



# Master Land Use Plan Update

January 2012



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## **Introduction & Plan Purpose**

This Plan is an update of a collaborative planning effort that meshes Shelby Township and the Village of Shelby— coined “Shelby Community” in the remainder of this document. This collaboration began in July of 2001 when leaders from both units of government came together and decided that a joint Master Plan for the future development, redevelopment and preservation of both jurisdictions was needed. A joint Plan was preferred primarily due to the realization that the Shelby Community was not bound specifically to either political boundary and that decisions within one unit of government affected the other. The original Master Plan was adopted in June of 2004 and by March of 2006 a joint Zoning Ordinance was adopted. This Plan update is meant to “fine-tune” the original Master Plan and Zoning Ordinance effort. This update also recognizes changes in state planning law.

The Plan is developed under the Authority of the Michigan Planning Enabling Act, Public Act 33 of 2008. The Plan represents a vision for how the Shelby Community will grow in the future. It was developed through an investigation of demographic and land use trends and the vision that local citizens have for the area. The basic purpose of the Plan is to manage the intensity and configuration of land use in a manner that supports economically viable, environmentally sound and visually pleasing growth.

The Plan will help ensure that the Shelby Community remains a highly desirable place to live work and play, enabling residents, business owners and developers to make investments with a reasonable expectation of the future. In essence, the Plan is intended to balance the sometimes competing interests of individual land ownership and overall community interests.

### **Planning Framework**

Overall, the Master Plan is based upon a number of community characteristics, each of which must be considered by planning commissioners as the Plan is implemented and updated. These characteristics include:

Community Character: The character desired by the community’s residents determines the Plan’s goals. The strong emphasis placed on maintaining rural and small town character is reflected in the Plan goals and the design standards of the Zoning Ordinance.

Capability of Land: Environmental constraints must also be considered. Is the land itself able to accommodate planned uses?

Community Needs: What types of land uses are needed in the community? For example, if a shortage of market rate housing were determined to be a community concern, the provision of suitable zoning in desirable locations that supported this goal would be found in the Plan.

Available Services: Through issue and goal identification, as well as data collection, information is obtained about the status of community services. Are existing services capable of handling planned development? What kind of strain will development place on the ability to provide adequate fire protection? What road improvements may be required? What service improvement may be required?

Existing Development: How will the planned land uses affect existing uses? Consider: are there areas that are currently that the community would like to transition to another use? How will planned uses affect nearby existing uses?

Regional Planning: The Shelby Community does not exist in a vacuum. There are other regional issues such as transportation, environmental protection, alternative energy and utility plans that must be considered as well. Sharing copies of the Plan and communicating about it with neighboring communities, the county and other appropriate entities will facilitate regional planning and coordination efforts.

## **Implementation**

Planning Commissioners should continuously strive to ensure the effective use of this document. Although the tie between decision-making and land use policy is not always abundantly clear, most land use and design decisions can be guided by the vision, goals and strategies provided in this Plan. In the most general terms, *if* the Community's vision drives all decisions; community leaders will be implementing the Plan. Following are additional practices that will ensure Plan implementation:

### *Refer To the Master Plan in All Zoning Decisions*

One of the principal benefits of having an adopted Master Plan is the foundation it provides for sound zoning decisions. Just as the Plan is the policy guide for land use, zoning is the principal legal enforcement tool. The two should work together to provide adequate justification for land use decisions.

### *Encourage Other Decision Making Bodies to Use the Master Plan*

The Master Plan should help guide everyday decisions, from the capacity of improved roads to new schools. Oceana County, area school districts, and adjacent communities as well as private parties can impact land use patterns within the Community, they should work together to implement the Plan.

### *Keep the Plan Current*

The vision outlined in the Plan will not occur overnight. The Master Plan is an outline for a future that guides day-to-day decisions. However, even with this in mind, the Plan should not be applied rigidly. Changing conditions that can affect the original intentions

of the Master Plan should be acknowledged and the Plan should be amended, if necessary.

Community decisions can be weakened by an outdated Plan or one that is not in constant use as a reference. The Community should conduct an annual review of the Plan to ensure that it is kept current. The State Planning Enabling Act requires that the Master Plan be reviewed every 5 years. While this does not mandate that the Plan be changed, it encourages a thorough review to determine if the directions originally set forward are still valid. Any amendments to the Plan can be done to keep it consistent with Community philosophies.

On the other hand, while the Plan needs to be a flexible instrument, its recommendations should not be taken lightly. Adjustments should be made only as necessary, and justified based upon changing conditions or shifts in community philosophy.

### **The Master Plan & the Zoning Ordinance**

The relationship of the Master Plan and the Zoning Ordinance is often misunderstood. Stated concisely, the Master Plan is a *guide* for land use for the future; the Zoning Ordinance *regulates* the use of land in the present. The Master Plan is not a binding legal document; the Zoning Ordinance is a law that must be followed by the Community and its residents. However, policy in the Master Plan is a foundation upon which the regulations are built.

Adopting or changing a Master Plan does not directly affect the zoning for any property but future changes to the zoning map are intended to be reflective of the planned uses outlined in the Master Plan.

The Michigan Planning Enabling Act requires a Master Plan to include a "Zoning Plan" that describes how the land use designations on the Future Land Use Map correspond to the zoning district boundaries on the Zoning Map. The Zoning Plan is an important tool for implementation of the Master Plan.

### **Evaluation of Land Use Changes**

Changing the land use or zoning designation for any property can have far-reaching consequences: physically, environmentally, financially, and legally. Therefore, a careful evaluation of proposed rezonings is important. As with any land use decision, the use of standards is essential to reaching fair and consistent decisions. The following evaluation measures are included in this Plan to permit their use by the Community when rezonings or Master Plan and Future Land Use Map changes are contemplated. The zoning district intents and rezoning criteria provided in the zoning ordinance must also be considered during the evaluation process.

*Standard 1 - Consistency with the Community Vision and Plan Strategies*

If conditions (such as economic factors, demographic shifts, new utility lines, changing traffic conditions, etc.) upon which the Master Plan was developed have changed significantly since the Plan was adopted, the Community should incorporate these conditions into their deliberations to ensure that the Plan is current. Particular attention should be paid to the vision and goals to ensure that they remain valid, and that the proposed rezoning or land use change does not impair their intent.

*Standard 2 - Compatibility with adjacent uses and districts.*

All of the uses allowed in a proposed district should be compatible with the present site and in the immediate vicinity of the site; in terms of density, character, traffic, aesthetics, and property values.

The Plan provides several guidelines, as noted above, which should be considered when determining whether the proposed district is compatible with the immediate vicinity and the Community as a whole.

*Standard 3 - Capability of being used as already zoned.*

It is the right of every property owner to receive a reasonable return on the investment placed on property. This does not mean that zoning is a slave to the "highest and best use," (which is not a zoning term, but rather a real estate term). It does mean that there should be a reasonable use available within the zone district. But if the property is capable of being used as zoned, there should be a compelling reason to change the zoning. Such reasons may be related to the first two standards of consistency and compatibility.

Site plans will not be considered as part of a rezoning request. The Community should not be influenced by what is proposed by the petitioner. Instead, the Community will make a specific finding that all of the uses permitted in the proposed district are appropriate for the site and area, not just the one shown on a proposed site plan, as the developer is not obligated to a site plan in a rezoning case.

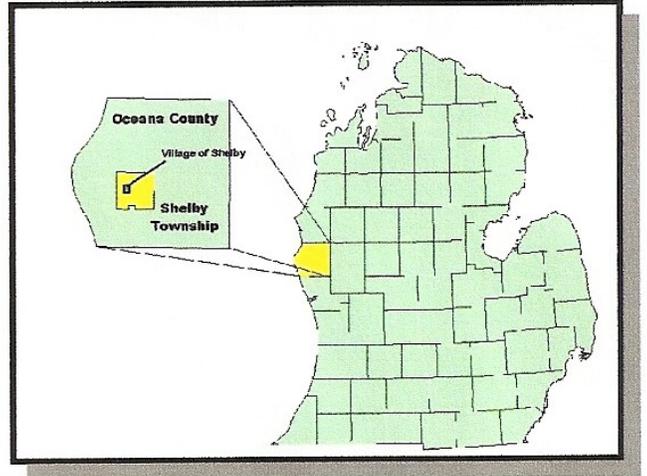
*Standard 4 - It is critical that the Master Plan be read in its entirety.*

Rather than attempting to isolate individual statements that may appear to support one position or another regarding the Future Land Use for the Community, the Planning Commissions must consider the intent of the Plan as a whole. This requires a careful reading of the document to ensure that all of the Plan's considerations are included in the evaluation of any change.

# Community Overview

## Historic and Regional Context

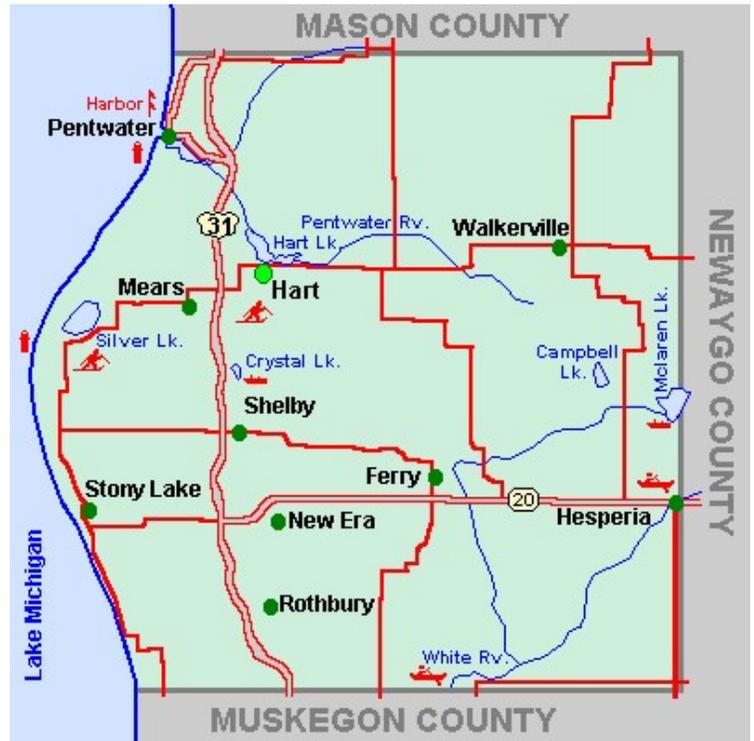
The Shelby Community is located in central Oceana County on the western part of Michigan. It is just minutes away from Lake Michigan and Silver Lake State Park. The area also has convenient access to Whitehall and Muskegon, major employment areas in the region. Grand Rapids is a reasonable commute via U.S. 31 and I-96.



U.S. 31 is located near the westerly boundary of the Shelby Community. Two highway exits at Shelby Road and M-20 provide quick access to employment, tourism and entertainment destinations (see also map on following page). A portion of the Village of New Era is located in Shelby Township.

Oceana Drive, still a key travel route for local residents, used to be the main north/south access through Oceana County. After the construction of U.S 31, it is still a major corridor, but primarily for traffic between Shelby and Hart.

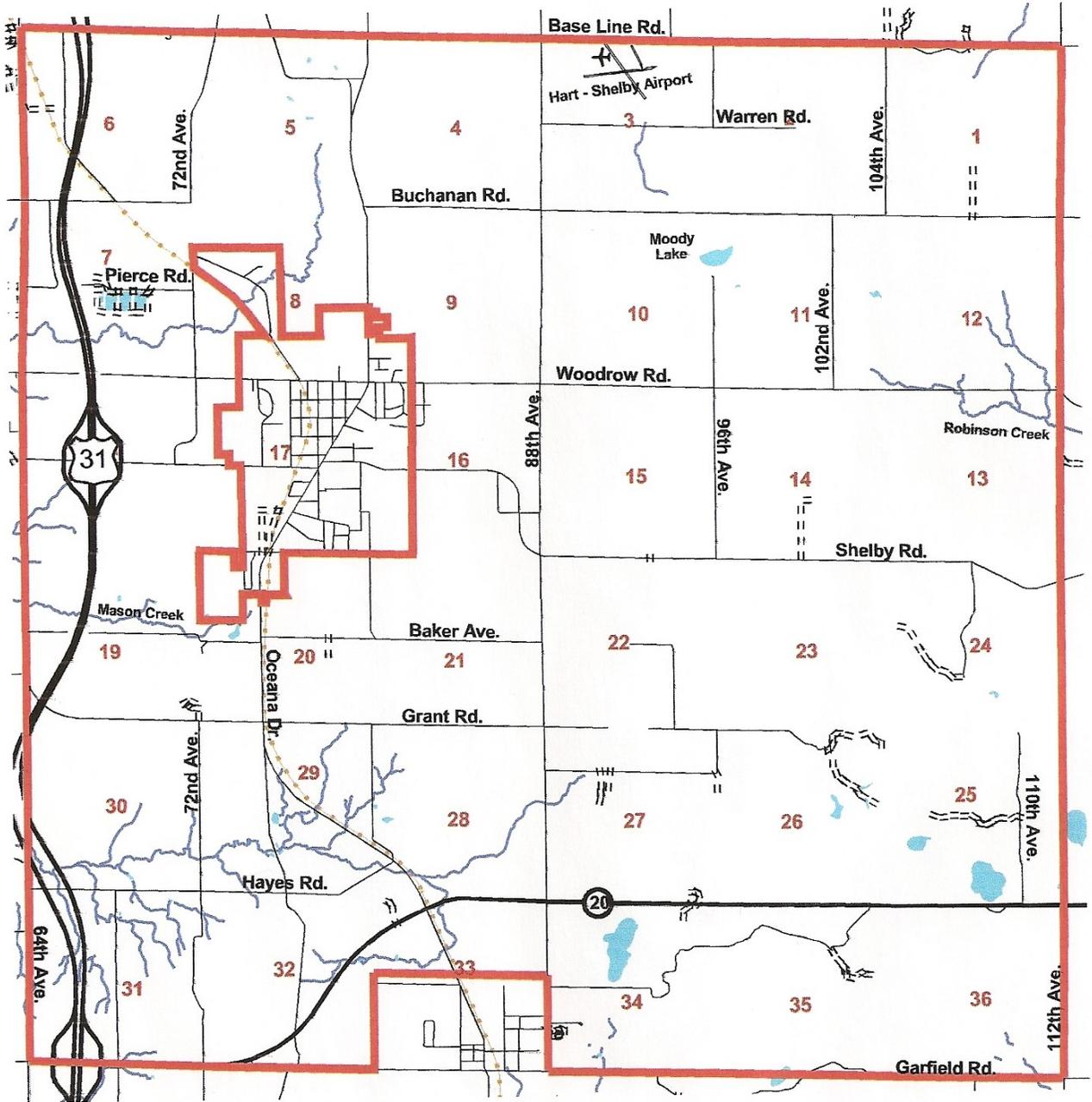
The Village of Shelby is about 1.7 square miles and serves as a focal point for community living. The Village and Township halls are within Village limits as are a library, post office and hospital. A C04 airport is also within the Community, on Oceana Drive between Shelby and Hart.



# Shelby Township

## Oceana County, Michigan

### General Base Map

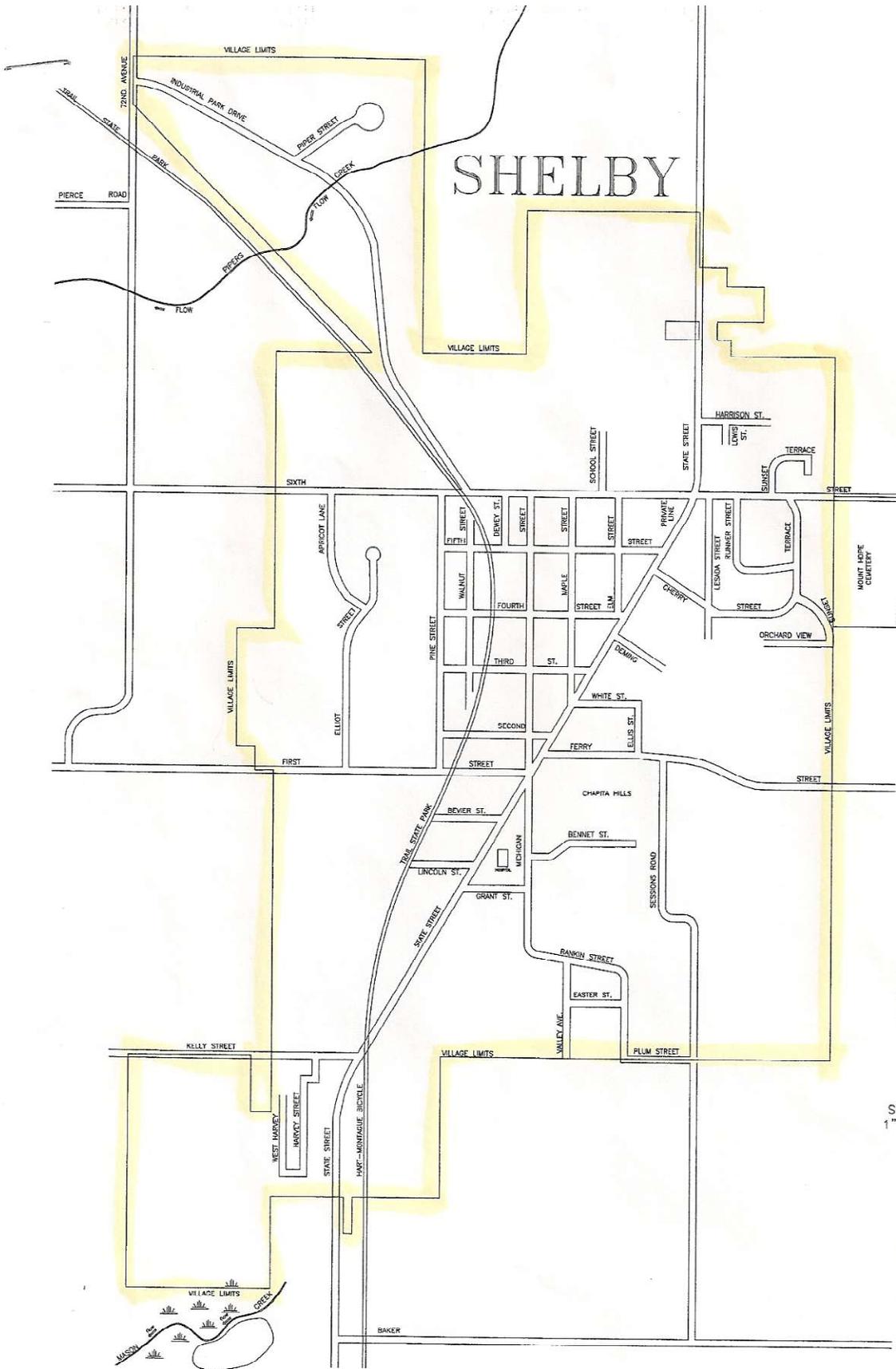


- |   |  |
|---|--|
|  Lakes               |  Political Boundaries |
|  Streams & Drains    |  Section Lines        |
|  Roads               |  Railroad             |
|  Highways            |  Pipeline             |
|  Two-Tracks & Trails |  |



Data Sources:  
Base information - MDEQ - MIRIS

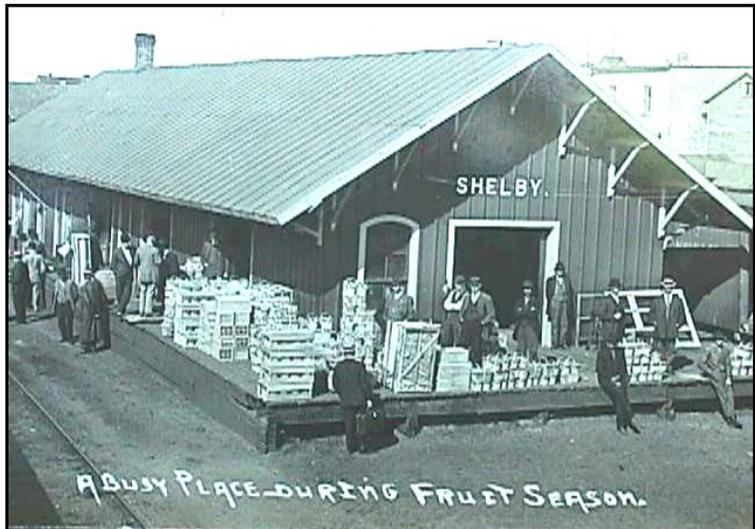
# SHELBY



SCALE  
1" = 400'

## Sense of History

The Shelby Community, like much of West Michigan, has roots in lumbering, agriculture and tourism—all of which are somehow tied to Lake Michigan. During the lumbering era civilization came rapidly to Shelby. The first school appeared in 1862. The first sawmill was built in 1871. By 1872 a north/south railroad came through town. By 1874, Passenger Pigeons (now extinct) were actively hunted.



Churches, hotels, banks, a fire department and library appeared by 1907. The hospital was organized in 1925 and soon, potatoes and asparagus became important crops. A WWII Prisoner of War camp even found its way to Shelby-- at Getty Park.

In 2010 the Community celebrated 125 years.

## Sense of Community

The Shelby Community has an advantage as a small, close knit area. History has demonstrated that citizens can make a significant impact when they (collectively) put their minds to a task. Most recently, Shelby leadership has expressed a desire to keep the area a special place to live, work and play. That shared vision will help move the Shelby Community in the right direction.



## Natural Setting

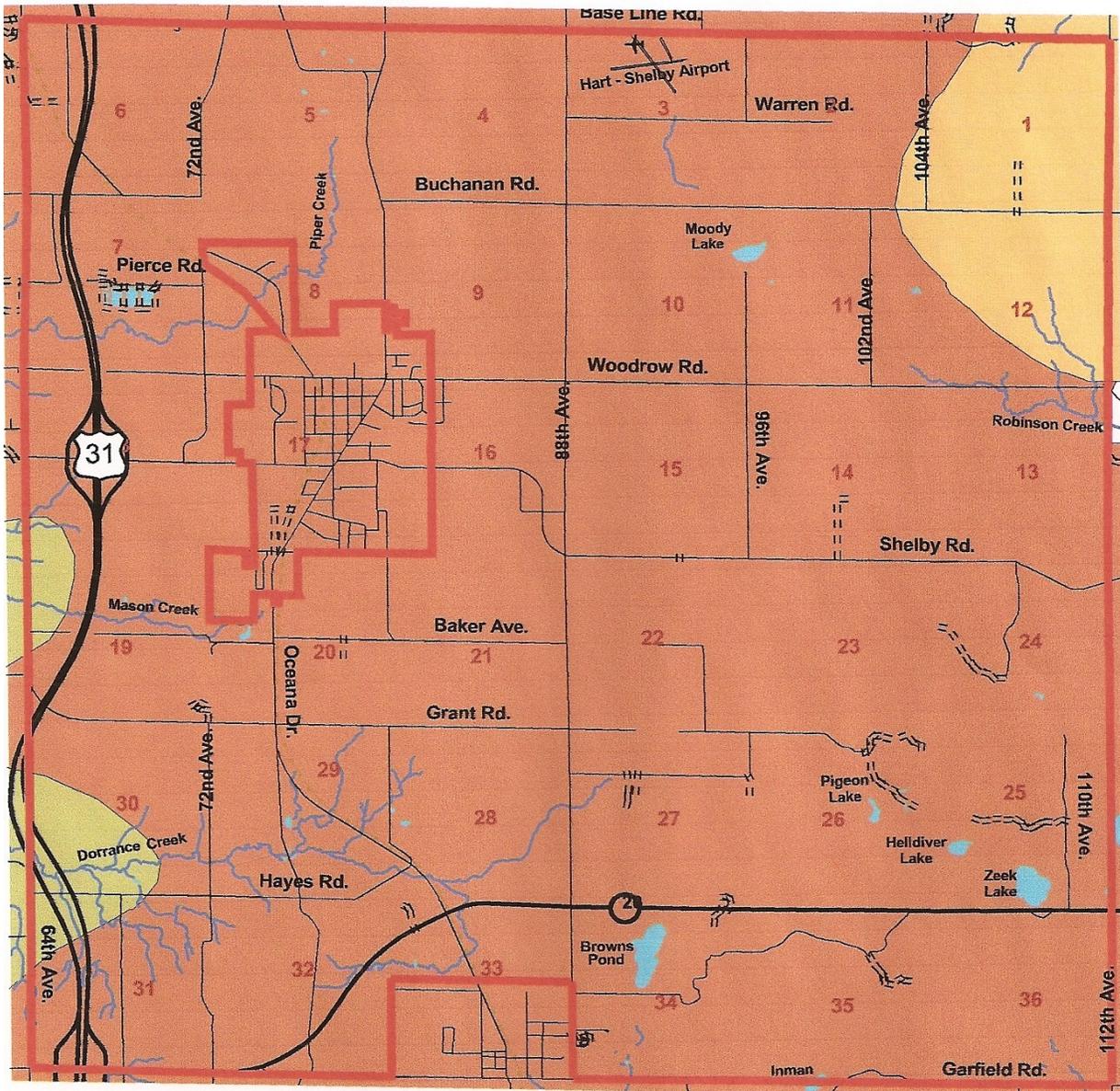
The rolling countryside of Shelby reveals impressive views across numerous orchards, fence rows and woodlots. Elevations range from between 660 to over 1,000 feet above sea level (see topographic map following). The area is part of West Michigan's fruit belt and is within 12 miles of Lake Michigan. The Village is nestled in what locals call "the bowl" and several subdivisions are perched upon hills to view picturesque scenes.

The combination of countryside scenes and a quiet, historic Village make Shelby a special place. Special consideration should be given to protecting this character.

Although located in close proximity to a Great Lake, Shelby has limited surface water. Dorrance Creek, in the southwest quadrant of the township is the most prominent natural system. The headwaters of Piper, Mason and Robinson Creeks are also found in the township. It is interesting to note that despite the presence of many farms in the area, large expanses of creek beds have not been altered to enhance drainage, probably because much of the area is light, well-drained, sandy soil (see soils map following). Stream floodplains and wooded wetlands of the area remain in essentially a natural state, which adds to the beauty of the Shelby Community. Browns Pond, Zeek, Pigeon and Helldiver Lakes are small water bodies within or in close proximity to federal land in the southeast quadrant of the township.



# Shelby Township Oceana County, Michigan Soils



- Grattan-Pipestone-Granby
- Marlette-Capac-Parkhill
- Remus-Spinks-Coloma

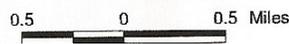
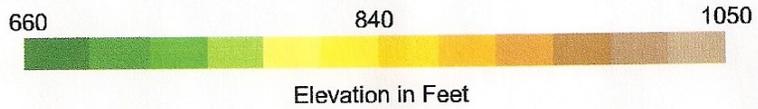
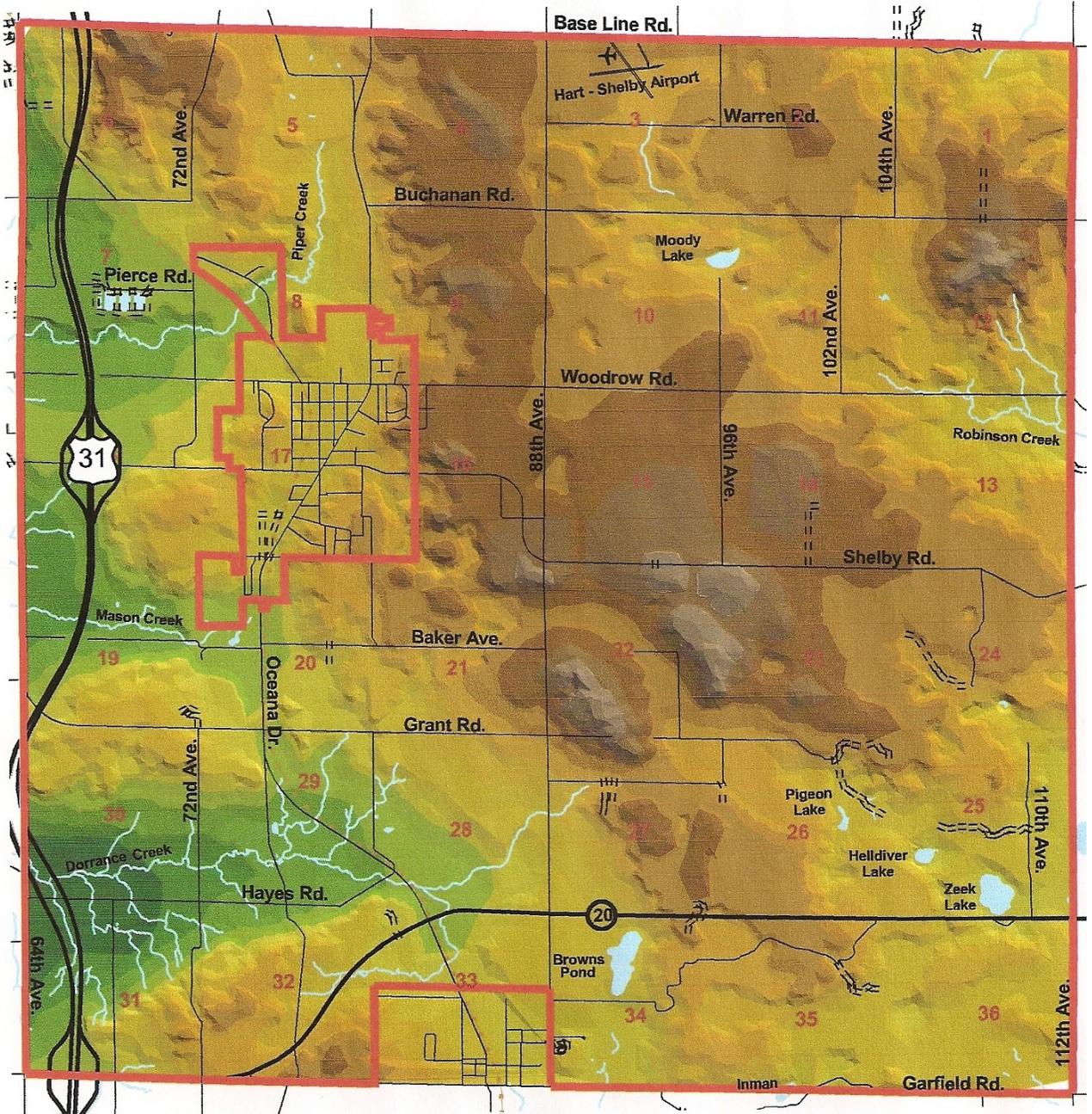
0.5      0      0.5 Miles

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STRADER  
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Data Sources:  
Base information - MDEQ - MIRIS  
Soils - STATSGO (MDNR)

# Shelby Community Oceana County, Michigan Topography

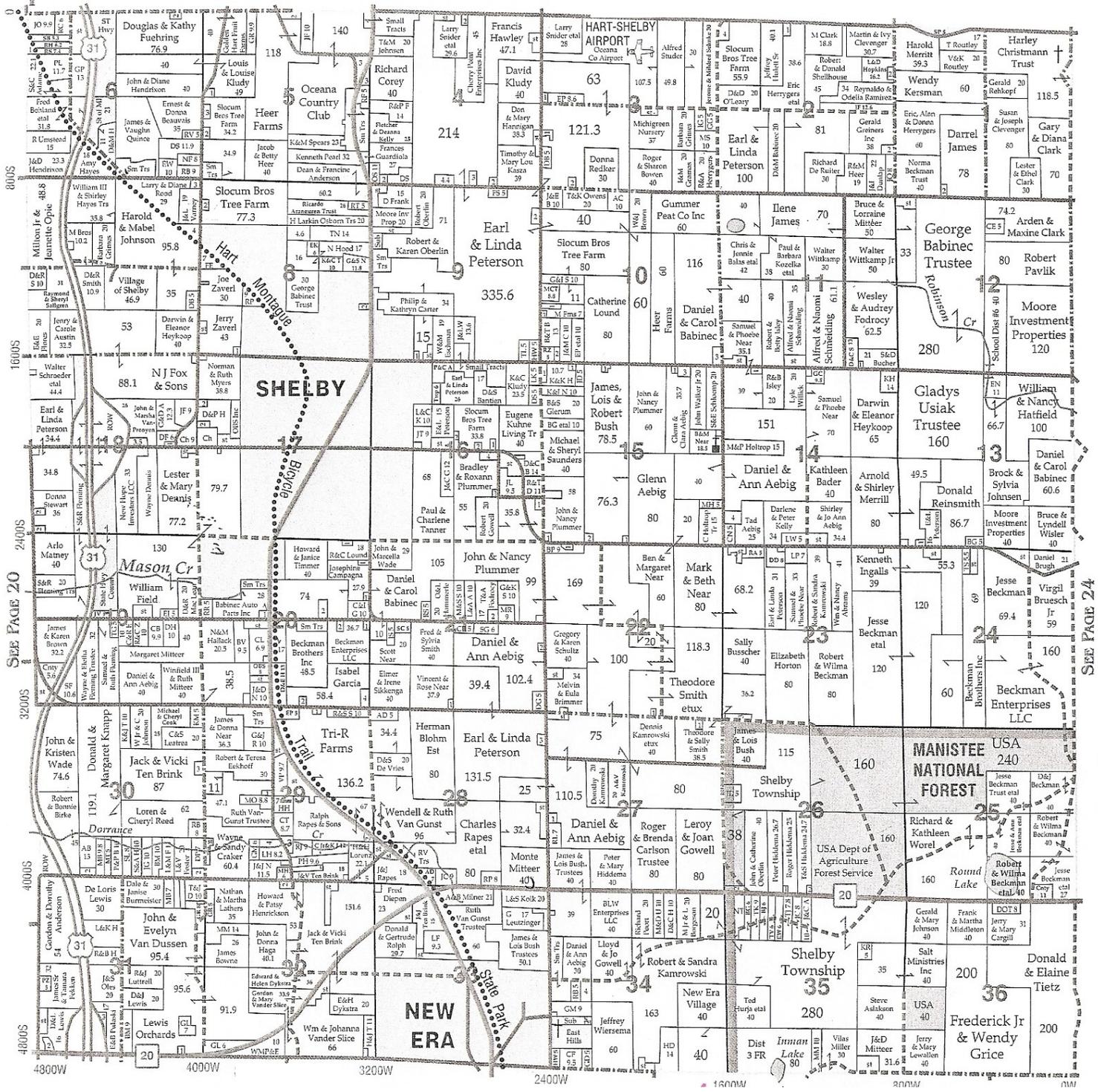


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Data Sources:  
Base information - MDEQ - MIRIS

Shelby Township still has relatively large tracts of land in agricultural production. Measures should be taken to prevent the fragmentation of larger lots in to smaller splits. A measure contemplated by this plan is sliding scale zoning, whereby land splits are limited on a parent parcel, preventing a subdivision landscape in the countryside.



## Public Services

Police service is provided by the Village. Fire service is provided in cooperation with Benona Township. A fire station is located in the Village. The Village has its own department of public works staff who tends to the water and sewer system, snow plowing and the maintenance of public parks.

Public water is provided within the Village as is public sewer. Any significant development in the township that may be provided public services are isolated to Shelby Road. Any such service arrangement should be considered through a 425 agreement. The township is currently on private wells and septic fields, likely in varying age and condition.

## Other Amenities

Local airport facilities are in the Township which serves corporate clients and numerous private craft. The facility has recently expanded and continues to experience an increase in air traffic. Rides by appointment are available through the Oceana County Council on Aging. A branch of Hackley/Mercy hospital is also in the Village. This facility has experienced growth as it reaches the greater Oceana area to provide services.

## Public Institutions

Both Village and Township halls are located downtown as are a post office and library. Shelby High School, Middle School and Thomas Reed Elementary are located on the fringe of the

downtown. The importance of these institutions (and the hospital campus) in generating traffic in the downtown should not be underestimated. The business community should consider creative ways to capture some of the traffic generated by these facilities as an opportunity for economic stimulus.





Significant school facilities are located within the Village



## **Transportation**

Oceana Drive traverses the Shelby Community and supports local traffic from New Era up to the Cities of Hart and Ludington. This was the major north/south route until U.S. 31 was constructed.

The Hart-Montague State trail also meanders through Shelby and is a gem to the community, providing regional recreation opportunities. It too, can provide some economic stimulus to the Village. Local sidewalks are also important features as they link homes and neighborhoods to community centers. They allow children and adults to move freely and safely about without being dependent on automobiles. Sidewalks should connect residential areas with the downtown, parks and schools.

While much of the Village contains sidewalks, there can be stronger connections made from the neighborhoods and the downtown and the Hart-Montague Trail. The Master Plan recommends that all residential neighborhoods, including those in the township, contain sidewalks or trail. Where trails are not readily constructed, easements should be provided. A long term vision of trail systems which tie into the Hart Montague trail and into the Village should be pursued. In addition to a strong sidewalk and trail system, signs and trail marking are important to guide cyclists and pedestrians to points of interest and local businesses.

## **Population**

The Shelby Community has a 2009 estimated total population of about 6,100 individuals; 2,112 in the Village and 3,996 in the Township (see tables following). The area has experience modest growth in the last several decades. In terms of population, Shelby is the largest Village in the County, close in population to the City of Hart. Shelby Township is the largest in the county. Other noteworthy statistics that can affect the needs of Shelby's population include:

- ✓ Both communities, but the Village in particular, have a higher percentage of persons less than 18 years of age than the county overall.
- ✓ Both the Village and the Township have a lower percentage of persons over 65 years of age than the county but the township is still above national averages. The county figure of over 15% is a reflection of the fact that there are many people who have chosen to retire in the area.
- ✓ Mean travel time to work for community residents is lower than county and national averages so many residents are employed closer to home.
- ✓ The region has a lower percentage of individuals with college degrees than national averages. About 10% of the Village population has a Bachelor's degree

or higher. The national average is about 27.5%. The township ratio is a bit higher than the county, but it's still less than half of the national average.

- ✓ Median household income of the area is more modest than national averages. The township has a higher income level than the county overall. Median household incomes of the Village are relatively low. It is not uncommon for the median incomes of village or city residents to be lower than outlying areas. Cities and villages have more affordable housing and community services are more readily available without the need for an automobile. The Village offers efficient and affordable living.
- ✓ The poverty levels of the Township and the Village are higher than national averages. The poverty rate in the Village is double that of the nation. Given this fact, it is particularly important to maintain the housing stock and monitor rental activity in the Village to ensure quality of life is maintained for residents of modest means. It is likely that many of those in poverty need such things as low cost recreational programs and housing rehabilitation.
- ✓ Housing in the Shelby community is very affordable. Median housing values of the area are less than county and national averages.
- ✓ The township has a higher home ownership rate than the nation, but less than the county. The Village has a higher level of rental units; about 34% of all housing units, but there are several apartment complexes in the Village. The Village rental ratio is close to the national average.



- ✓ Over 36% of all county housing units were vacant at the time of the US Census. This is an indicator of seasonal housing. The Shelby community has a much lower rate of vacant homes, indicating it is a year-round community.
- ✓ Persons of Hispanic decent have a strong presence in the community and have played an important role in the local economy. Just under one-quarter of the township population is Hispanic and over one-third of the Village population is Hispanic. The national average is about 15%.

2009 Census Estimates; Source, U.S. Census Bureau

	<b>Village</b>	<b>Township</b>	<b>County</b>	<b>U.S.</b>
Population	2,112	3,996	27,808	---
% under 18 yrs.	34.2%	28.2%	25.9%	24.6%
% over 65 years	10.9%	13.5%	15.1%	12.6%
Mean travel time to work	15.9 min.	17.2 min.	23.4 min.	25.2 min.
% pop. w/ Bachelor's degree or higher	10.1%	13.8%	13.3%	27.5%
Median Household Income (\$)	29,702	41,544	39,725	51,425
% of individuals below poverty level	27.1%	17.6%	19.6%	13.5%
Median housing value (\$)	90,200	102,800	115,000	185,400
% housing units owner occ.	65.7%	78.2%	83.2%	70%
% housing units renter occ.	34.3%	22%	16.8%	33%
% vacant units	8.7%	6.3%	36.4%	11.8%
% of households speaking language other than English	27.2%	18%	11.5%	19.6%
% of population of Hispanic descent	36.4%	24.4%	4.7%	15.1%

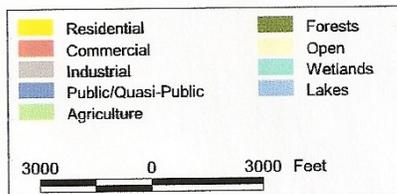
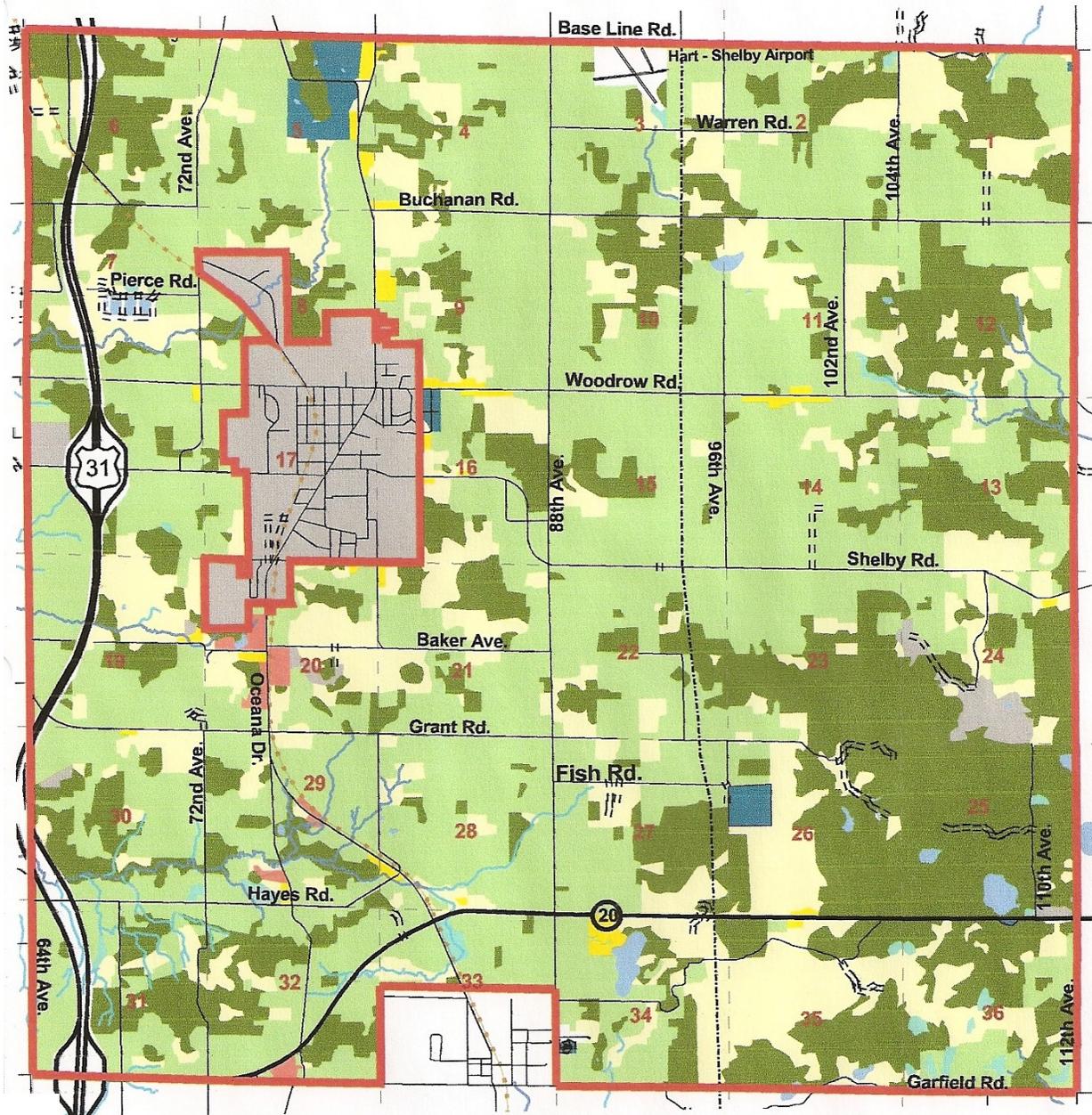
Shelby Community and Neighboring Jurisdictions  
*Source: U.S. Census Bureau*

<b>Government Jurisdiction</b>	<b>(Pop) 1980</b>	<b>(Pop) 1990</b>	<b>(Pop) 2000</b>	<b>1980-90</b>	<b>1990-2000</b>
State of Michigan	8,875,083	9,262,071	9,938,444	4%	7%
Oceana County	22,002	22,454	26,873	2%	8.4%
<b>VILLAGES</b>	<b>(Pop) 1980</b>	<b>(Pop) 1990</b>	<b>(Pop) 2000</b>	<b>1980-90</b>	<b>1990-2000</b>
Hart	1,888	1,942	1,950	2.9%	0.4%
New Era	534	520	461	-2.6%	-11.3%
Rothbury	522	407	416	-22.0%	2.2%
SHELBY	1,624	1,871	1,914	15.2%	2.3%
<b>TOWNSHIPS</b>	<b>(Pop) 1980</b>	<b>(Pop) 1990</b>	<b>(Pop) 2000</b>	<b>1980-90</b>	<b>1990-2000</b>
Benona	816	1,203	1,520	50.7%	26.4%
Claybanks	733	679	831	-7.4%	22.4%
Elbridge	899	820	1,233	-8.8%	50.4%
Ferry	898	1,033	1,296	15.0%	25.5%
Golden	1,358	1,302	1,810	-4.1%	39%
Grant	2,366	2,578	2,932	9.0%	13.7%
Hart	1,801	1,513	2,026	-16.0%	33.9%
Otto	426	404	662	-5.2%	63.9%
SHELBY	3,506	3,692	3,951	5.3%	7.02%

*Note:* Township populations include Village populations within their borders.

Insert Village Existing Land use map (.PDF)

# Shelby Township Oceana County, Michigan Existing Land Use



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Data Sources:  
 Base information - MDEQ - MIRI

## **Vision, Goals, Strategies and Future Land Use**

### A Sense of Direction

In order to meaningfully plan for its future, a community must think strategically, and fully understand its strengths and weaknesses. First, key issues are identified so limited community resources can be devoted to those things of most concern to the citizenry. Second, key opportunities, or community strengths, must be built upon so positive aspects of the community can remain that way. It is always more difficult to change a negative situation than to carry on with a positive one. Fortunately, Shelby residents have demonstrated a strong sense of direction to focus on key issues while not losing sight of important values that are clearly rooted in the community.

### An Understanding of Assets and Challenges

The Community has several advantages and assets that make it a unique and beautiful place to live, including:

1. A spirit of intergovernmental cooperation between the Village and Township.
2. A strong sense of community.
3. Numerous local businesses that care about the area.
4. Ample water and sewer capacity.
6. Easy access from the highway and Oceana Road
5. A compact design and grid network of roads that enable easy access across the Village, with or without a vehicle.
6. Shelby School District facilities near the downtown.
7. Hospital and clinic facilities
8. A strong agricultural community
9. The airport
10. Picturesque countryside and proximity to Silver Lake and Lake Michigan
11. Active community groups who host a variety of community functions.
12. Sidewalk and bike path system

The Community also has several challenges to address including:

1. Obsolete or empty commercial structures that do not portray a vibrant image.
2. Concerns with the visual quality of portions of the housing stock (i.e. blight).
3. Sidewalks and trail connections need to be utilized to better tie the community together.
4. Community design standards are needed to maintain community character and enhance small-town living.
5. Several downtown properties need to be redeveloped and fully utilized to maintain a healthy downtown.

## Community Vision

A clear community vision is an essential rally point for residents. The vision can become a frame of reference for land use, community investment, and human resource decisions. If widely accepted, businesses and institutions can also invest themselves to fit into the community vision. In effect, it becomes a uniting mission for everyone. Following is a vision developed from both observing the community and listening to a cross section of its citizens. This vision drives the goals and s of this section.

## Future Vision

*In the years ahead, Shelby will foster a strong small town/rural image, yet it will provide services and amenities found in much larger communities. The area will continue to have a strong agricultural influence because large parcels are kept intact. Agricultural tourism will become a strong component of the local economy. The Village will be the hub of social and recreational activities centered on the school complex and downtown. Strong ties are made to the Hart-Montague state trail and local sidewalk and trail connections will link with this regional gem.*

*Housing choices will be diverse, and the housing stock will be of high quality. High quality health, recreational and public services will be provided to an active population. Community-based activities will be supported by an active and diverse volunteer base.*

*Small business will continue to find creative ways to provide a diverse array of offerings to residents and tourists alike. Local entrepreneurs will work closely with counterparts in surrounding areas to strengthen promotional activities and special events bringing more attention and activity to the community.*

*Residents will enjoy a special quality of life offered by the thoughtful management of natural resources.*

Shelby has a distinct advantage as a small, closely knit community to make a significant impact when its citizens collectively put their minds to a task. Because of this ability and desire to keep Shelby a very special place to live, this section of the plan goes beyond land use, but also touches on community and economic development. The Community already engages in many activities that provide a strong sense of community—perhaps without even realizing the importance of “the small things.” However, it is a whole host of the “small things” that make a community special and strong; thus their inclusion in many of the following strategies.

This portion of the plan is designed to be action oriented. There is also a realization that, because of limited human and fiscal resources, strategies should be prioritized so those viewed as most important by the community get attention first. As a follow-up to adopting these strategies, a prioritized work strategy should be put forth as an annual work plan.

## **Goals & Strategies relating to Village Development**

**Goal: Strive to protect environmental resources such as rolling topography, wetlands, creeks and woodlots.**

### **Strategies:**

1. Through appropriate wellhead protection and other measures, promote the highest feasible quality of groundwater.
2. Through site plan review, discourage practices which would alter the natural, valuable function of wetlands, including those not protected under the State of Michigan Wetlands Protection law; *Part 303 of Act 451, as amended.*
3. Require that developments with sparse natural vegetation (particularly on larger tracts of land) provide natural plantings, fence rows, and other landscaping as scenic buffers and wind breaks.
4. With the County Drain Commissioners office, ensure proper maintenance on storm water facilities within developments using such tools as 433 agreements, maintenance agreements and special assessment districts.
5. Encourage design in new housing developments that provide open space for as many residents of the development as possible.



6. For developments that require site plan review, enact storm water management standards that prevent direct discharge of storm or melt water into surface water.
7. In developments, consider low impact storm water management techniques like rain gardens and sunken landscape islands rather than large, unattractive detention areas. (Note: lower left picture-traditional, stagnate detention pond; lower right, a rain garden. Both manage storm water.
8. Limit the amount of impermeable surface in new developments by:
  - Placing limits on the amount of a site that can be covered by impermeable surfaces.
  - Providing buffers between paved areas and wetlands or surface waters.
  - Permitting deferred parking.
  - Instituting maximum parking standards.
  - Encouraging the use of alternative parking lot surfaces.

**Goal: Allow commercial and industrial development to occur in the Community in a controlled and responsible manner.**

**Strategies:**

1. Promote *consolidated* commercial development along select portions of Shelby Road, M-20 and Oceana Drive rather than permitting sprawling strip development and multiple access points along these corridors.



2. Develop and maintain building and site design standards for the zoning ordinance to promote a certain level of quality in commercial developments.

3. Require that commercial and industrial developments have integrated pedestrian access.



4. Encourage amenities within commercial developments for employees and customers like open space, outdoor seating

and bike racks.

5. Require new commercial development design to reflect the small town/rural character of the Community. Provide for:
  - a. buildings and parking areas of limited size
  - b. parking at the side or rear of sites,
  - c. "build to" lines for building front setbacks.
  - d. limited signage and controlled lighting.
6. Incorporate performance guarantees into zoning approvals to ensure development meets design standards.
7. Infill and redevelop existing industrial and commercial areas rather than promoting the development of green fields.

**Goal: Control access, land use options, and development densities along corridors to prevent strip development that undermines the traffic-carrying function of the Community's roadways.**

**Strategies:**

1. Avoid stringing commercial development along Oceana Drive, Shelby Road and M-20.
2. Promote cross connections and shared drives among commercial to reduce traffic hazards.
3. Identify areas where traffic calming mechanisms should be employed.
4. Strictly control private roads in the township to discourage future problems with providing public services and connecting street networks.
5. Encourage connections between developments to discourage a series of dead-end roads that cause circulation problems, public service issues, and public safety concerns.
6. Investigate an overlay district for Shelby Road, Oceana Drive and M-20 to control access, provide consistent landscaping and signage themes and provide trail easements along frontage.
7. Predetermine appropriate curb cut areas for shared driveways for higher intensity uses in close proximity to both highway exits.

8. In the Township, increase setback requirements for properties fronting Oceana Drive, Shelby Road and M-20 to accommodate such things as turn-out lanes and non-motorized trails along these corridors.
9. Consolidate existing driveways on arterial and collector streets as opportunities present themselves.
10. Enhance the aesthetics of road corridors by protecting woodlots, natural topography and views.
11. Encourage substantial landscaping and buffer areas along the roadway to discourage the development of a suburban character.
12. With respect to new Village development, or development adjacent to the Village, promote neighborhood streets that provide direct connections to local destinations, such as parks, trails and adjacent properties or open space.
13. Promote paved shoulders on both sides of all county roads as they are improved, a minimum of three feet each side if separate trail easements cannot be obtained.
14. Re-evaluate the amount of commercial zoning along Oceana Drive, M-20 and Shelby Road.

**Goal: Provide necessary facilities and services that will serve the needs of residents that are consistent with the Community's small town/rural character.**

**Strategies:**

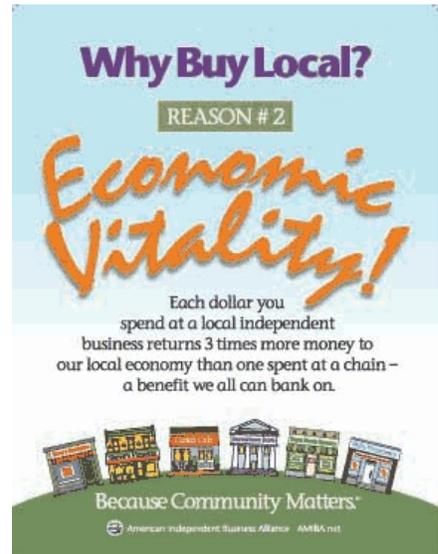
1. Promote a coordinated approach between the Village and Township for the planning, provision, and expansion of public sanitary systems.
2. Expand public water and sewer only in close proximity to the Village, i.e., avoid leapfrogging development.
3. Step up dialog with the county and surrounding communities regarding shared services to stretch limited community resources.
4. Continue to prepare short and long term capital improvement programs covering major infrastructure and facility needs.

**Goal: Promote a strong, diverse economy in line with the nature of the community.**

**Strategies:**

1. More heavily market Shelby in cities (e.g., Muskegon, and Whitehall) as a nice place to spend a quiet afternoon, particularly around special events.
2. Collaborate with communities along the Hart/Montague Trail to promote the use of the trail and exploring each community on the journey. Likely partners are New Era, Rothbury, Stony Lake, Hesperia and Hart.
3. Assist the Shelby Medical facility with efforts to expand and offer more health care services.
4. Focus on the development of small industrial facilities within existing industrial districts.
5. Promote food processing and production industries to grow jobs in the area. Collaborate with the incubator in the City of Hart.
6. Develop a business retention program that includes annual visits to local industries and businesses to discuss topics of mutual concern.
7. Develop an historic interpretive trail around the Community and link this with other historic sites. Preferably the tour should conclude in Shelby so visitors linger in town and patronize businesses.
8. Promote community events and work to more widely promote them with event specials in local stores.
9. Devise a Community loop highlighting points of interest in town and in close proximity to town. Include such things as farm markets, wineries and area golf courses. Have this loop published on the county road commission map.
10. More actively market to seasonal residents in the greater Shelby area.
11. Foster "home grown" specialty local business for the immediate area like cottage industries.
12. Explore, with state and county officials, opportunities to promote meaningful alternative energy.

13. Work with area attractions (e.g., Silver Lake State Park and other area campgrounds) to get promotional materials about Shelby into the facilities (e.g., maps, coupons from area businesses, etc.).
14. Work with area businesses to develop a “shop local” campaign.
15. Investigate fees and penalties for property owners who leave their buildings vacant.
16. Engage in a hospitality training program for service business and Community employees to train them regarding community events and area attractions. The idea is that the people that most residents and tourists come in contact with can make their experience special by offering great service and telling them about the community. It also helps businesses cross-promote one another.



17. Enact site plan review standards that enable the Community to require certain site amenities of developers, including such things as sidewalks, trail linkages, deceleration lanes and bike racks.
18. Engage in a business beautification campaign which may include landscaping, more colorful storefronts and other public amenities.

**Goal: Build a downtown that serves as a hub of community activity providing a unique and beautiful backdrop for area events, social interaction, and commerce.**

Strategies:

1. Work with anchor downtown businesses to strengthen their position in the community and cross promote with other businesses.
2. Facilitate the rehabilitation of existing downtown structures with incentives and, as necessary, enforcement actions.
3. Protect and rehabilitate existing historic buildings true to their original design.
4. Actively promote multi-story buildings in the downtown.

5. Promote infill that mimics classic Main Street design, (e.g., a minimum of 2 stories, *upper* level apartments, generous amounts of non-reflective glass on the first floor façade, brick construction, etc.)
6. Develop a façade improvement program for existing structures for both front and rear facades.
7. Where feasible, promote the development of apartments above storefronts as a means to augment property owner income, increase downtown area security and activity, and to diversify housing choices.
8. Consider developing community gardens.
9. Develop informational kiosks and station them in strategic locations within the City (e.g., in the downtown, on the trail, and at the highway exits).
10. Consider developing a farmer's market and outdoor vendor area near the downtown. Local crafters may be fledgling businesses that need a venue to grow into.
11. Use the business community as a rally point for community pride and make the downtown a meeting place for various interest groups to sponsor downtown events.
12. Work toward visual unifying measures in the downtown. Long-term tactics could include an overall landscaping plan, street banners, and historic markers.
13. Enact site plan review standards which enable the Planning Commission to require certain site amenities of developers including such things as trails, benches, and bike racks.
14. Investigate the development of a downtown historic district to enable property owners to take advantage of state and federal tax credits for historic preservation.
15. Enact a property maintenance code with strong penalties for lack of building maintenance.
16. Promote only wall signs in the downtown, and limited pole signs. Monument signs are preferred if free-standing signs are used.
17. Investigate the feasibility of public sculpture in a prominent place in the Village.

**Goal: Maintain healthy and diverse neighborhoods in the Community that foster positive social interaction.**

**Strategies:**

1. Develop a capital improvements program to actively upgrade the Village's sidewalk system.
2. Consider development and strict enforcement of a dangerous building ordinance.
3. Require street trees and sidewalks as part of any new development.
4. Investigate the possibility of cleaning blighted properties after court order and billing the property owner for the clean-up.
5. Develop educational materials regarding City property maintenance standards to send out with newsletters, violation notices, etc. Also post materials on the website, put them in the library and other prominent public places.
6. Work with area banks to take advantage of low interest housing rehabilitation programs available through the Michigan State Housing Development Authority.
7. Actively and consistently enforce a Property Maintenance Code.
8. Consider developing a local weatherization program.
9. Utilize the unique skills and heritage of the Hispanic community and engage them to be a bigger part of community activities and decisions.
10. Launch a beautification contest throughout the community and include awards. As an example, the best flower plantings in a neighborhood setting can win gift certificates to area businesses. In turn, residents can judge business beautification efforts.
11. Neighborhood meeting points (e.g., church or school grounds) and schedule special events there a few times throughout the year.
12. Coordinate with schools and area churches to identify leadership and a volunteer force to spearhead and think of neighborhood-based activities.



Property upkeep and control of blight is important to quality of life and desirability of the community to outside investors.

13. Engage students in the community by putting the Master Plan, Zoning Ordinance and other public documents in school libraries. Encourage teachers to make learning about these documents part of the school curriculum.
14. Work with the schools and consider using a greenhouse to propagate flowers and vegetable plants for community gardens.
15. Start a community nursery program to propagate street trees. The school campus has ample area to rear nursery trees.
16. Promote collaborative efforts between the schools and area civic and church groups to promote neighborhood-based activities.
17. Engage area senior citizens to work with and mentor grade school children in community building activities such as beautification efforts, community gardens, and small home improvement activities to help seniors.
18. As funds become available install additional trail legs along major roads in the Township to better link with the Village.
19. Consider senior assistance days whereby groups of volunteers or students help with lawn clean-up or simple maintenance tasks for the elderly who may not be able to maintain their properties as they would like to.
20. Investigate the use of people obligated to community service (from the legal system) to help with community clean-ups.
21. Develop and promote an information library regarding simple home maintenance and weatherization efforts. This may be as simple as collecting existing brochures on the topic from entities like the MSU Cooperative Extension Service.
22. Strictly enforce against the illegal conversion of single family homes to apartments.
23. Foster a housing infill program. Infill homes should match the character of homes in the neighborhood.
24. Discourage the demolition of housing stock in viable neighborhoods to expand parking areas for business and institutional uses.
25. Investigate the potential for a community tool box program whereby residents can cheaply rent or use tools for simple home maintenance (ladders, hedge clippers, etc.). Many communities base these programs in their library.

26. Investigate neighborhood community gardening programs.
27. Engage in a simple public "spruce-up campaign". Efforts may include painting street lights and fire hydrants, street cleaning and planting low maintenance landscaping.
28. Identify several areas in the Village that can be beautified then work with civic, business, neighborhood, church and school groups to sponsor activities to upgrade these areas.
29. Protect and augment street trees.
30. Review and augment anti-blight regulations as appropriate. Consider:
  - a. prohibiting front yard parking (not on driveways)
  - b. limiting pavement cover of a lawn
  - c. requiring brush and vegetation maintenance
  - d. requiring live groundcover on lawns
  - e. building maintenance standards (windows, screens, painting, etc.).
  - f. rental registration and inspections.

**Goal: Maintain the Village of Shelby's small-town character**

**Strategies:**

1. Maintain strong neighborhoods and promote home ownership.
2. Limit the scale of multi-family developments by limiting the number of units that can go into any one building or development.
3. Consider traffic calming measures as opportunities arise, particularly in neighborhoods in the downtown.
4. Prepare a short and long term capital improvement programs covering major infrastructure and facility needs.
6. Update the Community Zoning Ordinance to comply with the recommendations of the Master Plan.
7. Coordinate with civic groups, the school system and churches, promoting shared resources, to support diverse recreational, cultural, youth and family activities.
8. Keep area youth involved in productive activities.

9. Establish contests to promote community pride, such as a holiday decorating competition, for both the business community and citizens.
10. Develop and home and garden tour to attract residents, tourists and citizens from surrounding communities to the Community.
12. Limit the use of electronic message boards in the Community.

**Goal: Promote teambuilding within the Community's leadership and a philosophy of intergovernmental cooperation in the area to maximize public resources.**

Strategies:

1. Annually, conduct a combined workshop of the Township Board, Village Council and the respective Planning Commissions and Zoning Board of Appeals to review matters of planning and development and to assist in the prioritization of program activities.
2. Pursue an ongoing program of intergovernmental coordination and planning among area communities and with the county.
3. Maintain a sound working relationship with the county.

**Goal: Develop a park, recreation and trail system as a gem for the Shelby Community.**

Strategies:

1. Develop way-finding signs to direct people to points of interest, including bike path, parks, historic sites and other points of interest.
2. Consider library programming for "rainy days" and promote them in area campgrounds.
3. Work more cooperatively with the school district and library to offer more community programming.
4. Improve Getty Park with upgraded tennis and basketball courts, improved access and parking; play apparatus area; a multi-purpose pavilion with restrooms, concession area, lock storage, winter play area.
5. Improve pedestrian circulation throughout the park system and community.

6. Expand and connect Mead and Getty Parks to preserve and protect woodlots and stream features.
7. Develop and redevelop all facilities to be barrier-free, ADA compliant.
8. Develop a strong bike path and sidewalk system to connect the schools, downtown and park with neighborhoods.
9. Mark "neighborhood walks" in designated areas to promote community walking.
10. Encourage additional improvements and connections to the rail trail and promote the system to residents and visitors alike.
11. Use interpretive plaques throughout the community to tell the story of Shelby. Plaques could be placed throughout the business district, along the bike path, and even in neighborhoods or at the school campus.
12. Continue cooperating with the Shelby Public Schools to provide youth recreation programming.
13. Investigate the need for more organized teen activities.
14. Develop more facilities in existing parks to increase activity within them and to the extent possible, tie activities to downtown businesses.
15. Work cooperatively to develop joint park facilities between the Village and Township.
16. Ensure usable open space in close proximity to new developments which can be accessed on foot from within the development without trespassing.
17. Utilize riparian corridors, county drainage ditch rights-of-ways, greenbelt areas, utility rights-of-way and existing trail alignments wherever possible in trail system development throughout the community.
18. More actively seek grants to assist with park system improvements.

## **Goals & Strategies relating to Township Development**

The Shelby area's cultural heritage and its future security are rooted in its wealth of natural resources. As noted in Chapter Four, the Community Attitude Survey revealed that 85% of the respondents agreed that natural features were an important part of their neighborhood. Thus, dedicated protection of this unique combination of high quality natural resources is central to maintaining and sustaining the area's attractiveness and future economic vitality. Open space is one of the defining features of the Shelby Community. Forested hillsides, stream, lake and wetland areas, and meadows are found throughout the Shelby area. Mature vegetation is found within even the developed areas of the Village and contributes greatly to the quality of individual neighborhoods.



**Goal: Maintain a responsible stewardship of the natural environment by identifying environmentally sensitive natural areas and valuable open spaces and encouraging their preservation and protection.**

Strategies:

1. The Community will work together to identify those natural resources that contribute to the character of the area and are therefore most deserving of protection.
2. The Community will consider the effects of development on the areas environment through site plan review procedures that carefully consider natural features.

### **AGRICULTURAL PRESERVATION**

Farmlands, ecological resources, and other open spaces are important components defining the character of the Township specifically, and contribute to the overall small town character of the Village.

In the Community Survey, a somewhat significant, but expected, difference was found in concern about farmland where 46 percent of township respondents saw the loss of farmland to new homes as a significant issue, while just 21 percent of village respondents felt the same. A closer response was noted, however, when

respondents were asked about the importance of “preserving farmland.” Township and village responses were consistent at 79 and 67 percent respectively.

**Goal: Encourage the preservation of active farmland as a valuable resource for the Community.**

Strategies:

1. Land use decisions will support the desires of individual property owners who wish to keep their land in active agricultural production. Low intensity development will be encouraged in areas planned for long-term agricultural use.
2. Agencies and bodies responsible for the preparation of plans for public improvements shall be requested to recognize the agricultural land preservation goals of the area.



**RESIDENTIAL DEVELOPMENT**

No community can be considered truly successful if people don’t want to live there. When people live in a community they become invested in its future success, and add vitality that encourages economic development, and sustains a higher quality of life. Less than one-quarter of survey respondents felt that having more homes and businesses would affect the area’s small town and rural character. Consistent with the findings regarding the importance of rural surroundings and natural features, over 75 percent of respondents disagreed with the statement homes on large lots wasted land. Similarly, nearly 60 percent agreed that “too many small lots will cause the area to lose its rural character.” Only about a third of respondents felt that “changing large tracts of land into small lots” was either a Problem or a Significant Problem, although this percentage was highest in the township survey, with 45 percent. The higher township responses are logical, given that the village is already generally developed with smaller lots.

**Goal: Limit densities and determine appropriate locations of residential development in order to preserve the area’s rural character.**

Strategies:

1. The Community will determine optimal locations for future single-family residential development giving special consideration to agricultural preservation,

environmental protection, infrastructure availability and the surrounding land use character.

2. The Community will encourage development patterns that utilize open space development to help preserve unique natural features.
3. The Community will limit higher density residential development to locations where:
  - a) Public utilities exist; or
  - b) Public utilities do not exist but, as a component of a proposed development, will be extended to serve that development; or
  - c) It does not adversely affect the rural/agricultural character of the area.



## Recreation Element

Recreation is a basic part of life for residents and visitors of the Shelby Community. The natural beauty of its rolling hills and proximity to US 31 and Lake Michigan it is an ideal setting for recreation. Visitors during all four seasons enjoy the natural beauty of the area. In addition to Silver Lake State Park, there are several campgrounds and golf courses in the area.

### Park & Recreation Service Delivery

Shelby is a General Law Village that was originally established as Churchill's Corners in 1866. It was incorporated as the Village of Shelby in 1885. It is run by a Village Council with operating responsibilities designated to the Village Administrative Staff and the Department of Public Works. Advisory roles are provided by the Planning Commission and the Park Committee whose members are approved by the Village Council. The Village receives input from Shelby Township on planning and recreation matters through the Planning Commission. The following Organizational Chart generally illustrates the relationships between the various departments and committees. All committees and commissions have Council member representation in addition to the Department of Public Works Director.

Community operations are directed by the Council and Township Board and most services are implemented by the Village President, Township Supervisor, Clerks, Treasurers and in the Village, Department of Public Works (DPW) The DPW is responsible for the planning, design, construction, operation and maintenance of all public property and facilities, including the park, street and cemetery system. Residents of the Township are serviced by Village facilities.

The Park Committee is an advisory body appointed by the Council who assist with the planning and development of facilities and programs for the community. They have no official authority or liability for their participation and recommendations, however, they are charged with the responsibility of assisting administration with recommendation to elected officials for consideration for expansion, improvement, maintenance and/or programming for public parks and public spaces in the community. In the course of duties, staff and volunteers often coordinate with Shelby Public Schools.

Park and recreation operation, planning, development and maintenance are funded through the annual budget process by the Village Council. If any cost sharing occurs, the Township reimburses the Village. Recommendations for funding are prepared by the Park Committee for consideration by the Council for inclusion in the budget. Staff may also make recommendations to Council.

In the past, most improvements to the park system have been funded by general funds. Improvements to school properties or facilities for predominantly school programs are funded by the school district. The Park Committee also explores

opportunities for volunteerism, donation of materials, time and labor; in-kind services and funding assistance alternatives as means to expand and improve the park system and recreational opportunities in the community.

Funding assistance options that have been identified to date include local and regional foundations, Michigan Department of Natural Resources administered grant-in-aid programs such as the Natural Resources Trust Fund and the Land and Water Conservation Fund and in-kind services that assist in the cost of implementation of projects through the donation of labor and materials for value credit to a project. Programs for private purchase involvement for small to medium sized enhancement element such as pavers, benches, signs, lighting, clocks and memorials are contemplated by the Park Committee.

The community currently has no dedicated revenue sources from recreational activities such as user fees, admissions or membership fees of any kind. Because much of the community is of limited means, leadership has chosen not to charge fees for the use of parks or community facilities.

Previous improvements in the community that were other than general fund sources include the Hart-Montague Pathway State Park and local club and organization improvements such as Mead Park and the Little League Boosters. Grand Assistance has generally been utilized for community infrastructure improvements.

### Community Input

Through representation of the Park Committee, the community has been actively involved in the park and recreation process. A comprehensive survey was circulated in 2001 and reviewed again in 2006. The community participated in the survey, have attended scheduled Recreation Committee meetings, have met with committee members to discuss special interest project, have participated through school improvement projects and have organized and managed local sports programs. Hearing at the Village Council are typically lightly attended, suggesting the community is aware of the activities of the Park Committee and their recommendation so the Council and they are comfortable with the Park Committee representation and process.

For this plan update, public input was requested and encouraged by the park Committee and Village Administration. Participation involved local athletic club and sports groups and citizen attendance at regularly scheduled meetings. This routine activity has developed an interactive and cooperative process from community stakeholders and leaders. The Plan is available for review at the Village offices, library, DPW and through the Park Committee members. The community strives for consensus regarding the use of donations, acquisitions, programming needs and future improvement to facilities. Since the Shelby Community is small and neighborly, many over-the-fence and on-the-street conversations have taken place regarding community

plans. Community preferences have not changed substantially since the last plan update.

### Park and Recreation Facilities

Most of the recreational activities of residents are accommodated in one of three Village Parks (Monument, Getty and the DPW grounds) or on the school campus. The school campus offers three school buildings, 4 softball/baseball fields, a track, football field, soccer field and practice fields. Each building also has its own gymnasium.

#### **Mead Park – 33 acres**

A community park of mature forest which includes Piper Creek and associated ravine; baseball field a parking area that serves the woodlot, ball field and Optimist Club meeting hall and community building; direct access to the Hart-Montague Rail Trail; seasonal port-a-johns and open play area. The land is bisected by a primary county road and has an area set aside for a sanitary sewer lift station.

#### **Getty Park – approximately 20 acres**

The community park land is bisected by a drive that provides access to the park and the middle-high school campus. The east side of the drive is used for open plan and soccer field and parking and the west side is occupied by two (2) tennis courts and extensive improvements: a little league and major league baseball field, one (1) unimproved slope used for sledding; and a small play apparatus area. Access parking and some of the facilities are used jointly by the Village and the school district, some of which is by use agreement.



## Shelby Public Schools

1. Shelby Middle and High School – approximately 40 acres  
Campus includes the middle and high school buildings and parking as well as a football field, stadium and track and field facility; drive and internal walk system, and three (3) softball fields. The school also reserves the use of approximately 4 acres of Getty Park that was the previous football field for a soccer field for both junior and senior high use.
2. Thomas Read Elementary School – approximately 20 acres  
Elementary school and administration center with parking, walkways, small open play areas and improved play apparatus area.



### **Veterans Memorial Park - .24 acres**

This is a mini-park with frontage on Oceana Drive (old US 31). The other two frontages are local streets within the downtown neighborhood. The park contains memorial artifacts, benches in a paved sitting area and sidewalks.



### **DPW Park – approximately .5 acres**

This is a neighborhood mini-park open space area that is residual land to the public service center that consists of the DPW offices and truck garage, storage building and water tower facilities. The land is available for open play and picnicking.



## **Triangle Community Park and Towns Square – approximately .85 acres**

The currently vacant land is not owned by the Village. The parcel receives unsupported neighborhood use and is being pursued by the Park Committee to be acquired by donation or acquisition for a town square/mini-park. Concept plans have been prepared that include a town plaza with a community feature such as a clock, benches, landscaping, lighting, signs and crosswalks.

## **Hart-Montague Rail Trail State Park – 2 miles in Village**

This trail was one of the first of its kind in the state when it was built at its original 22-mile length. The pathway is now over 35 miles in length and extends from Hart to the south side of Whitehall. The pathway runs the length of the Village and passes through the business district. The pathway is accessible from Mead Park, connects the core residential neighborhoods to the business district and is approximately two blocks from Getty Park and the schools and is supported with restrooms, bike racks, an information board and shelter on the trail in the downtown area.



## **Vacant Township Land**

The township owns approximately 200 acres of property in close proximity to the Village of New Era and federal forest land. These properties are currently undeveloped and have recreational potential. At a minimum, they should be linked with the Hart-Montague trail. There is also potential for a private property owner to make a land donation to the community for an additional park. This land is near the Village of Shelby. These tracks of land should be contemplated for formal park development.

## **Regional Facilities**

In addition to local community parks, opportunities to enjoy the Silver Lake State Park, dune, beach and golf recreation are available within 30 miles of Shelby. Noteworthy facilities include:

### **Parks**

- Blue Lake County Park
- Charles Mears State Park
- Duck Lake State Park
- Meinert Park

- Muskegon State Park
- Pioneer County Park
- Silver Lake Park

### Golf Courses

- Benona Shores Gold Course – Shelby Township
- Colonial Golf Course – Hart
- Golden Sand Golf Course – Mears
- Grand View Gold Course – New Era
- Oceana Gold Club – Shelby Township
- Thoroughbred Golf Course - Rothbury

### Accessibility Considerations

An accessibility assessment was conducted during the park inventory and evaluation process. Access to Mead and Getty parks is primarily by car in the no or limited access is provided beyond the parking areas, accept for necessary access to the associate school building adjacent to Getty Park. DPW Park had no walks, dedicated parking or facilities to be evaluated. The following summary ranks the Parks in accordance with the accessibility standards ranking, 1-5 in the "*Guidelines for the Development of Community Park Recreation, Open Space and Greenway Plans*" by MDNR, 2006, and the American Disabilities Act Accessibility Guidelines (ADAAG) as amended in 2004.

- Mead Park – 1-2 paved parking area
- Getty Park – 1-2, paved parking and school access
- Veteran’s Memorial Triangle – 3
- DPW Park – 1, no access, no facilities
- Township Land – 1, no access, no facilities

### Community Preferences

Through various community inputs the Parks Committee has learned that:

- Parks and pathways need to be expanded and improved, particularly play areas, picnicking, trails, winter sports and sports fields for ball, tennis and soccer.
- The public would like a broader range of programming.
- More cooperation and coordination is needed with the school district and library for recreation programming.
- The community center benefits from improved restroom and shelter facilities.

- More actively pursue state grants and philanthropic organizations.
- Continue the practice of not charging user fees for facilities.

The recreation goal and strategies starting on page 35 of this plan reflect these community preferences and concerns.

In order to qualify for various state grants, a 5-year capital improvements Action Program must be established that helps the Shelby Community focus on specific recreational development strategies. The 5-year plan is as follows:

Fiscal Year	Scheduled Improvement	Funding Source	Budget
2012	Improve tennis courts at Getty Park including pavement removal, and reconstruction, fencing rehab, striping and new nets.	Local donations. General fund	
2013	Improvements to Horseshoe Park. Construct a new basketball court at Getty Park including grading, paving and fencing	Local and private donations. General fund	
2014	Construct new access and parking and multi-purpose shelter, restroom, concession and pavilion at Getty Park	Natural Resources Trust Fund	
2015	Acquire additional woodlot and stream land adjacent to Mead and Getty parks		
2016	Develop pathway connection between parks and school and supplement with nature trails		

## **Zoning Plan**     See also Future Land Use Maps following

The following future land use categories are outlined to implement the vision of this plan:

**Single Family residential (R-1):** This zoning district will account for the bulk of the Community's land use. It is intended to only permit single family residential uses on moderately sized lots. The conversion of single family homes will be prohibited. Customary institutional uses like churches and day care facilities that commingle with the character of single family uses will be permitted under special land use provided they do not unduly impose upon neighborhoods with expansive parking areas and activities. This district is not intended for multi-family uses.

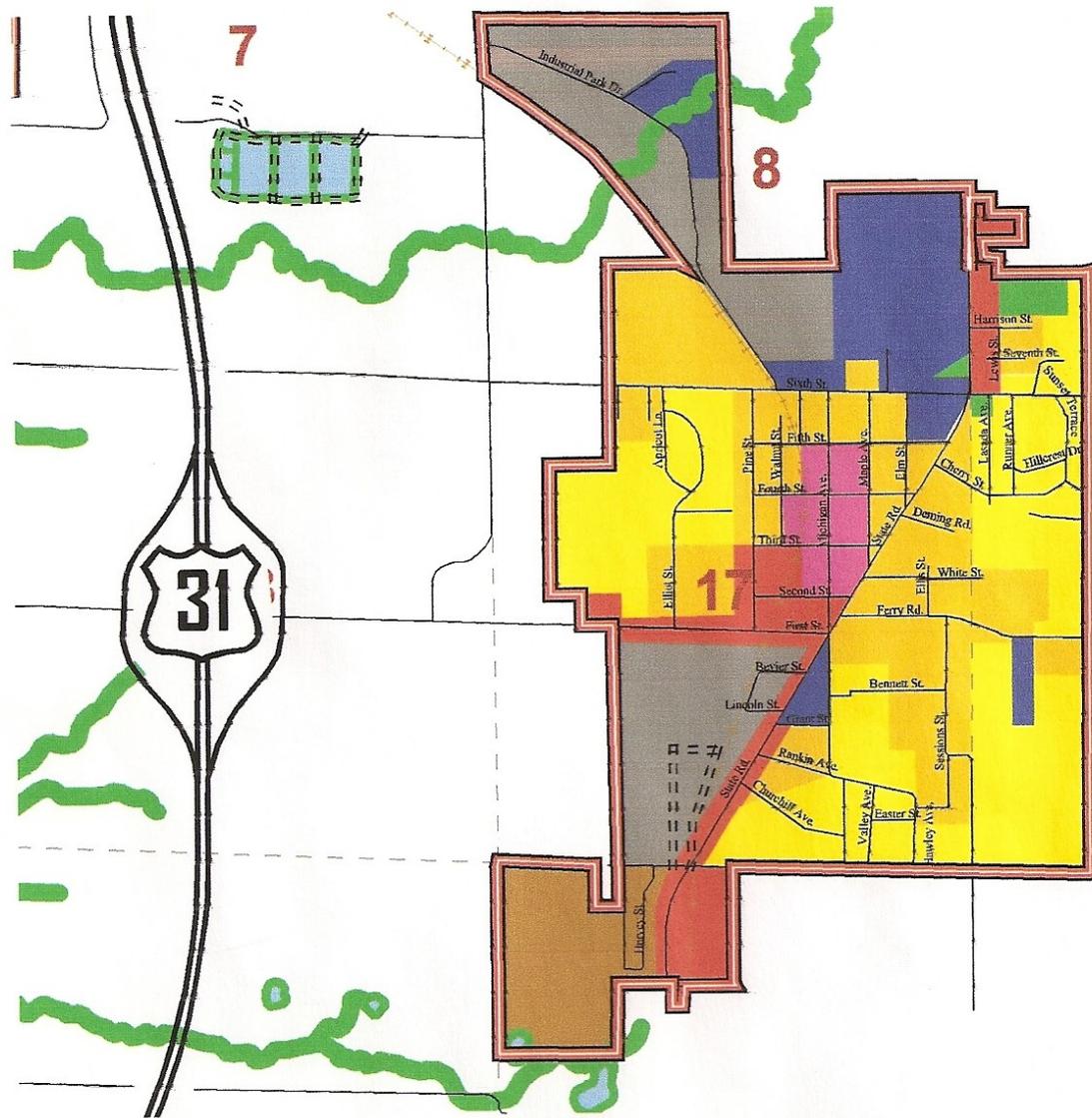
**Multi-family residential (MF):** This zoning district is intended to permit a variety of small scale multi-unit housing styles including duplexes, townhouses, apartments and condominiums (no more than 6 units per acre and only if sewer is provided) The district will also permit high density single family uses with an average lot size of 5,000 square feet. Design standards will be an important component of this district and will include high quality landscaping, outdoor space, screening and amenities for residents.

**Community Center Commercial:** This commercial district will be set aside for non-automotive dependent retail, service and entertainment businesses. Accessory apartments will be permitted as an accessory to a business use on upper levels of storefronts. The district is not intended for automotive-dependant (e.g., drive-through restaurants) or automotive uses (automotive repair and service).

**General Commercial:** This district permits automotive and other commercial uses which are more intensive in nature. This district is intended to be isolated from the Community Center.

**Industrial:** Industrial zoning is not contemplated in this Plan because there is ample industrial space in more urbanized communities in the area which have adequate community services.

# Village of Shelby Oceana County, Michigan Future Land Use

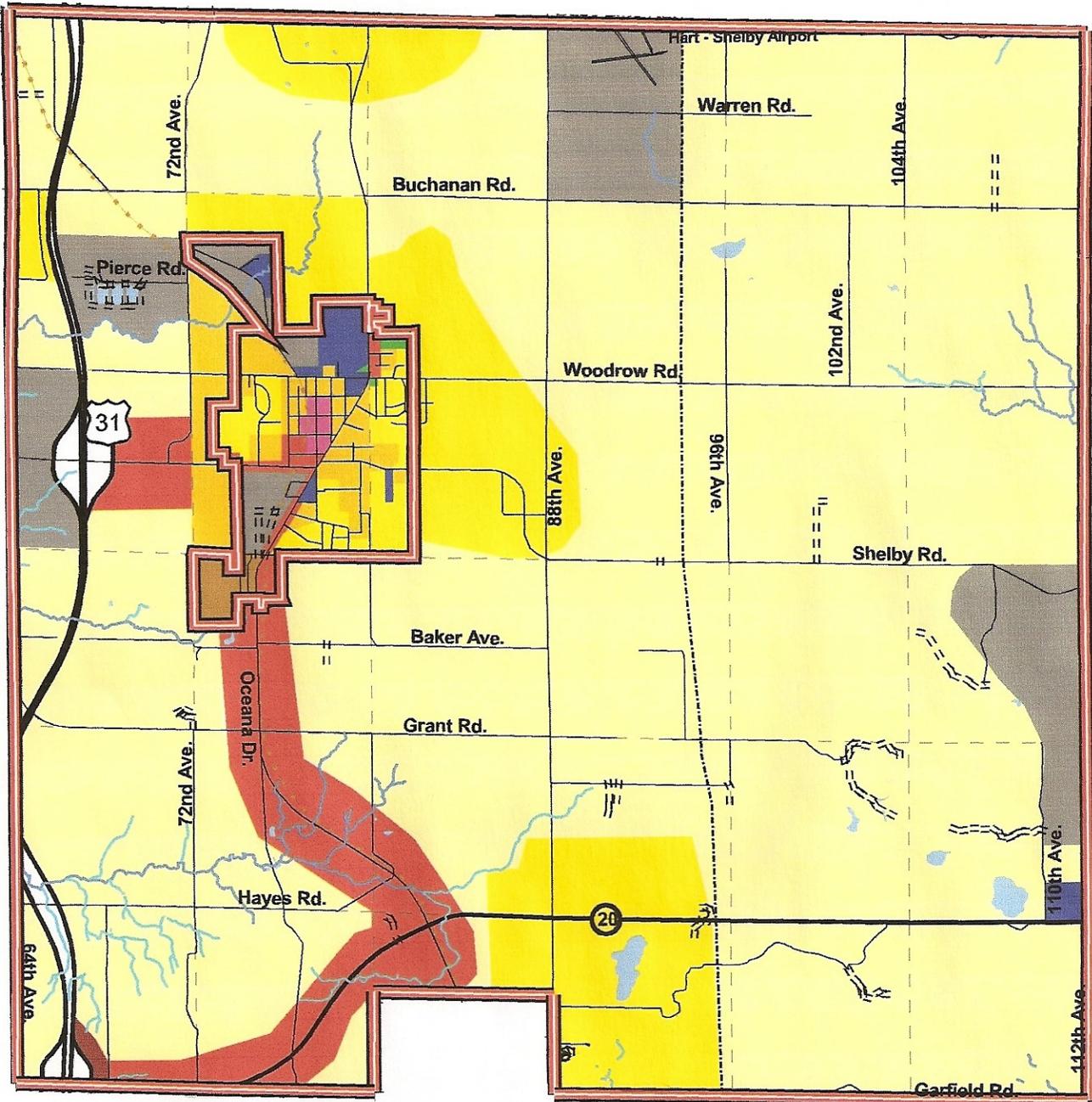


 Low Density Residential	 Central Business District
 Medium Density Residential	 Industrial
 Manufactured Home Park	 Environmentally Sensitive Areas
 General Business	 Public/Quasi-Public

2000      0      2000 Feet



# Shelby Community Oceana County, Michigan Future Land Use



	Rural Residential		Central Business District
	Low Density Residential		Highway Service
	Medium Density Residential		Industrial
	Manufactured Home Park		Public/Quasi-Public
	General Business		Environmentally Sensitive Areas

2000   0   2000 Feet

**LSL**  
 LANGWORTHY  
 STRADER  
 LUBIAN &  
 ASSOCIATES, INC.  
 Data Sources:  
 Base information - MDEQ - MIRIS

**Appendix A**  
**2001 Community Survey Results**

# Appendix

## **Shelby Area Master Plan 2001 Community Survey Analysis**

Public involvement in the Master Plan process provides township and village residents with opportunities to voice their opinions about what they see happening in the area; a chance to offer suggestions, provide insight; and strengthen the position of the Master Plan through their involvement.

Using public input to identify issues of importance in the township and village is essential to the formation of a sound vision for the future. Unless problems are accurately identified, and proper solutions sought, the Plan will not achieve its full potential as a guide that can make the Shelby Area a better overall community in which to live, work and recreate.

To this end, and to assist the Township and Village in their Master Plan process, a written survey was mailed to all of the Shelby Township and Village property owners to determine their views about the future of the area.

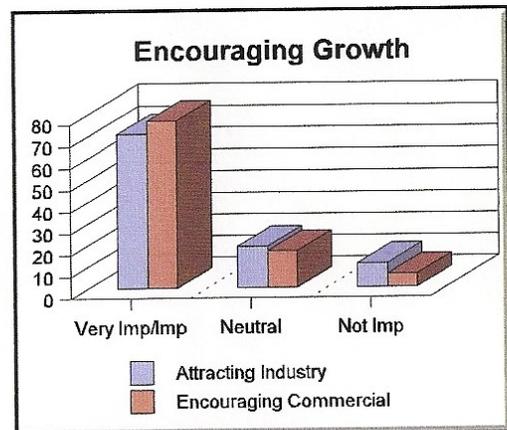
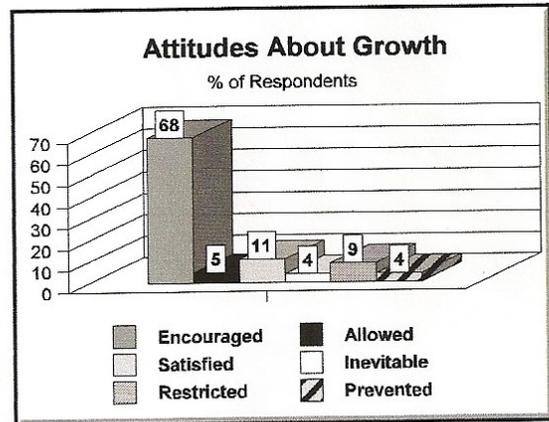
Questions ranged from how the residents felt about living in the area to protection of natural resources. About 195 surveys were identified as village respondents; about 270 from the township.

The questions were generally based on discussions with Township and Village officials who identified major issues of concern. The survey draft was presented to the communities for review and revision.

### **MAJOR FINDINGS**

#### **Growth and Development**

A number of the survey responses inquired into respondents' feelings about growth in the Shelby area. Overall, the survey returned a strong trend of favoring efforts to increase economic and business opportunities in the area. To highlight this view, question #5 was designed to elicit a broad sense of feeling about growth. More than two thirds thought that "growth should be encouraged...with some restrictions." The results were nearly equal between township and village



residents.

These results were only slightly tempered by other aspects of growth. Preservation of natural areas scored high as a concern related to growth. Sixty percent of respondents determined that “growth and development” were acceptable “as long as natural areas are preserved.” However, 79 percent wanted “growth directed to planned areas.”

Generally, most specific aspects of growth were either viewed favorably by respondents. When asked about encouraging industrial and commercial development, favorable responses made up over 75 percent of responses. There was some slight preference shown for commercial businesses rather than industrial, but both received very favorable responses.

Only 11 and 13 percent respectively thought that commercial and industrial businesses should be kept out of the area; 87 percent disagreed with the statement that industrial businesses didn’t “belong” in the area. Over half felt that having more commercial and industrial businesses would help keep their taxes reasonable.

While many of these results were nearly equal between township and village residents when combining the top two “positive” results, overall village residents tended to be somewhat more supportive of attracting new development. This was demonstrated in the results where respondents marked the highest score (percent marked as either Very Important or Strongly Agree) to certain questions, such as:

Attracting new industrial businesses for jobs	Township	39%
	Village	51%
Encouraging new commercial businesses and services	Township	44%
	Village	52%
Encouraging more shopping opportunities in downtown Shelby	Township	48%
	Village	74%
The Shelby Area needs more places to shop	Township	46%
	Village	63%

Ultimately, the consequences of growth did create some concern when 50 percent of respondents expressed concern about how growth would affect the area. However, only about a quarter of respondents thought more homes and businesses would negatively affect the areas rural and small town character. Further, 72 percent indicated that they would still live in the area even in the face of new development.

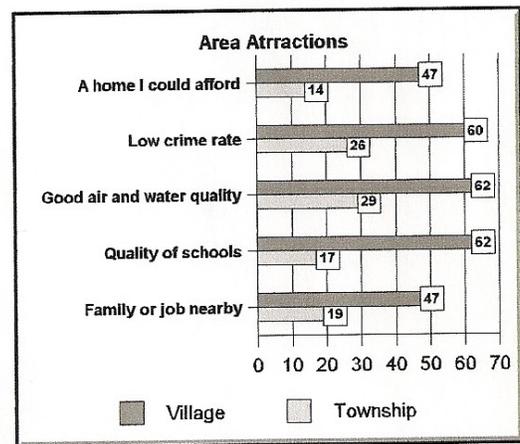
The survey asked about encouraging growth around the interchanges with U.S. 31. Of the two, the Shelby Road interchange was viewed the most favorably over M - 20 (59% versus 45%).

Overall, these responses show a wide acceptance of growth, even to the point of feeling that new development would be advantageous for the area. This is only slightly tempered by the desire to protect natural features and ensuring the development is properly located.

**Community Identity**

An important aspect for any community is the sense of identity that its residents have for their “home town.” Often, with the presence of a central business district, village residents may tend to have a stronger sense of community identity than those in a township. However, when asked if they were proud to say that they lived in Shelby, or that there was a strong sense of community, over 60 percent agreed with these statement; there were no significant differences in the percentages of responses.

Overall, well over 60 percent of all respondents indicated they were “proud to live” in the area. About the same number felt there was a strong sense of community. Part of any community’s identity may be examined by determining why people moved to or live in the township. Question #7 identified several key factors about living in the area that were Important or Very Important to respondents. They included quality of schools (78%), natural features (67%), good air and water quality (83%), low crime rate (82%), and rural surroundings (84%).



However, in these responses, there was some significant differences between township and village resident responses, as seen on the accompanying char (percentage marked as Very Important).

Generally, the township respondents viewed natural features, rural surroundings, and a retirement location as their most favorable responses. Village residents viewed nearly all responses positively, with lower marks only for minimal governmental regulation, farming opportunities (which is to be expected), availability of housing/land, and quick access to larger cities.

On one aspect, however, all agreed: 70 percent of respondents (72% of township surveys; 69% of village surveys) ranked “protecting our small town and rural character” as either “Very Important” or “Important.” In addition, “keeping my neighborhood the way it is now” was similarly considered by over 60 percent of respondents.

**Residential Densities and Development**

Consistent with the findings regarding the importance of rural surroundings and natural features, over 75

percent of respondents disagreed with the statement homes on large lots wasted land. Similarly, nearly 60 percent agreed that “too many small lots will cause the area to lose its rural character.” Only about a third of respondents felt that “changing large tracts of land into small lots” was either a Problem or a Significant Problem, although this percentage was highest in the township survey, with 45 percent. The higher township responses are logical, given that the village is already generally developed with smaller lots.

**Natural Areas/Farmland**

The environmental questions were generally related to natural features and rural character. Generally, high positive responses are expected on survey questions related to these issues. It is also an indicator of general concern. For example, as noted earlier, “protecting our small town and rural character” was a concern of most respondents, as was “preserving our natural features,” (85%) and “preserving views to open fields, forests, and natural areas” (79%).

There was a slight contradiction when slightly less than half of respondents saw the “lost of trees and open spaces” as a problem (although 51 percent of township surveys noted this as a problem).

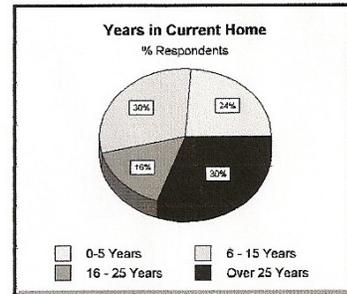
A somewhat significant, but expected difference was found in concern about farmland where 46 percent of township respondents saw the lost of farmland to new homes as a significant issue, while just 21 percent of village respondents felt the same. A closer response was noted, however, when respondents were asked about the important of “preserving farmland.” Township and village responses were consistent at 79 and 67 percent respectively.

**Downtown Shelby**

One question, and several responses in other questions, were directed specifically at conditions in downtown Shelby. Even though the survey results were separated by village and township respondents, the answers between the two vary little. The areas seen by respondents as most needing improvement were the appearance and the ability to find what they wanted. When asked about the attractiveness of storefronts, buildings, and overall appearance, about 42 percent of respondents reacted negatively. Only about 15-19 percent had a positive response.

The ability to find desired goods and services was also a problem with over half of respondents. Given the overall size and character of the downtown, this response is not unexpected. Parking, often seen as a problem in downtowns, did not register as a significant problem.

However, downtown is an important issue to respondents. A total of 85 percent of respondents felt that “improving the downtown area” was an important issue for the next 10 years. Nearly half of all respondents did indicate that they “frequently come to downtown Shelby.” In addition, over 80 percent wanted to encourage more shopping opportunities.



**Respondent Profiles**

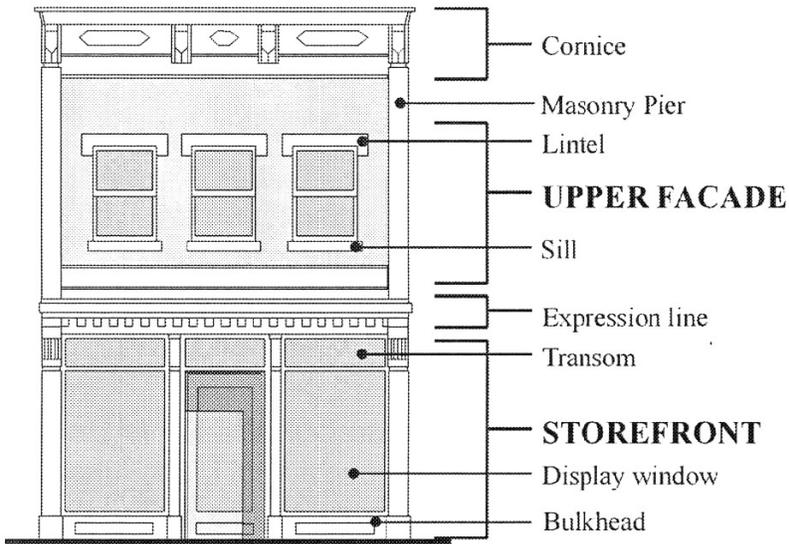
Most respondents were single family homeowners, and over 60 percent had lived in the area for more than 25 years. Respondents were fairly evenly distributed in terms of the number of years they lived in the area. The age of respondents was largely in the 45 and over range (72%).

**Conclusions**

- Survey respondents generally encouraged growth, with some concern about location and the possible effects on the natural features, and the small town and rural character of the area. While village residents appeared generally more supportive of new development, township support was also strong.
- Respondents felt that growth, while acceptable, should be properly placed and take due consideration of natural features and the environment.
- Downtown development would likely see some support from area residents, who would like to see both physical improvements as well as additional shopping opportunities.

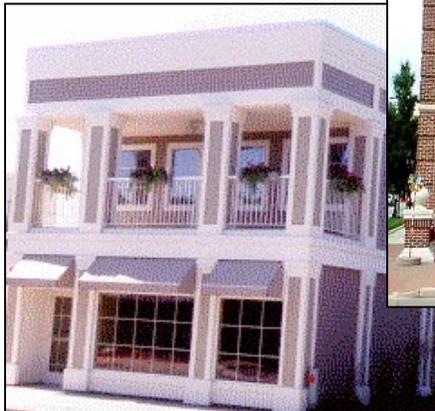
## **Appendix B**

### **Examples of Community Design that Underscore Plan Strategies**



The "classic" Main Street theme or design includes at least a 2-story structure with generous windows on the first floor. This was done to display merchandize, and keep the sidewalk/shop dynamic. There are also architectural features for interest.

Thoughtful infill: these are all modern buildings in small downtowns in Michigan



New 2-story with vinyl siding



New courtyard buildings



Something as simple as flower boxes, shutters or awnings can add charm to an otherwise plain structure.



Signs should fit the character of the district.



Mature street trees can completely change the mood of an area.



Windows are bright and lively.



Lively downtowns are also filled with interesting amenities like:

- places to sit
- pocket gardens
- bike racks
- sculpture
- historic plaques
- art
- outdoor cafes
- directional signs & maps



Sample “before” and “after” depicts alternative signs, street lighting and landscaping to screen parking and reduce the visual dominance of pavement.

# **Appendix C**

## **Adoption Record**

Property upkeep and control of blight is an important to quality of life and the desirability of the community to outside investors.