CITY OF FERRYSBURG

MASTER PLAN

2018 UPDATE

ADOPTED DECEMBER 17, 2018
ACKNOWLEDGMENTS

CITY COUNCIL
Rebecca Hopp, Mayor
Timothy O’Donnell, Mayor Pro Tem
Michael DeWitt
J. Patrick Twa
Kathleen Kennedy
Richard Carlson
Scott Blease

PLANNING COMMISSION
Roger Jonas, Chairperson
John Reifel, Vice Chairperson
Brian Wisner
Ken Cott
J. Patrick Twa
Connor Galligan
Fred Bryant

CONSULTANT
David Jirousek, AICP
Horizon Community Planning

Maxwell Dillivan, AICP
Williams & Works

CONTRIBUTORS
Craig Bessinger, City Manager
# Table of Contents

**Introduction** ..................................................................................................................... 6  
WELCOME TO FERRYSBURG, MICHIGAN ........................................................................... 7  
ORGANIZATION OF THE 2018 MASTER PLAN .................................................................. 7  

**Ferrysburg Today** .................................................................................................................. 8  
COMMUNITY DESCRIPTION ................................................................................................. 9  
TRANSPORTATION ............................................................................................................. 10  
NATURAL FEATURES ........................................................................................................... 13  
EXISTING LAND USE ........................................................................................................... 15  
DEMOGRAPHICS ................................................................................................................ 20  

**Public Input & Visioning** ..................................................................................................... 26  
COMMUNITY SURVEY .......................................................................................................... 27  
OPEN HOUSE ....................................................................................................................... 28  

**Goals & Principles** ................................................................................................................ 30  

**Ferrysburg Tomorrow** ........................................................................................................... 34  
FUTURE LAND USE .............................................................................................................. 35  
RE-EVALUATION .................................................................................................................. 35  
FUTURE LAND USE MAP AND PLAN CLASSIFICATIONS ................................................. 37  
SUBAREA PLANS .................................................................................................................. 39  
OTTAWA SANDS RECREATIONAL AREA ............................................................................. 41  

**Implementation** .................................................................................................................... 44  
IMPLEMENTATION .................................................................................................................. 45  
ZONING PLAN ....................................................................................................................... 47  

**Appendices** .......................................................................................................................... 48  
PLANNING COMMISSION ADOPTION RESOLUTION ......................................................... 49  
CITY COUNCIL ADOPTION RESOLUTION ........................................................................... 50
LIST OF MAPS

MAP 1. LOCATION OF FERRYSBURG ................................................................. 9
MAP 2. TRANSPORTATION NETWORKS .......................................................... 12
MAP 3. NATURAL FEATURES ........................................................................... 14
MAP 4. EXISTING LAND USE ............................................................................ 17
MAP 5. VACANT LAND INVENTORY .................................................................. 19
MAP 6. FUTURE LAND USE MAP ..................................................................... 36
MAP 7. COASTAL DUNE CORRIDOR MAP ......................................................... 43
CHAPTER 1

Introduction
WELCOME TO FERRYSBURG, MICHIGAN

The City of Ferrysburg is a friendly and family-oriented coastal community and its citizens take great pride in the city’s natural assets, neighborhoods, and local businesses. Citizens in Ferrysburg are engaged in community issues and stand for the principles in which they believe. Voices are strong and residents work collaboratively for the greater good.

In all communities, there are many unique perspectives and desires. The intent of the city’s planning process is to unify voices and find consensus on issues of common concern. The objective of this plan is to serve the greater good by setting the foundation for important future community decisions.

The City of Ferrysburg’s Master Plan update was developed in accordance with the Michigan Planning Enabling Act and serves as the basis for land use decisions, zoning law, and public expenditure. The 2018 update builds upon the themes and intent of the original 2007 planning effort and the five-year review and update in 2012.

The goal of the most recent planning process was to re-engage the citizens of Ferrysburg through open house collaboration and dialogue, participation in a community survey, and many discussions at monthly Planning Commission meetings. This plan includes updates to existing conditions in the city and a more refined future land use plan and implementation strategy.

ORGANIZATION OF THE 2018 MASTER PLAN

This plan is organized into the following six chapters:

This Introduction chapter contains a summary of the most recent master planning efforts and the organization of the plan.

Ferrysburg Today is an overview of existing conditions in the city including population, housing, public utilities, land use, transportation, natural features, and community facilities. Existing conditions are analyzed and key findings are noted.

Public Input & Visioning includes feedback gathered from the various formats of citizen engagement collected during the planning effort. Further, the chapter references the public survey results gathered during the master planning process.

Goals & Principles contains goal statements outlining the type of community desired by the citizens of Ferrysburg and the principles which the community has embraced to reach its goals.

Ferrysburg Tomorrow is a framework for future land use distinctions and includes maps that illustrate prescribed land uses at specific locations.

Finally, the Implementation chapter includes a description of the actions that will assist the city to realize the vision of this plan.
Chapter 2: Ferrysburg Today
COMMUNITY DESCRIPTION

The City of Ferrysburg is located on Lake Michigan in Ottawa County, one of the fastest growing counties in the State of Michigan. Ferrysburg is part of the “Tri-Cities” region, including nearby Grand Haven and Spring Lake. The city is characterized by its proximity to water: Lake Michigan to the west, the Grand River to the south, and Spring Lake to the east. These natural features define the physical form of the city and result in a sense of intimacy and seclusion that sets it apart from many other communities along West Michigan’s central coast.

Because of its location near the mouth of the Grand River, the city’s early history is tied to its port activities. This history is reflected in the orientation of most of the city’s industry toward the Grand River waterfront. The primary industrial activity is shipping of aggregates, which presents much more of an industrial character as compared to the waterfronts of Grand Haven and Spring Lake. Although surpassed in scale and tonnage by other Lake Michigan ports, the city continues to offer a deep water port and regional transportation access.

US-31, an access-controlled freeway with two exits in Ferrysburg, bisects the city. The western half contains a variety of land uses, ranging from older housing, industrial, and public uses located in the city’s center, to upscale housing on the Lake Michigan shoreline.

Most of the multi-family and attached housing in the city is also located in the west half, along with major public facilities such as the City Hall, the fire station, and major public parks such as Coast Guard

Map 1.

Location of Ferrysburg

The Seabird, a “fish tug” built at Ferrysburg’s Johnston Boiler Works in 1900
Park, Firebarn Park, North Beach Park, and the new Ottawa Sands Recreational Area. The southern portion of North Ottawa Dunes also extends into Ferrysburg.

The east half of the city mostly consists of residential dwellings, from older bungalows and cottages, to high-end single-family detached homes and condominiums on the shore of Spring Lake. It also contains the Pine Street corridor, with its mixture of residential, commercial, and lighter industrial land uses. The Pine Street corridor also forms the only physical connection between Ferrysburg and the other Tri-Cities communities, via M-104 and US-31.

The east side is also home to the Spring Lake Yacht Club, which, while within the city, is owned by the Village of Spring Lake. The area to the east of Smith’s Bayou is perhaps the most secluded and intimately scaled part of the city, and has an ambiance not unlike enclaves located on islands or peninsulas.

Existing land use and community character are outlined in more detail later in this chapter.

TRANSPORTATION

Like all cities, land use location and intensity in Ferrysburg are influenced by the local transportation system. The city is located at the western terminus of M-104 at US-31, and US-31 runs directly through the city, with north and south travel directions.

The city’s early street system was planned in a grid pattern, while some streets, such as Ridge Street and Dogwood Drive, travel diagonally. Newer developments have incorporated a more curvilinear, suburban street system with occasional use of cul-de-sacs.

Traffic congestion is more common on the city’s major north-south and east-west streets: 174th Avenue, North Shore Road, and West Spring Lake Road, as traffic is forced to use these streets. In the central part of the city where the traditional grid permits traffic to be diffused more effectively, congestion is much less of a problem.

North Shore Drive is the sole access road to the western portion of the city. Access is provided for the Lake Michigan residential community and the popular North Beach and Coast Guard parks. North Shore Road also provides the only access to lakefront neighborhoods in Grand Haven and Spring Lake Township. As this area continues to develop, especially with the establishment of the Ottawa Sands Recreational Area, increased street, sidewalk, and pathway connectivity will be essential.

Another point of congestion stems from the US-31 and M-104 access ramps at Third Street and Pine Street. The ramps direct traffic to these streets, which means they carry the bulk of cross-town and through traffic as well as all traffic bound for, or originating from, US-31 and M-104.
The city’s transportation system is supported by a system of sidewalks in the densely developed interior. Integrated bike lanes and separated bike paths run the length of North Shore Road, West Spring Lake Road and nearly the length of Third Street/174th. These are connected to the path systems of Spring Lake Village and Grand Haven by boardwalks and bike paths across the Grand River and Spring Lake Channel bridges.

Concerning regional traffic flow, the Michigan Department of Transportation (MDOT) has recently constructed the new M-231 highway which serves as a US-31 freeway bypass several miles east of its current alignment in Robinson Township. Over time, this may help the existing segment of US-31 to shift its focus from a major regional transportation corridor to a business route carrying more local traffic.

Another regional issue is the drawbridge over the Grand River. Backups are a continual problem in all three directions (north and southbound US-31 and westbound M-104). Further, MDOT has noted that the current bridge is approaching its recommended replacement date. When the current bridge is replaced, the new bridge is planned to be high enough so that river traffic can pass under without the need for a drawbridge. This will result in a major redesign of the bridge and highway, which may affect roadway location and design of the access ramps into Ferrysburg. It will be essential that Ferrysburg officials be involved in concept planning to ensure the effect on existing neighborhoods is minimal and the overall plan provides safe and efficient traffic flows through and around the city.

In addition to the Grand River Bridge, the city is continuing to plan for the replacement of the deteriorated West Spring Lake Road bridge that crosses Smith’s Bayou. The 472 foot long bridge is 46 years old and the replacement cost is estimated to be in the range of 10 million dollars, in addition to design costs. In 2017, an engineer’s recommendation was to replace the bridge within five years, however, voters rejected a millage increase later that year. City officials will continue to assess funding opportunities.

The Memorial Airpark in Grand Haven is the closest airport to the City of Ferrysburg for regional air travel. Because of the proximity to the airpark, zoning regulations concerning structure height and land use must consider the Airport Approach Plan (AAP), a document that describes the airport protection area. Future updates to the Zoning Ordinance must acknowledge the airspace by sensitively planning for compatible heights and uses.
NATURAL FEATURES

The more than seven miles of frontage on three different water bodies creates Ferrysburg’s waterfront character. Many inlets, dunes, and small groupings of cottages and lakefront homes reinforce this character, in marked contrast to the fast pace and tourist-oriented nature of nearby communities.

While much of the city is at higher elevations, those portions near the waterfronts are primarily within the 100-year floodplain. The floodplain generally follows the north shore of Spring Lake and the entire perimeter of Smith’s Bayou, extending in a northwest direction along a county drain toward the Spring Lake Township border.

The otherwise flat topographic profile of the community contrasts with barrier dunes having steeper grades along the entire length of the city’s Lake Michigan shoreline. A portion of the dunes area is designated as a high risk erosion area by Michigan’s Shorelands Protection and Management Act (Parts 323 and 353 of the Natural Resources and Environmental Protection Act, P.A. 451 of 1994). This designation affords the critical dunes a higher level of protection against damaging development practices.

The "critical dunes" designation triggers a requirement for Michigan Department of Environmental Quality (MDEQ) approval for all development within 100 feet landward of dune crests, any significant dune grade or contour change, or potential erosion exacerbation resulting from new development. Critical dunes areas are shown on Map 3.

Ottawa County owns the North Ottawa Dunes, which extends into Ferrysburg, and Ottawa Sands, ensuring that a significant portion of the dunelands and forest will be preserved. A comprehensive network of hiking trails links Coast Guard Park, North Ottawa Dunes, and P.J. Hoffmaster State Park.

Inland forested lands include the Ferrysburg Nature Preserve and on the larger residential lots in the eastern reaches of the city. Generally, these include concentrations of mixed coniferous and deciduous stands.
EXISTING LAND USE

RESIDENTIAL

Single-family homes on medium to large lots reflect Ferrysburg’s predominantly residential character. Many of the oldest homes are found near the US-31 corridor and along the shoreline of Spring Lake. There is a mix of early 20th century cottages, bungalows and other Midwestern styles. Most remain in excellent condition, and have a scale and style that are enjoying a resurgence of popularity and value through rehabilitation and increasing investment in renovations.

Elsewhere, homes are newer and have more of a suburban nature, with large ranch homes constructed in the 1960s and 70s, and attached condominiums (such as Veit’s Landing, Dogwood Meadows, and the Gables). The demolition of existing older and smaller homes along the lakeshore is more common, with larger high-end homes built in their place.

The city’s only manufactured home community is located off North Shore Road and fronts on “The Sag,” a shallow bay of the Grand River. Higher density duplex and apartment development is interspersed in the central part of the city near Third Street and 174th Avenue.

On Map 4, existing residential classifications are shown as “lower” and “higher” density. Lower density housing generally includes single-family detached dwellings, while attached single-family dwellings and apartments are designated as higher densities.

COMMERCIAL/OFFICES

Unlike Spring Lake Village or Grand Haven, Ferrysburg’s central business area is less defined. It is found along the Pine Street corridor with its mixture of convenience and neighborhood stores, businesses, offices, and light industrial uses.

The Leppink’s Food Center plaza is a moderately-scaled commercial site located at the corner of 174th Avenue and Dogwood Drive in the north-central area of the city. This area is more suburban in character than the central business area, with a large parking lot

in front of a strip commercial center, anchored by a supermarket. Commercial and office uses are now more common along Van Wagoner Street, mirroring the office and light industrial uses across the street in Spring Lake Township.

INDUSTRIAL

Most industrial development is concentrated along the north bank of the Grand River, west of US-31, in association with the city’s deep water port. Much of the activity consists of raw material importing and stockpiling. A handful of smaller businesses are also located nearby, along Second Street and Carmen Drive. A manufacturing company also occupies a prominent site along the Spring Lake Channel on the east side of Pine Street.
PUBLIC AND SEMI-PUBLIC & PARKS, RECREATION, AND PRESERVES

Most of the public land uses in Ferrysburg are on the west side of the city, including North Beach County Park, Coast Guard Park, Fire Barn Park, City Hall, and the Fire Station. The city’s non-motorized pedestrian and bike path ties many of the facilities on the west side to William Ferry Park on the city’s near east side. A 40-acre passive recreation area, the Ferrysburg Nature Preserve, is located off of Dogwood.

On the city’s east side is the Spring Lake Yacht Club and William Ferry Park on Spring Lake, in addition to Sunnyside Park, which is a neighborhood park at West Spring Lake Road and Valley City Avenue. Charter schools are located on each side of US-31.

The City Hall was relocated to the former Ferrysburg School in 2010 after the building was remodeled. The gymnasium is available for public recreational use. The City Garage is still located adjacent to the former City Hall on Maple Street, north of Fifth Street.

Verplank property along the Grand River

A 70 acre parcel north of North Shore Road and west of Coast Guard Park is owned by Ottawa County and is part of the North Ottawa Dunes, which stretches farther north into Spring Lake Township, all the way to the southern edge of P. J. Hoffmaster State Park. The purchase of this land by the County ensures that this area will remain undeveloped.

After its recent acquisition by Ottawa County, the Ottawa Sands Recreational Area is now shown on Map 4 and is addressed in Chapter 5.

AGRICULTURAL

The city has a Centennial Farm located on the west side of 174th Avenue, south of Van Wagoner Road.

VACANT LAND INVENTORY

As part of the planning effort, an inventory of the city’s larger vacant parcels (three or more acres) was completed. A summary of the inventory is found in the following table, accompanied by a vacant lands site map (Map 5).
MAP 4. EXISTING LAND USE

Existing Land Use

- Agricultural
- Lower Density Residential
- Higher Density Residential
- Manufactured Home Community
- Commercial
- Office/Service
- Public/Semi-Public
- Parks/Recreation
- Light Industrial
- Heavy Industrial
- Undeveloped
<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
<th>Approx. Acreage</th>
<th>Existing Zoning</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Two parcels south of Van Wagoner, west of 174th</td>
<td>42 acres</td>
<td>RG1 - Low Density Residential</td>
<td>Centennial Farm, partially tilled Contains drainage tiles.</td>
</tr>
<tr>
<td>2</td>
<td>Three parcels south of Van Wagoner, between 174th and railroad tracks</td>
<td>49 acres</td>
<td>GC - General Commercial</td>
<td>Property is bisected by county drain. Primarily wooded.</td>
</tr>
<tr>
<td>4</td>
<td>Property east of Jordan, south of City boundary line</td>
<td>7 acres</td>
<td>RG1 - Low Density Residential</td>
<td>Situated in residentially developed area. mostly wooded.</td>
</tr>
<tr>
<td>5</td>
<td>Property located at curve in Spring Lake Road at intersection of Harbor Point</td>
<td>3 acres</td>
<td>RG1 - Low Density Residential</td>
<td>Frontage along Spring Lake Road. Residentially developed area.</td>
</tr>
<tr>
<td>6</td>
<td>Between US-31 and Hazel</td>
<td>3 acres</td>
<td>RG2 - Medium Density Residential</td>
<td>Located in residentially developed area. Bisected by county drain.</td>
</tr>
<tr>
<td>7</td>
<td>Between Third and Second, along the VanderKolk Drain</td>
<td>5 acres</td>
<td>LI1 - Industrial</td>
<td>Primarily wooded with wetlands. Owned by the City.</td>
</tr>
<tr>
<td>8</td>
<td>Two parcels south of Dogwood, west of 174th</td>
<td>8 acres</td>
<td>RG2 - Medium Density Residential RG3 - High Density Residential</td>
<td>Southern parcel mostly wooded. Skirted by county drains on east and west. Northern parcel adjacent to residential development.</td>
</tr>
<tr>
<td>9</td>
<td>Parcel on south side of North Shore</td>
<td>10 acres</td>
<td>RG2 - Medium Density Residential LI1 - Industrial</td>
<td>Bisected by county drain. Northern half zoned RG2; southern half LI1.</td>
</tr>
</tbody>
</table>
DEMOGRAPHICS

POPULATION

While the city’s population declined 5% between 2000 and 2010, a slight increase of 3% was estimated between 2010 and 2016. During the later period, the number of households in the city increased by 11%, from 1,287 to 1,301. Spring Lake Village and the City of Grand Haven experienced a similar trend of population decrease and then eventual increase after 2010. Meanwhile, Ottawa County as a whole experienced steady population growth over 16 years, increasing nearly 10% between 2000 and 2010 and almost 5% between 2010 and 2016 (Figure 2.1).

HOUSEHOLD SIZE

The city’s average household size in 2016 was 2.28 persons, a decrease from the 2010 average of 2.39 persons (Figure 2.2). The decrease in household size over recent years has been a national trend, which is generally attributed to factors such as postponement of marriages, increased rates of single-person households, and increased number of retired couples without children at home.
**AGE**

Ferrysburg’s median age was 48.8 years in 2016, up slightly from 47.1 years in 2010. The city, as well as neighboring communities, expects an aging population in upcoming years. Ferrysburg has a larger proportion of persons 65 years of age or older than neighboring communities (Figure 2.3). The needs of an aging population should be considered during decision-making concerning land use, public services, and community facilities. Further, diversity in housing choice to accommodate “aging in place” will be a priority.

**EDUCATION**

In 2016, over one-third of the city’s residents aged 25 years and over had earned a Bachelor’s degree or higher (Figure 2.4). This figure compares favorably to other Ottawa County communities and is consistent with the relatively high levels of average and median household incomes (Figure 2.5).

<table>
<thead>
<tr>
<th>Community</th>
<th>Under 18</th>
<th>18 to 64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ferrysburg</td>
<td>17.3%</td>
<td>60.2%</td>
<td>22.5%</td>
</tr>
<tr>
<td>Grand Haven City</td>
<td>18.4%</td>
<td>68.4%</td>
<td>13.2%</td>
</tr>
<tr>
<td>Grand Haven Twp.</td>
<td>23.4%</td>
<td>62.8%</td>
<td>13.8%</td>
</tr>
<tr>
<td>Spring Lake Village</td>
<td>19.2%</td>
<td>59.8%</td>
<td>21.0%</td>
</tr>
<tr>
<td>Spring Lake Township</td>
<td>23.0%</td>
<td>57.6%</td>
<td>19.4%</td>
</tr>
<tr>
<td>Norton Shores</td>
<td>20.1%</td>
<td>60.8%</td>
<td>19.1%</td>
</tr>
<tr>
<td>Ottawa County</td>
<td>24.8%</td>
<td>62.0%</td>
<td>13.2%</td>
</tr>
</tbody>
</table>

Source: 2016 American Community Survey Estimates
INCOME

In 2016, median household income was $64,196, a considerable 47.15% percent increase since 2010, by far the largest when compared to neighboring communities and Ottawa County as a whole. This increased followed an 18.6% decrease between 2000 and 2010. It is not clear what caused the significant decrease between 2000 and 2010 or the following 47.15% increase between 2010 and 2016 (Figure 2.5).

Figure 2.6 compares household income from the 2010 Census to the 2016 American Community Survey. A large decrease in households with incomes under $50,000 are offset with significant increases in households with incomes of $100,000 or more. Notably, nearly 30% of city households earn $100,000 or more, higher than most neighboring communities and the County as a whole (Figures 2.6 and 2.7).

<table>
<thead>
<tr>
<th>Muni City</th>
<th>2000</th>
<th>2010</th>
<th>2016</th>
<th>% Change 2000-2010</th>
<th>% Change 2010-2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ferrysburg</td>
<td>$63,622</td>
<td>$43,627</td>
<td>$64,196</td>
<td>-18.60%</td>
<td>47.15%</td>
</tr>
<tr>
<td>Grand Haven City</td>
<td>$40,322</td>
<td>$42,398</td>
<td>$48,575</td>
<td>5.10%</td>
<td>14.57%</td>
</tr>
<tr>
<td>Grand Haven Township</td>
<td>$62,380</td>
<td>$67,111</td>
<td>$73,833</td>
<td>7.60%</td>
<td>10.02%</td>
</tr>
<tr>
<td>Spring Lake Village</td>
<td>$37,889</td>
<td>$45,404</td>
<td>$52,824</td>
<td>19.80%</td>
<td>16.34%</td>
</tr>
<tr>
<td>Spring Lake Township</td>
<td>$50,648</td>
<td>$53,385</td>
<td>$59,986</td>
<td>5.40%</td>
<td>12.36%</td>
</tr>
<tr>
<td>Norton Shores</td>
<td>$45,457</td>
<td>$49,299</td>
<td>$52,283</td>
<td>8.50%</td>
<td>6.05%</td>
</tr>
</tbody>
</table>

Source: 2000 & 2010 Census; 2012-2016 American Community Survey Estimates
EMPLOYMENT

More than two-thirds of the working population works office-related professions with 42% employed in management and professional occupations and 28% employed in sales and office professions (Figures 2.8 and 2.9).

According to the US Bureau of Labor Statistics, the Grand Rapids-Wyoming Metropolitan Statistical Area's March 2018 unemployment rate was an estimated 3.5% (Ferrysburg now falls under the Grand Rapids-Wyoming MSA as the Holland-Grand Haven Metropolitan Area became defunct as of 2013). This was lower than 4.0% for the State and 5.5% in the Muskegon-Norton Shores MSA.

Figure 2.8 Occupation

- Management, professional, and related occupations: 596 (42%)
- Sales and office occupations: 389 (28%)
- Service occupations: 137 (10%)
- Natural resources, construction, and maintenance occupations: 73 (5%)
- Production, transportation, and material moving occupations: 218 (15%)

Total: 1,413 (100%)

Source: 2016 American Community Survey

Figure 2.9 Employed Civilian Population 16 Years and Over

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Persons</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management, professional, and related occupations</td>
<td>596</td>
<td>42%</td>
</tr>
<tr>
<td>Sales and office occupation</td>
<td>389</td>
<td>28%</td>
</tr>
<tr>
<td>Service occupations</td>
<td>137</td>
<td>10%</td>
</tr>
<tr>
<td>Natural resources, construction, and maintenance occupations</td>
<td>73</td>
<td>5%</td>
</tr>
<tr>
<td>Production, transportation, and material moving occupations</td>
<td>218</td>
<td>15%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,413</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Source: 2016 American Community Survey
HOUSING

Between 2000 and 2016, the City experienced a 4% increase in the number of housing units (Figure 2.10). Based on the 2016 American Community Survey, 81.9% of occupied housing was owner-occupied. Over 60% of housing units were single-family detached dwellings, while only 8.2% were classified as manufactured homes. The remaining units are primarily single-family attached products, such as duplexes, triplexes, and quadplexes. There are very few apartments, but a small percentage of units are classified as such.

In 2016, the median value of an owner-occupied home was $170,400. The majority of homes in the city were constructed after 1970 (59.8%), while fewer homes were constructed prior to 1970 (40.2%).

<table>
<thead>
<tr>
<th>2010</th>
<th>2016</th>
<th>2010-2016 % Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,565</td>
<td>1,628</td>
<td>4.0%</td>
</tr>
</tbody>
</table>

Sources: 2010 Census, 2016 American Community Survey
Since the recession of the late 2000’s, new residential construction slowed in the city. Part of the reason is that the amount of vacant land has declined over the years as the city approaches build-out.

Between January 2011 and December 2016, only 47 new residential units were constructed in the City. This represents a sharp decline from the previous five-year period as reported in the 2012 Master Plan Update where the period of 2006 to 2010 witnessed 147 new residential units. However, permit value has steadily increased since 2014 (Figure 2.11). While growth of new dwelling units may have slowed, the number of renovations and value of construction projects continues to increase.

### Figure 2.11 Building Permits and Value by Year, 2012-2017

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
<th>Permit Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>66</td>
<td>$1,596,294</td>
</tr>
<tr>
<td>2013</td>
<td>88</td>
<td>$3,655,110</td>
</tr>
<tr>
<td>2014</td>
<td>99</td>
<td>$2,548,670</td>
</tr>
<tr>
<td>2015</td>
<td>78</td>
<td>$3,162,203</td>
</tr>
<tr>
<td>2016</td>
<td>98</td>
<td>$3,983,280</td>
</tr>
<tr>
<td>2017</td>
<td>90</td>
<td>$5,916,900</td>
</tr>
</tbody>
</table>

Source: City of Ferrysburg
Chapter 3

Public Input & Visioning
During the master planning process, there were two primary opportunities for public input prior to the development of the draft plan and the official public hearing. The open house and community survey provided valuable information that serves as the base for the plan’s recommendations.

COMMUNITY SURVEY

Overview: The public survey was open between August and September of 2017. There were 135 city residents that participated as well as seven additional respondents. There was an even distribution of respondents with 37 from the Area A Lakeshore (26%), 41 from Area B West-Central (29%), and 38 from the Area D East (27%). The remaining 26 respondents were from Area C Central/Downtown (13%) and outside of the city (5%).

Life in Ferrysburg: Of those respondents living in the city, over one-quarter (26%) are long-time residents of over 25 years and well over half of the respondents have lived in the City over 10 years (59%). Therefore, there are many residents that have the background to express thoughtful concerns and suggestions based on many years of residency in Ferrysburg.

Age: Since there were many long-time resident respondents, it is no surprise that 67% were over 40 years of age, with over half being over 50 years of age. Just over 20% of respondents were under 40, and the majority of this group in their 30’s. Based on this information, younger generations were under-represented in the survey.

Housing: The clear majority of resident-respondents live in detached single-family homes (84%). This is not surprising as it is the predominate housing type in the city.
Description of Ferrysburg: Respondents described the City as follows (numbers in parenthesis indicate frequency of comments):

» Small town (76).
» Bedroom community (32).
» Tourist destination (24).
» Lakeshore, parks, amenities (15).
» Friendly and family-oriented (11).
» Seasonal (4).
» Beautiful (3).
» Lack of identity (2).
» Place of employment (1).
» Pass-through (1).
» Property maintenance issues (1).

Reason to Live in Ferrysburg: The primary reason that respondents live in Ferrysburg is the proximity to lakes and natural features (46%). Other main reasons were quiet residential neighborhoods (13%), near family and friends (7%), and the small town atmosphere (7%).

Housing Types: Understanding that the primary housing type in the City is single-family detached homes, 81% of respondents indicated the need for similar products. Senior housing/assisted living (72%) and nursing homes followed close behind (65%). This indicates the need for housing products to allow “aging in place,” meaning more accessible and accommodating homes for older residents to be able to remain within the City. Just over half of respondents (51%) indicated the need for attached single-family housing. Although there was some interest in mixed use living, the majority of respondents did not indicate the need for mixed use or multi-family apartments.

Land Uses: The most desired land uses were parks and trails (88%), eating and drinking establishments (86%), and entertainment and recreational uses (76%). Respondents also indicated the need for retail establishments (69%), personal services (65%), and short-term rentals (58%).

Priorities: Other priorities included the following: scenic vistas should be protected (89%), park land should not be sold (73%), non-motorized transportation accommodations should be provided (66%), and water access should be improved (65%).

Important Issues: Other issues of concern included: environmental health (99%), bike and pedestrian safety (96%), maintenance of small town character (89%).

OPEN HOUSE

A formal public open house was held on March 2, 2017 with several interactive stations. Consultants and staff were available to answer questions and explain the master planning process. Representation from those who live in Ferrysburg was evenly-dispersed throughout the city. The most represented areas were along North Shore Road, along the western lakeshore, and in the north-west section of the city immediately south of the Nature Preserve.

Participants were asked to respond to the following:

- Where do you live, work, and go?
- What are the most important goals from the previous Master Plan?
- What are the positive and negative aspects concerning land use and development?
- What are the key opportunities in the city?
- Where do roads, sidewalks, and pathways need to be added or improved?
Input received from the open house included over 100 comments from approximately 50 participants. Some of the key points to be noted were:

- The most frequent general comments included the following priorities: preserve and protect our parks and allow short term rentals.
- Most commonly visited destinations include: Shopping area at Dogwood Drive/174th Ave intersection (12), North Beach Park (12), the Ferrysburg Nature Preserve (10), and William Ferry Park (7).
- In order of priorities, the top goals of the city were ranked in this order: promote and preserve green space in the city; maintain Ferrysburg’s small town character; and expand and improve waterfront accessibility.

Other specific comments for land use and development are included in the outcomes report.
This Master Plan Update, once adopted, is intended to set a direction for Ferrysburg to follow for the next twenty years. That direction can follow many branches and possibilities. Used properly, the Plan will guide Ferrysburg through decisions about land use, public services, and expenditures. However, the plan must remain flexible, to account for unpredictable changing circumstances.

The role of the goals and principles in this plan are to help guide the City of Ferrysburg through the implementation process of the Master Plan.

- Goals are general in nature and are statements of ideals toward which the city wishes to strive. They represent the ultimate purpose of the planning effort, stated in a broad perspective.

- Principles are more specific and present a means of obtaining those goals, through specific statements that can be translated into detailed design proposals or action recommendations.

The Goals and Principles were developed from several sources. First, the Planning Commission examined the goals, objectives and action items from the 2012 Master Plan Update to see if each goal remained relevant and/or the degree to which the goal had been achieved. The results of the Community Survey were examined to determine how community attitudes have changed since 2012. Finally, a public open house explored areas of current concern related to land use, mobility and transportation, and goals and priorities.

GOAL 1: Maintain Ferrysburg’s Small Town Character.

Planning Principles:

- Encourage forms of residential development at all price points that reinforce the City’s unique character, complemented with a variety of housing units and styles in a unified setting, and organized around a common focal point (e.g. park, green-belt, community pavilion, neighborhood center etc.). Suburban style subdivisions with cul-de-sacs and oversized streets and gated communities are not consistent with the desired character of the city.

- Encourage Planned Unit Developments (PUDs) on remaining large acreage parcels, permitting a mixture of residential densities, and encourage conservation practices such as the preservation of open space and the dedication of amenities that can be enjoyed by the public.

- Discourage/prevent “big-box” (i.e. large warehouse-type structure used for retail) commercial development in the city.

- Work to strengthen downtown Ferrysburg by supporting community-serving businesses and encouraging a walkable and small town environment.

GOAL 2: Improve Traffic Flow and Safety (Vehicular and Pedestrian)

Planning Principles:

- Coordinate transportation planning within the Tri-Cities region, including the Ottawa County Road Commission, West Michigan Shoreline Regional Development Commission and the Michigan Department of Transportation.

- Encourage/support the completion of local and regional traffic studies to analyze traffic flows and ways to mitigate traffic impacts.

- Examine ways to reduce, mitigate and disperse pass-
through traffic in the city. Investigate potential measures such as alternative routes, traffic calming techniques and devices (such as limited boulevards), traffic signs in appropriate locations, and increasing enforcement.

» Plan for a system of interconnected streets that accommodates efficient traffic flow at safe speeds.

» For residential streets, encourage/require narrower street widths to slow traffic and increase neighborhood connectedness. Wide-radius cul-de-sacs and other forms of over-engineering should be discouraged in favor of road designs appropriate to a residential setting.

» Mitigate/reduce/re-route commercial truck traffic in the interior parts of the city.

» Promote non-motorized and pedestrian connectivity within the city and between the city and adjoining communities. Require new development to provide connectivity.

» Where appropriate, require developers to provide stub streets that can potentially serve future development phases and/or connect to the city’s and Spring Lake Township’s existing street networks. Maintain continuity of local streets between subdivisions.

GOAL 3: Promote and Preserve Green Space and Expand the City Park System.

Planning Principles:

» Preserve the amount of city-owned nature preserves and greenspace.

» Encourage preservation of open space in the city through zoning incentives such as PUDs.

» Discourage the alteration of the function and quality of local wetlands, including those not regulated under Michigan’s wetlands protection measures.

» Encourage creative and environmentally sensitive site planning techniques that are responsive to natural features and incorporate open areas and wooded lots into site design.

» Encourage environmentally sensitive construction techniques in critical dune and wetlands areas. Encourage alternatives to traditional slab-on-grade building practices in these areas. Discourage the construction of seawalls, revetments, and rip-rap that may hasten the erosion of adjacent beaches.

» Continue to explore opportunities to provide parks and recreation on the east side of the city.

» Maintain regular dialogue with adjacent communities, local schools and the tri-city region on recreation issues and opportunities to share resources.

GOAL 4: Expand and Improve Waterfront Accessibility (Visual and Physical).

Planning Principles:

» Work with Spring Lake Village, the City of Grand Haven and the Michigan Department of Transportation to assure that the future replacement of the US-31 bridge includes public viewing decks and non-motorized access.

» Use zoning incentives, such as density bonuses, to encourage future dedication of public access easements, piers, parks and view corridors along the waterfront.

» Through zoning incentives, encourage any future redevelopment of waterfront industrial sites to include public access.
GOAL 5: Improve Neighborhood Maintenance and Aesthetics.

Planning Principles:

» Improve isolated pockets of poorly maintained housing/yards in the city. Work with property owners to spearhead property maintenance programs.

GOAL 6: Create a Focal Point Atmosphere in The Pine Street Area That Is Integrated with the Waterfront.

Planning Principles:

» Reinforce the identity of the Pine Street area.

» Permit mixed land use redevelopment to include moderate density residential, marina, public and supporting (neighborhood oriented) commercial uses.

» Promote the use of mixed-use planned development.

GOAL 7: Balance Industrial Growth and Redevelopment with Preservation of the City’s Unique Small-Town Character.

Planning Principles:

» Encourage the development of the Carmen Drive/Second Street area into a small scale, light industrial/office park.

» Pursue voluntary re-use of existing industrial areas along the Spring Lake and Grand River waterfronts for alternative residential/commercial uses. Provide incentives for dedication of public access easements in waterfront areas.

GOAL 8: Improve and Expand City Streetscapes to Encourage Private Property Upgrades.

Planning Principles:

» Improve streetscapes to foster safe, secure and attractive neighborhoods, for both residents and non-residents.

» Encourage, where appropriate, narrower street widths to increase neighborhood connectedness, including sidewalks.
Chapter 5

Ferrysburg Tomorrow
FUTURE LAND USE

The Future Land Use classifications are intended to reflect the community’s desire to maintain its small town character. Future land use classifications are based on existing land use patterns, input from public meetings and general guidance received from the public opinion survey.

Development of Ferrysburg’s waterfront has created a well-established land use pattern of residential uses intermixed with a port industrial land use component. While Ferrysburg is surrounded on three sides by water, much of the Grand River waterfront is occupied by long-standing non-residential uses that may transition to new uses as existing businesses close or relocate. Future land uses in this area must complement the existing residential, small town character.

While a majority of cities and villages are challenged by people leaving urban areas, Ferrysburg has experienced a modest increase in growth, requiring continued planning for a variety of residential options. Vacant land development, as well as future redevelopment within the city, can provide for diversity in residential living options and neighborhood housing improvements.

This chapter presents a plan for the future use and development of land in the city and is intended to serve three purposes:

» Depict how and where new development should occur over the effective period of the plan.

» Describe the land use categories illustrated on the Future Land Use Map.

» Provide general guidelines for land use and development in each classification.

RE-EVALUATION

The following list includes factors that may be used to determine whether or not the Future Land Use map should be revised, or if deviations from the map should be considered during zoning decisions.

1. Have any conditions changed in the area since the plan was adopted which may justify this change?

2. Will there be any community impacts which should be considered, such as increased traffic, or others that might create a need for additional services or improvements?

3. Are there any environmental considerations or constraints?

4. Are the qualities of the area different from those that are described in the plan?

5. Will there be any adverse effects on adjacent properties as a result of the proposed land use change?

6. What will the impacts be on the public health, safety, and welfare?

FERRYSBURG ZONING ORDINANCE

The Michigan Zoning Enabling Act requires zoning to be based on a plan. The land use plan provides the basis for the range and location of zone districts. The zoning ordinance, in turn, is the primary plan implementation tool.
Local control of land use, as provided for by zoning, is an accepted legal practice. The principles on which zoning is based include the need to:

- Balance the interests of all landowners and residents with the rights of individual landowners;
- Help provide a long term vision for the City;
- Protect the environment;
- Ensure development is adequately served by roads and utilities;
- Achieve the quality of life desired by residents;
- Provide fair and constant review of development needs; and,
- Protect the public health, safety and welfare.

Since the Future Land Use Plan provides a guide to land use, zoning decisions should be consistent with its provisions. This is not to say that all zoning requests that are consistent with the Future Land Use Map, such as rezoning requests, should automatically be approved. If all of the conditions of the Land Use Plan are met, however, approval of the request should logically be forthcoming. Similarly, if a rezoning request is different than that shown in the Plan, it should not automatically be denied, particularly if the Plan has not been reviewed in some time. Each request should be evaluated to determine if the conditions which were originally considered when the plan was adopted have changed; if so, the plan deserves reconsideration.

**FUTURE LAND USE MAP AND PLAN CLASSIFICATIONS**

The Future Land Use Map (Map 6) is a visual depiction of how the proposed land uses relate to the overall arrangement of the city. A general description of proposed intensity of land use and the purpose of each classification are listed as a supplement to the Future Land Use Map.

**DUNE RESIDENTIAL (DR)**

DR classified land is located along North Shore Drive and North Shore Estates Road, where dunes, woodlands, and the Lake Michigan shoreline create an environmentally sensitive area. Sensitive site development techniques, such as preserving existing vegetation, will help control erosion and protect water quality. While residential densities are currently closer to 6 units per acre, new development should not exceed 3-4 single-family detached units per acre. Adherence to Michigan Department of Environmental Quality regulations, along with sensitive and environmentally conscious use of the dune lands by homeowners, will help to protect this unique and beautiful area.

**LAKEFRONT COTTAGE SETTLEMENT (LCS)**

This classification includes waterfront, small lot, single-family residential development along Spring Lake and Smith’s Bayou. Much of this area is already fully developed, but small cottages are being converted into year-round single-family dwellings. New development should occur at no more than 8 units per acre. Boat lot development should be sensitive to shorelines and should not visually impact views from land and water.

**TRADITIONAL NEIGHBORHOOD RESIDENTIAL (TNR)**

This residential neighborhood classification primarily surrounds the Central Business District and the center of Ferrysburg, therefore, it should maintain a traditional street grid with sidewalks. Accordingly, this area is a short walking distance to commercial and public services and lends itself to a traditional urban design. Density is typically around 6 units per acre.

**LOW DENSITY RESIDENTIAL (LDR)**

This single-family residential classification is characterized by large, suburban style lots with cul-de-sac streets. Densities should be no more than 3 units per acre. Along with LCS land, LDR classified lands extend along much of the Spring Lake frontage, therefore, waterfront development must be sensitive to this important water resource.
MIXED RESIDENTIAL (MR)

Primarily located in the central portion of the City limits and the second ring of residential development surrounding the TNR, the MR classified land allows for a variety of single-family detached, attached, and multi-family housing types. While some existing higher-density developments exist within this designation, a large proportion of the MR will require the redevelopment of industrial lands or the assembly of larger lots currently with single-family residential homes. Higher densities may be an incentive for redevelopment of non-residential land within the area. Further, a variety of housing types for different preferences, lifestyles, and income levels are accommodated by this designation. Densities will range up to 6 units per acre, however, denser developments may be considered if demonstrated to be in the best interest of the City.

CENTRAL BUSINESS (CB)

The Central Business area occupies what is traditionally recognized as the core retail and service area. Appropriate uses include commercial, office and services use. Commercial uses are more community-oriented but may still serve the greater area. Development should reflect a small town commercial character, with opportunities for mixed residential and commercial spaces, mixed-use buildings, and public uses of a traditional ‘main street’ character. Building design should be oriented toward the street and the public realm, and include interesting architectural features such as high window-to-wall ratios, awnings, lights, and building materials that provide a finished design, such as brick and masonry.

The Pine Street corridor is a planned integration of the downtown with the waterfront; access to the waterfront should be integrated with any new development plans. Auto-oriented large lot commercial and office development is not suitable in this location.

COMMERCIAL (C)

The Commercial classification includes professional, service, office, retail, and business use that have a regional service and market area. Although within walking and biking distance of much of the City, uses are generally auto-oriented and serve the greater area.

WATERFRONT REDEVELOPMENT (WR)

The WR area recognizes that there are opportunities for redevelopment to capitalize on water views and access. The WR area is planned for restaurants, limited commercial use, public access, and residential dwellings on upper stories of waterfront buildings.

LIGHT INDUSTRIAL (LI)

This designation continues the light industrial character of these properties. These areas accommodate small scale, light industrial/office uses, such as light assembly, automotive, software manufacturing and other high-tech industries, rather than more intensive manufacturing. Other uses may serve as support services for the port property.

PORT INDUSTRIAL (PI)

Because of its prime location, redevelopment opportunities are explored in the Port Special Development sub-area description, below. For the foreseeable future, the Grand River waterfront is expected to continue providing port operations. However, residential and commercial redevelopment opportunities would be a welcome change to the area if a developer were to acquire the site.

PARKS AND PRESERVES (PP)

Lands classified as PP are reserved for public use, enjoyment, and preservation of important natural resources and wildlife habitat.

PUBLIC (P)

This designation includes all public land uses except public rights-of-way. Principal uses include government facilities.
SUBAREA PLANS

There are several properties within the city that exhibit tremendous potential for redevelopment and integration into the community’s small town fabric. A number of the subareas are best developed as a planned unit development, which considers special conditions where normal zoning regulations would be inappropriate. PUD development fosters the creation of comprehensively planned, pedestrian oriented neighborhoods. This promotes a mix of land uses, housing types, and density. It can also encourage skillful architectural and landscape design in creating buildings and open spaces.

The subareas plans include land that is in private ownership, some of which might be considered underutilized based on the intensity and orientation of surrounding land uses, as well as the level of available public infrastructure. The following subareas were select- ed for further detailed examination because of their influence and potential enhancement of the city if redeveloped.

A. Pine Street/Ridge Avenue Corridor
B. Port Area
C. Van Wagoner Road

A. PINE STREET/RIDGE AVENUE CORRIDOR

The Pine Street/Ridge Avenue Corridor extends over one mile from William Ferry Park to the current Ferrysburg City Complex Building (formerly Ferrysburg Elementary). The Pine Street section has a diverse mix of commercial and industrial land uses, while the Ridge Avenue section is mostly single and two family homes.

Located parallel to the waterfront, the ‘Corridor’ is the core area for commercial businesses. The Corridor has prime access to the major regional east-west and north-south routes of M-104 and the US-31. The Corridor also provides a neighborhood linkage between the prime commercial area and the current Community Center at the site of the former Ferrysburg Elementary School.

SITE ANALYSIS

While the area has an optimal location within the city, it has yet to achieve the concentration of retail/pedestrian activity that is necessary to be identified as a true “downtown” in the traditional sense. The opportunities exist, however. This area was chosen as the central corridor for a central business district for several key reasons:

» Central location
» Physically defined between water and expressway
» Water frontage
» Accessibility for pedestrians and automobiles
» Well-traveled street

Problem areas, such as the busy intersection of Pine and Third Street, can be resolved by providing traffic calming measures and shared driveways. To make the area pedestrian friendly and safe, street and sidewalk, landscaping improvements, and street lighting should be emphasized.
The Corridor is mostly surrounded by areas planned for traditional neighborhood development. The design for both newly developed and redeveloped properties should be consistent with the city’s small town character. To that end:

- Building scale, form, and architecture should consider a consistent small town “main street” atmosphere.
- Commercial buildings should consist of freestanding single-use buildings and/or more traditional mixed-use structures with second floor residences and/or offices.
- Commercial services should focus on local residents, such as grocery stores, bakeries, arts and crafts, book and stationary stores, drug stores, barber/beauty shops and similar uses that the City finds appropriate, as well as business and professional offices.
- A unified streetscape theme should continue to be employed to provide a unique identity to the Corridor. This theme should continue all the way along Ridge Avenue to visually “tie” the Community Center to the commercial area and the waterfront.
- New development should contain a strong public component such as a waterfront boardwalk or other waterfront feature. More specifically, the long term redevelopment of the water-front properties should: (1) preserve views and public access to the Spring Lake waterfront; (2) be responsive to the traditional neighborhood character of its surroundings, and (3) relate to the development directly across the channel in the Village of Spring Lake.
- Existing homes north of Fourth Street and along Ridge Avenue should be maintained to preserve their historical character. The residential character of this portion of the Corridor should be promoted to provide a sense of neighborhood activity near the city’s core.

B. PORT AREA

Along the edge of the Grand River, a large portion of city shoreline is actively used for industrial storage, stockpiling and off-loading from lake-going ships. While the waterway does not have the size, depth or supporting infrastructure to handle containerized cargo, the existing berths and highway access make it well suited as a depository and trans-shipment point for raw materials such as sand and aggregates.

A handful of smaller industrial uses are located inland along Second Street and Carmen Drive. The Port Area is next to older, residential neighborhoods and forms a barrier between residential property and the waterfront.

While Grand Haven and Spring Lake waterfront property is heavily sought for residential development, Ferrysburg’s long-standing history as a port town has prevented the conversion of these properties to anything but industrial use and development.

SITE ANALYSIS

The use of Ferrysburg’s waterfront serves an important function to the regional economy. Many of the existing industrial land uses are very visible from the US-31 bridge and from the street and hinder public access to the waterfront. While these port industries are not expected to change during the life of this Plan, modifications to the streetscape buffer the effects of having industrial and residential uses so close to each other. An effective technique to buffer industrial activities from residential uses is visual screening of outdoor service/storage and utility areas through proper landscaping and other site improvements.

Expansion of industrial uses along the waterfront is not anticipated nor encouraged. Property owners are encouraged to do their part in protection of Ferrysburg’s water resources by closely adhering to County, State and Federal regulations.
Opportunities to pursue voluntary re-use of existing industrial areas along the Grand River waterfront for alternative residential/commercial uses should be a priority. Redevelopment efforts should include a location for a public park or green space along the waterfront for public access and recreation. A public walkway connecting to the existing bike/pedestrian trail could also provide linkages to the Ottawa Sands Recreational Area.

Higher end, high density housing does not necessarily conflict with the city’s utilitarian waterfront. Marketing of these areas as an attractive location for innovative mixed-use development could enhance the residential small-town character of the area.

C. VAN WAGONER ROAD

This 80-acre subarea is located west of US-31 and east of 174th Avenue on the northern edge of the city. The property is bisected by the CSX railroad and is bordered on the south by a county drain and wetlands. The site has direct ramp access to US-31 on Van Wagoner and can service a regional population base. This is one of only three streets in the city that have direct access to the US-31 freeway.

This area was formerly zoned for industrial uses and has since shifted its focus to commercial uses. Such uses are appropriate for roads that have access to a freeway.

SITE ANALYSIS

This site is surrounded by very low density residential uses, a Centennial Farm and a dense stand of woodlands. An assisted-living housing development is located to the north in adjacent Spring Lake Township. In 2003, a large portion of this area was developed as an office/retail complex. Site constraints on the surrounding vacant land within the Van Wagoner subarea include a county drain and adjacent low lying wetlands that may hinder further development along the road.

Development of this area should focus on regional commercial uses that may attract a wider market area and reinvigorate existing development. New commercial uses should be compatible with each other to allow customers to visit more than a single business. For example, someone visiting a fabric shop may also decide to visit the pharmacy because it is convenient, even though the primary destination for the trip was the fabric store. A critical mass of shopping opportunities is also important because several establishments near one another have a greater drawing power than isolated businesses.

OTTAWA SANDS RECREATIONAL AREA

The Ottawa Sands Recreational Area is the city’s most significant and newest public open space. The 345-acre property is uniquely situated between North Shore Road and the Grand River, close to Lake Michigan. Starting in the 1930s, the site was mined for its foundry quality sand.
Construction Aggregates Corporation of Michigan, Inc., the previous owner of Ottawa Sands, actively worked with area environmental associations on wildlife habitat improvements and received recognition for these efforts. Underwater mining activities have resulted in a high quality 80-acre lake that is fed by groundwater resources. In addition to the excavated lake, the property contains significant sand dunes, wetlands, and riverfront plains.

While privately held for many years, the property is now co-owned by Ottawa County Parks and the Land Conservancy of West Michigan (LCWM), and the park recently opened for public use. The Land Conservancy purchased half the property by securing a loan from the Conservation Fund and has leased its portion of the property to Ottawa County Parks for management. Once the funds have been secured to pay back the loan used for the purchase and additional expenses, the property will be transferred to Ottawa County Parks for full ownership, control, and management.

**COASTAL DUNE CORRIDOR HIGHLIGHTS**

- 2,400 acres of contiguous parkland.
- 5.96 mile wildlife corridor.
- 1,000 acres of contiguous critical dunes.
- 3.15 miles of Lake Michigan frontage.
- 1.7 mile of Grand River frontage.
- 80 acre inland lake.
- 8,732 feet of inland lake shoreline.
FERRYSBURG Master Plan: FERRYSBURG TOMORROW

Recommendations

The City of Ferrysburg plans to actively engage in the master park planning efforts for Ottawa Sands Recreational Area with Ottawa County, as it is an important resource and amenity to residents and visitors. An initial concept plan submitted as part of the grant request for acquisition includes a trail system, overlooks, active day use areas, camping areas, and kayak launches. While development of the facilities is likely years away, it is never too early to begin thinking about this important opportunity.

The acquisition of Ottawa Sands also filled a critical gap in a six-mile corridor of public land, natural habitat, critical dunes, and trail systems. One can now travel by foot, snowshoes, or skis for an entire corridor from the Kitchel Lindquist Dune Preserve to P.J. Hoffmaster State Park. Along the way includes the park amenities of Ottawa Sands and Coast Guard Park in Ferrysburg and the untouched North Ottawa Dunes preserve. The city should continue its efforts to plan for future connectivity of parks and preserves to area neighborhoods and public facilities.
Chapter 6

Implementation
In addition to the implementation measures outlined above, the City should consider the following to implement the Future Land Use Plan:

<table>
<thead>
<tr>
<th>Action</th>
<th>Goal</th>
<th>Time-frame</th>
<th>Responsible Party</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Connect neighborhoods, schools, community facilities, and developments in the city by bike paths, sidewalks and selected street extensions. Identify key areas for connections and fill gaps. Create prioritized list of improvements and incorporate into the Capital Improvement Program list.</td>
<td>1</td>
<td>Year 6+</td>
<td>City Council Planning Comm. Staff</td>
</tr>
<tr>
<td>2. Review zoning regulation as it relates to large-scale retail buildings and revise as applicable.</td>
<td>1</td>
<td>Years 4-5</td>
<td>City Council Planning Comm. Staff</td>
</tr>
<tr>
<td>3. Review zoning and subdivision regulations as they relate to sidewalks and connectivity and revise as applicable.</td>
<td>1</td>
<td>Years 2-3</td>
<td>City Council Planning Comm. Staff</td>
</tr>
<tr>
<td>4. Adopt a truck route map and ordinance to direct truck traffic to appropriate routes, including an emergency route for trucks when portions of the route cannot be used.</td>
<td>2</td>
<td>Years 2-3</td>
<td>City Council Planning Comm. Staff Other</td>
</tr>
<tr>
<td>5. Ensure that non-motorized and pedestrian connectivity is an essential element in any redesign of the US 31 bridge and highway.</td>
<td>2</td>
<td>Year 6+</td>
<td>City Council Staff MDOT</td>
</tr>
<tr>
<td>6. Improve zoning regulations to promote land development practices that preserve and integrate natural features, such as slopes, dunes and natural vegetation, in site design.</td>
<td>3</td>
<td>Year 6+</td>
<td>City Council Planning Comm. Staff</td>
</tr>
<tr>
<td>7. Create a zoning district that is dedicated to parks and preserves.</td>
<td>3</td>
<td>Year 1</td>
<td>City Council Planning Comm. Staff</td>
</tr>
<tr>
<td>8. Review the zoning ordinance for consistency with the goals and principles at least every two years.</td>
<td>4</td>
<td>Years 2-3</td>
<td>City Council Planning Comm. Staff Other</td>
</tr>
<tr>
<td>9. Assess the zoning ordinance to determine strategies and methods to increase the efficiency and use of downtown properties (lot coverage, building height, setbacks, etc.)</td>
<td>4</td>
<td>Year 1</td>
<td>City Council Planning Comm. Staff Other</td>
</tr>
<tr>
<td>10. Provide additional right-of-way or other necessary redesign to selected roads, such as Third Street, to provide safe pedestrian walkways for accessibility to waterfront areas.</td>
<td>4</td>
<td>Year 1</td>
<td>City Council Planning Comm. Staff Other</td>
</tr>
<tr>
<td>11. Research low impact design regulations to allow for sustainable practices, such as natural lawns, native vegetation and wildflowers, rain gardens and similar.</td>
<td>5</td>
<td>Year 1</td>
<td>City Council Planning Comm. Staff Other</td>
</tr>
<tr>
<td>12. Identify areas in need of maintenance and increase code enforcement efforts.</td>
<td>5</td>
<td>Year 1</td>
<td>City Council Planning Comm. Staff Other</td>
</tr>
<tr>
<td>13. Review building and property maintenance codes for their effectiveness in dealing with current needs and specific problem areas. If future conditions warrant, develop a local appearance code to address such things as lawn cover and other property maintenance issues.</td>
<td>5</td>
<td>Years 2-3</td>
<td>City Council Planning Comm. Staff Other</td>
</tr>
<tr>
<td>14. Provide an advisory review of the City’s Capital Improvements Program.</td>
<td>5</td>
<td>Annual</td>
<td>Planning Comm.</td>
</tr>
<tr>
<td>15. Expand the free-of-charge, residential trash pickup in the entire city, and designate the week(s) preceding as Neighborhood Clean Up weeks.</td>
<td>5</td>
<td>Years 4-5</td>
<td>City Council Planning Comm. Staff Other</td>
</tr>
<tr>
<td>16. Update signs and streetscape to reflect desired theme on Pine Street.</td>
<td>6</td>
<td>Years 2-3</td>
<td>City Council Planning Comm. Staff Other</td>
</tr>
<tr>
<td>Action</td>
<td>Goal</td>
<td>Time-frame</td>
<td>Responsible Party</td>
</tr>
<tr>
<td>--------</td>
<td>------</td>
<td>------------</td>
<td>-------------------</td>
</tr>
<tr>
<td>17. Maintain regular dialogue with property owners in the Pine Street area regarding the future use of their properties.</td>
<td>6</td>
<td>Year 1</td>
<td>City Council, Planning Comm. Staff Other</td>
</tr>
<tr>
<td>18. Develop pedestrian paths to the waterfront from residential and business areas and to ensure and promote access for all citizens.</td>
<td>1, 6</td>
<td>Year 1</td>
<td>City Council, Planning Comm. Staff Other</td>
</tr>
<tr>
<td>19. Update the City’s Recreation Plan.</td>
<td>7</td>
<td>Years 2-3</td>
<td>Parks and Recreation Committee</td>
</tr>
<tr>
<td>20. Improve existing streetscapes and pedestrian pathways through landscaping, lighting and sign standards. Create prioritized list of improvements and incorporate into the CIP list.</td>
<td>9</td>
<td>Years 4-5</td>
<td>City Council, Planning Comm. Staff</td>
</tr>
</tbody>
</table>
ZONING PLAN

The Michigan Planning Enabling Act requires that a master plan include a “zoning plan” with an “explanation of how the land use categories on the future land use map relate to the districts on the zoning map (MCL 125.3833).” This is important as zoning is an essential master plan implementation tool. The following table summarizes the future land use designations and indicates how they relate to each of the existing zoning districts.

<table>
<thead>
<tr>
<th>Future Land Use Designation</th>
<th>Zoning District</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dune Residential (DR)</td>
<td>Low Density Dune Residential (RD)</td>
</tr>
<tr>
<td>Lakefront Cottage Settlement (LCS)</td>
<td>Inland Lakefront Overlay (IL-O)</td>
</tr>
<tr>
<td>Traditional Neighborhood Residential (TNR)</td>
<td>Medium Density Residential (RG2)</td>
</tr>
<tr>
<td>Low Density Residential (LDR)</td>
<td>Low Density Residential (RG1)</td>
</tr>
<tr>
<td>Mixed Residential (MR)</td>
<td>High Density Residential (RG3)</td>
</tr>
<tr>
<td>Central Business (CB)</td>
<td>Core Commercial (CC) and Service (S)</td>
</tr>
<tr>
<td>Commercial (C)</td>
<td>General Commercial (GC)</td>
</tr>
<tr>
<td>Waterfront Redevelopment (WR)</td>
<td>No traditional zoning district, PUD.</td>
</tr>
<tr>
<td>Light Industrial (LI)</td>
<td>Light Industrial LI-1, LI-2, LI-3.</td>
</tr>
<tr>
<td>Port Industrial (PI)</td>
<td>Port Industrial (PI).</td>
</tr>
<tr>
<td>Parks and Preserves (PP)</td>
<td>Currently permitted in existing zoning districts, but a new zoning district is recommended by this plan.</td>
</tr>
<tr>
<td>Public (P)</td>
<td>Currently permitted in existing zoning districts.</td>
</tr>
</tbody>
</table>
PLANNING COMMISSION ADOPTION
RESOLUTION

CITY OR FERRYBURY
OTTAWA COUNTY, MICHIGAN

At a regular meeting of the Planning Commission, held at 7:00 PM on December 6th, 2018;

PRESENT: Chairman Jonas, Commissioner Galligan, Commissioner Relfel,
Commissioner Cott, Commissioner Twa, and Commissioner Bryant

ABSENT: CommissionerWinner

The following preamble and resolution were offered by Commissioner Galligan and
supported by Commissioner Twa.

RESOLUTION TO APPROVE THE 2018 CITY OF FERRYBURG MASTER PLAN
UPDATE AND TO RECOMMEND FINAL APPROVAL
BY THE FERRYBURG CITY COUNCIL

WHEREAS, the City of Ferryburg Planning Commission has prepared the 2018 City of
Ferryburg Master Plan Update, being an update to the version last revised in 2012;

WHEREAS, on October 4, 2018, the Planning Commission approved the tentative text of
the Master Plan and requested that the Ferryburg City Council authorize distribution of the draft
Master Plan to the contiguous municipalities and the governmental and other agencies entitled
receive the draft for review and comment;

WHEREAS, on October 15, 2018, the Ferryburg City Council approved distribution of
the draft Master Plan and asserted its right to give final approval or rejection of the Plan; and

WHEREAS, the required period of public comment on the draft Master Plan has expired;
and

WHEREAS, the Planning Commission held a public hearing on December 6th, 2018, with
the required notice, on the proposed Master Plan update.

WHEREAS, the Planning Commission held a public hearing on December 6th, 2018, with
the required notice, on the proposed Master Plan update.

IT IS, THEREFORE, RESOLVED AS FOLLOWS:

1. The Planning Commission approves the 2018 City of Ferryburg Master Plan
Update, in the form and content presented at this meeting, with the following revisions:
   (a) Address wording/typo/ titles on pages 7, 12, 16, 23, 25, 35, 42, and 43, as
discussed during the meeting.
   (b) Update implementation timeframes:
      i. #6- Years 6+
      ii. #8- Years 2-3
      iii. #9- Year 1
      iv. #11- Year 1
      v. #14- Annual
   (c) Update implementation action #14 to “Provide an advisory review of the
   City’s Capital Improvements Program.

2. The Planning Commission recommends that the Ferryburg City Council give
final approval of the Master Plan.

3. The Secretary of the Planning Commission is requested to forward this resolution
and the approved draft of the Master Plan to the City Clerk for submission to the Ferryburg City
Council.

AYES: 6
NAYS: 0
ABSENT: 1

RESOLUTION DECLARED ADOPTED.

Secretary
RESOLUTION TO APPROVE THE 2018 CITY OF FERRYSBURG MASTER PLAN UPDATE

WHEREAS, the Michigan Planning Enabling Act provides for the preparation and adoption of master plans and amendments therein for the use, development and preservation of lands in the city;

WHEREAS, the City of Ferrysburg Planning Commission has prepared the 2018 City of Ferrysburg Master Plan Update, being an update to the version last revised in 2012;

WHEREAS, on December 6, 2018, the Planning Commission held a public hearing on the proposed Master Plan, following distribution of the tentative draft of the Plan to the contiguous municipalities and other relevant planning and governmental entities, and following public notice as required by law; and

WHEREAS, on December 6, 2018, the Planning Commission adopted a resolution approving the Master Plan and recommending that the Ferrysburg City Council grant final approval.

IT IS, THEREFORE, RESOLVED AS FOLLOWS:

1. The Ferrysburg City Council hereby approves the 2018 City of Ferrysburg Master Plan Update prepared by the Planning Commission.
2. The City Clerk is requested to distribute copies of the 2018 City of Ferrysburg Master Plan Update to the contiguous municipalities and the other governmental bodies and planning agencies entitled by law to receive copies of the approved Plan.