

OTTAWA COUNTY  
URBAN SMART GROWTH  
DEMONSTRATION PROJECT

*vibrancy*



*livability*



*Aesthetics*



The Ottawa County Planning Commission

**OTTAWA COUNTY  
URBAN SMART GROWTH  
DEMONSTRATION PROJECT**

**This document was made possible  
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A. Map: Local Units of Government

# OTTAWA COUNTY URBAN SMART GROWTH DEMONSTRATION PROJECT

## **INTRODUCTION**

In 2002, Ottawa County completed a Rural Smart Growth Demonstration Project. This project was designed to demonstrate that a rural community could effectively manage growth and development while still preserving its rural character and sense of place. As part of this project, Blendon Township was able to implement multiple innovative planning tools and techniques into its Master Plan and Zoning Ordinance to help protect natural features, preserve aesthetic quality, and promote safe and efficient traffic flow in the community. The result is a win-win planning solution for farmers, developers, residents, and the community.

While preserving rural character is a significant planning issue, the Ottawa County Planning Commission also recognizes the importance of preserving and promoting our local urban areas. Because Ottawa County's urban communities play such a pivotal role in defining its character, the Ottawa County Planning Commission determined that an urban demonstration project would be an ideal compliment to the rural initiative. In order to conduct the urban demonstration project, the Ottawa County Planning Commission is seeking a "volunteer" urban community that will participate in this endeavor.

The Urban Smart Growth Demonstration Project will be designed to enhance the vibrancy, livability, and aesthetic character of an urban community. The project may involve a complete rewriting of the participating community's master plan and zoning ordinance, as well as programs to enhance "community image", and the implementation of digital rendering technology. The project requires a financial commitment from the participating local community of 20% of the total project cost, as well as the community's willingness to explore and creatively apply innovative planning techniques.

**Some of the existing community elements unique to the seven (7) urban communities located in Ottawa County are highlighted in next section of this project document.**

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## LOCAL URBAN ELEMENTS

The following identifies some of the community elements unique to the seven (7) urban communities located in Ottawa County, as well as a chart of relevant statistics about these communities. A location map of these local units of government is provided at the end of this document.

### CITY OF COOPERSVILLE

**Unique Elements:** Randall Street Business District, Farm Market, Historical Museum, Summerfest, Theme Train

Location	Size	Population	Median Age	Ethnic Diversity	Educational Attainment	Median Household Income	Largest Employer*	Median Home Value
North-central Ottawa County	4.75 square miles	4,090 as of July 1, 2003	31.4 years old	3.6% non-white residents	81.7% high school graduate or higher	\$48,875	Delphi Corporation 730 employees	\$113,500

Source: US Census Bureau

\* Information received from the Ottawa County Economic Development Office

### CITY OF FERRYSBURG

**Unique Elements:** Lake Michigan shoreline community, deep-water port, Smith Bayou area, Pine Street Corridor

Location	Size	Population	Median Age	Ethnic Diversity	Educational Attainment	Median Household Income	Largest Employer*	Median Home Value
North-west Ottawa County	3.60 square miles	3,024 as of July 1, 2003	40.5 years old	3.7% non-white residents	90.8% high school graduate or higher	\$53,622	Johnston Boilers 55 employees	\$138,200

Source: US Census Bureau

\* Information received from the Grand Haven Chamber of Commerce

### CITY OF GRAND HAVEN

**Unique Elements:** Downtown waterfront, North End Redevelopment, Coast Guard Festival, Tuesday Night Concerts

Location	Size	Population	Median Age	Ethnic Diversity	Educational Attainment	Median Household Income	Largest Employer*	Median Home Value
North-west Ottawa County	6.36 square miles	10,842 as of July 1, 2003	40.0 years old	3.7% non-white residents	84.5% high school graduate or higher	\$40,322	Shape Corporation 1,107 employees	\$111,300

Source: US Census Bureau

\* Information received from the Ottawa County Economic Development Office

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## CITY OF HOLLAND

**Unique Elements:** Downtown Shopping District, Windmill Island, Tulip Time, Hope College, Centennial Park

Location	Size	Population*	Median Age	Ethnic Diversity	Educational Attainment	Median Household Income	Largest Employer**	Median Home Value
South-west Ottawa County**	9.02 square miles	27,267 as of July 1, 2003	29.2 years old	23.3% non-white residents	79.7% high school graduate or higher	\$42,291	JCI 5,015 employees^	\$107,900

Source: US Census Bureau

\* data represents the portion of Holland City located in Ottawa County

\*\* Information received from the Ottawa County Economic Development Office

^ Less 885 positions scheduled to be phased out over the next 18 months

## CITY OF HUDSONVILLE

**Unique Elements:** Developing Downtown District, Gary Byker Library, Hudsonville Nature Center, Fairgrounds

Location	Size	Population	Median Age	Ethnic Diversity	Educational Attainment	Median Household Income	Largest Employer*	Median Home Value
South-east Ottawa County	4.14 square miles	7,175 as of July 1, 2003	32.3 years old	2.3% non-white residents	86.1% high school graduate or higher	\$46,961	Royal Plastics 763 employees	\$118,200

Source: US Census Bureau

\* Information received from the Ottawa County Economic Development Office

## VILLAGE OF SPRING LAKE

**Unique Elements:** Spring Lake Yacht Club, Exchange Street Corridor, Barber School Community Building

Location	Size	Population	Median Age	Ethnic Diversity	Educational Attainment	Median Household Income	Largest Employer*	Median Home Value
North-west Ottawa County	1.1 square miles	2,514 (2000 Census)	44.0 years old	1.9% non-white residents	89.0% high school graduate or higher	\$37,889	Harbor Steel 50 employees	\$106,800

Source: US Census Bureau

\* Information received from the Grand Haven Chamber of Commerce

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**CITY OF ZEELAND**

**Unique Elements:** Updated Downtown District, Howard Miller Community Center, Pumpkinfest, Zeeland Museum

<b>Location</b>	<b>Size</b>	<b>Population</b>	<b>Median Age</b>	<b>Ethnic Diversity</b>	<b>Educational Attainment</b>	<b>Median Household Income</b>	<b>Largest Employer*</b>	<b>Median Home Value</b>
South-central Ottawa County	3.01 square miles	5,645 as of July 1, 2003	37.4 years old	6.1% non-white residents	81.8% high school graduate or higher	\$45,611	Herman Miller 4,460 employees	\$116,900

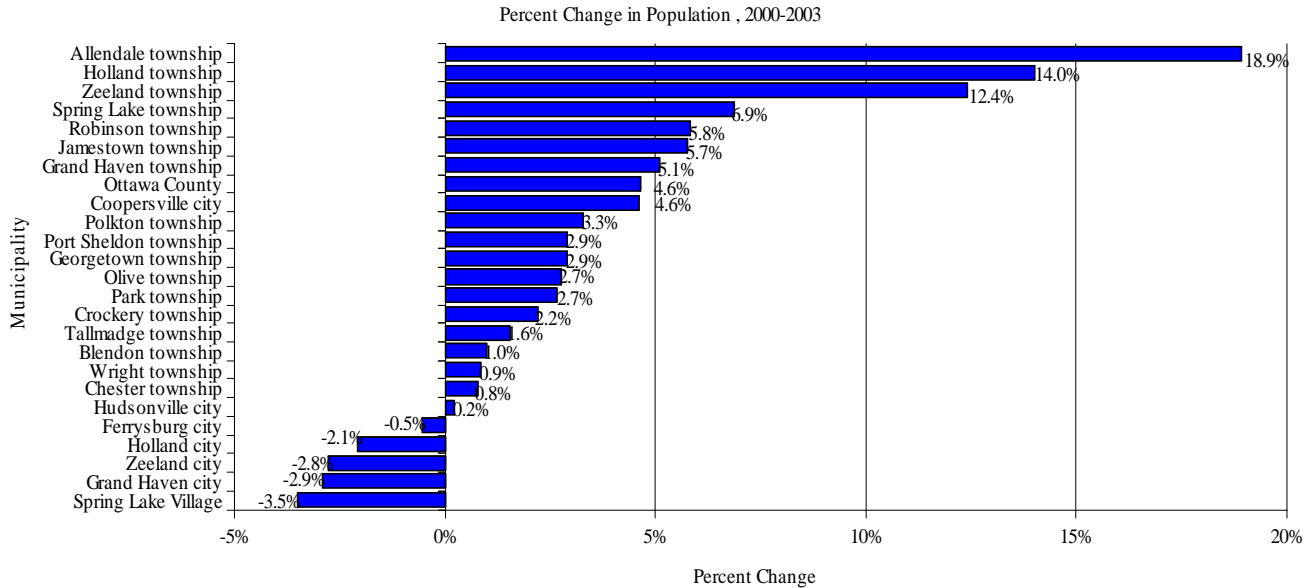
Source: US Census Bureau

\* Information received from the Ottawa County Economic Development Office

# OTTAWA COUNTY URBAN SMART GROWTH DEMONSTRATION PROJECT

## SITUATION STATEMENT

Over the last 10 years, Ottawa County has experienced an increase of nearly 30% in population. Over the next 20 years that population is expected to increase more than 65%. **Population estimates indicate that between 2000 and 2003 only 2 of the 7 urban communities in Ottawa County have experienced an increase in population. The remaining 5 urban areas are estimated to be losing residents to the more rural areas of the County (See chart below).**



**In spite of the statistics, we believe this trend can be reversed. The Ottawa County Planning Commission believes that cities have the ability to alleviate some of the growth pressure affecting local townships. Cities have an opportunity to attract and retain not only new residents to the community, but also retain those existing residents that may be considering living in the more rural areas of the County.**

**In 2000, over 20% of existing residents in the urban areas of Ottawa County were 65 years old or older. While these residents are not the demographic target for the State's "Cool Cities" program, which is geared more towards attracting younger generations; we recognize the importance of attracting and retaining the elderly in our urban areas. Because the older generation is typically attracted to communities that are safe, clean, affordable, and welcoming, the existence of older residents in a community can be considered an indicator of the general quality of livability of the entire community.**

The next generation of recent graduates, young professionals, and new families is also an important segment of the population that we want to attract and retain. Although the next generation is generally interested in many of the quality-of-life characteristics familiar to older generations, they have one noticeable difference in that they tend to seek more active lifestyles; lifestyles that offer increased social opportunities, an assortment of entertainment and recreational activities, and creative outlets for the arts and business opportunities.

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**To that point, creating an environment that can attract and retain all potential residents and visitors involves promoting entertainment, recreational opportunities, an environment that is welcoming, and one that promotes civic pride and a sense of livability.** A city that can provide clean and quiet neighborhoods, a range of housing options, stable property values, a friendly atmosphere, and promote an exciting and active downtown environment is the city that has the potential to experience growth in population. It's not just about being a 'cool' community; it's also about being a livable community.

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## **GOALS AND OBJECTIVES**

In order to achieve the expectations of all potential residents and visitors, cities may need to apply creative approaches to enhance the characteristics that make a community an attractive place to live and visit. Often times it can take several years of planning, as well as the natural progression of time, to create such a community. However, there are a few characteristics that typify exciting and attractive urban environments that we believe can be achieved by a community in a relatively short period of time.

Those characteristics that can be achieved by an urban community are vibrancy, livability, and aesthetics. Vibrant communities typically stimulate creativity, promote the arts and entertainment, and offer increased social and recreational opportunities. But while vibrancy is important to the urban environment, it is difficult for a community to attract potential residents and visitors if the community is not safe, clean, or even friendly. Because the livability of a community is so highly regarded by potential residents and visitors, an urban community should have the ability to promote a friendly atmosphere, maintain community safety, and ensure clean neighborhoods and downtown areas. Moreover, aesthetically appealing urban communities that promote tree-lined streets and sidewalks, natural landscaping, and creative downtown architecture help enhance civic pride and the overall attractiveness of the urban environment.

To that point, the Urban Smart Growth Demonstration Project will focus its resources on implementing innovative techniques, technology, and programs that will help to enhance the vibrancy, livability, and aesthetics of an urban community. The specific goals and objectives are outlined below:

Goal One:     **Vibrancy**

- Enhance Downtown Excitement
- Promote the Arts and Entertainment
- Promote Social Opportunities
- Enhance Recreational Activities

Goal Two:     **Livability**

- Promote Community Hospitality
- Enhance Code Enforcement
- Encourage A Range of Incomes
- Promote Transportation Efficiency

Goal Three:   **Aesthetics**

- Enhance Tree-Canopied Streets and Sidewalks
- Promote Natural Landscape Design
- Encourage Superior Architectural Design
- Protect Treasured Natural Features

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**PRIMARY COMPONENTS**

The Primary Components of the Urban Smart Growth Demonstration Project are focused on achieving results that can enhance the vibrancy, livability, and aesthetic character of an urban community.

The project components are as follows:

- **Master Plan and Zoning Ordinance**  
This component focuses on implementing innovative planning techniques into a community's master plan and zoning ordinance
- **Technology Tools**  
This component involves the creation of realistic digital renderings to illustrate the possible architectural, streetscape, and landscape enhancements for an existing downtown area
- **Community Image Programs**  
This component consists of programs to help enhance urban hospitality, safety, and the general livability of an urban community

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**Master Plan and Zoning Ordinance**

As part of this project component, the selected urban partner and Ottawa County will hire a professional planning consultant to prepare a new master plan and zoning ordinance. These documents will be highly visual, easy to understand, and will include innovative planning concepts.

Some of the concepts to include in a master plan and zoning ordinance that will help enhance the vibrancy, livability, and aesthetic character of an urban community are as follows:

Enhance Vibrancy

- Increase opportunities for outdoor entertainment, the arts, and recreational activities
- Increase areas of mixed-use developments and neighborhood retail centers
- Promote greater flexibility for home-based businesses

*Ordinance Options:* Entertainment Districts; Sidewalk Standards; Mixed-Use Districts; Planned Unit Developments; Home-Based Business Ordinance; Sub-Area Plans; Master Plan.

Enhance Livability

- Create incentives to encourage the development of mixed-income housing opportunities
- Preserve orderly properties and quiet residential neighborhoods
- Preserve public safety in connection with vehicular and pedestrian traffic

*Ordinance Options:* Incentive-Based Zoning; Neighborhood Plans; Junk and Debris Ordinance; Noise Ordinance; Traffic Ordinances; Master Plan

Enhance Aesthetics

- Promote tree-canopied streets and sidewalks
- Protect treasured natural features and promote natural landscapes
- Promote superior architecture and landscaping in downtown and community gateway areas

*Ordinance Options:* Tree Ordinance; Landscape Ordinance; Setbacks; Light Pollution Codes; Sign Ordinance; Architectural Design Standards; Master Plan

In addition to incorporating techniques to enhance the vibrancy, livability, and aesthetic character of an urban community, the master plan and zoning ordinance will be designed in a format that is highly visual and easy to understand. This innovative document format will include extensive color graphic illustrations and photographs of the types of structures permitted in the community in terms of size, form, placement, and parking requirements. The use of extensive graphics will help a community to better define architectural styles, building materials, landscaping requirements, and parking and traffic regulations. Additionally, this document format will help stimulate creative development projects by focusing more on aesthetics and preserving community character than solely on land use, and will help to streamline and expedite the site plan review process.

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**Master Plan and Zoning Ordinance (continued)**

One innovative concept to be considered for the master plan and zoning ordinance includes the implementation of a Free Market District. The premise behind this creative district designation is to let the real estate market determine the types of development projects that can benefit and be successful in a community as opposed to having general regulations determine what types of projects should or could be successful.

The Free Market District would be designed with limited zoning regulations that are intended to result in more creative development proposals. Because development projects are typically high-risk endeavors initiated by the private sector, this innovative district will allow developers to be more creative in meeting the continuously changing needs of local real estate markets. The principles of this district may best be applied in an area of a community that is struggling in terms of aesthetics, residents, and the retention of retail shops. Some of the regulations that may be modified (minimum standards may still apply) within this district include: use, density, design, building materials, lighting, and signage.

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**Technology Tools**

This innovative component will involve taking photographs of an existing downtown area and digitally manipulating them to provide community officials, local business owners, and residents with a realistic visual representation of potential architectural, streetscape and landscape enhancements. These realistic illustrations can assist local business owners interested in renovation projects and/or façade changes, as well as assisting the community in implementing tools and techniques into its master plan and zoning ordinance to achieve the desired enhancements.

As part of this component, the selected urban partner and Ottawa County may hire, depending on financial resources, a professional graphic designer to create digital renderings of the downtown district.

Examples of the digital rendering technology can be viewed at the following website.

[www.urban-advantage.com](http://www.urban-advantage.com)

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**Community Image Programs**

This project component is designed to enhance the image of a community by implementing programs that can help to increase the number of positive impressions created in the community; reduce the number of complaints associated with neighborhood junk, debris, noise, and nuisances; and, increase opportunities for entertainment, the arts, and recreation in the community.

A list of programs to enhance community image is provided below:

**Program: 'Courtesy is Contagious' Training Sessions**

Description: This program is designed to promote the providing of a greater level service to local residents, businesses, and visitors. The selected urban partner, Ottawa County, and local chamber of commerce will identify a training consultant, company or other professional to conduct two individualized training seminars: one seminar will be for local government employees, the other for employees of local businesses. The objective of these training sessions is to learn how to leave a lasting positive impression on the general public by utilizing simple yet effective methods for communicating and providing assistance.

Sponsor: Chamber of Commerce, Local Government

**Program: Community Gateway Enhancements**

Description: **Because first impressions are typically lasting impressions, a visually attractive community gateway can make a resounding impression on residents and visitors. This program is designed to enhance the aesthetics of gateway areas into the community. Enhancements may involve extensive landscaping, signage, lighting, and architectural and façade treatments. To accomplish this, the selected urban partner and Ottawa County will implement specific planning techniques in the community master plan and zoning ordinance that address gateway standards for landscaping, signage, lighting, and architectural design. Additionally, a sponsorship program will be developed that provides an opportunity for local businesses and community groups to sponsor and design gateway enhancements.**

Sponsor: **Chamber of Commerce, Local Businesses, Community Groups, Local Government**

**Program: Code Enforcement Initiative**

Description: This initiative is designed to increase urban livability by enhancing local code enforcement. Some of the urban characteristics that make the most significant impressions related to the livability of a community are the cleanliness of neighborhood areas, the orderliness of individual properties, existence of suspicious activity, and the amount of noise. **This program will not only help to enhance the enforceability of local ordinances; it will also help to strengthen public outreach concerning local enforcement measures, and encourage cooperation with local neighborhood associations. Additionally, this program will help to identify and implement creative methods of code enforcement that can benefit both the community and its residents.** By enhancing local enforcement measures and implementing a trend analysis program, a community will be able to determine over time the impact of enhanced enforcement upon the amount of zoning violations cited, illegal activities reported, and noise and nuisance complaints filed.

Sponsor: Local Public Safety Department, Neighborhood Organizations, Local Government

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**Program:** **H.E.A.T. (Hip, Exciting, Artistic, Trendy)**

**Description:** This program is designed to stimulate downtown excitement by increasing opportunities for entertainment, the arts, and recreation. One facet of this program includes the implementation of a street vendor/performer license ordinance in the community. In cooperation with local businesses and residents, local artisans, musicians, and street performers will have the opportunity to enliven downtown areas with art, music, and entertainment. This program also involves the cooperation of local businesses to attract residents and visitors to the downtown area through convenient weekday and weekend businesses hours. Further, this program will encourage partnerships with local cultural and community activity committees to develop a seasonal schedule of regular festivals, art shows, and other downtown events to attract residents and visitors.

**Sponsor:** Chamber of Commerce, Local Artisans, Musicians, Performers, Local Government

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**COMMUNITY ASSURANCES**

In order to allay concerns that local units of government may have regarding the parameters of the project and the County's role in this endeavor, the County Planning Commission and the participating local unit of government will enter into a local partnership agreement prior to implementation of the project. A preliminary, draft copy of a local partnership agreement is provided below:

**URBAN SMART GROWTH DEMONSTRATION PROJECT  
Local Partnership Agreement**

This Agreement is made this \_\_\_\_ day of August 2004, between the County of Ottawa, by and through its Planning & Grants Department, 12220 Fillmore, West Olive, Michigan 49460 ("Ottawa County") and \_\_\_\_\_ [City/Village], \_\_\_\_\_, ("the City/Village"), with reference to the following facts and circumstances:

A. Ottawa County and the [City/Village] anticipate that population growth and development will continue within Ottawa County, threatening the character of many local communities.

B. Because local urban communities play such a pivotal role in defining the character of the County, it is necessary and advisable for Ottawa County and the [City/Village] to work cooperatively to implement innovative planning techniques and programs to preserve and enhance the urban characteristics of Ottawa County and [City/Village].

C. Ottawa County and the [City/Village] have developed this Urban Smart Growth Demonstration Project to enhance the vibrancy, livability, and aesthetic character of [City/Village]. The goals and objectives for this project are identified in a project document dated August 10, 2004.

Now therefore the parties agree as follows:

1. General Agreement: During 2004-2005 Ottawa County and the [City/Village], through the Ottawa County Planning and Grants Department, will hire a consultant to prepare a rewritten [City/Village] Master Plan and Zoning Ordinance to the extent necessary. The consultant will be hired pursuant to the competitive bidding process as outlined in Exhibit "A." The revised [City/Village] Master Plan and Zoning Ordinance will be developed and implemented pursuant to the general standards, requirements, and guidelines set forth in Exhibit "B."

2. Cost of Project: Eighty percent (80%) of the funding for the cost of hiring the consultant to develop the revised Master Plan and Zoning Ordinance shall be provided by Ottawa County, and twenty percent (20%) of the funding shall be

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provided by the [City/Village]. Both parties will be responsible for their own indirect costs, such as staff-time, postage, copying, and other miscellaneous expenses. All unanticipated costs will be allocated between Ottawa County and the [City/Village] as the parties may agree. The amount and allocation of any costs associated with the Technology Tools and Community Image Programs (i.e. "Courtesy is Contagious" Training Sessions, Community Gateway Enhancements, Code Enforcement Initiative, H.E.A.T) will be negotiated and agreed upon between Ottawa County and the [City/Village], before the implementation of any such programs. Ottawa County agrees to search for private and public grant sources to fund any Community Image Programs.

3. Ottawa County to Act as Fiduciary: Ottawa County will act as fiduciary for all funds necessary to pay the consultant, and payment therefore shall be made by Ottawa County, as the [City/Village], Ottawa County, and the consultant may agree, upon submission of appropriate invoices, following the standard Ottawa County policies therefore.

4. [City/Village] to bear all Legal Responsibilities for Updated Master Plan and Zoning Ordinance as Implemented: It is agreed and understood that the [City/Village] shall bear all legal responsibilities for the updated Master Plan and Zoning Ordinance as may be adopted by the [City/Village], including the actual costs of adoption (legal fees, printing, etc.) The [City/Village] agrees to indemnify and hold Ottawa County harmless against (i) all claims of property damage, injury, or loss, including all claims based upon allegations of an unconstitutional "taking" of property under the federal or state constitutions, and/or (ii) against any and all claims for personal injury or loss, arising from any action taken or not taken with regard to the development, implementation, adoption and enforcement of the revised Master Plan and Zoning Ordinances.

6. Entire Agreement: This Agreement constitutes the entire Agreement between and among Ottawa County and the [City/Village] pertaining to the Urban Smart Growth Demonstration Project for the revision of the [City/Village] Master Plan and Zoning Ordinance. All prior and simultaneous agreements are merged herein. No modification or alteration of this Agreement shall be effective unless in writing and signed by the authorized representatives of Ottawa County and the [City/Village].

In witness whereof the parties have signed this Agreement effective the date set forth above.

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**EXHIBIT "A"**

**COMPETITIVE BID FOR CONSULTANT SERVICES**

The Consultant will be retained through a competitive bidding process, conducted pursuant to the terms of the Ottawa County Procurement Policy. Ottawa County and the [City/Village] will mutually develop and agree upon the terms of the Request For Proposals (RFP) for the rewrite of the Master Plan and Zoning Ordinance before it is issued to potential bidders. The parties will mutually review all submitted proposals and shall mutually agree upon the selection of the Consultant and upon the terms of any contract entered into with the successful bidder.

**EXHIBIT "B"**

**SCOPE AND ADMINISTRATION OF SERVICES**

1. Ottawa County and the [City/Village] agree to implement innovative, creative, and progressive planning techniques.
2. Ottawa County and the [City/Village] agree that prepared press releases and press statements will receive joint approval prior to distribution.
3. Ottawa County and the [City/Village] agree that planning approaches to rewriting the Master Plan and Zoning Ordinances will take the interests of the land owner, developer, homeowner, and community into account.
4. Ottawa County and the [City/Village] agree that planning approaches to rewriting the Master Plan and Zoning Ordinances will focus on enhancing the vibrancy, livability, and aesthetic character of the [City/Village].
5. Ottawa County and the [City/Village] will agree upon planning techniques and tools to be used in rewriting the Master Plan and Zoning Ordinances, but ultimately the [City/Village] will have final authority regarding the approval and implementation of the Master Plan and Zoning Ordinance.
6. Ottawa County and the [City/Village] will agree upon the nature and scope of any Community Image Programs before they are implemented.
7. Ottawa County and the [City/Village] agree that the process for conducting the rewrite of the Master Plan and Zoning Ordinances will include a wide range of community interests for the purposes of receiving input regarding the rewrite.
8. Ottawa County and the [City/Village] agree that the rewriting of the Master Plan and Zoning Ordinances will not exceed 18 months to complete.

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9. The [City/Village] will assign a representative to act as a Single Point of Contact. The Single Point of Contact will work with the Ottawa County Planning and Grants Department Director and the selected consultant to ensure that timely communication occurs between Ottawa County and [City/Village] Officials and to ensure that the rewriting of the Master Plan and Zoning Ordinances is completed in a timely and professional manner.
10. The [City/Village] will be responsible for publishing all required minutes and public notices, and for compliance with the Open Meetings Act.
11. Ottawa County Planning Commission members and [City/Village] Planning Commission members agree to attend a minimum of one additional meeting per month, scheduled as necessary, beyond their regularly scheduled meetings (extra meetings may include public hearings, "kickoff" events, public relation events, consultant meetings, and other similar events).
12. Ottawa County Planning Commission members and [City/Village] Planning Commission members will make every attempt to attend training sessions concerning innovative planning techniques.
13. Ottawa County and the [City/Village] agree that their staff and respective planning commissioners will provide all available county and [City/Village] data and information that is required by the consultant to complete their duties in a timely manner.
14. Ottawa County and the [City/Village] will work with other partners as necessary to successfully implement the Urban Smart Growth Demonstration Project.
15. The [City/Village] will appoint representatives to task forces and committees as needed to implement the rewriting of the Master Plan and Zoning Ordinances and to establish Community Image Programs. The Ottawa County Planning Commission and the [City/Village] Planning Commission will oversee the functions of all committees and task forces.
16. Ottawa County and the [City/Village] may share information regarding the successes, failures, cost, feasibility, and functionality of the Urban Smart Growth Demonstration Project and any Community Image Programs with other units of government.
17. The [City/Village] will be responsible for updating its Master Plan and Zoning Ordinances after the Urban Smart Growth Demonstration Project is complete.

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**SELECTION CRITERIA**

The selection criteria that will be used by the Ottawa County Planning Commission to select communities to participate in this project are as follows:

1. Willingness, ability, and commitment of local individual planning commissioners to attend numerous meetings and planning sessions to complete the project in a timely manner
2. Preparedness of local planning commission/department
3. Local unit's willingness to conduct comprehensive revisions of master plan and zoning ordinances
4. Local unit's willingness to be flexible in its approach to planning.
5. Local unit's willingness to support new creative approaches to planning
6. Local unit's willingness to commit to updating master plan and zoning ordinance on a regular basis
7. Local financial contribution of up to 20% of the total project cost
8. Amount of funding from other sources that could be used to support this project
9. Existing downtown business district and neighborhood districts
10. Support for downtown entertainment such as festivals, fairs, musical concerts, street performers, as well as evening and weekend opportunities for downtown shopping and dining.
11. Presence of developers wanting to participate in innovative projects

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**TIMETABLE**

The timetable that will be used by the Ottawa County Planning Commission to select a city or village to participate in this project is as follows:

<b>Month</b>	<b>Project Objective</b>
June 2004	Project Presentations – City/Village Councils and Planning Commissions
July 16, 2004	Communities Submit Letters of Interest
August 2004	Demonstration Site Selected
September 2004	Issue Request for Proposals to Update Master Plan and Zoning Ordinance
October 2004	Select Consultant
November 2004	Kick-Off Meeting with County, City/Village, Consultant, and Partners. Begin Implementation of Demonstration Project
April 2006	End Implementation Phase

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**CONCLUSION**

The project is designed to demonstrate that an urban community can enhance its vibrancy, livability, and aesthetic character through the implementation of innovative planning techniques and community programs. By applying these techniques and programs in such a manner that they promote urban excitement and attractiveness, the results can be a "win-win" solution for developers, builders, architects, residents, visitors, and the community.

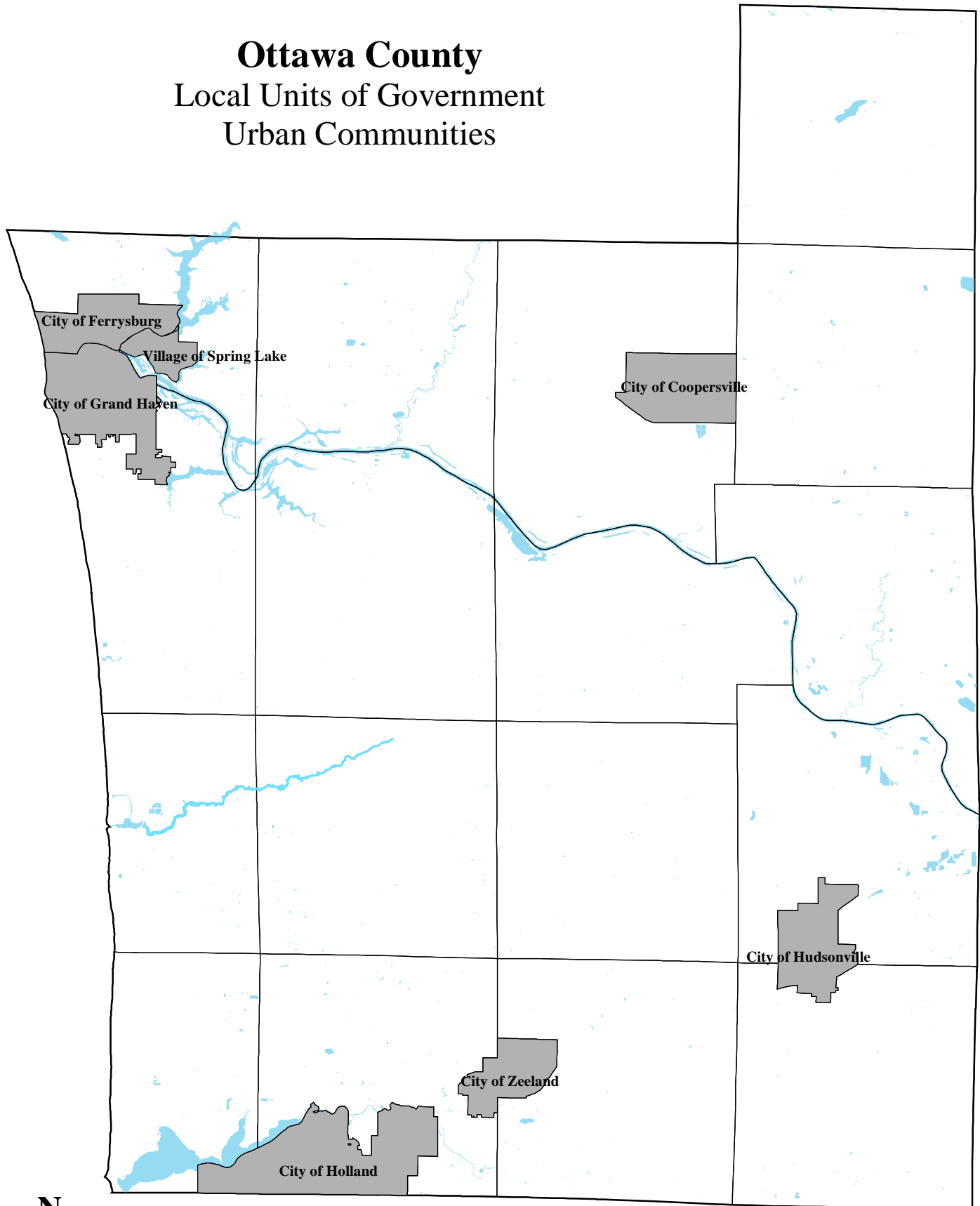
If your community is interested in becoming Ottawa County's urban partner in this demonstration project, please submit a letter of interest by no later than July 16, 2004 to:

Paul E. Sachs  
c/o Ottawa County Planning and Grants Department  
12220 Fillmore Street, Suite 170  
West Olive, Michigan 49460  
(f) 616-738-4625

# Ottawa County

## Local Units of Government

### Urban Communities



#### Legend

 Local Urban Units of Government



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