

GEORGETOWN TOWNSHIP MASTER PLAN

GOALS & OBJECTIVES WORKSHEET

INSTRUCTIONS

This worksheet is a draft of goals and objectives based on the information and feedback gathered from the public from the community engagement phase of the Georgetown Township Master Plan Update.

Review the Township Master Plan Community Engagement Report and then start working on the attached worksheet. During your evaluation of the goals and objectives, use your local knowledge along with the results of the Community Engagement Report to make recommendations for keeping, revising, combining, or removing policies in this update of the master plan.

For each goal and policy, choose a response as below:

Choose "KEEP" if the statement is relevant or should be retained.

Choose "REVISE" if the statement needs to be changed.

Choose "COMBINE" if the statement should be combined with another statement.

Choose "REMOVE" if the statement has been met or if it is no longer needed.

As you review these statements, focus on the broader idea rather than specific grammar or syntax. Feel free to propose new goal and objective statements, too. Feel free to add new categories with new statements that you may feel are necessary at the end of the worksheet. If you have any comments on any of the goals or objectives, please add them. Add additional pages, if necessary. The completed worksheet will be used to help us determine the plan's new goals and objectives at an upcoming meeting.

Thank you for completing this worksheet!

Master Plan
Goals & Objectives Worksheet

Goals/Objectives	Keep	Combine	Remove	Revise
Housing				
Goal 1: Facilitate opportunities for quality, affordable housing for people of all life phases, income levels, and abilities to be built.				
Objectives				
1. Review and revise, as necessary, residential zoning district standards to allow a variety of high-quality housing opportunities, including two-family, three- and four-plexes, and accessory dwelling units.				
2. Revise the zoning ordinance to eliminate requirements that significantly add to the cost of development and construction, such as private attached garages.				
3. Ensure that residential developments are located near proposed or existing dwellings or neighborhoods, infrastructure networks like water transmission lines, public sewers, and natural gas, and off of prime farmland soils.				
4. When appropriate, partner with the Ottawa County Housing Commission to seek funding opportunities and partnerships to provide high-quality housing opportunities to meet the needs of residents.				
Additional Space				
Goal 2: Support a variety of housing densities and styles, encouraging greater density in the areas of the Township with the infrastructure to support it.				
Objectives				
1. Modify standards for lot sizes in varying residential districts to reflect desired densities where public water and sewer are available.				
2. Allow mixed-use developments that allow residential and commercial uses within the same building and site to support the maturation of specific areas within the Township.				

**Master Plan
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Goals/Objectives	Keep	Combine	Remove	Revise
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3. Develop and adopt a utility policy to support the zoning ordinance and master plan.				
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Additional Space

Growth and Development				
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Goal 3: Focus new commercial development into existing developed areas.				
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Objectives				
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1. Review and revise, as necessary, commercial zoning district standards to allow for the development of new restaurants, with a focus on propelling opportunities for sit-down restaurants and retail space.				
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2. Permit mixed-use developments that are two or more stories in designated areas.				
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3. Establish an expedited permitting process for priority sites and corridors to incentivize commercial and mixed-use developers to locate in specific areas.				
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4. Add site design standards to the existing ordinance that are compatible with the desired character of commercial areas.				
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5. Develop a robust subarea plan for the "Jenison Commercial Core" (Cottonwood Drive, Baldwin Street, and Chicago Drive).				
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6. Work with agencies like the Ottawa County Economic Development Corporation and Lakeshore Advantage to explore ways to bring in new commercial businesses.				
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7. Work with the Ottawa County Road Commission to study and develop a safer transportation network within existing commercial areas, especially within the Jenison Commercial Core, including Chicago Drive, Baldwin St, Cottonwood Avenue, and 28th Avenue.				
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**Master Plan
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Goals/Objectives	Keep	Combine	Remove	Revise
Goal 4: Retain the northwest corner of the Township as a place for natural features and farmland that support the economic, ecological, and recreational needs of the community.				
Objectives				
1. Continue to support and revisit, as necessary, the Bend Area Master Plan.				
2. Work with Grand Valley State University and Ottawa County Parks to develop and maintain a mutually beneficial vision for the area.				
3. Consider the vision and goals of the 2026 - 2030 Ottawa County Parks, Recreation, and Open Space Plan, especially in considering the vision for the north and western portions of the Township.				
4. Retain farmland whenever possible.				
Additional Space				
Transportation				
Goal 5: Prioritize the maintenance and improvement of existing road infrastructure.				
Objectives				
1. Work with the Ottawa County Road Commission to keep road pavement in good condition.				
2. Work with local, regional, and state agencies to build safer intersections and corridors that will reduce crashes, especially along Chicago Drive, Baldwin Street, and Cottonwood Drive.				
3. Study the need for more traffic control devices to promote safety at intersections and in other areas that are important to the Township.				
4. Work with local and state officials to reduce speed limits and change the streetscape and/or other aspects of the built environment to improve safety outcomes.				

**Master Plan
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Goals/Objectives	Keep	Combine	Remove	Revise
Goal 6: Build a safe, inviting nonmotorized system that complements the Township’s vision for a livable, accessible community for people of all ages and abilities.				
Objectives				
1. Develop a nonmotorized plan to create a pragmatic, implementable vision to develop an accessible network that serves Township residents, schools, and businesses.				
2. Identify and improve safety at high-risk pedestrian crossings, intersections, and along corridors, especially along Cottonwood Drive, Baldwin Street, Bauer Road, and 28th Avenue.				
3. Build safe trails that connect neighborhoods directly to schools and parks.				
4. Provide connections to existing and proposed nonmotorized networks in adjacent municipalities.				
5. Work with the Ottawa County Road Commission to identify routes and use Act 51 funds to support the development of nonmotorized infrastructure.				
Additional Space				
Goal 7: Support programs to increase safety across the transportation network.				
Objectives				
1. Implement education campaigns to encourage residents, visitors, and students to slow driving speeds with support from agencies like the Grand Valley Metropolitan Council.				
2. Develop a Safe Routes to School Program for Jenison Public Schools, with support from the Michigan Fitness Foundation and other agencies.				

**Master Plan
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Goals/Objectives	Keep	Combine	Remove	Revise
3. Support exploration of transit services for Township residents and those that seek employment with businesses located within the Township.				
Additional Space				
Public Utilities				
Goal 8: Sustain and maintain public utility infrastructure at levels supported by available funding.				
Objectives				
1. Make incremental improvements and financial changes to help the Township and residents prepare for the costs.				
2. Take a proactive approach to educating residents on upcoming needs.				
3. Study and follow the recommendations for public water and sewer upgrades to continue to support the Township's needs.				
4. Encourage growth patterns that make use of existing and proposed infrastructure networks before locating any new developments away from these facilities.				
5. Work with the Ottawa County Health Department to educate the public on the need for using water transmission lines and reducing stress on groundwater resources.				
Additional Space				

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Goals/Objectives	Keep	Combine	Remove	Revise
Parks and Recreation				
Goal: Support the goals of the Township's current Parks and Recreation Master Plan.				
Objectives				
1. When considering park and recreation improvements or needs, consult the Parks and Recreation Master Plan.				
2. Keep the Parks and Recreation Master Plan current and in good standing with the DNR.				
3. Seek partnership opportunities to fund and further support the communities' facilities and programs, as deemed necessary.				
Additional Space				
Agriculture				
Goal: Protect and preserve large tracts of agricultural land and natural features that are economically, ecologically, and aesthetically important to the community, while respecting the rights of farmers.				
Objectives				
1. Support the participation in State and County Purchase of Development Rights (PDR) programs.				
2. Develop and enforce land use regulations that prioritize the protection of natural areas and farmland.				
3. Limit the encroachment of commercial, industrial, and/or residential uses into areas of quality farmland.				
Additional Space				