

Fresh Coast Planning

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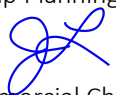
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MEMORANDUM

To: Crockery Township Planning Commission
From: Julie Lovelace 
Date: July 11, 2024
Re: Master Plan Commercial Chapter

Master Plan Chapter Five - Commercial

Attached is the first draft of the Commercial chapter. As you will see, it is pared down significantly. What is presented was found throughout the 2013 Master Plan. With the exception of the headings, added wording is bolded. Staff has left comments at the specific areas that warrant further Planning Commission discussion.

Julie Lovelace
Planner

Chapter Five Commercial Policy

As the Greater Grand Rapids region **and areas near the lakeshore** continue to grow both in terms of employment opportunities and population, the residual impacts of that growth should result in new residential, retail, and office development **in Crockery Township**. Recognizing the potential of local development pressure, the Township should provide appropriate locations for new development.

Given the Township's accessibility to regional transportation arteries, as well as the employment and shopping needs of local residents, a range of both locally and regionally oriented types of commercial developments should be provided. Although over 5,000 vehicles per day travel 112th Avenue, the lack of available land for commercial development, limited parking, and persistent residential patterns have limited commercial development. The businesses on 112th Avenue today are the same that were there in 1980. Commercial growth potential seems to be along M-104 and not in the historic Nunica area.

Commercial Nodes

Implementation of the commercial node concept will require a change in zoning to provide land development and building design guidelines. The commercial nodes can become the cornerstone for mixed-use walkable neighborhoods. Each proposed mixed-use area could include higher density residential developments supplemented with parks, community facilities, such as schools, and commercial areas. The use of the M-104 overlay zoning district coupled with specific design guidelines is recommended. Buildings would be located near the property lines with parking preferably in the rear or along the side of the buildings using pedestrian scale streetscapes. Commercial areas outside of the nodes would be vehicular-oriented commercial districts. Commercial Nodes are identified at several intersections along M-104 and 112th Avenue. These nodes effectively compartmentalize commercial development into key intersections of the Township and create commercial and mixed-use development areas. These commercial nodes are located near existing residential areas and serve the day-to-day needs of residents. To accommodate this higher density, the Township will have to provide public water and sanitary sewer facilities. The strategy of using commercial development nodes should significantly reduce commercial sprawl in the Township. Another feature associated with this form of land development is the ability to create a definable place and in the case of the 112th Avenue and Cleveland Street intersection, a gateway into the community.

Goals

- Consider the natural capabilities of the land to support development and the available services and facilities necessary to assure the continued protection of the public health safety and welfare of all Township residents
- Preserve the cultural and historic value of older buildings
- Limit driveway interfaces in the M-104 (Cleveland St.) corridor to create safer movement of vehicular traffic

Recommendations

- Encourage parallel service streets to serve commercial and industrial development along M-104
- Encourage pedestrian facilities, sufficient parking, and attractive appearances for commercial buildings and properties in the business district
- Encourage commercial node development primarily at 124th/M-104 and 112th/Cleveland
- Encourage mixed-use development within the identified commercial nodes

Commented [JL1]: Are commercial nodes still the desired plan? Would it be preferable to apply these concepts along the entire M-104 corridor?

Commented [JL2]: "Require" instead of "encourage"?

Commented [JL3]: Again, use "require"? What is "attractive"? Can we be more specific?

Commented [JL4]: Keep "node" concept?

Commented [JL5]: Same as above

- Require adjacent property owners to coordinate their plans for development regarding road access
- Discourage commercial sprawl and strip development

Strategies

- Utilize Corridor Improvement Authority to provide infrastructure funding
- Encourage in-fill development when located within public water and sewer services areas
- Use the commercial nodes as gateways to the Township
- Maintain close cooperation with MDOT officials on any development which affects the M-104 corridor
- Accommodate a mix of commercial establishments which offer a variety of goods and services to meet the needs of the area's population while taking advantage of the location of certain areas and their ability to attract tourists and other types of regional trade
- Develop façade design standards