



CITY OF ZEELAND
MASTER PLAN
REVISITED - 2020



RESOLUTION
(Approving Revisions and
Amendments to the City of Zeeland Master Plan – 2011)

**City of Zeeland
County of Ottawa, Michigan**

Portions of minutes of a Regular Meeting of the City Council of the City of Zeeland, County of Ottawa, Michigan, held in the Zeeland City Hall in said City on July 6, 2020, at 7:00 o'clock p.m., Local Time.

PRESENT: Council Members Mayor ProTem Gruppen, VanDorp, Broersma,
Kass, Timmer, Lam

ABSENT: Council Members Mayor Klynstra

The following preamble and resolution were offered by Council Member Broersma and supported by Council Member Kass.

WHEREAS, Act 33, Public Acts of Michigan 2008, as amended, provides for a City Planning Commission to prepare and recommend adoption of a Master Plan for the physical development of the City;

AND WHEREAS, the Planning Commission has reviewed the City of Zeeland Master Plan - 2011 as required by law and has recommended certain revisions to such document to the Zeeland City Council in compliance with Act 33;

AND WHEREAS, the City Council of the City of Zeeland passed a resolution asserting the Council's right to adopt the Master Plan and all elements and updates of that Plan, as allowed by Act 33, Public Acts of Michigan 2008, as amended;

AND WHEREAS, Michigan law in MCL 125.3841(1) provides that after the preparation of a proposed Master Plan that the Planning Commission must submit it to the legislative body for its review and comment;

AND WHEREAS, the City Council tentatively approved the proposed amendments and revisions to the City of Zeeland Master Plan – 2011 and the distribution of such proposed amendments and revisions to Holland Charter Township, to Zeeland Charter Township, to the County Planning Commission, and to utility companies and various other entities for their comments, and such entities have had sixty-three days to provide their comments to the City of Zeeland;

AND WHEREAS, following such comment period, a public hearing was held on the proposed amendments and revisions to the City of Zeeland Master Plan - 2011, and such public comments were considered by the Planning Commission, prior to its final recommendation to the City Council as to the adoption of the revisions and amendments to the City of Zeeland Master Plan - 2011;

AND WHEREAS, the Planning Commission has recommended the adoption of the proposed amendments and revisions to the Master Plan, and its report is entitled "City of Zeeland Master Plan Revisited – 2020";

AND WHEREAS, the City Council has considered the recommendation of the Planning Commission and has reviewed and considered the proposed amendments and revisions to the City of Zeeland Master Plan - 2011, and the City Council is now willing to grant final approval to such amendments and revisions, and the City Council finds that it is in the public interest to adopt such amendments and revisions.

NOW, THEREFORE, BE IT RESOLVED:

1. The City of Zeeland hereby approves the document entitled, City of Zeeland Master Plan Revisited – 2020, as an amendment to the City of Zeeland Master Plan – 2011.

2. The City of Zeeland also hereby approves all maps, descriptive narrative and future land use recommendations which are a part of the Zeeland Master Plan Revisited – 2020.

3. It is hereby directed that the Secretary of the Planning Commission shall submit and file this approved document, the City of Zeeland Master Plan Revisited – 2020 and the City of Zeeland Master Plan – 2011 with the same entities which were required to be provided with copies of the proposed Master Plan in accordance with MCL 125.3843(5).

4. All resolutions and parts of resolutions insofar as they conflict with the provisions of this resolution be and the same hereby are rescinded.

AYES: Council Members Timmer, VanDorp, Lam, Broersma,

Kass, Mayor ProTem Gruppen

NAYS: Council Members None


ABSENT: Council Members Mayor Klynstra

RESOLUTION DECLARED ADOPTED.


Pamela Holmes

CERTIFICATE

I hereby certify that the foregoing constitutes a true and complete copy of a Resolution adopted by the City Council of the City of Zeeland, County of Ottawa, Michigan, at a Regular Meeting held on July 6, 2020, and that said meeting was conducted and public notice of said meeting was given pursuant to and in full compliance with the Open Meetings Act, being Act 267, Public Acts of Michigan, 1976, as amended, and that the minutes of said meeting were kept and will be or have been made available as required by said Act.


Pamela Holmes, City Clerk

ZEEL \zēl\ [n]

1: abundant enthusiasm that is unique
to those living in the City of Zeeland.

2: a passionate and spirited pursuit
to be part of a big small town full
of everyday good living and
unmatched enterprise.

City of Zeeland MASTER PLAN REVISITED - 2020

OTTAWA COUNTY, MICHIGAN

Adopted July 6, 2020

CITY COUNCIL

Kevin Klynstra, *Mayor*
Sally Gruppen, *Mayor pro tem*
Jim Broersma
Glenn Kass
Phung Lam
Rick Van Dorp
Mary Beth Timmer

PLANNING COMMISSION

Bill Elhart, *Chair*
Dan Klompmaker, *Vice Chair*
Kevin Klynstra, *Mayor*
Tim Klunder, *City Manager*
Doug Barensen
Robert Blanton
Amanda Cooper
Glenn Kass
Jeremy Vaneyk

CITY STAFF

Tim Klunder, *City Manager*
Kevin Plockmeyer, *Finance Director*
Tim Maday, *Zoning Administrator*
Amy Levesque, *Administrative Assistant*
Abby DeRoo, *City Marketing Director*

With Assistance From



ZEELAND MASTER PLAN UPDATE - 2017

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Chapter 1 INTRODUCTION

In 2011, the City of Zeeland adopted its current Master Plan. The Plan set out an ambitious vision to ensure the continued desirability and sustainability of the community.

Extensive public engagement efforts provided a range of thoughts and opinions regarding the community's direction. And detailed analysis offered insights into the City's strengths and emerging challenges.

Since the Plan's adoption, the City has not remained static. Much has been accomplished and some things have changed. As a result, the Master Plan has been periodically revisited to ensure its continued relevance as a guide to the future and new elements, including site-specific plans, have been appended to the original document.

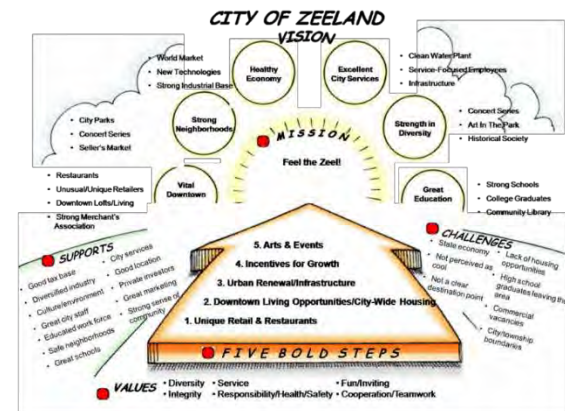
While much of the material in the 2011 Plan continues to provide the needed guidance, some of the data upon which decisions were made requires a fresh look. Demographic characteristics – population change, age, income, housing – in the current Plan were largely taken from the 2000 Census because more recent Census data had not yet been published at the time the Plan was prepared. Updated information (2010 and 2015) is now available and allows an analysis of trends and a perspective relative to comparable communities.

The goals set forth in the current Plan are also in need of a second look. Some have been achieved; progress has been made toward others; and a few are no longer relevant due to changes that have occurred in the

community in the intervening years.

Consequently, the City Planning Commission has reviewed its 2011 Master Plan and, as needed, refreshed it to ensure its continued relevance to the community. This supplement to the 2011 Plan provides two important additions – updated demographic analysis and updated goals.

This information is not intended to replace the 2011 Plan, but to keep the Plan current and useful.





Chapter 2 ZEELAND TODAY

Population and Social Characteristics

While the City's Master Plan was prepared in 2011, data from the 2010 US Census had not yet been published. Therefore, information regarding population, housing, employment, and other demographic characteristics relevant to understanding the social composition of the community was primarily taken from data that was already more than 10 years old when the Plan was adopted.

Despite its age, the data did provide a benchmark to gauge conditions in the City and, perhaps more importantly, offered a comparative perspective of where Zeeland stood in relation to other comparable jurisdictions.

A similar situation exists with this update. Demographic data from the 2010 Census, though more recent, is still not current.

However, again, it allows a comparison with information from the prior Plan and aids in identifying trends. In addition, some 2015 estimates are available and have been used to supplement the data.

Overall, the data show that Zeeland has remained stable and compares favorably in most respects with similar communities. Changes that have occurred are generally consistent with area and national trends. The community remains healthy and is in the heart of a region that continues to experience significant growth.

Population

Like most small cities, Zeeland has not grown, though, unlike many cities, its population has remained relatively stable. Some slight

Community	1990	2000		2010	
	#	#	%	#	%
City of Zeeland	5,417	5,805	7.2	5,504	-5.2
City of Grand Haven	11,951	11,168	-6.8	10,412	-6.8
City of Holland	30,745	35,048	14.0	33,051	-5.7
City of Hudsonville	6,170	7,160	16.0	7,116	-.6
Holland Chtr. Township	17,523	28,911	65.0	35,636	23.3
Zeeland Chtr. Township	4,472	7,613	70.2	9,971	31.0
Ottawa County	187,768	238,314	26.9	263,801	10.7
Michigan	9,295,297	9,938,444	6.9	9,883,640	-.6
Zeeland and Adj. Twps	27,412	42,329	54.4	51,111	20.7

population decline was experienced since 2000. However, growth in the immediate area surrounding the City was double that of Ottawa County.

It is important to note, too, that the decade between 2000 and 2010 witnessed the great recession. This anomaly likely skewed the data to some extent. This is evident when considering the reduction in the rate of growth in the county and adjoining communities. Even though growth rates were substantial, they were less than half the rate during the prior decade.

Population estimates prepared by the US Census Bureau for 2015 suggest that the City's population was 5,610, still below its high in 2000, but moving upward again.

Age

Consistent with national trends, the city's population continues to age. An increase in median age can be expected in most communities due to the obvious aging of the residents, reduction in birth rates, and longer life spans.

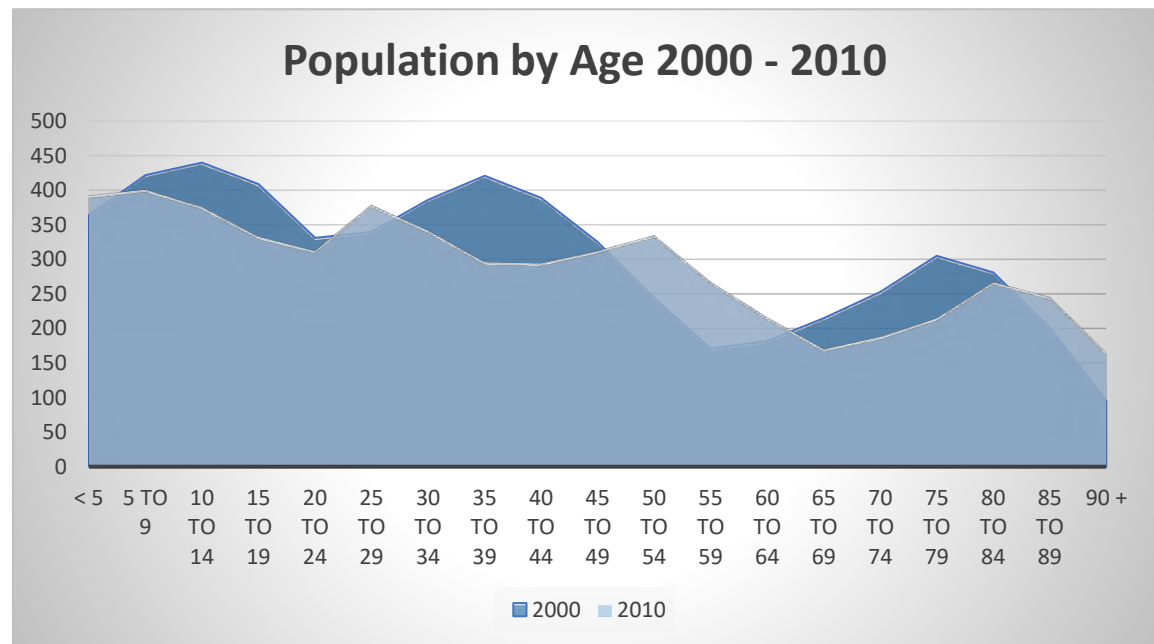
However, Zeeland's median age ranks second highest among the comparison communities; only Grand Haven's is higher. This has been the case for the last three decades.

While there was a significant spike in the median age between 1990 and 2000, the change in 2010 was minimal and much less than most of the comparison communities (only 1.4 years since 2000).

Community	1990	2000	2010
City of Zeeland	32.7	37.4	38.8
City of Grand Haven	36.3	40.0	42.9
City of Holland	29.1	29.2	31.7
City of Hudsonville	30.6	32.3	33.5
Holland Chtr. Twp	29.4	29.3	32.0
Zeeland Chtr. Twp	28.5	30.7	33.8
Ottawa County	30.3	32.3	34.5
Michigan	32.6	35.5	38.9

In 2000, those aged 50-64 comprised just over 10% of the city's population, while in 2010 that same group made up nearly 15 % (14.9), accounting for the most significant shift in age distribution.

As the 50 to 64 cohort increased, the retirement age population (65 to 84) actually declined from 18.3 % of the population to 15.3 %. School-age population also declined since 2000, along with a corresponding drop in the age group (30 to 49) that contributes those children.



Household Size

Zeeland's household size (2.37 persons) is among the lowest among the comparison jurisdictions (second only to Grand Haven, 2.15). Family size in the city (3.04 persons) is comparable to the State (3.05), but lower than most other comparison jurisdictions, except Grand Haven (2.82).

Both average household and family size continued to decline from prior Census figures. Household size has gone from 2.65 in 1990 to 2.45 in 2000 to 2.37 in 2010, while family size has shrunk from 3.17 to 3.13 to 3.04 in those same periods. This reflects national trends. But as noted, the figures remain lower than most comparison communities as a result of the City's aging population.

Housing

Occupancy and Value - 2010

Zeeland's median housing value increased by \$19,100 (16.3 %) from \$116,900 in 2000, compared with a 7.6 percent increase for homes in Zeeland Township. However, while median housing value is comparable to other cities, it is well below that of the county and Zeeland Township and monthly rent is the lowest of all comparison communities.

More than one-quarter of the housing units in Zeeland are rentals, considerably higher than the overall ratio in Ottawa County. Vacancy rates are comparable to those of comparison communities (for which statistics are available). Rental vacancies are lower than the county level but the vacancy rate for owned dwellings is twice that of the county.

In 2010, approximately 6 % of the city's total housing stock was vacant, a rate lower than Grand Haven, Ottawa County and the State of Michigan and only slightly higher than the City of Holland.

The ratio of rental to owner occupancy shifted between 2000 and 2010 from 23% rental/77% owner-occupied to about 27% rental/73% owner. Zeeland's ratio is consistent with Grand Haven and Michigan. Zeeland Township has the lowest proportion of rental units (5.1%) of any of the comparison jurisdictions.

Community	Housing Tenure (Units)				Vacancy (%)		Value (\$)	
	Number		Percent		Owned	Rented	Owned	Rented
	Owner	Renter	Owner	Renter				
City of Zeeland	1,643	603	73.2	26.8	4.2	8.8	136,000	631
City of Grand Haven	3,475	1,294	72.9	27.1	5.8	7.2	136,400	638
City of Holland	8,261	4,101	66.8	33.2	3.6	8.4	132,600	667
City of Hudsonville	2,187	412	84.1	15.9	0	0	139,000	781
Holland Chtr Twp	1,512	688	68.7	31.3	0	11.7	136,800	631
Zeeland Chtr Twp	3,003	161	94.9	5.1	0	0	163,300	705
Ottawa Co.	74,718	17,808	80.8	19.2	2.1	10.2	161,200	726
Michigan	2,793,342	1,079,166	72.1	27.9	3.1	9.5	144,200	723



Age of Housing

Zeeland's housing supply, like that of most small cities, is aging. More than one-quarter (25.1%) of all dwellings in the City were built prior to 1940 (77 years ago). Half (51.9%) of all owner-occupied dwellings were built before 1960 (57 years ago).

Over one-third (34.7%) of the city's rental units, but only about one-quarter (25.7%) of the owned units are less than 37 years old. This appears to be the result of a surge in rental units between 1960 and 1979.

Just over 3 % of all housing units in the city were built after 2000, though it is likely that the severe recession of the latter part of the last decade significantly impacted residential construction in Zeeland, as it did communities throughout the country. Evidence of this can be seen in 2007 when 13 permits were issued for new homes, while in 2008 and 2009 permits were issued for two and one, respectively. According to building permit records since 2010, 33 new homes were constructed in the City. The highest number occurred in 2016 when 13 permits were issued.

Other Characteristics

Education

The 2010 Census reports that 86% of those persons 25 years old or older have graduated

from high school, an increase since 2000 (82%). Those with at least a four-year college degree remain about the same as in 2000 (21% vs. 22%).

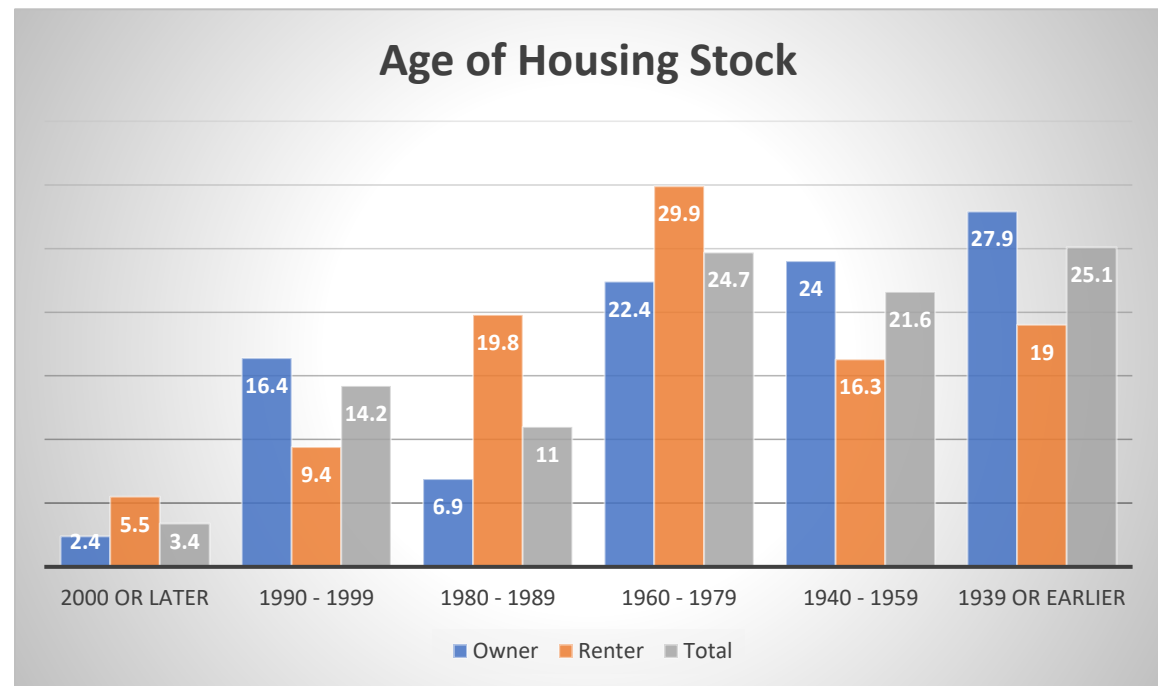
Occupations

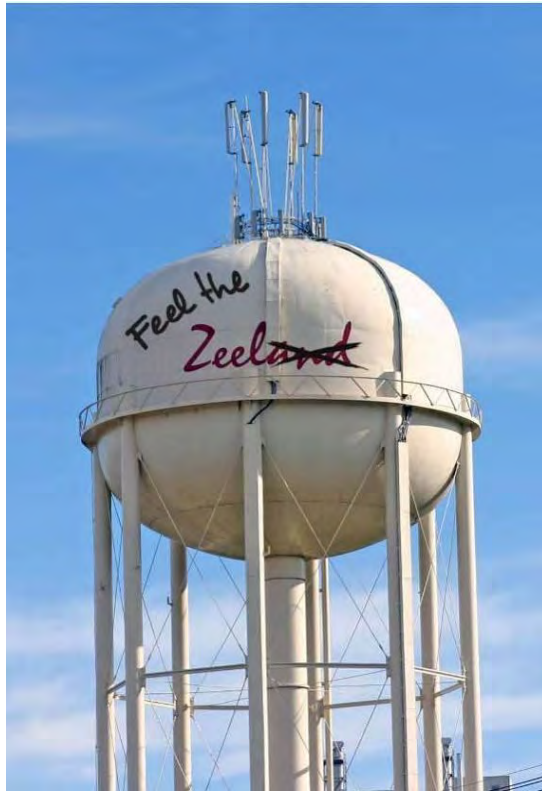
Work force occupations remained relatively unchanged since 2000. The two dominant occupation categories for persons employed in the city are management/business/science and sales/office, each accounting for 27% of the employed persons, while production/transportation/material moving is a close second at 21%. Some slight shifts

occurred since 2000 with production/transportation/material moving declining from 24%, while the service and construction categories increased slightly from 14 and 7 percent, respectively.

Other

- The City' Hispanic population grew from 5% in 2000 to 6.4% in 2010.
- Commuting time increased since 2000 with 45.7% commuting less than 15 minutes (compared with 52% in 2000) and 18.6% commuting more than 30 minutes (compared with 12 % in 2000).





Chapter 3

THE FUTURE

The foundation of the City's Master Plan is its goals and related policies and actions. They set the direction for the plan and provide the metrics to gauge progress toward implementation.

In the 2011 Master Plan, City leaders defined an ambitious strategy for the future of the community. A list of long-term and short-term goals was articulated to address the challenges of a mature community and to retain the exceptional qualities that make Zeeland a unique and desirable place.

During the course of reviewing the current Master Plan, the City Planning Commission and Council evaluated the 2011 goals and policies. Their continued relevance, the extent to which progress was being made toward achieving them, and which ones had been achieved were debated.

The following pages provide a refinement of those critical statements, not a change in direction. This is an affirmation of community values and priorities and an assessment of progress toward fulfilling the vision of the 2011 Master Plan.



Goals, Policies, and Actions

Through identifying planning values, obtaining public input and articulating planning issues, the goals, policies and actions can be formulated. These are the foundation of the future land use plan and provide the basis for implementation of the plan.

The Planning Commission reviewed the Goals, Objectives and Policies from 2011 to determine which had been met, those where progress has been made, and those which are no longer relevant. The Goals, Policies and Actions in this Plan are based on the relevant goals from 2011 as well as new ones needed to meet the challenges facing the city today.

A **goal** is a general statement of a desired outcome. To be effective, a goal must be realistic and achievable. The goals take the issues identified by the public and focus them into specific outcomes, enabling us to paint a picture of the future as the residents of Zeeland would like to see it.

A **policy** narrows the focus of the goal and provides a “jumping-off” point for determining implementation actions. Each goal is narrowed by one or more policies.

An **action** is even more specific and leads to the outcomes proposed by the goals. They are the starting point for implementation and provide a basis for the recommendations of the Future Land Use Plan.

Level	Goal	Policy	Action
LAND USE			
Goal 1	To preserve the character and uniqueness of the community, the City should encourage future land uses to be compatible with one another through ongoing review and modification of the Master Plan and zoning map.		
1A		Eliminate land use conflicts over time through zoning land to be consistent with the Future Land Use Map.	
			1. Regularly identify and investigate land use conflicts and develop appropriate mitigation measures.
1B		Provide for consistent review and update of the Master Plan when conditions dictate.	
			1. Hold an annual meeting in accordance with the Planning Act. Consider any land use issues or changes that may affect the Master Plan.
			2. Thoroughly review the Master Plan every five years, as required by the Planning Act, and revise the Master Plan as necessary.
Goal 2	Provide for sufficient amounts of residential, commercial, industrial, institutional and public land uses.		
2A		Place a priority on preserving the integrity of Zeeland's neighborhoods.	
			1. Identify and monitor land use in neighborhoods where there are potential threats to the preservation of housing.
			2. Develop and use criteria to determine where preservation is needed, and where removal of housing may be beneficial
			3. Consider zoning and policy tools, such as historic preservation and form-based codes, to protect

Level	Goal	Policy	Action
			significant historic and cultural sites and neighborhoods.
2B		Recognizing the need to protect single family neighborhoods from conversion of larger single-family homes to multiple family structures, the City should make zoning decisions consistent with the R-1 zone district requirements.	
			1. Rezoning evaluations in residential neighborhoods should carefully consider the potential effects of higher densities, or more intensive use of properties within the neighborhood.
2C		Identify properties where new development or redevelopment is appropriate.	
			1. Evaluate existing vacant lands and determine if current zoning is appropriate, given needs for particular types of land uses in the community.
Goal 3	Make land uses safer and more visibly attractive to both passers-by and to neighboring properties.		
3A		Continually evaluate existing and proposed ordinances and policies to preserve and enhance the physical attractiveness and environmental uniqueness of Zeeland.	
			1. Continue to develop and nurture relationships with community, church, and social groups who have an interest in the future and beautification of the city.
			2. Through an ongoing enforcement program, use the existing structures code to preserve Zeeland's uniqueness.
			3. Establish a program of infrastructure maintenance and improvement to upgrade the quality of neighborhoods, and commercial and industrial areas.
Goal 4	Encourage future development to occur in accordance with the Master Plan.		

Level	Goal	Policy	Action
4A		Promote orderly development of Zeeland's neighborhoods through the encouragement of adjacent compatible land uses.	
			1. Restrict the development of incompatible land uses through the implementation of zoning and other city ordinances.
			2. Continue to cooperate with Zeeland and Holland Townships by obtaining their comments regarding zoning changes in areas of the City that abut the Townships.
			3. Where necessary, provide buffer areas as transitions between incompatible land uses.



COMMERCIAL AND INDUSTRIAL			
Goal 1	Reinforce Zeeland's Downtown Business District as a Walkable Community Gathering Place		
1A		By reference, the Vision Summary of the Downtown Vision Plan is a part of this Master Plan. The Community Context, Planning Framework and Vision Plan Summary are the Master Plan policies for development of Downtown Zeeland.	
			1. Adopt zoning regulations to support downtown redevelopment, a complementary mix of uses, residential development, and gateway enhancement.
			2. Create incentives to promote redevelopment of blighted, underutilized, and marginal properties.
			3. Refine the Alcohol Overlay District regulations to focus on businesses that most directly contribute to the vitality of a walkable downtown and contribute to customer interaction among other downtown businesses.
			4. Establish special use criteria for the decisions related to businesses selling alcohol.
			5. Review the zoning boundaries within the downtown to ensure conformance with the recommendations of this Master Plan and the Vision Plan.
Goal 2	Preserve Downtown's preeminence as Zeeland's major commercial center		
2A		In the commercial areas outside of downtown, promote businesses and services that meet the needs of the general and motoring public that do not directly compete with businesses traditionally concentrated in downtown.	
			1. Focus the commercial areas on State Street on the Washington, Main and Business Loop I-196 nodes. Do not permit further encroachment into adjacent residential areas, except as designated on the Future Land Use map.
			2. Promote highway oriented commercial, office and light industrial uses in the commercial corridor on the south side of Business Loop I-196.
			3. Maintain governmental services (City Hall, Library, Community Center) in the downtown area.

Goal 3	Promote development of low-intensity businesses on vacant properties within the City.		
3A		Locate appropriate properties where new non-residential development is appropriate.	
			1. Consider rezoning property near Zeeland Community Hospital to allow for offices and other services to support health care in the community.
Goal 4	Provide for continued industrial growth in the City, using appropriate local tools and mechanisms.		
4A		Encourage new industrial development only in areas where there will be minimal negative impact on other land uses.	
			1. Restrict construction of facilities of new industry to the industrial districts.
			2. Through amendments to the Zoning Ordinance, aggressively use nonconforming use provisions when industrial uses are not consistent with the zoning map.
			3. Consider rezoning industrial areas outside of the Industrial Park to accommodate other land uses, in order to encourage infill of vacant sites in the Industrial Park with appropriate manufacturing businesses.
Goal 5	Encourage older industrial buildings outside of the Industrial Park that are not suited for long-term industrial usage to be adaptively reused.		
5A		Recognizing the historical contribution of older industries to the evolution of Zeeland and their present economic potentials, encourage the adaptive reuse of obsolete industries, rather than demolition and new construction.	
			Encourage zoning provisions applicable to older buildings that may be used to enhance the economic feasibility of an adaptive reuse project.
5B		Recognizing the continued demand for housing in the Zeeland area, encourage residential adaptive reuse in recognized older industrial areas.	
			Rezone appropriate sites for mixed use or multiple family development, based upon suitability of the site, current and anticipated zoning patterns adjacent to the site, adjacent land uses and site potentials.

HOUSING AND NEIGHBORHOOD			
Goal 1	Recognizing that Zeeland's physical character is largely a result of its existing residential neighborhoods, preserve and improve the existing housing stock and supporting neighborhood facilities.		
1A		Initiate efforts to improve and protect houses and their properties so that a balance is maintained against the exposure of non-residential uses.	
			1. Continue to enforce the Rental Housing Registration and Inspection Program.
			2. Enforce local ordinances in respect to potential nuisances, including storage of trailers, parking of vehicles, weeds, etc.
			3. Through zoning, discourage conversion of single-family homes into duplexes and multiple dwelling units.
			4. Continue to enforce the housing property and maintenance code.
			5. Through zoning controls as well as informal discussions, encourage commercial, industrial and public/semi-public uses to buffer off-street parking and vehicular use areas from adjacent residences.
1B		Preserve those physical elements that help make Zeeland distinctive and cohesive.	
			1. Encourage preservation of historic sites and properties including residential and commercial land uses.
1C		Provide the public facilities and amenities that will protect and enhance the character of each neighborhood.	
			1. Target construction of sidewalks, curb and gutter in residential areas to enhance neighborhood character and provide non-motorized transportation.
			2. Maintain the tree planting and tree management program.

Goal 2	Strive to supply and encourage an adequate supply and mix of decent, affordable housing.		
2A		Preserve housing that is still viable, even if it is situated in a sensitive area, such as abutting industry or busy streets.	
			1. Work closely with non-residential uses adjacent to housing in order to address problems relating to dust, noise, traffic or other nuisances.
			2. Prevent further encroachment of non-commercial land uses on State Street into residential areas
Goal 3	Foster construction of appropriate housing types in and near the Zeeland area.		
3A		Encourage new housing developments to provide a mix of housing types at varying costs.	
			1. Require Planned Unit Development review and approval for new residential developments where the number of units exceeds a specified threshold.
			2. Encourage "infill" development in vacant lots in existing single family residential neighborhoods by encouraging additional single family homes, along with other compatible uses as special land uses, in appropriate residential zones. All approved uses shall preserve the predominant single family character of the neighborhood.
			3. Identify vacant or under-developed areas where rezoning to residential land uses would be appropriate.
3B		Encourage housing development in a planned manner in areas adjacent to Zeeland.	
			1. Make available public utilities to appropriately planned residential developments in adjacent governmental units.
			2. Through the Planning Commission, encourage strengthened cooperative planning between Zeeland, Zeeland Township, and Holland Township.

PUBLIC FACILITIES AND SUSTAINABILITY			
Goal 1	Make available to the public safe and accessible public facilities, buildings, streets and parks.		
1A		Build public facilities to acceptable standards and maintain these facilities at those levels.	
			1. Design and build into public works projects, such as roads and infrastructure, adequate capacity to meet current and future needs.
			2. Provide necessary maintenance of public facilities through adequate staffing and training of staff, and/or ensuring qualified contractual services.
1B		Review annually the needs of the community, identify and budget for these needs in the City of Zeeland Capital Improvement Plan and execute those improvements identified in the Plan.	
			1. Regularly assess the needs of the community for public buildings, parks, streets, and utilities, and incorporate the findings into the Capital Improvements Plan, or develop alternative solutions.
			2. Budget for the needs identified in the CIP, annually review the items for continuing needs, adequate budget, and implement as scheduled.
Goal 2	Provide for land use policies, programs and regulations that allow for fiscal and environmental sustainability.		
2A		Allow for government, businesses and homeowners to use energy and resources more sustainably.	
			1. Adopt zoning provisions that allow for alternative energy systems, such as Wind Energy Conversion systems, solar energy systems, and other renewable sources of energy.
			2. Encourage, through zoning and other incentives, use of Low Impact Design methods that protect groundwater and surface water resources, such as

			rain gardens, vegetated swales, and green roof systems.
			3. Promote sustainable design and energy efficiency.
Goal 3	Address future expansion issues related to the public and non-residential facilities in the Central/Lawrence /Jefferson area		
3A		Protect existing neighborhoods while allowing important community facilities to expand in order to meet community needs.	



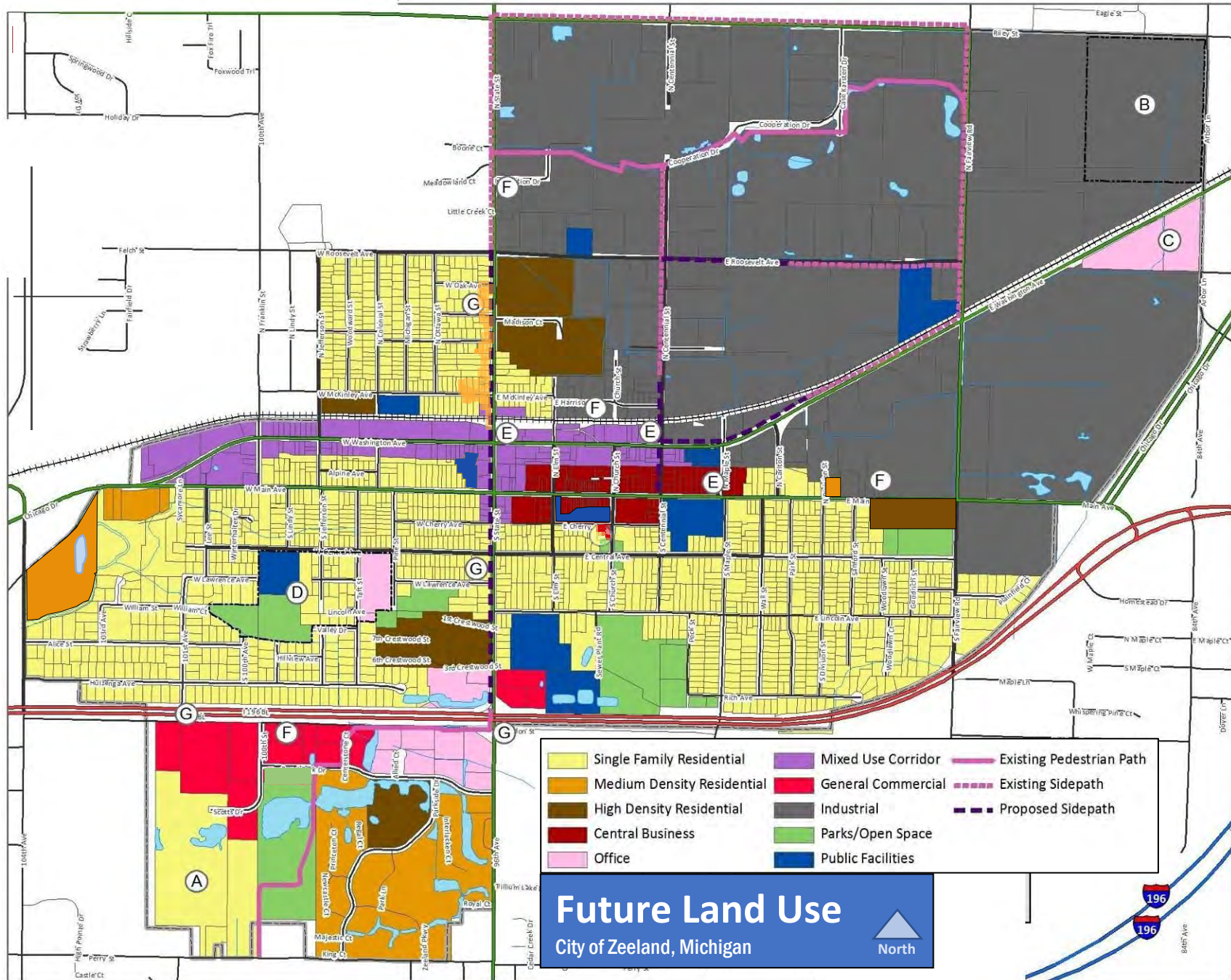
TRANSPORTATION			
Goal 1	Maximize the safety and efficiency of the existing Zeeland street system for motorists and non-motorists.		
1A		Increase the capacity of major streets by reducing road edge friction to traffic flow.	
			1. Where necessary, prohibit parking or standing within public right-of-way. Physically define driveways and consolidate where reasonable.
			2. Define pedestrian crosswalks using street markings, signs, and sidewalks.
1B		Maximize the sight distance of motorists.	
			1. Assure compliance of all traffic signs and street markings with the "Michigan Manual of Uniform Traffic Control Devices."
			2. Eliminate street clutter by removing unnecessary signs, burying utility lines where the opportunity exists, and requiring a reasonable setback for commercial signs.
			3. Enforce property front-yard setback requirements.
			4. Remove obstructing vegetation.
1C		Monitor traffic characteristics and street conditions on a continuing basis.	
			1. Utilize traffic count information whenever beneficial to making land use issues decisions.
			2. Periodically evaluate existing traffic control devices and maintain regularly.
			3. Base decision to install new traffic control devices on engineering studies.
Goal 2	Minimize traffic conflicts between the various user types of Zeeland transportation facilities, yet recognize the special transportation needs of each user.		
2A		Where possible, separate incompatible transportation users.	

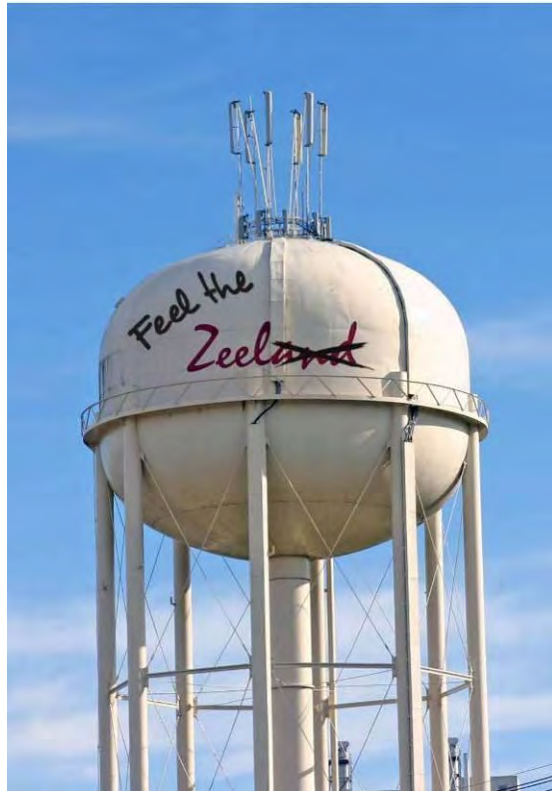
			1. Provide separate transportation facilities for motorized and non-motorized traffic, such as on-street bike lanes, marked pedestrian crosswalks and grade-separated trails, unless traffic-calming devices are used.
			2. Encourage separation of industrial trucks and automobiles.
2B		Be sensitive to the special transportation needs of the residential, commercial, institutional, and industrial sectors of the community.	
			1. Maintain the livability of residential areas by minimizing through-traffic and buffering residences from off-street parking.
			2. Recognize those individuals who work and live in the community who have special transportation needs.
			3. Provide adequate visitor parking and delivery areas for businesses and institutions.
			4. Monitor the speed limits along Main and Washington Avenues to augment the flow of traffic to the downtown commercial area.
Goal 3	Promote non-motorized transportation for Zeeland residents.		
3A		Ensure the safety of pedestrians and bicyclists.	
			1. Construct sidewalks on both sides of heavily traveled streets.
			2. Physically define pedestrian crossways across major streets, installing crosswalks and traffic control devices where necessary.
			3. Work with school officials to direct school children along safe pedestrian routes.
			4. Adopt traffic ordinances outlining rules and regulations with respect to on-street bicycle traffic.
3B		Improve pedestrian and bicycle access to the attractive "destination points" of the city.	

			1. Construct sidewalks to connect the existing sidewalk system with identified attraction points.
			2. Remove movement barriers by installing ramps, etc. at sidewalk crossings.
			3. Provide bicycle racks at parks and within the downtown commercial areas.
			4. Connect existing pedestrian trails and sidewalk paths to downtown, schools, parks and other activity areas.
			5. Provide improved pedestrian access to Huizenga Park and that portion of Zeeland south of Business Loop I-196.
3C		Encourage long-distance bicycling in areas surrounding Zeeland.	
			1. Participate in cooperative efforts between Zeeland City, Zeeland Township, Holland City, Holland Township, and Ottawa County to construct bike routes from Zeeland to Lake Michigan, other major destinations, and the City of Holland, and to connect to existing trails and non-motorized corridors.
Goal 4	To provide, in an orderly manner, phased improvements to the city street system as community growth occurs.		
4A		Ensure that future development of transportation facilities is consistent with Zeeland's Master Plan.	
			1. Provide for safe, low volume traffic flow through areas zoned for residential development.
			2. Maintain traffic patterns that funnel people into, around and through the downtown commercial areas.
			3. Improve truck accessibility to the industrial areas in the northeast quadrant of the city.
			4. Approve transportation designs that discourage unwarranted strip or sprawl

			development.
4B		Adopt standards and guidelines to evaluate proposals for additional streets in the city.	
			1. Install curb and gutter along all streets during the resurfacing of existing streets or the construction of new streets.
			2. Require the provision of facilities for pedestrian movement as a requirement for site development
			3. Create, maintain and use specifications for review of proposed street configurations in residential subdivisions.
4C		Recognize that the appearance of transportation corridors is important to the image of the city.	
			1. Remove street clutter by burying utility lines and enforcing an ordinance to regulate commercial signs.
			2. Maintain and improve city "entranceways" to ensure that residents and visitors have an impression of entering a special place.
			3. Continue to improve the aesthetic character of Zeeland's streets through public and private investment in landscaping and creative architecture.







Chapter 4

ACTION

Goals and aspirations are essential components of the Master Plan, providing the needed long-range direction. However, in order to achieve those goals, there must be a plan of action.

This chapter enumerates the recommended steps to be taken as the City moves toward its goals. Many of these actions involve policy or regulatory changes. Others require financial investment. Some can happen relatively quickly, while others will take more time.

The matrix on the following pages provides a detailed guide, specifying not only the actions to be taken but also identifying the entity that should lead the effort, a suggested time frame, and a relative priority. An explanation of the priority ranking is as follows:

Priority 1 projects are those that should be given immediate and concerted effort. Any preliminary steps that must be taken to implement the action (such as seeking funding, changes in local ordinances, etc.) should be commenced immediately. Those Priority 1 projects that have a longer time horizon should be revisited on an as- needed basis and

incorporated into other applicable long-term planning programs, such as a capital improvements plan.

Priority 2 projects either depend upon commencement or completion of Priority 1 projects or do not have the same immediacy of Priority 1 projects. Once commenced, however, these projects should be considered important and should be pursued until completion.

Priority 3 projects are those that implement elements of this plan, but are not urgent and can be delayed for a longer period of time. These projects are more susceptible to budgetary constraints.

Some projects within the matrix do not have a specified timing period because they are based on less predictable factors such as land availability, etc. The timing for these projects is explained within the matrix. Also, the Downtown Vision Plan, which is a subarea plan of this Master Plan, should be consulted for implementation of the Downtown Vision.

Implementation Matrix

ORDINANCES, GUIDELINES, PLANS AND POLICIES			
Action	Responsibility	Timing	Priority
1. Review the Zoning Ordinance to identify regulations that may inhibit implementation of this plan and make changes as necessary.	Staff, Planning Commission, City Council	Within 1 year	1
2. Create new zoning provisions to implement this plan, including mixed uses, overlay districts, form-based codes, design requirements and appropriate density maximums.	Staff, Planning Commission, City Council	Within 1 year	1
3. Review and initiate amendments to the Zoning Map to support the future land use recommendations.	Staff, Planning Commission, City Council	Within 1 year and as needed	1
4. Fund and convene a study of the West Side Public Facilities area	Staff, Planning Commission, representatives of West Side institutions, affected homeowners	Within 2 years	1
5. Evaluate zoning enforcement policies and programs and implement changes to encourage voluntary compliance	Staff, City Council	Within 1 year	1
6. Review and revise zoning and subdivision regulations and engineering design specifications to promote sustainable development, including a focus on pedestrian amenities, environmentally sensitive stormwater maintenance, and use of renewable energy resources.	Staff, Planning Commission, City Council	Within 1 year	2
7. Implement design requirements in the zoning ordinance for new development, where appropriate, including traditional downtown and mixed use, commercial and office/employment areas.	Staff, Planning Commission, City Council	1 year	2

ORDINANCES, GUIDELINES, PLANS AND POLICIES

Action	Responsibility	Timing	Priority
8. Review policies and programs for preserving historic areas, including creation of historic districts, form-based codes or other zoning and policy tools.	Staff, Planning Commission, City Council	1 year	2
9. Review and revise the Master Plan in response to changing needs and priorities.	Staff, Planning Commission, City Council	Annually and as needed; every 5 years at minimum	2
10. Complete a regional pathways plan as part of updating the City Parks and Recreation Plan, and as an update to this Master Plan.	Staff, Cemetery-Parks Commission, Planning Commission, City Council, Macatawa Area Coordinating Council, West Michigan Regional Planning Commission	1 – 5 years	2
11. Conduct market and redevelopment studies of the Washington/Centennial, Washington/State and Sligh Building redevelopment sites. Conduct a similar study of the Church/Cherry office site if the land becomes available.	Staff, Planning Commission, City Council, affected property owners (including the Zeeland Community Development Corporation)	Within 3 years and as land is available	2
12. Monitor land use changes in Zeeland Charter Township near the Zeeland Community Hospital. Review potential uses of vacant lands in the northeast corner of the city and amend this plan and the zoning map as needed.	Staff, Planning Commission, City Council	Ongoing, as land use changes occur	2
13. Require residential development resulting in a number of units over a specified threshold (e.g., more than 11 lots, apartment units or site condominium units) to be developed under Planned Unit Development requirements	Staff, Planning Commission, City Council	Within 2 years	2

ORDINANCES, GUIDELINES, PLANS AND POLICIES

Action	Responsibility	Timing	Priority
14. Evaluate areas of inconsistent land uses and determine the best long-range use of these areas, consistent with the Future Land Use Map. Where appropriate, rezone accordingly.	Staff, Planning Commission, City Council	Within 2 years	3
15. Encourage, through zoning tools such as Planned Unit Development, construction that meets LEED guidelines. New City facilities should also incorporate LEED principles	Staff, Planning Commission, City Council	Within 3 years	3
16. Implement the policy recommendations of the Downtown Vision Plan, as market realities dictate and as land and/or funding becomes available	Staff, Planning Commission, City Council, Chamber of Commerce	As outlined in the Vision Plan	As outlined in the Vision Plan

LAND ACQUISITION, DEVELOPMENT AND TRANSPORTATION IMPROVEMENTS

Action	Responsibility	Timing	Priority
1. Work with Zeeland Public Schools on possible acquisition and development of the East Athletic Fields and bus facility into a public park	Staff, Cemetery-Parks Commission, Planning Commission, City Council, Zeeland Public Schools	Within 3 years	1
2. Acquire additional right-of-way, where necessary, to expand the sidewalk into non-motorized sidepaths on State Street and extend sidepaths on Centennial and Washington into the downtown area.	Staff, Planning Commission, City Council	1 – 5 years	2
3. Work with the Michigan Department of Transportation and (for 104 th Street improvements) Holland Charter Township to provide pedestrian improvements at three Business Loop intersections: 104 th Street, 101 st Street, and South State Street	Staff, Planning Commission, City Council, Holland Charter Township Staff and Township Board, MDOT,	Within 3 years	2

LAND ACQUISITION, DEVELOPMENT AND TRANSPORTATION IMPROVEMENTS

Action	Responsibility	Timing	Priority
4. Consider a feasibility study for a pedestrian bridge or tunnel across or under Business Loop I-196 at South State Street. If found feasible, seek sources of funding	Staff, Planning Commission, City Council, MDOT	Within 5 years	3
5. As market conditions, land availability and budgets allow, implement the redevelopment recommendations of the Downtown Vision Plan	Staff, Planning Commission, City Council, affected property owners, Zeeland Community Development Corporation	As outlined in the Vision Plan	As outlined in the Vision Plan

Conclusion

It is important to understand that the Master Plan is a guide and should be an integral part of decisions related to zoning, land development, and capital investment. However, conditions change; unanticipated opportunities may arise; and new challenges may emerge.

The Plan should be kept current. Deviating from the Plan should not occur without sound rationale. When such a departure is warranted, the reasons for that action should be clearly stated. If the circumstances are widespread, the Plan should be amended to reflect the change and ensure that it remains consistent with prevailing conditions. Because of the time and process required for amending the Plan, such changes should be considered carefully.

The Michigan Zoning Enabling Act requires the City's Zoning Ordinance to be "based on a plan to promote the public health, safety and welfare; to encourage the use of lands in accordance with their character and adaptability; to limit the improper use of land; to conserve natural resources and energy; to meet the needs of the state's residents for food, fiber and other natural resources,

places of residence...and other uses of land." Since the zoning map is a part of the Zoning Ordinance, changes to zoning boundaries should be in conformance with the Master Plan.

Adhering to the Plan recommendations and being proactive in its implementation will ensure that the goals will be achieved and Zeeland will continue to be the unique and highly desirable community in the future as it is known today.

