

CITY OF GREENVILLE



DRAFT ADDENDUM TO 2002 MASTER PLAN

*As accepted by the
Greenville City Council
February 15, 2005*

ADOPTED

_____2005

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CHAPTER 1 INTRODUCTION

PURPOSE OF PLAN ADDENDUM

While the City of Greenville prepared a Master Plan update in 2002, the Planning Commission in late 2003 determined that some areas of the City should be re-examined in terms of future land use or redevelopment. This decision was based on several factors:

- Requests for rezonings have occurred in specific areas for uses not envisioned by the 2002 Master Plan.
- A number of new Planning Commissioners have been appointed since the 2002 Plan update. These new members did not participate in the drafting of the 2002 Master Plan. These members may have new perspectives regarding future land use and redevelopment in the City.
- The Planning Commission desired to add new language in the Master Plan that included criteria for considering rezoning requests and development proposals. This new language may include flexibility for development in various areas in the City according to specified standards.
- Specific strategies were desired to address issues identified in the 2002 Plan, and to address new issues identified in the process of preparing a new Master Plan.
- Year 2000 US Census data was not included in the 2002 Plan but needs to be incorporated into the new Master Plan.

PROCESS

A Work Plan to prepare the Addendum was approved by the Planning Commission in September of 2003. The initial task of the Work Plan was a bus tour of the City on November 8th with the City Council and Planning Commission. Following the tour Council members and Commissioners met to discuss their observations and define common issues to guide the Plan update.

At this initial meeting Council members and Planning Commissioners were each provided with a disposable camera to take photographs of developments both in and out of the City that would illustrate both desired and non-desired features. These photos were then categorized and rated by the Commission as part of a visual preference survey for likes and dis-likes.

From this visual preference survey a list of recommendations was developed which will be used to prepare a design manual and Zoning Ordinance regulations to guide the appearance and function of development projects in Greenville. These recommendations are contained in Chapter 5 of this Addendum

The Planning Commission met in a subsequent work session to identify specific areas in the City (“Study Areas”) for in-depth planning analysis which would be part of the Master Plan Addendum. The Commission identified the following Study Areas:

- West side of the City south of Meijer. (Greenville West Study Area)
- East Washington area.(Greenville East Study Area)
- North Lafayette/Electrolux area. (Greenville North Study Area)

A map of each Study Area was prepared to illustrate existing conditions and issues in each area were identified and solutions recommended. For the Greenville West Study Area the Commission held a public work shop on January 29, 2004 to solicit comments from nearby residents regarding the future land use for this area. Fourteen area residents attended and provided useful guidance in the preparation of the Addendum.

On December 9, 2004 the Planning Commission approved a Draft Master Plan Addendum and sent it to the City Council which approved it on February 15, 2005 following a public hearing. In accordance with the State of Michigan Coordinated Planning Act the Draft Plan was then sent to adjoining municipalities for comment. The Planning Commission held a public hearing on _____ and the Plan Addendum was adopted on _____.

CHAPTER 2 GOALS

The following goals were adopted as part of the 1999 Greenville Master Plan. The Planning Commission has re-affirmed these goals in adopting this 2005 Plan addendum.

OUR PATH TO THE FUTURE

The Master Plan for the City of Greenville looks toward the dawn of the Twenty-First Century. It is likely that the next several years will be exciting and bring about changes that were not even dreamed of during the past few years. Even though the exact nature of these changes cannot be anticipated, it is possible to establish a set of principles and guidelines that will accommodate change, yet provide a firm foundation for the commonly-held beliefs that bind the city.

Accordingly:

- *The issue isn't whether the city can prosper—rather it is for us to decide how much, and to define the efforts that we will take to preserve the quality of life for those who live and work here.*
- *The issue isn't about whether growth will be good for us or bad—but how we will take advantage of the opportunities presented to us and address any problems that might arise.*

Managing growth is not a mystical process. The challenge in managing the future will be our adherence to sound planning principles, communicating to the public the values and practical benefits of a common Vision and the need to work together to achieve that Vision. To that end, Greenville's Vision should act as a catalyst to encourage understanding of the need to work together as a community by uniting diverse interests and achieving common goals to shape the destiny of the city and its surroundings.

A Vision for the City of Greenville

Greenville will be a dynamic, unified community with stable neighborhoods and businesses. Our residents, businesses, government, and social organizations will work together to maintain and strengthen Greenville's small town character. This will be achieved through growth and redevelopment that balances the encouragement of new uses of land with appropriate growth management principles, and cooperative decision making with Eureka Township.

Goals

Goals guide the progress of a community by bringing the social, physical, economic, and political needs of the city into focus. Goals are statements of the intent of the community with respect to the future. The Master Plan defines actions which will be needed to carry out those intentions. This means that Goals must reflect a consensus of the community before realistic plans can be developed or implemented. The following Goals; when achieved will bring about the Vision of this Master Plan.

GOAL

FOSTERING ECONOMIC GROWTH

Decisions regarding growth will reflect careful consideration of the benefits and costs associated with development. Economically and socially beneficial growth for the residents and businesses of Greenville will be achieved by properly directing and managing development through sound decision making practices based on clearly defined planning principles.

Supporting Statement

The vitality of a community is often measured in terms of its economic health. The economy of the Greenville area is driven by the businesses and industries within the city. Since the livelihoods of many of the residents in the Greenville area depend on the health and continued growth of business and industry, those residents will generally support actions that maintain and improve the business climate. However, fostering a healthy economic climate can not be simply an exercise in "growth for the sake of growth."

Maintaining a high quality of life will require the City to wrestle with complex zoning and growth policy issues brought on by new development. The need to provide flexibility for development, coupled with the desire to manage the effects of growth, will provoke the need to find innovative zoning and land use policy solutions.

GOAL

MAINTAINING BALANCED DEVELOPMENT

Land use decisions will be guided by the desire to achieve an equitable balance between land use, economic, and social benefits, and the costs associated with development. These decisions will acknowledge existing land use relationships in the city, as well as those adjoining Eureka Township, the opportunities and limitations of each area, and the effects of development on these areas.

Supporting Statement

There is no model for a perfect land use "balance" in a community. Rather, it is the function of the community to determine the ultimate direction for its use of land. This means identifying and achieving a reasonable balance between various types of uses, including housing, commercial, industrial, and public uses. Determining the "ideal" balance involves an examination of a combination of factors, including existing land uses, available land and infrastructure, and the overall community vision.

Achieving a balance of land use will require recognition of changing economic and social conditions of the region and the nation, with its shift toward retail and service employment, and the growing need for health care services. As the demographics of the community change and the population ages, land use needs will vary as new services, housing, and other uses will be required.

GOAL

PROVIDING CHOICES AND OPPORTUNITIES

The City will foster a pro-active approach to ensure stable neighborhoods, with a broad range of housing choices and opportunities for Greenville residents and families. As housing demand increases, these efforts will be strengthened through coordination with Eureka Township.

Supporting Statement

While the construction of housing is a function of the marketplace and demand created by new residents, the City does have the ability to influence the quality and quantity of the housing produced. Similarly, the City's policies with respect to existing housing can influence its preservation and maintenance. Affordability and access to opportunities provided by a range of housing sizes and types will remain an issue if Greenville is to attract or retain younger families.

The City of Greenville is continuing to provide opportunities for business growth and employment as evidenced by the expansion of the City's Industrial Park in 2004. As employment increases so will the demand for housing. At the same time, the population of Eureka Township continues to grow at a rapid pace, providing homes for new residents and students for the school system. These new residents both within the city and the township contribute to the economic, cultural, and social health of the entire area.

GOAL

KEEPING A SMALL TOWN CHARACTER

Greenville's small town character will be preserved by maintaining property, continuing improvements to the downtown, protecting existing neighborhoods, and caring for the natural features and parks located within the city, making it an attractive place to live, work, and play.

Supporting Statement

Among the many reasons that Greenville is a desirable place to live is because it is a clean, attractive community. Small cities in particular can quickly lose their character if attention is not paid to the physical environment. Communicating the importance of the city's identity to the entire community is essential. Maintaining a positive, small town character and keeping the city attractive is largely a matter of individual and community cooperation. It also requires ordinances to assist in the enforcement of property maintenance, protection of natural resources, and other aspects that make up Greenville's small town character.

GOAL

PRESERVING OUR HERITAGE

Decisions regarding growth in Greenville will recognize and preserve stable residential neighborhoods, and planned commercial and industrial areas. Areas of conflicting land use will be addressed in order to preserve and enhance the city's heritage.

Supporting Statement

The small town heritage of the City of Greenville is one of strong neighborhoods, stable commercial and industrial areas, and an emphasis on protecting those areas from conflicting land uses. In a developed community, land use conflicts are inevitable as nonresidential uses seek to expand and residential areas strive to maintain their integrity. In many cases land use conflicts have existed for a number of years and have been comfortably absorbed into the fabric of the neighborhood, however, this is not always the case.

Managing growth, then, takes on a different meaning. Rather than managing large, vacant land areas, the challenge facing the City is managing the pace of change. Change can be measured in various ways, such as age, household size, land use, and expansions of established uses. Rapid change, if not properly planned, can tend to introduce instability, particularly in residential areas. Land use changes must be carefully reviewed by the Planning Commission, City Council, and Zoning Board of Appeals to minimize any undesirable effects on individual neighborhoods and the City.

CHAPTER 3 CENSUS DATA

This Addendum contains information from the 2000 U.S. Census. The 2002 Plan amendment carried over the 1990 Census information which was initially contained in the 1999 Master Plan done in conjunction with Eureka Township. The following census information is presented without commentary as the charts and tables are self explanatory.

**TABLE 1
Population Change
1960 - 2000**

Community	1960	1970	1980	1990	2000	1990 - 2000	
						Number Change	% Change
City of Greenville	7,440	7,493	8,019	8,101	7,935	-166	-2.0%
Eureka Township	1,470	1,938	2,303	2,594	3,271	677	26.1%
Montcalm County	35,795	39,660	47,555	53,059	61,277	8,207	15.5%

Source: US Census Bureau

**TABLE 2
Ages of Population
City of Greenville**

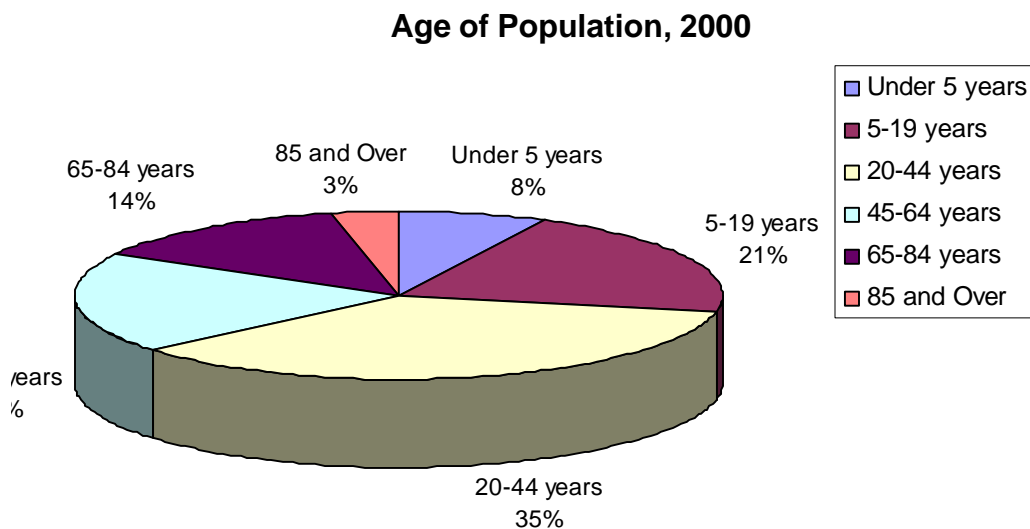


TABLE 3
Housing and Household by Type
City of Greenville

Total Households	3,303	
<i>(Occupied Housing Units)</i>		
Family Households	2,042	
- Married Couple Families	1,404	
- With Children Under 18 Years	616	
Non-Family Households	1,261	
Average Household Size	2.35	Persons
Average Family Size	2.95	Persons
Total Housing Units	3,571	
Vacant Housing Units (includes seasonal)	268	7.5%
Owner Occupied Housing Units	2,034	61.6%
Renter Occupied Housing Units	1,269	38.4%

Source: US Census Bureau, Census 2000

TABLE 4
Income and Employment
City of Greenville and Montcalm County

	<u>City of Greenville</u>		<u>Montcalm County</u>	
	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>
Total Population 16 Years and Over	6,030	--	46,659	--
- In labor force (civilian)	3,665	60.6	28,102	60.2
- Employed	3,406	56.5	26,560	56.9
- Unemployed	243	4.0	1,542	3.3
				57

	<u>City of Greenville</u>	<u>Montcalm County</u>
Median Household Income	\$30,453	\$37,218
Median Family Income	\$35,050	\$42,838
Per Capita Household Income	\$15,933	\$16,183

<u>Families with Poverty Status</u>	<u>City of Greenville</u>		<u>Montcalm County</u>	
	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>
	192	9.4	1,201	7.4

Source: US Census Bureau, Census 2000

Income Comparison

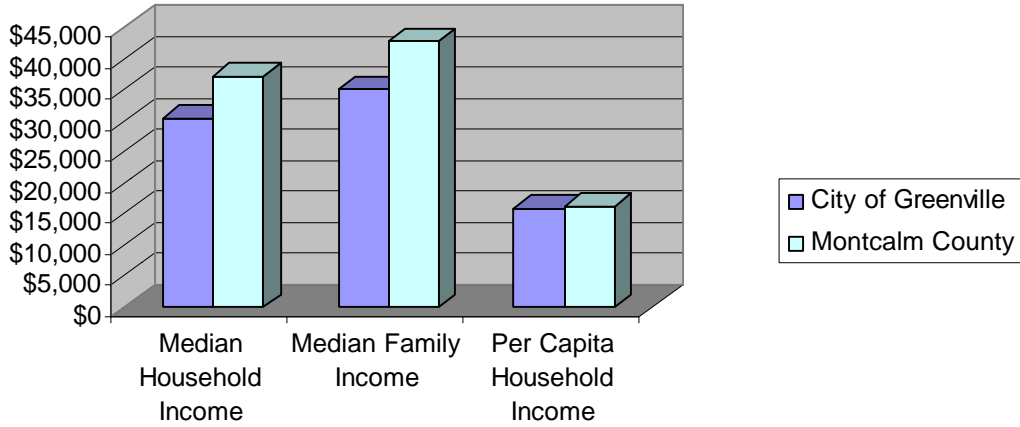
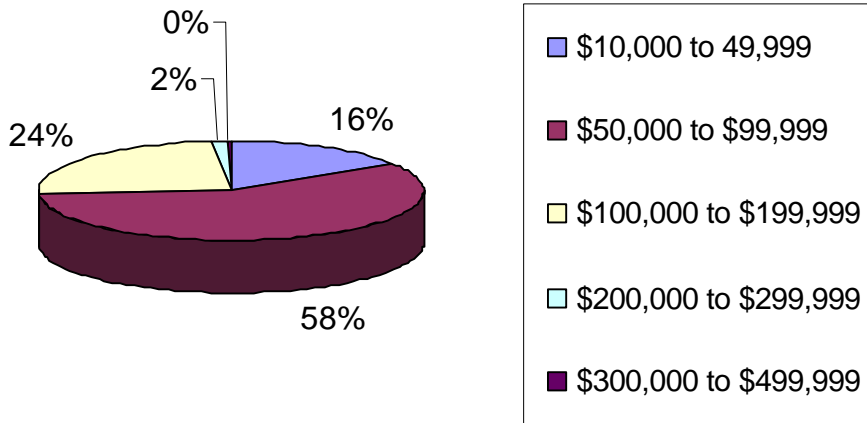


TABLE 6
Value of Owner-Occupied Units

Number of units for which value was determined: 1,722
Median Value: \$80,900

VALUE	PERCENTAGE
\$10,000 to 49,999	15.6%
\$50,000 to \$99,999	58.3%
\$100,000 to \$199,999	24.3%
\$200,000 to \$299,999	1.6%
\$300,000 to \$499,999	<u>0.2%</u>
	100.0%

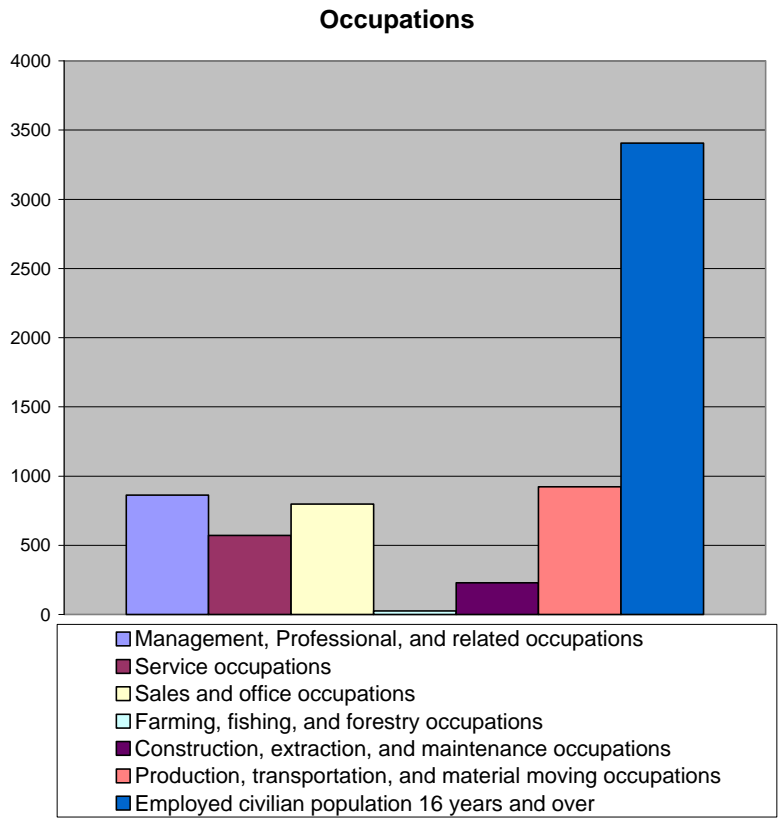
Value of Owner-Occupied Units



**Table 7
Occupations**

<u>Occupation</u>	<u>Both Sexes</u>
Management, professional, and related occupations	862
Service occupations	571
Sales and office occupations	798
Farming, fishing, and forestry occupations	25
Construction, extraction, and maintenance occupations	228
Production, transportation, and material moving occupations	922
Employed civilian population 16 years and over	3,406

Source: US Census Bureau



CHAPTER 4 STUDY AREAS

GREENVILLE WEST STUDY AREA

Study Area 1 is located on the western side of the City and includes the area of the Greenville Country Club and the vacant lands west to the City limits and the land south of Meadow Ridge Apartments and Edgewater Apartments to the City limits. Study Area 1 also includes the land between Maplewood, south of Oak Street, and west of Nelson Street.

Single family homes are located along the east side of this area along Marvel Street and to the south single family homes on larger lots along the west side of Baldwin Lake and on Hathaway Street and Grosvenor.

There are several wetland areas, one in the center of the site and one along the western edge. Mature woods are located along the south side of this area. The topography is rolling with higher elevations along the south end of the property.

The 1999 Greenville Master Plan recommended Low Density Residential use for this area.

Review Process

On January 29, 2004, the Greenville Planning Commission held a workshop at the Greenville Community Center as part of an update of the City Master Plan. The purpose of the workshop was to solicit comments from those living in and near the study area regarding the future development of this area.

The 14 people who attended were divided into groups for two workshop exercises.

In the first exercise, participants were asked to brainstorm about the likes and dislikes of their neighborhood or the City in general, and record their comments on large sheets of paper. At the end of this brainstorming session, each participant could view the comments of the other groups and vote on those comments with which they most agreed using stick-on circles. Each person had three votes.

The results of this brainstorming session are listed in Appendix 1.

In the second exercise, the participants were divided into four groups and asked to prepare a future land use map for the vacant land in the study area. Each group was provided with a list of future land use categories. These categories are set forth on the following pages. Using this menu of land use categories and colored markers, each group came up with a future land use plan for this area.

The information from this workshop was used to identify area issues and land use recommendations.

Issues

Based on the information gathered at the workshop the following issues for this area are as follows:

1. The future of the Greenville Country Club Golf Course.
2. Compatibility of future land uses with existing uses.
3. Preservation of open space and natural site features.
4. Traffic cutting through the neighborhood.
5. The use of the land west of Nelson and east of Maplewood and south of the Health Club.

Recommendations

The Master Plan makes the following recommendations for the Greenville West Study Area.

1. Area west of Nelson Street & Abutting Maplewood Drive

For the area west of Nelson abutting Maplewood Drive the Master Plan recommends office use. An office use on this approximately 7 acre parcel makes good planning sense as it provides a transition from the single family homes fronting on Nelson Street to the Meijer Store to the west.

An office use on this property should be no more than two stories in height and should be of a residential appearance with a pitched roof to provide an aesthetic blending with the single-family homes along Nelson Street. The existing tree line at the rear of Nelson Street houses should be retained as a landscape screen although additional screening may be necessary.

Office buildings should be situated so that the parking is on the Maplewood side and any lighting on Nelson Street side should be minimal and of low intensity. The Plan recommends that this property be developed as a Planned Unit Development (PUD) in order to assure that the design standards noted above can be implemented at the time of rezoning.

The Plan recognizes that a number of participants at the Workshop had recommended Low Density Residential use for this particular area. While the Plan recommends office use for this site residential use should not be discounted if the density is not more than 4.36 units per acre and the buildings are of a size and scale which can be compatible with the Nelson Street neighborhood.

2. The Greenville Country Club

The Greenville Country Club is recommended for Low Density Residential use as was recommended in the 1999 Plan. While the golf course may very well be a long-term use it is prudent to plan for development of this area given that many golf courses in other

communities have been converted to other uses. Low Density Residential use of the golf course would be in keeping with the land use pattern established for this part of the City.

If this property is developed for residential use the design of the street system must be such that neighborhood traffic can move efficiently but not be so inviting so as to encourage non-residents drive to cut through the neighborhood to reach the commercial uses to the west along Meijer Drive and Greenville West Drive.

In light of the hilly terrain on the golf course property future streets and lots should be designed to minimize alteration of the existing topography. Provision should be made to allow for street connections to the residential uses planned to the west. Central greens and civic open space should also be provided.

3. Area west of the Golf Course and South of Meadow Ridge & Edgewater Apartments

The remainder of the property in the Greenville West Study Area is recommended for Low Density Residential use at a density of no more than 4.36 dwelling units per acre over the entire site. Single family dwellings would be the predominant land use for this area. Duplexes and multi-family buildings including townhouses with no more than 10 units per building could, however, be included as part of a mixed residential use project but only if the site is developed as a planned unit development.

Multi-family style buildings would be best located in the northeast portion of the site east of the Meadow Ridge Apartments and south of the planned office use along the east side of Maplewood. An existing ridge line and wetlands along the south side of this multi-family portion provide a transition to the remainder of this area which is envisioned for single family detached housing.

A planned unit development for this area would be desirable as this would allow for the preservation of natural site features such as wetlands, hills and mature woods, which line the perimeter of the site. Preserved open space could take the form of a centralized play area or the open space could be a trail system to allow residents to take advantage of the natural site features. A planned unit development would also allow for larger lots to be developed on the south and west perimeter abutting existing single-family homes on larger lots. Consideration should be given to connecting a future street system in this area with existing and future streets to the south and west.

Any development of the site should take into consideration protection of the wetland and preservation of the wood. As part of any development of this area the Flat River Trail is recommended to traverse this area by the Greenville Recreation Plan. Therefore, the Master Plan recommends that the trail be incorporated into any development of this area.

The drawing in Appendix 2 illustrates the above recommendations.

NOTE: In June of 2004 the Planning Commission recommended approval of the Hathaway Green Planned Unit Development for the above property. This PUD plan proposed 541 dwellings with a mix of single family detached and multifamily attached condominiums located in accordance with the above recommendations. The Plan provided significant open space in the form of

parks and trails through natural areas and preserved and enhanced the wetlands. The Plan also incorporated the Flat River Trail. The recommendations of this Plan and the comments of the citizen workshop served to assist the developer and the Planning Commission in the final design and use of this area.

GREENVILLE EAST STUDY AREA

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Description of Area

The Greenville East Study Area is located on the eastern side of the City and includes the area from Backus Road on the east to the Flat River on the west running south to Fairplains and north to Kent Street and including a portion of Walnut Street. (See attached map.)

This area contains a broad mix of land uses including industrial, commercial, multi-family, office, two-family, and single-family. Significant land uses include the Consumer's Energy offices and utility yard, Clarion Technologies, Country Roads (vacant manufacturing building), Metron Medical Care Facility, Oakview, Century Place and Cambridge Court Apartments, Glen Kerry Golf Course, and the Greenville Community Center and Allen G. Davis Park. A building that was the former Faith Baptist Church sits vacant at the corner of Edgewood and M-57.

East Washington Street which is also M-57 serves as the major road through this area. Industrial Park Drive provides a major truck route around the north side of the City. M-57 is a 2-lane state highway which is striped for a bike lane on both sides.

Public utilities are located west of Industrial Park Drive. Wetlands exist along both sides of Kent Street between the Greenville Community Center and Industrial Park Drive.

Traffic Accidents

The City of Greenville Department of Public Safety has provided the following information regarding the average number of accidents which occurred at specific locations in the study area between 2000 and 2003.

Industrial Park Drive and M-57:	10 to 15 accidents per year.
Edgewood and M-57:	10 to 15 accidents per year.
Walnut and M-57:	10 accidents per year.
Cedar and M-57:	5 to 10 accidents per year.

Traffic Count Information

According to the Michigan Department of Transportation M-57 at the east end of the City had an average daily traffic count of 7800 vehicles per day.

General Analysis

- The east entrance to the City of Greenville on M-57 lacks a strong “city” identity. Except for a sign announcing the city limits there is little to physically suggest to a newcomer that he or she is leaving the countryside and entering an urbanized area. Typically, the presence of sidewalks, street lights, curbed streets and street trees help to distinguish the “city” from the “country”.
- The wide range of uses along this corridor contributes to a lack of uniform character, appearance, and identity. M-57 from Industrial Park Drive to Walnut is generally higher in elevation than abutting land uses. This difference in elevation makes it difficult for landscaping planted along the roadside to provide proper screening for some of the existing buildings. However, when in foliage, existing trees along the corridor do improve the appearance of certain properties.
- Driveways serving existing land uses are not numerous although the western drive for JT’s Repair does not appear necessary. Closing this drive would remove an accident point.
- The Consumer’s Energy utility yard may be an underutilized commercially zoned parcel. This use may be more appropriate in the industrial zone given the nearby residential land uses. This is a low traffic generator, however and mature trees do exist along the north and east property lines serving as an effective screen.
- The Country Roads vacant manufacturing building has a fence along the M-57 right-of-way. This fence is broken down in places and the cyclone security fence topped with barbed wire to the north of the building does not present an appealing view from M-57.
- The existing residential uses along the south side of East Washington between Cedar and Edgewood are well maintained with ample building setbacks. The vacant Faith Baptist Church could be occupied by another similar use but an office use on this property would also be compatible with residential uses to the west.
- The lack of sidewalks along M-57 particularly along that stretch between Edgewood and Cedar makes it difficult for safe pedestrian movement.
- The Old Mill Party Store at East Washington and Cedar provides the only convenience and retail shopping opportunities for residents east of the Flat River although the central business district of Greenville does provide shopping opportunities which are less than 1/2 mile away for most residents.
- The Glen Kerry Golf Course takes up a significant portion of the Greenville East Study Area. The possibility exists for housing to be placed on the edge of the golf course along Industrial Park Drive or Backus Road. Public utilities however are not available east of Industrial Park Drive.
- The Greenville Community Recreation Plan 2000 – 2004 recommends the development of that portion of Allen G. Davis Park which exists north of the termination of Cedar

Street and west of Walnut Street. Access to this park would be by way of the extension of Cedar Street although the topography in this area may make road construction difficult.

Recommendations

1. The area on the south side of East Washington between Cedar and Edgewood should remain as Medium Density Residential (MDR) which is analogous to the R-2 zoning category. This was the recommendation of the 2002 Master Plan. These single-family homes are all well kept with a good setback from East Washington and they serve to stabilize the residential character of this portion of East Washington. A sidewalk should be provided in front of these homes to improve pedestrian safety.
2. That area on the north side of East Washington between Walnut and the Flat River is recommended for High Density Residential (HDR). This recommendation reflects the existence of the Cambridge Court Apartments and the two-family dwellings at the corner of Walnut and East Washington. The HDR recommendation provides a transition from the commercial uses along the Flat River to the single-family homes on Walnut. A three family unit and an adjacent single family dwelling provide the only real opportunity for new development in this area.

As an alternative to the HDR recommendation for these two adjacent parcels an Office designation would create a similar transition between Cedar Street extended and the Cambridge Court Apartments. An office use would be compatible with both the commercial use to the west and the apartments to the east.

Access to these two properties is a concern given the change in topography and the proximity to the existing Cedar Street on the south. An office or apartment use of these two parcels should only be considered if these two parcels can be combined and Cedar Street is constructed north of East Washington to provide safer access. Without these conditions occurring, the combination of the parcels and the construction of Cedar Street, these two parcels should not be considered for development for office purposes or a newly constructed multi-family use.

3. The Master Plan recommends that the vacant church property at M-57 and Edgewood be rezoned to the Office category. An Office designation would allow this vacant building to be reused as a church but would also allow other office uses as well. These uses would be compatible with the other land uses on M-57 nearby and with the single-family homes to the west of Edgewood.
4. The Clarion Technologies building is zoned industrial and the Plan recommends continued industrial use of this property. However, should Clarion vacate these premises, and if no other industrial use utilizes this property other non-industrial uses of this facility should be considered.

Uses which would be acceptable include a combination of office and apartments within the Clarion building with new commercial use along the East Washington frontage that would serve nearby residential areas, in keeping with the Neighborhood Commercial uses on the north side of East Washington at the intersection of Cedar. Certainly some industrial use could be retained but other non industrial uses would also be suitable given the nearby

residential uses, Cedar Crest Elementary School and Jackson's Landing Park on the west. In any event, plantings should be provided along the East Washington and Cedar Street frontage in order to improve the appearance of the streetscape.

5. The industrial designation for the Country Roads property should continue and is the City's first priority for a re-use of this facility given the size and configuration of the existing building, its location on a City truck route, good access from M-57, its compatibility with nearby industrial uses and the existence of utilities to serve future industrial users. Any future industrial user of this property should provide additional landscaping along M-57 to screen the security fence and improve the appearance along M-57.

Due to its size (140,000 sq. ft.) this vacant industrial building has the potential for uses other than industrial. Its location on M-57 provides visibility and traffic volumes which could help support other uses such as commercial or office. The predominately single family neighborhood to the west could benefit by convenience commercial uses in this portion of the City. In order to broaden the possible uses for this vacant facility other uses in addition to industrial could be considered provided such uses are compatible with nearby residential and industrial uses and do not adversely affect the existing character of this area including the nearby existing industrial uses.

Although this vacant industrial building may have potential for other uses, the City's first priority is to see that the building is occupied with a new manufacturing facility that will create jobs and investment in the community.

Criteria to Evaluate Non-industrial uses of the Clarion & Country Roads Facilities

Both the Clarion and Country Roads facilities have the potential for non-industrial use, such as commercial, as noted above. Because commercial use of these properties would be a significant change to the character of the area around these facilities and could lead to other land uses changes in the vicinity not recommended by previous Master Plans or this Addendum, such a change should be carefully considered.

The following general criteria should be utilized in reviewing any requests for commercial use at both of these locations. Criteria specific to the Country Roads facility is also set forth below.

The Plan recommends that the non-industrial re-use of the Country Roads property and the Clarion property shall only be allowed as a Planned Unit Development (PUD) as this zoning tool would allow greater control by the City in assuring that such use could meet the above criteria.

General Criteria

- a. Non-industrial uses of these properties, such as commercial, should be based upon a conclusion that a non-industrial use of either of these facilities would not jeopardize or diminish the economic development goals of the City.
- b. Commercial use of either of these facilities should not compromise the carrying capacity of M-57 nor result in unsafe vehicle turning movements into and out of the site.

A traffic impact study should be done in order to evaluate how a commercial use of either of these sites would affect traffic movements on M-57 and on nearby residential streets. Such study should also evaluate the impact on traffic at the downtown intersection of M-91 and M-57. (Lafayette and Washington)

- c. Lighting for parking lots and buildings should have cut-off fixtures and not exceed 23 feet in height. In order to protect the integrity of nearby residential areas, landscaping and perhaps decorative fencing should also be required to minimize building size and to screen and reduce the noise from vehicle and people movement on the site.
- d. Proposed uses which would detract from the development potential of vacant commercial properties on the west side of Greenville and other commercial areas should be carefully evaluated to avoid a surplus of vacant commercial space.
- e. The potential for industrial re-use of either of these facilities has diminished to the point that such re-use is unlikely and that a different use is now appropriate so that the facility does not become a visual nuisance due to owner neglect.
- f. Commercial use of these properties should be based on a demonstration that converting this facility to a non-industrial use will not reduce the ability of the City to accomplish its objective of creating more industrial employment opportunities in the City.

Criteria Specific to the Country Roads Facility

- a. The uses proposed would be supportive of and not have a negative impact upon the residential neighborhood to the west and the industrial uses to the south. Uses permitted in this zone should serve to provide convenience shopping opportunities to the nearby residential and industrial neighborhood as well as serve the needs of passing traffic.
- b. Because of the proximity of this building to the homes on streets such as Edgewood, Grant, Judd, High and Oak, a re-design or re-use of this large facility should have a positive visual impact on this adjacent neighborhood. Façade improvements may be necessary to accomplish this.
- c. Any re-development of this property should be done with the additional objective of improving the appearance of this portion of M-57 in order to establish a positive identity for this gateway to the City of Greenville.
- d. Would commercial use of this property lead to additional requests for commercial zoning at this end of M-57 creating the need for costly road improvements as occurred on the west side of Greenville?
- 6. The Master Plan recommends commercial or office use for the Consumer's Energy property and for those adjacent properties to the northwest up to the Metron property. While these properties are zoned for commercial use, they do not currently contain retail or service shopping opportunities for residents at the east end of the City. Retaining these properties in the commercial designation allows for possible conversion to a retail or service use.

7. The land along the west side of Industrial Park Drive south of Kent Street is currently zoned R-2. The Plan recommends that this zoning remain in place which would allow for the development of this land for single- or two-family dwellings.
8. The Master Plan recommends that the low-density residential classification be continued for the land east of Industrial Park Drive. Should the golf course convert entirely to a single-family development, public utilities would need to be provided.

A parcel at the northwest corner of M-57 and Backus Road is zoned R-3. The Plan recommends that this land be rezoned to the R-1 category to encourage development for single-family homes.

9. In order to create a more positive city identity for those entering Greenville from the east the Plan recommends that sidewalks be extended along the east side of M-57 from Industrial Park Drive to Walnut in order to provide for pedestrian access along this roadway and that trees be planted and street lights be provided along this roadway. Additional signage could also be installed welcoming visitors to Greenville.
10. The property along the south side of Kent Street and west of Industrial Park Drive is currently zoned R-3 and was recommended for High Density Residential use in the 2002 Master Plan. Wetlands or low-lying areas with poor drainage exist along this roadway which could make it somewhat difficult to develop. HDR use of this property may be appropriate given the proximity to the Allen G. Davis Park to the north and the Consumer's Energy utility yard to the south. However, single-family development may also be appropriate and the Plan would recommend consideration of this type of land use under the Medium Density Residential category.

GREENVILLE NORTH STUDY AREA

Description of Study Area

The Greenville North Study Area is located north of the Flat River to the City of Greenville limits then west to Shearer Drive and east along First Street. Predominant land uses are the Electrolux facility which is zoned industrial and commercial uses which line both sides of North Lafayette Street.

Land development use in this area has been influenced by the Flat River flood plain, the railroad tracks serving Electrolux, and Greenville West Drive which serves as a truck route.

Many of the commercial uses along North Lafayette Street are restaurants such as Wendy's, McDonald's, Pizza Hut and Ponderosa. Other uses along this strip consist of offices and small retail users. A few single family houses exist south of Pearl Street next to St. Paul's Lutheran Church.

Business activity in the study area was reduced significantly in 2002 when Meijer left its long time location at the northeast corner of Greenville West Drive and North Lafayette for a new store on West Washington. As of the date of Plan preparation the Meijer store remains vacant.

The Electrolux facility is zoned for industrial use but an area south of Congress and west of Franklin is also zoned industrial but this area contains a number of well-maintained single family houses. These houses were rezoned to industrial a number of years ago when it appeared that Electrolux would expand into this area. The 2002 Master Plan recommended that this area of single homes be rezoned to the R-2 or R-3 category.

Traffic Count Information

According to the Michigan Department of Transportation North Lafayette which is also as M-91 at the north end of the city limits had an average daily traffic count 13,700 vehicles per day. This is the most recent count taken for this roadway and represents a time when the Meijer store was still open.

General Analysis

1. The closing of the Electrolux facility within the next few years will have a significant impact on land use and economic activity within the city. Strong efforts are being made by city officials to attract other industrial users for the Electrolux facility. The possibility exists however for the conversion of the Electrolux facility land to other non-industrial use should an industrial user not come forth.
2. The commercial uses on North Lafayette do provide convenience retail and service uses for city residents in this area and for thru traffic as well as for employees in the industrial park to the northeast.
3. The commercial zoning along the east side of North Lafayette extends one block east to First Street. Single family houses front on First Street and back up to the existing businesses on North Lafayette. Consequently, there is little depth for expansion of existing uses or for any new large commercial use to be established along the east side of North Lafayette.

Those houses on First Street however do provide an effective buffer for the single family neighborhood to the east. These houses are however zoned commercial and if removed for commercial purposes, the viability of the residential neighborhood to the east could be affected.

4. The Electrolux parking lot on Charles Street between Barnard and Franklin detracts significantly from the residential quality of this neighborhood and is visual nuisance to residents. Re-establishing this area for long term residential uses will be hampered by the presence of this parking lot.
5. The sidewalk and curb along certain portions of North Lafayette need replacing which could improve the visual appearance along this roadway. The 2002 Greenville Master Plan on Page 4-19 had this to say about the North Lafayette area:

The Community Commercial properties north of the downtown generally have a lesser amount lot depth available, compared to West Washington Street. This condition has tended buildings and parking areas closer to the street. Much of the existing development along North Lafayette Street does not comply with current setback and other zoning requirements. From an aesthetic view, this is a disadvantage for improving the image of this area. Nonetheless, the closeness of display areas, buildings, and parking can to some extent have a positive effect on slowing traffic speeds.

In addition, due to the closeness of businesses to the road, greater visibility for smaller businesses that rely on vehicle traffic is possible. Small food franchises, convenience shopping areas, and auto sales lots are prevalent in this area. Individually, these businesses have less impact on traffic flow than a single major traffic generator. However, these smaller lots also tend to increase the number of driveways and opportunities for turning movement conflicts. Significant attention is needed in this area toward consolidated driveways, providing access between properties, and looking for rear service drive locations.

Recommendations

The closing of the Electrolux facility present opportunities for the redevelopment or reuse of this area. Re-establishing a new industrial use for the Electrolux facility may be the most desirable option given the jobs which will be provided by a new user. Retaining it for industrial would allow the continued use of the investment in industrial sized roads, utilities, and buildings.

Should this option fail to occur however it is only good planning to consider other land use options for this area. The following are possible future scenarios for the use of the Electrolux property.

1. Continued use of the Electrolux Facility for Industrial Purposes

- Remove the truck parking lot on Charles Street and convert this to residential use or park use.
- Rezone the industrial land east of Irving and south of Congress to R-2 or R-3 to ensure the stability of this area for residential purposes. Consideration should be given however to converting those homes fronting on Irving Street to convert to industrial should a future user of the Electrolux plant request this.
- Require improvements to the existing parking lot along Greenville West Drive to include landscaping, fencing, and lighting to comply with current zoning ordinance standards.

2. Conversion of Electrolux Facility and Land to Non-Industrial Uses

- The significant frontage along the Flat River provides excellent opportunities for a variety of housing types including single family attached and detached dwelling units.
- Development of this area for residential use should be done as a Planned Unit Development which provides great flexibility in building location so as to maintain the Flat Rive as an amenity.

- Density should be at least 8 to 12 units per acre to take advantage of existing roads and utilities and to create a population base within the city to support nearby retail and service uses.
- That portion of the site along Greenville West Drive could be devoted to commercial or office uses with an emphasis on making these uses blend with the new residential uses along the Flat River to help create a downtown and walkable atmosphere.

3. Recreational Use

The abutting Flat River provides an excellent opportunity for recreational uses such as trails, wild life viewing areas, fishing, or converting some portion of the existing facility or lands to athletic fields or playgrounds.

Other Recommendations

- Rezone the industrial land along Irving Street and Congress to R-2 or R-3.
- Remove the truck parking lot on Charles Street and convert to residential and/or park use.
- Consider rezoning the residential uses along the west side of First Street from C-2 to R-2 to protect the viability of the single neighborhood to the east.
- Inventory the curb and sidewalk conditions along North Lafayette and make improvements as necessary.
- In order to increase the opportunities for the reuse of the Meijer store the plan recommends that residential uses be considered for this site along with office and commercial uses as allowed by the current C-2 zoning.

OTHER INDUSTRIAL AREAS

While the Electrolux facility is the largest industrial use in the City other industrial uses north of downtown are similar to Electrolux in many respects and deserve to be reviewed as part of this Master Plan Addendum. Federal Mogul, Tower Automotive and Northland Corporation are all older manufacturing facilities that located along the Flat River and remained viable while residential neighborhoods grew up around them.

These buildings, however, are aging and may need modernizing, the nearby residential streets which allow vehicle parking are not conducive to the safe and efficient movement of industrial truck traffic which can also disrupt the quiet of these surrounding neighborhoods, and the Flat River is no longer a source for water and transportation. These industrial uses may at some future time seek other locations in Greenville, such as the Greenville Industrial Park, which are more suitable for their operations and vacate their current facilities.

Given this possibility it makes good planning sense, as in the case of Electrolux, to consider other future land uses for these areas which are not industrial in nature. The following are possible future scenarios and development guidelines for the use of the Federal Mogul, Tower Automotive and Northland Corporation properties. Any future non-industrial use of these properties should seek to incorporate the Flat River as an attractive amenity.

1. Residential Use

- The significant frontage along the Flat River provides excellent opportunities for a variety of housing types including single family attached and detached dwelling units. Converting the existing buildings to residential use would be encouraged.
- Development of this area for residential use should be done as a Planned Unit Development which provides great flexibility in building location so as to maintain the Flat River as an amenity and preserve the floodplain.
- Residential re-development of these areas should seek to match and be compatible with the density of the nearby residential areas and provide sidewalks, street trees, and street lights to maintain the traditional neighborhood character of this section of Greenville
- The design of future residential neighborhoods should include the extension of the existing public street system to physically tie neighborhoods together.

2. Commercial / Office Use

- Non-industrial uses of these properties, such as commercial, should be based upon a conclusion that a non-industrial use of any of these facilities would not jeopardize or diminish the economic development goals of the City.
- Any commercial uses proposed would be supportive of and not have a negative impact upon nearby residential neighborhood. Uses permitted should serve to provide convenience shopping opportunities to the nearby residential neighborhoods.
- Because of the proximity of these buildings to nearby homes any re-use should have a positive visual impact on adjacent neighborhoods. Facade improvements may be necessary to accomplish this.
- Proposed uses which would detract from the development potential of vacant commercial properties on the north side of Greenville and other commercial areas should be carefully evaluated to avoid a surplus of vacant commercial space.
- A determination should be made that the potential for industrial re-use of any of these facilities has diminished to the point that such re-use is unlikely and that a different use is now appropriate so that the facility does not become a visual nuisance due to owner neglect.

3. Recreational Use

The Flat River abutting these properties provides an excellent opportunity for recreational uses such as trails, wild life viewing areas, fishing, or converting the already level floodplains to athletic fields or playgrounds.

FAIRGROUNDS

While the County Fairgrounds was not a specific study area in this Addendum its future use needs more direction than was described in the previous Plan. The closeness of this site to the Greenville Middle School and High School and to the retail uses on West Washington are strong reasons to designate this land for Medium Density Residential (MDR) use as future residents can easily walk to these destinations. MDR use of the Fairgrounds is also logical as this will allow for the extension of the single family neighborhood east of Hillcrest reinforcing the solid residential component of this section of the City.

In light of the commercial uses on Washington some consideration could be given to low intensive commercial or office use or perhaps small (no more than eight unit) multi-family buildings at the south end of this site as a transition to detached single family dwellings for the remainder of the Fairgrounds property. This type of mixed use development could best be accomplished as a Planned Unit Development which provides the City with better control over site design to ensure compatibility with nearby land uses and to preserve natural areas. Any development of this site should provide walkways to the nearby schools and retail uses. Consideration also needs to be given to providing a suitable buffer along the west portion which abuts non-residential uses and a small multi-family development.

HISTORIC AREAS

Greenville has a number of neighborhoods which could be considered unique or even historic based on the architecture of the houses. Cass Street west of Lafayette, for example, is lined with many houses representing an earlier period in American architecture and the history of Greenville. Designating or officially recognizing these areas for their architectural character and value to the City's history would likely encourage better maintenance of homes to preserve the housing stock of these neighborhoods and also generate neighborhood pride.

The downtown business district also contains a number of historic and architecturally significant buildings which might benefit from an official recognition of some sort.

This Master Plan Addendum would support such historic designation whether on a local, State or Federal level.

MEDIUM DENSITY RESIDENTIAL AREAS (MDR)

The 2002 Master Plan defined Medium Density Areas (MDR) as allowing up to eight units per acre. This Addendum recommends that this density be revised to five dwelling units per acre as this density more accurately reflects the density of the existing R2, Single and Two Family Residential Zoning District. Such areas as illustrated on the Future Land Use Map recognize the existing R2 zoned areas in the City. Principle land uses would remain single family detached dwellings on lot sizes of 8,700 square feet with 80 feet of lot width. Two family dwellings are allowed on lots of 10,000 square feet also with 80 feet of frontage.

Planned Unit Developments in MDR planned areas could contain four to six unit townhouse style dwellings but the density should not exceed five units per acre.

CHAPTER 5

RECOMMENDATIONS OF VISUAL PREFERENCE SURVEY

At the beginning of the Master Plan Addendum process Council members and Planning Commissioners were each provided with a disposable camera to take photographs of developments both in and out of the City that would illustrate both desired and non-desired features. These photographs were then categorized and rated by the Commission as part of a visual preference survey for likes and dis-likes.

From this visual preference survey the following list of recommendations was developed which will be used to prepare a design manual and Zoning Ordinance regulations to guide the appearance and function of development projects in Greenville.

1. Preserve character when older portions of the City, particularly the central business district, develop or redevelop. This character is usually traditional but other types of architecture may be acceptable. Two story areas should redevelop as two stories. Scale of buildings and setbacks should be uniform as well.
2. Pedestrian facilities are important in newly developing areas as well as in older areas. Traditional sidewalks are important in new developments, and pathways or trails are desirable in less dense areas.
3. Street trees should be required in all new developments.
4. Architectural considerations should be included in review of new developments or redevelopments, including residential, commercial, and industrial. Adopt design guidelines which improve the appearance of “strip” malls.
5. Review the existing sign regulations. Consider prohibiting pole signs along with a maximum height for a ground sign including regulations for the height of the base of a ground sign. Permit projecting signs with size limits.
6. Review landscaping regulations for parking lots, commercial and industrial uses.
7. Expand the City-wide Trail Plan; include trail location map in the Master Plan. Require developers to set aside easements for future trail development, to construct portions of the trail, or to provide locations for future trail connections.
8. Identify an acceptable suburban office/commercial style. This style will include landscaping, setbacks, signs, architecture, and access considerations.
9. Assure newly developing areas of the City can develop under traditional styles if desired. Traditional styles include setback, lot size, access, and architectural considerations.
10. Permit dining on sidewalks in zoning districts where food establishments are permitted.

11. Require curbs along streets and other access lanes.
12. Provided design guidelines for permitting traffic islands in residential neighborhoods.
13. Require storm drainage to be substantially “green” and to enhance the appearance of new or redeveloped area. Incorporate green infrastructure into the overall design of new or redeveloped areas.

CHAPTER 6

REZONING EVALUATION CRITERIA

In considering a rezoning of property the Planning Commission should be guided by the following criteria.

- Does the proposed classification meet the qualifications noted in the appropriate portion of the Master Plan which describes future land use?
- Have conditions changed in the area since the Plan was adopted which might justify this change?
- Will there be any community impacts which should be considered, such as increased traffic, or others which might create a need for additional services or improvements?
- Are there potential environmental considerations which will be contrary to the intent of the existing or proposed classification of land use?
- Will there be adverse effects on adjacent properties as a result of the proposed land use change?
- Are the uses allowed in the requested district appropriate for the proposed location or can the uses be designed to fit the proposed location without a negative impact on the nearby land uses?
- Will granting the rezoning request likely lead to significant changes contained in the Master Plan for the area where the rezoning is requested?
- Could this use be accommodated in some other location or in the proposed location by some other zoning measure such as a special land use or a planned unit development?