

ESTABLISHED 1869



VILLAGE OF  
**FRUITPORT**

# ONE MAGNIFICENT MILE 2021

VILLAGE OF FRUITPORT MASTER PLAN



APPROVED AUGUST 16, 2021

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APPROVED AUGUST 16, 2021

*Prepared by:*

***Horizon Community Planning***

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# ACKNOWLEDGEMENTS

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# 1. INTRODUCTION

## *One Magnificent Mile: Family, Friends, and Fellowship*

### **Welcome to the Village of Fruitport!**

The Village of Fruitport Master Plan, One Magnificent Mile 2021, is a statement of the community's future vision and the goals and principles on which it stands. Not only does the Village have a solid foundation for its future, but committed leaders and energetic citizens that are committed to aggressive yet responsible community planning goals. The slogan "One Magnificent Mile" reflects the values of the community and its willingness to do what it takes to ensure a high quality of life and preserve the natural environment.



*Village Welcome Sign*

### **Our Community**

In the years ahead, Village leaders and residents intend to foster a strong sense of community through maintaining small-town character and values. Community facilities such as Pomona Park, the boat launch, the Lakeside Trail, and local businesses will continue to serve as the heart of the Village that will be enjoyed and loved by residents and visitors.

Village officials strive to keep the community attractive, so residents and visitors walk, bike, and linger in the business district. Community leaders and residents have planned for continued community park, infrastructure, beautification, and private redevelopment projects that will support the vision and goals of this plan. Amenities such as benches, landscaping, and other design features are strategically set throughout the community. A variety of small-scale businesses and housing developments blend into the Village fabric, adding to its vibrancy and interest.

Generous tree cover remains throughout the community, and the streams, woods, wetlands, and Spring Lake continue to be an important backdrop for residential living. Water resources and non-motorized trails are an essential tie among neighborhoods and the downtown. Village residents can safely travel from their homes on a sidewalk and trail system by bicycle or foot into the downtown.

Attractive and welcoming neighborhoods reflect community pride. Homes are affordable and local institutions are accessible. The housing stock is strong and well-maintained. New and longstanding residents live in appreciation of one another. Community ties are prevalent, and people work together to make and keep the Village a special place.

## Location

The Village of Fruitport is a waterfront community located in the southern portion of Muskegon County. The Village is within a convenient distance to Grand Rapids, Grand Haven, and Muskegon, yet residents enjoy the characteristics of a small-town atmosphere.

The core of the Village is situated on the north end of Spring Lake and at the end of Norris Creek, both valuable natural and recreational resources that provide scenic backdrops on both sides of Third Avenue in the downtown area.

## History

Although the Village is only one square mile, there is a rich history. The Village was established in 1866 and was originally named Crawville. In the years to come, the Inter-Urban railroad line was built through the Village, which hauled passengers from Grand Rapids, Marne, Nunica, and Muskegon. A train roundhouse was located on Park Street.

In addition to train travel, Spring Lake supported boat shipping traffic which carried local fruit to market. The Village was renamed in 1869 for being both a major fruit-growing area and a lake port. In addition to agriculture, the Spring Lake Iron Company once operated in the Village, at one time employing 400 local and regional residents.

Pomona Park, on Spring Lake, was the original location of the Pomona House Hotel, appropriately named after the Roman Goddess who was the keeper of orchards and fruit trees. The site was located near mineral springs which drew thousands of tourists. Unfortunately, the facility burned in 1881 and was rebuilt and burned again prior to 1900. In 1902, the Pomona Pavilion was opened in the same location and hosted many musical events and big band orchestras until it burnt in 1963. A new pavilion now stands in its place.

## Master Planning

One Magnificent Mile 2021 builds upon the previous Master Plan of 2011. The plan was developed under the authority of the Michigan Planning Enabling Act, PA 33 of 2008. This Master Plan is intended to set a direction for the Village of Fruitport to follow for the next twenty years.

A Master Plan is a statement of the community's future vision and the goals and principles. A Master Plan is required by the State Planning Enabling Act. The plan:

- Guides future decisions concerning redevelopment, land use, and preservation.
- Assesses the needs of the community.
- Serves as the basis for the zoning ordinance, zoning map, and development regulations.
- Establishes a strategy for implementing capital improvements and guides public expenditures.

The plan strives to strike a balance between the preservation of existing character and encouraging a transformation of the Third Avenue commercial corridor and public spaces. Further, the plan aims to establish a logical and incremental strategy for capital improvements.

The Master Plan is a living document that is the basis for decision-making and an annual work plan for implementation. Through public input and deliberation by the Planning Commission and Village Council, goals, planning principles, and implementation actions were developed to guide decisions concerning growth, preservation, and investment within the Village of Fruitport.

- **Goals.** The ends toward which the planning effort is directed; the vision of the desired future of the Village.
- **Principles.** Guidance for decision-making to achieve desired outcomes. Description of the Village’s intent regarding land use, development, and infrastructure.
- **Actions.** Projects that will be the focus of efforts and expenditures to achieve the goals established by this plan.

## Why is it Important to Residents and Business Owners?

A master plan strives to improve the overall livability of a community. The plan covers many important issues and concerns that impact residents, visitors, and business owners.

- The Master Plan is your vision for the Village.
- The plan is consulted before major decisions are made by the Village Council and Planning Commission.
- Projects such as improvements to roads, sidewalks, pathways, and parks are identified in the plan.
- The plan identifies appropriate locations for commercial, residential, and mixed use development.

## Organization

Overall, One Magnificent Mile 2021 is organized by major themes, by chapter, with most beginning with a goal and ending with principles related to the theme. Toward the end of the Master Plan includes the Future Land Use Map and implementation strategies.

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# 2. OUR PEOPLE

## Population

The 2019 American Community Survey estimated the Village population as 1,212 residents. The population increase since 2010 was approximately 13 percent. For comparison, the Village grew faster than Muskegon County (0.8 percent) and the State of Michigan (10 percent) during the same timeframe. The average age in 2019 was 41.1 years, up from 36.1 years in 2010.

Of the 1,212 estimated residents in the Village, the community is 97 percent white, two percent black, and one percent two or more races.

## Civic Engagement

The Village of Fruitport hosted an Open House meeting on December 9, 2019. Several interactive stations were available for residents and attendees to provide input regarding their thoughts and feelings concerning community needs, goals, and future planning priorities. Many thoughtful comments were gathered, which serve as the basis for the recommendations of this plan.

## Priorities

*Station Purpose: To gain general insights concerning the overarching goals of the Village.*

The highest priorities of participants were to expand sewer system coverage and create a vibrant downtown area and community center, followed by water quality and stormwater drainage improvements. Additionally, participants desired expanded and improved sidewalks, pathways, and crosswalks, and park improvements.

## Land Use and Development

*Station Purpose: To learn about important/positive attributes, problem areas, and opportunities.*

Participants felt that the most important areas and features of the Village were Norris Creek and Pomona Park. Concerning problem areas, participants also mentioned Norris Creek, as well as the library and Post Office.

Areas where there may be a key opportunity for development or public expenditure included the Modular Systems building and Pomona Park.

## Mobility

*Station Purpose: To learn about issues concerning general mobility, including by car, bike, foot, or wheelchair.*

Participants noted that road improvements were needed for Bridge Street near the Norris Creek crossing and the Park Street and Third Avenue intersection.



**Open House Station**

Sidewalks or crosswalk improvements were noted for Pontaluna Road, Sixth Avenue and Beech Street near the schools, and Third Avenue. A pathway improvement was noted for Maple Street, east of Third Avenue.



**Open House Station**

### **Pomona Park**

*Station Purpose: To learn about what residents want to see at the existing park and the new park expansion area.*

Participants noted the need for exercise stations, walking paths, pickleball facilities, kayak access, benches, historical signs, boardwalks, accessibility improvements, and playground updates.

### **Downtown**

*To gain general insights regarding downtown capital improvements and projects, as well as future development and building types.*

The highest priorities for the downtown area were to ensure buildings were arranged in a traditional main street style and for the library to be redeveloped as a community building. The remaining priorities concerned general beautification, branding and identity efforts, and parking improvements.

### **Sharing Results**

As important as gathering public input and hosting opportunities for involvement, the Village shared the outcome of the public participation process. A formal report was created after the conclusion of the first open house, and it was made available for public review. This summary is a separate background report that supplements the Master Plan.



**Kids' Input Table**

# 3. VILLAGE CHARACTER ANALYSIS

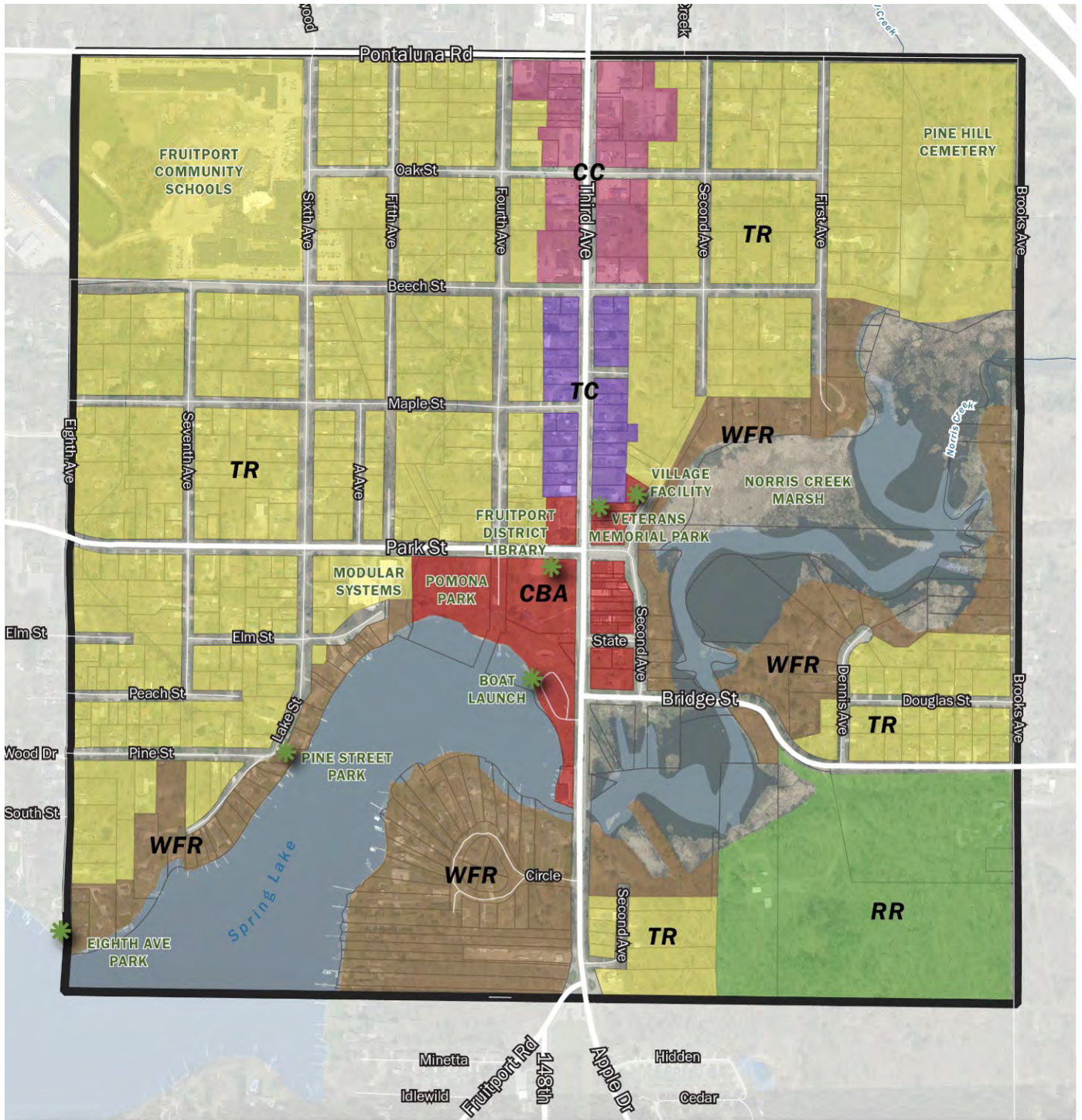
## Village Character Areas

Early in the master planning process, the Village was divided into character areas to help make distinctions between neighborhoods, areas, and corridors.

Study and analysis of these character areas allowed us to classify each area by reviewing and assessing common characteristics such as land use, existing zoning, density, intensity, utility availability, and general infrastructure.

With a clear understanding of the characteristics of the unique areas of the Village, we are able to establish a clear and simplified framework for growth and preservation to serve as the foundation of the future land use map.

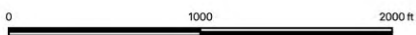
Designation of character areas and the needs identified in the plan provided justification for future land use planning designations to create general distinctions between areas based on unique characteristics and goals.



### CHARACTER AREAS

#### LEGEND

- TR - Traditional Residential
- WFR - Waterfront Residential
- RR - Rural Residential
- CC - Commercial Corridor
- TC - Transitional Corridor
- CBA - Central Business Area
- Community landmarks



# TRADITIONAL RESIDENTIAL

Over half of the Village is classified as the Traditional Residential (TR) character area. This area primarily consists of single-family detached dwellings on spacious lots. Other unique uses, such as Fruitport Community Schools, Pine Hill Cemetery, St. Paul's Church, and the Modular Systems building, are located within the TR area. Due to the grid street system and connectivity to Third Avenue, the Commercial Corridor (CC) and Central Business Area (CBA) are easily accessible to most of the TR area in the western half of the Village and the northeast area.



## *Scale and Infrastructure*

- Scale: Compact and walkable neighborhood
- Blocks: 500-700 feet.
- Streets: Two-lane with a grid pattern, ditch drainage, curb at some intersections, and rolled curb on steeper grades.
- Sidewalks and Pathways: Limited sidewalk network, but pathways and sidewalks are located in high traffic areas.
- Lots: Rectangular and half-block in depth, medium to large in size.
- Parking: Driveway and garage parking.
- Sewer: None.

## *Land Use and Development*

- Buildings: Primarily single-family detached residential dwellings, one to two stories. Some multi-family, commercial, and institutional buildings.
- Uses: Residential, schools, cemetery, and nonconforming commercial (Modular Systems).
- Amenities and Public Space: Schools and parks nearby.

# RURAL RESIDENTIAL

Compared to the rest of the Village, the Rural Residential (RR) area is underutilized and undeveloped, aside from three dwellings. The average parcel size is 10 acres, with the largest single property being 25 acres. The area is heavily wooded, is accessible by Bridge Street, and has over 800 feet of frontage on Norris Creek.



## *Scale and Infrastructure*

- Scale: Larger and not walkable.
- Blocks: There is no system of roads in this area, only driveways.
- Streets: Two-lane roads and ditch drainage.
- Sidewalks and Pathways: None.
- Lots: Rectangular, medium to large in size.
- Parking: Driveway and garage parking.
- Sewer: None.

## *Land Use and Development*

- Buildings: Primarily single-family detached residential, one to two stories.
- Uses: Residential.
- Amenities and Public Space: None.

# WATERFRONT RESIDENTIAL

There is approximately one mile of Waterfront Residential (WFR) land on the north and south banks of Spring Lake and a mile and a half of WFR land on Norris Creek. On Spring Lake, WFR lots tend to be smaller and narrower, increasing the density and number of dwellings with water frontage. WFR lots on Norris Creek are larger, wider, and are in a more natural state with marshes and trees.



## *Scale and Infrastructure*

- Scale: Compact walkable neighborhood, less compact around Norris Creek.
- Blocks: N/A
- Streets: Two-lane and ditch drainage.
- Sidewalks and Pathways: None.
- Lots: Rectangular, medium to large in size, some very deep for water access.
- Parking: Driveway and garage parking.
- Sewer: None.

## *Land Use and Development*

- Buildings: Primarily single-family detached residential, one to two stories.
- Uses: Residential and public parks.
- Scale: Compact walkable neighborhood.
- Amenities and Public Space: Parks.

# COMMERCIAL CORRIDOR

The primary business and commercial area of the Village is along the north end of Third Avenue, which includes the greatest diversity in uses and the most commercial intensity in the Village. However, the character is distinct as a Commercial Corridor (CC) rather than a “downtown” area based on site design and building characteristics. These are areas that may be accessible by cyclists and pedestrians, but businesses are more regional in nature and are more dependent on vehicle-driving customers.



## *Scale and Infrastructure*

- Scale: Compact walkable corridor.
- Blocks: 650 feet.
- Streets: Three lanes, ditch drainage, curb and gutter at intersections.
- Sidewalks and Pathways: Sidewalks on both sides and crosswalks at most intersections.
- Lots: Rectangular, medium to large in size.
- Parking: Off-street parking primarily in front of buildings.
- Sewer: Available but limited.

## *Land Use and Development*

- Buildings: Commercial, one to two stories, very few “storefront” buildings.
- Uses: Retail, personal services, professional services, storage, place of worship, car sales, car wash, restaurant, daycare, gas station.
- Amenities and Public Space: Grass tree lawns, no street trees, no amenities or placemaking elements.



# TRANSITIONAL CORRIDOR

The Transitional Corridor (TC) area falls between Beech Street and the north end of the Central Business Area (CBA). This area is unique due to its residential character. While the TC is a commercial area, many residential dwellings remain in this area, and many homes have been converted to commercial or office uses. The area maintains a residential character with wider setbacks and green space and is distinct from the commercial areas that border its north and south limits.



## *Scale and Infrastructure*

- Scale: Compact walkable corridor.
- Blocks: 650 feet.
- Streets: Three lanes, ditch drainage, curb and gutter at intersections.
- Sidewalks and Pathways: Sidewalks on both sides and crosswalks at most intersections.
- Lots: Rectangular, medium to large in size.
- Parking: Off-street parking primarily to the side and rear of buildings, some parallel parking.
- Sewer: None.

## *Land Use and Development*

- Buildings: Commercial, one to two stories, no storefront, single-family detached residential.
- Uses: Personal services, professional services, retail, post office, vehicle services.
- Amenities and Public Space: Grass tree lawn, some street trees, no amenities or placemaking elements.

# CENTRAL BUSINESS AREA

The Central Business Area (CBA) is the core of the Village with the closest feel of a true downtown main street area. In the CBA, buildings are drawn to the street, have prominent storefronts and entryways, along with on-street parking options. Businesses are oriented toward the community rather than a regional consumer base. Further, the Village facilities, library, and Pomona Park are also located within the CBA, making this the heart of the Village. The intersection of Park Street and Third Avenue also includes the only signalized intersection within the central area of the Village, which includes pedestrian crossing signals at its corners.



## *Scale and Infrastructure*

- Scale: Compact walkable corridor.
- Blocks: 650 feet.
- Streets: Three lanes, ditch drainage, curb and gutter at intersections.
- Sidewalks and Pathways: Sidewalks on both sides and crosswalks at most intersections.
- Lots: Rectangular, medium to large in size.
- Parking: On-street parallel parking, off-street parking primarily to the side and rear of buildings.
- Sewer: None.

## *Land Use and Development*

- Buildings: Commercial, one-story, with storefronts.
- Uses: Personal services, professional services, retail, financial services, library, civic, park, marina.
- Amenities and Public Space: No tree lawn, no street trees, no amenities or placemaking elements, some street plantings.

# 4. NEIGHBORHOODS

## Goal:

*The Village of Fruitport's neighborhoods have a unique and safe small-town character and maintain a strong and diverse housing stock for its residents.*

## Overview

The greatest resource of the Village is its people, and the neighborhoods of Fruitport include their homes. Residents believe it is a priority to preserve the existing character of the Traditional (TR), Rural (RR), and Waterfront (WFR) Residential areas with the Village. While development and redevelopment are welcomed, the scale and type of new buildings are expected to fit within the context of the existing neighborhood character areas.

## Housing

### Type

Of the 512 housing units in the Village, over 85 percent are single-family detached residential dwellings. The Village Character Analysis noted that the single-family detached home was the predominant housing type in the TR, RR, and WFR areas; however, apartment buildings are located near West Oak and Fourth Avenue and attached condominiums along Third Avenue, just south of the marina.



*Apartment Building*

### Occupancy and Mean Value

Owner-occupancy of occupied homes in the Village remained steady between 2010 and 2019, between 80 and 81 percent. Over two-thirds of the homes in the Village are over 50 years in age and almost 85 percent are over 30 years in age. The median value of homes increased from \$127,500 to \$140,000 during the same timeframe.

Concerning homeownership, the Village can play a role in regional efforts as well as serve as a local clearinghouse for informational resources.

### *Single-Family Detached Residential*

New homes have recently been built within the WFR area. However, most of the parcels within TR and WFR areas are primarily built out. Without sewer service, a significant increase in housing density in these areas is not expected.



***New construction on Spring Lake***

New housing opportunities exist in the RR area, as it is the last remaining primarily undeveloped area in the Village. This area may end up developed similarly to the WFR area along Norris Creek and the TR area in the areas away from the waterfront. However, the area may also be marketable for larger estate parcels with increased open space to capitalize on the natural beauty of Norris Creek.

In any case, new housing along waterfront areas and in sensitive environmental areas should be developed in a manner that is sensitive to issues of water quality and natural habitat preservation.



***Home near Norris Creek***

### *Attached and Mixed Use Housing*

Regarding attached and mixed use housing, this plan recognizes other opportunities at the Modular Systems building, on Fourth Avenue, and in the downtown area. In these areas, less traditional housing forms are more appropriate.

Attached and mixed use housing will accommodate a more diverse set of buyers and renters, provide for a wider range of price points, and will help to revitalize the downtown area. Additionally, attached and mixed used housing will allow for aging in place, the idea that other housing options will accommodate residents that are less able to take care of yards and property upkeep.

Attached housing on the east side of Fourth Avenue, such as townhomes with rear alley access, could help to provide a more sensitive transition between the commercially developed land along Third Avenue. Two-story townhomes or one- or two-story duplexes can be compatible with the context of existing single-family detached residential neighborhoods if developed within an appropriate scale and with comparable building materials.

Development of this manner could ensure that the façades of the buildings face Fourth Avenue while garages face the back of commercial properties facing Third Avenue, which will provide a natural buffer from outdoor storage, mechanical equipment, and dumpsters. However, this concept may only be feasible with sewer extension down Fourth Avenue or through commercial property to the east.

Although there may be other commercial opportunities for the Modular Systems building, it could also be a redevelopment site for residential condominiums. The unique façade of this structure could provide an interesting opportunity for the right developer. However, future residential redevelopment will certainly be contingent upon sewer service.

There are additional opportunities for attached and mixed use housing within the Transitional Corridor (TC) and Central Business Area (CBA). For instance, live-work buildings that have the appearance of single-family dwellings can accommodate office or retail use and living space on upper floors or to the rear of the commercial use.

Within the CBA, with sewer expansion, mixed use redevelopments with first-floor commercial and second and third-floor condominiums and apartments would capitalize on the scenic backdrop of Spring Lake and the opportunity to live, work, and play within a few minutes' walk.



*Attached Townhomes*



*Modular Systems Building*



*Live-Work Building*

### *Beautification, Street Trees, and Maintenance*

Attractive, clean, and maintained neighborhoods help to ensure strong housing values and protection, in some cases, of the largest investment a resident may ever make. As such, property maintenance, including yards and structures, should remain a priority for the Village and its residents.

Additionally, street trees and canopy trees within neighborhoods add value to property, provide shade, and offer natural services and habitat for wildlife. Tree planting and maintenance in Village neighborhoods will remain an important aspect of community identity and quality of life.



*Canopy Trees along Spring Lake*

## Planning Principles

1. Promote homeownership and maintenance and serve as a clearinghouse of information concerning housing grants, weatherization tips, and programs that encourage homeownership.
2. Support regional efforts that encourage affordable and workforce housing.
3. Encourage all new residential development, especially projects along waterfront and marsh areas, to be constructed in a sustainable and environmentally sensitive manner.
4. Preserve and protect existing neighborhoods by ensuring context-sensitive infill development and housing consistent with the scale of existing neighborhoods.
5. Plan for attached single-family housing types in targeted locations to diversify the housing stock, such as townhomes and attached housing between Third and Fourth Avenues as a transitional area and on Second Avenue south of Park Street overlooking Norris Creek.
6. Encourage redevelopment of downtown sites and the Modular Systems building for mixed use housing opportunities and live-work buildings along Third Avenue.
7. Hold land and buildings to higher property maintenance standards.
8. Expand the tree canopy and the number of street trees within neighborhoods to provide shade and increase property values.

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# 5. MOBILITY AND COMPLETE STREETS

## Goal:

*The Village of Fruitport maintains an interconnected system of streets, pathways, sidewalks, and crosswalks that accommodates a diverse set of resident and visitor users.*

## Overview

The Village of Fruitport embraces mobility for all residents and complete streets. The concept of mobility and complete streets means more than moving trucks and cars on streets, but to support a transportation system that meets the needs of all types of users: pedestrians, bicyclists, disabled persons, and motorists.

While major street resurfacing projects have been completed, such as the recent Third Avenue project, the Village also supports and plans for ADA-compliant curbs and ramps, pedestrian-friendly crosswalks, sidewalks, and pathways.

Safe non-motorized connections between neighborhoods, parks, commercial areas, and schools are essential to accommodate residents and visitors.

## Sidewalks and Crosswalks

Sidewalks are shown on the Transportation & Public Facilities Map. While many of the major corridors and uses are connected, the Village will continue to plan and prioritize sidewalks to ensure safe and pleasant travel. Additionally, high-visibility and eye-catching crosswalks will be incorporated at crossings to ensure that drivers are aware of the potential for non-motorized traffic. These areas must also be illuminated to maximize safety while ensuring an attractive streetscape.

In addition to a comprehensive network of sidewalks and pathways, wayfinding signs and markings are critical to guide the travel of cyclists and pedestrians.



*Crossing on Park Street*

## Trails

The Lakeside Trail, a picturesque 15-mile path around Spring Lake, is part of a larger regional bike trail and pathway network. The Lakeside Trail loops through Fruitport and is a popular pathway that provides easy access to bicycle routes on both sides of the Grand River, including connections to the Lake Michigan Circle Tour scenic roadway system.

Locally, the trail connects to the North Shore, Ferrysburg, Waverly North Beach, P.J. Hoffmaster State Park, Spring Lake, the Grand Haven waterfront, and nearby beaches. Access to the Lakeshore Connector Path linking Grand Haven and Holland is extremely popular.

Users often stop at Pomona to rest on the benches with Spring Lake views or stop by local businesses. The trail is used for running, marathon, and cycling events. Pomona Park is often used as a trailhead for these activities.



*Lakeside Trail*

## Streets and Bridges

Resurfacing and bridge improvements should continue to consider safe crossings and bicycle traffic. While accommodating vehicular traffic is a priority, as drivers enter the Village, they should sense that they are entering a community.

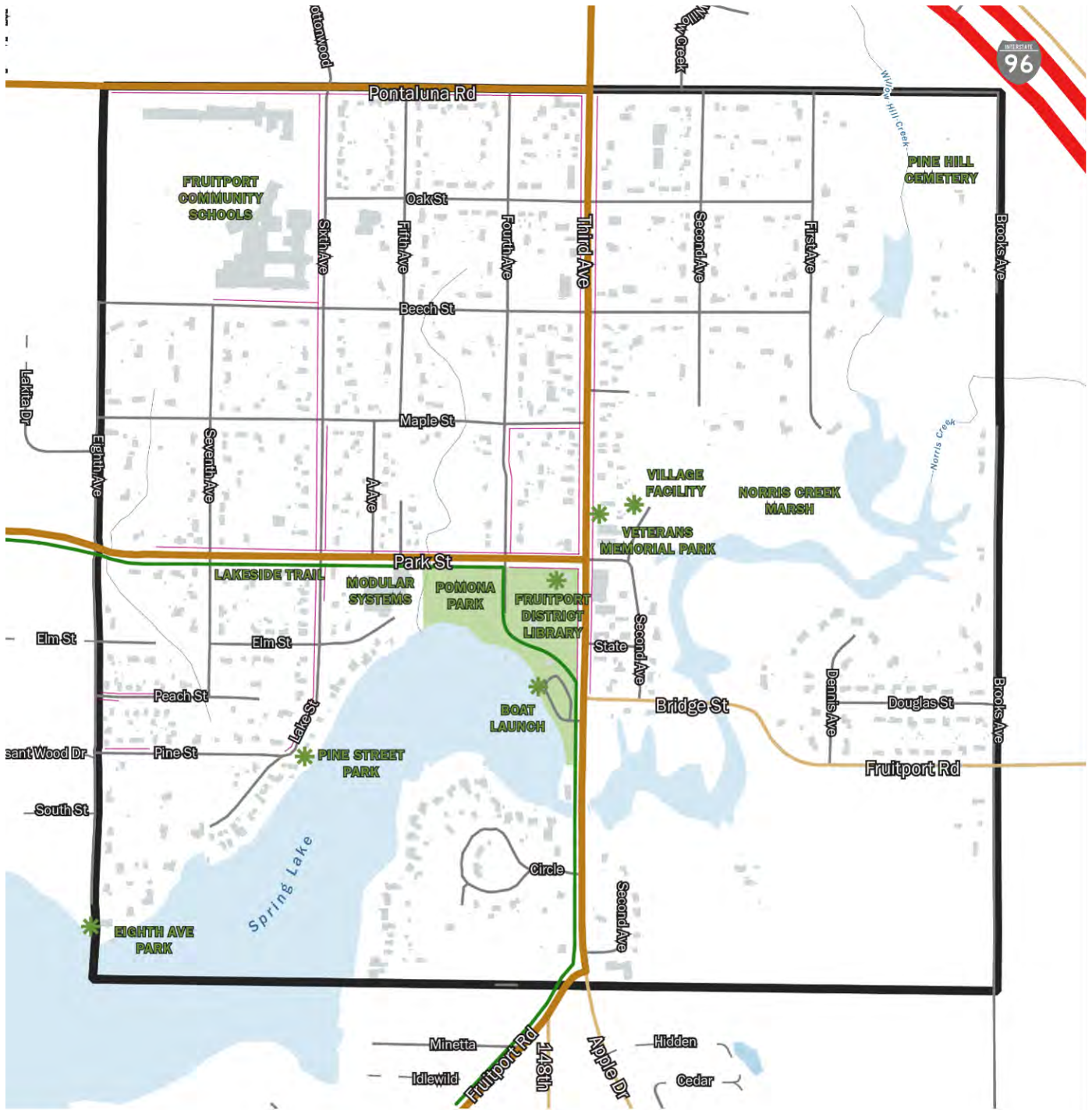
The intent of this plan is that a noticeable change in the built environment will naturally slow driver speeds. Along with scenic views and new development that will help to calm traffic, physical calming elements should be incorporated into future capital improvements planning.

- Bump-outs
- On-street parking
- Bicycle lanes and sharrows
- High-visibility crosswalks

Along Third Avenue, this plan also supports access management best practices to limit curbs-cuts and allow for vehicle and pedestrian cross-access between parcels to reduce vehicular conflict points and unnecessary extra trips between businesses.



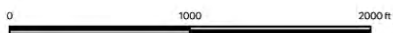
*Bicycle Sharrow*



## TRANSPORTATION & PUBLIC FACILITIES

### LEGEND

- Interstates
- Arterials
- Collectors
- Local
- Private
- Non-motorized trails
- Sidewalks
- Parks
- Public facilities



## Planning Principles

1. Support a transportation system that meets the needs of all types of users: pedestrians, bicyclists, disabled persons, and motorists.
2. Use a variation of street markings and materials to create highly visible and distinctive crossings to ensure safe crossing areas and ensure that designs are accessible to all users.
3. Ensure a bicycle and pedestrian network that provides connectivity to downtown, waterfront, and school facilities that is easily and safely accessible from residential neighborhoods. Fill key sidewalk system gaps for safe and efficient pedestrian travel, especially where pedestrians and cyclists are routinely observed walking in roadways.
4. Maintain and improve existing sidewalks, pathways, and crosswalks to ensure the safety of pedestrians and cyclists during all seasons and conditions.
5. Support regional efforts to promote the entire trail corridor as a tourist destination by continually maintaining and improving waterfront pathway access, improving trailhead amenities, and expanding wayfinding signage.
6. Construct additional street lighting at major/minor street intersections to promote safety for vehicle, pedestrian, and cyclist traffic.
7. Calm traffic throughout the Village through on-street parking, bump-outs, curbs, and signage.
8. Manage and limit access and driveways to Third Avenue and promote cross-access connectivity between commercial parcels.

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# 6. COMMUNITY FACILITIES, SERVICES, AND INFRASTRUCTURE

## Goal:

*The Village of Fruitport is a full-service community with infrastructure, facilities, and programs to meet the needs of a growing community that is planning for reasonable and incremental growth.*

### Overview

Village and Township facilities and infrastructure serve as the foundation on which the community is built. Community services ensure that facilities and infrastructure are maintained to ensure lasting service and community pride. This section addresses the community center concept, municipal services, schools, fire protection, law enforcement, stormwater management, and capital improvement planning.

### Village and Township Services

The Village is a general law community, and landowners also pay taxes to Fruitport Township. As such, the township provides police and fire service to the Village. Fire service is dispatched from both the Airline Road and Cloverville Stations. The police department is also housed at the Airline Road Station, about one mile from the Village limits. The Fire Department has received commendations for exemplary response times and is a source of community pride.

The Village has a Department of Public Works that handles snow plowing and the maintenance of public property, including the trail system and public parks.

### Library

The Fruitport District Library is located in the Village and provides library services to individuals in the surrounding area. The library system holds approximately 15,000 books, digital items, and magazines. The library also provides general business services, free wifi, and public-use computers with web access.



**Village Facility**

## Community Center

One of the few missing elements in the Village of Fruitport is a true community center and Village hall. Village services are currently administered through the Department of Public Works building on Second Avenue. There is no formal community center or Village hall, and many meetings and gatherings take place at other public buildings and facilities, some outside of the Village limits.

One of the most embraced visions throughout the planning process was to plan for an iconic Village Community Center at the current library site at the southwest corner of Park Street and Third Avenue. This facility could include Village administrative offices, general community gathering space and could continue to retain the Fruitport Library facility. Residents would take pride in a community building that would be the centerpiece of the Village and the gateway to Pomona Park.

## Schools

Fruitport High School and Edgewood Elementary are located within the Village, with the Middle School on its border. The Fruitport School system, a campus of about 80 acres, contains a football field and track, softball and soccer fields, basketball courts, tennis courts, and playground equipment.

In addition to each of the schools containing a gymnasium, the middle school has an indoor pool. However, the pool is planned to be repurposed into an auxiliary gymnasium.



*Fruitport Library*



*Fruitport Schools*



## Water and Sewer

The public water system is owned and operated by Fruitport Township, which provides water to the Village. The Township water system in turn is supplied by the City of Muskegon. The entire Village is on private septic fields, likely in varying ages and conditions, aside from several businesses served by public sewer on the north end of Third Avenue.

Lack of public sewer in the Village has been a deliberated topic for decades. The concern over the cost of a sewer system to individual property owners is one of the issues that have stymied sewer development. Proponents of public sewer have mentioned missed opportunities to attract new investment to the Village, and the lack of public sewer has deterred residential and commercial redevelopment in the community.

From a public policy standpoint, whether sewer lines will be extended in the future is not the question, but when and how it will happen. If the Village continues to delay sewer development, state authorities may intervene, or water quality will worsen. Additionally, the cost to develop public sewer in the Village will only increase in the future.

This plan prioritizes the extension of public sewer service to commercial areas of the Village to support redevelopment efforts and to prevent the potential of continued water quality degradation due to the existence of septic systems. A secondary priority is to serve all residential areas in the Village with public sewer.

## Capital Improvements Plan

A capital improvements plan (CIP) is a community planning and fiscal management tool used to coordinate the location, timing, and financing of capital improvements over a multi-year period. The Michigan Planning Enabling Act outlines the requirement that CIPs be created for the ensuing six years. Capital improvements refer to major, non-recurring physical expenditures such as land, buildings, public infrastructure, and equipment.

Since this master plan includes numerous capital improvements concepts and recommendations, a formal and annual reoccurring CIP planning process is recommended to plan, identify, prioritize, and fund infrastructure projects such as:

- Pathways, sidewalks, and crosswalks.
- Beautification and streetscaping projects (lighting, benches, planters, parking, and signage).
- Road and bridge improvements such as striping, resurfacing, sharrows, traffic calming measures.
- Village Hall and Community Center.
- Sewer system expansion.
- Pomona Park improvements and expansion.
- Stormwater drainage facility improvements.

## Stormwater Drainage Plan

In recent years, the Village commissioned a Stormwater Drainage Plan to address the needs, problem areas, and essential investment projects. It is a priority to ensure that stormwater infrastructure is maintained and expanded in critical areas to prevent flooding, reduce erosion, and protect water quality. Key stormwater infrastructure projects should be included in the CIP.



*Stormwater Infrastructure*

## Planning Principles

1. Create a community and government center that will serve as a gathering place for public service, governmental affairs, community events, education, recreation, and enjoyment.
2. Plan for long-term public infrastructure improvements with consideration to cost, priorities, and timeframe.
3. Expand sewer system coverage to improve water quality, protect public health, and support downtown redevelopment.
4. Coordinate with civic groups, the school system, and churches to share resources to support a diverse set of recreational, cultural, youth, and family activities.
5. Continue cooperation with the Fruitport Township and Fruitport Community Schools to provide youth recreation programming.
6. Improve the Village-wide stormwater drainage system to protect public infrastructure such as roads and sidewalks, prevent flood conditions, and preserve water quality.
7. Expand public utilities to support context-sensitive and scale-appropriate redevelopment projects.
8. Consider capital improvements that will encourage economic development and investment within the Village.
9. Encourage on-site, low-impact stormwater management techniques like rain gardens and sunken landscape islands rather than sending stormwater as a direct discharge into Spring Lake.

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# 7. ECONOMIC DEVELOPMENT AND MARKETING

## Goal:

*The Village of Fruitport has a strong and diverse economy, which is consistent with its small-town character and values.*

### Overview

According to the Michigan Economic Development Corporation, the ability to tell a community's story is an essential part of any economic development effort. The Village has a unique history and exciting plans for the future—a good story to tell.

A consistent message and Village brand and image are important to create a special place to advance the community's efforts to promote private investment, job creation, and redevelopment. Additionally, general improvements, beautification, and streetscaping will add to the aspects that support the Village as a destination.

Economic development and marketing efforts should involve the following topic areas.

### Regional Efforts

The Village of Fruitport and Muskegon County are a part of Michigan's Prosperity Region 4. The Regional Prosperity Initiative (RPI) is a voluntary process formed to create vibrant regional economies. A major focus of the West Michigan Prosperity Alliance's (WMPA) Prosperity Plan is to identify projects of regional significance to promote prosperity. Continued involvement is essential for the future of the Village.

### Housing

As mentioned in Chapter 4, the potential for a diverse and affordable housing stock will support redevelopment efforts, investment in the Village. While maintaining community character is essential, diversity in housing stock can support economic development efforts, as long as projects are of a consistent scale and character with the existing context.

### Eco-Tourism and Events

The Village can also take advantage of trails and waterways for eco-tourism opportunities and Pomona park for events.



*Spring Lake*

### *Trail Towns*

“Trail Towns” are communities that capitalize on long-distance trail planning opportunities for tourists, distance travelers, athletes, and local recreational users. The Village’s support of the Lakeside Trail and advocacy for the benefits of its use are consistent with many national and state-wide Trail Town planning efforts. Not only are trails a recreational benefit to residents, but they can serve as an economic driver. Some of the benefits to embracing the Trail Town best practices are:

- The Village’s status as a tourist destination increases.
- There are additional opportunities for residents.
- Local businesses, services, and accommodations benefit from use, promotion, and marketing.
- New business opportunities are created.
- Alternative forms of transportation are supported.

### *Boat Launch*

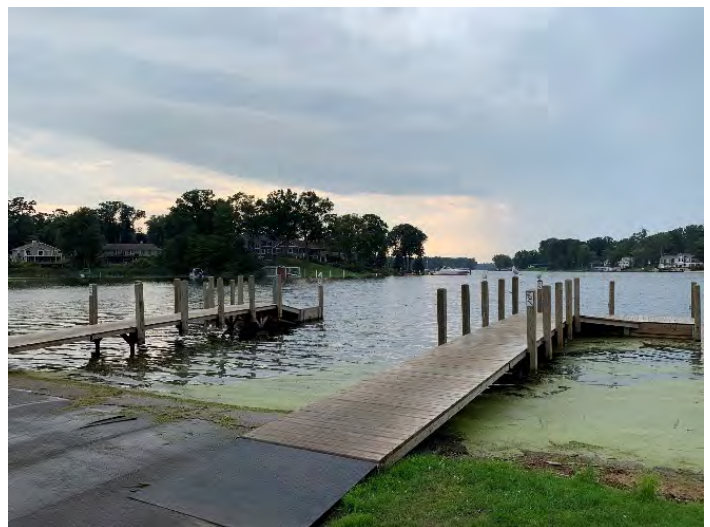
The Village Boat launch has also become a popular access to Spring Lake and a revenue generator. Improvements to parking, access, and facilities have led to an increase in use. With the increased use comes an increased need for trailer parking as well, and the area under the powerlines near the existing parking lot may serve as a logical expansion to accommodate users.

### *Rentals and Outfitting*

The Village should support efforts to encourage active recreation, such as kayak, bicycle, and equipment rentals. As a hub for eco-tourism, local businesses and restaurants would thrive with an influx of tourists, in addition to providing increased opportunities for residents.



*Potential Building for Tourism Reuse- Equipment Rental*



*Village Boat Launch*

## Events

Community events and festivals in Pomona Park and the downtown area add to the charm and small-town atmosphere of the Village. However, events also are an important part of the branding and identity of the Village, and introduce visitors and tourists to all that the community offers—including local businesses.

## Redevelopment Areas

The Village has identified the Modular Systems building and all land within the Central Business Area as redevelopment priority areas. These are the areas that are encouraged for private and public investment and can serve as catalysts for additional improvements within the Village.



### *Modular Systems*

Redevelopment areas have been selected as existing buildings have the potential to become obsolete, and the properties are underutilized. Through the master planning process, community leaders and residents have identified these sites as key areas for future opportunities and investment. Information packages and collaborative marketing efforts should be implemented to support redevelopment efforts for these areas.

As a part of the redevelopment strategy, the Village should also eliminate unnecessary obstacles in the way of quality redevelopment projects that increase housing options and business opportunities. A review of the Zoning Ordinance could be implemented with this in mind.

## Downtown Development Authority

The Village may wish to assess the establishment of a Downtown Development Authority (DDA). Public Act 57 of 2018, is designed to be a catalyst in the development of a community's downtown district. The DDA provides for a variety of funding options, including a tax increment financing mechanism, which can be used to fund public improvements in the downtown district and the ability to levy a limited millage to address administrative expenses.

Financing options for DDA activities:

- Tax Increment Financing
- Millage (up to two mills)
- Special assessments
- Revenue bonds
- Revenues from property owned or leased by the DDA
- Donations and grants to the authority
- Contributions from the local unit of government

The DDA tax increment financing mechanism allows for the capture of the incremental growth of local property taxes over a period of time to fund public infrastructure improvements. A community can capture property taxes that would have otherwise been paid to entities such as the library, community college, and county, and instead use them for public improvements in targeted areas.

By borrowing against the future tax increments, the DDA is able to fund large-scale projects, which can lead to new development opportunities within the downtown. In addition to the financing the mechanism, the DDA structure results in the creation of a public board dedicated solely to the improvement of the downtown.

## Gateways

The north and south gateways of the Village do not currently define the character and qualities of the area. Entering the municipal limits should be evident through high-quality development, landscaping, signage, and beautification projects.

## Redevelopment Ready Communities®

Redevelopment Ready Communities® (RRC) is a voluntary technical assistance initiative offered through the Michigan Economic Development Corporation (MEDC), which empowers communities to shape their future by building a foundation of planning, zoning, and economic development best practices and integrating them into their everyday functions. As the Village is continually striving for improvement, the RRC program may align with its efforts.

Redevelopment Ready Communities® certification signals that a community has clear development policies and procedures, a community-supported vision, a predictable review process, and compelling sites for developers to locate their latest projects. Communities who achieve Certified level gain access to a series of additional benefits, including the Redevelopment Services Team, a specialized team focused on supporting development opportunities for priority sites through site packaging and marketing efforts. These packaged sites are primed for new investment because they are located within a community that has effective policies, efficient processes, and the broad community support needed to get shovels in the ground.



## Planning Principles

1. Recruit businesses that are within the spirit and intent of the Master Plan and actively promote the Village as “open for business” and supportive of the redevelopment of priority areas.
2. Develop a Village brand that builds upon a community where residents may live, work, and play. Market the Village by promoting Pomona Park, downtown, eco-tourism, and opportunities for the active tourist.
3. Maintain an attractive business corridor and downtown area and partner with business owners with façade improvements, flower boxes, window displays, and plantings.
4. Ensure that signage, informational kiosks, and publications help to assist wayfinding and highlight the recreational, shopping, cultural, and dining opportunities within the Village.
5. Participate in regional economic development planning efforts and improve communication regarding regional economic development opportunities
6. Support a growing workforce by expanding housing options, recreational opportunities, and areas for dining and entertainment.
7. Prioritize intergovernmental collaboration on projects of regional significance.
8. Capitalize on the beautiful backdrop of Spring Lake and Norris Creek and the Village’s rich history.
9. Consider Trail Town designation and embrace long-distance bike tourism and identification of stopping points for cyclists.
10. Support kayak, canoe, or small paddle boat rentals at the park and bike rentals downtown, operated as part of a franchise agreement.
11. Support and promote events and programs that bring visitors, tourists, and customers to the Village.
12. Encourage the adaptive reuse and redevelopment of the Modular Systems building, as housing, office lofts, or craft-makers spaces, as utility infrastructure allows.
13. Develop a formal and inviting entranceway to the Village on Third Avenue through gateway signage, landscaping, street trees, banners, and traditional lighting.
14. Increase collaboration with Fruitport Township, particularly in matters affecting the Third Avenue Corridor.
15. Work diligently with the Fruitport Township to collaborate on beautification and visually unifying efforts along Third Avenue and to encourage the development or removal of buildings and structures which do not support the desired sense of place and character of the Village.
16. Plan for a common and consistent development pattern along the commercial gateway and corridor.

*continued on next page*

17. Plan for a smaller-scale residential and business use within the Transitional Corridor area.
18. Promote and actively pursue removal of excess undergrowth and decaying trees on the east side of Third Avenue and all along Bridge Street to the east to allow for unobstructed views of Norris Creek and expose opportunities for bird watching and observing the natural beauty of the area.

# 8. DOWNTOWN PLAN

## Goal:

*The Village of Fruitport has an attractive and vibrant Village Center that serves as a hub of community activity, providing a unique and beautiful backdrop for area events, social interaction, and commerce.*

## Overview

The downtown area is the heart of the Village, where residents and visitors come to gather, shop, dine, and play. This core area is planned for traditional main street businesses, which are drawn closer to Third Avenue. The area welcomes foot and bicycle traffic and will become even more of a redevelopment opportunity with the availability of public sewer. The downtown area is described as the Central Business Area in the Village Character Analysis.



*Downtown Businesses*

## Redevelopment

### *Community Center*

As mentioned earlier in this plan, a Village community center is envisioned as a civic anchor and gateway to Pomona Park. However, all four corners of the Third Avenue and Park Street intersection are essential elements to the downtown area.

### *Post Office and 5/3 Bank*

At the northeast corner of Third Avenue and Park Street, the 5/3 Bank and the United States Post Office sites are conceptually planned for landscaping improvements, green parking area islands, driveway improvements, and cross-access travel lanes. As a collaborative effort, the Village has worked with officials from both organizations on a concept plan for how these properties can be improved for both functional and aesthetic reasons. Concept planning and coordination remain underway.

### *Northeast and South East*

Established businesses and offices are located at the eastern corners of the intersection, and most of the restaurants and shops are located to the east of Third Avenue. These areas will be prime for denser redevelopment when public sewer becomes available.

## Downtown Planning

### *Beautification and Streetscape*

The downtown is planned for a number of beautification and streetscaping projects to add character, value, and identity to the area. Projects include:

- Decorative pole-mounted light fixtures
- Pole-mounted Village logo banners
- Planter boxes
- Benches
- Street trees along Third Avenue
- Sidewalk improvements
- Wayfinding signage
- Outdoor dining areas
- Mast arm traffic signals
- Underground utilities

### *Future Land Use and Development*

As future utilities and infrastructure allow, the downtown area is planned for modest increases in building height and intensity along Third Avenue. Through thoughtful building form and architecture, a true sense of place is envisioned that will maintain the Village's small-town atmosphere. However, redevelopment efforts and new buildings in a short-term timeframe should also reflect the downtown planning principles and future land use guidance to achieve a consistent vision for area.

Detailed downtown planning principles and recommendations are included on page 44 and form, architecture, and land use recommendations are included in the future land use description on page 56.

### *Development Concepts and Planning*

A detailed conceptual master plan for the downtown area is included on page 41 which includes additional detail beyond the Future Land Use Map on page 52. This map also includes a visual of the attached housing recommendations from Chapter 4, showing potential duplexes and townhomes fronting Fourth Avenue with rear alley access. Along Third Avenue, buildings are drawn closer to the right-of-way and are oriented toward the public realm. Intersection and street insets are indicated in the yellow circles and are shown in great detail on pages 42-43.

Future downtown redevelopment recommendations are shown on page 42, with beautification, streetscape, and building form concepts incorporated in a perspective drawing. A three-story building fronts Third Avenue with large windows, awnings, and cafe seating for residents and visitors. The street is lined with trees, planters, attractive lighting, and welcoming and improved sidewalks.

An aerial view of Third Avenue on page 43 shows a different perspective of street and mobility improvements, as well as beautification and streetscaping projects recommended in this plan.



**VILLAGE OF FRUITPORT, MICHIGAN**  
CONCEPTUAL MASTER PLAN



IMPROVED LANDSCAPING  
AROUND BUILDING

MIXED-USE  
*commercial street level  
residential and/or office upper levels  
improved awnings and signage*

MAST ARM TRAFFIC SIGNALS

IMPROVED CURB, SIDEWALK,  
AND ON-STREET PARKING

STREET LIGHTS  
WITH BANNERS

ON-STREET PARKING



WAYFINDING  
SIGNAGE

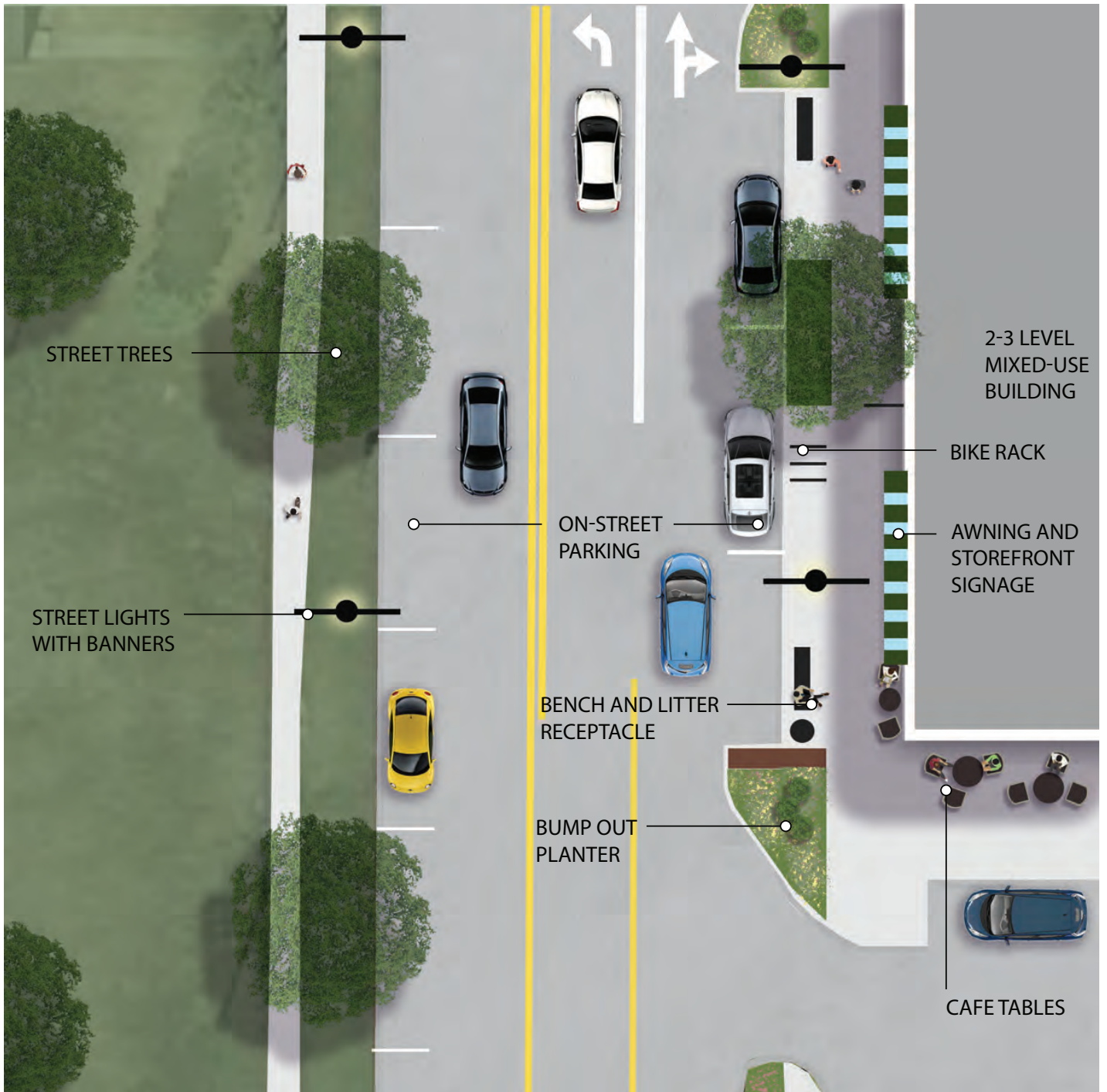
BENCH UNDER  
STREET TREE

DETECTABLE WARNING SURFACE  
TO HIGH VISIBILITY CROSSWALK

PLANTER BUMPOUT WITH  
SHRUBS AND PERENNIALS

CAFE TABLES

**VILLAGE OF FRUITPORT, MICHIGAN**  
MIXED-USE AT 3RD AVE AND PARK ST.



**VILLAGE OF FRUITPORT, MICHIGAN**  
 STREET IMPROVEMENTS PLAN ENLARGEMENT



## Planning Principles

1. Create a true community center building at Third Avenue and Park Street as a gathering place for residents, educational facility, and place for government business.
2. Implement a broad plan for placemaking, public space improvements, beautification, streetscape improvements, and complete streets.
3. Improve the visitor and resident experience by the installation of street trees, benches, traditional pedestrian-level lighting fixtures, planters, public art, wayfinding signage, waste receptacles, and public space for gatherings.
4. Allow for outdoor dining, cafes, and sidewalk displays and sales.
5. Ensure that buildings are oriented toward streets, sidewalks, and the public realm, with parking to the rear of the principal buildings.
6. Prioritize traditional “main street” elements in the design and placement of buildings, drawing them closer to the street, orienting doors toward the public realm, and encouraging a high percentage of window transparency to encourage window shopping and views into businesses and restaurants.
7. Support vertical mixed use and more efficient use of downtown parcels, with residential units on upper stories.
8. Encourage two- and three-story buildings fronting Third Avenue, Second Avenue, and Park Street as future sewer service becomes available.
9. Ensure that new buildings are of a complementary scale and design with existing structures.
10. Preserve and enhance historic buildings.
11. Support a mix of complementary business and a walkable downtown.
12. Incentivize and support businesses that promote downtown activity and vitality.
13. Increase on-street parking options to accommodate visitors to calm traffic speeds on Third Avenue, including angled parking if feasible.



# 9. WATER, GREEN SPACE, AND PARKS

## Goal:

*There are many active and passive recreational opportunities within the Village of Fruitport for residents and visitors, and natural resources are protected to enhance the community's natural setting.*

### Overview

The waterways, green space, and parks of the Village are a sanctuary for wildlife and are recreational and scenic assets for residents and visitors. This chapter addresses natural resources and Village parks and strategies to preserve and enhance these resources.

### Spring Lake

The Village of Fruitport includes approximately 1,200 feet of shoreline along the most north-eastern finger of Spring Lake. The Village surrounds the lake on three sides, forming a bay. Spring Lake is over five miles long and often hundreds of yards wide, offering opportunities for recreational boating, kayaking, fishing, and swimming. It is connected to the mouth of the Grand River, which spills into Lake Michigan at Grand Haven. From there, a person launching at Fruitport has access to the greatest collection of freshwater bodies in the world - the Great Lakes.

The water quality of Spring Lake is of great importance to the region and village residents. The lake has been treated for excessive phosphorus loading, which contributes to blue-green algae blooms. Additionally, colonies of bryozoans have been found in the lake. These colonies become established in waters where oxygen levels are low.



**Spring Lake**

While Spring Lake is a valuable recreation waterway and used by many, the condition of the lake is threatened by environmental pollution. Recent studies have revealed a systemic phosphorus loading problem that has resulted in highly eutrophic conditions in the lake (Steinman and Ogdahl 2010). No study has conclusively identified the sources of the lake's pollutants. However, this nutrient overload has likely occurred as a result of a combination of pollution sources which may include lawn fertilizers, historic industrial waste, historical use of phosphorus-based detergents, septic system failure, septic leaching from improperly placed septic fields, or runoff pollutants from urbanized environments (roadways, rooftops, etc.). Since there is no sewer system in the Village of Fruitport, contamination from septic systems is a real possibility.

Important steps have been taken by the Spring Lake - Lake Board to help raise awareness and establish guidelines for homeowners to follow. However, the eutrophic condition of Spring Lake has not been addressed with comprehensive regional planning, policy-making, and enforcement. As phosphor levels continue to accumulate, Spring Lake will inevitably become hypereutrophic (too many nutrients), leading to a variety of serious problems. The environment will eventually become uninhabitable by fish and most other forms of aquatic life (critical to the life of a lake's ecosystems), as well as generally unattractive to and unusable by people (critical to human recreation and consumption). Therefore, it is extremely important to the livelihood of the communities living around the lake that the local communities do what they can to ensure that the lake remains vibrant and usable for generations to come.



*Spring Lake*

### Norris Creek

The Village of Fruitport has a large wetland at the tail waters of Norris Creek. It includes navigable waterways with depths ranging from less than a foot deep to depths of over six feet or more. There are several miles of water that can be explored by kayak, canoe, and even small motor boats. This wetland ecosystem includes habitat for waterfowl, song birds, birds of prey, fish, reptiles, amphibians, and mammals. It is bordered by houses, a cemetery, and a highway.



*Norris Creek*

This wetland, referred to as Norris Creek, has the potential to support a vibrant fishery, massive populations of migratory birds, and stable numbers of year-round animals. It could support the sustained productivity of not just the local ecosystem, but also the regional ecosystems that depend on Norris Creek's fish, bird, and mammal nursery to restock populations in Spring Lake, the Grand River, Lake Michigan, and across the landscape of the Muskegon-Ottawa County area. From an education perspective, it is unparalleled within the village, providing

boundless opportunities for experience-based learning and in-the-field studies.

The ravines of Norris Creek are natural wooded areas within neighborhoods. Norris Creek is part of an extensive wetland in the central-eastern part of the Village that provides significant open space and wildlife habitat (within the Village limits).

In addition to these benefits, the wetland complex can provide profound ecosystem services to the human landscape (and likely already does). The massive area occupied by the high-bank wetland offers tremendous flood storage capacity to take on changes in lake elevations. This helps mitigate damage to homeowners and businesses residing near flood-prone areas. The wetland complex also filters runoff that is collected and channeled into the creek. Plants, soils, and bacteria serve to strip nutrients, waste, and some chemicals from the water, converting those compounds into energy, biomass, or non-toxic waste, neutralizing the pollution, and immobilizing the suspended particles. The filtered runoff flows into Spring Lake, replenishing it and helping to dilute its pollution. The plant mass and organic soils also serve another function as a carbon sink, capturing carbon emissions and converting them into organic, reusable materials.

Threats to Norris Creek currently include the presence of invasive species and the existing monoculture of cattails. First, several invasive species have begun to take hold within the wetland complex. The most notable invasive species is Phragmites, a tall, fast-growing plant that spreads through subsurface rhizomes and windborne seed dispersion. This plant can expand its reach by 50 to 100 feet each season, crowding out existing plant communities. Another notable invasive species is Reed Canary Grass. Like Phragmites, it spreads quickly and can out-compete native plants, but it is much shorter and usually passes as overgrown lawn to the untrained eye. Both types of invasive species are significant fire hazards to nearby buildings, and they both decimate the livelihood of the ecosystems they inhabit. Other invasive species may be present as well.

Second, the monoculture of cattail has acted as an invasive species, crowding out most other plants and creating an unproductive landscape. While some animals benefit from cattail, many that would otherwise live in this area do not. The result is lower diversity and fewer total numbers of plants and animals. The cattails are also tall, making it difficult to see anything beyond the edge of the stream, restricting views into the habitat. This diminishes the recreation opportunities for wildlife viewing, photography, and other passive, nature-based activities.

While Norris Creek is already a vast sea of cattail, it has yet to be inundated by invasive species. Future actions can be taken to mitigate the oncoming invasive species and to re-diversify the vegetation to encourage a more vibrant ecosystem. This calls for a comprehensive landscape management plan that addresses all of the threats and sets a realistic schedule of corrective actions. An effort should be undertaken as soon as possible to prevent the massive spread of invasive species, which, when unmanaged, will make it harder and harder to restore the wetlands with each passing year.

Nutrient loading from upstream locations, runoff from lawn fertilizers, and septic leachate all contribute to a decrease in water quality. In turn, recreational uses like swimming and fishing are negatively impacted when water quality diminishes. Sedimentation of Spring Lake is an existing concern, but there is currently not a dredging schedule, but conversations have been taking place with local advisors regarding future dredging needs.

## Parks

It is within the realm of parks and recreation that the Village sees the power to develop community engagement, stimulate economic development, and improve the state of its natural resources. By managing and developing its natural resources identity and brand through parks, the Village will be able to foster an environment where people will want to establish families, set up businesses, and visit for leisure. Parks planning focuses on parks, trails, and natural areas, including the development, acquisition, and collaboration of park lands for all aspects of recreation within the Village of Fruitport.

- Pomona Park is an 8.6-acre waterfront community park that offers a boat launch, fishing, picnicking, and kayaking, as well as a multi-use path, a bandshell, a playground, and temporary event space for carnivals or festivals. Winter activities also take place with sledding as a highlight. It is the largest of the parks in the village and serves a much larger population than just village residents due to its public boat launch on the north end of Spring Lake. The launch provides boaters with direct access to the Grand Haven waterfront, Lake Michigan, and the Grand River. In 2018, the village acquired a 3-acre parcel adjacent and to the west of Pomona Park, which is envisioned for passive recreational use.
- The playground in Pomona Park has been planned to include new play equipment, benches, signage, and accessible features. The project is estimated at \$160,000 but is anticipated to be a “community build” with volunteers. Fundraising efforts are underway, and the estimated completion timeframe is Spring of 2022.

- The boat launch at Pomona Park includes a public boat launch and carry-down kayaking access on Spring Lake. This provides boaters with access to Spring Lake, Norris, Creek, the Grand River, Grand Haven waterfront, and Lake Michigan (including the Lake Michigan Water Trail). It is very popular with boaters seeking access to these areas and serves local residents and regional visitors. The Village made improvements and expansions to the boat launch in 2017, including new launch docks and parking lot improvements.



**Pomona Park**

An open-air information station with roof, cement floor, and permanent table and seating was added in 2018. Due to reasonable (some might say “cheap”) launch fees and relative ease of access to highly desirable boating waters, this facility is often very busy during the summer. In 2019, the Village applied to the DNR for a grant to develop a universally accessible kayak launch adjacent to the facility, which was approved.

- Eighth Avenue Park is small waterfront park of .18 acres situated at the end of Eighth Avenue on the border of The Village of Fruitport and Fruitport Township. It offers views of the lake and sunsets, resides on a historical site, has an open lawn area, and a shoreline that was stabilized/improved with large rocks in 2017. It is also a popular spot for fishing from the shore.
- Pine Street Park is a quarter-acre waterfront park situated at the end of Pine Street. It is used by some as a canoe and kayak launch. It was once a village beach.
- Veteran's Park is a .07-acres park situated in the commercial district of the Village of Fruitport. It contains several monuments dedicated to war veterans.



*Pomona Park Kayak Launch and Parking Improvement (Prein & Newhof)*



*Playground Concept (Sinclair Recreation, LLC)*

## Planning Principles

1. Continue to host musical and cultural entertainment and events at the Pomona Park bandshell.
2. Use environmentally-friendly and accessible equipment and recreational structures, and improve playground facilities.
3. Establish passive recreational opportunities within the westward expansion of Pomona Park through pathways, boardwalks, overlooks, seating, and preservation of natural features.
4. Plan for expanded parking in areas with less natural significance, such as to the west of the existing parking lot in Pomona Park within the powerline corridor.
5. Continue to improve waterfront access in Pomona Park.
6. Consider public road street ends as pocket parks for enjoying views of Norris Creek.
7. Expand a tree canopy program in right-of-ways which reduces the number of Oak tree species and promotes smaller spring and fall flowering tree species that offer improved color, landscaping, and beautification to neighborhoods.

# 10. FUTURE LAND USE

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## Goal:

*Future land use and development within the Village shall be developed in a manner that is sensitive to existing neighborhoods and the resulting character will align with the goals and principles of the Village of Fruitport Master Plan.*

## Introduction

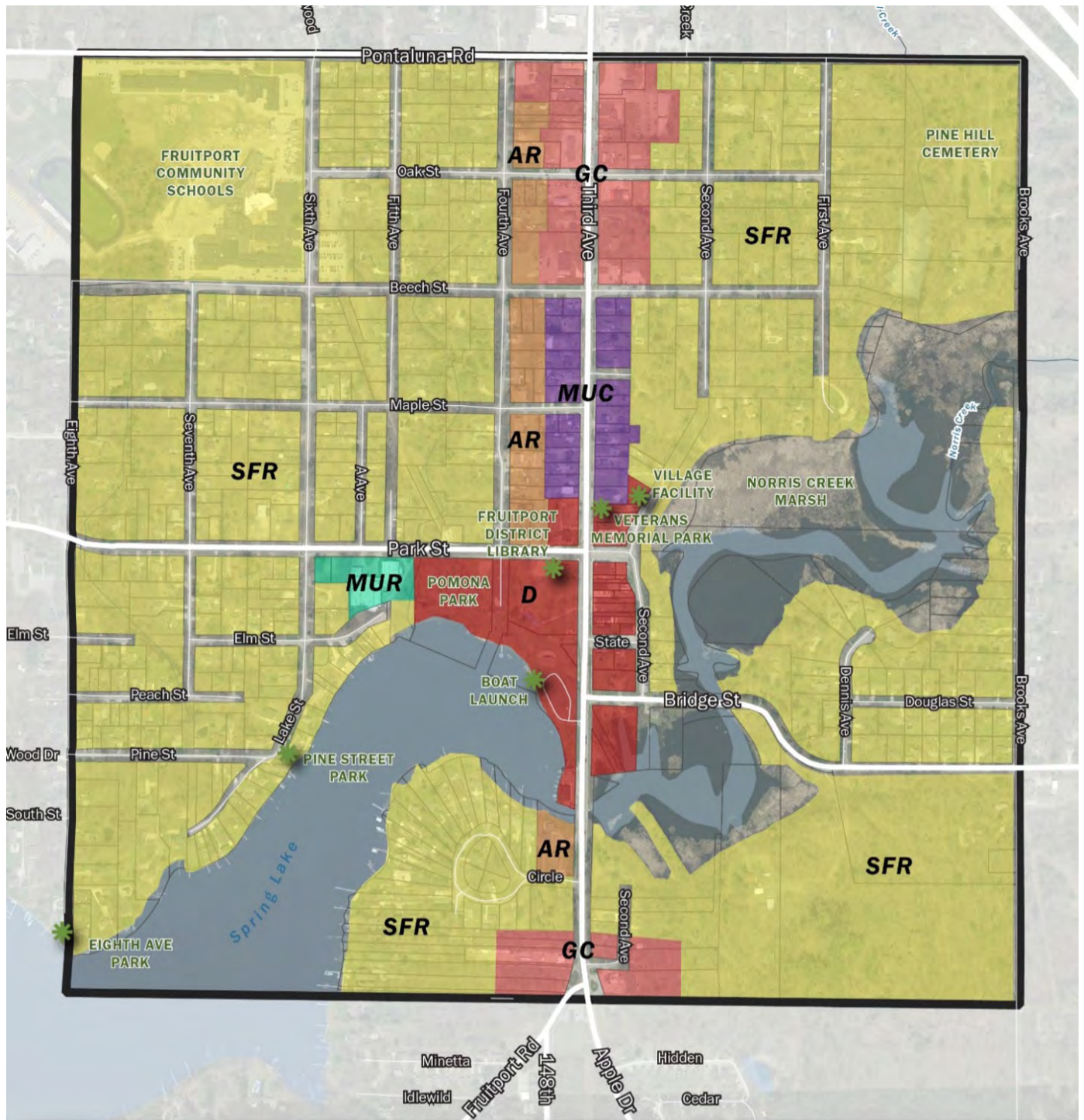
The future land use plan for the Village serves as a guide to assist local officials with decisions regarding day-to-day planning, zoning, land subdivision, and public improvement issues. This section includes descriptions of land use categories planned for the Village, a Future Land Use Map, and a Zoning Plan.

The future land use plan is general in scope. It is not, in most cases, intended to establish precise boundaries of land use or exact locations of future uses in the same way as the Official Village Zoning Map. A future land use designation shown on a map does not mean that a rezoning of land to a compatible district is appropriate at the time of an application. The master plan is a long-term vision, and certain land use decisions will depend on site-specific conditions at the time an application is received. Additionally, new zoning districts may be required to be drafted and adopted before rezoning land.

The timing and appropriateness of zoning map changes are dependent upon many factors, such as availability of public utilities, provisions for adequate roadways, environmental sensitivity, natural and physical site constraints, traffic conditions and congestion, impacts on public services, and the demand for a particular land use as determined by market forces. Many additional case and site-specific factors must be considered when reviewing a request for rezoning a parcel of land, aside from Future Land Use Map consistency.

The key to this section is that there is an important relationship between land use planning and zoning. Planning is guiding land uses from a policy standpoint, while zoning is the act of regulating the use of these lands by law or ordinance. The laws of the State of Michigan require that a community engage in land use planning activities, including the preparation of a Master Plan, before the administration of a zoning ordinance in a community.

The following paragraphs address future land uses and the Zoning Plan that makes the connection between the future land use categories and the Zoning Ordinance and Map.



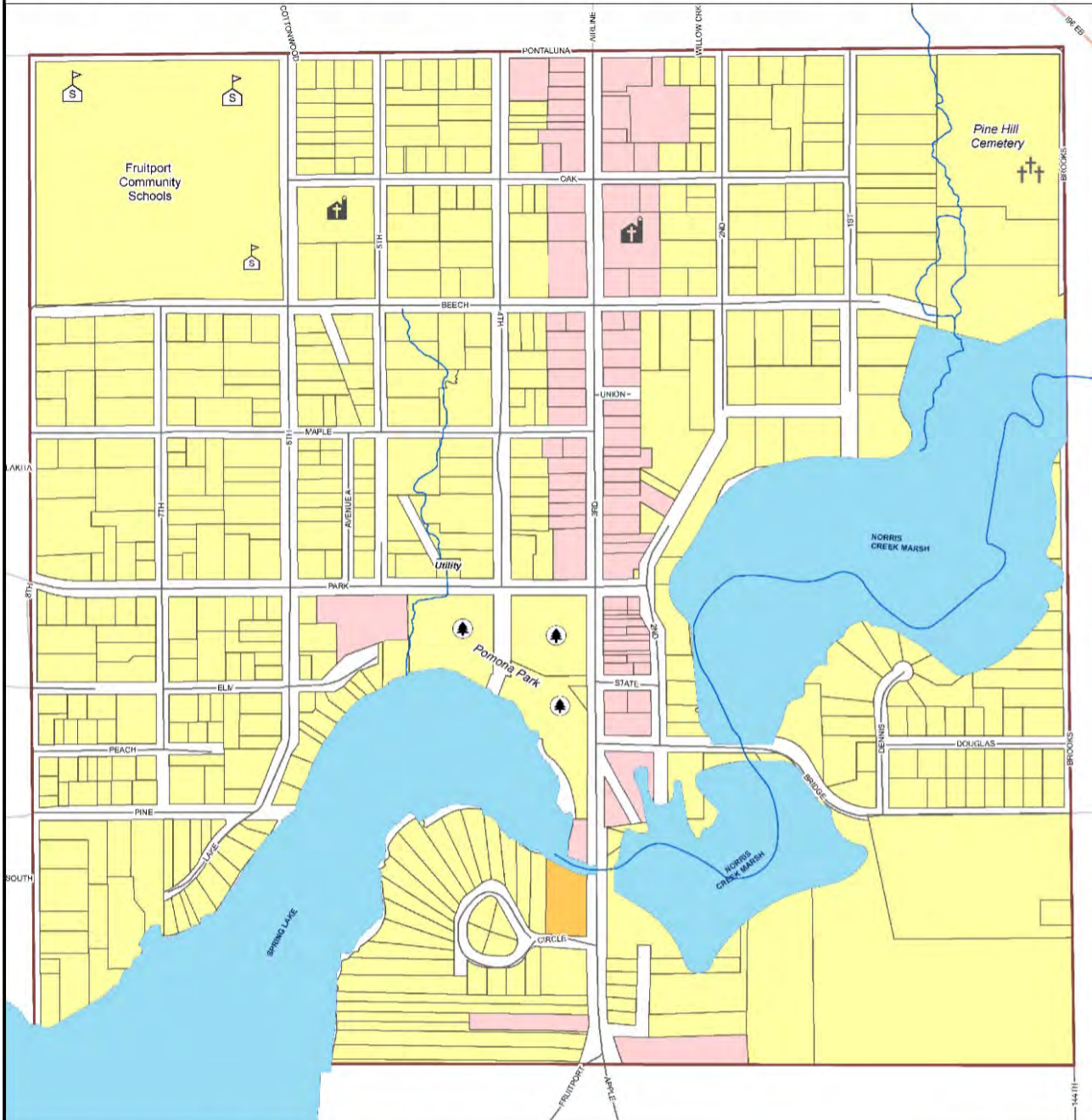
### FUTURE LAND USE

- LEGEND**
- SFR - Single Family Residential
  - MUC - Mixed Use Commercial
  - AR - Attached Residential
  - GC - Gateway Commercial
  - MUR - Mixed Use Redevelopment
  - D - Downtown





**Official Land Use Ordinance Zoning Map For The Village of Fruitport**  
**PC Approval Date - September 26, 2019**  
**Public Hearing Date - October 24, 2019**  
**Village Council Approval - November 18, 2019 / Updated January 21, 2020**



**Zoning Districts and Map Features**

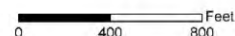
**ZONING CODE AND DESCRIPTION**

- BUS: Business District
- MHC: Mobile Home Community

- PUD: Planned Unit Development
- R1: Low Density Residential District
- R2: Multi-Family District

- Lakes
- Rivers and Streams
- Parcels

- ROAD CLASS**
- Streets
  - Highways



Mapping by Muskegon County GIS  
 141 P. Apple Avenue, Muskegon, MI 49441  
 P: 231.524.4400 | F: 231.524.4126  
 www.muskegoncounty.org  
 GIS: Jerris, Muskegon County GIS  
 Zoning Information: Village of Fruitport Planning  
 Department, State Plane NAD 83 Michigan  
 South Zone, Informational Only  
 Map Version Date: 2/15/2020

## Single-Family Residential (SFR)

### *Form and Architecture*

The single-family residential designation intends to preserve the general conditions of the TC, WF, and RR character areas. Although there are no subcategories within this classification, SFR is also intended to support environmentally sensitive development along the waterfront areas of Spring Lake and Norris Creek.

### *Use*

The primary land use in this category is residential. However, schools, churches, parks, and government facilities are also appropriate to fall within this area.

### *Zoning Plan - Corresponding District*

This district is implemented by the R-1 Low Density Residential Zoning District.

## Attached Residential (AR)

### *Form and Architecture*

Attached housing such as townhomes with rear alley access or duplexes are planned for this area. Garages are not intended to face Fourth Avenue, or at least should not be the focal point of the building façade. Attached housing shall be designed to be a similar look and character as existing single-family residential dwellings to the east.

Single-family detached housing is also appropriate for this area, as traditional single-lot units or as denser individual buildings in a condominium development.

### *Use*

The primary land use in this category is residential. However, schools, churches, parks, and government facilities are also appropriate to fall within this area.

### *Zoning Plan - Corresponding District*

This category may be implemented by Multi-Family (R-2) or a new Attached Single-Family Zoning District. Amendments to the R-2 District would be required.

## Mixed Use Redevelopment (MUR)

### *Form and Architecture*

The Modular Systems building is intended for renovation and reuse. However, if it is to be removed completely, a developer may propose a building form and type in the spirit of this plan and that blends seamlessly into the existing single-family neighborhood.

Common amenity space and connectivity to Pomona Park are encouraged.

### *Uses*

The redevelopment of this site may be multi-family residential loft or industrial-style apartments, condominiums, maker's spaces or artists lofts, or general offices. A mix of residential and non-residential uses is encouraged.

### *Zoning Plan - Corresponding District*

This category may be implemented by a Planned Unit Development or new Mixed Use Redevelopment Zoning District.

## Gateway Commercial (GC)

### *Form and Architecture*

The Gateway Commercial area allows for a variety of general commercial and business buildings and uses. Building placement and type may vary from use to use. However, landscaping, signage, and lighting shall be generally consistent and compatible for a common Village image. While parking lots may be placed in front of uses, green space adjacent to the right-of-way should be generously planted with canopy trees, ornamental trees, grass, and shrubs.

### *Uses*

A full range of commercial and business uses are permitted, such as restaurants, offices, services, retail sales, storage, and auto-oriented uses.

### *Zoning Plan - Corresponding District*

This category may be implemented by the Business District (BUS).

## Mixed Use Commercial (MUC)

### *Form and Architecture*

Buildings in the Mixed Use Commercial area are planned at a residential size, scale, and design character. While buildings can be set back further from the street than buildings in the Downtown (D) area, front yards should be landscaped and green, and parking should be limited in front of buildings.

Building heights should range from one to two and a half stories. Roof types can be pitched or flat. Single-family residential dwellings, mixed use, and commercial buildings can compatibly exist within this classification.

### *Uses*

Uses are limited to those which can be accommodated within buildings that meet the design and form intent of this plan. However, retail establishments and offices are envisioned. Auto-oriented uses are not supported by this plan, such as businesses with drive-throughs, car washes, gas stations, repair shops, and car sales lots.

### *Zoning Plan - Corresponding District*

This category may be implemented by Business District (BUS) or a new Mixed Use Commercial Zoning District. Amendments to the BUS District would be required.

## Downtown (D)

### *Form and Architecture*

Downtown area buildings are planned to maintain a more traditional main street design and layout. New or redeveloped build should be drawn to the street with higher proportions of front-facing windows and doors, and facades should be primarily masonry materials. Parking should be planned to the rear of buildings, but in some cases, side placement is appropriate. Building height may range from one to three stories and should include flat roof designs.

### *Uses*

Uses are limited to those which can be accommodated within buildings that meet the design and form intent of this plan. However, restaurants, retail establishments, and offices are envisioned. Auto-oriented uses are not supported by this plan, such as businesses with drive-throughs, car washes, gas stations, repair shops, and car sales lots.

Sidewalk dining and sales are encouraged, but general outdoor storage and permanent sales areas are not supported by this plan. However, eco-tourism use may include outdoor areas for bike and kayak rental.

Additionally, residential condominiums and apartments are planned for second and third stories of buildings in this area to allow mixed uses.

### *Zoning Plan - Corresponding District*

This category may be implemented by Business District (BUS) or a new Mixed Use Commercial Zoning District. Amendments to the BUS District would be required.

## Zoning Plan

Future Land Use Category	Corresponding Zoning District or Zoning Recommendation
Single-Family Residential	Low Density Residential District (R-1)
Attached Residential	Multi-Family (R-2) or new attached Single-Family Zoning District
Mixed Use Redevelopment	Planned Unit Development or new Mixed Use Redevelopment Zoning District
Gateway Commercial	Business District (BUS)
Mixed Use Commercial	Business District (BUS) or new Mixed Use Commercial Zoning District
Downtown	Business District (BUS) or new Downtown Zoning District

### Deviations from Future Land Use Plan

The following list includes factors that may be used to determine if deviations from the Future Land Use Chapter should be considered during zoning decisions.

1. Have any conditions changed in the area since the plan was adopted that may justify this change?
2. Will there be any community impacts that 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 public health, safety, and welfare?

### Re-Evaluations of Future Land Use Area Boundaries

The Michigan Planning Enabling Act requires that the Master Plan be reviewed at least every five years to determine if the plan remains relevant and if changes are necessary. Over time, conditions inevitably change, and a re-evaluation of goals may be needed.

While the Planning Act does not provide specific guidance for the five-year plan review, the Village will use the following criteria for considering amendments to the Future Land Use Map and applicable land use policies:

1. Redevelopment opportunities of vacant, abandoned, or underused land.
2. Amount and capacity of undeveloped commercial and industrial land.
3. Population projections and housing need.
4. Present and planned sewer capacity and water availability.
5. Road and sidewalk system conditions.
6. Public input.
7. Environmental constraints and consideration of general impacts.

As conditions change, the Village may also consider other strategies to accommodate the need for housing and commercial and industrial growth. These include, but are not limited to:

1. Amending zoning regulations to allow denser development, such as lessening building setbacks or increasing height.
2. Assessing innovative stormwater management strategies to lessen the acreage necessary for retention while maintaining water quality and increasing development capacity.
3. Providing incentives to encourage the redevelopment of abandoned or underutilized development sites.
4. Implementing other strategies to maximize use of land to accommodate job growth and to provide goods and services to an increasing permanent and visiting population.

## Planning Principles

1. The Future Land Use map and planned future land use categories shall be used as a guide when considering and review land use development proposals.
2. Deviations and re-evaluation of the Future Land Use Map and plan shall occur in accordance with the guidelines included in the Future Land Use Chapter.

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# 11. IMPLEMENTATION AND WORK PLAN

**Type:** Policy, Program, Zoning Change or Ordinance, Capital Improvement Project, Partnership

**Priority:** High, Medium, Low

**Timing:** Short-Term (1-3 years), Mid-Term (4-5 years), and Long-Term (6+ years)

**Responsibility:** Staff (S), Planning Commission (PC), Village Council (VC), Village Attorney (VA), Consultant (Cn), Civic Group (CG), Business Community (BC), School System (SS), Library (L), Township (Twp), County (Co), Other (O)

Action	Type	Priority	Timeframe	Responsible Party
<b>Chapter 4 - Neighborhoods</b>				
1. Include housing resources on the Village website and at the Village office.	Program	Medium	Short	S, PC, VC
2. Update the Zoning Ordinance and Map to allow new housing types, including two-family dwellings, townhomes, live-work units, and other attached single-family dwelling types.	Zoning Amendment	Medium	Mid	PC, VC
3. Assess the feasibility of adopting zoning requirements that protect water quality and streambanks (for instance, setbacks, buffers, landscaping, etc.).	Zoning Amendment	Low	Long	PC, VC
4. Review the current property maintenance enforcement program and recommend changes if necessary.	Program	High	Mid	S, VC
5. Develop a tree fund, identify priority planting areas, determine appropriate tree species, and implement a planting program.	Program	Low	Long	S, VC

Action	Type	Priority	Timeframe	Responsible Party
<b>Chapter 5 - Mobility and Complete Streets</b>				
6. Continue sidewalk, pathway, and lighting strategic planning efforts to inventory and prioritize sidewalk, crosswalk, bike rack, and lighting installation and maintenance.	Plan	High	Short	PC, VC
7. Prepare a traffic calming and streetscaping plan and strategy for installation.	Plan	Medium	Mid	PC, VC
8. Prepare a wayfinding strategy plan to prioritize locations for signage, logos, common graphics, street paint, sharrows, and bike lanes.	Plan	Medium	Mid	PC, VC
9. Update Zoning Ordinance to include access management best practices.	Zoning Amendment	Medium	Mid	PC, VC
<b>Chapter 6 - Community Facilities, Services, and Infrastructure</b>				
10. Conduct a visioning and design process for a community center building.	Plan	Medium	Mid	PC, VC
11. Design and construct a Village sewer system with a priority of serving Third Avenue and Park Streets, with a long-term goal of Village-wide service, and work diligently to develop a cost-effective financing and phasing plan that eases the financial impact of the investment on individual property owners.	Capital Improvement	High	Long	PC, VC
12. Create a six-year Capital Improvement Plan (CIP) with projects that are consistent with the recommendations and goals of the Master Plan and outline an annual public process that allows for input and Planning Commission collaboration on public expenditures.	Program	High	Short	VC, PC

Action	Type	Priority	Timeframe	Responsible Party
<b>Chapter 7 - Economic Development and Marketing</b>				
13. Prepare an economic development and marketing plan.	Plan	Medium	Mid	PC, VC
14. Maintain a clearinghouse of Village information online, in publications, and at Village facilities and enhance the Village's website development.	Program	Medium	Mid	S, VC
15. Plan for "live work" dwellings within the Transitional Commercial character area and promote "cottage industries" along Third Avenue whereby craftsmen or artists can share space to develop their small businesses.	Zoning Amendment	Medium	Mid	PC, VC
16. Maintain a clearinghouse of information concerning priority buildings and parcels in the downtown area for future redevelopment projects, such as Property Information Packages.	Program	Medium	Mid	PC, VC
17. Eliminate red tape and unnecessary obstacles in the way of quality redevelopment projects that increase housing options and business opportunities.	Zoning Amendment	Medium	Mid	PC, VC
18. Assess the feasibility and appropriateness of seeking Redevelopment Ready Communities © certification	Program	Medium	Mid	PC, VC
19. Assess the feasibility and appropriateness of establishing a Downtown Development Authority.	Plan	Medium	Mid	PC, VC
20. Assess opportunities to incentivize redevelopment through public infrastructure, zoning tools, and partnerships with state and local agencies.	Program	Low	Long	PC, VC

Action	Type	Priority	Timeframe	Responsible Party
<b>Chapter 8 - Downtown Plan</b>				
21. Create a streetscaping and parking plan for public improvements in the downtown area.	Plan	High	Short	PC, VC
22. Create Downtown Zoning District to implement the future land use plan.	Zoning Amendment	Mid	Medium	PC, VC
<b>Chapter 9 - Water, Green Space, and Parks</b>				
23. Redevelop the Pomona Park playground to ensure a safe and fun environment for recreation, education, and play. Implement fundraising efforts and secure grant funds.	Capital Improvement	High	Short	PC, VC
24. Update the Parks and Recreation Plan to include a more detailed vision for passive recreation and trails within the western Pomona Park expansion area.	Plan	High	Short	PC, VC
25. Aerate strategic areas of the lake to improve water quality	Capital Improvement	High	Long	S, VC
26. Develop a small park and walkway between Pomona Park and Norris Creek on the east side of Third Avenue between the Third Avenue bridge and Bridge Street to promote bird watching and sightseeing opportunities of both Spring Lake and Norris Creek.	Capital Improvement	Low	Long	S, VC, PC
<b>Chapter 10 - Future Land Use</b>				
27. Adopt new zoning districts in accordance with the Zoning Plan.	Zoning Amendment	Mid	Medium	PC, VC

# 12. APPENDIX

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PRINTED COPY

**Notice of Public Hearing**  
Village of Fruitport  
Planning Commission  
2021 Master Plan Update

The Village of Fruitport Planning Commission will conduct a public hearing to seek comments on the draft 2021 Master Plan update. The hearing will be conducted at the Fruitport Charter Township offices at 5865 Airline Highway, Fruitport, MI 49415, on August 10, 2021, at 6:00 PM. The public hearing will allow interested parties to comment on the proposed Master Plan, which is a guide for land use, development, and public facilities within the Village of Fruitport. This draft plan is available at 45 N 2nd Ave Fruitport, MI 49415 during regular Village business hours for review (call 231-885-3577). The draft plan will also be placed on the Village website prior to the hearing. <http://villageoffruitport.com/>

July 23, 2021

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AFFIDAVIT OF PUBLICATION

**STATE OF MICHIGAN**  
**COUNTY OF OTTAWA**

Aaron Johnson, being duly sworn, says:

That he is an employee of the Grand Haven Tribune, a daily newspaper of general circulation, printed and published in Grand Haven, Ottawa County, Michigan; that the publication, a copy of which is attached hereto, was published in the said newspaper on the following date(s):

**July 23, 2021**

That said newspaper was regularly issued and circulated on those dates.

SIGNED:

  
\_\_\_\_\_  
Aaron Johnson

Scribed and sworn before me on

July 23, 2021

  
\_\_\_\_\_  
Audra A. Fitzpatrick-Cook

Notary public, State of Michigan, County of Ottawa

My commission expires: November 13, 2023

**VILLAGE OF FRUITPORT**  
**MUSKEGON COUNTY, MICHIGAN**

At a meeting of the Village of Fruitport Council held on May 17<sup>th</sup>, 2021 at 7pm

PRESENT: Vanderstelt, Haack, Rothenberger, Overkamp and Guiles

ABSENT: None

The following preamble and resolution were offered by Amy Haack and supported by Jeff Guiles.

**RESOLUTION TO APPROVE DISTRIBUTION OF THE 2021 MASTER PLAN  
UPDATE AND TO ASSERT THE RIGHT TO APPROVE THE PLAN**

WHEREAS, the Planning Commission of the Village of Fruitport has prepared the draft 2021 Village of Fruitport Master Plan Update (“2021 Master Plan Update”); and

WHEREAS, on May 11, 2021, the Planning Commission recommended distribution of the draft 2021 Master Plan Update to neighboring communities and relevant agencies, as required by Section 41 of the Michigan Planning Enabling Act, as amended.

IT IS, THEREFORE, RESOLVED AS FOLLOWS:

1. The Village of Fruitport Council asserts its right to approve or reject the Master Plan revisions and updates.
2. The Village of Fruitport Council hereby approves the distribution of the draft 2021 Master Plan Update prepared by the Planning Commission and submitted at this meeting of the Village Council to neighboring communities and relevant agencies, as required by Section 41 of the Michigan Planning Enabling Act.
3. The Village Clerk is authorized and requested to distribute of copies (or an emailed link) of the draft 2021 Master Plan Update to the neighboring communities and relevant agencies entitled by law to receive copies of the draft plan.

4. Neighboring communities and relevant agencies shall be asked to submit comments within 42 days of receipt and shall be provided the date of the official public hearing.

AYES:Haack, Rothenberger, Overkamp, Guiles and Vanderstelt

NAYS:None

RESOLUTION DECLARED ADOPTED.

  
\_\_\_\_\_  
Village of Fruitport Clerk

**VILLAGE OF FRUITPORT PLANNING COMMISSION**

**MUSKEGON COUNTY, MICHIGAN**

At a meeting of the Village of Fruitport Planning Commission held on August 10, 2021,  
at 6:00 PM.

PRESENT: Sam Ajwah, Jen Cross, Christopher LeFaive, Jeffrey Guiles

ABSENT: None

The following preamble and resolution were offered by Sam Ajwah and supported by  
Jeff Guiles.

**RESOLUTION TO APPROVE THE 2021 MASTER PLAN UPDATE  
AND TO RECOMMEND FINAL APPROVAL  
BY THE VILLAGE OF FRUITPORT COUNCIL**

WHEREAS, the Village of Fruitport Planning Commission has prepared 2021 Village of  
Fruitport Master Plan Update, being an update to the version last revised in 2011; and

WHEREAS, on May 11, 2021, the Planning Commission approved the tentative text of  
the Master Plan and requested that the Village of Fruitport Council authorize distribution of the  
draft Master Plan to the contiguous municipalities and the governmental and other agencies  
entitled to receive the draft for review and comment; and

WHEREAS, on May 17, 2021, the Village of Fruitport 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 August 10, 2021, with  
the required notice, on the proposed Master Plan update.



IT IS, THEREFORE, RESOLVED AS FOLLOWS:

1. The Planning Commission approves the 2021 Village of Fruitport Master Plan Update, dated August 6, 2021, contingent upon completion of the following revisions:

- a. Final proofing and editing by the consultant.
- b. Update list of current Planning Commission members.
- c. Update estimate of Pomona Park playground to \$160,000.
- d. Add public open house feedback report as an attachment to the Master Plan.

2. The Planning Commission recommends that the Village of Fruitport Council give final approval of the Master Plan; and

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

AYES: Sam Ajwah, Jen Cross, Christopher LeFaive, Jeffrey Guiles

NAYS: None

ABSENT: None

RESOLUTION DECLARED ADOPTED.



Sam Ajwah  
Planning Commission Chair

**VILLAGE OF FRUITPORT  
MUSKEGON COUNTY, MICHIGAN**

At a meeting of the Village of Fruitport Council held on August 16, 2021, at 6 PM.

PRESENT: Roger Vanderstelt, Jeff Guiles, Amy Haack, William Overkamp  
and Carl Rothenberger

ABSENT: None

The following preamble and resolution were offered by Amy Haack and supported by  
Jeff Guiles.

**RESOLUTION TO APPROVE THE  
2021 VILLAGE OF FRUITPORT 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 Village;

WHEREAS, the Village of Fruitport Planning Commission has prepared 2021 Village of Fruitport Master Plan Update, being an update to the version last revised in 2011; and

WHEREAS, on August 10, 2021, the Planning Commission held a public hearing on the proposed Master Plan, following distribution of the tentative draft of the Master Plan to the contiguous municipalities and other relevant planning and governmental entities, and following public notice as required by law; and

WHEREAS, on August 10, 2021, the Planning Commission adopted a resolution approving the Master Plan and recommending that the Village of Fruitport Council grant final approval.

IT IS, THEREFORE, RESOLVED AS FOLLOWS:


1. Village of Fruitport Council hereby approves the 2021 Village of Fruitport Master Plan Update prepared by the Planning Commission, dated August 12, 2021.

2. The Village Clerk is requested to distribute of copies of the 2021 Village of Fruitport Master Plan Update to the contiguous municipalities and the other governmental bodies and planning agencies entitled by law to receive copies of the approved Master Plan.

AYES: Vanderstelt, Guiles, Haack, Overkamp and Rothenberger

NAYS: None

RESOLUTION DECLARED ADOPTED.

  
\_\_\_\_\_  
Ann LaCroix  
Village of Fruitport Clerk

# Memorandum

**To:** Village of Fruitport Planning Commission  
**Date:** January 9, 2020  
**From:** David M. Jirousek, AICP – Horizon Community Planning  
**RE:** Master Plan Project- Public Open House Feedback Report

## Overview

The Village of Fruitport hosted an Open House meeting on December 9, 2019. Several interactive stations were available for residents and attendees to provide input regarding their thoughts and feelings concerning community needs, goals, and future planning priorities. The overview below was provided to the participants while the following pages summarize the feedback received.

***What is a Master Plan?*** The Village of Fruitport’s Master Plan is a statement of the community’s future vision and the goals and principles on which it stands. The Master Plan is required by the State Planning Enabling Act. The plan:

- Guides future decisions concerning redevelopment, land use, and preservation;
- Assesses the needs of the community;
- Serves as the basis for the zoning ordinance, zoning map, and development regulations;
- Establishes a strategy for implementing capital improvements; and
- Guides public expenditures.

***Why is it important to residents and business owners?*** The Master Plan strives to improve the overall livability of a community. The plan covers many important issues and concerns that impact residents, visitors, and business owners.

- The Master Plan is your vision for the Village.
- The plan is consulted before major decisions are made by the Village Council and Planning Commission.
- Projects such as improvements to roads, sidewalks, pathways, and parks are identified in the plan.
- The plan identifies appropriate locations for commercial, residential, and mixed-use development.

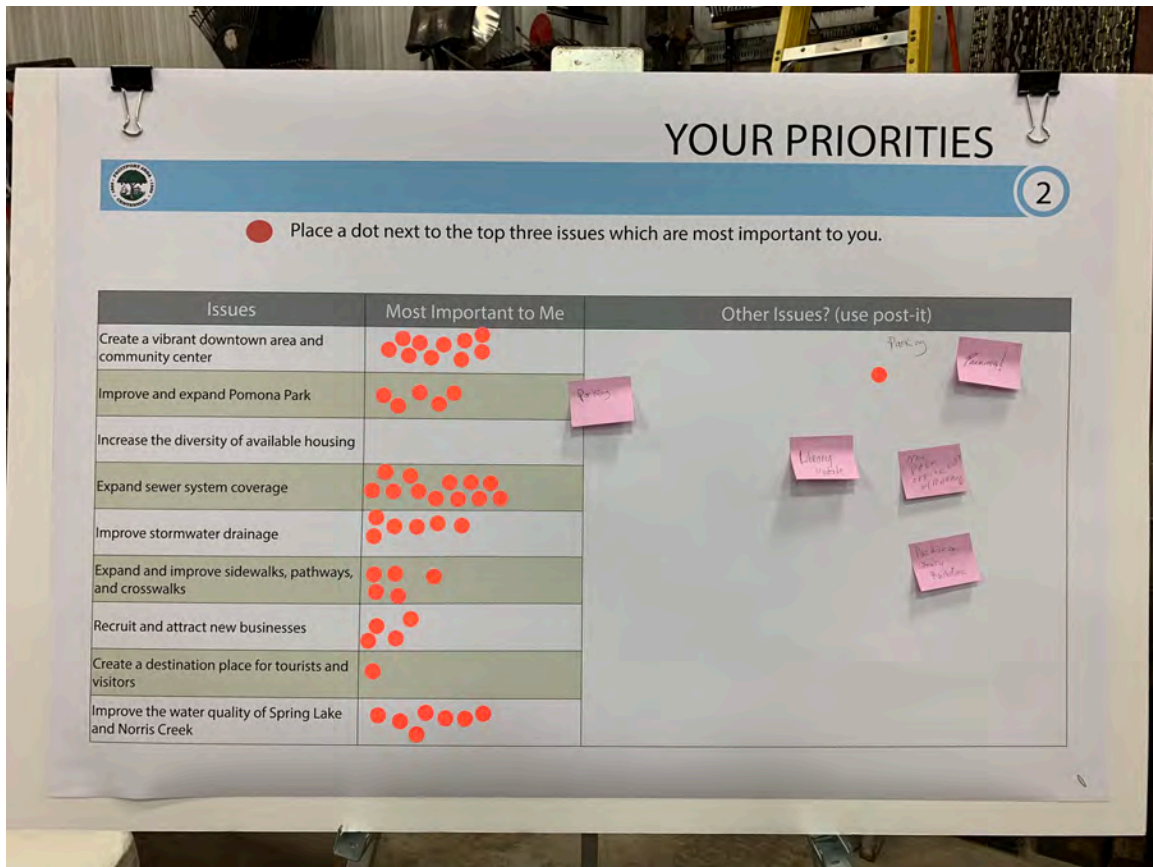
***Why did we host an Open House?*** The Master Plan is reviewed once every five years. Therefore, it is important to be involved in the planning process.

- Meet Village Council members and Planning Commissioners.
- To hear concerns regarding development, preservation, parks, schools, housing, natural resources, and businesses.
- To hear input and desires for the future of the Village will be incorporated into the Master Plan and its recommendations.

## Your Priorities

Purpose- To gain general insights concerning the overarching goals of the Village. These issues will be the basis for the goals of the plan. The following input was received:

- Create a vibrant downtown area and community center (10).
- Improve and expand Pomona Park (5).
- Increase the diversity of available housing (0).
- Expand sewer system coverage (12).
- Improve stormwater drainage (6).
- Expand and improve sidewalks, pathways, and crosswalks (5).
- Recruit and attract new businesses (4).
- Create a destination place for tourists and visitors (1).
- Improve the water quality of Spring Lake and Norris Creek (7).
- Other comments:
  - Need for parking (5)
  - Library update (2)
  - New post office (1)



## Land Use and Development

Purpose- To learn about important/positive attributes, problem areas, and opportunities.

The most important areas, features, buildings, and land uses in the Village. Identify areas that we need to preserve and protect.

- Norris Creek (2)
- Pomona Park (3)

Problem areas in the Village. We will attempt to find solutions to these issues.

- Norris Creek (1)
- Library (1)
- Post Office (1)

Areas where there may be a key opportunity for development or public expenditure:

- Modular Systems (5)
- Pomona Park (2)
- Library Building (1)
- Downtown buildings (1)



## Mobility

Purpose- To learn about issues concerning general mobility, including by car, bike, foot, or wheelchair.

Road improvement needed

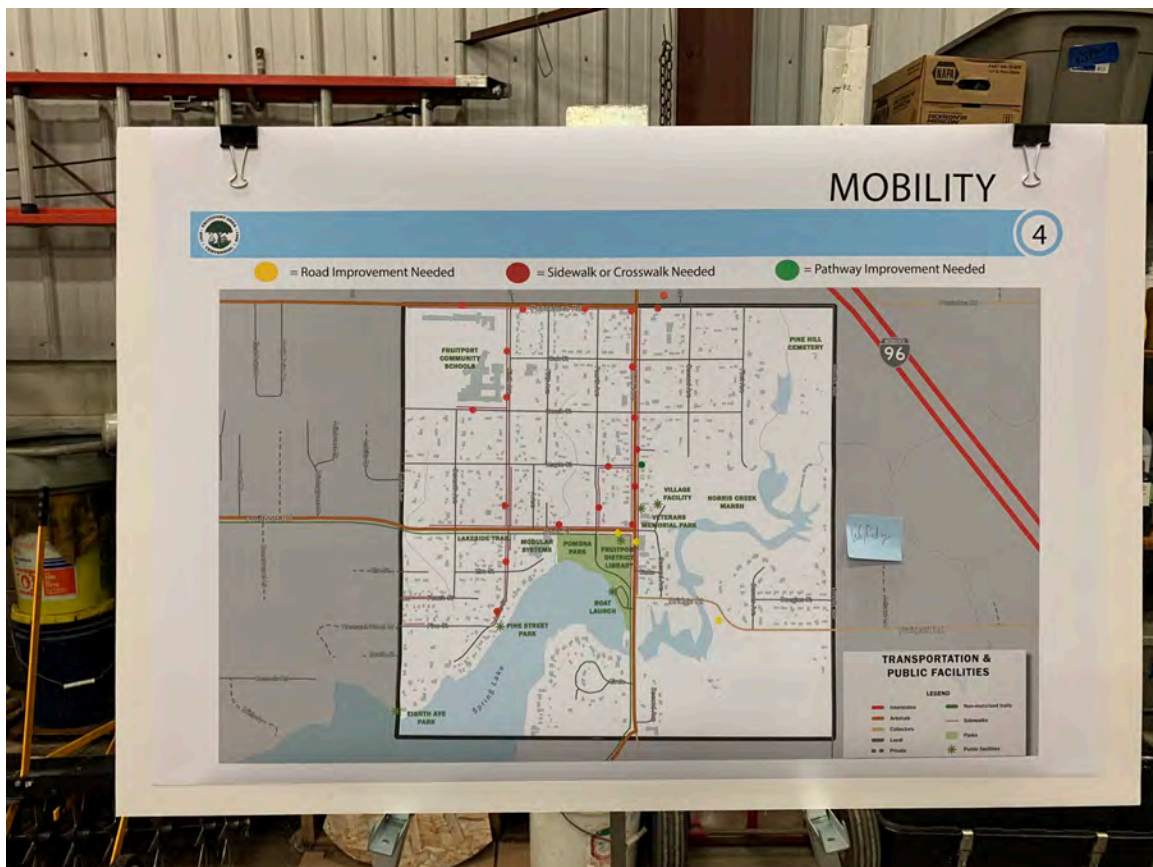
- Bridge Street near Norris Creek Crossing.
- Park Street and Third Avenue intersection (2).

Sidewalk or crosswalk needed.

- Pontaluna Road.
- Sixth Avenue near schools.
- Beech Street near schools.
- Third Avenue.

Pathway improvement needed.

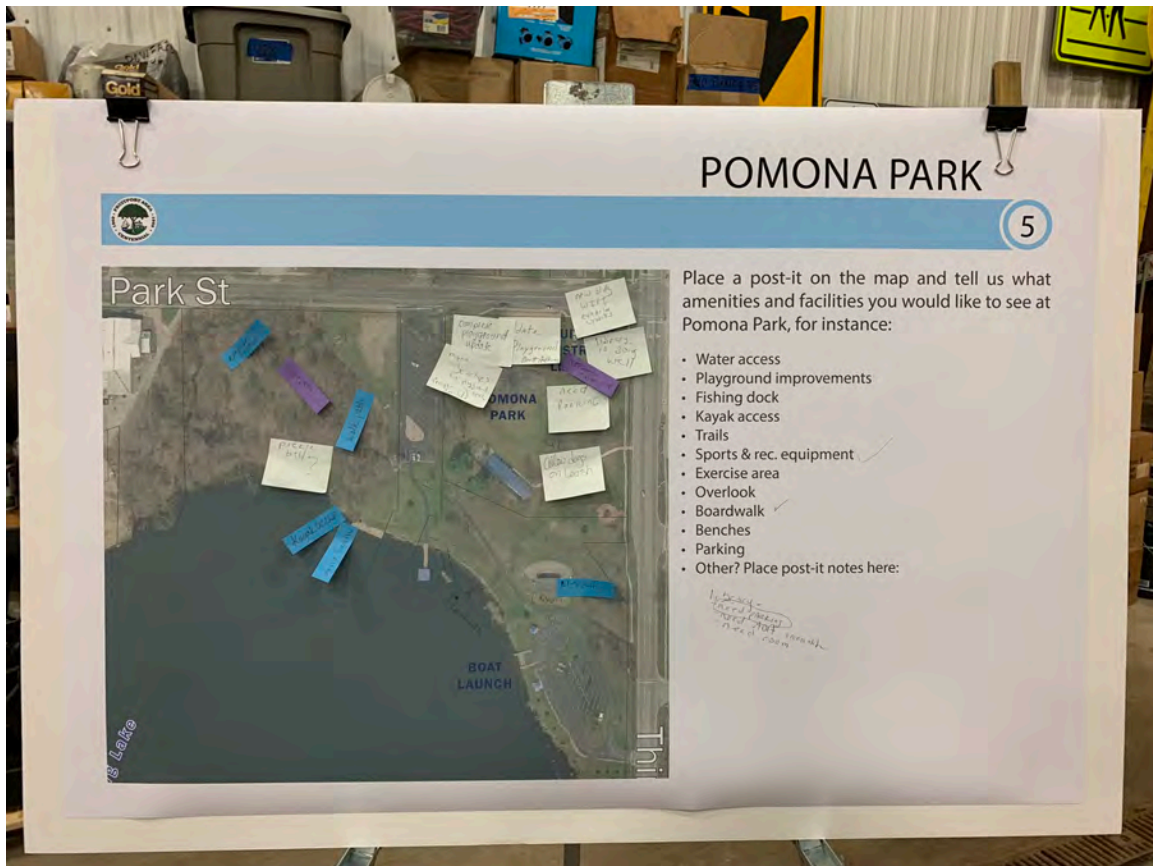
- Maple Street, east of Third Avenue.



## Pomona Park

Purpose- To learn about what residents want to see at the existing park and the new park expansion area. The following input was received:

- Exercise stations.
- Bike path through new park expansion area.
- Walking path through new park expansion area.
- Pickleball court.
- Kayak access.
- Benches.
- Allow dogs on-leash.
- Additional parking (2).
- Update playground (2).
- Plaque with Village history.
- Boardwalks.
- ADA accessibility.

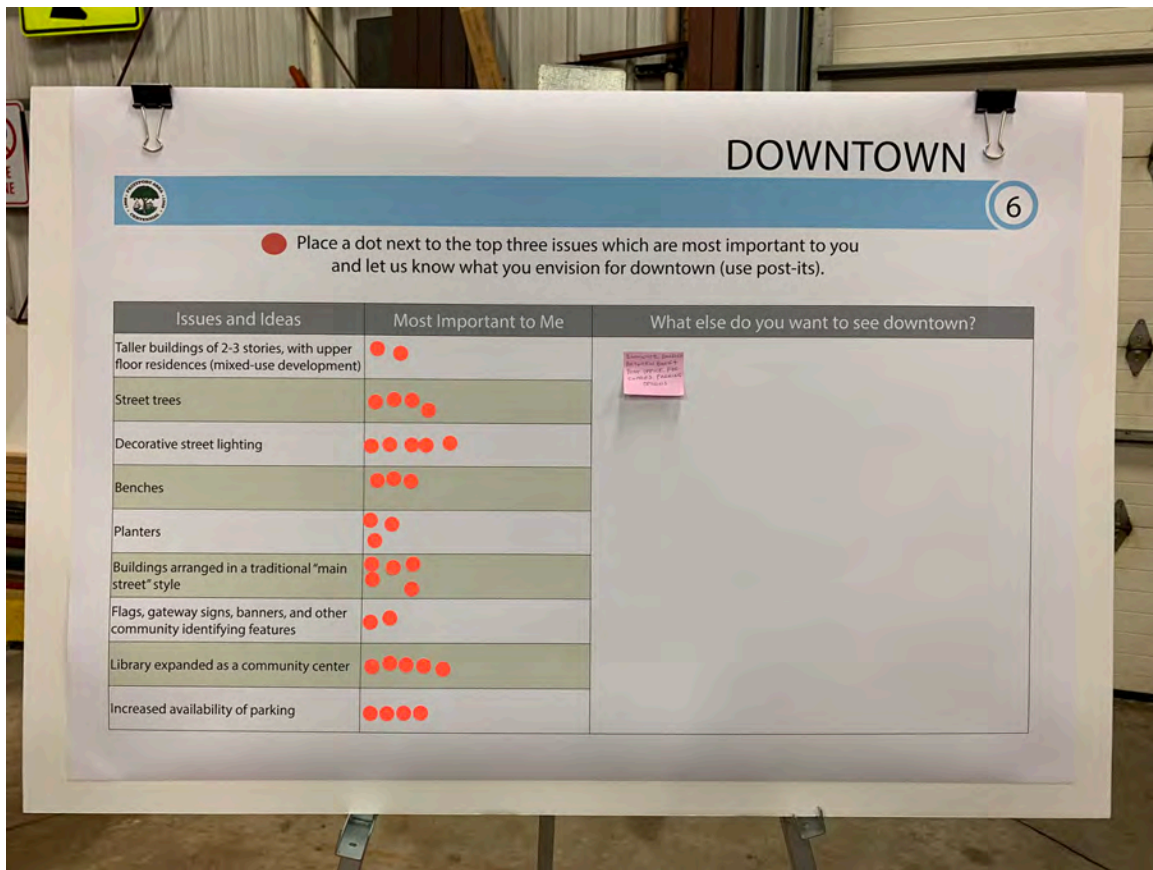




## Downtown

Purpose- To gain general insights regarding downtown capital improvements and projects, as well as future development and building types. The following input was received:

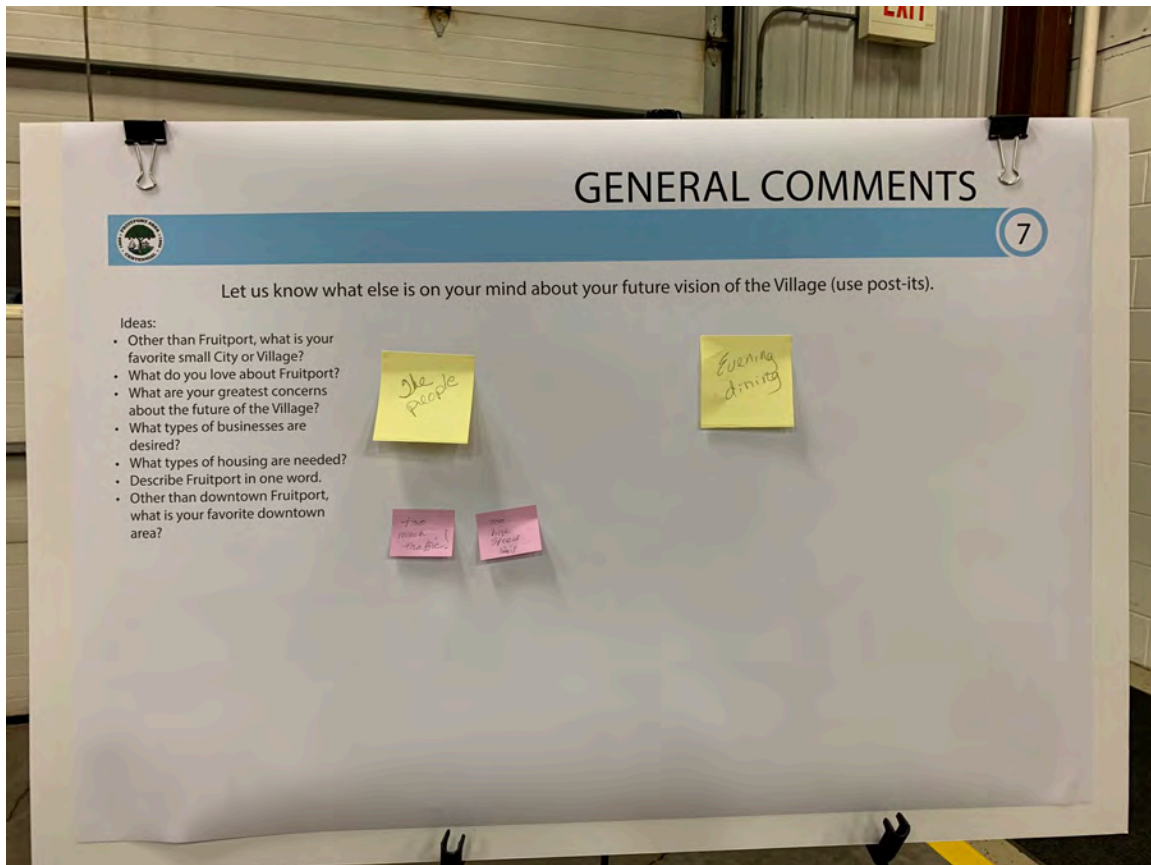
- Taller buildings of 2-3 stories, with upper floor residences- mixed-use development (2).
- Street trees (4).
- Decorative street lighting (5).
- Benches (3).
- Planters (3).
- Buildings arranged in a traditional “main street” style (5).
- Flags, gateway signs, banners, and other community identifying features (2).
- Library expanded as a community center (5).
- Increased availability of parking (4).



## General Comments

The following input was received:

- The people.
- Evening dining.
- Too much traffic.
- Excessive traffic speeds.



## **Kids Table**

The following input was received:

- Twisty slide.
- Beach area.
- Picnic tables with shade.
- Pool.
- Accessible play options.
- Area for dogs.