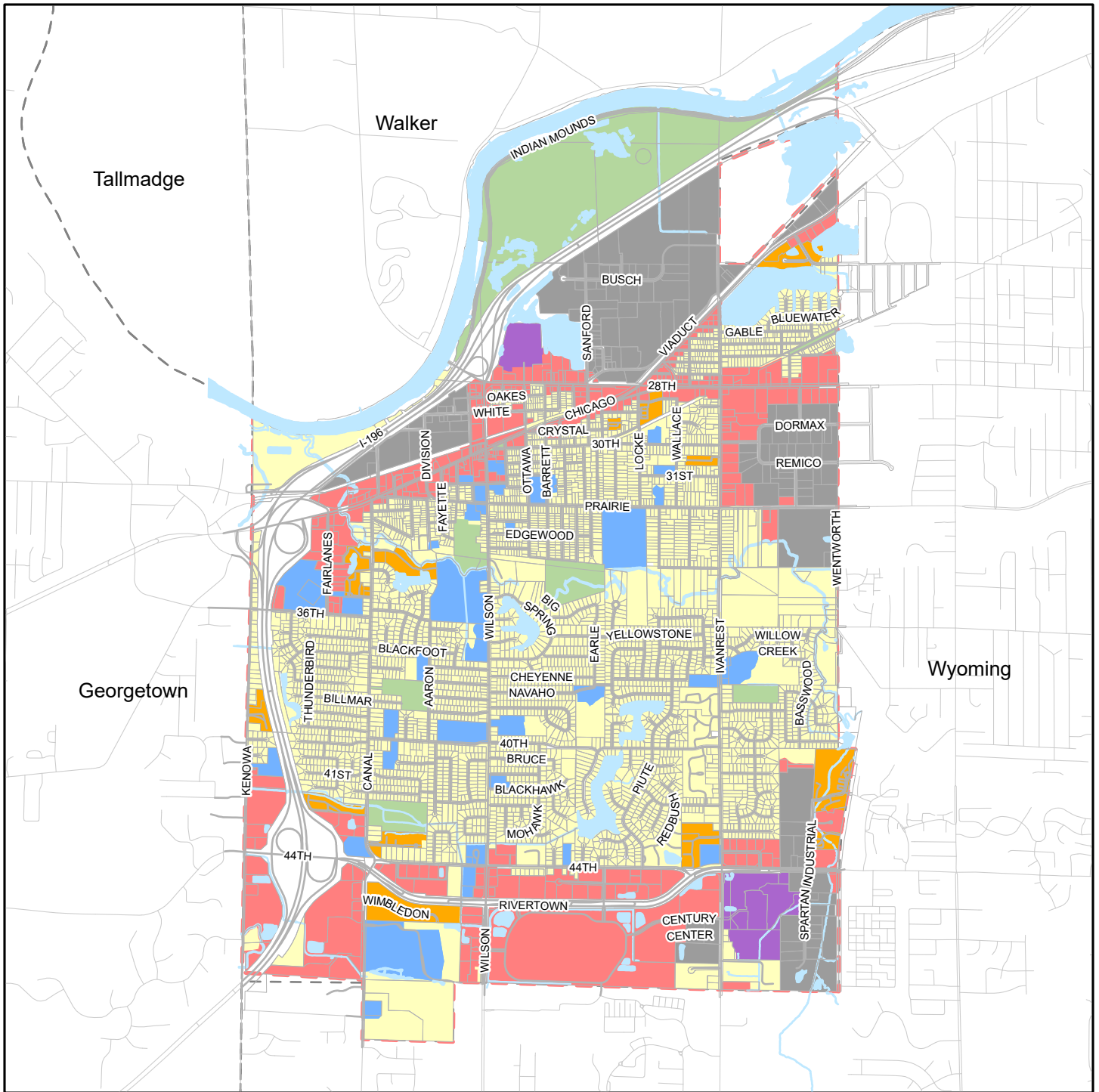
Parks and Recreation

One of the many assets in the City of Grandville is the number of high-quality and well-maintained parks. The City has numerous public parks located in all areas. These parks include Millennium Park (a Kent County Park), the Grand River Waterfront Park, Kayak Launch, Lee Street Park, Downtown Plaza, Mill Race Park, Wedgewood Park, Little League Complex, Heritage Park, and Calvin Crest Park.

Public/Semi Public

The City of Grandville includes numerous public institutions – City Hall, the Police Department, the Fire Department, 59th District Court, Kent District Library's Grandville Branch, and many of the buildings, offices, and other facilities of the Grandville School District.

The City also contains churches and other religious institutions along major corridors and within neighborhoods.



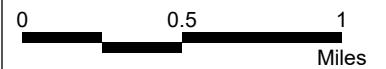
Existing Land Use

City of Grandville, Michigan

May 22, 2023

LEGEND

- Single & Two-Family Residential
- Multi-Family Residential
- PUD
- Commercial / Office
- Industrial
- Public / Semi-Public
- Parks
- Grandville City Limits



Basemap Source: Michigan Center for Geographic Information, v. 17a.
Data Source: GVMC 2020, McKenna 2020.



Nodes

“Nodes” is a term used to describe popular destinations in a community and the surrounding area of similar character, with defined edges and a compactness that allows for walkability within. In the City of Grandville, nodes may include municipal destinations, such as schools, the public library and City Hall, but also describe the areas to which people often travel for goods and services, as well as hubs for large areas of employment. Understanding the existing conditions of the most popular destinations and hubs in the City will also assist with determining the future fabric of these places, and how they can be enhanced. Some of the most significant nodes in the City identified in this Plan include:

a) Central Business District

The City of Grandville has a quaint walkable downtown center located within its limits. The Central Business District, or CBD, is generally located along Chicago Drive between Ottawa Avenue and Division Avenue. This area is largely comprised of commercial land uses and mixed-use development (such as ground floor retail with upper floor residential or office). The fabric of this area is closely related to a traditional downtown atmosphere with shopping, dining, public amenities, and other opportunities.

b) Chicago Drive & 28th Street Intersection

Just north of this intersection includes an industrial park. This area is a notable employment center in the City. The industrial park is located just south of the I-196 highway, offering easy transit of goods and services. This area also includes a sizeable apartment building which houses many City residents. Both Chicago Drive and 28th Street are significant regional corridors in the West Michigan area.

c) Rivertown Crossings

This node is located on the southern border of the City. Rivertown Crossings is a large retail center that includes a sizeable indoor mall commercial development alongside many smaller strip-style retail centers. This area also includes commercial development such as big box stores, including the sale of groceries, crafts, wholesale products, and more. Additionally, the Rivertown Crossings area includes a number of chain restaurants. A majority of the commercial development in this node is located along the south side of Rivertown Parkway from Wilson Avenue to Ivanrest Avenue. Significant features of this area include vast parking lots, large single-story/single-use development, high traffic volume, and high traffic speeds. A significant component of this Master Plan update will take a deeper look into the future of this area, especially during times of changing retail and consumer trends.

Corridors

a) 28th Street

As noted above, one of the most highly traveled routes in West Michigan is the 28th Street Corridor. This east-west route is largely known in the area for being a hub for numerous types of commercial, industrial, and high-density residential development. Particularly in Grandville, 28th Street development includes a number of auto-oriented commercial development. Throughout the West Michigan region, 28th Street is increasingly becoming more prone for redevelopment opportunities, given the aging commercial structures. To the west, 28th Street turns into M-11, which runs north-

south into the City of Walker. To the east, 28th Street runs into the City of Wyoming, and well beyond those borders, further east into the City of Grand Rapids and ends in Cascade Township.

b) I-196

I-196 is a regional interstate highway that runs along the northern and western borders of the City of Grandville. The highway is a significant route in the West Michigan region and offers access to other popular destinations such as the City of Grand Rapids, the City of Holland, the City of Saugatuck, and Benton Harbor.

c) Chicago Drive

This corridor is another frequently traveled route in Grandville. Chicago Drive provides access to 28th Street as well as travels further north into the City's industrial area. Following the route southwest, Chicago Drive provides access to the City of Hudsonville and the City of Holland, further toward Lake Michigan.

d) Wilson Avenue

Wilson Avenue is a frequently traveled north/south corridor that runs through the City of Grandville into neighboring communities such as the City of Walker to the north and the City of Wyoming and Byron Township to the south. In Grandville, Wilson Avenue is largely a residential corridor with commercial development on the south side toward Rivertown Crossings. Wilson also serves Grandville Middle School (soon to become the school district's 5th and 6th grade building) and the City's "Civic Center" – the stretch between Henry Street and Maple Street where City Hall, the Fire Department, the Police Department, and 59th District Court are located.

e) 44th Street

44th Street is a regional corridor in Grandville. This corridor includes a number of higher-intensity commercial uses, including those located in the Rivertown Crossings area. 44th Street runs east/west through the City and provides access into the City of Wyoming and Georgetown Township.

NATURAL FEATURES

Water Features

Grandville has several important bodies of water within its boundaries. First, the City is located along the south side of the Grand River, a predominant river in the State of Michigan. The river flows across the State of Michigan from its headwaters near Jackson to Lake Michigan. The Grand River is the longest river in the State of Michigan, covering approximately 252 miles.

Grandville is one of many communities along the banks of the Grand, including Michigan's capital, Lansing, and its second largest city, Grand Rapids.

Additionally, Buck Creek is another important water feature that flows through the City. Buck Creek flows north through the City to its confluence with the Grand River.

Several lakes are also located throughout the City, most notably on the north side of 28th Street, just south of the Grand River and I-196 and throughout the City's residential areas.

Watershed

The City is located within the Grand River Watershed. According to the Lower Grand River Organization of Watershed (LGROW), the Lower Grand River Watershed covers the lower portion of the Grand River that drains into Lake Michigan from Ionia County. A watershed is an area of land, defined by the hills and ridges that drain to a common body of water. Both groundwater and surface water resources are connected within a watershed, and contribute to an area's drinking water supply, irrigation water supply, and animal habitat. According to LGROW, Grandville is located at the cross-roads of three (3) different sub-watersheds within the Grand River Watershed. These include:

- Rush Creek Watershed (southern Grandville)
- Buck Creek Watershed (central Grandville)
- Direct Drainage to Lower Grand River (northern Grandville)

Wetlands and Floodplains

Because Grandville is located in an area with several significant bodies of water, several wetlands are prevalent throughout the City. Most of the wetlands are in areas along Buck Creek and the Grand River. Other wetlands can be found on the south side of the City adjacent to the small ponds and lakes.

Floodplains exist throughout the City of Grandville, especially in close proximity to the Grand River, Rush Creek, and Buck Creek. While all flood plains impact land use in their vicinity, the Buck Creek flood plains are particularly important in the development pattern of the City, because the creek flows through the central residential neighborhoods of the community. The City's long-term vision is to create a greenway along Buck Creek to prevent

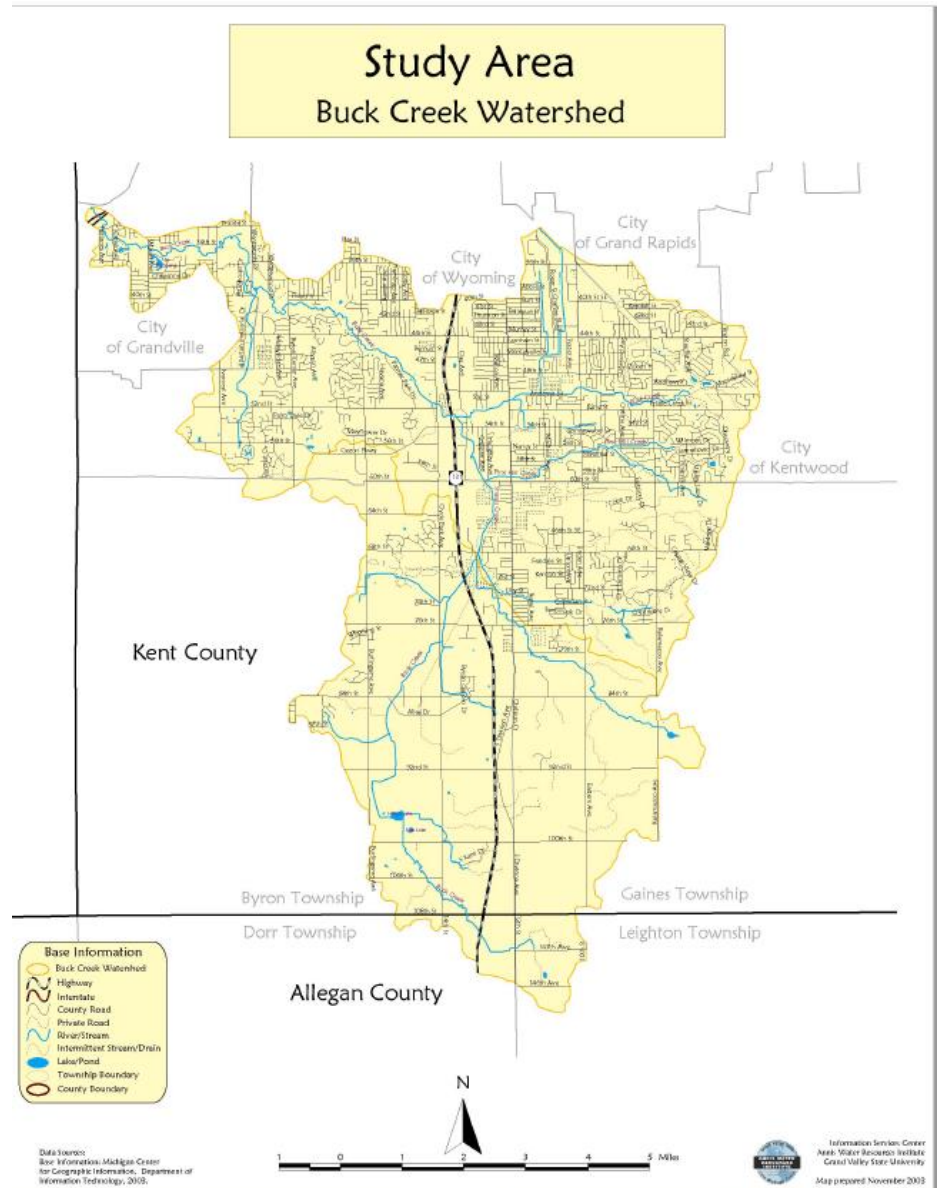
damage from flooding. This plan, and the City's Parks and Recreation Plan, include additional details about that vision.

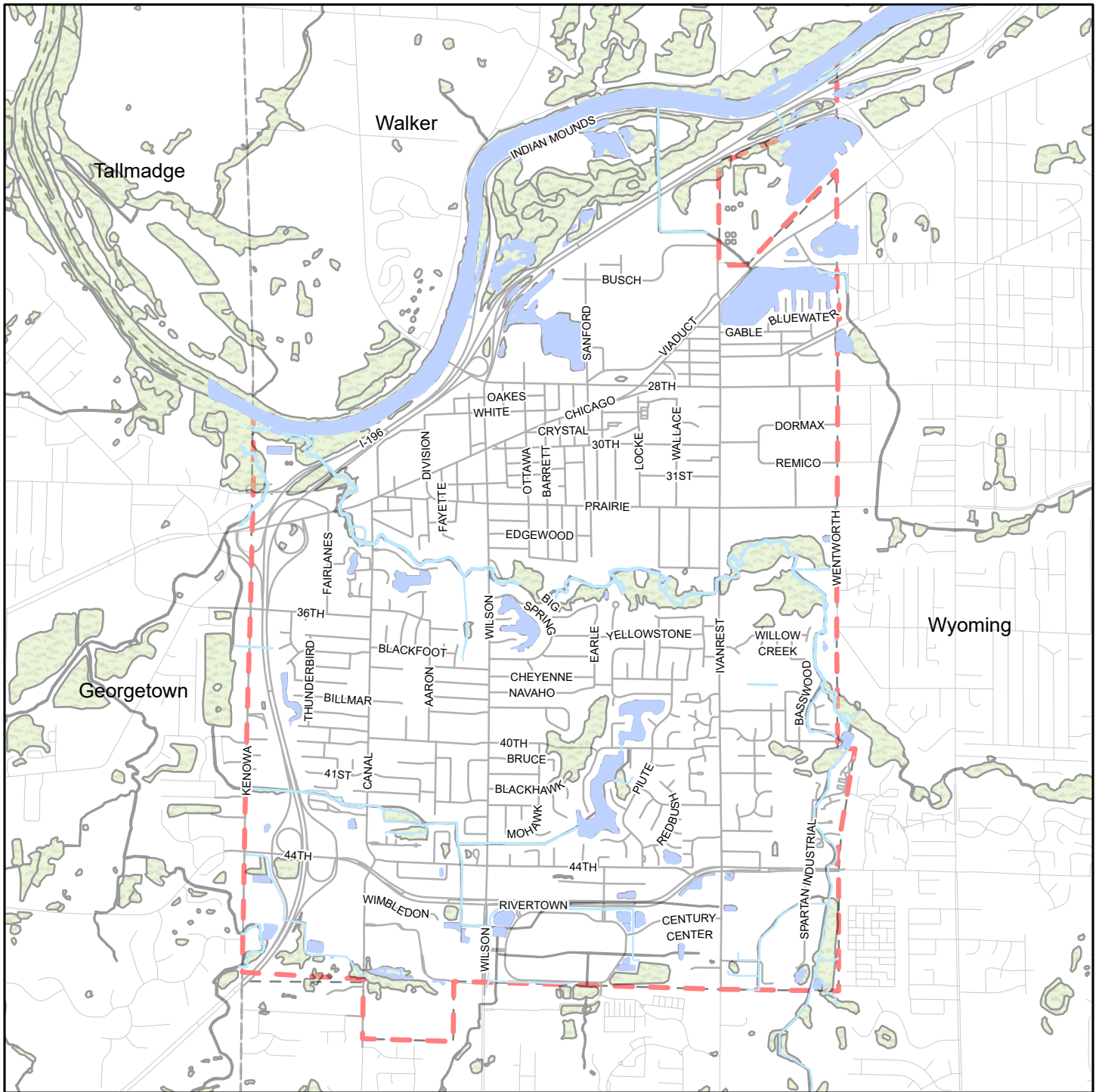
Buck Creek Watershed Management Plan

Buck Creek is both a regional asset and a flooding threat. Because of that, the following regional partners, in conjunction with the Lower Grand River Watershed Council, developed, and continue to implement, the Buck Creek Watershed Management Plan.

- City of Grandville
- City of Wyoming
- City of Kentwood
- Byron Township
- Gaines Township
- Kent County
- Grand Valley State University
- Grand Valley Metro Council

The Plan includes recommendations for preservation and resilience along the creek's winding route. Consistent with that Plan, both this document and the Grandville Parks and Recreation Plan envision a Buck Creek Greenway to line the banks, providing recreational space and protection from flood damage. See Page 70.








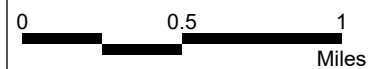
Wetlands

City of Grandville, Michigan

May 22, 2023

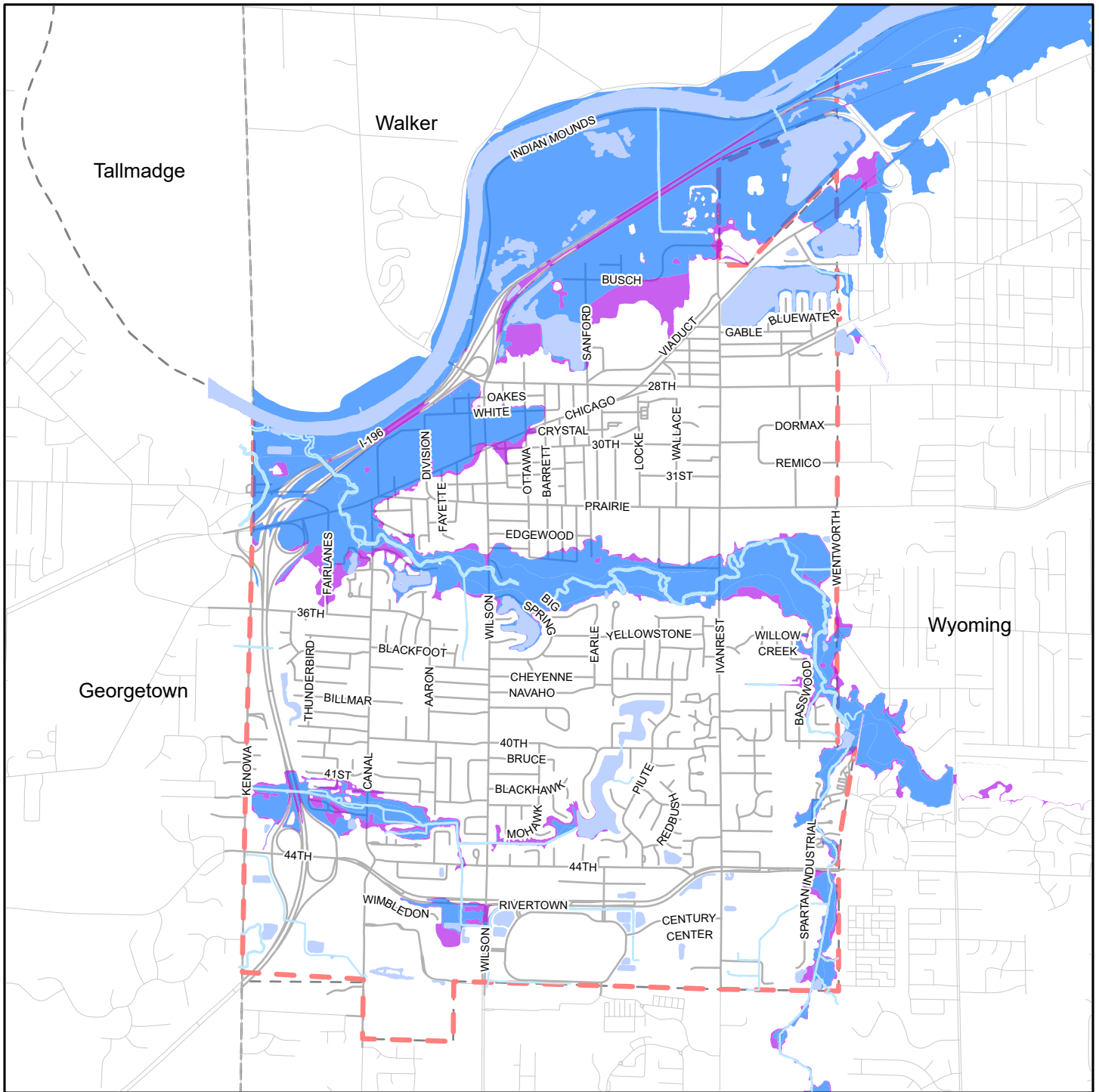
LEGEND

-  Wetlands
-  Bodies of Water
-  Grandville City limits
-  Streets



Basemap Source: Michigan Center for Geographic Information, v. 17a.
Data Source: GVMC 2020, McKenna 2020.





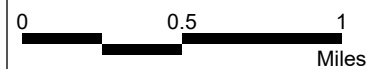
Floodplains

City of Grandville, Michigan

May 22, 2023

LEGEND

- 100-Year Floodplain (Estimated)
- 500-year Floodplain
- Bodies of Water
- Grandville City limits
- Streets



Basemap Source: Michigan Center for Geographic Information, v. 17a.
Data Source: GVMC 2020, McKenna 2020.



Roads and Sidewalks

The City of Grandville’s roads and sidewalks are maintained by the City of Grandville Public Works Department, Kent County Road Commission, and the Michigan Department of Transportation (MDOT). The City of Public Works Department conducts the following activities throughout the city:

- Maintenance and upkeep of Parks
- Maintenance and upkeep of the Grandville Cemetery
- Maintenance and upkeep of all City-owned buildings
- Leaf Pickup
- Snow Plowing of City Streets
- Spring Cleanup
- Maintenance of City-owned equipment

Community Facilities

Schools

Nearly all of the City of Grandville is located within the Grandville School District, which also incorporates parts of the Cities of Wyoming and Walker, as well as Byron, Georgetown, Tallmadge, and Jamestown Townships. The Grandville School District operates four elementary schools within the City limits (Central, East, West, and South), and three elementary schools in other communities (Cummings in Walker, and Century Park and Grand View in Wyoming). The District’s single high school is located on Canal Avenue south of Rivertown Parkway, with a new middle school under construction on the same campus. The current middle school, on Wilson south of Prairie, will become a new 5th and 6th grade building, unifying students in that age group into a single campus.

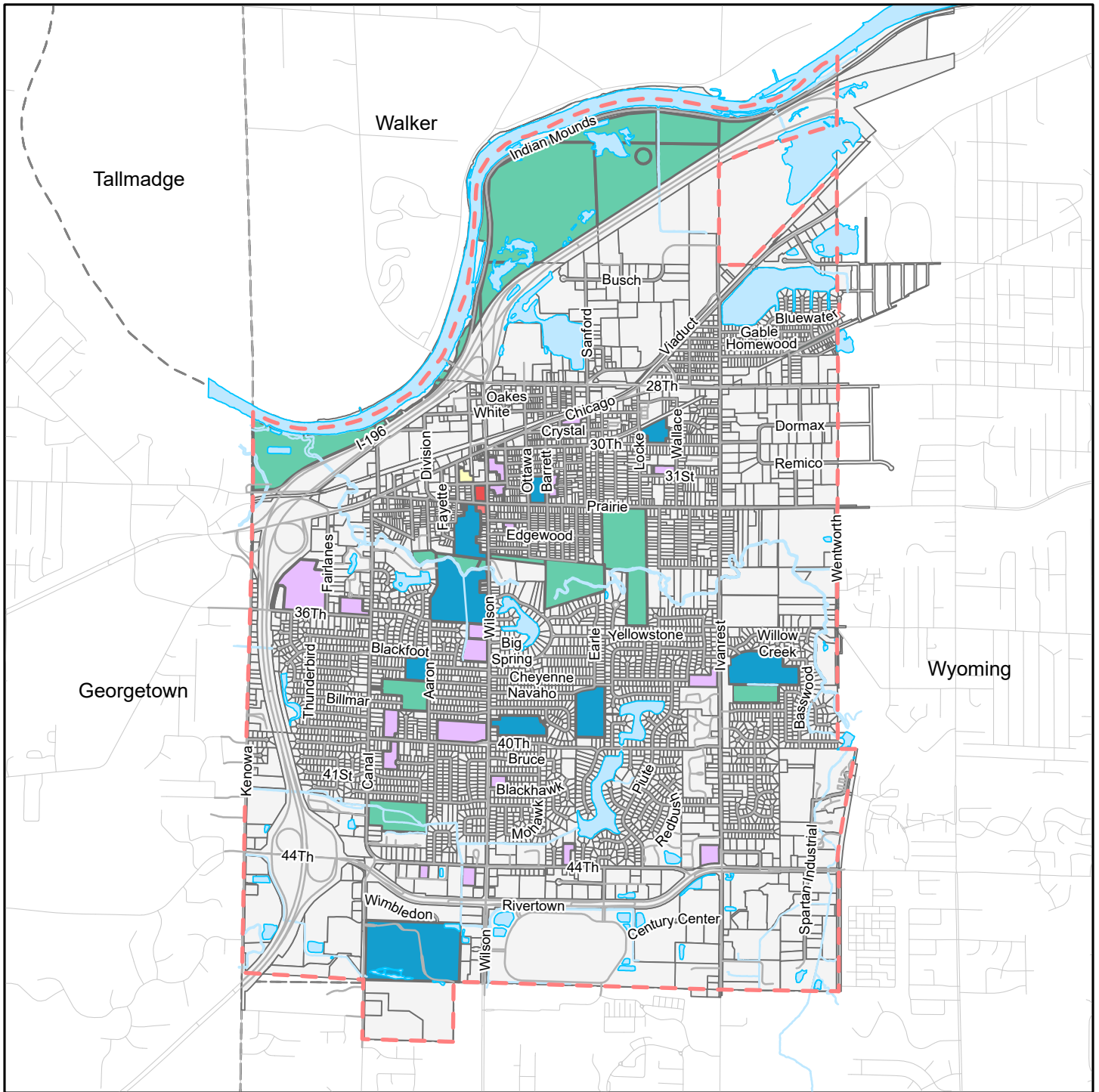
The Wyoming School District encompasses a small portion on the east side of the City of Grandville, just south of Prairie Street.

Parks

The City of Grandville has 10 parks owned and maintained by the City. The City’s parks include:

- Wedgewood Park
- Heritage Park
- Calvin Crest Park
- Lee Street Park
- Mill Race Park
- Peck Street Park
- Little League Baseball Complex
- Buck Creek Trail
- Grand River Waterfront
- Grand River Pathway

Additionally, the Kent County Parks Department owns and maintains parkland within the City limits, most notably, Millennium Park, located just south of the Grand River.



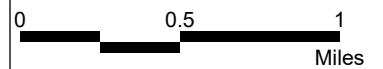
Community Facilities

City of Grandville, Michigan

May 22, 2023

LEGEND

- Grandville City limits
- Bodies of Water
- Community Facilities
 - Parks
 - Schools
 - Religious Institutions
 - Fire Stations
 - City Hall
 - Library
 - Other Grandville Parcels



Basemap Source: Michigan Center for Geographic Information, v. 17a.
Data Source: GVMC 2020, McKenna 2020.



COMMUNITY INPUT

During the Master Planning process, the City of Grandville sought public input on various important overarching aspects of the Plan such as preservation, aspirations, and enhancements. In general, the purpose of the public engagement component of this Plan is to help determine:

- The value residents receive from the services provided in the City.
- If current planning and development priorities were on track.
- What should be the City's future priorities.

In order to achieve the most public input as possible from all resident demographics, the city staffed a booth at the Grandville Vintage Fest on Friday, August 6, 2021 and Saturday, August 7, 2021. At the fest, project staff were available to obtain public feedback in a casual and exciting setting. Further, Grandville also advertised an online survey for residents to submit their feedback. The survey was open to the public for approximately one month.

A total of 138 people responded to the online survey and a total of 34 people submitted written comments at the Vintage Fest event booth.

Key Themes from Public Input

Results from both the online survey and the in-person public engagement booth setup at the Vintage Fest concluded the following general themes:

- Many respondents noted that, moving forward, the City should continue to be mindful of the balance between preserving the City's existing small-town charm, while steering new development to appropriate areas.
- The City should continue to support and maintain Downtown Grandville. General survey results conclude overall support for community festivals, events, and entertainment opportunities. However, many respondents indicated they would like to see more growth and development of Downtown Grandville by means of encouraging more commercial activities and new businesses.
- Many respondents noted appreciation of the City's efforts to create a well-connected non-motorized system. Public engagement results conclude that the City should continue these efforts and construct more bike infrastructure along the City's major roadways and targeted areas to connect parks and other public facilities to one another.
- The City's parks system is in need of upgrades and enhancements – most notably the little league field.
- Careful consideration should be given to the goals and visions for the City's major roadways such as Wilson Avenue, Chicago Drive, 44th Street, and 28th Street. Considerations include multi-modal transportation opportunities, aesthetic improvements, traffic calming, traffic congestion alleviation, and redeveloping vacant commercial spaces and buildings.

Vintage Fest Engagement Booth Results

Fix

The first question of the survey asked respondents to submit feedback on the aspects of the City that need to be fixed. Of the 172 responses, the following key themes were most frequently identified as areas the City should fix throughout the duration of the Master Plan:

- Enhancing, maintaining, and upkeep of the City's existing trails.
- Enhancing the City's nonmotorized and sidewalk connectivity.
- Upgrade the Little League Baseball facility (ADA compliant restrooms, general upkeep and maintenance, enhance the girl's field, repave and expand parking areas).
- Improving the traffic flow and aesthetics of the 28th Street corridor.
- Addressing empty commercial storefronts and buildings, especially those along 44th Street and Rivertown Parkway.
- Providing more support and programs for senior citizens.
- Encouraging more businesses, public space, and economic development within the Downtown area.
- Safer travel and improved infrastructure along the Chicago Drive corridor (sidewalks, traffic congestion, potholes, repaving, traffic signal timing, traffic speeds).

Keep

The second question of the survey asked respondents to submit feedback on the aspects of the City that should be preserved the way they are today. Of the 172 responses, the following key themes were most frequently identified as areas the City should keep throughout the duration of the Master Plan:

- Maintaining and supporting trees and natural landscape (including wetlands).
- Keeping the City's "small town charm" while supporting development in appropriate areas.
- Continuing to host festivals and events in Grandville.
- Continuing to support and maintain Downtown Grandville as a quaint and walkable area.
- Maintaining the City's park system and associated bike path facilities.
- Continuing to provide public engagement opportunities for residents and business owners.
- Preserving the City's greenspace.
- Continuing to provide high-quality public services to residents such as police and fire services.

Aspire

The third question of the survey asked respondents to submit feedback on aspirations for the City. Of the 172 responses, the following key themes were most frequently identified as aspirations for the City throughout the duration of the Master Plan:

- Encouraging more attainable housing alternatives in the City and implement provisions for accessory dwelling units.
- Creating and developing more public space opportunities throughout the City, such as small parklets.
- Decreasing the number of vacant commercial spaces and storefronts.
- Safer pedestrian access along the 28th Street Corridor.
- Aspiring to become a destination City in the West Michigan region.

- Strengthening business attraction and retention efforts, especially along the 44th Street corridor and downtown.
- Encouraging and providing more aesthetic improvements throughout the City such as street trees, enhanced landscaping, and trash pickup.
- Marketing and encouraging Downtown Grandville as a place for entertainment, such as more bars and restaurants, shopping, and public spaces – for all seasons.
- Planning and developing more bike trails, sidewalks, and bike lanes along major road corridors.
- Creating a plan for enhancements upgrades to the little league field and associated facilities.
- Enhancing the City’s parks system by means of developing additional opportunities such as a sports complex, splash pad, dog park, community gardens, ice skating, and other outdoor activities.
- Redeveloping or retrofitting underutilized or vacant properties.



Grandville Tomorrow

This Section describes the planned future conditions of the City of Grandville, through the duration of this Master Plan. The goals, objectives, and recommendations listed in this Plan derive from the high-level existing conditions analysis, feedback from City staff and officials, stakeholder and public input, analysis of current planning trends, and more.

The primary purpose of this Section is to determine the goals and objectives of this Plan and itemize and prioritize the implementation steps for achieving them. The Future Land Use Plan is also a significant component of this Section, that which describes the future fabric and planned land use of each parcel of land within the City.

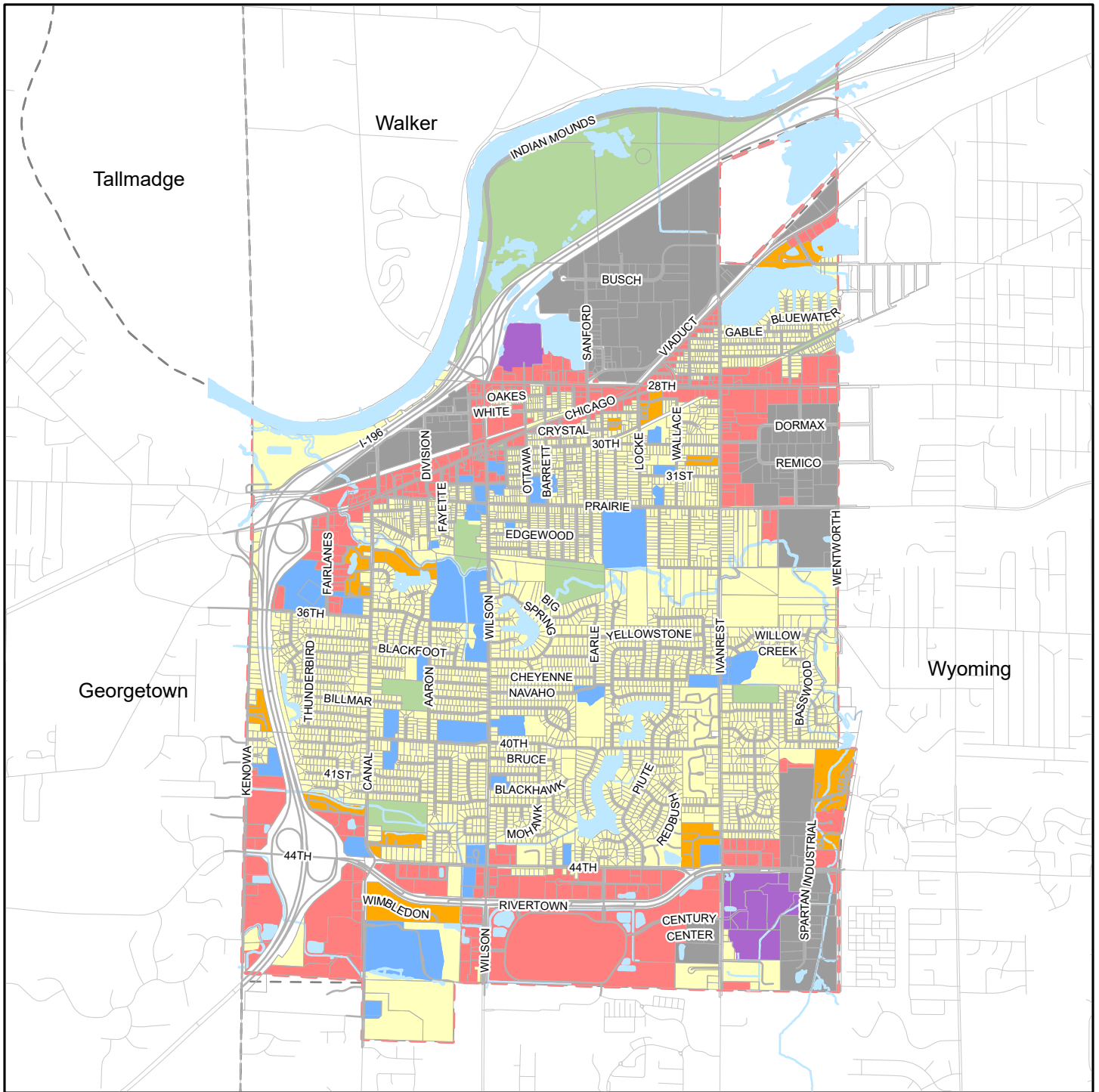
MOBILITY PLAN

Corridor Design Plan

The Corridor Design Plan is intended to give guidance and state goals for the corridors throughout Grandville. Because specific contexts may vary from street to street and neighborhood to neighborhood, the images and text on the following pages should be taken as guidelines and best practices, rather than specific designs.

However, it is City’s goal to achieve the concept of **Complete Streets** throughout Grandville, designing corridors to be safe and attractive for all users, and ensuring that streets contribute positively to the vibrancy and economic vitality of the community. Therefore, the guidelines expressed in this plan contain recommendations to re-orient streets away from the needs of through traffic, and towards the needs of local traffic, pedestrians, and bicyclists.





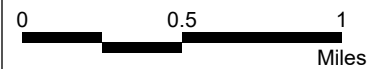
Existing Land Use

City of Grandville, Michigan

May 22, 2023

LEGEND

- Single & Two-Family Residential
- Multi-Family Residential
- PUD
- Commercial / Office
- Industrial
- Public / Semi-Public
- Parks
- Grandville City Limits



Basemap Source: Michigan Center for Geographic Information, v. 17a.
Data Source: GVMC 2020, McKenna 2020.



Regional Boulevard

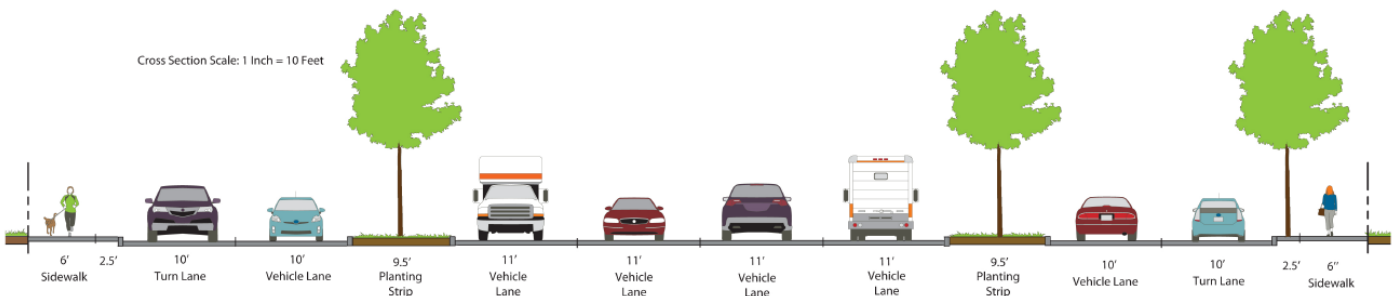
- 100-120 feet of ROW
- 25,000 – 50,000 cars per day
- 45-55 MPH

Regional Boulevards carry high volumes of through traffic. As major commuter routes for the Grand Rapids region, the needs of through traffic must be kept in mind in their design.

However, these corridors are also lined with businesses, and many residents live in close proximity to them. Therefore, the needs of local traffic, pedestrians, and bicyclists must be taken into account as well.

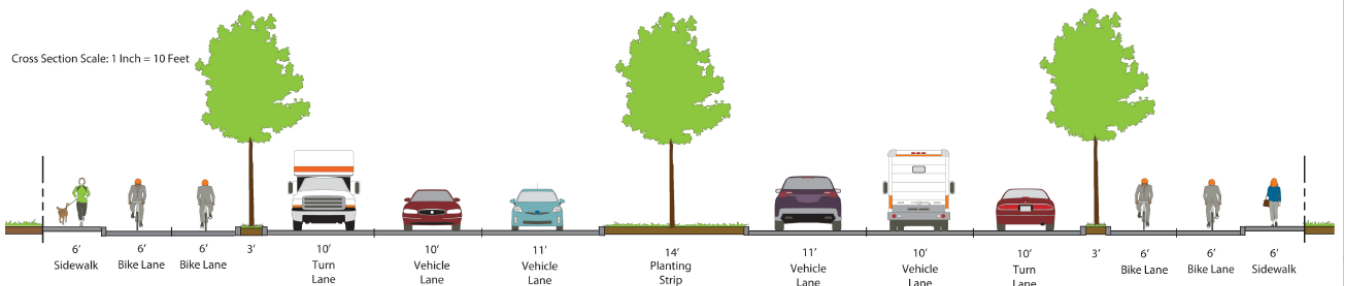
Guidelines for Regional Boulevards:

- Creative solutions should be investigated for allowing through traffic to continue to its destination at an efficient rate, while also allowing for turning movements and local access. **Slip streets**, as illustrated below, separate through traffic from local traffic.



Regional Boulevard - Slip Streets

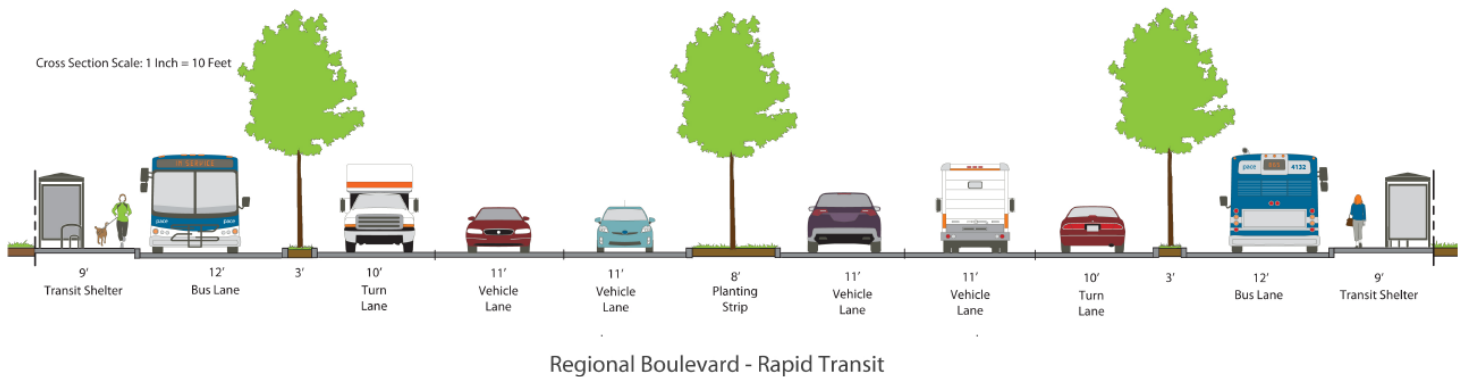
- Although they will always feature heavy automobile traffic, Regional Boulevards should also be designed to be safe for pedestrians and bicyclists. One way to achieve that safety is to create **cycle tracks**, which separate cyclists into their own two-way path. The cycle-track can also be used to separate pedestrians from automobile traffic.



Regional Boulevard Median/Cycle Track

July 8, 2019

- **Medians** allow for greenery in the center of roadways, as well as controlling left turns and assisting in the efficient flow of through traffic – especially through the use of “Michigan Lefts.” Medians also reduce the heat island effect and improve the pedestrian environment.
- Regional Boulevards are also excellent candidates for **Rapid Transit**. In addition to being high-traffic corridors with destinations that drive ridership, their wide rights-of-way allow for dedicated transit lanes, including for Bus Rapid Transit or Light Rail.



Regional Boulevards within the City of Grandville include:

- **28th Street/M-11**, one the City and region’s busiest corridors. The City’s recently adopted Form Based Code (for the portion of the corridor west of the overpass over Chicago Drive), requires the “slip street” configuration to be constructed, with the slip street on private property, and the public right-of-way continuing with its present 5-lane cross section. East of the overpass, the City would support other Regional Boulevard configurations described by this plan, if they are proposed by MDOT.
- **Rivertown Parkway/44th Street**, a major regional east-west thoroughfare connecting Georgetown Township, Grandville, Wyoming, Kentwood, and Gerald R. Ford International Airport. This corridor already has a median for most of its length through the City.
- **Wilson and Ivanrest Avenues, South of 44th Street**. These corridors are major regional north-south thoroughfares that connect Byron Township and parts of Wyoming to Grandville and points north. South of 44th Street, these corridors run through land uses that are not negatively impacted by high-capacity roads. Therefore, through that stretch, a Regional Boulevard configuration is appropriate.

Urban Boulevard

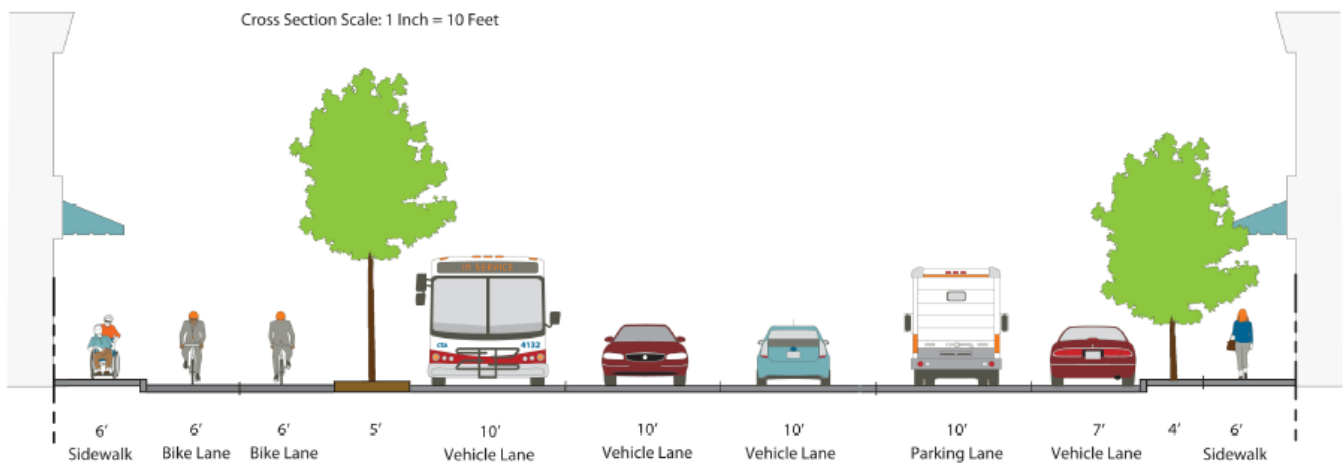
- 80-100 feet of ROW
- 15,000 to 35,000 cars per day
- 30-40 MPH

Urban Boulevards are heavily trafficked roadways, but run through areas that are either currently or planned to be urban districts. Therefore, they need to balance the needs of through traffic with anticipated high pedestrian traffic, on-street parking needs, non-motorized connectivity, and transit access.

On-street parking, non-motorized access, and pleasant walkability should be priorities, although through traffic is and will remain a priority. Turning lanes should also be used to ease business access. Where left turn lanes are not necessary, medians should be used.

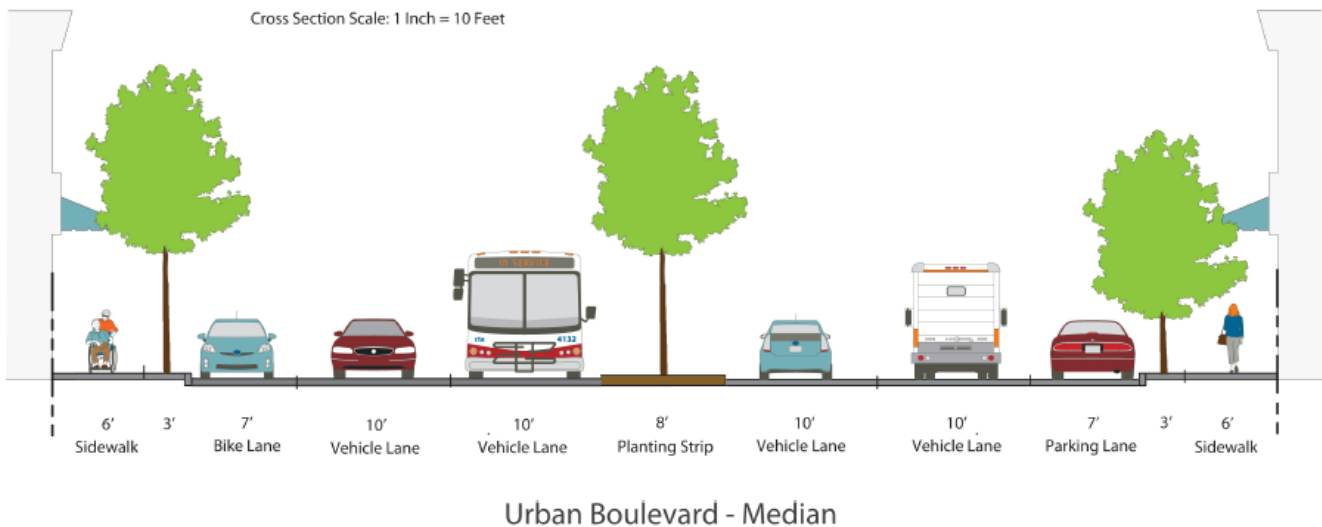
Guidelines for Urban Boulevards:

- Urban Boulevards should have plenty of trees and green space, to slow traffic, improve the pedestrian experience, and add beauty and charm. **Medians** are a common tool to add landscaping and trees. Medians along Urban Boulevards need not feature “Michigan Lefts” and can have breaks at intersections to allow for left turns.
- **On Street Parking** is a crucial feature of Urban Boulevards. On Street Parking buffers pedestrians from moving traffic and supports businesses that need easily accessible parking spaces near their front door. On Street Parking in an Urban Boulevard context should be parallel spaces, due to the anticipated speed of through traffic.



Urban Boulevard - Cycle Track

- Non-motorized connectivity on Urban Boulevards can be achieved through bike lanes, although bike lanes and on-street parking are not always compatible. Another option is a protected **cycle track**, particularly on roadways with wider rights-of-way.



- While dedicated lanes for transit are desirable, realistically there may not be space on most Urban Boulevards. However, transit should still be prioritized, with attractive **stations/shelters**, **bus-bulbs** (if there is sufficient space), **or dedicated bus stop space** where there would otherwise be on-street parking.

Urban Boulevards within the City of Grandville include:

- **Chicago Drive – Broadway to Division and Ottawa to 28th.** These stretches of Chicago Drive are the gateways to Downtown Grandville. But they are also part of the busy regional thoroughfare that runs from Holland to Downtown Grand Rapids. Therefore, they must be both safe and attractive for pedestrians, and accessible to through traffic. They should also be aesthetically pleasing, for placemaking reasons.
- **Wilson Avenue – North of 44th Street.** Wilson Avenue is a major regional corridor connecting Byron Township, Wyoming, and Grandville to I-196 and the M-11 bridge to Walker. But north of 44th Street, it passes through residential areas, past parks and schools, and right through the heart of Downtown Grandville. Therefore, crosswalks, sidewalks, and traffic calming must be priorities, even as the City manages the busy through traffic.

Downtown Main Street

- *80-100 feet of ROW*
- *15,000 to 25,000 cars per day*
- *20-30 MPH*
- *Heavy Pedestrian Usage*
- *On-Street Parking and Local Traffic*

Grandville's "Main Street" is Chicago Drive, specifically between Ottawa Avenue and Division Avenue. That stretch of road includes Grandville's historic downtown storefront buildings and other buildings with urban configurations. That land use pattern in this area demands a roadway prioritizes pedestrian safety and comfort, as well as parking and local traffic, over through traffic.

Guidelines for Urban Boulevards:

- Downtown Main Streets should have **wide sidewalks**, not only for pedestrian safety and comfort, but also to provide space for amenities, bike racks, and landscaping.
- **On Street Parking** is a crucial feature of Downtown Main Streets. On Street Parking buffers pedestrians from moving traffic and supports businesses that need easily accessible parking spaces near their front door.
- Downtown Main Streets should be designed for **slow traffic**. Through traffic should be discouraged to the extent possible. The priority for automobile traffic should be **local motorists** seeking to patronize downtown businesses. This means creating turn lanes and on-street parking spaces, even if they slow the traffic speed or make through traffic less efficient.
- Non-motorized connectivity on Downtown Main Streets can be achieved through **bike lanes**, although bike lanes and on-street parking are not always compatible. If bike lanes cannot be accommodated on the Main Street itself, they should be incorporated into parallel corridors.
- Transit should also be prioritized, with attractive **stations/shelters or dedicated bus stop space** where there would otherwise be on-street parking.

Downtown Main Streets within the City of Grandville include:

- **Chicago Drive – Division to Ottawa.** This stretch is Grandville's "Main Street." Currently, the portion of the corridor between Division and Wilson has a streetscape that promotes pedestrian safety and comfort, as shown below. However, east of Wilson, the street design is much more harsh for pedestrians, even lacking a sidewalk on the north side of the road. Extending the Downtown streetscape to Ottawa Avenue should be a priority for the City and DDA.



The Existing Chicago Drive Streetscape between Division and Wilson Avenues

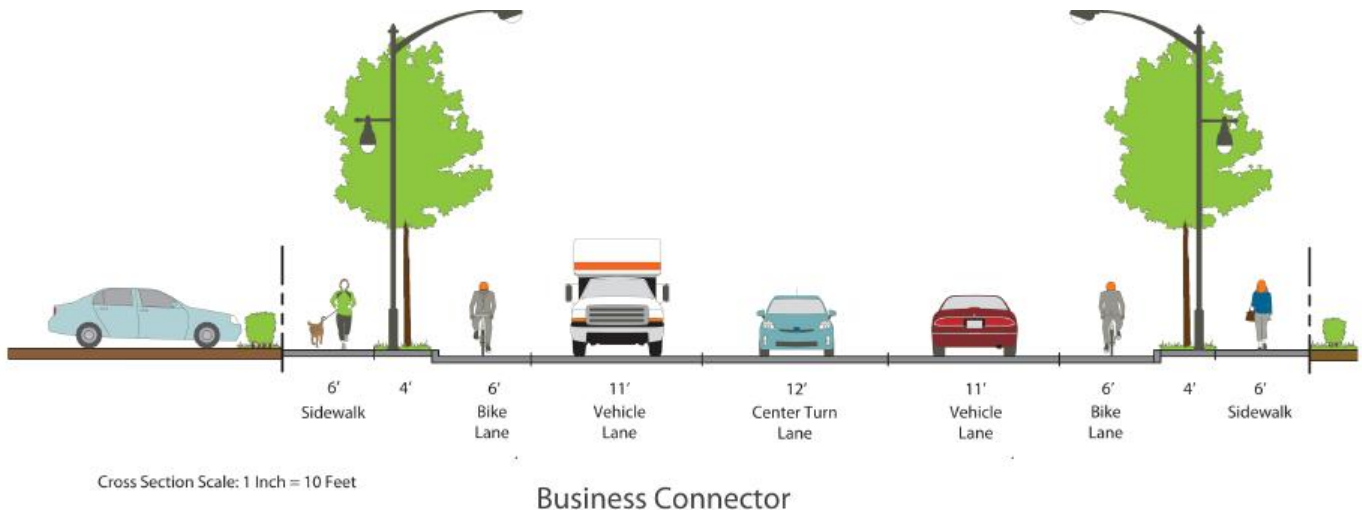
Business Connector

- 66-100 feet of ROW
- 10,000 to 25,000 cars per day (and heavy truck traffic)
- 30-45 MPH

Business Connectors are roadways that travel through non-residential areas – particularly high intensive commercial and industrial areas. They are designed for high levels of truck traffic. While pedestrians and bicyclists should be able to traverse them safely, and transit access should be efficient, they are predominantly corridors for commercial traffic and commuters.

Guidelines for Business Connectors:

- Business Connectors should have **wide lanes**, particularly turning lanes, to accommodate trucks safely.
- Although other designs may be appropriate, business connectors should generally have a **3 or 5 lane cross section** with a **continuous center turn lane**. This prevents rear-end accidents, and allows for efficient through traffic and turning movements.
- **Sidewalks** should be constructed where possible. **Bike lanes** (or other appropriate bicycle infrastructure) should be constructed where designated in this plan. **Bus bulbs** are desirable in these areas at transit stops to keep through traffic moving.



Business Connectors within the City of Grandville include:

- **Chicago Drive and Ivanrest Avenue northeast of 28th Street, and associated industrial roads in that area.** This is the most intensive industrial area in the City, and truck traffic and commuting can and should

be the priority – except along Ivanrest itself, where cyclists accessing Kent Trails need a safe and comfortable place to ride.

- **Prairie Street (east of Ivanrest) and Wentworth Avenue**, in the eastern portion of the City, which is another industrial area. Commuting and truck connections between this area and key thoroughfares like 28th Street are important.
- **Fairlanes Drive**, which is the primary access for an industrial district and features a traffic light where it intersects with Chicago Drive.
- **Canal Avenue (south of 44th Street), Century Center Drive, and Rivertown Access Roads**. These roads are a crucial part of the circulation system in the regional shopping district centered on Rivertown Crossings Mall. On these roads, automobile access to the large-format retail is the priority.



Mixed Use Connector

- 66-100 feet of ROW
- 10,000 to 25,000 cars per day
- 30-45 MPH

Mixed Use Connectors are a “light” version of a Business Connector – they serve primarily businesses, but there are also residential uses. Truck traffic should be lighter than on Business Connectors, and pedestrians are a more prominent mode. Transit access should also be prioritized.

Guidelines for Mixed Use Connectors:

- Although other designs may be appropriate, Mixed Use Connectors should generally have a **3 or 5 lane cross section** with a **continuous center turn lane**. This prevents rear-end accidents, and allows for efficient through traffic and turning movements.
- **Sidewalks** should be prioritized, and should be constructed on both sides of the street. **Crosswalks**, including **mid-block crossings** should be located in strategic places to connect residential and commercial uses, and to calm traffic.
- **Bike lanes** (or other appropriate bicycle infrastructure) should be constructed where designated in this plan. **Bus bulbs** are desirable in these areas at transit stops to keep through traffic moving.

Mixed Use Connectors within the City of Grandville include:

- **44th Street (Rivertown Parkway to Canal)**. This corridor has an unusual mix of residential uses (including single family) and businesses – particularly office. It is also unusual because Rivertown Parkway “bypasses” it and is the primary corridor for through traffic. This creates opportunities for 44th Street to be a more pedestrian-friendly corridor, while still providing sufficient business access.

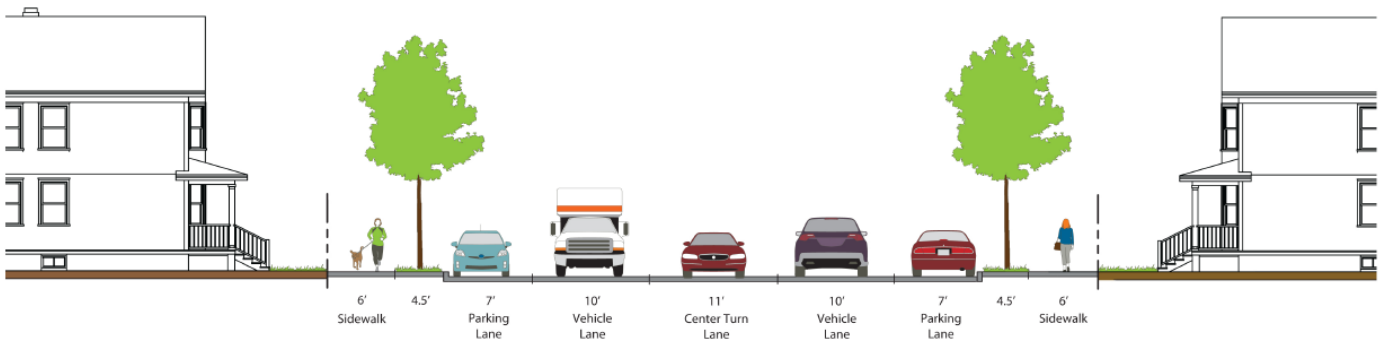
Neighborhood Connector

- 66-100 feet of ROW
- 5,000 to 25,000 cars per day
- 25-35 MPH

Neighborhood Connectors are roadways that travel through and between residential areas, connecting those neighborhoods together. Their land use context is generally residential, but could also include low-intensity retail/service businesses, religious or educational institutions, recreational areas, or preserved open space.

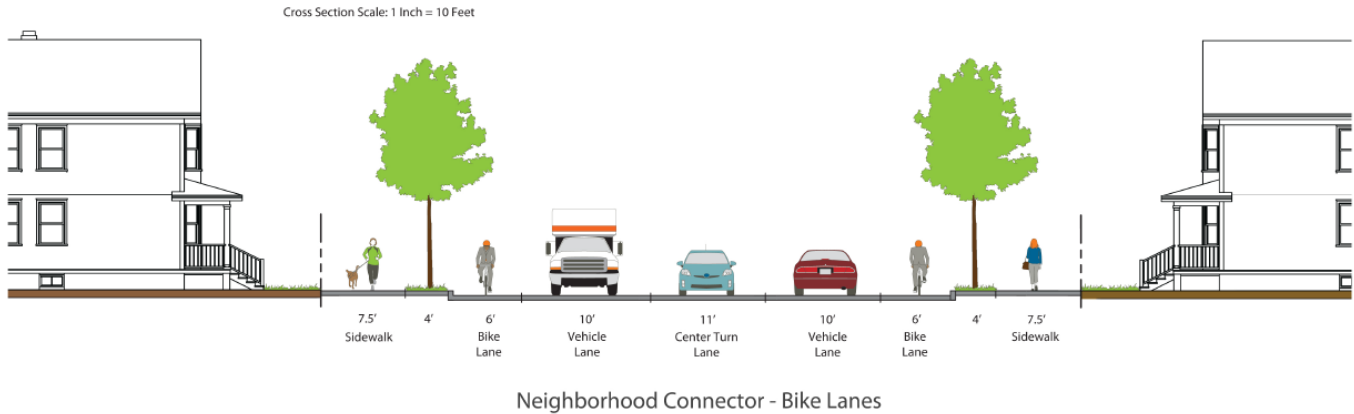
Guidelines for Neighborhood Connectors:

- Neighborhood Connectors with frequent intersections and driveways should have a **three lane cross section** to allow for left turns and efficient movement of through traffic.
- Where there are businesses nearby that need the support of **on-street parking**, it should be provided. On street parking is also appropriate in residential areas.



Neighborhood Connector - On Street Parking

- Neighborhood Connectors should always have **sidewalks**, with wide, **tree-lined buffer areas** separating them from the automobile lanes.
- **Bike lanes** (or other appropriate bicycle infrastructure) should be constructed where designated in this plan.



- **Bus bulbs** are desirable at transit stops to keep through traffic moving.
- In some areas, **medians** may be desirable, for aesthetic and tree canopy reasons, and to calm traffic. Medians are recommended for roadways with through traffic within residential areas.

Neighborhood Connectors within the City of Grandville include:

East-West Neighborhood Connectors:

- **30th Street**
- **Prairie Street**
- **36th Street**
- **40th Street**

North-South Neighborhood Connectors:

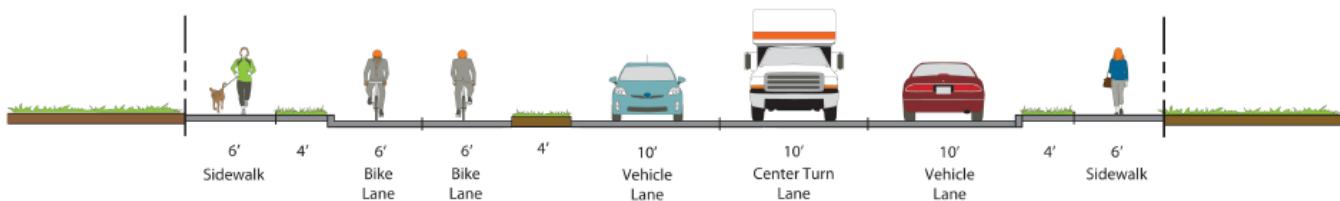
- **Kenowa Avenue**
- **Canal Avenue**
- **Ivanrest Avenue (Chicago Drive to 44th Street)**
- **Ottawa Avenue.** This corridor needs significant alterations to properly serve as a neighborhood connector. First, the one-way portions should be converted to two-way traffic. Traffic lights should be considered at Chicago Drive and potentially 28th Street. Sidewalks and crosswalks should be repaired where necessary and upgraded where possible and desirable. Sharrows should also be added to the road to designate it as a bicycle corridor.

Natural Beauty Corridors

- 66-100 feet of ROW
- 5,000 to 35,000 cars per day
- 35-55 MPH

Natural Beauty Corridors are roadways that run through undeveloped and natural areas that are planned to remain in that character. The roadway should be designed to complement the natural surroundings.

Guidelines for Natural Beauty Corridors:



Natural Beauty Corridor-66' R.O.W.

- Natural Beauty Corridors should be designed with a **two or three lane cross section**. Four lane cross sections are inefficient, and five lanes should be unnecessary through areas that are not planned for heavy development.
- **Cycle tracks/bike paths** should be prioritized alongside natural beauty corridors, to allow for non-motorized transportation between developed areas, as well as recreational cycling. Sidewalks may also be provided where they are determined to be necessary.
- Where there is additional right-of-way in a Natural Beauty Corridor once the street elements listed above have been designed, the additional right-of-way should be **planted with trees, shrubs, and flowers** to add to the natural beauty of the private realm.

Natural Beauty Corridors within the City of Grandville include:

- **Indian Mounds Drive**
- **Carlton Park Drive (adjacent to Mill Race Park)**

Neighborhood Streets

- 60-66 feet of ROW
- Local Traffic
- 25 MPH

Neighborhood Streets are low traffic corridors designed for local access, mainly to residential uses.

Guidelines for Neighborhood Streets:



- Neighborhood Streets should be designed with **narrow traffic lanes** and **space for on-street parking** along the curbs.
- All Neighborhood Streets should have **sidewalks**, buffered from the roadway by **wide, tree-lined landscape areas**.
- Cycling on Neighborhood Streets should be encouraged, but bike lanes need not be specifically designated.
- Transit lines and truck traffic should not be permitted on Neighborhood Streets.
- Newly constructed Neighborhood Streets should be public roadways, dedicated to the City, and designed based on the guidelines of this plan and the City's engineering standards.

Neighborhood Streets within the City of Grandville include all roadways not listed in one of the other categories.

Map 7: Transit Upgrades

Transit

Public transportation is a crucial part of the transportation system. In some areas, the only way to reduce congestion is to take cars off the street by providing other options. Within the City of Grandville, the Interurban Transit Partnership's "Rapid" bus service provides the following routes. This plan envisions expansions of transit service within the City of Grandville, as described below.

High Frequency Routes:

- **Route 28 "28th Street"** – This route begins in the Fairlanes industrial district, loops north on Canal, and then heads east on Chicago Drive through Downtown Grandville. It proceeds up the ramp to 28th Street, and then heads east on 28th, continuing all the way across the metro region to Woodland Mall.
 - **Potential Improvements:** This route could be altered slightly to better serve the needs of existing and future Grandville residents. The bus currently has to make awkward turns onto the ramps connecting 28th Street and Chicago Drive, in order to access a stretch of Chicago Drive lined with businesses and railroad tracks. Instead, the route could serve 28th Street all the way to Wilson, which would serve the Grand Castle and the planned/zoned mixed use district along that corridor.

Additionally, the route could be extended down Canal Street to 44th Street, Rivertown Crossings Mall, or the Rivertown Transit Center, in order to allow transfers to routes 8, 44, and potentially 3 (as well as 24, though there is already a transfer between 24 and 28 at the intersection of 28th and Ivanrest). The extension to Rivertown could be a peak-hours only service, or perhaps every other run, in order to ensure the service is cost effective.

Local Frequency Routes:

- **Route 3 "Wyoming/Rivertown"** – This route runs east from the Rivertown Transit Center at Ivanrest and 44th Street, only spending a short time in Grandville before it winds its way through Wyoming and then up Clyde Park and Grandville Avenues to Downtown Grand Rapids.
 - **Potential Improvements:** This route could be extended to access the Rivertown Crossings Mall campus.
- **Route 8 "Prairie/Rivertown"** – This route runs from the Rivertown Transit Center, through the Rivertown Crossings Mall campus, then north on Wilson, then east on Prairie into the City of Wyoming. From there, it proceeds up Burlingame Avenue, and then runs through Grand Rapids' Black Hills neighborhood and into Downtown Grand Rapids.
 - **Potential Improvements:** The frequency could be improved to "High Frequency", if supported by ridership numbers.

- **Route 24 “Burton”** – This route runs from the Rivertown Transit Center, north on Ivanrest, northeast on Chicago Drive, and east on Porter. Once it leaves Grandville, it continues east to Burlingame Avenue, then north to Burton Street, which it follows across the metro region to Woodland Mall.
 - **Potential Improvements:** The frequency could be improved to “High Frequency”, if supported by ridership numbers.
- **Route 44 “44th Street”** – This route runs from the Wal-Mart at 44th and Kenowa east along 44th Street out of the City of Grandville. Once out of Grandville, it continues to Breton Road, in Kentwood, where it turns north and eventually terminates at Woodland Mall.
 - **Potential Improvements:** The frequency could be improved to “High Frequency”, if supported by ridership numbers.

New Bus Routes: Additional Rapid routes would benefit Grandville.

- **Connection to Walker:** Currently there is no fixed route services across the Wilson Avenue bridge to Walker. A bus on that route would connect Grandville to the Standale area and, further north, to industrial jobs in the I-96 corridor.
- **Connections to Ottawa County:** Georgetown Township, to Grandville’s west, does not participate in the Rapid. Thus, there is no service between Grandville and Georgetown (or, further west, Hudsonville). While ultimately it is up to those communities whether to participate in the regional transit system, Grandville should support their inclusion and would benefit from connections to its western neighbors.

Additional Transit Improvements: The City of Grandville supports regional efforts to improve transit connections throughout the West Michigan region. Specifically:

- **West Michigan Express (WMX) Bus Rapid Transit Line:** Grandville has been identified as a potential stop on a regional commuter Bus Rapid Transit (BRT) system connecting Grand Rapids and Holland known as the “West Michigan Express” or “WMX.”. The City is represented on the committee advancing that project, and will advocate for the implementation of that service, including a station in Downtown Grandville.

The most likely routing of the service will use Chicago Drive all the way from Downtown Grand Rapids and Downtown Holland, though using I-196 from Grandville to Grand Rapids may also be considered. The primary Grandville station location should be at Wilson Avenue and Chicago Drive. Additional stations at Chicago Drive/Ivanrest Avenue and Chicago Drive/Canal Avenue could also be considered, if those stops would not negatively impact the overall service efficiency.

- **Passenger Rail:** Amtrak’s Pere Marquette service from Grand Rapids to Chicago currently runs through Grandville twice per day, but it does not stop in the City. A Grandville station would benefit residents, who currently have to travel downtown Grand Rapids or downtown Holland to

catch the train. Additional trains per day would also offer better travel options for Grandville residents.

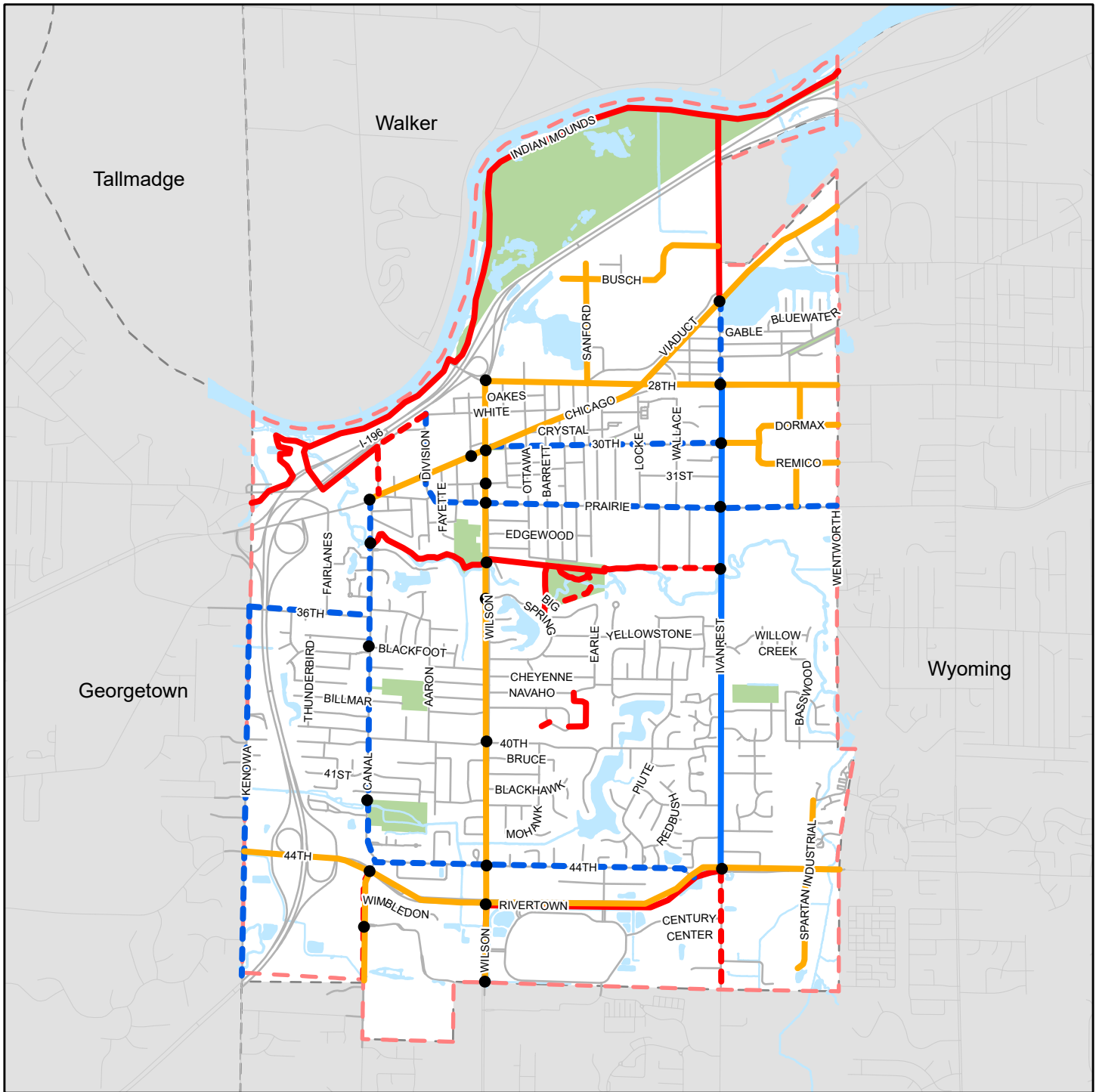
Those same rails could also be used for a commuter rail service from Grand Rapids to Holland via Wyoming (Godfrey Lee), Grandville, Jenison, Hudsonville, and Zeeland.

- **Grandville Transit Center.** Though no redevelopment is imminent, the northeast corner of Wilson Avenue and Chicago Drive is a ripe location for a mixed-use, transit-oriented development. Anchored by either a BRT station or train station (or potentially both), plus access to conventional bus service, a redevelopment of that site could include retail, office, and residential.

Electric Vehicles

As automakers convert higher and higher percentages of their lineups to electric and plug-in hybrid vehicles, in order to lower carbon emissions, the City of Grandville will need to be prepared for a new accessory land use – electric vehicle charging stations.

It is the policy of this plan to reduce the amount of “red tape” required to build out charging stations. They should not be considered equivalent to gas stations under the zoning ordinance and should instead be allowed to be constructed in any parking lot, provided that the parking lot retains safe dimensions for automobile and pedestrian circulation. The City should also consider locating charging stations in public parking lots.



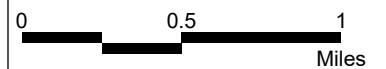
Pedestrian / Non-Motorized Priorities

City of Grandville, Michigan

May 22, 2023

LEGEND

- Existing Non-Motorized Trails
- - - Proposed Non-Motorized Trails
- Existing Bike Lanes
- - - Proposed Bike Lanes
- Pedestrian Upgrades
- Intersection Improvements
- Parks
- Bodies of Water
- - - City Boundary



Basemap Source: Michigan Center for Geographic Information, v. 17a.
Data Source: GVMC 2020, McKenna 2020.



Non-Motorized Transportation

Non-Motorized Connectivity is crucial for sustainability, vibrancy, and transportation efficiency. This plan envisions the following non-motorized transportation improvements.

Bike Paths: Off-street bike paths provide the highest level of safety and efficiency for cyclists, but they require right-of-way that is not always available. Therefore, they are best prioritized on high-traffic corridors and roads that run through lightly developed areas.

Within the City of Grandville, the following bike paths already exist:

- The **Buck Creek Trail**, running from Canal Avenue to Wayburn Street alongside Buck Creek, with a spur running south to North Big Spring Drive and a loop through Mill Race Park.
- Portions of the **Kent Trails** system, including the Riverfront/Indian Mounds pathway, plus spurts running under I-196 to Broadway and running down Ivanrest Avenue to Chicago Drive.
- The **Rivertown Mall Pathway**, running through the Rivertown Crossings campus.

The following additional bike paths are proposed:

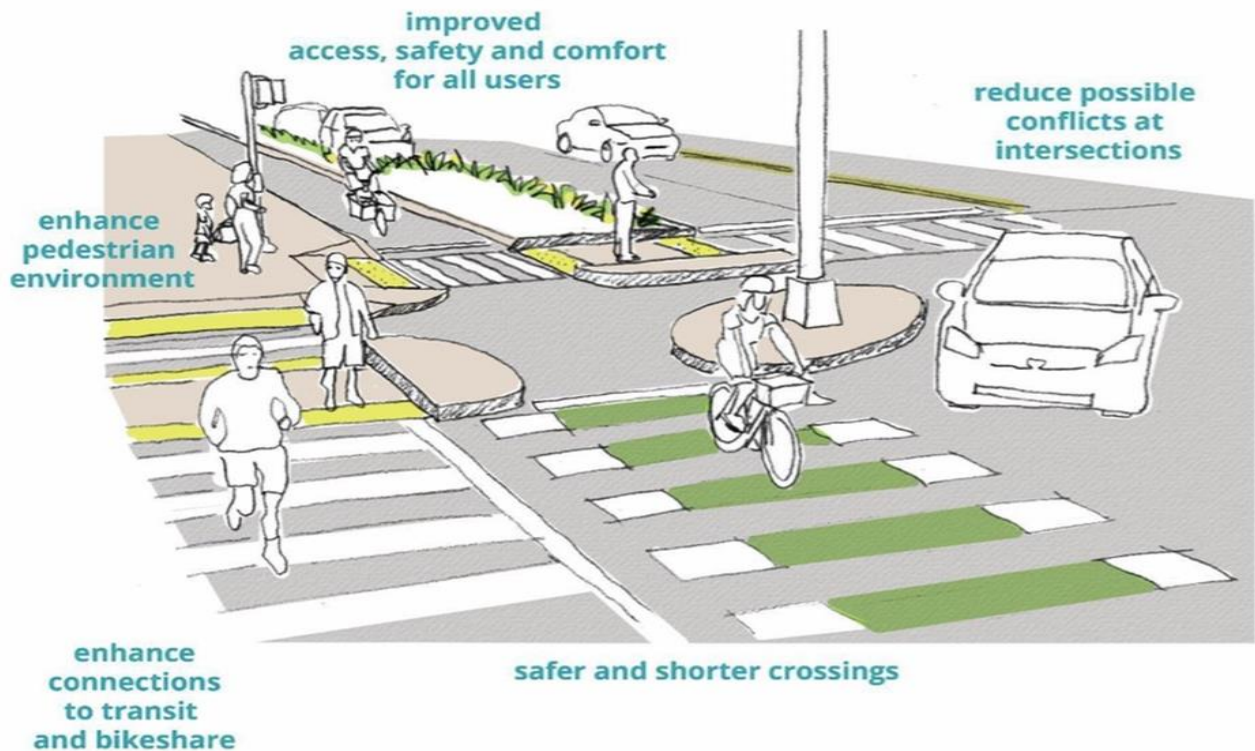
- An **expansion of the Buck Creek Trail**, at least connecting to Ivanrest, as well as a loop through the south side of Mill Race Park.
- Improvements to close the gap between the trail running under I-196 at Broadway and the beginning of the **Buck Creek Trail** at Canal. These could take the form of bike paths, though other improvements may be necessary due to limited space along Canal (see below).
- Paths along busy corridors south of 44th Street, specifically **Canal and Ivanrest**. Canal in particular provides access to Grandville High School. Separated paths are the best option along these roadways, due to heavy traffic volumes and high traffic speeds.

Bike Lanes: On-street bike lanes are an effective design when space is limited, and through areas where denser development is existing or planned. There are existing bike lanes in Grandville along **Ivanrest Avenue** between 28th Street and 44th Street, which are specifically designed to be part of the Kent Trails network and to connect to the Buck Creek Trail. Other areas targeted for bike lanes include:

- **Ivanrest** from 28th Street to where the separated Kent Trails pathway begins.
- **30th Street (Ivanrest Avenue to Chicago Drive)**
- **Prairie Street/Division Avenue/Ferry Street**
- **Canal Avenue**
- **44th Street (Rivertown Parkway to Canal)**

Pedestrian Improvements: The following corridors are unlikely to be appropriate for bicycle infrastructure, for various reasons. However, there is still a need to ensure that pedestrians are safe, comfortable, and welcome, through upgrades to sidewalks and crosswalks. The specific improvements will be context-dependent.

- **Wilson Avenue**
 - **Highest Priority Areas:** Downtown, Near Schools
- **Chicago Drive**
 - **Highest Priority Area:** Wilson to Ottawa
- **28th Street**
 - **Highest Priority Area:** Wilson to Sanford
- **Rivertown Parkway**
- **Industrial Roadways (including Dormax, Remico, Spartan Industrial, etc.)**



Crosswalks: Crosswalks, including upgrades like HAWK signals and pedestrian islands, help people navigate the community on bicycles and on-foot. The following are the highest priority crossings in the City. Some of these have already been upgraded.

- **Along Chicago Drive:**
 - **Broadway/Canal**
 - **Division/Prairie**
 - **Franklin**
 - **Wilson**
- **Along Wilson Avenue:**
 - **28th Street**

- **Chicago Drive**
- **Maple (Library/City Hall)**
- **Buck Creek Trail/ Wedgewood Park**
- **Kiowa Court/5th-6th Building**
- **40th Street/Cavin Christian Elementary**
- **44th Street**
- **Rivertown Parkway**
- **Rivertown Crossings West Entrance**
- **High School Entrance**

- **Along Ivanrest Avenue:**
 - **Chicago Drive**
 - **28th Street**
 - **30th Street**
 - **Prairie Street**
 - **34th Street/Buck Creek Trail**
 - **Willow Creek Drive/Calvin Christian High School**
 - **44th Street**

- **Along Canal Avenue:**
 - **Chicago Drive**
 - **Buck Creek Trail**
 - **Blackfoot Drive**
 - **Heritage Park**
 - **44th Street/Rivertown Parkway**
 - **High School Entrance**

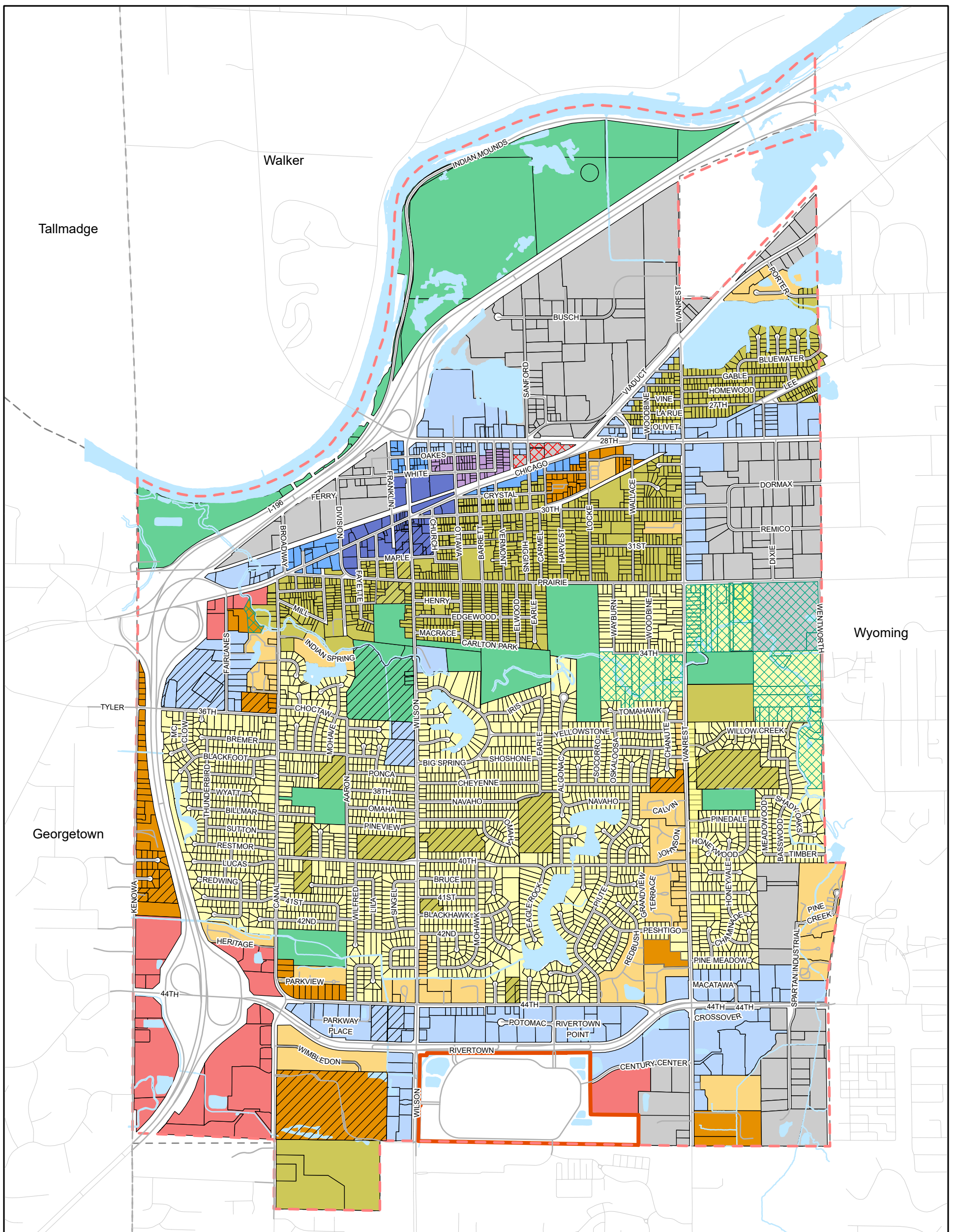
FUTURE LAND USE

Based on a comprehensive planning process, the Future Land Use plan serves as a guide for the community’s vision for the next 10 to 15 years. It is based on an analysis of land use issues facing Grandville, existing uses and conditions, demographic and housing data, physical constraints and resources, community infrastructure, circulation patterns, community engagement, and the goals and objectives of this plan.

Through land use planning and zoning controls, the City intends to ensure that the character of neighborhoods are preserved, that economic development is encouraged, and that the designated mixed use areas become vibrant and exciting places to be.

This Future Land Use plan constitutes the development policy of Grandville, and as the City moves into the future, the plan should be regularly updated to address how development and physical change has impacted the infrastructure and existing conditions.



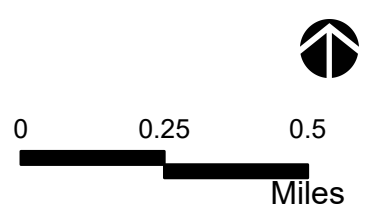


Future Land Use

City of Grandville, Kent County, Michigan

LEGEND

- | | | |
|--|--|--|
| Residential Existing Density (3-5 Units per Acre) | Parks and Open Space | Existing Public and Institutional Uses |
| Residential Growth (3-5 Units per Acre) | Mixed Use Corridor | Buck Creek Preservation Overlay |
| Residential Existing Density (5-10 Units per Acre) | Mixed Use Gateway | Rivertown Mall Subarea |
| Residential Growth (5-10 Units per Acre) | Mixed Use Downtown | Grandville Streets |
| Highway Commercial | Mixed Use Neighborhood | Grandville City Boundary |
| Industrial | Highway Commercial/Industrial District | Bodies of Water |



Base Map Source: 2020 Kent County GIS Data.
2020 City of Grandville. 2021 McKenna.

May 22, 2023



FUTURE LAND USE CATEGORIES

Residential Existing Density (3-5 Units Per Acre)

General Characteristics

This future land use category is comprised of existing low-density residential areas. These areas typically feature single-family houses on winding residential streets. Buildings in these areas were typically constructed in the mid-to-late twentieth century and many follow a “split-level ranch style” housing typology. **The key recommendation for this district is to protect and preserve the existing neighborhood character.**

While significant changes are not proposed, these areas can still be upgraded with sidewalks, lighting, crosswalks, landscaping, and other improvements.

Appropriate Land Uses

Typical uses include single-family homes with neighborhood parks and/or open space with convenient access to schools, places of worship, and government facilities.

Streets and Transportation

Streets in these areas are typically low-speed and low-volume. These street patterns should include high connectivity with accessible sidewalks on both sides of the street and bicycle infrastructure where appropriate.

Building and Site Design:

Consistent with existing lot and site layout. Neither additional lot splits, nor combinations of lots are envisioned. Any new construction or major renovations should be consistent with the existing character in terms of setback, height, architecture, and function.

Appropriate Zoning Districts (Rezoning Discouraged Except to Match Existing Development)

- R1-A One Family Residential
- R1-B One Family Residential
- R1-C One Family Residential
- Planned Unit Developments are discouraged in this category because large-scale redevelopment is not envisioned.



Residential Growth (3-5 Units Per Acre)

General Characteristics

This Future Land Use category encompasses areas where new housing should be considered, but where target density is 3-5 units per acre to ensure compatibility with the existing built environment. Some areas in this category are greenfield or undeveloped sites, while others are low density neighborhoods where infill is desirable – provided neighborhood character is maintained.

Some of these areas are located near downtown Grandville and are developed on a grid street layout. Buildings in these areas were typically constructed in the early-to-mid twentieth century and feature a “bungalow” or “craftsman” housing typology. These areas feature favorable environments for infill development while maintaining their character.

Appropriate Land Uses

Appropriate land use in these areas are single-family houses, duplexes, townhouses, small apartment buildings, parks, schools, churches, and open spaces. Infill development should be similar in form, design, and intensity to the existing surroundings.

Streets and Transportation

Streets in these areas are typically low-speed and low-volume. These street patterns should include high connectivity with accessible sidewalks on both sides of the street and bicycle infrastructure where appropriate. On-street parking should be provided where it can be designed safely.

Building and Site Design:

Sites should be designed to maintain a human, walkable scale that promotes social interaction and does not negatively impact any existing nearby residential. Buildings should be designed with quality materials and consistent with architectural styles common in the greater Kent County area. Alternative architectural styles may be appropriate in some areas, provided that the unique design enhances the general character of the area. New construction or major renovations should be consistent with the existing character in terms of setback, height, architecture, and function.

Appropriate Zoning Districts

- R1-A One Family Residential
- R1-B One Family Residential
- R1-C One Family Residential
- R2-A Two Family Residential (provided density is under 5 units per acre)
- PB Prairie/Barrett
- Planned Unit Developments meeting the goals of this category



Residential Existing Density (5-10 Units Per Acre)

General Characteristics

This future land use category is comprised of existing medium-density residential areas. Most of these areas are located along arterial roadways or near shopping centers. These areas commonly feature duplexes, fourplexes, and other small-scale multi-family buildings as well as garden apartment complexes. **The key recommendation of this district is to protect and preserve the existing neighborhood character.**

Although significant changes are not proposed for these areas, these areas can still be upgraded with sidewalks, lighting, crosswalks, landscaping, and other improvements.

Appropriate Land Uses

Typical uses include residential dwelling homes and units, parks, open space, and other compatible municipal or civic uses. These areas may also be utilized for future senior housing opportunities to accommodate the City's aging population. Schools, shopping centers, and transit facilities are generally located nearby, though not within the same development.

Streets and Transportation

These areas typically abut higher-speed arterial roadways. Larger developments may feature lower-speed private roads providing access to residential buildings. Sidewalks should be installed on both sides of the street, along with bicycle infrastructure where appropriate.

Building and Site Design:

Consistent with existing lot and site layout. Neither additional lot splits, nor combinations of lots are envisioned. Any new construction or major renovations should be consistent with the existing character in terms of setback, height, architecture, and function.

Appropriate Zoning Districts (Rezoning Discouraged Except to Match Existing Development)

- R2-A Two Family Residential
- R3-A Moderate Density Residential
- R3-B Apartment Residential
- Planned Unit Developments are discouraged in this category because large-scale redevelopment is not envisioned.



Residential Growth (5-10 Units Per Acre)

General Characteristics

This future land use category is comprised of greenfield/undeveloped sites and medium-density residential areas that have conditions favorable to additional development. Most of these areas are located along arterial roadways or near shopping centers. Duplexes, fourplexes, and other small-scale multi-family buildings as well as garden apartment complexes are compatible with the character of these areas.

Appropriate Land Uses

Typical land use in these areas are townhouses, duplexes, multi-unit residential buildings, garden apartment complexes, parks, schools, churches, and open spaces. These areas should be located near parks, schools, shopping centers and transit facilities, which may or may not be developed in conjunction with the residential development.

Streets and Transportation

Streets should follow a connected pattern that respects topography and natural features, and therefore may not constitute a true "grid." Streets should feature elements such as sidewalks, pedestrian scale lighting, and a tree canopy. High-density residential land uses should be concentrated near frequently traveled road corridors in the City. Sidewalks should be installed on both sides of the street, along with bicycle infrastructure where appropriate.

Building and Site Design

Sites should be designed to maintain a human, walkable scale that promotes social interaction and reduces unnecessary and unused lawn space for multi-unit dwellings (though preserved natural space is highly recommended).

Buildings should be designed with quality materials and consistent with architectural styles common in the greater Kent County area. Alternative architectural styles may be appropriate in some areas, provided that the unique design enhances the general character of the area. Buildings should include front (street) entrances to encourage connection to the street. Sites should include preserved natural spaces and/or appropriate landscaping consistent with the surrounding area. Developments should be scaled accordingly as to appropriately transition with the surrounding land uses. In general, developments should not obstruct the view or character of adjacent neighborhoods. Taller developments should be placed adjacent to commercial or industrial areas.

Appropriate Zoning Districts

- R2-A Two Family Residential
- R3-A Moderate Density Residential
- R3-B Apartment Residential
- Planned Unit Developments meeting the goals of this category



Highway Commercial

General Characteristics

This future land use category is comprised of large lot commercial operations in close proximity to freeways or higher-volume arterial roadways. Buildings typically have large setbacks from the road and feature large signs visible for motorists. These areas feature big box stores, restaurants, shopping centers, and other higher-intensity commercial uses.

Appropriate Land Uses

Higher intensity commercial businesses such as retail stores, personal services, small offices (including medical offices), restaurants (both sit-down and fast food with drive-thru), automobile-oriented businesses, and more. Schools, civic buildings, parks, and churches also exist in these areas, although they are less common.



Streets and Transportation

Highway commercial land uses in the City of Grandville are typically surrounded by roads characterized by higher volumes of traffic, heavier vehicles, and faster speeds. These streets should allow for regional automobile connectivity, but should also feature safe and efficient travel for transit and pedestrians, including sidewalks and pedestrian crossings on both sides of the road. Roadside landscaping and other beautification elements, such as street trees, should be considered in these areas due to the high volumes of both motorists and pedestrians traveling to these areas.

Building and Site Design

Buildings should be constructed of high-quality materials which wrap around the entire building and feature attractive signage. Robust landscaping should be installed throughout the site. Commercial buildings should be supported by sufficient but not overly excessive parking areas. Parking areas may be located in the front, side, or rear yards for buildings. Large areas of parking should be broken up with landscaped islands and trees. To promote new commercial development opportunities, consider the development of outlots in large commercial parking lot areas.

Appropriate Zoning Districts

- C-3 Commercial Highway
- C-4 Commercial Shopping Center (adjacent to Rivertown Crossings Mall only)
- C-5 Commercial Freeway Interchange
- Planned Unit Developments meeting the goals of this category

Mixed Use Downtown

General Characteristics

This future land use category is designed to promote high-quality urban design and enhanced live/work/play elements within downtown Grandville. This category is oriented towards granting greater flexibility towards specific uses while increasing building quality and livability in these areas. Due to its location and potential as a placemaking opportunity, this area represents the most intense mixed use future land use category.

Appropriate Land Uses

Typical land use in this area resembles walkable “main street” developments such as small retail businesses, restaurants, offices, and incorporated residential uses. Buildings must conform to a high standard of design and must be constructed close to the sidewalk to enhance walkability and the area’s sense of place. Businesses such as small retail stores, personal services, small offices (including medical) should populate ground floors of buildings. Residential uses or office uses should be on upper floors

Streets and Transportation

This area is centered around the Chicago Drive corridor and features a highly-connected street grid network surrounding it. Streets should be low-speed and low-volume with ample sidewalk and pedestrian facilities.

Building and Site Design

Buildings should be built with high-quality materials and should be architecturally compatible with surrounding neighborhoods. Buildings must have a welcoming connection to the sidewalk, including designs with attractive front facades and easily accessible entrances. Architectural variation is highly encouraged to create a character on long and connected facades.

Parking areas may be located in the rear yards of buildings, but buildings should front the street and provide parking to the rear. Parking areas should be broken up with landscaped islands and trees.

Appropriate Zoning District

- CBD Community Business District
- Planned Unit Developments are discouraged in this category in order to prevent developments that do not conform to the Form Based Code in the Zoning Ordinance.



Mixed Use Gateway

General Characteristics

This future land use category is designed to serve as a transitional area from auto-oriented fringe areas to the more pedestrian-oriented downtown. Located just outside of the downtown area, this category seeks to enhance the vibrancy of the Chicago Drive and Wilson Avenue corridors while maintaining a neighborhood character conducive to residential areas nearby.

Appropriate Land Uses

Typical land use in this area resembles walkable “main street” developments such as small retail businesses, restaurants, offices, and incorporated residential uses. Buildings must conform to a high standard of design and must be constructed close to the sidewalk to enhance walkability and the area’s sense of place – but there is more flexibility of design available in the “Gateway” than in the core downtown.

Streets and Transportation

This area is centered around the Chicago Drive and Wilson Avenue corridors and features a highly-connected street grid network surrounding it. Streets are high-volume, but pedestrians, bicycles, and transit must be accommodated and prioritized. Sidewalks should be constructed where they do not already exist.

Building and Site Design

Buildings should be built with durable materials and should be architecturally compatible with surrounding neighborhoods. Buildings with a connection to the street, including designs with attractive front facades, entrances, and patios are all highly encouraged. Where practical, buildings should front the street and provide parking to the rear. Where this is not practical, front and side parking lots should be small and designed for maximum pedestrian comfort. Large areas of parking are highly discouraged, but if they must occur, they should be broken up with landscaped islands and trees.

Appropriate Zoning Districts

- NW North Wilson (on Wilson Avenue)
- DE Downtown Edge (on Chicago Drive and Other Corridors)
- Planned Unit Developments meeting the goals of this category



Mixed Use Corridor

General Characteristics

This future land use category is designed to promote enhanced live/work/play elements along major corridors. This category is oriented towards granting greater flexibility in land uses while increasing building quality and livability in these areas. These areas seek to enhance walkability by incorporating residential, commercial, and office uses in close proximity.

This category is designed to be flexible and to adapt to the needs of a wide variety of areas of the City. The unifying philosophy is to promote vibrancy through an appropriate mix of commercial, institutional, and residential uses, with site designs that reflect the circulation needs dictated by the nearby corridor design.

Appropriate Land Uses

Typical land use in these areas are retail stores, personal services, offices, medical clinics, and restaurants. Residential uses may be incorporated into mixed use developments, especially near the downtown. Schools, civic buildings, parks, and churches should also be encouraged. The intensity of development, and the degree to which it is automobile or pedestrian focused, should flex based on the proximity to major corridors, residential areas, and the City's downtown.

Streets and Transportation

These areas are typically located along high-volume arterial roadways. These areas often exist near residential and commercial areas and must account for high levels of daily traffic variation due to the mixture of land uses within the area. Where appropriate, pedestrian, transit, and bicycle upgrades should occur to support the development. Sidewalks should be constructed where they do not already exist.

Building and Site Design

Buildings should be built with durable materials and should be architecturally compatible with surrounding neighborhoods. Buildings with a connection to the street, including designs with attractive front facades, entrances, and patios are all highly encouraged.

Site design, in terms of parking and building orientation, should depend on the context. In areas closer to the downtown and along more walkable corridors, parking should be in the rear and pedestrian access should be prioritized. In areas with higher speed traffic, larger parking lots may be acceptable, though pedestrian safety should still be considered. Building height is also variable depending on the specific location.

Appropriate Zoning Districts

- C-1 Community Neighborhood Business
- C-3 Commercial Highway (on 28th Street or Rivertown Parkway only)
- OS-1 Office/Service
- OS-2 Regional Office Service
- R3-A Moderate Density Residential (as a transitional use to existing residential)
- I-1 Restricted Industrial (where adjacent to industrial uses and NOT adjacent to residential uses)
- 28 28th Street (along 28th Street)
- Planned Unit Developments meeting the goals of this category

Mixed Use Neighborhood

General Characteristics

This future land use category features a predominantly residential medium-density neighborhood with a mixture of compatible retail and office uses within it. This area is intended to foster a walkable environment while retaining a low intensity compatible with residential uses. This area typically features single-family houses, duplexes, multi-unit residential buildings, offices, and small retail businesses.

Appropriate Land Uses

Typical land uses in this area are single-family houses, duplexes, multi-unit residential buildings, offices, light retail offerings, as well as schools, churches, parks, and open spaces.

Streets and Transportation

Streets within the area should retain their grid pattern featuring high connectivity with accessible sidewalk and bike path infrastructure on both sides of the street. Low traffic speeds should be maintained, and on-street parking should be prioritized.

Building and Site Design

Buildings should be built with durable materials and should be architecturally compatible with surrounding neighborhoods. Buildings must have a welcoming connection to the sidewalk, including designs with attractive front facades. Residential buildings should have front porches. The design requirements of the Form Based Code should be strictly adhered to.

Site design should encourage pedestrian activity and social connections, while ensuring that residential uses are protected from negative impacts by non-residential uses. Parking lots should be minimized or eliminated, buildings should be human-scale, and lighting and landscaping should be designed with nearby residents in mind.

Applicable Zoning Districts

- OW Oakes White
- O Ottawa
- Planned Unit Developments are discouraged in this category in order to prevent developments that do not conform to the Form Based Code in the Zoning Ordinance.



Industrial

General Characteristics

Industrial is intended for office, manufacturing, research and development businesses, creative industries/artisan facilities (in certain circumstances) that are primarily adjacent to other industrial areas, as well as commercial and office-service areas. Developments should be designed and operated to be respectful of their surroundings, with minimal truck traffic, noise, odor, dust, or outdoor storage/operations.

Appropriate Land Uses

Appropriate uses include office, light manufacturing, artisan production, food and beverage production, creative industries, makerspaces, and research and development uses. Parking areas and loading zones must be properly buffered and landscaped.

Light Industrial areas (I-1 Zoning District) in the City of Grandville are planned to act as a buffer between General Industrial Areas (I-2 Zoning District) and residential land uses. Light Industrial land uses can also encompass unique artisan or maker space developments and flexible business uses.

Streets and Transportation

Streets should be designed in a pattern that allows access from abutting areas but does not encourage cut-through traffic by employees and trucks. Within the Industrial district, the streets should be designed to be sufficient for business-traffic. Non-motorized and transit connections are required to ensure employees can access the site by methods other than cars. Sidewalks should be constructed on both sides of the street in places where they do not currently exist.

Building and Site Design

Buildings should be constructed of high-quality materials which wrap around the entire building and feature attractive signage. Robust landscaping should be installed throughout the site, especially adjacent to residential areas.

Industrial buildings should be supported by sufficient but not overly excessive parking areas. Parking areas may be located in the front, side, or rear yards for buildings. Large areas of parking should be broken up with landscaped islands and trees.

Appropriate Zoning District

- I-1 Restricted Industrial
- I-2 Industrial
- Planned Unit Developments meeting the goals of this category



Park/Open Space

General Characteristics

This designation identifies park land and open space. Areas within this designation can be used for both passive and active recreation. Natural features and developed parklands should be compatible with the surrounding landscape and neighborhood.

Appropriate Land Uses

All areas should maintain uses which promote the inclusion of the public and provide recreational and gathering opportunities.

Streets and Transportation

Existing pedestrian and cyclist trails should be maintained. Additional pathways and associated amenities (i.e. bicycle racks, water fountains, wayfinding signage, lighting, etc.) should be constructed as needed. The connection of such pathways to connect the parks is strongly encouraged where feasible.

Building and Site Design

There are no specific Building and Site Design recommendations in this Plan for the Parks/Open Space designation, although high quality architecture is encouraged. Buildings should be well lit and highly visible, but of scale and appearance that is consistent with their surroundings and should provide public amenities. Parks should be maintained and upgraded as needed.



Existing Public and Institutional Uses Overlay

Existing public, educational, institutional, and municipal uses are called out on the Future Land Use map as an overlay. It is the intent of this plan that these uses remain in place. However, in the event that they move or close, this plan designates each one with a Future Land Use category to guide the redevelopment of the site.

Buck Creek Protection Overlay

Buck Creek has been the center of flooding concerns, with 100 year flood events happening twice since 2010. In the 2020 Parks and Recreation Plan, the City initiated the Buck Creek Greenway project, with a goal of connected preserved open space along the creek from the eastern City Limits to the Grand River. Much of the green space is already in place, including Mill Race Park, Wedgewood Park, the Grandville Cemetery, the 5-6 School campus, and, most recently, the preserved open space in the Alderwood Planned Unit Development. The Buck Creek Greenway is designed to contribute to the implementation of the Buck Creek Watershed Management Plan.

However, between Ivanrest Avenue and the Cemetery, there are several homes fronting on 34th Street. These homes are planned to remain in place, but if the opportunity arises, the City should consider acquiring the property to convert it to protected open space along the flood plain. Further, no additional housing density should be permitted beyond what already exists on the lots in the overlay.

DOWNTOWN GROWTH AND ENHANCEMENT

The purpose of this section of the Master Plan is to envision a vibrant and prosperous future for downtown Grandville, through targeted investment, innovative zoning regulation, and high-quality design.

Land Use and Form Based Zoning

The goal of land use planning in Downtown Grandville is to specialize the downtown districts in ways that focus on the form of the buildings, as well as what uses can occur there, to create a downtown plan that incorporates what is existing and envisions the future.

The downtown includes areas on the Future Land Use Map that are designated for Mixed Use (Downtown, Gateway, Corridor, or Neighborhood), but the Downtown also includes areas designated for residential growth (at both 3-5 and 5-10 units per acre) and even industrial. Thus, Downtown Grandville represents a diverse and vibrant economic core for the City – but one where land uses should, over time, evolve in a consistent direction of increased walkability, human-scale, and urban character.

The Form Based Zoning Districts, originally adopted in 2009 and later expanded and amended in 2021, are designed to implement this vision of a downtown that both enhances the existing historic core and also grows to create a broader walkable urban district. While the districts may evolve over time, the goals and vision of each of the Form-Based Districts should remain consistent.

The drawings in this section represent a conceptual buildout of Downtown Grandville under the Form Based Districts.



CBD Central Business District

The CBD District is generally centered around Chicago Drive and contains the traditional urban character of Downtown Grandville. The following elements are key aspects of this district:

- Buildings in this district should have a storefront
- Multi-story buildings are encouraged, but no taller than three stories
- There should be zero-foot front and side setbacks for all buildings in this district, except where side setbacks are necessary for pedestrian access.
- No first floor residential should allowed in this district.
- Historic architecture and replication of existing architecture types should be encouraged.
- A minimum percentage of the front and side street facing façade should have windows.

DE Downtown Edge

The DE District runs along Chicago Drive to the east and west of the core downtown, and is envisioned to, over time, redevelop into a more walkable transition from the high-speed, auto-oriented areas of Chicago Drive to the quieter/pedestrian oriented downtown.



This view shows the potential build-out of Downtown Grandville as viewed from the southwest. The blocks of Chicago Drive in the foreground are in the Downtown Edge Form Based Code category.

- This district should allow a variety of commercial and residential uses, including mixed use. One story commercial buildings are acceptable, though not encouraged.
- Setbacks should be based on building type and land use, but should include excessive front yard parking.
- Sidewalks should be continuous, safe, and wider than five feet where possible. Crosswalks, including mid-block crossings of Chicago Drive, should be frequent.
- Parking garages may be constructed to support other downtown uses, but should be hidden from Chicago Drive.

NW North Wilson

The NW District is similar to the DE District, but is specifically designed for Wilson Avenue north of White Street. This is downtown’s primary gateway from I-196, which gives it important prominence, while also increasing traffic speeds and congestion, creating hazards for pedestrians and impediments to walkability.

The primary differences between the NW District and the DE District are:

- NW has deeper lots, allowing for creative residential layouts such as bungalow courts.

- Buildings in NW should have at least a five foot setback from the right-of-way line, in order to allow for wider sidewalks, pedestrian amenities, or landscaping. This small additional space will give pedestrians more room, creating a safer frontage character on the busy roadway.
- Buildings in NW should be more than one story, to help create a sense of enclosure, enhance the gateway aspect of the corridor, and slow traffic.

OW Oakes-White

The OW District is designed to enhance and infill the residential neighborhood northeast of the downtown. The neighborhood already has a mixed-density character, with single family homes, duplexes, and multi-family buildings. The OW District is designed to allow that mixed density character continue, while also allowing appropriate infill.

The OW District also regulates character by establishing regular setbacks, building heights, and design requirements for different kinds of residential buildings.



This view shows the potential build-out of Downtown Grandville as viewed from the northeast. The residential blocks that extend south of the Downtown are prominent. These blocks are included in the Form Based Code to ensure high quality housing stock surrounds the core of the City.

PB Prairie-Barrett

The PB District is designed to enhance and infill the residential neighborhood south and east of the downtown. Unlike the OW District, the PB District is not traditionally mixed-density, and the PB District only allows duplexes and single family homes. However, growth and infill are encouraged within the bounds of the 3-5 units per acre target density.

The PB District also regulates character by establishing regular setbacks, building heights, and design requirements for homes and duplexes.

O Ottawa

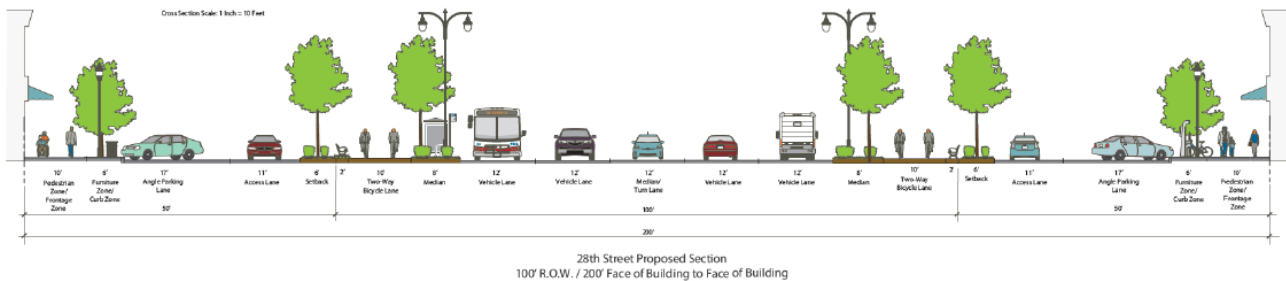
The O District is intended to create a low-intensity mixed use corridor connecting from Chicago Drive to 28th Street along Ottawa Avenue, which both crosses the railroad tracks and connects to the Grand Castle, making it a more prominent corridor than other north-south streets like Church, Barrett, or Vermont.

The O District allows small multi-family and “corner store” style commercial buildings, in addition to the single family, duplexes, and triplexes.

28 28th Street

The 28 District envisions a retrofit of the 28th Street corridor west of Sanford Avenue from an auto-oriented strip to an urban, walkable boulevard. Acknowledging that 28th Street will always be a busy regional thoroughfare, and that the Michigan Department of Transportation is unlikely to change the configuration of the road, the 28 District endeavors to calm traffic and enhance land use through design. Specifically:

- A 50 foot required setback, containing a “slip street” of continuous connected parking lots.
- The setback should include a 6 foot landscape area, an 11-foot-wide drive aisle, angled parking, and a 16-foot-wide pedestrian area.
- The drive aisles and sidewalks must connect between adjacent buildings.



Walkability Upgrades

Downtown Grandville generally has a well-connected pedestrian network, with some exceptions. The majority of the streets in the Downtown focus area are fitted with sidewalks on both sides of the street. The Chicago Drive Downtown Core is also fitted with a wide sidewalk network, which helps to draw patrons to local Downtown businesses.

Connections to the neighborhoods to the south are also generally safe and efficient. However, there are impediments to pedestrian and bicycle mobility to the west, north, and east. Specifically:

- Outside of the core downtown, **Chicago Drive** becomes less pedestrian friendly, even losing its sidewalk on the north side east of Wilson. The downtown streetscape should be extended east to Ottawa Avenue,

and other pedestrian safety improvements (including a continuous north side sidewalk) should be made from Canal Avenue to the 28th Street viaduct.

- **Wilson Avenue** is an impediment to pedestrian access to downtown from the south and east, due to its busy four lane configuration. Access is improved by the Prairie/Wilson traffic light and the Buck Creek pedestrian crossing, but further improvements are needed, including a safer way to cross at Maple Street.
- The **railroad tracks** running north of Chicago Drive create a pedestrian impediment, including creating a hazard at Chicago Drive and Wilson Avenue. But improvements will be difficult while the rails remain active.

Architecture and Historic Preservation

It is inevitable that changes to structures in the downtown area will occur over time. However, it is imperative that these changes do not damage the historic building fabric or compromise the character of the downtown. Restoration or preservation of storefronts will improve the overall character of the downtown, strengthen its position as a regional destination, and strengthen its value to the community.

The historic buildings in the downtown area were constructed according to a common architectural tradition. While the style of each building may be somewhat different, there are commonalities that all of the historic downtown buildings share. These common design elements are rooted in a centuries-old tradition of village/town building. Such centuries-old traditions develop over time in response to the needs of human activity.

Any building renovation or alteration, no matter the planned use, must retain the overall design integrity of the historic building by protecting or restoring the original features, design elements, and materials. This section provides recommendations for basic design standards that will help restore the historic quality of Grandville's downtown, no matter what the particular architectural style of the building.

Secretary of the Interior's Standards for Rehabilitation

The following general standards are to be applied to rehabilitation projects, taking into account economic and technical feasibility:

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old design, color, texture, and other visual qualities and where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing size, scale, and architectural features to protect the historic integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

Maintain the Downtown Building Design Tradition

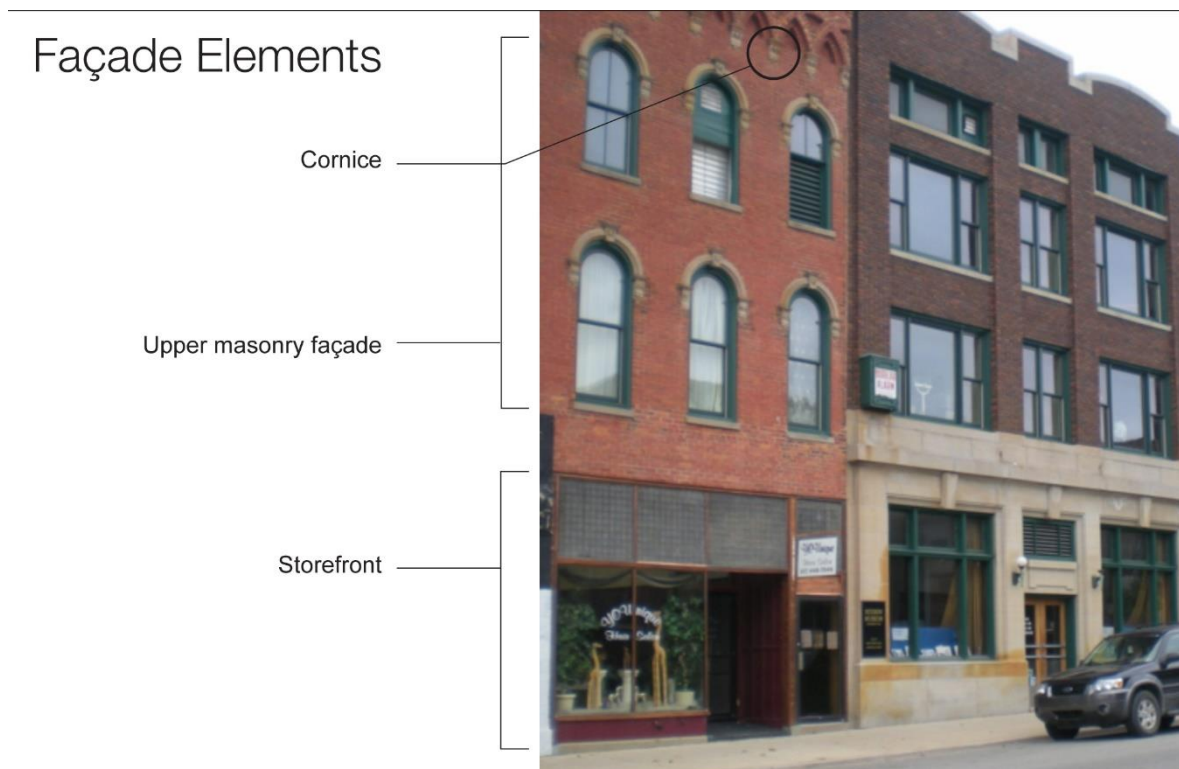
There are two primary elements to downtown building design – 1) the layout, location, and proportion of major building elements, and 2) architectural detailing. In the centuries-old “main street” building design tradition, major building elements follow a very rigid set of rules while architectural detailing distinguishes any particular building’s unique character and flair.

So long as all buildings comply with a simple set of building element design standards, downtown Grandville’s walkable and historic character will be preserved. The specific architectural details may vary drastically, which is acceptable. When a building has a strong architectural character, this character should be preserved. It is not the intent of these design guidelines to dictate architectural style – only to ensure that the vernacular traditions of main street design involving major building elements are followed.

The basic main street building façade consists of three major elements:

- A decorative cornice that caps the building,
- An opaque upper masonry façade with regularly spaced window openings, and
- A storefront along the ground floor with an entrance at the front of the building and large window displays.

These components may appear in various shapes, sizes and styles but the result is essentially the same. Grandville’s oldest and largest buildings (and some of its newest buildings) share all three traits (while others share only the storefront element).



Downtown Construction Design Standards

Downtown building construction and renovation should be consistent with the following standards:

Transparent Storefront Area

- The traditional storefront is composed almost entirely of windows. The large glass area serves to display the goods the business has to sell, as well as allow natural light deep into the store to minimize the need for artificial light sources.
- If the interior uses of a particular building must remain concealed, then interior window treatments should be employed.
- Do not cover or enclose storefronts with opaque materials such as metal, wood, or brick.



Building Entrances

- Entrances should be maintained or restored in their original location and configuration. If the original entry is gone, the new entry should be designed and placed considering traditional design themes and its relationship to the overall building façade and symmetry.
- Recessed entrances are encouraged because they prevent doors from swinging open onto the sidewalk increase display areas.

Awnings and Canopies

Awnings and canopies should correspond to the width of storefront openings and should not obscure or damage important architectural details.

- Awnings may be canvas or metal, and may be sloped or level.
- Awnings and canopies should not be internally lit.

Windows on Upper Stories

- Upper story windows should retain their original openings and should be taller than they are wide.
- If upper story windows have been bricked over or otherwise altered from their original status, they should be restored to their original design.



Building Materials

- Original materials should serve as the primary guide for what is acceptable to use in renovations or restorations.
- Original materials or features must not be concealed, and if they have been concealed by past renovations they should be restored.
- Generally, brick and masonry were the primary materials used in downtown Grandville, and should be so in the future.
- Supplemental materials should, to the greatest extent possible, be natural materials such as wood, stone, or cast concrete.
- Avoid the use of materials that are not visually compatible with the original façade such as shiny metals, plastic panels, vinyl windows, or vinyl doors.
- All glass should be non-reflective and clear or minimally tinted.

Do This:

- Good maintenance of original building features
- Upper story windows with vertical aspect and historically accurate maintenance
- Sign band
- Transom windows
- Recessed entry with historically consistent doors
- Transparent storefront with lots of glass



Don't Do This:

- Poor maintenance of original building features
- Inaccurately proportioned building entrance and door with improper materials
- Non-transparent glass block windows
- Brick addition hides original storefront



RIVERTOWN CROSSINGS MALL



Introduction

Rivertown Crossings Mall, which opened in 1999, is a commercial and community anchor for Grandville, as well as a regional destination for shopping and entertainment. However, in recent years, changing shopping patterns, evolving land development trends, the opening of competing retail centers, and the Covid-19 pandemic have created uncertainty around the mall's future. This plan includes two complementary scenarios for a pathway forward. **These scenarios were developed by City officials and consultants to assist in public sector policy-making, and, at the time of the drafting of this plan, do not represent a development or investment proposal by the owners of the mall site, or by any other entity.**

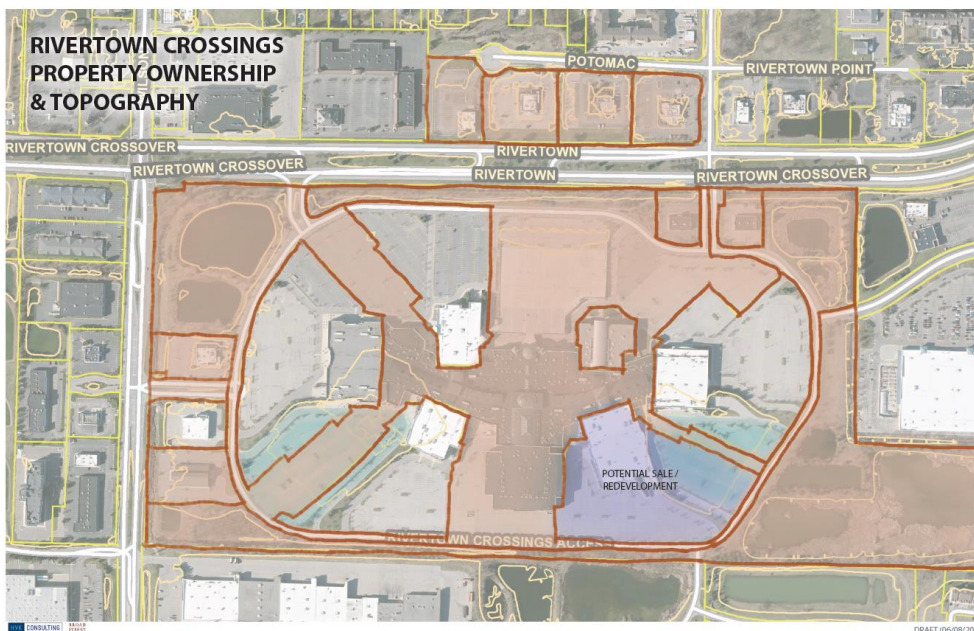
- Actions for the City to take to support the mall's success in its current layout, size, and form. It is the City's preference that this scenario occur.
- Hypothetical incremental redevelopment designs that could reposition the mall over time for long-term success. This scenario is presented in order to ensure the City is prepared for a wide variety of eventualities.

Rivertown Crossings in 2023

At the time this Master Plan was being developed, Brookfield Capital, the owner of the mall, was in discussions with lenders to refinance the shopping center, and was also actively marketing for new tenants. While the mall still boasted a wide array of shopping options, and sales had recovered from the lows of the early Covid-19 pandemic in 2020, the center was still seeing only 75% of the customer traffic it had experienced in 2019.

Brookfield’s short- and medium-term strategy was to continue to position the mall for retail success, including maintaining and upgrading infrastructure, ensuring financial stability, recruiting new tenants (especially those that do not currently operate in greater Grand Rapids), and providing a high quality experience to mall guests and tenants.

While Brookfield owned the core of the mall, as well as several outlots along Rivertown Parkway and Wilson Avenue, it only owned three of the seven anchor stores. Each anchor store was a separate lot, and the owner of each anchor also owned an adjacent “wedge” of parking, as shown below.



At the time this plan was being developed, the status of the seven anchor “wedges” was:

- **West:** Owned and Occupied by **Macy’s**.
- **Northwest:** Owned and Occupied by **JC Penney**.
- **Northeast:** Occupied by **Dick’s Sporting Goods**. Owned by Brookfield.
- **East:** Vacant. Owned by TF Grandville MI LLC.
- **Southeast:** Vacant. Owned by Brookfield. Being marketed for sale/redevelopment.
- **South:** Occupied by **Celebration Cinema**. Owned by Brookfield.
- **Southwest:** Owned and Occupied by **Kohl’s**.

The balkanized ownership structure makes coordination on mall-wide investments difficult, but also means that the major retailers in the complex have a key stake in the mall's success. At the time of the development of this plan, the infrastructure of the mall was generally in good condition and well maintained, though ownership was planning improvements to the landscaping, pond fountains, and parking lot pavement. Most notably, the parking garage at the north side of the mall was deteriorating, and ownership was considering partial demolition of the structure.

Supporting the Mall's Success

The City of Grandville is committed to working with Brookfield, anchor owners, and any future owners of the property to support the economic, physical, and cultural success of the mall. To that end, the City will take the following actions to position Rivertown Crossings to attract tenants and customers, while keeping the high quality image of the overall shopping district:

- Build on the success of **community programming** within the mall (such as yoga and the reading teepee) by expanding programming offerings. Potential examples include school events, library programs (or even a mini-library), community movies, school field trips or educational programming, additional recreational activities, food trucks, or a temporary farmer's market. Some of these options would make use of the parking lot, as well as the interior of the mall.
- Activate and improve the green spaces that surround the mall, including creating **publicly-accessible park spaces and amenities** within the existing greenbelt around the mall campus. Specific locations could include:
 - The ponds and wooded areas between Century Center Street and Rivertown Parkway, east of Potomac Avenue.
 - The ponds and wooded/wet areas south of Meijer.
 - The ponds and wooded/wet areas directly south of the mall and east of the Wilson Town Center shopping plaza.

Additional green spaces within existing parking or other areas could also be considered.

- Ensure that **infrastructure** in the vicinity of the mall is maintained to a high standard of quality and beauty. The City will also invest in targeted infrastructure improvements, which could include:
 - Redesigning or re-aligning the portion of the **ring road** that is a public street (between Potomac Avenue and Century Center Drive) to support redevelopment and investment. Improvements could include a sidewalk on the south/west side, removal of curb cuts into the parking lot, reduction from four lanes to three, and improved streetscaping.
 - Adding **new sidewalks and walking paths** on roadways near the mall that do not currently have them, or only have them on one side. Examples of locations include:
 - Potomac Avenue south of Rivertown Parkway.
 - The north side of Rivertown Parkway.
 - The interior side of the mall ring road.

- Gaps in the walking paths along the exterior side of the mall ring road, especially on the west, east, and south sides of the mall.
 - The western and northwestern mall entrance roads.
 - The Grandville High School Wilson Avenue entrance drive (in partnership with Grandville Public Schools).
 - The roadway connecting the mall to Scenic River Drive and the Wilson Town Center Shopping Plaza.
 - Upgrading **crosswalks** to allow for safe crossing of the many busy corridors near the mall, including the following intersections:
 - Rivertown Parkway and the northwestern mall entrance.
 - Rivertown Parkway and Potomac, especially the east side of the intersection.
 - Potomac and the mall ring road.
 - Century Center and the mall ring road.
 - Scenic River Drive and the mall ring road.
 - Wilson Avenue and the entrance to Grandville High School.
 - Wilson Avenue and the western mall entrance.
 - Ensuring that **water, sewer, and stormwater** infrastructure is sufficient for the mall tenants, including outlots.
 - Providing sufficient **public safety** services for the mall, its tenants, and its customers.
 - Working with **communications** companies to ensure the most up-to-date wireless and broadband service is available in and around the mall.
- The City’s representatives on the Interurban Transit Partnership will advocate for continuing high levels of **transit service** to the mall, as well as improved and expanded service as described in this plan.
- In addition to the amendments to the C-4 Zoning District adopted in 2021, the City will make the following **permitted uses by right** in the District:
 - Professional Offices
 - Child Care
 - Libraries
 - Museums
 - Educational Institutions
- The City will also make certain **residential uses** permitted by Special Land Use in the C-4 Zoning District, including senior housing, and various types of multi-family housing.
- The City will **prohibit self-storage** in the C-4 Zoning District.

Outlots: Creating a Mixed-Use Parkway

The mall's outlots, especially those along Rivertown Parkway, can be redeveloped over time to replace the one-story, single-use commercial uses with multi-story, mixed use buildings containing offices, medical facilities, institutions, and residential, in addition to retail, restaurants, and services. The infrastructure in the area can already support high intensity development, and there are few neighboring uses that would be negatively impacted by additional height and activity.

Rivertown Parkway, Potomac Avenue, Wilson Avenue, and other roadways would need improvements to pedestrian mobility and safety, but those improvements are already envisioned by this plan, even without land use changes, because they were a high priority for nearby residents during the public engagement process.

“Podium buildings” are an effective design precedent for the new buildings that could line Rivertown Parkway at the gateway to the mall. These buildings feature a wide one-to-two story section at the base, including commercial and institutional uses, and narrower towers extending above. The narrow footprint of the towers allows for height without overwhelming massing, and also allows a lot of windows for residential uses.

In some communities (notably Troy, Michigan, as shown in the image) podium buildings can be 10-20 stories tall. However, in Grandville, buildings of 6-8 stories are more appropriate.

Redevelopment of the outlots in this form is considered desirable by the City. However, that does not mean that the present outlot configurations are viewed negatively. The redevelopment of the outlots should take place as driven by market forces and the strategic decisions of the owners of each parcel.

Hypothetical Future Redevelopment Scenario

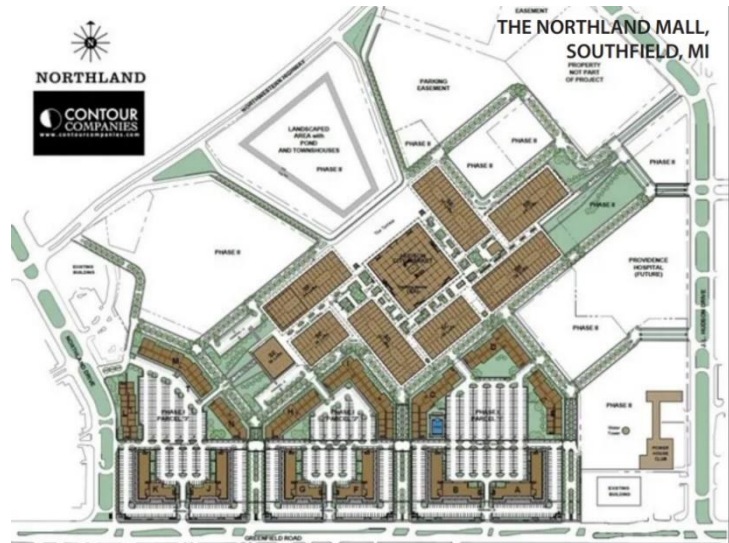
Across the United States, and particularly in the Great Lakes region, indoor multi-tenant shopping centers surrounded by large parking lots have lost their pre-eminence as a retail typology. Therefore, during the life of this plan, it may be necessary to reposition the Rivertown Crossings site to create a wider mix of experiences, re-dedicate space from parking to other uses, improve pedestrian and bicycle connectivity, and improve aesthetics.



It is the City’s hope that the mall’s current format will remain viable for the life of this plan and beyond. However, in the event that the current design is no longer market-responsive, the following scenario can be executed to reposition the property.

The vision is designed to be implemented incrementally, in a market-responsive fashion, and for the mall and surrounding shopping district to continue to operate as it has for the past several decades as the changes slowly take place.

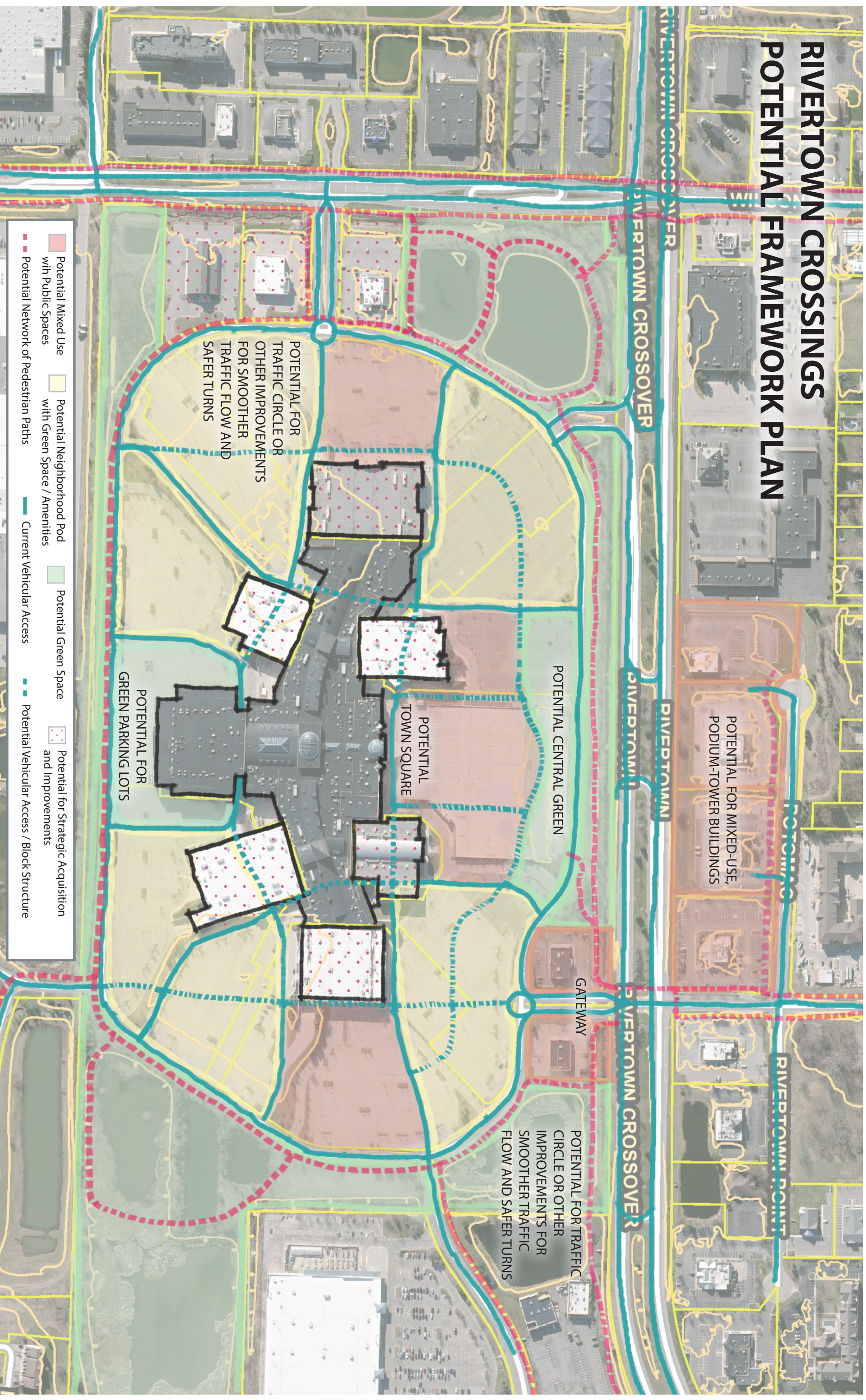
A similar phased approach has been successful in repositioning other malls – even Northland Mall in Southfield, Michigan, which was completely closed and nearly entirely demolished. But an incremental redevelopment promises to bring new life to the site. One key purpose of this scenario planning is to provide the City and mall ownership with a framework for investments that can strengthen the mall while maintaining a consistent, strong retail core at all times.



Incremental “Wedge” Redevelopment

Within the mall’s ring road, there is an opportunity to create walkable retail, housing, and office nodes, along with new green spaces, while retaining most or all of the indoor mall, and ensuring that there is sufficient parking. The following page shows how each “wedge” of the mall could see investment individually on an as-needed or as-available basis.

RIVERTOWN CROSSINGS POTENTIAL FRAMEWORK PLAN



Implementing Viable Change

A Master Plan is at its strongest and most actionable when specific implementation tasks and strategies are included, described in detail, programmed into a timeframe, and clearly marked by which organization will be responsible for leading or supporting each item. Thus, below is an Action Plan that should be implemented by the City. Further, the next section of this chapter includes potential resources for the City and its partners to utilize in implementing the Action Plan. Key City entities and partner organizations include:

- City Council
- Planning Commission
- Zoning Board of Appeals
- Downtown Development Authority
- Parks and Recreation Board
- Department of Public Works
- Sustainability Committee
- Grandville Public Schools
- Kent County
- The Right Place
- Michigan Department of Transportation
- Michigan Department of Environment, Great Lakes, and Energy
- Michigan Economic Development Corporation
- CSX Railroad
- Neighboring Communities
- Residents and Business Owners

ZONING PLAN

In recent years, the City of Grandville has been committed to enhancing and updating the City’s Zoning Ordinance. One of the key purposes of the Zoning Ordinance updates and reviews are to ensure that the City’s regulations and requirements align with best practices in planning, ensure the Zoning Ordinance is compliant with State laws, and to overall enhance the quality of life for residents and business owners.

Concurrently with the creation of this plan, the City undertook a significant zoning overhaul, including several amendments that are designed to implement the vision of this plan. The amendments were adopted in December of 2021. Therefore, there are only a small number proposed zoning amendments recommended:

- The City should explore regulations for food trucks and determine appropriate locations and times for them to operate.
- The City should clarify the zoning status of electric charging stations, and ensure there are minimal barriers to their buildout (see Page 46).
- The City should further expand the permitted uses in the C-4 Zoning District (see Pages 78-79)

The following Table shows the relationship between the City of Grandville Zoning Districts and Future Land Use categories as described in this Plan. Rezoning requests should be reviewed against this Table to determine whether the requested district is supported by this Plan.

Planned Unit Developments (PUDs) are only encouraged within the Future Land Use categories where they are specifically listed, and they should only be approved if they meet the goals of the Future Land Use category. In Future Land Use categories where PUDs are not listed, they should not be approved.

Future Land Use Category	Appropriate Zoning Districts
Residential – Existing Density (3-5 Units Per Acre)	<i>Rezoning is discouraged, except to match existing development pattern.</i>
Residential – Existing Density (5-10 Units Per Acre)	<i>Rezoning is discouraged, except to match existing development pattern.</i>
Residential Growth (3-5 Units Per Acre)	R1-A One Family Residential R1-B One Family Residential R1-C One Family Residential R2-A Two Family Residential (provided density will remain under 5 units per acre) PB Prairie/Barrett (in close proximity to downtown) PUD Planned Unit Developments (provided density will remain under 5 units per acre)

Future Land Use Category	Appropriate Zoning Districts
Residential Growth (5-10 Units Per Acre)	R2-A Two Family Residential R3-A Moderate Density Residential R3-B Apartment Residential PUD Planned Unit Developments
Highway Commercial	C-3 Commercial Highway C-4 Commercial Shopping Center (adjacent to Rivertown Crossings Mall only) C-5 Commercial Freeway Interchange PUD Planned Unit Developments
Industrial	I-1 Restricted Industrial I-2 Industrial PUD Planned Unit Development
Mixed Use Corridor	C-1 Community Neighborhood Business C-3 Commercial Highway (on 28 th Street or Rivertown Parkway only) OS-1 Office/Service OS-2 Regional Office/Service R3-A Moderate Density Residential (where adjacent to residential uses) I-1 Restricted Industrial (where adjacent to industrial uses and not adjacent to residential uses) 28 28 th Street (along 28 th Street) PUD Planned Unit Development (discouraged where 28 District is already in place)
Mixed Use Gateway	NW North Wilson (on Wilson Avenue) DE Downtown Edge (on Chicago Drive and other corridors) PUD Planned Unit Development
Mixed Use Downtown	CBD Central Business District
Mixed Use Neighborhood	OW Oakes White O Ottawa
Parks/Open Space	<i>Should be zoned similarly to the surrounding uses, or R1-A.</i>

SUSTAINABILITY AND RESILIENCY

In recent years, there has been a renewed emphasis on the concept of sustainability – i.e. the ability of communities to maintain themselves economically, environmentally, and socially in the years to come. The following pages include ways in which the City of Grandville and its citizens intend to work to protect the environmental and historical resources of the community.

Construction Techniques

Green building techniques can ensure that new and renovated buildings in Grandville are environmentally sustainable. Examples include the United States Green Building Council’s Leadership in Energy and Environmental Design (LEED) program, the International WELL Building Institute, Green Globes, the Building Research Establishment Assessment Method, and others. Each program certifies new construction and renovations as environmentally sustainable. The organization uses checklists of building techniques to grade construction projects and assign “Silver,” “Gold,” or “Platinum” designations to them.

The City of Grandville is well-positioned to attract developments looking to attain LEED status, by promoting sustainable design elements such as bike racks, sidewalks, reduced parking, and more.

The table below lists a variety of construction materials, designs, and techniques that can reduce a community’s environmental impact and improve its sustainability for the future. Some are expensive and technical, while others are simple, easy, and cost little-to-nothing. Picking just a few of the most feasible for a project can go a long way in reducing the project’s environmental impact. Further, some techniques can be implemented inexpensively by homeowners if they are given the tools to execute them.

Site Design	<ul style="list-style-type: none"> • Minimize Disturbed Area • Maximize Permeable Surface • Stormwater Management • Density of Development
Landscaping	<ul style="list-style-type: none"> • Plant Trees • Maximize Permeable Surface • Green Roof
Water	<ul style="list-style-type: none"> • Rainwater Harvesting • Stormwater Management • “Graywater” Re-Use • High-Efficiency Fixtures
Energy/HVAC	<ul style="list-style-type: none"> • Energy-Efficient Appliances • Efficient Hot Water Distribution • Pipe Insulation • Combustion Venting • Moisture Control • Room-by-Room Controls • Enhanced Insulation • South-Facing Windows • Solar Panels • Geothermal Energy

**Building
Materials**

- Recycled Materials
- Efficient Construction Management (reduce over-ordering)
- Environmentally-safe Materials
- On-Site Waste Reduction

Energy Consumption

With energy costs rising, one of the most important contributors to community sustainability is conservation. There are many ways to do so, ranging from expensive and complex technology to simple, everyday solutions.

Home Energy Conservation

The simplest and easiest way to save energy at home is simply to use the heat and air conditioning less. This is easier said than done for many families, especially in Michigan winters. However, simple home remedies such as putting fans in the windows on hot days and dressing in layers on cold days can help reduce energy bills. Many families already practice these techniques as part of their everyday life.

Construction techniques can also help. Quality materials, such as insulation and windows, are obviously important, but design elements can also be important, such as large windows, especially facing south, to allow sunlight to heat (and light) the home. Finished basements are also a useful feature, because they tend to stay cool on hot summer days.

There are also more technical and complex solutions. These are not feasible for many families, but they should not be discouraged, and indeed can be encouraged through zoning and other measures. Green roofs not only manage storm water, they also serve to cool the home in the summer. Solar panels can dramatically reduce a family's electricity bill and can even, in some cases, be a source of income.

Geothermal heating and cooling systems can be especially effective in small towns and rural communities, because large lots mean piping can be laid horizontally through the ground, reducing the cost as compared to the vertical systems necessary in more dense areas. Furthermore, systems have been developed that allow river or stream water to be used as a natural cooling agent.

Transportation

Most people use a large amount of energy in getting from place to place, and with fuel prices rising, this is increasingly becoming a budgetary strain on families, especially in communities where residents drive a long way to reach jobs, shopping, or school. For that reason, it is important for communities to be walkable and bikeable. The creation of additional non-motorized transportation options, as described elsewhere in this Plan, will allow residents of Grandville to save on gas.

Another way that transportation resources can be saved is through improved communications technology. With better internet and wireless service, City residents can use technology to commute, shop, and communicate, and will not have to drive as often.

Development Patterns

The patterns of growth and development in a community are also a key element of sustainability. Grandville is perfectly situated as part of the Grand Rapids urban area, but is also a historic, walkable community in its own right. Future development should reflect a partnership with neighboring communities to encourage sustainable growth patterns.

Education and Implementation

Many ways to improve community sustainability are simple, but not widely implemented because people are unaware or do not understand their benefits. Thus, education about sustainability is important. A marketing campaign explaining the impact of various practices, not only on the environment, but also on the family budget, could be effective. Setting up a community garden, with or without composting, often results in other people starting their own backyard garden.

Federal grants are available for energy efficiency upgrades by homeowners and landlords. Other communities have found success with these programs. Many homeowners would like to improve the efficiency of their properties but are unable to afford the upfront costs. This is especially true of seasonal residents, who worry about the cost of heating a home that they do not live in in the winter. Grant programs can offset those costs.

Other, more complex, sustainability initiatives such as solar or wind power installations built by the City are possible, but not economically practical in the short term. However, the City can make a big difference with simple transportation improvements such as sidewalks, street lighting, and bike lanes.

ACTION PLAN

The Action Plan table below describes the step-by-step actions that can be taken by City officials, staff, and partners to achieve the goals and objectives, strategies, and future land use as described in this Plan.

Goal #1 Residential & Neighborhoods		
Objectives	Implementation Measures	Time Frame
<p>Maintain the City’s place in Kent County as one that provides safe, attractive, and vibrant neighborhoods that can accommodate residents at all stages of life.</p>	<p>Ensure that neighborhoods are designed for residents at all stages of life.</p>	Ongoing
	<p>Prioritize livability principles and research potential funding sources that could be utilized to achieve these goals.</p>	Ongoing
	<p>Preserve and maintain the City’s successful residential neighborhoods.</p>	Ongoing
<p>Retrofit underutilized or vacant commercial areas, parking lots, or industrial areas for unique, updated, and creative housing options, as well as other mixed-use developments.</p>	<p>Implement the Mixed Use Gateway, Neighborhood, and Corridor Future Land Use categories through zoning and private development, prioritizing 28th Street.</p>	Ongoing
	<p>Determine and identify diverse housing types that should be added to the City’s housing stock (ex. two-family developments, townhomes, duplexes, quadplexes, etc.) and use that information in evaluating proposed developments.</p>	1-2 years
	<p>Identify infill sites in the areas planned for Residential Growth in this plan, and develop proactive strategies to fill in with appropriate and needed housing stock.</p>	2-3 years
	<p>Seek potential funding or economic development incentives to encourage the retrofitting of underutilized areas.</p>	4-6 years

<p>Encourage residential developments which are needed by persons of all abilities, ages, and backgrounds.</p>	<p>Ensure all proposed residential developments and redevelopments are inclusive for all individuals.</p>	<p>Ongoing</p>
<p>Maintain and enhance neighborhoods as attractive residential communities offering high quality of life.</p>	<p>Identify the thoroughfares which contain the most pedestrian traffic and crossings.</p>	<p>1-3 years</p>
	<p>Prioritize corridors that need sidewalk and bicycle improvements, as designated by this plan, and identify any gaps in the pedestrian infrastructure by conducting a walkability audit or safety audit on certain intersections and corridors.</p>	<p>1-3 years</p>
	<p>Upgrade major corridors with sidewalk facilities (or enhance existing sidewalk facilities) and pedestrian crosswalks to increase pedestrian safety.</p>	<p>3-5 years</p>
	<p>Seek funding opportunities (including Safe Routes to School, Passport, and Natural Resources Trust Fund) for pedestrian and other nonmotorized enhancements to ensure safe and accessible travel to neighborhood nodes, as well as from one neighborhood to another.</p>	<p>3-5 years</p>
	<p>Ensure neighborhoods are welcoming and inclusive for individuals of all backgrounds, ages, and physical abilities.</p>	<p>Ongoing</p>
<p>Create and increase Citywide efforts that provide opportunities to enhance and revitalize vacant, underutilized, or aging housing stock where needed.</p>	<p>Revisit and update (as needed) the City’s code enforcement procedure to ensure it’s a comprehensive and effective process.</p>	<p>1-3 years</p>
	<p>Create and provide programs or assistance for homeowners to update and maintain aging homes.</p>	<p>3-5 years</p>
	<p>Identify areas where vacant homes are located and prioritize revitalization efforts.</p>	<p>4-6 years</p>

Goal #2 Commercial & Economic Development		
Objectives	Implementation Measures	Time Frame
Ensure that all community commercial nodes in the City are accessible to patrons of all ages, backgrounds, incomes, and physical capabilities – for both motorized and nonmotorized travelers.	Determine solutions to the gaps in the bicycle and pedestrian system highlighted in this plan.	1-2 years
	Identify intersections and sidewalk stretches that may be cumbersome for individuals with disabilities to travel.	Within 1 year
	Determine that each crosswalk and sidewalk is safe and accessible for individuals with varying mobility needs.	2-4 years
Support and create a wide variety of shopping and retail diversity in the City.	Continue to foster relationships with current retail business owners.	Ongoing
	Identify the gaps in the City’s retail market.	1-3 years
	Identify potential locations for new retail businesses (ex. vacant buildings, underutilized parking areas, etc.)	3-5 years
	Provide programs or research economic development incentives for new retail businesses.	3-5 years
	Assist and encourage local businesses to grow with the shift in consumer trends (ex. online shopping availability, outdoor dining establishments/ opportunities).	Ongoing
	Work closely with the ownership of Rivertown Mall to ensure it remains an asset and anchor for the City as it evolves.	Ongoing
Continue to support and foster relationships with local commercial business owners and industrial business owners to maintain their presence in the City.	Continue to be available for business owners and assist them with growth and maintenance where applicable.	Ongoing

Goal #3 Transportation		
Objectives	Implementation Measures	Time Frame
<p>Maintain the current transportation system in the City of Grandville to ensure all roadways are safe, accessible, high-quality, and durable.</p>	Continue allocating sufficient funding to maintain existing roadways.	Ongoing
	Identify and prioritize roadways that are in need of repair as needed.	Ongoing
	Seek funding opportunities to accomplish road repairs.	Ongoing
	Correct high accident intersections.	Ongoing
<p>Assess current public transit routes and stops, and explore opportunities for future enhancements to the public transportation system in the City – especially to popular employment centers and residential hubs.</p>	Foster relationships with local public transit agencies.	Ongoing
	Assess current public transit routes in the City to determine if they are meeting Grandville residents’ needs.	Ongoing
	Advocate for the public transportation improvements envisioned by this plan.	Ongoing
	Work with The Rapid to determine feasibility of new stops or routes, including commuter service between Grand Rapids and Holland.	Ongoing
<p>Plan for and assess opportunities for nonmotorized transportation alternatives, such as widened paved shoulders, bike lanes, bike routes, and others.</p>	Identify actionable improvements to the corridors included in this plan, especially those designated as part of the Kent Trails or Buck Creek Trail.	1-2 years
	Assess the applicability of fitting those identified routes with bike trails, bike lanes, or special pavement markings.	2-4 years
	Seek funding opportunities and create a fundraising plan that can be used to implement bike infrastructure on popular cycling routes.	Ongoing
	Plan for non-motorized connections to neighboring communities to create a larger regional bike network.	Ongoing

Continue to support newly emerging transportation technology in the City.	Ensure that the City is well-connected to changing trends in transportation by means such as supporting ridesharing and carpooling application technology.	Ongoing
	Update the Zoning Ordinance to ensure there are minimal impediments to building out electric vehicle charging stations on private property.	1 year
	Seek out opportunities to construct electric vehicle charging stations on public property.	2-3 years

Goal #4 Recreation		
Objectives	Implementation Measures	Time Frame
Maintain and preserve the City's existing parkland and outdoor recreation resources.	Continue to update and allocate staff and financial resources to preservation of existing City parkland and outdoor recreation.	Ongoing
	Assess and prioritize which parks are in need of equipment and other upgrades or enhancements.	Ongoing
	Continue to implement the goals and recommendations as listed in the current Grandville Recreation 5 Year Plan.	1-5 years
	Review and update the 2019-2024 Grandville Recreation 5 Year Plan for Years 2025-2029 to plan proactively for future parks and recreation enhancements.	2 years
Assess and prioritize areas that may be revitalized for outdoor recreation , such as parks, ball fields, playgrounds, dog parks, and more.	Assess various lots/properties in the City that can be utilized for future public recreational uses and expansion to the City's park system.	Ongoing
Target and prioritize areas and corridors for nonmotorized trails.	Prioritize ideal routes for the Buck Creek Trail, Kent Trails, and other corridors identified by this plan.	Ongoing
	Consider allocating Capital Improvement Plan (CIP) funds for trails and other outdoor recreation opportunities (including maintenance).	Ongoing
	Seek other State, Federal, and local funding opportunities for pathway/nonmotorized trail development and create a fundraising plan.	Ongoing

Goal #5 Sustainability & Beautification		
Objectives	Implementation Measures	Time Frame
Ensure that each new and existing development in the City is well-landscaped with visually pleasing and welcoming decorative elements.	Upkeep and maintain City records on property landscaping or nuisance violations.	Ongoing
	Assist property owners with beautification programs and measures as applicable.	Ongoing
	Ensure that newly proposed developments or renovations to existing developments are compliant with the City's landscaping and screening ordinances and promote high-quality landscaping in the City.	Ongoing
Encourage sustainability elements throughout the City.	Ensure that all new developments or redevelopments in the City include sustainable elements such as native plantings, permeable pavement and parking lots, LED lights, and more.	Ongoing
	Promote Citywide recycling opportunities.	Ongoing
Incorporate Citywide beautification elements whenever feasible.	Target certain corridors to enhance beautification measures, such as street trees, landscaping elements, decorative elements such as banners and lamp posts, planter baskets, and more.	3-5 years
	Consider funding opportunities for said beautification measures.	1-3 years
	Identify City gateways and include decorative elements into City gateways to create a unique sense of character and identity into various neighborhoods.	5-10 years

Goal #6 Downtown		
Objectives	Implementation Measures	Time Frame
Refine the overall vision for the City's Downtown area , and determine the desired results.	Update the 2018 DDA Plan to ensure consistency with this plan.	1-3 years
	Implement the downtown vision via the adopted Form Based Code Districts.	Ongoing
	Invest in pedestrian and streetscape improvements outside of the immediate core downtown, as described in this plan.	3-5 years
Encourage and incorporate live/work/play elements in the Downtown area.	Encourage mixed-use development in the Downtown area (bottom-floor office or retail with upper floor residential or office).	Ongoing
	Tie the Downtown area in with local outdoor recreation opportunities such as bike paths, bike lanes, sidewalks, and parks.	Ongoing
	Expand the "downtown-like" environment that is safe, walkable, and accessible for pedestrians and bicyclists (consider other transportation elements such as speed limits, road diets, on-street parking, etc.) to areas surrounding the core downtown.	Ongoing
	Expand the City's housing stock by encouraging different housing types in this area where applicable, especially in those areas designated as Mixed Use Neighborhood on the Future Land Use Map, as well in appropriate locations within the Residential Growth areas.	Ongoing
Target specific sites within the Downtown and nearby areas for redevelopment.	Identify and prioritize opportunities sites within the CBD area.	3-5 years
	Develop and implement a plan for the redevelopment of those priority sites.	3-5 years



124 E. Fulton Street
Suite 6B
Grand Rapids, MI 49503
(248) 596-0920
www.mcka.com

John Jackson, AICP	President
Christopher Khorey, AICP	Project Manager
Danielle Bouchard	Project Planner/GIS Mapping
James Kilborn	Project Planner/GIS Mapping
Michael Campbell	Urban Design
Har Ye Kan (HYK Consulting)	Redevelopment Consultant
Nicholas Rolinski (Broad Street Studio)	Redevelopment Consultant