



CITY OF ZEELAND MASTER PLAN 2011

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 2011** **OTTAWA COUNTY, MICHIGAN** **Adopted _____, 2011**

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ZEELAND MASTER PLAN 2011

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Chapter 1 INTRODUCTION

The City of Zeeland is located in southern Ottawa County, in Southwest Michigan. The city is completely surrounded on the east by Zeeland Charter Township and on the west by Holland Charter Township. Nearby is the larger city of Holland, which shares its Dutch heritage and identity with Zeeland. With its strong manufacturing base and location on Interstate 196, Zeeland has more people working within the city limits during weekdays than there are permanent residents.

Zeeland is proud of its Dutch roots, and that heritage is still evident today. The community embraces its unique Dutch culture and values, which makes Zeeland a charming and vibrant small city. Within the city one can find an excellent Dutch heritage museum, a restored and vibrant downtown, well-kept neighborhoods and world-class industries. Zeelanders are anxious to share their city's assets by inviting others to "Feel the Zeel," which is the city's recently adopted marketing slogan.

A Short History...

Four hundred and fifty-seven immigrants left the Netherlands in 1847 to start a new life in the United States. The company was divided into three groups, with the understanding that whichever group reached New York first should have the choice of a definite location. The ship led by Jannes Vande Luyster arrived first and, after considering Iowa and Michigan as the two possibilities, chose Michigan because of the material resources so necessary to the settlers. The Vande Luyster party arrived in Holland, Michigan, on June 27, 1847. This ship was followed by the Steketee group on July 4, 1847, and Reverend Van Der Meulen's group on August 1.

Six miles east of Holland, Vande Luyster and his followers founded what is now known as Zeeland, named for the seaside province in the Netherlands. The First Reformed Church was established first, followed by homes and businesses. The original town was platted in 1849 and the school district was organized in 1850. The town continued to grow and

prosper as more immigrants arrived. In 1907, Zeeland adopted a city charter.¹

As the 20th century began, the strong work ethic that characterizes the community became manifest in growing businesses and industries. In 1923, the Herman Miller Company was founded, which has become one of the world's foremost designers and manufacturers of office furniture. The dedicated and educated workforce attracted other enterprising companies, such as Howard Miller Clocks, Gentex Corporation (manufacturers of automatic dimming rearview mirrors and other automotive products) and Mead Johnson Nutrition, manufacturers of infant formula and other nutritional products. In spite of downturns in the manufacturing sector, Zeeland remains a manufacturing dynamo.

¹ Historic information source: Hope College/Western Theological Seminary Joint Archives of Holland: History of the First Reformed Church of Zeeland, <http://www.hope.edu/jointarchives/collections/registers/wts/1stRefZe.html>

Zeeland today is a quiet community that retains its Dutch heritage. Many descendants of the original immigrants still live in the area. It is known as the “City of Churches,” with 13 houses of worship within its three square miles. The Dekker Huis Museum on East Main Avenue contains records and historical exhibits related to the city's rich history. Downtown Zeeland is vibrant, with recent streetscape improvements and expanding businesses (some as a result of the reversal in



Gentex Corporation

2006 of the city's longtime ban on sales of alcoholic beverages). Residential neighborhoods are stable and well kept. A significant amount of the city's land area is dedicated to an industrial park, which has few vacancies but still has room to grow.

Zeeland is recognized as a premier community in which to live, work and raise a family. Top rated community recreational programs are provided through the Zeeland School District. Zeeland schools (both public and parochial) are highly rated, and the city has a fine library and community center and its own community hospital (located just east of the city in Zeeland Township). This Master Plan reflects the desire of Zeeland's citizens to maintain their high quality of life and to plan for a successful future.

Previous Planning Efforts

1984 Comprehensive Plan

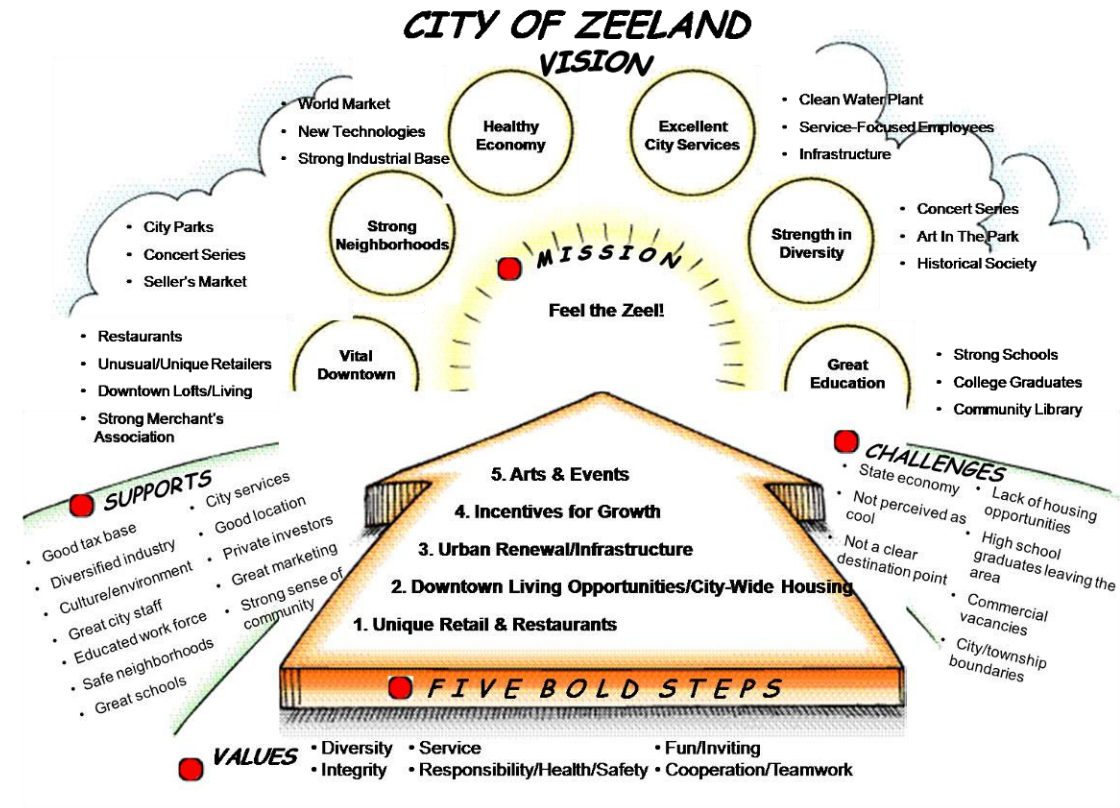
Zeeland first created its Planning Commission in 1979. The Commission immediately set about the task of adopting a Comprehensive Plan for the City. The 1984 Comprehensive Plan is a large document that thoroughly detailed Zeeland's housing, commerce and

existing land use. The Commission conducted telephone surveys and market studies to gather public input. The resulting document covered future land use, housing, economic development, public facilities, recreation and transportation.

1995 Master Plan

The City's prior master plan was adopted in 1995, which was an update to the 1984 Comprehensive Plan. The 1995 Update included a community survey, with 367 responses, that confirmed residents are generally satisfied with living in Zeeland. However, the survey also highlighted desires for a community recreation center and more pedestrian trails and paths, both of which have since been implemented.

The 1995 Plan set goals for land use, economic development, housing, sense of community, public facilities and services, and transportation. These were buttressed by numerous policies and strategies to achieve each goal. The policies and strategies were very specific and led to quantifiable actions. While creating this new Plan, the City reviewed the 1995 goals, policies and actions and determined if and how they were



City of Zeeland Strategic Vision

implemented since adopting the previous plan (the resulting goals, policies and actions are in Chapter 3, *Planning Principles*). While the 1995 Plan served its time very well, both age and changes in the community have led to its obsolescence, and it is no longer referenced when making planning and zoning decisions.

City Vision and Strategic Action Plan

In 2006, the City Council embarked on a process to prepare a strategic plan and vision. The result was a vision statement described in the graphic above. The statement is summarized in the six Vision Elements

(surrounded by circles) and the Five Bold Steps the City must take to achieve the Vision. Each year, the City Council reviews the Five Bold Steps and evaluates what needs to be done to advance them. This process continuously involves the City Council toward achieving the vision through evaluation of City policies. This Master Plan is meant to complement the Strategic Vision Plan, and the two plans should be consulted together when considering land use changes and related programs affecting the future of the City.

2009 Downtown Vision Plan

In 2009, the City's Shopping Area Redevelopment Board (SARB) sponsored a Vision Plan for downtown. This plan was the result of a concentrated downtown vision process, including a number of meetings with downtown stakeholders and a community workshop. This resulted in a vision to "revitalize the heart of the community and encourage a Downtown that is financially affordable and competitive, physically attractive, fun and energetic."

In June, 2009, the Planning Commission endorsed the Vision Plan, the Downtown

Vision Plan and Matrix with the intent that it be used as a basis for the upcoming plans and may be altered as needed determined by the City of Zeeland. In the same month the City Council also endorsed the Plan, "with the intention to use the content of the documents as a base for updating the Master Plan and future City vision plans and visioning sessions."

Since Downtown Zeeland is a vital portion of the City, this Master Plan does not replicate the efforts of the Downtown Vision Plan. Instead, the vision and goals of the Plan (specifically, Chapter 05, Vision Plan Summary; see Appendix) are adopted by reference. The Downtown Vision Plan is considered a subarea plan of this Master Plan.

How This Plan was Created

The 2011 Master Plan was a collaborative effort between the City and Zeeland's citizens. The Planning Commission served as the steering committee to help guide the process.

First, information about the community was gathered – demographics, history, maps, and

other background material. This information is summarized in Chapter 2, *Zeeland Today*. This "community snapshot" was used to identify preliminary planning issues. Concurrently, a city-wide Community Survey was initiated to determine opinions about a variety of topics including desires for the City's future. The results are summarized in Chapter 3, *Planning Principles*; full survey results can be found in the Appendix.

Additional techniques were used to engage the public to determine important community values. First, the City Council and the Planning Commission held strategic planning sessions to identify community strengths, weaknesses, opportunities and threats. Several community stakeholders were also interviewed to determine their perspective on community desires. The issues identified through these interviews form the initial "planning framework".

Further meetings with the Planning Commission were held to focus on and further examine the initially identified planning issues and to begin testing the validity of community values, goals and strategies. These "planning principles" form the basis of the goals, policies and actions

found in Chapter 3, *Planning Principles*. The planning principles are the foundation of the Future Land Use Plan that is described in Chapter 4 (*Zeeland Tomorrow*). The goals and the resulting draft land use plan were reviewed by the public at a workshop held at the Howard Miller Community Center on July 20, 2010.

After the Planning Commission approved the initial draft plan, the entire Master Plan draft was submitted for review by the City Council and then released for review to the surrounding townships and the Ottawa County Planning Commission, in accordance with the Michigan Planning Enabling Act (P.A. 33 of 2008). After the mandated review period, the Planning Commission held a public hearing on _____, 2011 and the plan was adopted by the City Council on _____, 2011. The Resolution of Adoption is copied on the inside back cover of this document, in accordance with the Planning Enabling Act.

This Master Plan is a comprehensive vision for the entire city, and while it identifies issues

and neighborhoods that deserve additional attention, it does not include specific subarea plans². Because of the particular issues facing specific areas and neighborhoods in the city, this plan should serve as the catalyst for future studies of the subareas identified in the plan.

The Planning Enabling Act requires the Planning Commission to review the plan at least every five years. This review is an opportunity to determine if changes have occurred which justify amendments to this plan. The five-year review may also be a good time to consider and adopt necessary subarea plans.

² A subarea plan for Downtown Zeeland, as noted above, has already been prepared (the Downtown Vision Plan) and the Vision Summary of that Plan (see Appendix) is adopted and incorporated into this Master Plan by reference.



Herman Miller Corporation Headquarters



Chapter 2

ZEELAND TODAY

Zeeland is a compact city, with only three square miles to accommodate its residential, commercial and industrial areas. Along the south, west and east edges of Downtown are Zeeland's historic churches and neighborhoods of fine, older homes. Radiating out from Downtown are neighborhoods of early 20th Century housing, followed by newer, suburban tract-style homes. North of Downtown is the Washington Street corridor, which was originally the "factory row" and today is a mixed use street with retail, office, industry and residential uses. Beyond Washington Street is the huge Zeeland Industrial Park. Nearly half of the land within the city limits is zoned and used for industry.

To determine what Zeeland should be like tomorrow, it helps to understand what makes it unique today. This chapter looks at the characteristics that make the city special and lists related planning values that help focus master planning strategies.

Natural Features

Zeeland is not situated on or near a river and is impacted only by several creeks and drains. The largest of these are the Boone Drain and the Bosch and Hulst Drain (also referred to locally as the Black River), both of which empty into the Macatawa River to the southwest. In the far western portion of the city, drains impact the street network where bridges have been built over them. **Map 1** shows the location of these features.

A series of man-made ponds and former gravel pits are south of Business Loop 196 and provide water views to residents in the Rest Haven/Royal Park neighborhood and as part of Huizenga Park.

Since there are few natural features, Zeeland's development has not been impeded. Zeeland is also blessed by its proximity to Lake Macatawa and Lake Michigan, with their magnificent shorelines and recreational opportunities.

City of Zeeland
Ottawa County, Michigan

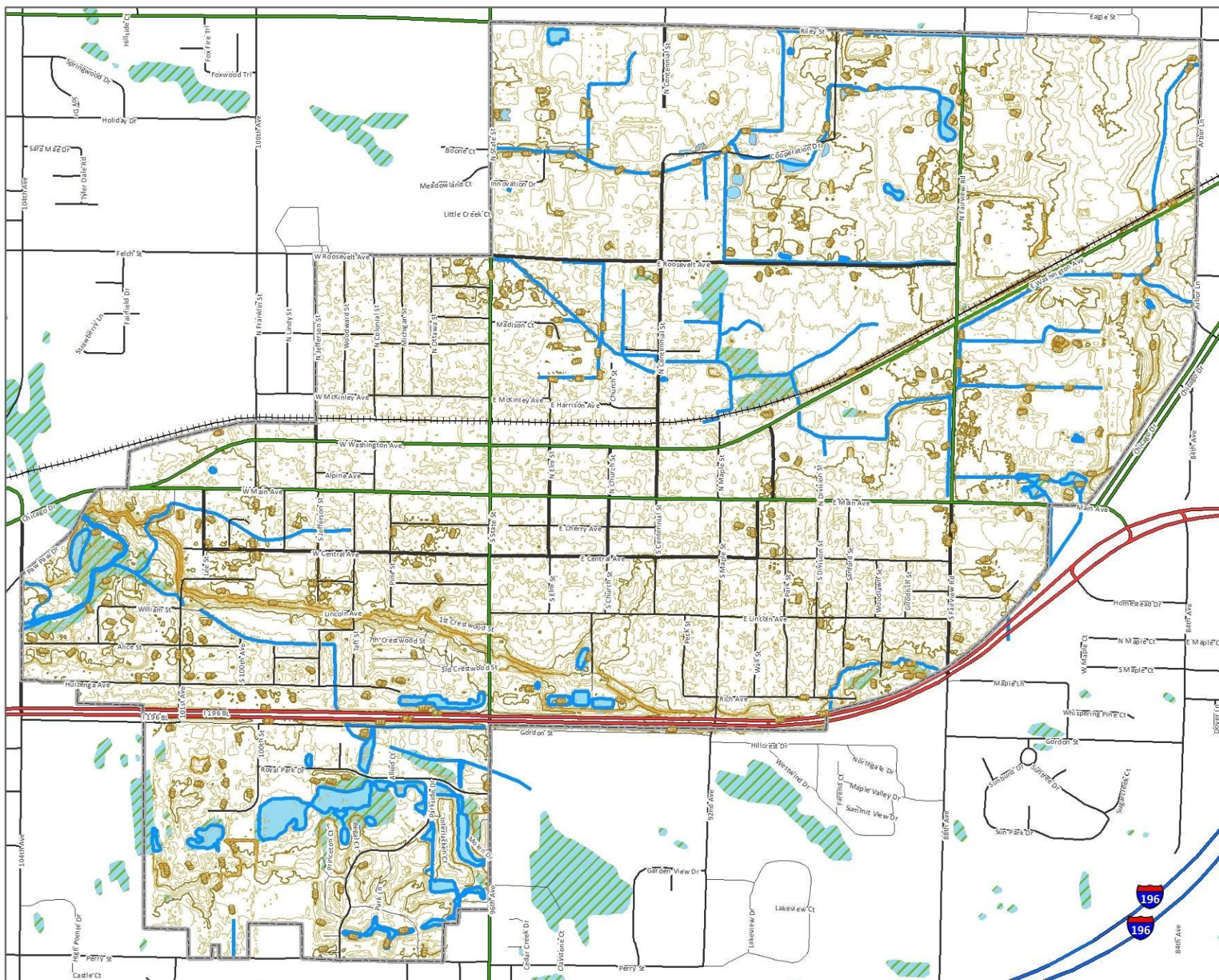
Map 1: Natural Features

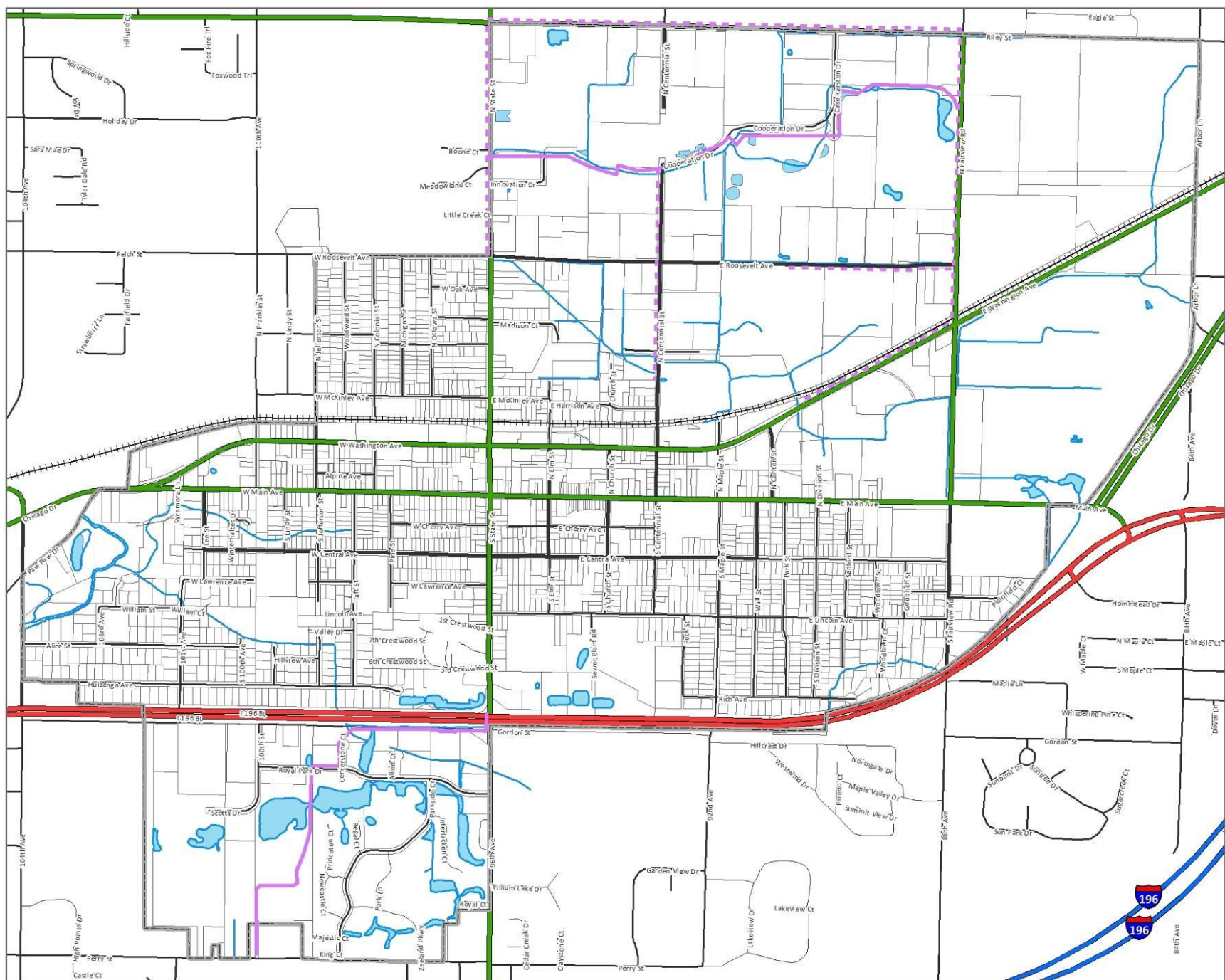
-  Wetlands
-  2-Foot Contours
-  Steams and Drains
-  Lakes and Ponds



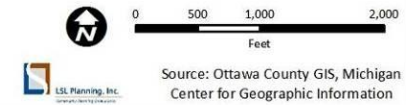
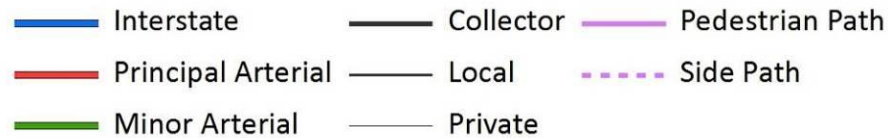
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Feet

Source: Ottawa County GIS, Michigan
Center for Geographic Information





Map 2: Transportation



Planning Values

Natural Features

Although Zeeland does not have abundant natural features, those streams, wetlands and open spaces within the city add serenity and beauty.

It is important to protect and nurture these features, protect water quality, provide habitat for plants and wildlife and provide places where people can commune with nature.

Transportation

Zeeland is located on the main CSX railroad line between Grand Rapids and Chicago, which parallels Washington Avenue. This line carries Amtrak trains as well, connecting to Chicago and Grand Rapids with a depot in nearby Holland. The city is linked to Interstate 196 via Byron Road, which provides easy access to the Grand Rapids metropolitan area (where the nearest passenger airport is located) and, via I-94 to the south, the

Chicago region. Business Loop I-196 forms most of the city's south boundary, which connects Zeeland with Holland and provides access to US 31 and the myriad shopping and dining opportunities in the City of Holland and Holland Charter Township.

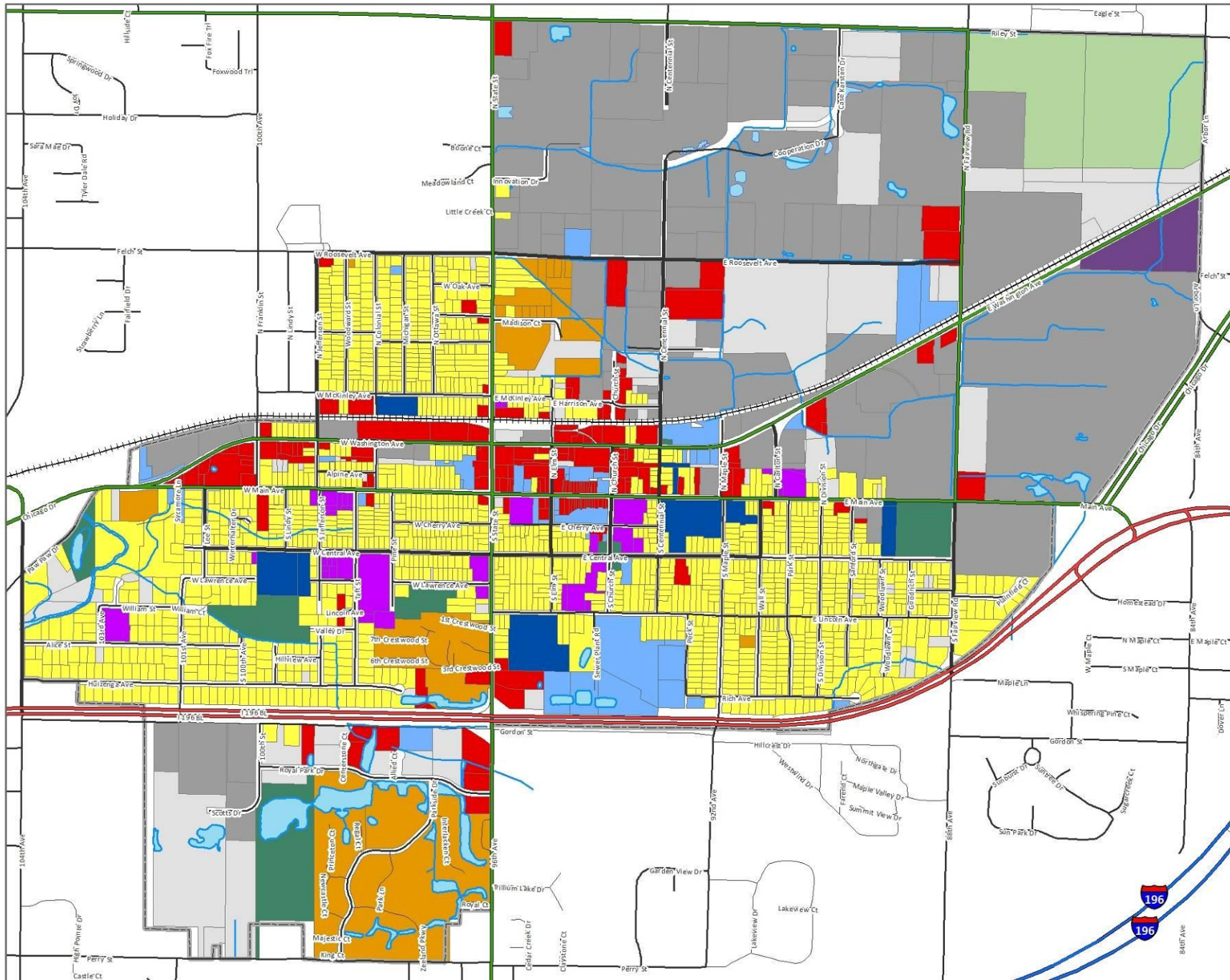
Map 2 shows the area transportation network. Chicago Drive becomes M-121 at the east end of East Main Avenue, providing access to the Hudsonville and Jenison areas southwest of Grand Rapids. Within the city, several minor arterials provide access from neighborhoods to the arterial road system. There are gateway signs marking the entrances to the city from Business Loop I-196, M-121 and other areas.

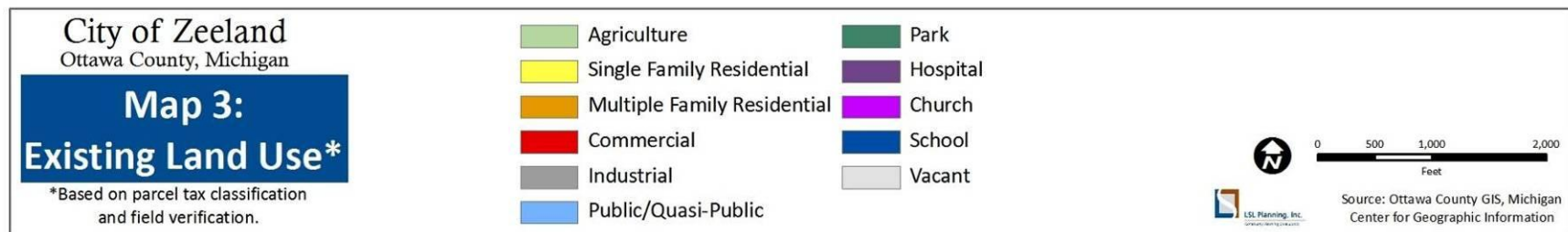
In recent years the city has begun providing non-motorized transportation pathways. The Northside Pathway begins at a widened sidewalk on the west side of North State Street in Holland Township (which also provides connections to the Zeeland Public Schools Athletic Complex to the west) and continues east through the Industrial Park

along the Boone Drain. Although this area is surrounded by development, the path has several locations where bikers, walkers and joggers can commune with nature. This pathway is connected to a series of side paths along several streets, affording non-motorized access to the industrial park and to the schools in adjacent Holland Charter Township. Additional pedestrian paths can be found serving Huizenga Park south of



Northside Pathway





Business Loop I-196 and on the western edge of the city accessing a dramatic footbridge over the Bosch and Hulst Drain, providing views up and down the waterway.

Planning Values

Transportation

Zeeland's highway connections to the region provide access to larger markets and are an import element of the city's prosperity.

Gateways to the city are important to draw visitors and provide a sense of place.

Non-motorized pathways provide recreational opportunities that are valued by residents and visitors.

Existing Land Use

Map 3 shows existing land uses. Most of the city is developed, with only small pockets of vacant or undeveloped land. The most noticeable exception is the agricultural land in the northeast corner of the city, adjacent to the industrial area.

Downtown Zeeland is centered on three blocks of East Main Avenue and includes areas along the intersecting streets and Washington Avenue. The Shopping Area Redevelopment Board (SARB) has been successful in keeping vacancies low. Some buildings have been restored to their original historic character, and the streetscape has been improved with pavement

enhancements, lighting, signs and street furniture. The downtown area is highlighted by banners displaying the City's "Feel the Zeel!" promotional campaign, which has energized the downtown and the community. The result is an inviting and vibrant downtown, with many shopping, dining and service choices.



Land use conflicts: Homes on East Harrison Avenue surrounded by commercial and industrial uses

The Downtown area transitions well into the surrounding neighborhoods, but there are noticeable land use conflicts, particularly near the older industrial areas. Several homes are located immediately adjacent to or are surrounded by intense commercial and industrial uses. For the most part, however, these conflicts have not affected either the residential uses or the non-residential uses surrounding them.

The residential neighborhoods are well kept and houses are maintained. This is a reflection of historic Dutch attitudes toward order and cleanliness, which have been adopted by current residents from all different backgrounds.

Residents enjoy several fine parks. Lawrence Park on the west side is located in a wooded glen and provides a playground, picnic areas, and a band shell where popular concerts are held on summer evenings. On the east side, Hoogland Park is near the cemetery and contains a playground. The city's largest park, Huizenga Park, is located south of Business Loop I-196 and contains a large playground and baseball/softball fields. Residents can also access the athletic facilities at the

Zeeland Schools through the Zeeland Community Recreation program.

In the northeastern portion of the city, the Zeeland Industrial Park contains numerous light and heavy industries, ranging from high technology firms to furniture manufacturing to electrical generation. This area is Zeeland's main economic engine. However, with the



Downtown Zeeland's stores are well maintained

recent downturn in the economy and the focus away from traditional manufacturing, there are fewer businesses operating than in years past. Industrial buildings are often constructed according to the specific needs of the industrial user, and when vacated are not always easily adaptable to other uses. Some areas have become contaminated and have environmental challenges.

Planning Values

Land Use

Downtown Zeeland reflects Zeeland's history, culture and commerce, and is a community treasure.

Zeeland is a community of well-kept neighborhoods and commercial areas, which are prized by residents and business owners who make the necessary effort to maintain them.

Zeeland's Industrial Park is an economic engine that is facing challenges because of a changing economy; however, the Park remains an integral part of Zeeland's economic success.

Population and Social Characteristics

Demographic characteristics have stayed fairly consistent through the last several decennial censuses. Although 2010 data will not be available sooner than 2012, it is not anticipated that there will be significant changes from the 2000 Census data.

Demographic Highlights

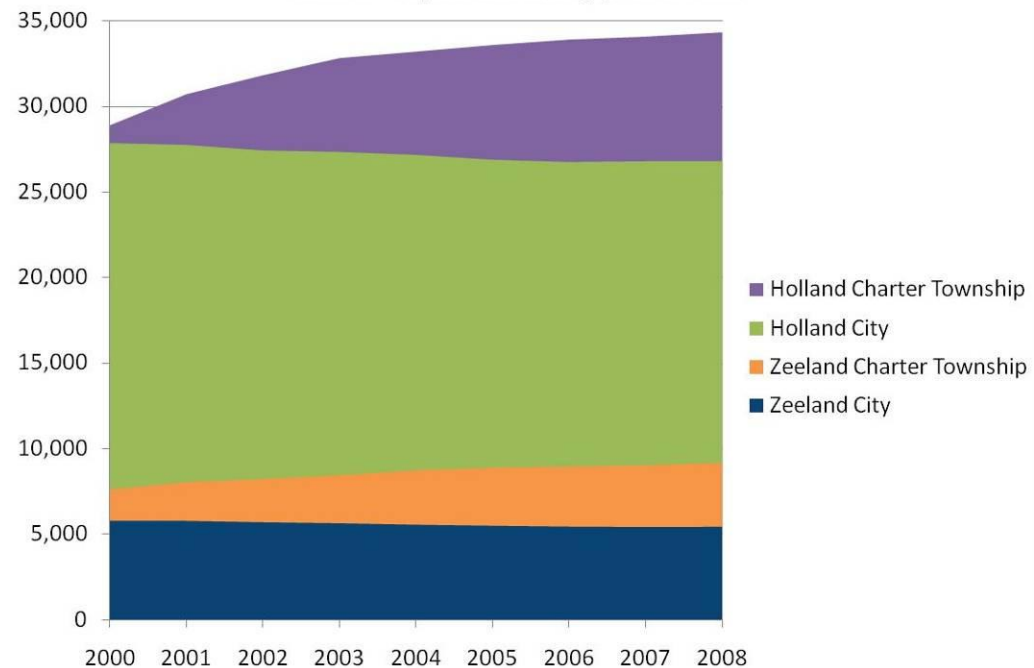
- Slight decline in population since 2000
- 65+ age group increasing
- 20-34 age group declining
- 82% with at least high school diploma
- 62% work in sales, office, production, and professional occupations
- Decreasing household and family size
- Balanced housing tenure (between renters and owners)
- Low (3%) housing vacancy

Population

From 1990 to 2000 Zeeland's population grew just over 7%, from 5,417 to 5,805. The 2008 estimated population, however, indicates a 6.1% decline since 2000, to 5,448 people.

Chart 1 highlights the estimated population

Chart 1 - Population Change, 2000 -2008



trends for Zeeland and neighboring communities, (Zeeland Charter Township, Holland city, and Holland Charter Township). The City of Holland also experienced a decline in population between 2000 and 2008. Surrounding townships, however, experienced a significant increase during the same period. This change reflects a longtime trend towards development in the countryside. There is evidence that this is slowing, however, as the estimated 2008

population (5,448) is slightly higher than the 2007 estimate (5,434). With higher energy prices and a cultural shift in favor of urban areas, the City may again see slow population growth in the future.

Age

As experienced in many communities across Michigan and the nation as a whole, the number of seniors and members of the baby boomer generation in Zeeland is increasing

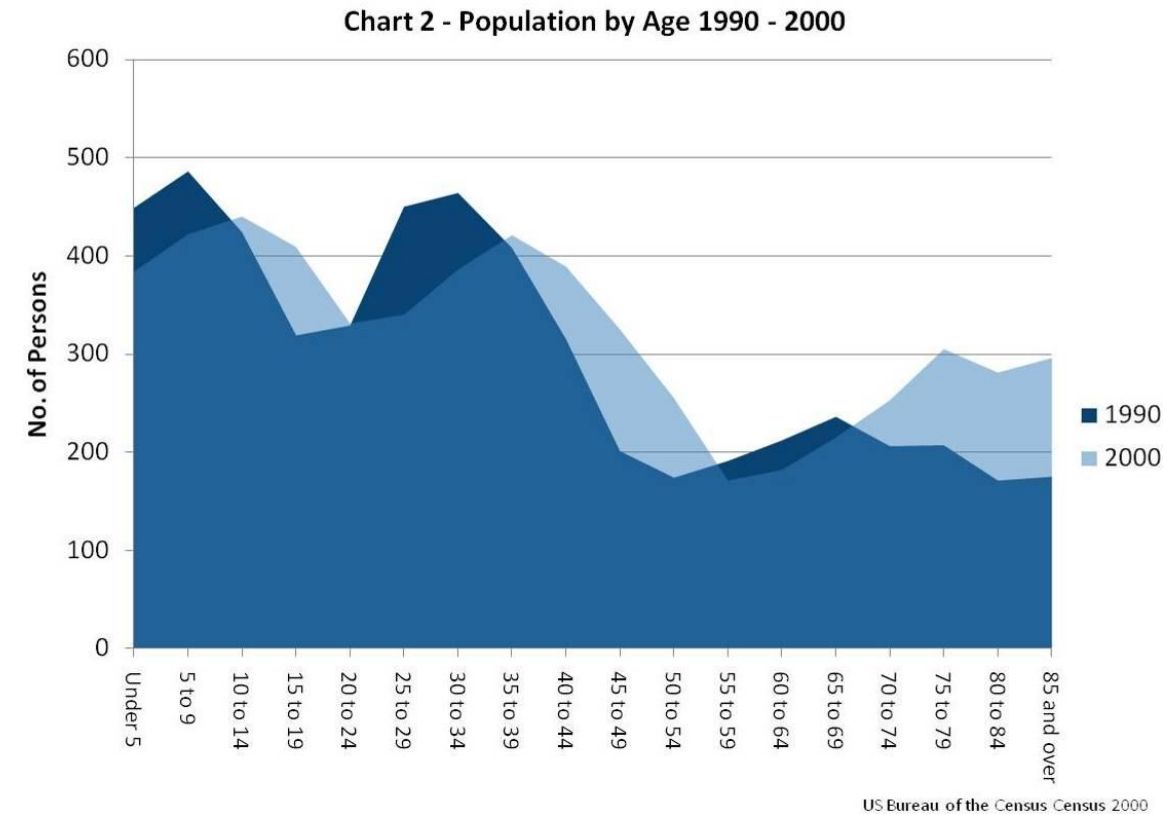
significantly. Conversely, the number of college age adults and those in the family formation age group (ages 20 to 34) is declining. **Chart 2** shows the change in population for each five year age group in Zeeland. In 1990, 18% of the population was aged 65 years or older. In 2000, this same group comprised more than 23% of the total population. Coincidentally, the opposite is true for those in the years of family formation. In 1990, the 20 to 34 age group comprised 23% of the population of Zeeland and in 2000; this share fell to 18%. This shift in age distribution has implications for future residential needs as well as the provision of community services.

Race and Ethnicity

The 2000 Census indicates 94% of Zeeland residents are Caucasian, with the remainder African American, American Indian, Asian/Pacific Islander, or a mixture of races. Only 5% of the population is of Hispanic or Latino origin.

Education

Zeeland has a well educated population. Eighty-two percent of residents have at least a high school diploma and 27% have earned a



college degree. The State of Michigan has only a slightly different distribution (87% high school education, 32% college degree). **Chart 3** shows the distribution of educational attainment in Zeeland.

Occupation

Zeeland enjoys a healthy and diverse employment base. **Chart 4** highlights the

distribution of Zeeland workers by occupation. According to the 2000 Census, the top three employment sectors in Zeeland were Sales and Office (27%), Production (18%), and Professional (17%).

Commute

Due to the large number of employers within the City of Zeeland and the immediate area,

Chart 3 - Educational Attainment

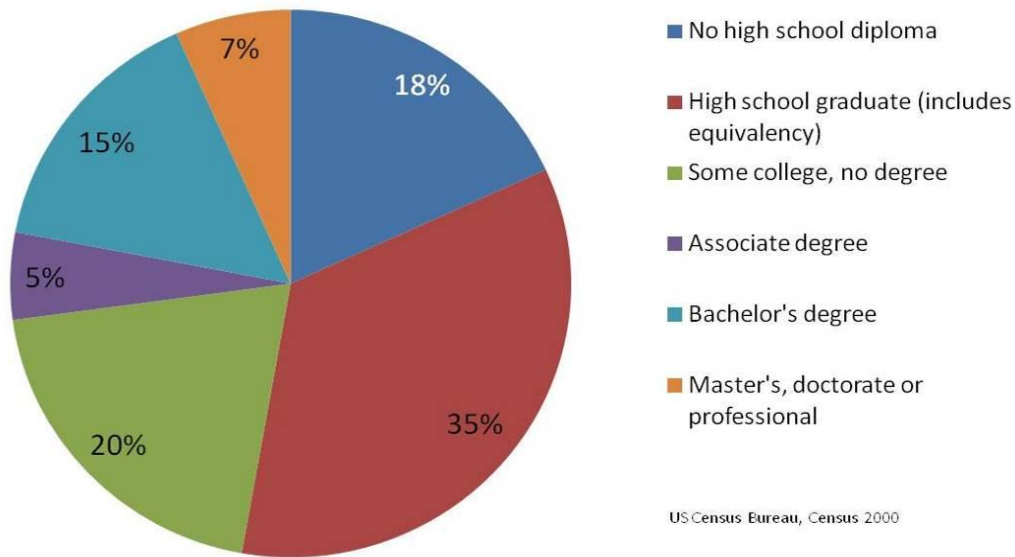
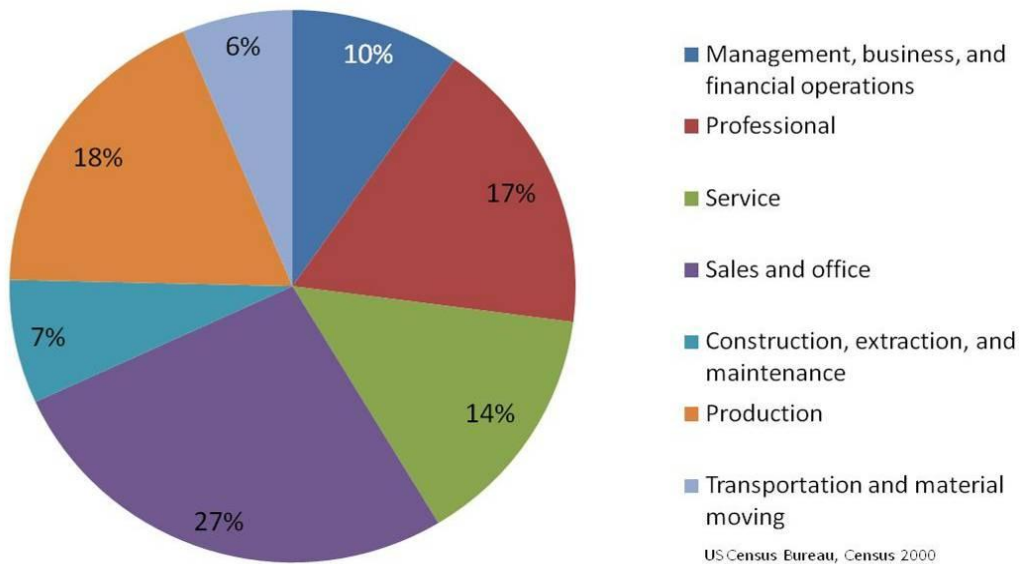


Chart 4 - Occupation



the majority of Zeeland residents (52%) travel less than 15 minutes to work. Only 12% of residents travel further than 30 minutes for employment.

Household and Family Size

Chart 5 (page 16) shows the average household and family size for Zeeland and neighboring communities, Ottawa County, and the State of Michigan. While Zeeland has the lowest average household size, it is consistent with others in the region and with the state. The average household size (shaded red) fell between 1990 and 2000 from 2.65 to 2.45 persons per household. This trend is experienced by communities across the state.

While a household includes all persons who occupy a housing unit, a family includes a householder and one or more people living in the same household who are related to the householder by birth, marriage, or adoption. **Chart 5** also highlights the average family size (shaded blue) for Zeeland and surrounding communities. The average family size in Zeeland is close to that of the state, but is much lower than that of neighboring

communities. The average family size in Zeeland fell only slightly from 3.17 in 1990.

Occupancy

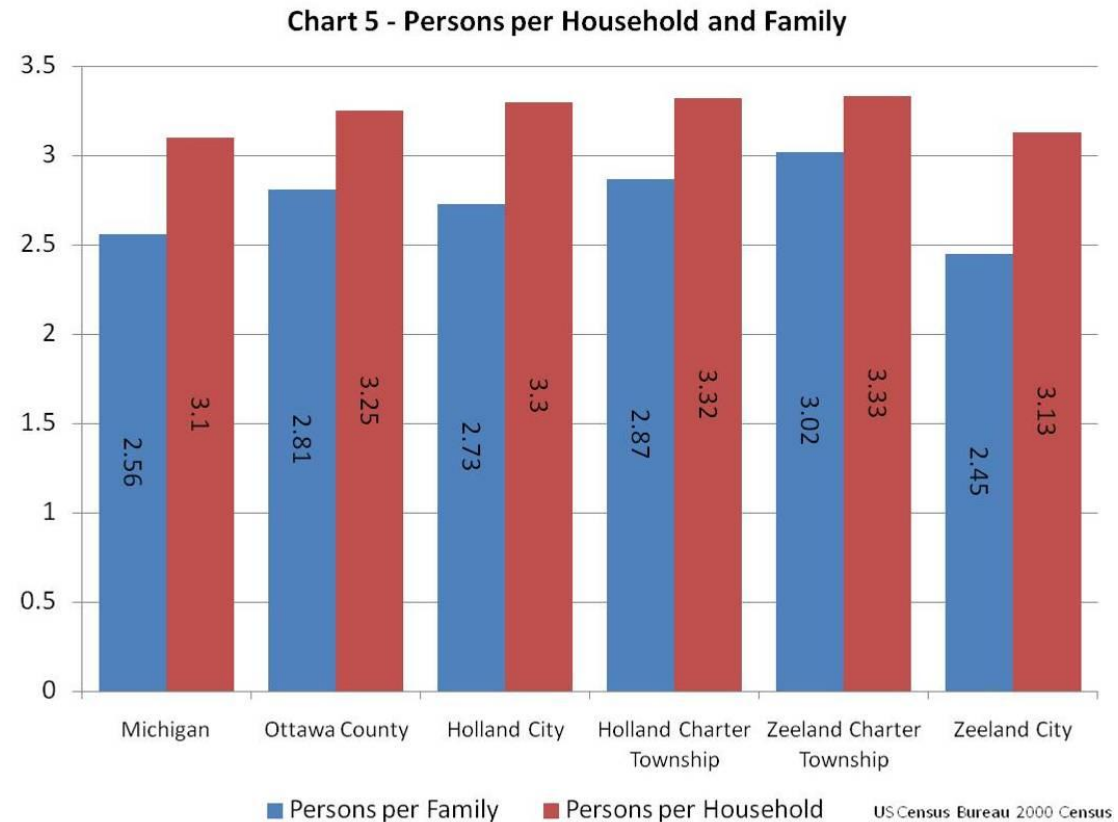
Zeeland enjoys a healthy mix of owner- and renter-occupied housing. **Chart 6** compares the distribution of renter- and owner-occupied housing in Zeeland and neighboring communities. The balance of housing tenure in Zeeland is comparable to other communities, the county and the state, with the exception of Zeeland Township.

Vacancy

Chart 7 (page 18) shows the distribution of occupied and vacant housing in Zeeland surrounding jurisdictions. The City of Zeeland has the lowest rate of residential vacancy of all surrounding communities, Ottawa County, and the State. However, given the collapse of the housing market in 2008, residential vacancy may have fluctuated in the city since the 2000 Census was conducted.

Age of Housing

The median year that homes were built in Zeeland is 1959. While 26% of homes were built prior to 1939, since then the decennial housing unit growth in Zeeland has remained



steady. A similar trend is found in the city of Holland. By comparison, Zeeland and Holland townships experienced a housing boom during the 1980s. The townships, therefore, have a much younger housing stock. The median year built for Zeeland and Holland Townships is 1988 and 1985, respectively. An older housing stock typically requires higher

levels of maintenance that may be beyond the means of some owners.

Housing Longevity

In 1990, 30% of Zeeland residents had been in the same home since 1969 or earlier. Between 1990 and 2000, this number fell significantly to just fewer than 9% due to a

Chart 6 - Occupancy



high degree of turnover in home ownership. Now, almost 71% of Zeeland residents moved to the city no earlier than 1990. This trend is also experienced by the city of Holland and Zeeland and Holland townships.

Value and Affordability

In 2000, the median value of owner-occupied housing in Zeeland was \$116,900. This is similar to other cities in Ottawa County, but

lower than Zeeland Township and Holland Township, with median home values of \$151,800 and \$127,700, respectively.

Generally, housing in Zeeland is affordable. Housing affordability can be gauged by comparing monthly housing costs to monthly income. It is generally accepted that monthly housing costs should not exceed 30% of monthly income. In Zeeland, 84 percent of

households spend less than 30 percent of monthly income on housing expenses. This trend is also experienced in surrounding townships and in the City of Holland. However, some households face affordability challenges. Approximately 48 percent of Zeeland households earn less than \$50,000 per year. Of these, nearly 26 percent spend more than 30 percent of monthly income for housing. As a result, some households may struggle to find an affordable home.



Central Avenue contains many fine older homes

Planning Values

Population and Social Characteristics

Like many communities, the population of Zeeland is aging. This will affect the types of housing, businesses and other land uses that citizens will need in the future.

Zeeland is a well-educated community, and residents are proud of the quality of education afforded by the public and parochial schools. Efforts to maintain this high quality are a priority.

Zeeland's housing stock is aging. While homeowners generally take pride in their homes, the higher costs of maintaining older homes may become difficult for some.

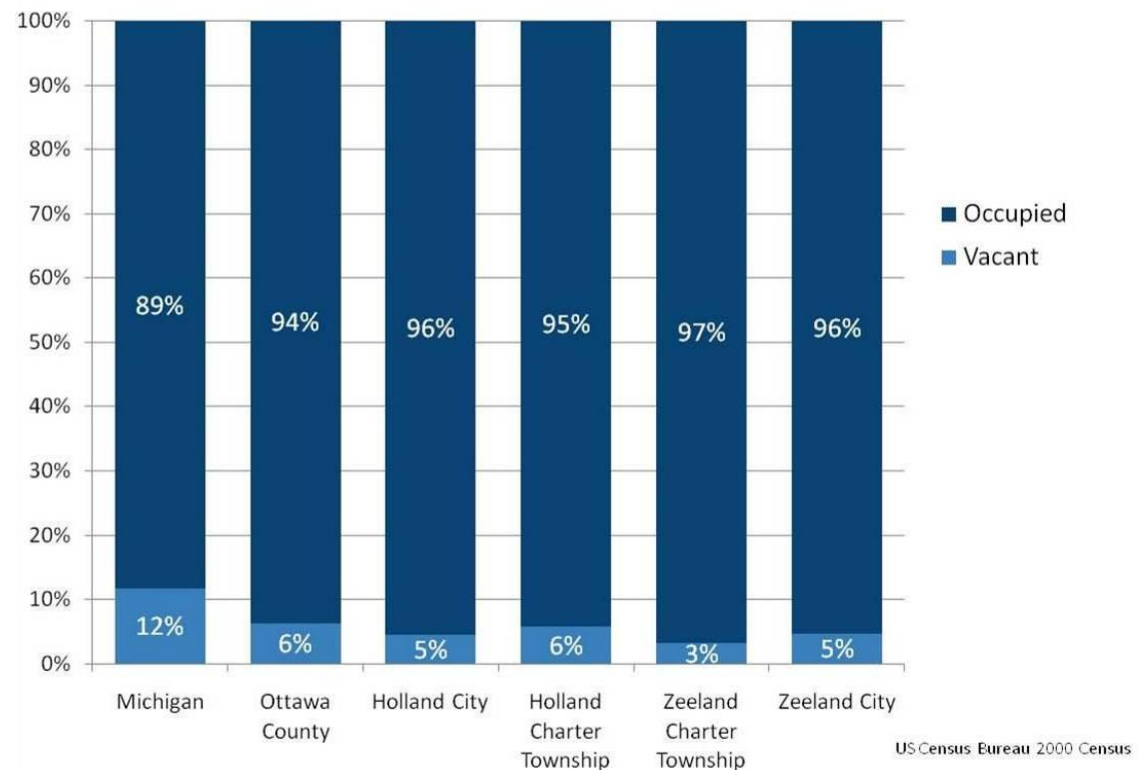
Many of Zeeland's homeowners are newer residents, which reflects a change in the stability of home ownership that marked prior decades. New residents bring fresh ideas, but also may bring changes to the established culture.

Conclusion

Despite changes in the population, Zeeland today is a clean, well-kept city that retains its traditional values of hard work and community. Residents enjoy excellent park

and recreation facilities, top rated schools and a positive family environment. This Master Plan focuses on these positive elements and recommends a goals, policies and actions to maintain Zeeland's high quality of life.

Chart 7 - Vacancy





Chapter 3 PLANNING PRINCIPLES

The Planning Values identified in Chapter 2 help bring long-range master planning issues into sharper focus. This, coupled with the public's input, helps determine the desires for the future of the community which, in turn, leads to framing goals that can help the community attain that desired future.

Specific policies and actions can then be developed to support the goals and help provide structure for implementation of the future land use plan. Community policies and actions provide a detailed road map for achieving the goals and protecting community values. These should be reviewed regularly and modified, as needed, to keep them current.

Public Involvement

A key element of the master planning process was public involvement – encouraging as many voices as possible to be heard. A series of techniques were employed, including community stakeholder interviews, a community survey, and a community forum/workshop.

Community Stakeholders

One element of the multi-faceted public involvement effort included individual interviews with key stakeholders identified by the Planning Commission and city staff. Representatives of local business, schools, and neighborhood residents were interviewed using a consistent set of questions about Zeeland. The complete results of the interviews are summarized in the Appendix.

The interviews revealed that people in Zeeland are generally pleased with the character of the community and the services the City provides. For instance, the stakeholders consistently cited Zeeland's family-centered character and the excellent local schools as qualities that draw residents and businesses to Zeeland and keep them here, as well. Other positive qualities included:

- the efforts of the Shopping Area Redevelopment Board, the Chamber of Commerce and Lakeshore Advantage (the regional economic development corporation) to promote business activity

and expansion in downtown and elsewhere within the City;

- the programs offered to youths through the library, schools and church-based ministries;
- the emphasis on tradition and traditional values, coupled with progressive efforts to keep the community vibrant; and
- the fine programs offered by the City, the schools and the Zeeland Community Recreation Program.

When asked what should be done to improve the community, the answers were varied:

- While the downtown area is much improved, there is still a lack of “destination” businesses, such as a theme restaurant;
- there are not enough parks to serve the east side of the city;
- certain properties are in need of redevelopment, such as the former Sligh Furniture Factory on East Main Avenue or the vacant properties at Washington and Centennial and at Washington and State.

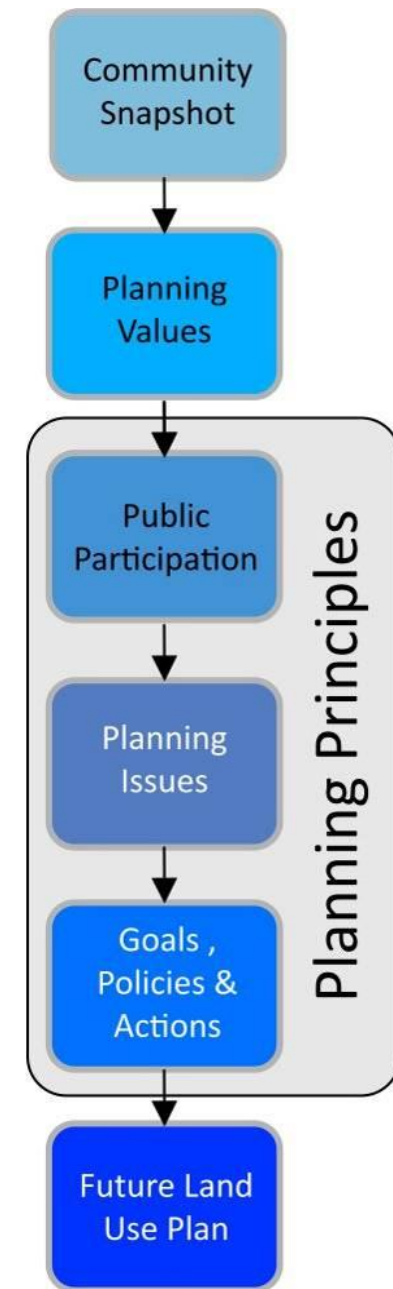
The stakeholder interviews afforded an important insight into the issues facing the community. The ideas presented by these individuals are indicative of the dynamism that characterizes the community.

Community Survey

A broader public outreach effort was conducted In April and May of 2010, during which time the City conducted a survey of all households, both owner-occupied homes and rental units. Postcards were sent to each household, inviting them to participate in an online computer survey via the Internet (those without computer access were able to request a paper survey).

An impressive 530 households participated in the survey. This represents a participation rate of approximately 21 percent, which is well above the average for non-random, completely voluntary surveys.

Highlights of the results follow. Full survey results can be found in the Appendix.



Community Conditions

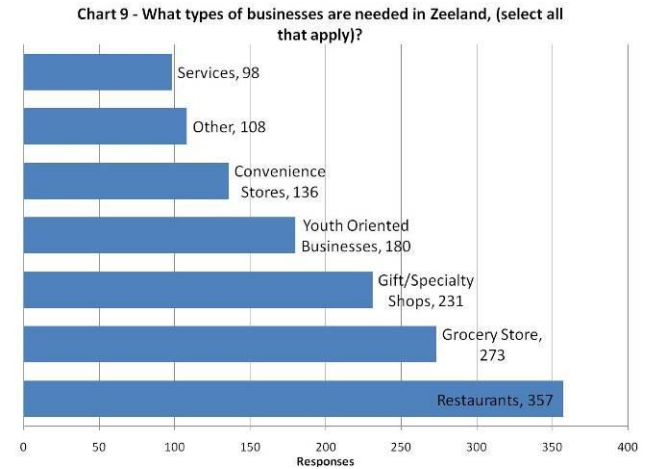
The majority of survey participants believe Zeeland is a great place to live, raise a family, and enjoy life overall (see **Chart 8**). Zeeland is also an excellent or good place to work. It is likely the 19% of respondents with no opinion regarding Zeeland as a place to work do not work in the city. Most participants think

highly of city services, with 88% rating them as excellent or good.

Business Growth

In response to the question, “What types of businesses are needed in Zeeland?” survey participants overwhelmingly stated that Zeeland needs additional restaurants, followed closely by a grocery store and

Chart 8 - Please rate the following related to the City of Zeeland as a whole.



gift/specialty shops (see **Chart 9**). Participants had the opportunity to submit suggestions other than those listed. Clothing, book, and sporting goods stores were among the most requested retail stores, while coffee shop, deli, bakery, and pizza were frequently suggested eating establishments. Many respondents indicated that businesses such as these would be most beneficial in downtown Zeeland. Participants also indicated a preference for sit-down, “destination” dining as opposed to fast-food style restaurants.

Chart 10 - The city should provide incentives, such as grants or loans, for home and business owners to improve their properties.

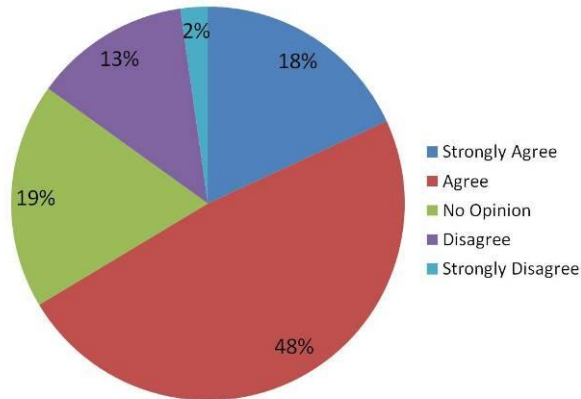
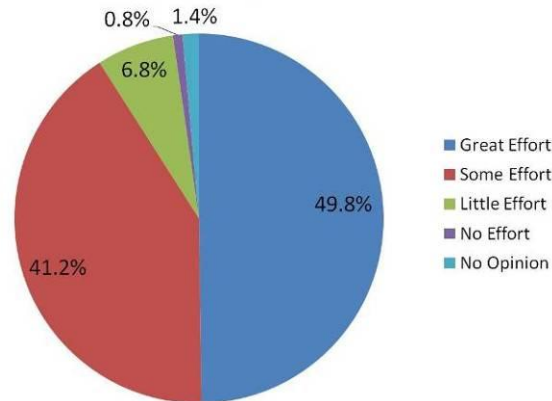


Chart 11 - Please indicate how much effort (time and money) you feel should be directed toward attracting commercial and retail businesses to the City of Zeeland as part of the City's economic plans.



Development Authority, HUD, etc.) to assist property owners in finding and accessing grants and loans.

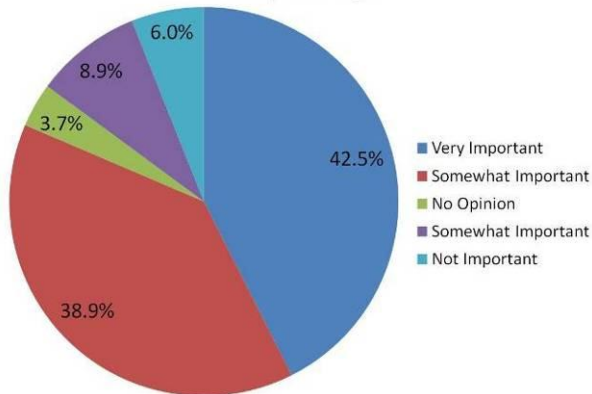
Survey participants agree that city resources should be set aside to attract commercial and retail businesses to the city (see **Chart 11**). While 7.6% of respondents thought little or no effort should be made to attract new commercial businesses, 91% feel at least some or great effort should be made to bring additional nonresidential development.

Comparatively, only 42% of respondents in a similar 1995 Community Survey agreed that the city should encourage more commercial and industrial development. Given that much of the city is built-out, new commercial development should fill vacant parcels or replace/rehabilitate vacant or marginal structures.

Non-Motorized Opportunities

Survey participants also agree that hiking, walking, and nature trails are at least somewhat, if not very, important to their quality of life (see **Chart 12**). The importance of pedestrian pathways has increased in Zeeland since 1995. During the last

Chart 12 - Please identify how important hiking, walking, nature trails, etc. are to you.

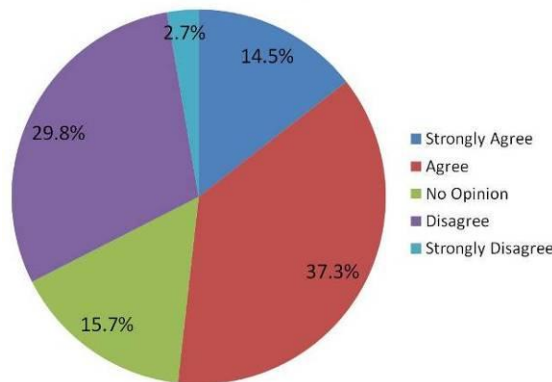


Incentives

A majority of participants agree that the city should provide financial incentives for businesses and homeowners to improve their properties (see **Chart 10**). Incentives could include grants or low-interest loans for façade

improvements, energy efficiency upgrades, exterior maintenance or removal of dilapidated homes. The city should coordinate with local, regional, state, and federal agencies (i.e., the Main Street Program, Michigan State Housing

Chart 13 - Do you agree or disagree that Zeeland needs more pedestrian and bike paths?



community survey, 66% of participants felt that walking trails were somewhat or very important, while 81% of respondents in the 2010 survey feel similarly. Pedestrian pathways create non-motorized transportation options between neighborhoods and key community destinations such as downtown, parks, schools, and employment areas.

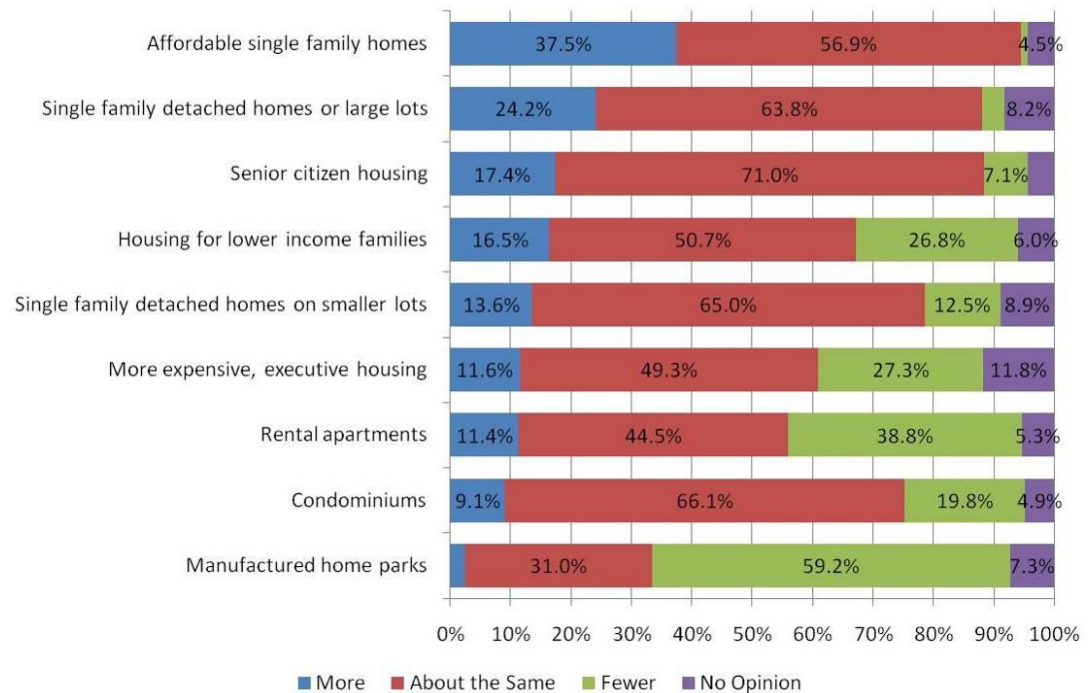
In contrast, while the majority of survey respondents (81%) feel that hiking, walking, and nature trails are important, only 52% believe Zeeland needs more pedestrian pathways, and 33% feel the current amount is adequate (see **Chart 13**). There is a clear connection, however, between the importance of walking trails and the need for more pathways in Zeeland. Of those who believe that walking trails are very important, 70% feel the city needs more such amenities. Conversely, of those who feel walking trails are not important, 67% feel the city does not need more pedestrian pathways. Overall, a majority of participants feel the city could benefit from expanded non-motorized options.

Housing

While Zeeland currently has a diverse mix of housing options, survey participants feel there is room for improvement (see **Chart 14**). The three most desired housing options include affordable single-family homes, large lot single-family, and housing for seniors. Participants also feel the city should not have more manufactured home parks and rental housing.

Compared to the 1995 Community Survey, participants feel there is less need for affordable single-family homes. Forty-six percent of participants desired more affordable housing in 1995 compared to 37.5% in 2010. The demand for senior citizen housing has also declined from 25% wanting more in 1995 to 17% in 2010. A wide variety of housing options is important for attracting new residents and retaining the current population.

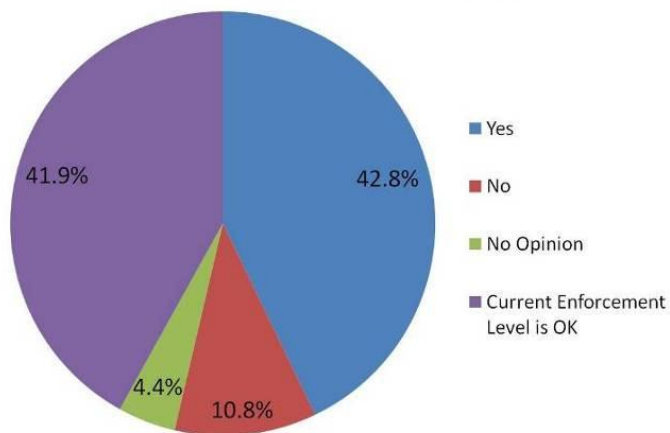
Chart 14 - Should Zeeland have more, about the same, or fewer of the following housing types?



Property Maintenance

Survey participants are split on the issue of property maintenance enforcement (see **Chart 15**). A slight majority (43%) believe the city should more aggressively enforce maintenance codes, while 42% feel the current level of enforcement meets their needs. Participants were also asked how concerned they were with homes not being maintained. Not surprisingly, of those very concerned with home maintenance (33%), 64% felt the city should more aggressively enforce maintenance codes, while 56.3% of those not concerned or somewhat concerned (18%) felt the current level of enforcement is adequate. While a directly comparable question was not asked during the 1995

Chart 15 - Should Zeeland more aggressively enforce maintenance codes (junk cars, tall grass, unsafe structures, etc.)?



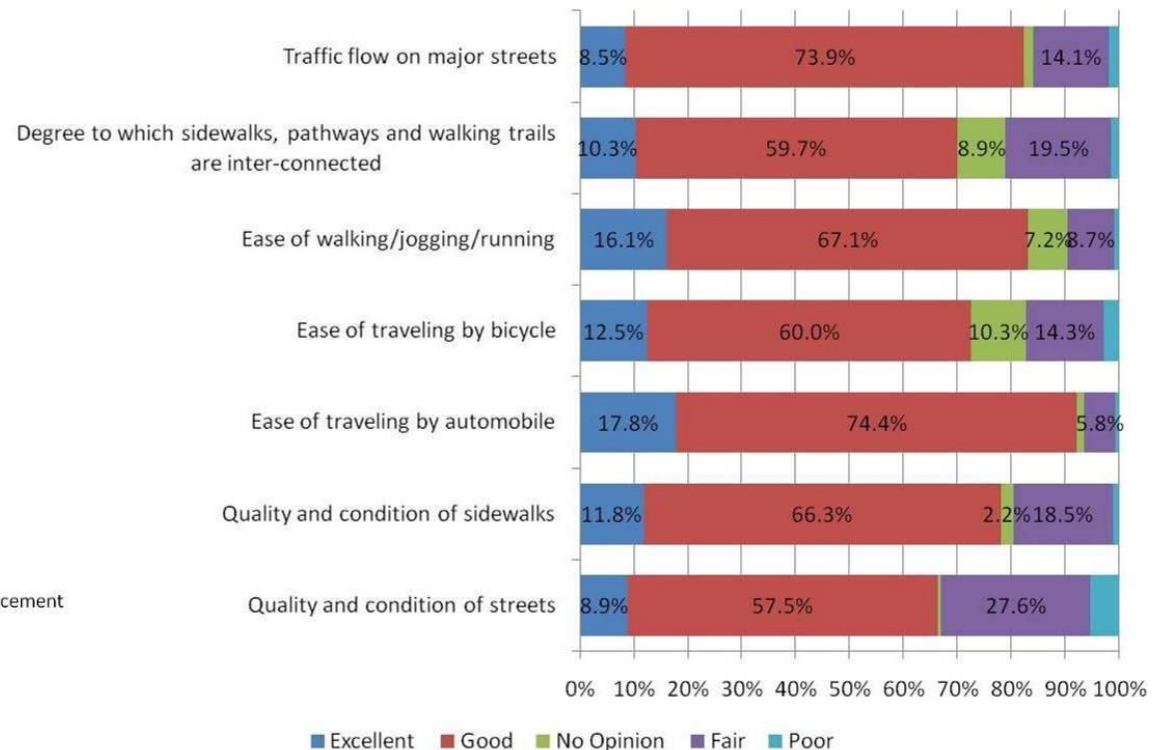
survey, the number of respondents concerned or very concerned about property maintenance fell slightly from 76% in 1995 to 72% in 2010.

Transportation

Generally, participants are satisfied with transportation in Zeeland (see **Chart 16**). On average, conditions related to motorized

transportation are rated good or excellent (80%), more often than non-motorized (76%). Non-motorized conditions most often rated fair or poor include sidewalk interconnectedness (21%), sidewalk quality and condition (19.6%), and the ease of bicycle travel (17.2%). Additionally, the quality and condition of streets was rated fair or poor by 33% of respondents.

Chart 16 - Please rate each of the following related to motorized and non-motorized transportation in Zeeland.



Quality of Life

Survey participants are pleased with the quality of life in Zeeland (see **Chart 17**). Ninety percent agree that the city is clean, attractive, and well maintained. Participants also feel the city's strong historical character should be preserved. Most residents believe there is a strong sense of community or feeling of belonging in Zeeland. These

intrinsic values are important to maintain a healthy and vibrant community for future generations.

Land use conflicts between residential and non-residential uses are a concern expressed by about 18% of respondents. These participants feel that their neighborhoods are not well protected from the externalities of

non-residential uses, including noise and traffic. In addition, about 20% of the respondents feel there are not enough social, economic, and cultural opportunities in the city.

The city is bordered by Zeeland Township, which shares many characteristics with the city. Overall, 36% of participants think the city and township should consolidate while 25% disagree (see **Chart 18**). These results are similar to those of survey participants who are residents of the city, however, township participants feel differently. Of the 56 respondents who reported that they live in Zeeland Township, 44% feel the municipalities should consolidate while 17% disagree. While the city and township

Chart 17 - Please indicate your level of agreement or disagreement with the following statements related to a sense of community and quality of life.

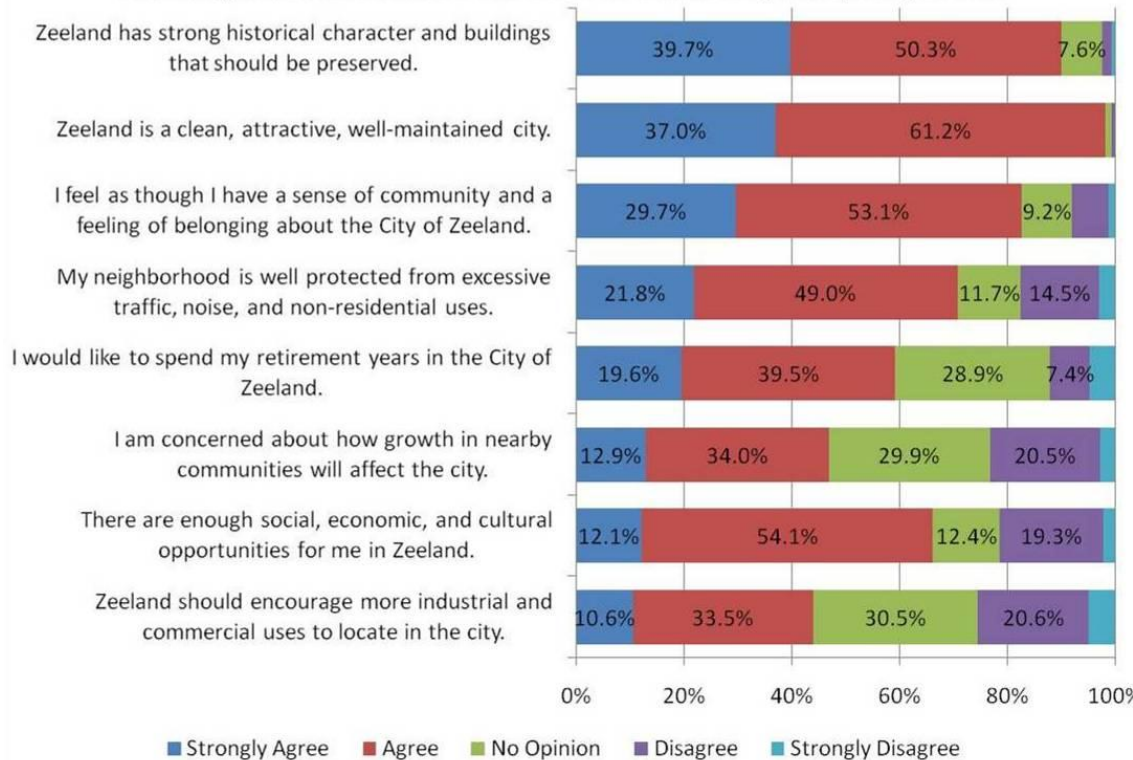
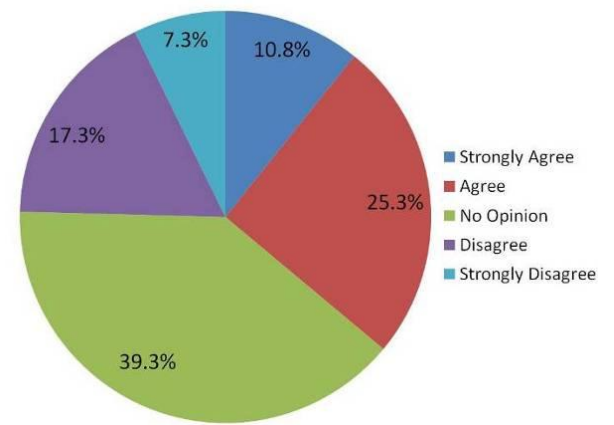


Chart 18 - The City should pursue consolidation with Zeeland Township.



currently share some services, consolidation could mean an increase in revenue for the city balanced by expanded services for current township residents.

Community Forum

After the initial draft of this Plan was completed, an open forum was held on July 20, 2010 to solicit community input. Citizens viewed a preliminary draft of the Future Land Use Map and displays focused on the specific land use elements that are highlighted in Chapter 4, *Zeeland Tomorrow*. Each participant provided comments on the map and the specific elements, which are summarized in the Appendix. The Planning Commission incorporated many of these comments into the final draft of this Plan.

Planning Issues

As a result of the public participation process, several planning issues were identified. These issues are summarized graphically on **Map 4**. The Goals, Policies and Actions presented

later in this chapter are intended to address these issues. The Future Land Use Plan in Chapter 4 also includes strategies for addressing the issues.

SARB District

Citizens consistently expressed that continued development and enhancements to the downtown area were important. The SARB (Shopping Area Redevelopment Board) District boundaries are identified in the 2009 Downtown Vision Plan. This plan divides the district into three zones. The Vision Plan (see the Appendix for the vision summary) proposes specific goals in each of the zones, such as:

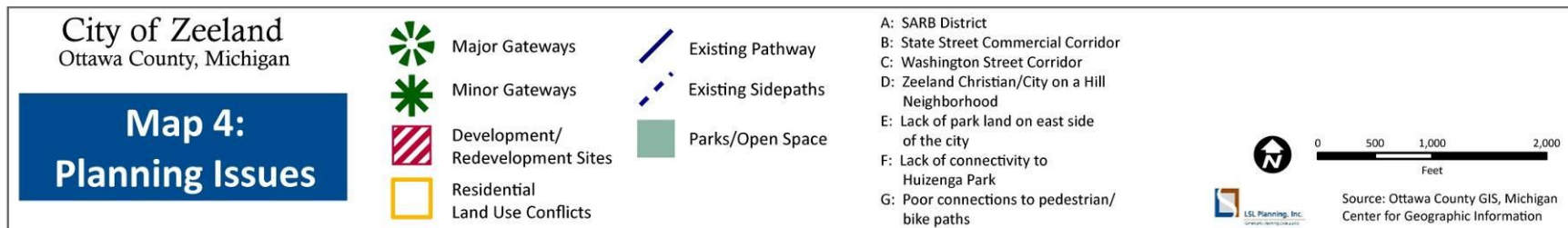
- West Zone (State Street to Elm); Strengthen/encourage existing institutions - Dekker Huis, North Street CRC; Recognize and pursue new projects in underutilized properties.
- The Commons (Elm Street to west of Centennial – these goals are also the

overall goals for the Downtown):

Revitalize underutilized buildings and properties to achieve their highest and best current use; Enhance Downtown landscape features, gathering spaces and other public amenities to make them more attractive and useful for community members and visitors.

- East Zone (west of Centennial to the east edge of the District): strengthen Main/Maple gateway; Pursue potential redevelopment of former Sligh building; Consider/pursue community recreational opportunities in Sligh block; Creation of a new park and redevelopment of the Sligh building on Main Avenue opposite Cityside Middle School.

In addition, the Vision Plan proposes goals for two other downtown areas:



- State/Main Intersection: Bring attention to this area as the western entrance to Downtown Zeeland; Build substantive buildings and uses as these corners are transformed over time.
- Washington Avenue: Encourage appropriate redevelopment of underutilized properties; Develop stronger connections between Washington traffic and Main Avenue.

As noted above, the Downtown Vision Plan is considered to be a subarea plan of this Master Plan, and is adopted into the Master Plan by reference. There are several instances where the recommendations of this Master Plan and the recommendations of the Downtown Vision Plan intersect. In these cases, both plans should be consulted when considering plans or projects occurring within these areas.

Gateways

During the public participation process, it was determined that community gateways are important to create a positive impression of the city for visitors and residents. It was noted that gateways should inform people entering the community that they were

coming into a special place. The gateway signs currently in place, it was believed, do not convey this impression.

Map 4 (Page 27) also shows the major and minor gateways into the community. The gateways have different functions: The major gateways are entrances to the community from regional arterial roads system within the city;

- Minor gateways are entrances into the city from the regional arterials/major

collectors onto minor roads within the city;

- Some gateways are “decision” intersections, such as East Main and Fairview or State and Roosevelt, where motorists determine which area of the city they will visit. For instance, at Main and Fairview, motorists decide whether to continue on Main into downtown or travel north on Fairview to the Washington Street corridor or to the industrial park.



Existing entry sign at East Main Avenue and Chicago Drive

- Because of these different functions, the gateways have different challenges and require different approaches.

At the time that this Master Plan was being prepared, the City was in the process of approving new gateway signs at the major gateway entrances. These unique signs convey the City's "Feel the Zeel" logo and are intended to leave visitors with the impression that Zeeland is a unique community. The City plans to expand this new gateway program to all of the major gateways. Minor gateways may also receive a scaled-down version of the new gateway signs, as funds permit.

Corridors

Two corridors were identified with specific land use challenges:

- The Washington Street Corridor presents several challenges, such as inconsistent land uses, vacant properties and buildings, outdoor storage of equipment and supplies, and property maintenance issues. Two key redevelopment sites – the Washington/Centennial and Washington/State properties – are along this corridor, as is the proposed hotel site identified in the Downtown Vision Plan. The north side

of Washington, west of Elm Street, is located within the Washington Avenue Mixed Use zoning district, which has specific development requirements.

- The State Street Commercial Corridor is a major gateway into the downtown area. The land uses in this corridor are mostly auto-oriented, leading to access management, signage and aesthetic issues.

At State and Washington, these two corridors intersect. Both pass through the SARB District, but have different land use challenges than the downtown core. The Downtown Vision Plan contains recommendations for redevelopment at the State/Main intersection, including new two-story buildings and improved landscaping (parking to serve the new buildings will need to be addressed as part of any redevelopment).

Zeeland Christian/City on a Hill Neighborhood

Centered on Central Avenue, Lawrence Avenue and Jefferson Street, there is a collection of non-residential uses integrated

into a traditional single family neighborhood. City on a Hill is a nonprofit office center providing space for several Christian ministries and nonprofit human service agencies. It occupies the former Zeeland Community Hospital, which relocated just east of the city on M-121 in 2006. The redevelopment of this building into offices has been very successful. Also in this area is the Zeeland Christian Schools complex, serving children from kindergarten to eighth grade, and the Faith Reformed Church. Lawrence Park is also in this area and is surrounded by streets and single family homes.



City on a Hill main entrance



Single family home adjacent to the Mead-Johnson plant

Prior to relocating, the hospital had expanded over the years by purchasing and demolishing adjacent neighborhood homes. Zeeland Christian School has also expanded, creating a tension within the neighborhood between the institutions and the single family homeowners. The City is also concerned about expansions, as they can remove

properties from the property tax rolls and affect City revenues.

The neighborhood outlined on **Map 4** is the area most likely to be affected by further institutional expansions. Expansion of this area could be considered, including the lots surrounding Lawrence Park.

Inconsistent Land Uses

There are several areas around the city where established single family homes are surrounded by intensive industrial or commercial uses. Many of these homes are actually zoned industrial or commercial and are, therefore, considered nonconforming uses. While recent changes to the zoning ordinance allow continuation and limited expansion of these homes, they are still faced with the noise and activity impacts related to the adjacent uses.

Development/Redevelopment Areas

Map 4 identifies several vacant or underdeveloped sites within the city. Three key redevelopment proposals are identified in the 2009 Downtown Vision Plan:

- Redevelopment of the vacant Sligh Furniture Factory building into an office/incubator building with residential lofts on the second floor. This is similar to the redevelopment that has already occurred in the Colonial Clock Building on West Washington Street.
- A recommendation to relocate Zeeland Lumber across the street to the Washington/Centennial property, to accommodate the downtown hotel that is proposed in the Vision Plan.
- Redevelopment of the medical office building at the southwest corner of Cherry and Church streets.

One other key development site is the vacant parcel on the northwest corner of State and Washington streets, which is at the intersection of the Washington Commercial Corridor and the State Street Commercial Corridor.

Two other sites deserve special mention. The school district athletic fields, west of the bus storage facility at East Main and Fairview, is a potential site for redevelopment. Zeeland Public Schools has considered the possibility

of relocating the bus facility to the main school campus located off Riley Street, in Holland Charter Township. The reuse of this site presents several possibilities, including providing a new park on the east side of the city, where only one small park (Hoogland Park) currently exists.

On the south side of Business Loop I-196, accessed from Perry Street, is a large vacant parcel that was formerly a mineral extraction operation and is currently zoned light industrial. Based on the size and location of the property, particularly its proximity to Huizenga Park, there are several possible land uses that could be considered, including residential dwellings of varied densities.

The other sites identified on **Map 4** are vacant lands in the industrial park on the northwest side of the city. The farm at the corner of 84th Avenue and Riley is the only agriculturally zoned land in the city. The recent nearby relocation of Zeeland Community Hospital may affect the eventual development of this large parcel.

Park Facilities

Except for Hoogland Park, a small park tucked in next to the cemetery along Business Loop I-

196, there are no dedicated parks on the east side of the city. Zeeland Community Recreation uses the fields at East Main and Fairview for soccer, baseball and softball, but there are no other park facilities at this site (such as a playground or picnic areas), and it is not designated as a city park (it is owned by Zeeland Public Schools). There is also no public parking lot (although patrons use the lot that serves the adjacent Zeeland Schools bus facility). The indoor facilities of the Community Recreation Center at Cityside Middle School are available; but, otherwise, there are no open space lands dedicated to city parks and recreation east of Maple Street.

Zeeland's largest park, Huizenga Park, is also the city's most well-developed park, with baseball diamonds, a skate park, the Timber Town playground and a lake stocked with fish (where a popular fishing derby is held each May). This park is located in the portion of the city south of Business Loop I-196. As such, it is isolated from most of Zeeland's neighborhoods. While the Little League fields are consistently used during the season, the other park facilities are underutilized due to the park's relative isolation. There is a

controlled pedestrian signal at State Street and Business Loop I-196, and there are sidewalks to the park along the south side of the Business Loop and on Royal Drive, but this is a long walk from most of the city and the Business Loop crossing is intimidating. Most users of the park must drive there, which negatively affects the park's potential users who do not drive or have access to a vehicle.

Non-Motorized Paths

As noted above, the Northside Pathway has been a successful addition to Zeeland and provides walking and cycling opportunities. However, the pathway and the widened side paths on the north side of the city that connect to it are not well connected to downtown, the parks or the neighborhoods.



Huizenga Park

This prevents the existing pathways from being fully utilized and does not fully promote walking and biking between neighborhoods and other destinations.

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 1995 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 1995 as well as new ones needed to meet the challenges facing the city in 2011.

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.

LAND USE GOALS

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.
Policy 1A	<i>Eliminate land use conflicts over time through zoning land to be consistent with the Future Land Use Map.</i>
Action	Regularly identify and investigate land use conflicts and develop appropriate mitigation measures.





Policy 1B	<i>Provide for consistent review and update of the Master Plan when conditions dictate.</i>
Actions	<ol style="list-style-type: none"> 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.
Policy 2A	<i>Place a priority on preserving the integrity of Zeeland's neighborhoods.</i>
Actions	<ol style="list-style-type: none"> 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 significant historic and cultural sites and neighborhoods.
Policy 2B	<i>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.</i>
Action	Rezoning evaluations in residential neighborhoods should carefully consider the potential effects of higher densities, or more intensive use of properties within the neighborhood.
Policy 2C	<i>Identify properties where new development or redevelopment is appropriate.</i>
Action	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.
Policy 3A	<i>Continually evaluate existing and proposed ordinances and policies to preserve and enhance the physical attractiveness and environmental uniqueness of Zeeland.</i>
Actions	<ol style="list-style-type: none"> 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.
Policy 3B	<i>Promote orderly development of Zeeland's neighborhoods through the encouragement of adjacent compatible land uses.</i>
Actions	<ol style="list-style-type: none"> 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 GOALS

GOAL 1	Implement the Vision and Goals of the Downtown Vision Plan
Policy 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 and actions for development of Downtown Zeeland.





GOAL 2	Preserve Downtown's preeminence as Zeeland's major commercial center
Policy 2A	<i>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.</i>
Actions	<ol style="list-style-type: none"> 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. 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.
Policy 3A	<i>Locate appropriate properties where new non-residential development is appropriate.</i>
Action	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.
Policy 4A	<i>Encourage new industrial development only in areas where there will be minimal negative impact on other land uses.</i>
Actions	<ol style="list-style-type: none"> 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.
Policy 5A	<i>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.</i>
Action	Encourage zoning provisions applicable to older buildings that may be used to enhance the economic feasibility of an adaptive reuse project.
Policy 5B	<i>Recognizing the continued demand for housing in the Zeeland area, encourage residential adaptive reuse in recognized older industrial areas.</i>
Action	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 GOALS

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.
Policy 1A	<i>Initiate efforts to improve and protect houses and their properties so that a balance is maintained against the exposure of non-residential uses.</i>
Actions	<ol style="list-style-type: none"> 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.





Policy 1B	<i>Preserve those physical elements that help make Zeeland distinctive and cohesive.</i>
Action	Encourage preservation of historic sites and properties including residential and commercial land uses.
Policy 1C	<i>Provide the public facilities and amenities that will protect and enhance the character of each neighborhood.</i>
Actions	<ol style="list-style-type: none"> 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.
Policy 2A	<i>Preserve housing that is still viable, even if it is situated in a sensitive area, such as abutting industry or busy streets.</i>
Actions	<ol style="list-style-type: none"> 1. Work closely with non-residential uses adjacent to housing in order to address problems relating to dust, noise, traffic or other nuisances. 2. Encourage development of elderly housing projects in areas accessible to neighborhood commercial and service facilities. 3. 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.
Policy 3A	<i>Encourage new housing developments to provide a mix of housing types at varying costs.</i>
Actions	<ol style="list-style-type: none"> 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.

Policy 3B	<i>Encourage housing development in a planned manner in areas adjacent to Zeeland.</i>
Actions	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 GOALS

GOAL 1	Make available to the public safe and accessible public facilities, buildings, streets and parks.
Policy 1A	<i>Build public facilities to acceptable standards and maintain these facilities at those levels.</i>
Actions	1. Design and build into public works projects, such as roads and infrastructure, adequate capacity to meet current and future needs.
	2. Incorporate barrier free access into the design and construction of public facilities.
	3. Provide necessary maintenance of public facilities through adequate staffing and training of staff, and/or ensuring qualified contractual services.
Policy 1B	<i>Review annually the needs of the community, identify and budget for these needs in the City of Zeeland Capital Improvement Plan and execute those improvement identified in the Plan.</i>
Actions	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.
Policy 2A	<i>Allow for government, businesses and homeowners to use energy and resources more sustainably.</i>
Actions	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. Encourage building and development using LEED (Leadership in Energy and Environmental Design) standards.

GOAL 3	Address future expansion issues related to the public and non-residential facilities in the Central/Lawrence /Jefferson area
Policy 3A	<i>Protect existing neighborhoods while allowing important community facilities to expand in order to meet community needs.</i>
Action	Study the Central/Lawrence/Jefferson neighborhood, to determine future expansion needs and set boundaries for further encroachment into neighborhoods.

TRANSPORTATION GOALS

GOAL 1	Maximize the safety and efficiency of the existing Zeeland street system for motorists and non-motorists.
Policy 1A	<i>Increase the capacity of major streets by reducing road edge friction to traffic flow.</i>
Actions	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.

Policy 1B	<i>Maximize the sight distance of motorists.</i>
Actions	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.
Policy 1C	<i>Monitor traffic characteristics and street conditions on a continuing basis.</i>
Actions	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.
Policy 2A	<i>Where possible, separate incompatible transportation users.</i>
Actions	1. Provide separate transportation facilities for motorized and non-motorized traffic, such as on-street bike lanes, marked pedestrian crosswalks and grade-separated trails.
	2. Encourage separation of industrial trucks and automobiles.
Policy 2B	<i>Be sensitive to the special transportation needs of the residential, commercial, institutional, and industrial sectors of the community.</i>
Actions	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.
Policy 3A	<i>Ensure the safety of pedestrians and bicyclists.</i>
Actions	<ol style="list-style-type: none"> 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.
Policy 3B	<i>Improve pedestrian and bicycle access to the attractive "destination points" of the city.</i>
Actions	<ol style="list-style-type: none"> 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.
Policy 3C	<i>Encourage long-distance bicycling in areas surrounding Zeeland.</i>
Action	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.
Policy 4A	<i>Ensure that future development of transportation facilities are consistent with Zeeland's Master Plan.</i>
Actions	<ol style="list-style-type: none"> 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.
Policy 4B	<i>Adopt standards and guidelines to evaluate proposals for additional streets in the city.</i>
Actions	<ol style="list-style-type: none"> 1. Adopt an ordinance regulating the location of intersections and driveways along major streets. 2. Install curb and gutter along all streets during the resurfacing of existing streets or the construction of new streets. 3. Require the provision of facilities for pedestrian movement as a requirement for site development 4. Create, maintain and use specifications for review of proposed street configurations in residential subdivisions.
Policy 4C	<i>Recognize that the appearance of transportation corridors is important to the image of the city.</i>
Actions	<ol style="list-style-type: none"> 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.





The Future Land Use Plan is a culmination of the Planning Principles developed through identification of planning issues and public participation. **Map 5** shows how land uses in Zeeland (identified in the map legend) should develop and highlights specific elements that are described later in this chapter.

Future Land Use Designations

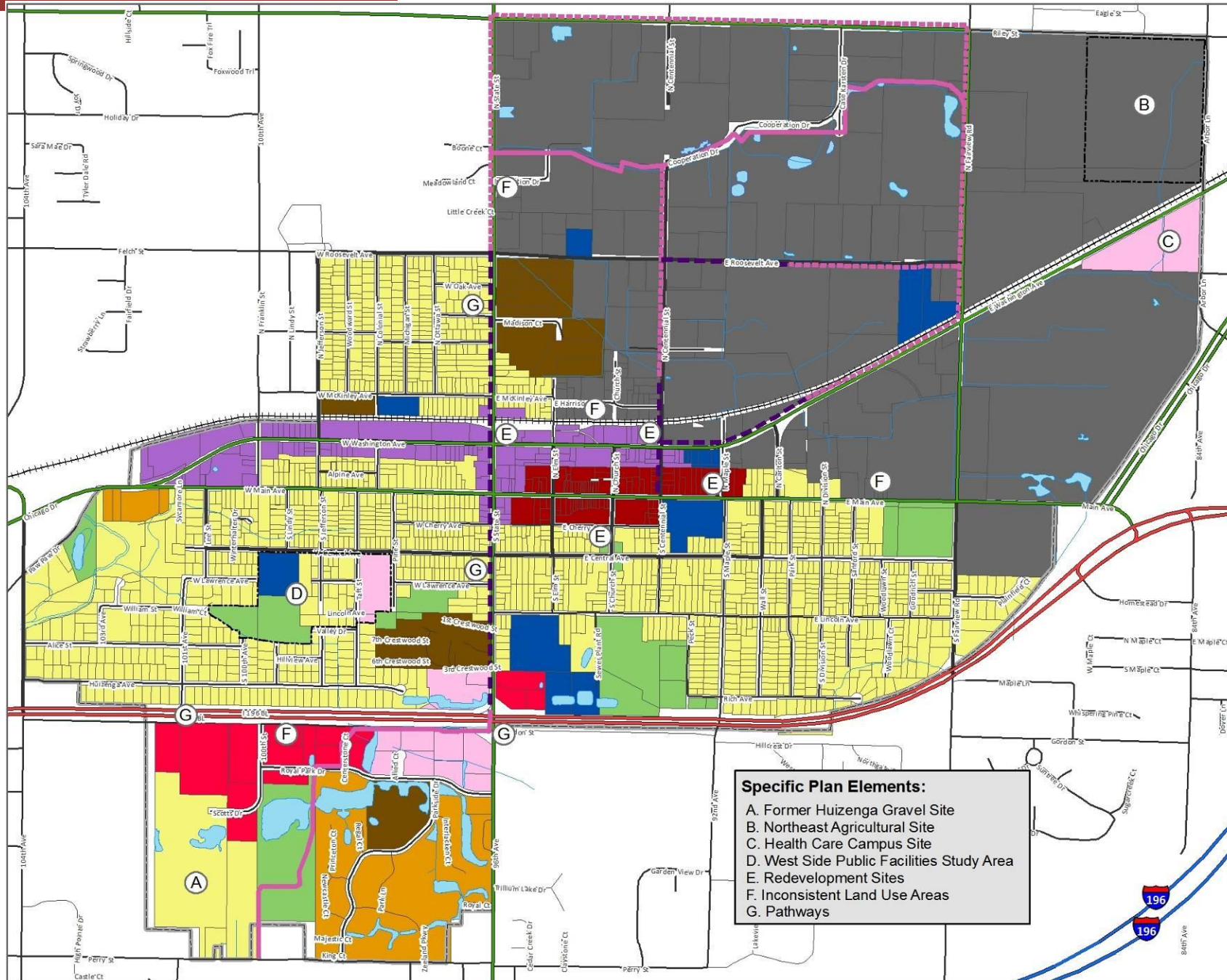
Single Family Residential

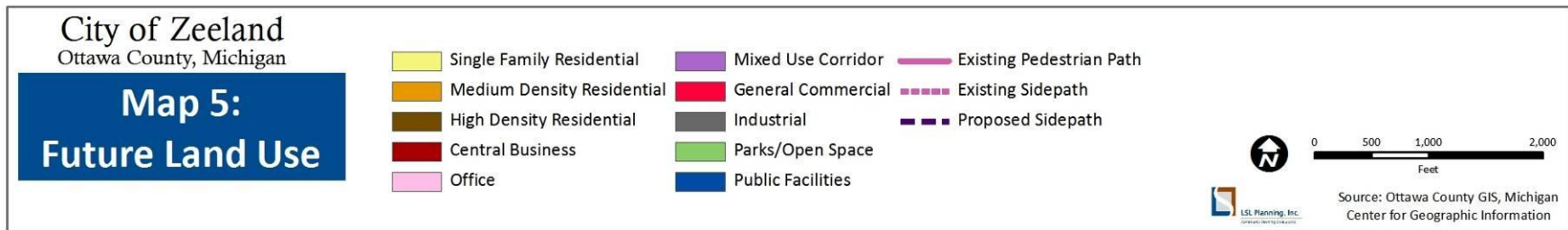
Single Family Residential areas primarily reflect existing residential neighborhood patterns with the exception of a large parcel north of Perry Street and west of Huizenga Park. Future development of this area is described in more detail later in this chapter. Densities in the Single Family Residential land use designation range from 2.5 to 5 units per acre. Where possible, new development should consider the densities of neighboring properties and the average density of the character area in which the development is located. Development or redevelopment of individual properties within this designation (often referred to as “infill” development)

should be consistent in size and character with surrounding homes.

Most of the two-family (duplex) development in the city is within this land use designation. Duplex areas are scattered throughout the residential neighborhoods and generally surrounded by single family neighborhoods. While existing two family development within this designation is consistent with the Future Land Use plan, further development of duplexes or conversion of single family homes is discouraged.

One single family area of particular interest is the Central Avenue corridor, which is Zeeland’s “show street” of fine, older homes and historic churches, as well as the Three Corner Park and Settler’s Monument at Central and Church. While the existing homes along this corridor are well kept, as homes age there is the danger of replacing them with more modern designs that utilize front-loaded garages, ill-defined entrances without front porches and other historically inappropriate elements. This Plan recommends exploring strategies to protect these classic neighborhoods, such as designated historic districts or form-based





codes, so that Zeeland’s heritage is protected for future generations.

Medium Density Residential

Medium Density Residential is shown in two locations; 1) Royal Park (northwest corner of Perry and 96th Avenue), and 2) the Brickford Estates apartments and surrounding property (south of West Main on the west side of the city). A site at the northeast corner of the city, near Zeeland Community Hospital, may also be a viable area for medium density development, based on land use changes occurring in that area; this is described in more detail below. Medium-Density Residential development provides another housing option for seniors and young families and more affordable housing for middle-income families.

Future development should consist of detached single family homes clustered on small lots (such as zero lot line development on lots smaller than 5,000 square feet) with open spaces preserved around and through the clusters, and duplexes, townhomes and

attached single family dwellings, at densities of 6 to 9 units per acre. Developments should incorporate innovative site planning techniques such as clustering, interconnected open space, and pedestrian linkages. Development design and patterns should resemble Zeeland’s older single-family neighborhoods. Consistent front setbacks, rear or side yard garages, orientation to the street and a grid street pattern are elements that should be reflected in future medium density residential development.

High Density Residential

The High Density Residential land use designation consists of multiple-family dwellings (3 or more units per building), such as garden apartment complexes, condominiums and senior housing (independent/ assisted living and continual care), ranging in density from 10 to 12 dwelling units per acre. Some senior living arrangements may require slightly higher densities, depending on the population that is served.

The High Density Residential designation reflects existing multiple-family development, located on the west side of State Street near the State/Business Loop I-196 intersection, and the east side of State Street adjacent to the Industrial Park. The area on the east side of State Street encompasses several types of high density developments, from townhomes to two-story apartment buildings, to a skilled nursing home/senior living center. An additional multiple family development backs up to the railroad tracks on McKinley Avenue. This area also includes the Rest Haven assisted living/senior housing center in Royal Park, south of Business Loop I-196. This plan does not anticipate designating



Royal Park Place Retirement Center



Downtown Zeeland: looking west down Main Avenue

additional land for new high density development (except for appropriate locations within the Mixed Use Corridor, which is described below). Demand for high density development, as well as for manufactured home parks, is being met in the Zeeland market in Park Township, Zeeland Township and Holland Township, as well as in the City of Holland.

Central Business

Downtown Zeeland is the heart and commercial heritage of the community. Maintaining a thriving and vibrant downtown

is a critical part of maintaining a healthy community. The area designated as Central Business should continue to function as the city's major commercial area.

The 2009 Downtown Vision Plan presents the land use recommendations for the Central Business land use designation. Chapter 6 of the Vision Plan contains a list of potential projects to implement the Plan. These projects are visionary, and not all will or can be accomplished. They will be evaluated based on land availability, market needs, project costs and public and private budget priorities.

Generally, a mix of uses is appropriate in the Central Business area. Priority should be given to retail sales and services and entertainment/dining on the ground floor of multi-story buildings. These uses generate foot traffic that is a key aspect of maintaining a healthy retail and service business environment. The goal should be to create a critical mass of retail and entertainment business activity that makes Downtown a destination. Offices and residential uses should be encouraged on the upper stories of multi-story buildings. First floor offices should be avoided on Main Avenue whenever possible.

Second story and loft apartments should be encouraged in the Central Business area, to provide a sense of vitality and improve the feeling of safety in the district. An important element of building and maintaining a successful downtown is to have residential population in and adjacent to the downtown. While Zeeland has a significant residential population within walking distance of the Central Business District, more should be done to encourage downtown residences.

Because of the historic fabric of downtown Zeeland, this Plan recommends exploring

zoning and land use tools to ensure that Downtown maintains its character and appeal. Similar to the Central Avenue Corridor, the City should look at tools such as historic district designation and form-based codes (similar to that adopted for the Washington Avenue Mixed Use zoning district) to ensure that Downtown continues to reflect the traditional Dutch settlement that makes this area unique.

General Commercial

This designation includes general businesses that attract patrons from a broader service area. Appropriate uses include auto-oriented retail establishments, restaurants and financial institutions, among others. This designation is planned along the 196 Business Loop, which is a primary arterial roadway through the city and is highly traveled on a daily basis, including people from both within and outside of the city.

Because Downtown should remain as the community's business, commercial and retail heart, areas planned for future commercial or continued highway-oriented commercial should be limited in scope. Any potential expansion should be carefully analyzed based

on a more than adequate area-wide supply of commercial land and weighed against potential economic impacts.

Because State Street is an important "gateway" and community entrance, the visitor's realm should be a welcoming place that clearly expresses Zeeland's positive values and pulls people into the community. Residents and visitors should feel that they have entered a special place, rather than a typical highway intersection. Additional design standards and guidelines should be established governing site design elements such as parking, landscaping, lighting, as well as architecture and materials.

The area along Business Loop I-196 includes land currently zoned Light Industrial; and several small industrial uses have been established along Gordon Street and accessed from 100th Street/Scott Avenue. This Plan recommends focusing all future industrial land uses in the Industrial Park. The existing light industrial uses on Gordon, however, are appropriate to this area and have peacefully co-existed with the nearby office and commercial uses. The City should explore zoning options to allow a mix of commercial and light industrial uses in this area, with a

focus on highway-oriented commercial development.

Office

Areas designated as Office are appropriate for offices and research facilities. This designation is shown in three locations; 1) the existing office area on the northwest and southwest corners of State Street and Business Loop I-196; 2) west of Arbor Lane south of Washington Avenue (near Zeeland Community Hospital); and 3) the City on a Hill facility (at the southwest corner of West Central Avenue and Pine Street).

Because of the high visibility of the office areas from Business Loop I-196, office facilities should be designed to a high standard of quality. Site and building design is very important and should project an upscale image. For this reason, plain metal or mostly window-less buildings should be prohibited and design guidelines or a zoning district overlay should be created to address site design and architectural and landscaping requirements.

The Office designation often provides a transition between intensive, non-residential uses and less intensive uses, such as

residential. Therefore, zoning of these areas should be sensitive to transitional boundaries, and should include requirements for buffers and landscaping.

The City on a Hill office area and the proposed office development near the eastern edge of the city are described in more detail below (“Specific Land Use Elements”).

Mixed Use Corridor

The Mixed Use Corridor is planned for Washington Avenue north of downtown, from the western city limits to Centennial Street. It also includes the State Street Commercial Corridor, between Cherry Avenue and McKinley Avenue. Mixed use areas are intended to promote a mixture of residential and non-residential uses, depending upon location. The intent of the Mixed Use Corridor designation is to provide small-scale commercial uses that support healthy neighborhoods, mixed with housing choices in a pedestrian environment. This designation allows a comprehensive approach to development and encourages mixed land uses, shared vehicular access and parking, and pedestrian amenities such as enhanced streetscapes and other public spaces.

Development should maintain a traditional neighborhood scale that is pedestrian-friendly. Mixed uses along the corridor complement the single family neighborhoods north and south of Washington Avenue and create a transition from the Central Business District to the Industrial district to the northeast.

Mixed use development includes attached condominiums, upper story residential units, loft apartments and live/work units, as well as small-scale retail establishments, personal service businesses, artist studios, and offices on lower floors. Some very low-intensity light manufacturing uses are also appropriate. Auto-oriented uses, such as vehicle sales and service stations, should be discouraged.

Examples of appropriate non-residential uses include personal services, small convenience or grocery stores, small take-out restaurants



Colonial Clock redevelopment, Washington Ave. mixed use corridor

or diners and small-scale offices, usually with less than five employees. These uses complement, rather than compete with, the uses planned for downtown Zeeland.

To preserve the integrity of Zeeland’s character, focus should be on reusing and redeveloping existing structures whenever possible, particularly those that contribute to the character of the mixed use corridor. Redevelopment of vacant or underutilized sites, as well as buildings that are inconsistent with the character of the corridor, is encouraged. New development should be

compatible with the surrounding character and scale, and be in harmony and integrate with surrounding properties. Architecture should reflect traditional forms and character, focus on making public spaces memorable, and should orient to the street, much like in the downtown.

The recommendations of this Plan for the Mixed Use Corridor can be implemented by expanding the Washington Avenue Mixed Use zoning district to encompass the area planned for Mixed Use Corridor on the Future Land Use Map (it may be necessary to adjust the zoning requirements to meet specific issues for certain areas along the corridor). The form-based regulations currently applied to Washington Avenue are also appropriate to the State Street Commercial area and other sections of Washington Avenue.

Industrial

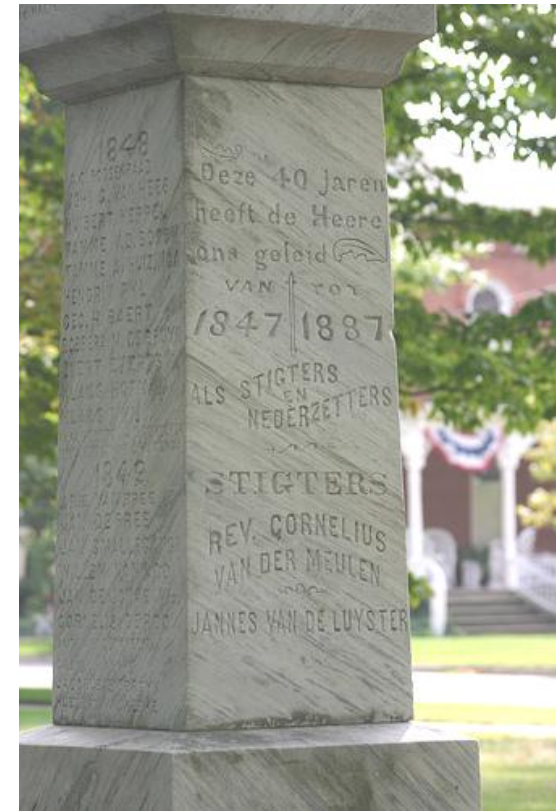
The businesses in Zeeland's thriving industrial area, located on the city's northeast side, provide employment opportunities for local and area residents. Because of the changing nature of employment-based land uses, future growth should accommodate a wide variety of potential activities to offer well-

paying jobs. Offices, research and development, laboratories, light industrial and manufacturing, and service commercial are all appropriate uses for this area. The key will be to retain current businesses and expand opportunities to attract new users.

A growing trend in business park design is better integration of employment areas with the rest of the community. To do this, certain enhancements should be explored, such as making sure property maintenance is addressed in a timely way; providing inter-connecting sidewalks and trails that link nearby places to eat and businesses; improving streetscapes; inter-connecting key roads; and exploring changes to development regulations to provide a certain degree of flexibility for such things as lot sizes and uses. The existing pedestrian side paths and trails through the industrial area should be expanded to link with the downtown and residential neighborhoods (see below for other non-motorized transportation enhancements).

Supporting green efforts, such as allowing for on-site alternative energy generation, coordinated recycling, innovative stormwater management practices, and incentives for

LEED (Leadership in Energy and Environmental Design) building certification and construction practices, could attract new industrial users to the city. This Plan recommends adopting land use and zoning tools such as allowing for small wind generation and solar power generation, low impact site design, and other sustainable practices.



Three Corner Park Settlers Monument

Parks/Open Space

Parks and open space are important in creating a vital community. The Future Land Use map indicates Parks/Open Space areas as a way to plan for both passive and active recreational space in the city. These areas include current public parks and recreation areas. Also included is a new park on the east side of the city, at Fairview and Main. This land includes both the current athletic fields and the school district's bus maintenance facility. This park will provide recreation opportunities in a part of the city that currently has few parks.



Zeeland City Hall

It is anticipated that the Zeeland School District will relocate the bus facility to the main school campus in Zeeland Township. The land should be acquired by the City and developed as a park. The park should include both active sports fields for soccer and baseball/softball, but should also include picnic and playground areas to serve the immediate neighborhood.

Public Lands

This designation includes public uses such as schools, government buildings, and government owned property. Because of their nature, these areas are not expected to

change over time. Future development or expansion of public buildings should meet LEED certification guidelines.

The Zeeland Zoning Ordinance contains a Public Facilities District, which includes the facilities located in the Public Lands designation, but also includes church properties. The Future Land Use Map

shows the church properties within the land use designation that surrounds them (usually Single Family Residential), rather than placing them in the Public Lands designation. Although Zeeland's churches are very well established, older churches in developed neighborhoods often find their ability to expand limited, and have typically sought new locations on appropriately-sized available land outside the city. Should this occur, the Future Land Use Map provides appropriate land use designations for redevelopment of the vacated church sites.

Specific Land Use Elements

The Future Land Use Map also designates specific elements related to particular areas or land use issues. While the scope of this Plan is limited to the general future land use of the City, certain areas are identified which deserve particular attention, or may be deserving of further study (such as a subarea plan or future amendment to this Plan).

A. Former Huizenga Gravel Site

The vacant property south of Business Loop I-196, west of Huizenga Park, is the site of the former Huizenga Gravel operation. This property is currently vacant and is zoned for

light industrial uses. The property consists of some formerly cultivated lands, remnants from the former gravel mining operation (such as ponds and drainage ways), and several mature trees.

While some small scale, light industrial uses have established further north near the Business Loop, there has been no significant interest in an industrial use for this property. Since this Master Plan seeks to promote industrial uses in the Industrial Park, a different use should be considered for this site.

During the public participation phase of preparing this Plan, it was noted that there are no opportunities to develop larger lot, executive style housing within the City limits. This property provides opportunities for a lower-density but traditionally designed neighborhood with city blocks defined by interconnected streets and sidewalks, garages that do not dominate the streetscape and a focus on creating a quality environment that encourages walking and includes small parks and linked open spaces connecting to Huizenga Park to the east. Lots of one to two acres, oriented to the street but taking advantage of locations along ponds and

within mature tree stands, would be appropriate. Connections to Huizenga Park and to the north side of the city (see Pedestrian Connections, below) should be an integral part of the development plan.

B. Northeast Agricultural Site

The property in the far northeast corner of the city is the last remaining farm land as well as the last site with enough land for a large-scale development. This land is currently zoned Agriculture, but is surrounded by the existing industrial park to the south and west, and Zeeland Charter Township on the north and east.

This Plan recommends that the area be reserved for future development of a large scale industrial use. At approximately 60 acres, one or two large employers could be accommodated. Dividing the land into smaller parcels for medium- or small-scale industry is not encouraged.

The construction of the nearby Zeeland Community Hospital may change the future land use focus of this property. The Township's Master Plan shows the adjoining land planned for industry. The construction of the hospital on M-21, however, may lead to

land use changes to adapt to the new health care focus of this area.

Therefore, should development in the adjoining township change based on serving the needs of the growing health care campus, medium density housing provides an affordable and attractive housing option for residents seeking housing closer to nearby employment centers such as the hospital complex and major employers such as Herman Miller and Gentex,. If these changes should occur, this Plan should be amended to provide additional land planned for medium density residential uses. Development should be consistent with the recommendations in this Plan for other Medium Density Residential areas.

C: Health Care Campus Site

The City owns some vacant land on the south side of Washington Avenue, adjacent to Arbor Lane and the eastern city limits. This property is adjacent to the new Zeeland Community Hospital campus. While currently zoned in the Public Facilities district, the relocation of the hospital adjacent to this site affords an opportunity for development that supports the health care campus.

The Future Land Use Map shows this property in the Office land use designation. Medical offices and related service and retail businesses related to health care would be appropriate uses at this site.

D: West Side Public Facilities Study Area

The Zeeland Christian/City on a Hill Neighborhood was identified as a planning issue in Chapter 3. Because of expansion pressures and concerns about land use transitions, this Plan recommends that the City conduct a special subarea plan for this area.



Zeeland Christian School

This subarea plan (which is outside the scope of this Master Plan) should set a goal to determine future expansion limits, to (hopefully) alleviate the uncertainty in this neighborhood over continued expansion. The planning process should include all of the institutions, the City and the homeowners. An open and participatory process should help to stabilize this neighborhood.

The Master Plan shows the City on a Hill facility in the Office land use designation. The former hospital building serves as offices for several ministries and non-profit programs. This has been a positive re-use of this building, and office uses of any type are

appropriate here. However, should future users be more traditional, commercially focused offices, there should be land use controls in place that limit impacts on the surrounding residential neighborhood, such as limitations on signs and lighting and requirements for landscaping.

E: Redevelopment Sites

The Future Land Use Map identifies several redevelopment sites. Two are identified in the Downtown Vision Plan – the vacant Sligh Furniture Factory and the Cherry/Church Medical Office Building. The proposals in the Downtown Vision Plan should be considered for any redevelopment of these sites.

The other two areas are the vacant parcels on Washington and State, and Washington and Centennial. Both sites are within the designated Mixed Use Corridor and should be developed according to the recommendations of that category. However, because of their locations and importance as gateways (into downtown or into the industrial park), the City should conduct specific subarea studies to determine the best redevelopment of these sites. These studies should analyze the character of the surrounding area and make recommendations regarding uses and design of future developments.

F: Inconsistent Land Use Areas

The land use designation underlying each of the identified inconsistent land use areas represents the recommended future land use

in each area. Most of these residential uses are proposed to be redeveloped into the surrounding non-residential use, and most are already zoned for the dominant use. However, this will likely only occur over time. The existing houses should be preserved until the market demands redevelopment.

The Zeeland Zoning Ordinance was recently amended to allow nonconforming single family homes to be rebuilt if damaged or destroyed more than 60 percent of the pre-damage value. This allows these existing homes to continue indefinitely and be rebuilt in the event an accident or act of God causes damage or destruction. However, the lands can remain zoned for nonresidential use, so they do not need to be rezoned (and the Master Plan need not be amended) at such time as they are converted to the dominant nonresidential use.

G: Pathways

The Future Land Use Map shows extensions of the existing non-motorized pathway and side path systems down the west side of State Street to connect the industrial park and the Zeeland Public Schools high school campuses to downtown and other neighborhoods. This

path extends from the existing Township side path at State and Roosevelt, south to Business Loop I-196. Extensions of the existing side paths on East Washington and on Centennial to connect to downtown are also recommended.

In addition, this Plan recommends pedestrian improvements to the State Street and 101st Avenue intersections with Business Loop I-196. The existing pedestrian crossing at State Street should be improved so that it is less intimidating for bicyclists and pedestrians to cross. Use of different pavement for the crosswalk, timing of lights to allow a full crossing, and landscaping within the boulevard can make the crossing appear safer for both bicyclists and pedestrians. This provides greater connectivity between the older, developed portion of the city north of the Business Loop to the newer sections to the south. The City should work with MDOT to receive



Vacant Sligh Furniture building

engineering assistance and funding to improve this crossing. The City may also wish to study and consider funding for a pedestrian bridge in this area, provided that one can be provided that allows for gentle grades that can be used by people of all ages and ability.

Similarly, pedestrian crossing improvements are needed at 101st Avenue to provide access to Huizenga Park and the neighborhoods and businesses south of the Business Loop. The City should also work with MDOT and Holland Charter Township on pedestrian

improvements to the 104th Street/Business Loop I-196 intersection, with a pathway connection along Gordon Street. This would complete a pedestrian circuit serving the entire area south of the Business Loop and provide more access from the main part of the city to the north.

Implementation

This section outlines the actions needed to implement the recommendations of this Plan.

Project Priorities

The actions within the Implementation Matrix are listed with a “priority number” as follows:

Priority 1 projects are those that should be given immediate and concentrated effort. These are the first projects that should be commenced after this Master Plan has been adopted. 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 should be incorporated into other applicable long-term planning



State Street and Business Loop I-196, looking east, showing the current pedestrian crossing



101st Avenue and Business Loop I-196, looking east, north of Huizenga Park; no pedestrian facilities are provided

programs, such as a capital improvements plan.

Priority 2 projects are those that are necessary to implement the plan, but 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 (see Appendix for the Vision Summary).

All of the recommended projects are subject to established City policies and plans, such as the Capital Improvements Plan, the City Strategic Plan, budget issues and priorities, or other City policies.

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

ORDINANCES, GUIDELINES, PLANS AND POLICIES			
Action	Responsibility	Timing	Priority
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
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

ORDINANCES, GUIDELINES, PLANS AND POLICIES

Action	Responsibility	Timing	Priority
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
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

LAND ACQUISITION, DEVELOPMENT AND TRANSPORTATION IMPROVEMENTS			
Action	Responsibility	Timing	Priority
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
4. Consider a feasibility study for a pedestrian bridge over 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

Zoning Plan

The Michigan Planning Enabling Act (Public Act 33 of 2008) requires that a Master Plan include a “zoning plan” with an “explanation of how the land use categories on the further land use map relate to the districts on the zoning map” (MCL 125.3833).

The City is divided into 13 zoning districts and also includes one overlay zone (to regulate

commercial districts where alcohol sales are permitted). The 13 districts include one agricultural district; two single family residential districts; one multiple family and one manufactured housing district; four office and commercial districts; one mixed use district; two industrial districts; and a public facilities district.

An implementation element of this Master Plan includes amendments to the Zoning

Ordinance to create new zoning districts. For instance, a new single family zoning district to accommodate larger lots (minimum one to two acres) is proposed for the Huizenga Gravel site.

The following table summarizes the land use designations and indicates how they relate to each of the zoning districts, with recommendations for zoning changes where appropriate.

Zoning Plan Matrix

FUTURE LAND USE PLAN DESIGNATION	CORRESPONDING ZONING DISTRICTS
Single Family Residential	<p><u>R-1 Single Family Residential District</u> and <u>R-2 Single and Two Family Residential District</u>: Most of the lands within the Single Family Residential land use designation are zoned R-1, Single Family. Lands zoned R-2 are mostly duplex uses and are scattered along major street corridors or concentrated along the south side of Washington Avenue or in the neighborhoods north of the railroad right-of-way. Rezoning to allow expansion of R-2 zoning within the Single Family Residential designation is discouraged, as is conversion of single family homes to two-family or multiple family dwellings. Creation of a new single family district to accommodate larger lot development is recommended by this Plan.</p>
Medium Density Residential	<p><u>R-2 Single and Two Family Residential District</u> and <u>R-3 Residential District</u>: At densities of 6 – 9 dwelling units per acre, the Medium Density Residential designation can accommodate single family developments on small lots (particularly when clustered to preserve open space), duplexes and attached single family housing. Both the R-2 and R-3 districts, with minimum lot areas of 5,000 square feet per single family or duplex dwelling unit, accommodate the planned uses and densities for this land use designation.</p> <p><u>R-4 Manufactured Home Park District</u>: Based on the rules set by the Michigan Manufactured Housing Commission, the density of a typical manufactured housing community is 6 to 8 dwelling units per acre, meeting the medium density thresholds. While there is no land currently zoned R-4 in the city, this district is available should a developer seek to rezone land for manufactured housing development. However, it appears that the demand for this type of housing is being met in the surrounding townships and the City of Holland. Manufactured housing development within the City of Zeeland is not anticipated.</p>

FUTURE LAND USE PLAN DESIGNATION	CORRESPONDING ZONING DISTRICTS
High Density Residential	<p><u>R-3 Residential District:</u> This district allows small lot single family and duplex development, but also permits multiple family apartments and condominiums. Densities up to 12 units per acre are permitted. Apartment-style dwellings and assisted living/continued care nursing facilities are also possible in this district. Rezoning to allow encroachment of multiple family development into established single family neighborhoods is discouraged.</p>
Office	<p><u>OS Office/Personal Service District:</u> This district permits offices, financial institutions and personal service establishments. Although the majority of the land zoned OS is within the Office land use designation (centered on the west side of the State Street/Business Loop I-196 intersection), there are a few isolated office properties zoned OS in areas surrounded by (mostly) residential development. These properties are located within the Single Family Residential land use designation. Rezoning to allow further expansion of office uses in Single Family Residential areas is discouraged.</p>
Central Business	<p><u>C-2 Central Business District:</u> The C-2 District is focused on downtown development and encouraging businesses that strengthen Downtown Zeeland's historic character and function. The Downtown area is very compact, and expanding it to the east, west or south could affect the critical mass of businesses needed to promote its vitality. Expansion of the business district to include land on Washington Avenue is appropriate, however, when necessary to implement the Downtown Vision Plan. Otherwise, expansion of the C-2 District is not recommended.</p>
Mixed Use Corridor	<p><u>Washington Avenue Mixed Use District:</u> The Washington Avenue Mixed Use District applies to the north side of Washington Avenue, between Elm and Franklin streets. Properties on the south side of Washington Avenue are predominantly zoned C-3, General Business. Rezoning more of the south side of Washington Avenue, as well as the State Street commercial corridor, to the Mixed Use zoning district would make these areas consistent with the Future Land Use Plan. It may be necessary to revisit the use and design requirements of the Washington Avenue Mixed Use District to ensure that the goals and recommendations of the Master Plan are met.</p>

FUTURE LAND USE PLAN DESIGNATION	CORRESPONDING ZONING DISTRICTS
General Commercial	<p>The General Commercial land use designation is broad and includes both lower intensity commercial uses and more intensive commercial areas.</p> <p><u>C-1 Neighborhood Shopping District</u>: There is very little land zoned C-1 in the City. The district is intended to “provide office, personal services, and convenience (day-to-day) commercial goods to the residents...(uses) are intended to be a low intensity nature, of appropriate scale and appearance, and are to be generally compatible with most other uses, including residential uses.” Rezoning to C-1 in established residential areas should only occur when the uses are truly neighborhood-based and will not draw significant traffic from outside the immediate area.</p> <p><u>C-3 Highway Commercial District</u>: Much of the Washington Avenue corridor, as well as lands at State and Business Loop I-196 and lands on the south side of the Business Loop are zoned C-3. The intent of this district is to provide office, personal services and commercial goods, “including auto-related uses which would ordinarily be incompatible with the character of residential and other commercial districts.” This Plan adds most of the Washington Avenue corridor to the Mixed Use Corridor designation, and recommends changes to the Washington Avenue Mixed Use zoning district to accommodate a greater range of uses. The C-3 District is most appropriate in areas with significant through traffic and should only be expanded if adequate access and site development controls are in place to prevent impacts on established surrounding uses.</p>
Industrial	<p><u>I-1 Light Industrial District</u> and <u>I-2 General Industrial District</u>: the main difference between the two industrial districts is the intensity of the uses allowed; the I-2 District permits more intensive uses with potentially greater impacts on surrounding property. The lands currently zoned I-1 or I-2 that are outside of the Industrial Park are proposed for new land uses better suited to location and potential market forces. This helps to focus industrial use toward the vacant or under-developed lands within the Industrial Park.</p>

FUTURE LAND USE PLAN DESIGNATION	CORRESPONDING ZONING DISTRICTS
Parks/Open Space	<p><u>PF Public Facilities District:</u> All of Zeeland’s parks are located within the PF Public Facilities District. This zoning corresponds to the intent of the Parks/Open Space land use designation. The proposed East Side Park at Main and Fairview should be added to this district if it is acquired and converted to park land, as recommended by this Plan.</p>
Public Facilities	<p><u>PF Public Facilities District:</u> In addition to parks, the PF district includes government properties, schools, churches, nursing homes and downtown public parking lots. All of Zeeland’s public facilities (government buildings, utilities, cemetery, etc.) are located in this district. The Future Land Use Map does not show churches, public parking lots or nursing homes within the Public Facilities designation; as noted above, these uses are shown in the appropriate category based on surrounding development and likely redevelopment should a land use change become necessary.</p>
Zoning Districts Without a Corresponding Land Use Designation	<p><u>A-1 Agricultural District:</u> There is only one large property in Zeeland zoned A-1, in the far northwest corner. This Plan contemplates future development of this site as Industrial (or Medium Density Residential, if surrounding land uses are changed due to the proximity of Zeeland Community Hospital). Therefore, there are no lands designated for agricultural use on the Future Land Use Map. Once an appropriate land use is determined for this site, it will need to be rezoned accordingly.</p>
	<p><u>Alcohol Sales Overlay District:</u> This district was established in 2006 when the City repealed its longtime ban of alcohol sales within city limits. It is an overlay district, meaning that the requirements of the underlying district apply as well as the additional regulations of the overlay district. The areas subject to the overlay are all commercially zoned in the C-1, C-2 or C-3 districts. The Alcohol Sales Overlay District is further categorized into On-Premises Consumption and On and Off Premises Consumption districts, with the On Premises area mainly located in the core downtown on Main Avenue between Elm and Church streets.</p>

Conclusion

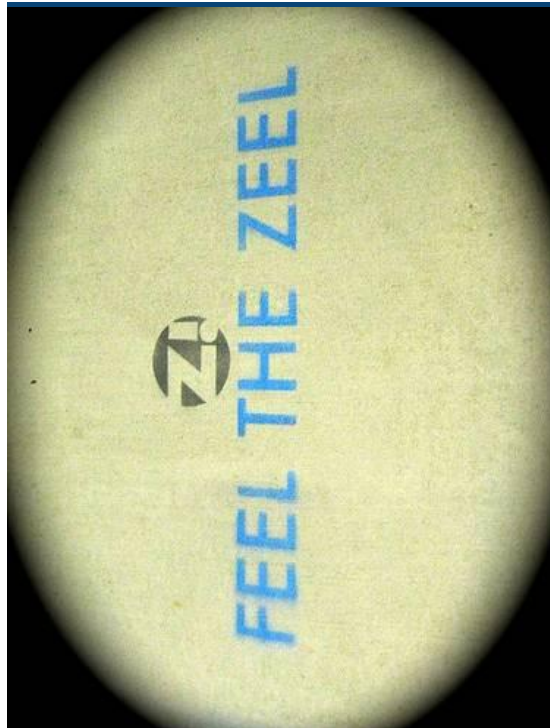
Change is constant and usually unpredictable, and there may be circumstances that warrant changes to the zoning boundaries that are not consistent with the Master Plan. If and when this occurs, the Master Plan should be updated to conform to the changed circumstances. Because of the time and process required for amending the Plan, such changes should be considered carefully.

Although this plan is a comprehensive guide for land use planning over the next 20 years, there is no way to predict what changes may occur that were not contemplated at the time this plan was created. Therefore, decisions related to development should be considered carefully in light of the recommendations of the Master Plan.

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.

If future development decisions take these factors into account, and if the Plan is reviewed on a regular basis and updated when necessary, then Zeeland can be assured that development will reflect the desires of its citizens, reflected through the adopted Master Plan.



APPENDIX

Stakeholder Interviews

Several community stakeholders were identified by the Planning Commission. These individuals were interviewed in March, 2010. Each was asked a series of questions. The person interviewed were:

Gary Feenstra, Superintendent, Zeeland Public Schools

Amy Langeland, involved resident

Ann Query, President, Zeeland Chamber of Commerce

Randy Thelen, President, Lakeshore Advantage

Bill Van Dyke, Superintendent, Zeeland Christian Schools

Greg Visser, local business owner

1. How long have you lived or worked in Zeeland? What brought you here?

- Lived here 14 years. Third owner of this house. Husband grew up here.
- Lived here most of my life – left briefly, chose to come back.
- 18 years – lived in Holland 34 years.
- 23 years.
- 5 years.
- Born and raised here.

2. Describe the character of the Zeeland community in a sentence or two or three (for instance, the people, the atmosphere, neighborhoods, etc.)

- Quaint but not old fashioned, Family friendly, can count on neighbors, not a lot of fences – people look out for each other. People who move out miss the area. Some stay by moving into other houses in the same neighborhood. Hard to do appraisals because houses don't go up for sale very often. We have great sidewalk access to downtown, excellent library.
- People take pride in homes, buildings, etc.
- Changes in demographics – more diverse and not as Dutch. Advantages have come with diversity.
- Current economic situation changes – city is OK in general, but individuals are hurting.
- Very strong work ethic, which spills into involvement with community.
- Small town chamber – involved in community more than larger towns. Chamber goes beyond traditional duties by hosting programs to get families involved.

- Very vibrant church community of youth ministries – e.g., Bridge Community Center – drop in center for challenged youth.
 - People are generally involved; small-town chamber is focused on community involvement.
 - Programs to keep families involved in community, get children to think of Zeeland as “their” town have been successful.
 - Strong efforts to help kids to feel a part of the community – will deter delinquency and graffiti, etc.
 - Public and Christian schools work together – both support the value of the city.
 - True community – all willing to give and take to make it work.
 - Family / value centered. Impression of never changing, not progressive is not really true to reality.
 - Community is progressive; but traditional values persist.
 - Contrast @ entrance – Herman miller vs Howard Miller – shows both traditional and progressive values of the community.
 - Always thinking of how to make the area better.
 - Amazing how fast a good idea gets implemented.
 - Excellent Spanish immersion program at Zeeland Christian draws from all around.
 - Fine arts programs, athletics and recreation is top notch for community and both school systems.
 - City asked school district to run the recreation program for city and area – it has been very successful.
 - Strong relationship with schools and city.
 - Progressive businesses – provides model for schools, etc. –City government is not as progressive.
 - All new school buildings are environmentally sound.
 - Community is confident in who they are and what they believe so they are willing to try new things. The community will not abandon core values but does want to try new things.
 - Good sense of industrial market and where it is headed.
 - Zeeland has a concentrated industrial area – one of the most densely populated in Western Michigan – but not much space for expansion.
 - Gentex is buying existing nearby buildings to expand – but the City will need to address the need for expansion land in the long term.
 - Downtown is re-energized – City has done a nice job in a tough economy.
 - Education a hallmark for community.
 - Family oriented, education focused, Christian conservative – but there is still a bit of an inward focus – very Dutch – harder to get engaged in community.
 - Perception is that community is too homogeneous, but this is changing.
 - Downtown district needs identity – needs something to make it stand out. Lacks a true shopping experience or destination restaurant.
- 3. If you had to “sell” Zeeland to a prospective resident or business, what would you say? What makes Zeeland unique among its neighbors in Ottawa County and West Michigan?**
- Historic homes – well cared for and affordable – lots of character.
 - People love the area for the school system.
 - Quality workforce.
 - Lowers costs (especially electric utility); land price low.

- City is pro-business – 72% of local tax base industry and business.
 - Employers tell us that they do not find this quality of workers elsewhere.
 - Do not need to sell – people are drawn to the area.
 - Schools.
 - Kids are safe, valued and loved.
 - Family oriented.
 - People like the “Norman Rockwell” feel, but also like modern, progressive programs such as those offered by Zeeland Community Recreation.
 - Easy access to other cities, the lake shore, etc.
 - Zeeland Christian Schools offer quality experiences to students, such as a trip to a rainforest in Costa Rica – they also take kids from Zeeland Public and other districts.
 - Competitive wages.
- 4. What are some of the challenges facing Zeeland today? What is happening in the community that affects the quality of life that residents desire? How should the city address those challenges?**
- Lack of a quality bakery/deli with later hours.
 - Retail – need a better mix.
 - Commercial property landlords sometime charge too high rent.
 - Some good stores have been lost to Downtown Holland.
 - Nothing open after local evening events; no open restaurants.
 - Everything closes at 5 on Saturday.
 - When you go to Holland, you feel like you are shopping – retailers in Zeeland do not always treat shoppers like they should.
 - Empty lots are being sold to Habitat Humanity – the resulting homes do not meet neighborhood character.
 - People being out of work remains a challenge.
 - Pressures on youth are high.
 - No longer a Mayberry – more single parent families, etc.
 - City needs to continue to provide good services for fair taxes.
 - Board of Public Works is a strong supporter of local business.
 - Not a good time to raise taxes.
 - Keeping downtown attractive to businesses.
 - Giving downtown an identity.
 - Sometimes, City government can get in the way.
 - City government is not progressive enough – worries too much about cost, etc. Gets caught up in small town politics.
 - Developing Sligh building is important.
 - It can be hard sometimes to get things done at the city level.
 - There are some residential lots in the Zeeland Christian School area that could be removed for church/school expansion, but the city pushes back.
 - Land at Fairview and Main – The School District would consider giving that land for a park, but the city is reluctant to expend funds.
 - Keeping the attraction of downtown – tough in this economy.
 - Downtown didn’t put in the snow melt – this was a missed opportunity.
 - Government doesn’t take advantage of opportunities due to budget and politics.
 - Cost of services to whole community – need to have some cost sharing for providing services to outside of city limits.
 - Highest % of industry tax base: Gentex, Mead Johnson, Consumers Energy –

losing any one of these would do great damage to the tax base.

- Lack of identity – Holland has Tulip time, GR has Art Prize – Zeeland needs a similar defining event.
- Generational turnover is a problem.

5. If you could be “mayor for a day” and had unlimited budget and resources, what is at least one thing you would do to make Zeeland a better place to live? (It’s OK to dream big with this one.)

- More events with the arts. There is nothing available for tourists, i.e., lack of hotels, sit down restaurants, etc.
- Parks – good job, could be better. Enhance equipment for kids (Lawrence Park). Timber town on wrong side of highway from where most kids live. The city gave up a ball field @ Hoogland park to the cemetery. Move the bus barn to the high school campus and develop the corner for a park, soccer fields & ice rinks.
- Hold a Concert Series.
- Add more sidewalks in Parks.
- Make parks accessible to all, especially disabled.
- Add more parking at soccer fields.

- Develop the Zeeland Community Development Corporation property on Washington. Use as park or commercial development; create a world class entrance to the Industrial Park. Add some public space for industrial park workers.
- Redevelop Washington Corridor – include public art, etc. to give it character.
- Create a Sculpture park – use it for public events or gathering space.
- Public art along Wash. Ave. Make the corridor something interesting.
- Fix all the streets, curbs and potholes— although city does a decent job of this.
- Redevelop the Sligh building.
- Fill empty stores.
- Develop an ice cream store across street from Community Recreation.
- Pocket park with public restrooms.
- Develop green space across from Cityside Middle School.
- Improve community entrances.
- Expand city boundary into Zeeland Charter Township.
- Turn Cityside Middle School into a hub for community and educational resources.
- Improve Cherry Street between Church and Centennial, also North State – city

council does a decent job w/ infrastructure.

6. If you moved from Zeeland tomorrow and returned 15 years later, how do you think the city will have changed?

- Industrial Park – different types of businesses, but still healthy. The area will still be a great benefit for quality labor.
- Downtown will have changed, more chain stores because of the higher cost of doing business.
- Maybe a chain restaurant. The Planning Commission should decide what they want.
- It’s nice that businesses can still be closed on Sunday. While this will likely change with generations, it would be good to maintain this practice.
- Want to see a good bakery. A bookstore would be good. Downtown filled with vibrant business and nightlife.
- Less property for sale / no foreclosures.
- Support for industry.
- No more gas stations on Main Avenue.
- Schools continue to grow.
- Education foundation – funding unique projects that teachers write grants for.

- Education programs have developed into a more robust system for training high tech workers
 - Provide lots of new jobs.
 - A new spirit of increasing collaboration.
 - Need more cooperation between municipalities – too much overtop. City is OK, but need cooperation on public safety, etc.
 - Possibilities to expand borders.
 - Increasing collaboration all the little boxes can't stand alone.
 - Main and Washington vibrant.
 - Town kept up.
 - Nightlife in downtown.
 - Community pool.
 - Healthy, religious community.
 - Fully implemented Master Plan.
 - Downtown vision realized.
 - Employment still strong.
 - Bring merchants together.
- 7. What about Zeeland should be preserved?**
- Nice combo of retail mix.
 - Like the festivals and parades, good attention to industry.
- Lakeshore Advantage – continue to support.
 - Need to introduce history of area to a new generation.
 - Historical Society.
 - Feeling of family is important.
 - Keep balance between business and residential. Open mind about what to do about both.
 - City has strong leadership, people care about community.
 - Passionate leaders.
 - Historical look of downtown.
 - Downtown look of quaintness.
 - Main street character.
 - Keep it non-tourist, local focused.
 - No need for “Applebees” type restaurants; keep them locally owned if possible.
- 8. What needs to be changed? What should be added, improved or implemented?**
- Improvement in retail. Need better farmer's market – only 2 farmers. Get rid of little office building near the 3-corner park.
 - Sligh building – condos up, retail down – mixed use.
- Improve State/ Main – State/ Washington intersections.
 - Strip mall on East Main hurts the downtown.
 - Planning Commission has done a good job with requiring landscaping; keep this up.
 - Need a grocery in town – maybe even a Costco.
 - No drive through coffee – old bank would be a good place for this.
 - Children's museum would be nice, although Dekker Huis has kids programs.
 - Improve the gateways – put in a waterfall @ cemetery to dress up view from Business Loop.
 - Need more parks, especially on the east side.
 - Expand the library – put the community center in another building.
 - Summer reading program is great asset, but needs more room.
 - Zeeland Home Tour has been asset.
 - City has done a good job with rental inspections.
 - It's good that regulations prevent houses from being split to make additional units.
 - Habitat Homes need to match the neighborhood.

- The Master Plan is important – Use it or lose it. Leaders need to look at planning for what’s best. Make tough not easy decisions.
- People share expectations in a loving way – keep this.
- The standards of family, work, cleanliness, etc. must be preserved.
- Sligh building as condo project? Great possibility – would help ZCDC property.
- Need a good gateway to downtown – replace muffler shop.
- Hard to get volunteers and young people to move into position of leadership in the community.
- People have expectations of their neighbors, which encourages maintenance.
- Quality of Life is Key – you do not find those values everywhere.
- We have a very strong and vital community and people take pride in the community and want to maintain that.
- Strong international connection due to local industry – people come from all over, brings diversity.
- Need better design for city for city gateways.

9. Is there something else that you feel must be addressed in the Master Plan in order for it to be a good and useful decision making guide for the City of Zeeland? Any other comments?

- “Power Dollars” from the Board of Public Works: people get 15.00 to dress up properties for Christmas. This is a wonderful cooperative spirit with the City that can’t be measured with dollars – many things couldn’t happen without that assistance.
- Finally moving to make things happen – get connected with opportunities. Community keeps moving.
- Keep going with things like Feel the Zeel – encourage that Out of the Box thinking.
- Lots of “everybody wins” types of activities.
- Board of Public Works and the City help organizations outside their limits.
- Hospital is a great asset .
- “Feel the Zeel!” has been a great promotional tool.
- Police department has sent officer to the schools – at city expense – has had a great impact on the students.

- We have learned the importance of engaging the youth – get them involved in Pumpkin Fest.
- Library has great programs for youth – high participation.
- 25,000 people served by Zeeland Community Recreation.
- Lakeshore Advantage – nonprofit economic development corporation for the Holland / Zeeland area – has done great things for Zeeland.
- Need to keep schools in city limits.
- The City’s marketing director has been very helpful – brought down vacancy rate in downtown, but businesses are not the best mix. Need some “experience” or “signature” restaurants, such as those in the Gilmore Group.
- Lakeshore Advantage Is measuring workforce quality - the Chamber has been pleased with what local employers are saying about local quality.
- Businesses have been cautious – not as much debt, so they are weathering the current economy.
- But, some businesses have failed – a very challenging time – “no room for mistakes” in this economy.

- The toy store is a great asset as is Out of the Box Games; both good destination stores.
- Macatawa Area Coordinating Council has helped.
- Downtown all independent, no cohesive group where all participate.

Community Workshop

A Community Workshop was held at the Howard Miller Community Center on July 20, 2010. This workshop was an opportunity for the public to comment on the initial draft of the future land use plan and map. After a short presentation that described the planning process and the progress of the plan up to that point, participants were asked to comment on the specific land use elements in the draft Master Plan. Each participant had a card on which to write specific as well as general comments.

In addition, a large-scale version of the Future Land Use Map was posted. Participants were asked to make specific comments on “post-it” notes and affix them to the map in the appropriate area.

The results of these exercises are summarized below:

A. Former Huizenga Gravel Site

How would you like to see the former gravel site developed? Residential? Industrial? Other, (please elaborate)?

- High end homes and add to Huizenga Park
- Executive single housing and add to Huizenga Park
- Nature reserve, green area.
- Park
- Residential or light industry
- Residential, but investing in existing neighborhoods should take priority over new residential areas.
- High end executive would be fantastic
- I like the idea of a traditionally designed neighborhood, but is there really a need for such large lot housing? Could also be a natural area, teaching garden or revert parts to farmland. Seems a little sprawlish.
- Residential
- Light Industrial
- Industrial

B. Northeast Agricultural Site & C. Health Care Campus Site

What are your thoughts on development near the hospital? Is this area of the community appropriate for future industrial,

health care, office related uses, medium density residential, (please elaborate)?

- More office for the HC site, Ag site – Hold for Industry
- Industrial, Health care offices
- Residential- don’t have enough housing
- I would favor health care that would benefit from the location to the hospital and leave medium density residential
- More housing should not be encouraged until existing neighborhoods are free of rental properties that are not maintained.
- Offices make sense. They could be converted to apartments in future if hospital would disappear.
- Leave it for future development of large scale industrial use.
- Mixed use. This property can serve as a link between town and the hospital, which is only accessible by car.
- Industrial
- Future Industrial
- More Jobs

D. West Side Public Facilities Area

Should a separate study be conducted for this area? Should more of the surrounding

single family homes be included in the study?

- Separate Study
- Separate Study
- Leave it be
- Yes, it is a residential neighborhood and all of the surrounding single family home should be included as well as Crestwood.
- Yes, a separate study should be done that includes input from the homeowners in that neighborhood. It is a residential street!
- Do not attempt to push the homeowners out in this area. Don't cut off neighborhoods!
- Yes to both. It would be great for these to be more commercial, walkable destinations for employees and students; perhaps a corridor to downtown.
- Yes to both ideas
- Yes

E. Redevelopment Opportunities

How would you like to see the four opportunity sites developed?

Sligh Furniture Factory

- Mixed use, residential, retail, office
- Follow the vision

- Follow vision plan
- Apartments/condos and restaurant/retail. Not enough housing
- Lofts, food court, arts
- A community facility of some sort. Children's museum, restaurant, brew pub, arts facility
- Zeeland arts council / brew pub, Children's museum, upstairs apartments
- Expand fitness center in the building. I like the other ideas / bball court, skate park, etc. Proximity to school is a plus.
- Torn down and better developed
- Industrial
- Teen Center

Northwest Corner of Washington & Centennial

- Condos retail or office
- Residential condos
- A park. Green area
- Green space/ city garden
- Green space, city garden
- Industrial
- Pine rest facility

Cherry/Church Medical Office

- Park with Band Shell/ follow the vision

- Follow vision plan
- An upstart church
- Tear down and replace with a parking lot
- Park use
- Expansion of Park, bathrooms a place for outdoor weddings.
- I like the 2009 Vision Plan
- Torn down for a splash park.
- Home for disabled women.
- Place for grooming cats and dogs

Northeast Corner of Washington & State

- Gateway Building / Condos and retail
- Residential condo / park area
- Retail
- Commercial business/restaurant
- Grocery store, restaurant.
- I like the recommendations on all of these
- Restaurant
- Homes from the area in "F"

F. Inconsistent Land Use Areas

- Follow Master Plan
- As the need arises, over time, these houses should be redeveloped to align with the surrounding zoning.
- Follow Master Plan
- Should remain residential property.
- Be cognizant of the fact that there are many homes/neighborhoods that

should not be compromised for more business development.

- Is there any reason why the city is not seeking to acquire these properties that are currently on the market or are they?
- Homes moved to NE corner of Washington and State

G. Pathways

Where are non-motorized pathways needed in Zeeland, (please elaborate)?

- Tunnel or bridge to connect the city to Huizenga Park, better crossing is needed.
- Tunnel or bridge to connect the city to Huizenga Park.
- Fairview road main to Washington Street.
- Along 96, both north and south of the central city area.
- From downtown to the High School
- I think we are fine.
- I like the proposed paths routes. Corner of N. Franklin and Washington to Captain Sundae
- I like the pathway extensions, also the improvements proposed at State and 96 – terrifying to cross! What about designated bike lanes on Central and

Main? Keep cyclists as well as pedestrians safe.

- I agree that n/m pathways used to be made safer. I would love to see safer bike crossings across the bus lane.
- Paths for bikes and pedestrian should encompass the city and near city areas.

General Comments

- Would like to see more mixed residential uses. Allowing denser uses within single family neighborhoods. As long as they are consistent with the rest of the neighborhood to give recent college grads an affordable place to return to.
- The mixed use corridor is great. Could it be zoned to require parking in back, etc. To promote a more pedestrian friendly environment? I'd like to see an overlay similar to that mentioned under the "office" designation.
- If this is intended to serve as a foundation document for the next 20 years, I'd like to see more on alternate forms of transportation. Could future transit-oriented development be encouraged in the

mixed-use corridor, near the hospital, or by the Christian School / City on a hill campus? Actually, in an area with so many families, I would like to see more of this explicitly mentioned anyway. Kids can't drive, and the more they can safely travel to where they would like on their own, the better!

- Implement rental max. to maintain a living downtown.

Future Land Use Map Exercise

Participants were asked to review a large-scale draft of the Future Land Use Map and write comments on "post-it" notes. These notes were then attached to the map on or near the location referred to in the written comments.

The following table summarizes the map comments.

Map Exercise

Future Land Use Map Comments	
<i>Location</i>	<i>Comment</i>
Vacant land, NW corner of Washington & Centennial	Needs to be a park. Some park benches, picnic tables, maybe a grill or two.
Former Sligh furniture building	Affordable apartments/Condos. Affordable eatery & retail. A multi-use building like the Baker Lofts in Holland.
Inconsistent land use area north of Main & Sanford	Prevention is the answer. Don't put factories next to houses.
Agricultural site, NW of hospital.	Chop it up and sell for residential property. Low to middle income single family.
General vicinity of the hospital	Is there a way to link the hospital to downtown so it's accessible without a car?
City owned site west of hospital	Great for retirement community.
NE corner of State & Washington	Affordable restaurant or retail.
SW corner of Church & Harrison near railroad tracks	Future transit-oriented development?
Main Street downtown	More park benches up and down Main Street.
SW corner of Cherry & Church	Great place for an upstart church.
City on a Hill	Do what ever you can to preserve and protect it. They do an immeasurable good.
Former Huizenga gravel site	Nature center & wildlife preserve with learning center.

2010 Community Survey Results

The City received a total of 530 responses. Approximately 2,500 households were notified of the on-line survey; therefore, the estimated response rate is approximately 21 percent. The results of each survey question are presented below.

Question 1: Please rate the following related to the City of Zeeland as a whole.

Answer Options	Excellent	Good	No Opinion	Fair	Poor	Response Count
Zeeland as a place to live	333	169	5	8	2	517
Zeeland as a place to raise children	375	125	13	3	0	516
Zeeland as a place to work	176	204	100	30	5	515
City of Zeeland services	194	259	29	26	5	513
The overall quality of life in Zeeland	268	238	5	6	0	517
<i>answered question</i>						518
<i>skipped question</i>						12

Question 2: Please rate the following related to downtown Zeeland.

Answer Options	Excellent	Good	No Opinion	Fair	Poor	Response Count
Overall appearance of downtown	148	331	4	32	1	516
Cleanliness of downtown	263	236	4	10	1	514
Variety and quality of downtown businesses	43	239	28	185	20	515
Quality and character of downtown buildings	118	315	14	57	4	508
Availability and convenience of downtown parking	159	268	12	63	10	512
Convenient and consistent store hours	54	212	51	157	39	513
Places for public events in downtown (concerts, festivals, etc.)	77	240	55	124	17	513
<i>answered question</i>						516
<i>skipped question</i>						14

Question 3: How strongly do you agree/disagree with the following statements about downtown Zeeland?

Answer Options	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree	Response Count
The improvements made to downtown make it a better place for me to shop.	71	291	90	40	3	495
I would like to see public restrooms downtown.	109	226	114	42	6	497
I like to shop in downtown Zeeland.	58	298	75	63	4	498
The selection of goods downtown is adequate for my needs.	20	156	81	207	31	495
<i>answered question</i>						499
<i>skipped question</i>						31

Question 4: What types of businesses are needed in Zeeland, (select all that apply)?

Answer Options	Response Percent	Response Count
Restaurants	74.9%	358
Services (i.e. dry cleaners, pharmacy, flower shop, etc.)	20.5%	98
Grocery Store	57.3%	274
Gift/Specialty Shops (bakery, women's/children's clothes, outdoor, etc.)	48.3%	231
Convenience Stores	28.5%	136
Youth/Young Adult Oriented Businesses	37.7%	180
Other (please specify)		109
<i>answered question</i>		478
<i>skipped question</i>		52

Question 4: Other (please specify)

Bookstore
 music store, like FYE
 kids clothing (carter's, osh kosh)
 Bar
 bookstore
 They NEED to accept debit/credit cards. We shop elsewhere because of this problem.
 The hours of the restaurants are not open late enough.
 Restaurants with alcohol and outside eatery.
 I would like to see a deli, like Bob's Butcher Block
 antique shops, woman clothing
 World Market type - house wares, etc.
 would like to see an Aldi's or Save-a-lot type of store
 Dining - not fast food or chain restaurants
 Separate the downtown from the mundane (law offices, etc.). Make it a destination.
 It would be great to have a place that can print digital photos.
 movie theater, video rental, photo shop, hotels
 Take down an old building and make a green park on Main Avenue
 I am not sure what would draw others,
 I think a roller skating rink would make an excellent addition for the "tweens" of Zeeland!
 clothing store that carries 'women's' sizes
 Would love a health food/whole food grocery store...
 coffee shop & \$1 stores
 Dining - not fast food or big chain restaurants

Meat Market Bagel Shop
 Drive thru pizza, Good Will
 boys/Men's clothes
 Night- time gathering place, like downtown holland has JP's....
 butcher shop, unique grocery (Trader Joe's), school and party supplies, book store
 yarn and sewing store
 Many great stores are already available in Zeeland.
 coffee/ book shop
 men's clothing
 office supply store
 something for the men - a practical outfitter (not an Orvis),
 Brewery/brewpub, quality sporting goods - like Outpost meets Gazelle, kick up the jewelry stores a notch so that I can get my wife something nice
 deli such as Bob's Butch Block
 Music/Movie/ Book/ stores, Coffee Shop that has a place with casual seating like sofas
 A restaurant that serves Alcohol. Still have to go to Holland to spend my money.
 a nicer restaurant
 Apple Store
 these are not in addition to what we already have
 Brewery
 most of the above are downtown, would be nice if the hours of most businesses would go beyond 5pm

Question 4: Other (please specify) (continued)

I think a nice deli type of business would be good where you can get specialty sandwiches, cheezes, salads & possibly a bottle of wine...

book store, craft (yarn) shop, stationery

health food store, DVD rental

pub style restaurant

Coffee shop geared towards younger crowd

Book Store

I would love to see a health food store come to downtown. How about an Eastside Montello meat market. A bookstore/coffee shop, how about a shoe store?

Sports stores

office supplies

A high quality resturant -- high class type

none that i can think of

sporting goods store

Farmers market on Saturday

Starbucks/Biggby; All current coffee shops close early

Nice Sit down bistro-type with alcoholic beverages

pub, businesses that draw people after 5 p.m.

convenience stores without liquor

CrazyHorse restaurant, Chinese restaurant like a Golden Bell, etc

Aldi

Library - Sunday Hours

Aldi's Grocery store

Christian Book Store

computer repair/sales

Deli, Bakery, Music Store, Antique Mall (in one of old furniture manufacturer buildings), Year Round Farm Market/Craft Market in one of those old furniture buildings, Children's Theatre company with plays downtown, ect.

Meats, cheeses, wine, any food specialty but not a general grocery store

Sporting Goods, Computer/Electronics, Pawn Shop

Restaurants to stay open later!!! Mamas House and the other one on Main. Also so many young people don't carry cash anymore and Community refuses to update to credit and debit cards! I would love to go there but my Son and Daughter refuse if they will not take debit. Like that Dollar General came in and tha they carry some basic groceries if I need something quick. I would like more grocery item though. I do most of my grocery shopping at Sam's Club and Costco though because of the great prices. Could we get one of those? That would really be great for this town!!!

Restaurant, restaurant, restaurant!!

The bike shop is great!

good old fashioned dime store...also a bookstore, record shop

More retail, much less tax, attorney, investment offices

We don't need "more"; we need to strengthen the ones we've got.

Sporting goods, hunting/fishing

Medical/Dental Offices

Aldi's or Save-a-Lot

Would like to see one slightly upscale/fine dining restaurant.

will not go to activities that have drinks and drunks.

A super target would be awesome

Question 4: Other (please specify) (continued)

Save-a-Lot or Aldi
An outdoor activity store
book store
A good steakhouse would be awesome!!
Something open past 8pm!
Kid's Place
Golf Course
Coffee shop open early and late for meeting with other moms while husband are home with kiddos
Book Store, more outdoor serving places
Guitar Store or some kind of music store.
a good all around shop that carries a lot of things so I don't have to run to Holland all the time for something quick
car wash
restaurant serving liquor
bookstore, music, shoes, adult clothing, children's clothing
sporting goods

Let the free market decide. No more City offices hands in on the matter.
pup/bar
Yarn, scrapbooking, fabric, coffee shop, pet supply stores
I said restaurants above, but I want to see more upscale restaurants
Deli
Sports Equipment
KFC, drive thru pizza
Art Galleries
Deli
Present stores cover needs
Kentucky Fried Chicken, (grocery store) instead of Brummels
Good bakery
Clothing like Kohls
Movie rental, movie theater, photo lab, skating rink, place for concerts, hotels, amusement park

Question 5: Please indicate your level of agreement or disagreement with the following statements.

Answer Options	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree	Response Count
More industrial employers are needed in Zeeland.	74	180	166	65	4	489
More service oriented businesses are needed in Zeeland. (Repair, supply, wholesale, etc.)	49	238	141	57	1	486
More retail stores are needed in Zeeland.	130	280	57	20	0	487
The existing industrial park is attractive.	47	278	143	19	1	488
The City is doing a good job keeping and attracting employers in Zeeland.	44	223	177	38	3	485
The existing industrial park needs to be expanded.	24	99	301	56	4	484
The City should provide incentives, such as grants or loans, for home and business owners to improve their properties.	89	237	92	63	11	492
<i>answered question</i>						492
<i>skipped question</i>						38

Question 6: Please indicate how much effort (time and money) you feel should be directed toward attracting the following economic-related activities or services to the City of Zeeland as part of the City's economic plans.

Answer Options	Great Effort	Some Effort	Little Effort	No Effort	No Opinion	Response Count
Tourism	88	235	131	30	6	490
Commercial and retail businesses	242	201	33	4	7	487
Medical and health care services	119	226	112	20	11	488
Agriculture-related businesses	67	234	128	30	26	485
Manufacturing	150	234	71	15	16	486
Providing bus service	84	184	117	76	30	491
<i>answered question</i>						492
<i>skipped question</i>						38

Question 7: Please rate the following related to the environment and recreation in Zeeland.

Answer Options	Excellent	Good	No Opinion	Fair	Poor	Response Count
Overall quality of the natural environment in Zeeland	162	299	11	13	0	485
Recreational opportunities in Zeeland	148	248	23	63	5	487
Quality and maintenance of parks and recreational facilities	184	267	7	27	1	486
Cleanliness of parks and recreational facilities	184	267	8	26	1	486
<i>answered question</i>						487
<i>skipped question</i>						43

Question 8: Assuming City funds would be used to fund them, which of the following environmental actions would you favor within the City, (select all that apply)?

Answer Options	Response Percent	Response Count
Curbside recycling	59.0%	284
Public education about environmental issues	18.5%	89
Household hazardous waste pickup	47.2%	227
Household composting	25.6%	123
Tree planting/replacement	58.8%	283
Water conservation practices	35.8%	172
City funds should not be used for any of these programs	14.1%	68
<i>answered question</i>		481
<i>skipped question</i>		49

Question 9: How serious do you think these potential environmental problems are in the City of Zeeland?

Answer Options	Very Serious	Serious	No Opinion	Somewhat Serious	Not Serious	Response Count
Air quality problems from industries	23	77	103	133	144	480
Exhaust emissions from cars and trucks	11	49	93	135	187	475
Excessive noise from industries or other activities	13	46	95	106	220	480
Removal of trees for building projects	51	104	92	125	108	480
Water quality problems from lawn fertilizers, oil, pesticides, grease, etc.	46	78	100	146	108	478
<i>answered question</i>						481
<i>skipped question</i>						49

Question 10: Please indicate your level of agreement or disagreement with the following statements.

Answer Options	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree	Response Count
Zeeland needs more pedestrian and bike paths	69	179	75	142	13	478
Zeeland needs more parks and open space.	52	160	100	156	9	477
More winter activities (swim center, ice skating, etc.) are needed.	102	215	89	66	6	478
The City needs more recreational opportunities/facilities.	50	145	137	130	12	474
There are adequate recreational opportunities for children and young adults.	62	240	80	85	8	475
<i>answered question</i>						481
<i>skipped question</i>						49

Question 11: Please identify how important the following recreational facilities are to you.

Answer Options	Very Important	Somewhat Important	No Opinion	Somewhat Important	Not Important	Response Count
Tennis courts	43	148	71	64	138	464
Roller skating rinks	26	93	91	77	176	463
Volleyball courts	29	111	92	86	144	462
Rollerblading areas	36	158	73	71	127	465
Basketball courts	55	178	70	71	89	463
Soccer fields	64	177	60	70	89	460
Ball fields	73	200	50	74	63	460
Hiking, walking, nature trails, etc.	198	180	17	41	28	464
Cross-country skiing trails	76	140	84	48	116	464
Indoor ice rink	34	95	95	58	176	458
Outdoor ice rink	64	163	63	70	102	462
Picnic areas	142	216	25	57	23	463
Indoor swimming pool	99	148	76	70	68	461
Playgrounds and tot lots	152	178	49	55	33	467
Community and youth center	127	189	52	56	43	467
Sidewalks/bike paths	216	154	29	29	20	448
Other (please specify)						37
answered question						470
skipped question						60

Question 11: Other (please specify)

Dog park
 PLACE TO WALK INSIDE IN THE WINTER TIME
 Accessibility
 Golf courses
 fitness center

Frisbee Golf Course
 dog park!
 Many of these are adequately provided.
 frisbee golf
 bike and walking access to downtown! We no longer have that. :(

Question 11: Other (please specify)

An area for pets would be awesome! A place to take your dog to play, maybe with a small pond for them to swim in would be great!
 2 somewhat important. that is confusing!
 bmx biking arena, outdoor
 Dog Park, Play area
 outdoor splash pad
 an outdoor community pool would be a great addition
 outdoor splash pad
 While some of these are not important to me, they are important for community health and flourishing
 Access to a public track for running and walking. Unfortunately the schools won't share the track we have all paid for with our tax dollars.
 As for the other facilities that the schools do share, including a ball fields and indoor pool. I don't think the city should duplicate efforts, that would be a waste of tax dollars!!
 Quality City golf course
 Community Outdoor Pool

dog park!!!!
 I live by alot of these things and they are empty most of the time
 Indoor activities for cold weather and rainy days. More community events/activities.
 dog park
 Many of the things listed above we already have and I feel have enough of...i.e. swimming facilities...schools have them as well as the recreation/community center
 Bikepaths are good only if you can get bikers to use them!
 The only recreational opportunity I feel is missing is a dogpark
 Dog Park
 Dog Park
 Dog park
 We need a Dog Park!
 senior center
 More Importance Should Be Placed On Park Maintenance

Question 12: Please rate each of the following related to schools and education in Zeeland.

Answer Options	Excellent	Good	No Opinion	Fair	Poor	Response Count
Quality of education	239	185	33	10	2	469
Condition of schools and other educational facilities	235	192	30	10	0	467
Level of interaction between the community and the schools	158	209	61	31	7	466
Safe walking and bike routes to and from schools	93	227	67	63	13	463
<i>answered question</i>						469
<i>skipped question</i>						61

Question 13: Please rate each of the following related to housing and neighborhoods in Zeeland.

Answer Options	Excellent	Good	No Opinion	Fair	Poor	Response Count
Upkeep of homes and maintenance of yards	85	315	9	56	3	468
Enforcement of maintenance and zoning codes by the City	73	224	107	45	17	466
Variety of available housing choices and options	60	299	54	46	7	466
Overall appearance and maintenance of streets, sidewalks, and public spaces	96	318	5	45	3	467
<i>answered question</i>						468
<i>skipped question</i>						62

Question 14: How strongly do you agree/disagree with the following statements about housing in the City of Zeeland?

Answer Options	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree	Response Count
Families wishing to move into Zeeland can find a broad range of housing types available to them.	87	294	46	38	1	466
Families wishing to move into Zeeland can find affordable homes.	75	318	46	25	2	466
I believe my home has retained its value.	33	139	71	172	52	467
The homes in my neighborhood are well kept.	90	292	43	32	8	465
My home is assessed in a fair and equal manner, as compared to homes that are similar to mine.	36	238	137	39	12	462
I am concerned that if I make improvements to my house my taxes will increase.	82	159	127	86	11	465
<i>answered question</i>						469
<i>skipped question</i>						61

Question 15: How important were the following when you decided to move to/stay in the City of Zeeland?

Answer Options	Very Important	Somewhat Important	No Opinion	Somewhat Unimportant	Not Important	Response Count
Family nearby	195	148	39	21	53	456
Quality of schools	289	93	41	10	21	454
Trees and other natural features	117	227	54	39	17	454
Parks and recreation facilities	121	245	49	31	10	456
Good air and water quality	165	197	52	30	13	457
Low crime rate	319	114	15	7	3	458
Small town character	287	139	21	6	4	457
Traditional family values	288	122	23	13	12	458
Church	249	117	44	16	33	459
Housing in an affordable price range	231	188	24	7	5	455
Quality of neighborhoods	300	130	21	2	3	456
Availability of housing	157	211	59	15	11	453
Job	205	120	50	32	45	452
<i>answered question</i>						460
<i>skipped question</i>						70

Question 16: How important are the following when you think of the City of Zeeland?

Answer Options	Very Concerned	Concerned	No Opinion	Somewhat Concerned	Not Concerned	Response Count
Conversion of single family homes to rental apartments.	120	138	84	67	52	461
New non-residential uses encroaching on residential neighborhoods.	102	163	81	69	46	461
Impact of the expansion of existing non-residential uses in neighborhoods.	93	151	93	71	49	457
Removal of homes to allow expansions of non-residential uses.	122	145	80	66	48	461
Homes not being maintained.	152	175	47	52	33	459
<i>answered question</i>						462
<i>skipped question</i>						68

Question 17: Should Zeeland have more, about the same, or fewer of the following housing types?

Answer Options	More	About the Same	Fewer	No Opinion	Response Count
Single family detached homes or large lots	109	287	17	38	451
Single family detached homes on smaller lots	61	291	56	41	449
Affordable single family homes	168	255	5	21	449
Housing for lower income families	74	227	120	28	449
Rental apartments	51	200	174	25	450
Condominiums	41	297	89	23	450
Senior citizen housing	78	319	32	21	450
Manufactured home parks	11	139	266	34	450
More expensive, executive housing	52	222	123	54	451
<i>answered question</i>					453
<i>skipped question</i>					77

Question 18: Should Zeeland more aggressively enforce maintenance codes (junk cars, tall grass, unsafe structures, etc.)?

Answer Options	Response Percent	Response Count
Yes	42.7%	194
No	10.8%	49
No Opinion	4.4%	20
Current Enforcement Level is OK	42.1%	191
<i>answered question</i>		454
<i>skipped question</i>		76

Question 19: Please rate each of the following related to motorized and non-motorized transportation in Zeeland.

Answer Options	Excellent	Good	No Opinion	Fair	Poor	Response Count
Quality and condition of streets	41	258	3	124	24	450
Quality and condition of sidewalks	53	298	10	83	5	449
Ease of traveling by automobile	81	334	6	26	3	450
Ease of traveling by bicycle	57	268	46	64	13	448
Ease of walking/jogging/running	72	301	32	39	4	448
Degree to which sidewalks, pathways and walking trails are inter-connected	46	268	40	87	7	448
Traffic flow on major streets	39	331	8	63	8	449
<i>answered question</i>						450
<i>skipped question</i>						80

Question 20: How much of a problem are the following conditions?

Answer Options	Significant Problem	A Problem	No Opinion	Somewhat of a Problem	Not a Problem	Response Count
Safety on my street	13	30	30	66	305	444
Congestion on my street	9	16	34	50	335	444
Congestion on city streets	6	26	33	118	260	443
Condition of city streets	15	70	43	139	177	444
Too many driveways on busy streets	6	23	76	92	243	440
Lack of public bus service in my neighborhood	9	31	100	49	254	443
Lack of sidewalks and bike paths	17	40	47	92	247	443
<i>answered question</i>						447
<i>skipped question</i>						83

Question 21: Please indicate your level of agreement or disagreement with the following statements related to a sense of community and quality of life.

Answer Options	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree	Response Count
I feel as though I have a sense of community and a feeling of belonging about the City of Zeeland.	129	232	40	30	5	436
There are enough social, economic, and cultural opportunities for me in Zeeland.	52	232	53	84	9	430
Zeeland is a clean, attractive, well-maintained city.	161	265	5	3	0	434
My neighborhood is well protected from excessive traffic, noise, and non-residential uses.	96	213	51	63	13	436
Zeeland should encourage more industrial and commercial uses to locate in the city.	46	146	134	90	21	437
Zeeland has strong historical character and buildings that should be preserved.	172	218	33	7	3	433
I would like to spend my retirement years in the City of Zeeland.	85	172	125	32	20	434
I am concerned about how growth in nearby communities will affect the city.	56	149	130	89	12	436
answered question						439
skipped question						91

Question 22: How important are the following when you think of the City of Zeeland?

Answer Options	Very Important	Somewhat Important	No Opinion	Somewhat Unimportant	Not Important	Response Count
Church	261	104	30	14	28	437
School	337	74	15	2	6	434
Downtown	221	179	16	15	4	435
City Government	175	185	44	19	13	436
Industries	165	187	44	32	7	435
Residential Neighborhoods	291	132	8	4	0	435
Parks and Open Space	249	160	18	6	1	434

Question 22: How important are the following when you think of the City of Zeeland?

Answer Options	Very Important	Somewhat Important	No Opinion	Somewhat Unimportant	Not Important	Response Count
Historic Buildings	171	190	42	23	9	435
Trees	240	151	25	8	4	428
Other (please specify)						25
<i>answered question</i>						438
<i>skipped question</i>						92

Question 22: Other (please specify)

The speed limits should be re evaluated
 Not planting Beech trees on a Street that's called MAPLE!
 need more diversity of churches
 cultural opportunities. Community attitude towards immigrants.
 Small, privately owned businesses
 safety
 a walkable community
 Having all those items is what makes Zeeland great
 neighborhood unity
 There needs to be a side walk on Washington East of Fairview and on Fairview between Main and Washington. The stretch of State North of Roosevelt needs work in a huge way. Would be nice to have side walks on both sides all streets.
 I would like to have a Catholic church in Zeeland.
 We need a new Post Office. The building is a joke and their use of the building next to it extends the eyesore.
 Feel the Zeel!!
 allowing "green" innovation, such as tall grass, and gardens in the front yards
 friendly family eating places non-crowded

Police Department-Sally and Bill take care of the FireDept
 I think the city sometimes tries too hard to be like Holland, we need to just be ourselves.
 the people speak sharply and like you are bothering them.
 Recreational/ Amusement/ Attractions
 I feel that City has many too many "bldg code ordinance" which inhibits growth.
 Community activities like Pumpkin Fest and 3-on-3 basketball are very important as are organizations like Churches, the Bridge, City on a Hill, Youth for Christ, and Young Life that focus on our community and children.
 having correct information on signage in the cemetery. Cemetery was founded in 1853 not 1874 as stated on sign. Excellent job is being done with snow removal on the downtown sidewalks in the front and back of stores and by the library.
 The streets, sidewalks, and bike paths are also very important
 No alcohol or Sunday sales
 car repair business in neighborhood a lot of noise it is not allowed but it is going on

Question 23: How strongly do you agree/disagree with the following statements about public services in the City of Zeeland?

Answer Options	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree	Response Count
The City should consider sharing services with Zeeland Township.	62	173	130	44	20	429
The City should pursue consolidation with Zeeland Township	46	108	169	74	31	428
The City website is a valuable a source of information about city government and services.	35	208	151	26	5	425
In my contacts with the city departments and personnel I have been treated fairly and efficiently. (If you have not had any contact with city departments, mark "No Opinion").	60	170	156	31	11	428
I would like to become more involved in city government by serving on a city board, commission, or committee.	12	53	204	107	43	419
Traffic laws are adequately enforced.	66	280	50	28	4	428
I feel that my interests are well represented by the City Council.	20	156	182	48	24	430
Zoning laws are adequately enforced.	38	195	167	14	11	425
answered question						431
skipped question						99

Question 24: How would you rate the following City services?

Answer Options	Excellent	Good	No Opinion	Fair	Poor	Response Count
Street maintenance	92	246	10	69	11	428
Snow plowing	126	238	13	40	12	429
Fire protection	158	210	52	8	1	429
Police protection	165	225	24	12	4	430
Park maintenance	129	260	19	18	1	427
Assessing	53	171	140	52	10	426
Library services	192	179	34	16	8	429
Stormwater drainage	48	169	75	86	51	429
Building inspections	45	145	187	38	12	427

Question 24: How would you rate the following City services?

Answer Options	Excellent	Good	No Opinion	Fair	Poor	Response Count
Street lighting	88	276	23	38	2	427
Sidewalk maintenance	78	270	22	54	3	427
Water	118	263	34	14	0	429
Sanitary sewer	112	247	52	15	4	430
Electric service	143	249	32	4	0	428
Treasury	72	152	182	14	4	424
<i>answered question</i>						432
<i>skipped question</i>						98

Question 25: How often do you utilize the services of the Zeeland library?

Answer Options	Response Percent	Response Count
More than once a week	11.5%	49
Once a week	17.4%	74
Once a month	25.4%	108
Once every two to three months	19.2%	82
Rarely or never	26.5%	113
<i>answered question</i>		426
<i>skipped question</i>		104

Question 26: How strongly do you agree/disagree with the following statements about the Zeeland library?

Answer Options	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree	Response Count
There is an adequate selection of books	86	207	97	29	9	428
The books I want are usually available	68	186	118	52	5	429
The hours of the library are convenient for me	77	193	95	47	17	429
I would like to see the library be open on Sundays	69	72	120	84	85	430
<i>answered question</i>						431
<i>skipped question</i>						99

Question 27: Should the City of Zeeland contract with a single trash hauler for all residential properties in the city?

Answer Options	Response Percent	Response Count
Yes	29.2%	130
No	42.7%	190
No Opinion	28.1%	125
<i>answered question</i>		445
<i>skipped question</i>		85

Question 28: If you answered "Yes" to Question 27, what is the most important factor affecting your decision?

Answer Options	Response Percent	Response Count
Potential cost savings to you	42.6%	55
Fewer trucks on our streets	32.6%	42
All residents pay same rate	14.7%	19
Curbside recycling	9.3%	12
Yard waste pick-up	0.8%	1
<i>answered question</i>		129
<i>skipped question</i>		401

Question 29: If you answered "No" to Question 27, what is the most important factor affecting your decision?

Answer Options	Response Percent	Response Count
Want freedom of choice	56.5%	105
Concerned rates will rise	32.3%	60
Concerned about service	1.6%	3
Like my current hauler, don't want to change	9.7%	18
<i>answered question</i>		186
<i>skipped question</i>		344

Question 30: Which of the following best describes your residential status in Zeeland?

Answer Options	Response Percent	Response Count
Single family homeowner	83.0%	337
Condominium homeowner	7.1%	29
Apartment renter	4.7%	19
Duplex resident	0.5%	2
Single family/condominium home renter	4.7%	19
Other (please specify)		25
<i>answered question</i>		406
<i>skipped question</i>		124

Question 30: Other (please specify)

Live in a modular home	Live with Parents
Live in Holland	Live with my parents
Manufactured home in community	Not city resident
Single, no family homeowner	Industrial buildings
Mobile Home Park	employee
manufactured home park	i only work in zeeland
Almost - soon to be homeowner, but live in zeeland	City Employee
landlord	Rent lower portion of a house
Living with single family homeowner	City Employee who lives close but not w/i Zeeland
Industrial Owner	Work in the City
Downtown building owner/resident	N/A
Mobile Home Park	Senior housing
Business owner in Zeeland	

Question 31: How long have you lived in the City of Zeeland?

Answer Options	Response Percent	Response Count
Less than one year	4.8%	20
1-5 years	23.8%	100
6-10 years	15.7%	66
10-20 years	20.4%	86
More than 20 years	35.4%	149
<i>answered question</i>		421
<i>skipped question</i>		109

Question 32: Where did you live before moving to your current address?

Answer Options	Response Percent	Response Count
Another home in Zeeland	25.2%	107
Elsewhere in Ottawa County	44.6%	189
In Kent County	8.3%	35
Another county in Michigan	10.4%	44
Another state	10.1%	43
Another country	1.4%	6
<i>answered question</i>		424
<i>skipped question</i>		106

Question 33: Are you, (select all that apply):

Answer Options	Response Percent	Response Count
Retired	13.7%	58
Working full-time	58.1%	245
Working part-time	18.5%	78
Engaged in volunteer work	17.1%	72
Working within your home	9.2%	39
Not currently employed	7.6%	32
Student	4.7%	20
<i>answered question</i>		422
<i>skipped question</i>		108

Question 34: Where do you live?

Answer Options	Response Percent	Response Count
City of Zeeland	77.8%	295
Zeeland Township	14.2%	54
Holland Township	6.6%	25
City of Holland	1.3%	5
Other (please specify)	2%	9
<i>answered question</i>		379
<i>skipped question</i>		151

Question 34: Other (please specify)

Blendon Township	also own a home in city of Zeeland
I work in the city of Zeeland	Fennville
Olive Township	Just south of Zeeland Township in Allegan County
Grand Haven Township	City of Walker
Grandville	

Question 35: On which of the following do you depend for local news and information, (select all that apply)?

Answer Options	Response Percent	Response Count
Television	80.8%	346
Radio	43.2%	185
Newspaper	62.1%	266
Friends, neighbors	42.8%	183
School publications	29.2%	125
City publications	23.4%	100
Internet/electronic media	62.4%	267
Church	31.3%	134
Other (please specify)	0.9%	4
<i>answered question</i>		428
<i>skipped question</i>		102

Question 35: Other (please specify)

news magazines
 Advance or Zeeland paper
 the Zeeland paper that is put on our steps on Tue. & Sunday
 Zeeland Record

Question 36: What is your age?

Answer Options	Response Percent	Response Count
20 or under	1.4%	6
21 – 29	16.6%	71
30 – 44	34.7%	149
45 – 59	30.8%	132
60 – 69	7.5%	32
70 or older	9.1%	39
<i>answered question</i>		429
<i>skipped question</i>		101

Downtown Vision Plan Summary

Key Projects and Recommendations

Overall Goals

- Revitalize underutilized buildings and properties to achieve their highest and best current use.
- Enhance Downtown landscape features, gathering spaces, and other public amenities to make them more attractive and useful for community members and visitors.

State/Main Intersection

Goals

- Bring attention to this area as the western entrance to Downtown Zeeland.
- Build substantive buildings and uses as these corners are transformed over time.

Projects

Short Term

1. Improve gateways with distinctive/ larger signs, sculptural elements, and landscape improvements such as decorative walls, plantings, etc.

Long Term

2. Add new buildings to NE and SE corners to frame entrance; over time, relocate the gas stations and replace with new buildings and uses.

West Zone:

Main Avenue from State to Elm Streets

Goals

- Strengthen/encourage existing institutions – Dekker Huis, North Street CRC.
- Recognize and pursue new projects in underutilized properties.

Projects

Northside:

1. Explore the expansion of the Dekker Huis.
2. Build new B&B or small hotel/residential building to provide overnight lodging and/or alternative residential options.

Southside:

1. North Street CRC – support the church's plan to improve its campus through building additions and site enhancements; utilize the Vision Plan to provide examples of possible changes which would enhance both the Church and Downtown through their expansion process: flowers, mini-parks, etc.



Commons:

Main Avenue from Elm to Church toward Centennial Streets

Goals

- See Overall Goals

Projects

1. "Commons" - Install landscaped "frame" around core Downtown business/civic center using trees, flowers, mini-parks, etc.
2. Fill storefronts/spaces with retail shops and restaurants through continued marketing/recruitment efforts.
3. Examine and encourage the rehabilitation of every building on Main Avenue.
4. Create public passageways between Main and the parking lots behind storefronts.
5. Install new public restrooms – ideally, in conjunction with another public project.

6. Create new “Zeel Center” to showcase the community’s creativity & innovation.
7. Explore the transformation of the Heritage Square property with public gathering spaces, other new public facilities, joint development with the Brummel’s property. Add public and private uses to revive this important corner.
8. Create more formal public gathering spaces in Heritage Square or other public parking lot areas.
9. Relocate and expand the Farmers Market if needed.
10. Encourage the relocation of certain Zeeland Lumber functions to Washington Avenue – thus opening up a significant opportunity to redevelop the property into a modest B&B/hotel, alternative residential building, or other commercial operation.
11. Support/assure Post Office viability/commitment to its present location.
12. Consider acquisition of the medical office building site at Church/Cherry to create public amenities such as: future parking spaces, community park/gardens, and neighborhood-scale/modest playground.
13. Encourage the improved use of 1st CRC corner property, e.g., mini park, benches...

14. Support the youth ministry at The Bridge as a teen-friendly anchor to Downtown.
15. Facilitate the redevelopment of the two residential properties east of Don’s Flowers for complementary commercial uses including B&B/residential uses.

Washington Avenue

Goals

- Encourage appropriate redevelopment of underutilized properties.
- Develop stronger connections between Washington traffic and Main Avenue.

Projects

1. Improved/enlarged wayfinding signs directing motorists to Main Avenue.
2. State/Washington Site – redevelop site into new commercial development for larger footprint office/retail businesses or modest hotel project; in its redevelopment, highlight its potential as a future rail transit station location (if such a system is ever developed between Holland, Zeeland, Hudsonville, and Grand Rapids).

East Zone:

Main Avenue from Church/Centennial to Maple Streets

Goals

- Strengthen Main/Maple gateway.

- Pursue potential redevelopment of former Sligh building.
- Consider/pursue community recreational opportunities in Sligh block.

Projects

1. Convert the former Sligh Furniture building into one or more fresh community uses.
2. Carefully study and evaluate the Sligh building – for possible reuse into residential, commercial, office/ incubator, and/or Zeeland Public Schools programs.
3. Leverage and build on the community recreational assets in Cityside
4. Middle School and redevelop underutilized properties into new school and/or community recreational uses.
5. Evaluate the feasibility of creating new Community Recreational facilities/spaces in the “Sligh block” that might complement existing community recreation facilities and the potential reuses which might emerge from the Sligh Building rehab.
6. Enhance the Main/Maple intersection as the eastern gateway to Downtown at Maple with improvements.
7. Create improved student drop-off and pick-up spaces near the main Cityside entrance.

See the *Downtown Vision Plan, Zeeland Michigan*, June, 2009 for complete text.

