



WHITEHALL 2030

• PLANNING FOR THE FUTURE •

ADOPTED JUNE 2, 2015

Comprehensive Master Plan

City of Whitehall, Michigan

Adopted June 2, 2015

Prepared with the assistance of:

MCKenna
ASSOCIATES

Community Planning and Design

235 E. Main Street, Suite 105

Northville, Michigan 48167

Telephone: (248) 596-0920

Acknowledgments

CITY COUNCIL

Emery “Mac” Hatch, Mayor
Edward Whalen, Mayor Pro Tem
James Bartholomew
Tanya Cabala
Jeff Holmstrom
Stephen Sikkenga
Orville Smith

CITY ADMINISTRATION

Scott Huebler, City Manager
Brian Armstrong, Zoning Administrator

MASTER PLAN COMMITTEE

Brian Armstrong
Tanya Cabala
Chris Mahoney
Steve Salter

PLANNING COMMISSION

Andy Fink, Chair
Dave Bedau, Vice Chair
Emery “Mac” Hatch, Mayor
Scott Huebler
Chris Mahoney
Steve Salter
Mike Seymour
Rebecca Van Antwerp
Tanya Cabala



Table of Contents

1. Introduction	1
A. Welcome	1
B. Purpose and Intent	2
C. Whitehall’s 2030 Vision	3
D. Document Contents	4
2. Natural Resources and Environment	6
3. Population	10
A. Demographics	11
B. Population Projections	17
4. Economy	21
5. Housing	26
6. Community Facilities and Services	30
A. Public Services and Utilities	30
B. Tax Increment Finance Areas	32
C. Historic Sites	32
7. Transportation	34
8. Existing Land Use	37
9. Public Input	39
A. Community Survey	40
B. Focus Groups	41
10. Parks and Recreation Master Plan	44
A. Description of the Planning Process	44
B. Parks and Recreation Facilities Inventory	45
C. Comparison to State and National Standards	52
D. Administrative Structure and Funding	54
E. Public Input	57
F. Parks and Recreation Action Plan	59
11. Goals and Objectives	62
12. Future Land Use Plan	70
13. Implementation	90
A. Zoning Plan	90
B. Complete Streets Plan	93
C. Sustainability	95
D. Downtown	97
E. Strategies and Action Plan	104
F. Economic Development Tools	111
14. Appendix	114
A. Public Participation: Survey Results	
B. Public Notices	
C. Meeting Minutes	
D. Resolution	

- E. Transmittal Letters
- F. MDNR Certification Checklist
- G. Recreation Grant History

LIST OF TABLES

Table 3.1: Population 12

Table 3.2: Sex Distribution, 2010 14

Table 3.3: Sex Distribution Trend, 1990-2010, City of Whitehall 14

Table 3.4: Racial Distribution, 2010 15

Table 3.5: Percentage Self-Identifying as Hispanic, 2010 15

Table 3.6: Racial Distribution Trend, 1990-2010, City of Whitehall 15

Table 3.7: Household Types, 2010 16

Table 3.8: Household Trends, City of Whitehall, 1990-2010 16

Table 4.1: Occupational Sectors, 2010 21

Table 4.2: Occupational Trend, 1990-2010, City of Whitehall 22

Table 4.3: Income and Poverty Status, 2010 23

Table 4.4: Income Trend, City of Whitehall, 1990-2010, in 2010 Dollars 23

Table 4.5: Income Type (Percentage of Households), 2010 24

Table 4.6: Commuting Destinations, 2012 25

Table 4.7: Highest Level of Educational Attainment, 2012 25

Table 5.1: Age of Housing, 2012 27

Table 5.2: Housing Type, 2012 27

Table 5.3: Housing Tenure, 2012 28

Table 5.4: Housing Demand, 1990-2030, City of Whitehall 29

Table 8.1: Existing Land Use Summary 38

Table 9.1: Responses, Overall 40

Table 12.1: Future Land Use Categories 71

Table 13.1: Recommended Sustainability Measures for New Construction and Renovations 95

LIST OF FIGURES

Figure 3.1: Median Age, 2010 13

Figure 3.2: Age Structure Trend, 1990-2010, City of Whitehall 13

Figure 3.3: Whitehall Population Projection, 2010-2030 17

Figure 3.4: Whitehall Age Distribution, 2020 Projection 18

Figure 3.5: Whitehall Age Distribution, 2030 Projection 18

Figure 3.6: Muskegon County Population Projection, 2010-2030 19

Figure 3.7: Muskegon County Age Distribution, 2020 Projection 19

Figure 3.8: Muskegon County Age Cohorts, 2030 Projection 20

Figure 4.1: Unemployment Rate, 1995-2014 24

Figure 5.1: Change in Number of Housing Units, 2000-2012 26

Figure 5.2: Change in Population vs. Change in Households vs. Change in Housing Units, Whitehall, 2000-2011 26

Figure 5.3: Inflation-corrected Change in Median Home Value, 2000-2012 28

Figure 10.1: Whitehall Administrative Structure for Parks and Recreation 54

Figure 13.1: Examples of Wayfinding Signage 94



LIST OF MAPS

MAP 1: Regional Location.....5
MAP 2: Flood Plain9
MAP 3: Wetlands.....10
MAP 4: Tax Increment Finance Districts.....33
MAP 5: Road System36
MAP 6: Existing Land Use39
MAP 7: Park Inventory46
MAP 8: Future Land Use.....72

1. Introduction

A. Welcome

Welcome to the City of Whitehall Comprehensive Master Plan. This Plan reflects a vision for the future of transportation, land use, the economy, the environment, downtown, parks, and cultural stewardship of the City of Whitehall. This Plan is the result of countless hours and efforts of community leaders, staff, and volunteers, especially the Master Plan Committee. It represents the hopes and desires of all those involved and a comprehensive analysis of relevant existing and future conditions in the City and the White Lake area region.

The Master Plan Committee worked together throughout this planning process to create a comprehensive vision for Whitehall, satisfying the requirements for both a Land Use Master Plan and a Parks and Recreation Master Plan. This document includes overall goals and strategies for the community as a whole along with specific goals addressing each of the particular elements included within the document.

The Comprehensive Master Plan was developed through an open, public process led by the Master Plan Committee, who are committed to making a difference in Whitehall and creating a community where citizens can live, work, and relax throughout their lifetime.

The Master Plan not only complies with the requirements of the Michigan Planning Enabling Act, Public Act 33 of 2008, as amended; but also incorporates the Michigan Department of Natural Resources - required elements of a Parks and Recreation Plan.

The Whitehall Master Plan is based on the dreams, aspirations, concerns, ideas and values shared by the community. Those aspirations were the fundamental basis of this Plan and its goals and vision for the future.



1. INTRODUCTION

B. Purpose and Intent

This document is intended to fulfill the requirements and provide the functions of a Master Plan and a Parks and Recreation Plan. Both are crucial planning documents for a community as they not only provide important information about the current conditions and trends in the community, but they also present a vision for the future of the City with a plan for accomplishing that vision.

WHAT IS COMMUNITY PLANNING?

Community planning is planning by municipal government. It is concerned with the solving of existing physical, social, and economic problems, as well as providing for the optimum environment for those components of the community over time. Community planning operates under the general objectives established by the state enabling legislation. The Michigan Planning Enabling Act, Public Act 33 of 2008, provides for the creation of City Planning Commissions, the development of comprehensive plans, and the regulation of land. Under this Act, a City may create a Planning Commission to make plans for the incorporated areas of the City. Such plans are intended to provide the framework for public capital improvements, zoning and other land use controls administered through the City, County, and State governments over the life of the Plan. The aim of community planning is to achieve optimum compatibility and efficiency among the various elements that make up the community. Community planning can prevent duplication of effort among the various levels of government and avoid unnecessary competition for limited financial resources. Just as important, community planning can influence the stabilization, conservation, and improvement of private property and natural resources.

LAND USE MASTER PLAN

A Master Plan is used for a variety of purposes. At the most basic level, a Master Plan is the basis for a community's zoning ordinance. One of the legal tests of validity for a zoning ordinance is that the ordinance must be based on a comprehensive plan for the development of the jurisdiction. The Michigan Zoning Enabling Act (P.A. 110 of 2006, as amended) requires that zoning ordinances are based on a plan.

A Master Plan is a guide for desired projects and programs to improve the community. A fundamental part of the master planning process is the public involvement that identifies the community's desires for its future and its long-term vision for growth and development. The goals and objectives are the heart of the Master Plan and present the vision and the manner in which it will be achieved. This document presents the vision for the City of Whitehall over the next 20 years, but also includes a number of specific, short term implementation activities intended to realize the overall vision of the Master Plan.

PARKS AND RECREATION MASTER PLAN

A Parks and Recreation Plan is a road map for the parks and recreation decisions (including facilities and programming) made in the next five years, as well as projected future needs. This Master Plan includes all of the required elements of a Parks and Recreation Plan and therefore qualifies Whitehall for funding through the Michigan Department of Natural Resources (MDNR). The process taken to prepare the Plan gives the City a better understanding of the needs and wants for parks, recreation, cultural facilities, and programming.

By presenting these documents as one, the City not only saves money, but demonstrates the interrelationship between the Plans and their implementation. By working together to achieve a shared vision, outcomes and action program, the City will be more likely to succeed.

C. Whitehall's 2030 Vision

Nestled on the shores of White Lake, at the mouth of the White River, and only minutes from Lake Michigan, the largest freshwater lake in the country, the City of Whitehall is a charming, lively, and welcoming community. Whitehall takes pride in its quaint and unique neighborhoods, its traditional downtown, its robust civic institutions, and its beautiful waterfront. Home to a variety of arts and entertainment institutions, including the historic Howmet Playhouse, the City is also located amidst West Michigan's rich tapestry of recreation amenities, such as beaches, dunes, camping, hiking, boating, fishing, and even an amusement park.

Whitehall strives to be a leader in sustainable practices, and to protect its waterways, woodlands, wetlands, and coastline. The community prioritizes environmentally-sensitive design, especially with regard to stormwater management, and constructed the first "Green Street" in the state of Michigan. An ongoing shoreline restoration project seeks to restore the natural ecosystem of White Lake, while maintaining recreational access to the waterfront.

Whitehall aims to preserve its neighborhoods by building on the strong community identity and character of the individual blocks. New housing will strengthen this character by reflecting the existing neighborhood identities.

A pedestrian and cyclist-friendly community, Whitehall promotes the expansion and development of complete streets and non-motorized pathways to create an extensive network of connections among neighborhoods, recreational amenities, the waterfront, and the downtown business core.

The City strives to be economically successful, providing jobs, housing and recreation for all age groups and walks of life. Together, the residents of Whitehall will work to create a vibrant future for our community.



D. Document Contents

The Whitehall Comprehensive Master Plan is organized into several chapters describing existing conditions, trends, projections, and their implications; the City’s vision, goals and objectives; master planned future land use, transportation and community development; the Parks and Recreation Plan; and proposed actions for making the Plans into reality. In summary, the contents are as follows:

Existing Conditions (Chapters 2-8) presents the existing natural features, land uses, transportation, public facilities, housing stock, and other physical characteristics of Whitehall, including maps, pictures, and text. It also includes information on the people and economy of Whitehall. Its purpose is to present the City as it exists today.

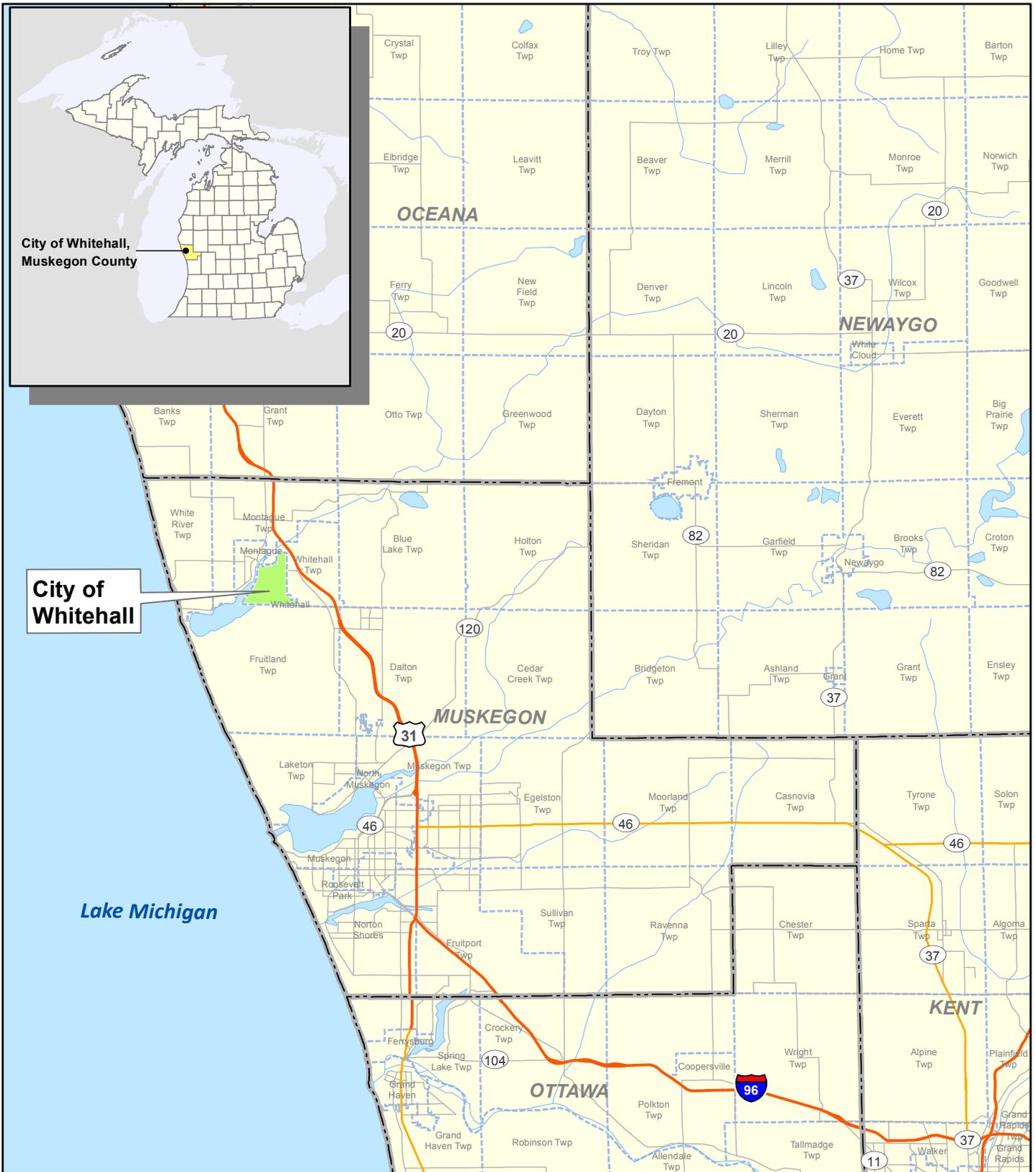
Public Input (Chapter 9) describes the process used to create and distribute the public input survey and summarizes the results. It also includes a summary of the input gleaned from the Focus Groups. A more complete summary of the public input is presented in the Appendix.

Parks Analysis and Plan (Chapter 10) includes the MDNR-required inventory of the parks and recreation facilities in both the City and the broader region, comparison to state and national standards, identification of priorities for improvements, and an action plan for future parks improvements. It also includes the City’s current model for funding and the administration of Whitehall’s parks and recreation amenities.

Land Use Goals and Objectives (Chapter 11) outline the path that the City intends to follow, including the vision for the economic, social, and physical future of the community.

The Future Land Use Plan (Chapter 12) combines the information, analysis and input from the above chapters into a coherent plan for the City’s future. This chapter deals with goals and objectives, parks and downtown improvements, sustainability considerations, and future land use and transportation recommendations.

The Action Plan (Chapter 13) answers the “how” of the Master Plan. With specific programs, ideas, and regulations, it provides guidance for City officials to shape the Whitehall of the future. The chapter includes specific actions for the City’s Parks and Recreation, as well as for economic development, land use and zoning regulations, and capital improvements.



June 3, 2014

Mile 0 4 8

Map 1 Regional Location Map

LEGEND

- Interstates
- US Highways
- State Highways
- Surrounding Counties
- Surrounding Municipalities
- City of Whitehall



Data Source: Michigan Geographic Framework, Michigan Center for Geographic Information, Version 8a

City of Whitehall, Michigan

MAP 1: Regional Location



2. Natural Resources and Environment

INTRODUCTION

This section of the Plan describes the physical features of the community. The description is important to the planning process since many of these features do not change and plans must accommodate the area's physical attributes. Many of the area's features are familiar to residents of the area, but may provide valuable information to interested parties from outside the area.

LOCATION

Whitehall is in western Michigan's Muskegon County. The City is situated south of the White River while the neighboring City of Montague is north of the river. Whitehall is surrounded by Whitehall Township on the east and Fruitland Township on the south. The White River widens at the bridge between Whitehall and Montague to form White Lake, which flows into Lake Michigan. Whitehall is four miles east of Lake Michigan, eleven miles north of Muskegon and forty eight miles south of Ludington.

Muskegon County is on Lake Michigan, on the west side of Michigan's Lower Peninsula. The County is south of Oceana County, west of Newaygo, Kent and Ottawa Counties; north of Ottawa County and east of Lake Michigan. The City of Muskegon is the County Seat of the County.

GENERAL TOPOGRAPHY OF WHITEHALL

The City of Whitehall lies on the eastern edge of the extreme northern end of White Lake. White Lake is one of numerous lakes formed along the western edge of the Lower Peninsula of Michigan when glacial lake levels rose and formed drowned river valleys. Subsequent deposition of sand from off shore currents, beaches, and prevailing winds separated White Lake from Lake Michigan.

There are numerous small creeks which flow into White Lake such as Bush Creek, Wildcat Creek, Millpond Creek, and other unnamed creeks. In the vicinity of Whitehall these creeks are from one to two miles long and have a maximum grade of roughly 100 feet.

Topography in the Whitehall area slopes to the west from a high of 718 feet above sea level from a large hill one mile east of Whitehall to a low of 580 feet at the shore of White Lake. The hill east of town is part of the Whitehall branch of the Port Huron Moraine which is part of a complex interrelated system of the Lake Michigan Moraine System. The City of Whitehall is bounded on the north and south by unnamed creeks with Bush Creek roughly bisecting the City in an east-west direction

Slopes of the general topography in Whitehall range from 1 to 5 percent with an average of 2.2 percent. Slopes by the streams may be as great as 25 percent.

CLIMATE AND CLIMATE CHANGE

Since Muskegon County is on Lake Michigan, and the prevailing winds are westerly, the area has a quasi-marine climate. Lake Michigan acts as a heat sink that cools the air in the summer and heats the air in the winter. Therefore, the County's weather is much milder than areas located farther from such a large body of water at the same latitude. July is usually the warmest month of the year while January and February are generally the coldest. February usually has the least amount of precipitation and September usually has the highest amount of precipitation. Snowfall typically occurs November through April, or six months of the year.

2. NATURAL RESOURCES AND ENVIRONMENT

In recent years, Whitehall has seen some extreme weather fluctuations that have refocused the City on the possibility of long-term climate change and the actions necessary to respond to the potential impacts of a changing climate. In the winter of 2011-2012, the City (and much of the State of Michigan) experienced temperatures well above average and almost no snowfall. This resulted in very low lake levels in White Lake and Lake Michigan.

Lake levels did not return to normal until after the winter of 2013-14, when Whitehall and the rest of the state experienced record cold temperatures and extreme snowstorms. Lake Michigan completely froze over, eliminating the “heat sink” effect and plunging temperatures well below 0 degrees Fahrenheit. The snowmelt following that winter returned the lakes to normal levels, but produced large amounts of runoff and sedimentation, which present their own challenges in the region’s lakes and rivers.

SOILS

Whitehall's general soils consist of three soil associations. A brief description of these associations provides a general knowledge of the area. For a more thorough understanding of the area's soils, consult the [Soil Survey of Muskegon County](#).

The western portion of the City contains the Rubicon-Crosswell-Deer Park Association. The association is nearly level to steep, well drained and moderately well drained sandy soils on outwash plains, beach ridges and dunes. This soil association is very good for recreational development and community development. The soils provide good foundations for buildings, highways and other structures.

The eastern portion of Whitehall contains the Montcalm-Nester-Belding-Kawkawlin Association. The association is gently sloping to rolling, somewhat poorly drained and well-drained, sandy and loam soils on lake plains, outwash plains and glaciated uplands.

The soils in the northern portion of Whitehall, near the White River, are the Carlisle-Tawas Association. The association is nearly level and depressional, poorly drained peats and mucks.

FLOOD PLAIN

The Emergency Management Agency identifies flood hazard zones based on bodies of water, elevations and other information. Map 2 identifies the 100 year flood boundary. Areas within this boundary have a 1 in 100 chance of flooding any particular year (100 year floods can occur more frequently than once every 100 years). The City's flood plain is located along White Lake and occupies a large portion of the northern portion of the City, along the White River. Flood plains also exist along the Mill Pond and the unnamed tributary in the northern portion of the City. Development should be strictly limited in areas within the flood plain.

WETLANDS

The U. S. Department of the Interior Fish and Wildlife Service has prepared an inventory of the area's wetlands. Map 3 identifies areas within Whitehall designated as wetlands. As the map shows, there are several wetland areas in the northern portion of the City along the White River. There are also several isolated areas along the shores of White Lake. The wetland areas limit the potential for development in these areas.

ENVIRONMENTAL CHALLENGES AND RESPONSES

There are three known several sites of environmental concern that have undergone significant investigation and remediation. The 5A Oil site is no longer considered a risk through dermal contact, inhalation, ingestion, or migration to surface water according to the 2005 Final Assessment Report. As it was an orphan site, the State of Michigan removed eight underground fuel storage tanks, 560 cubic yards of contaminated soil, and 4,800 gallons of contaminated groundwater.

Following 30 years of groundwater extraction and treatment, the Michigan Department of Environmental Quality approved Flint Hills request to go from active remediation to natural attenuation at the Muskegon Chemical/Koch Chemical Company site.



2. NATURAL RESOURCES AND ENVIRONMENT

Genesco's remedial work at the Whitehall Leather Company was substantially completed in September 2011. Just under 200,000 tons of impacted soil was removed from the south wetlands, south uplands, wastewater lagoons, and parking lot. This material was transported to the Ottawa County Farms Landfill.

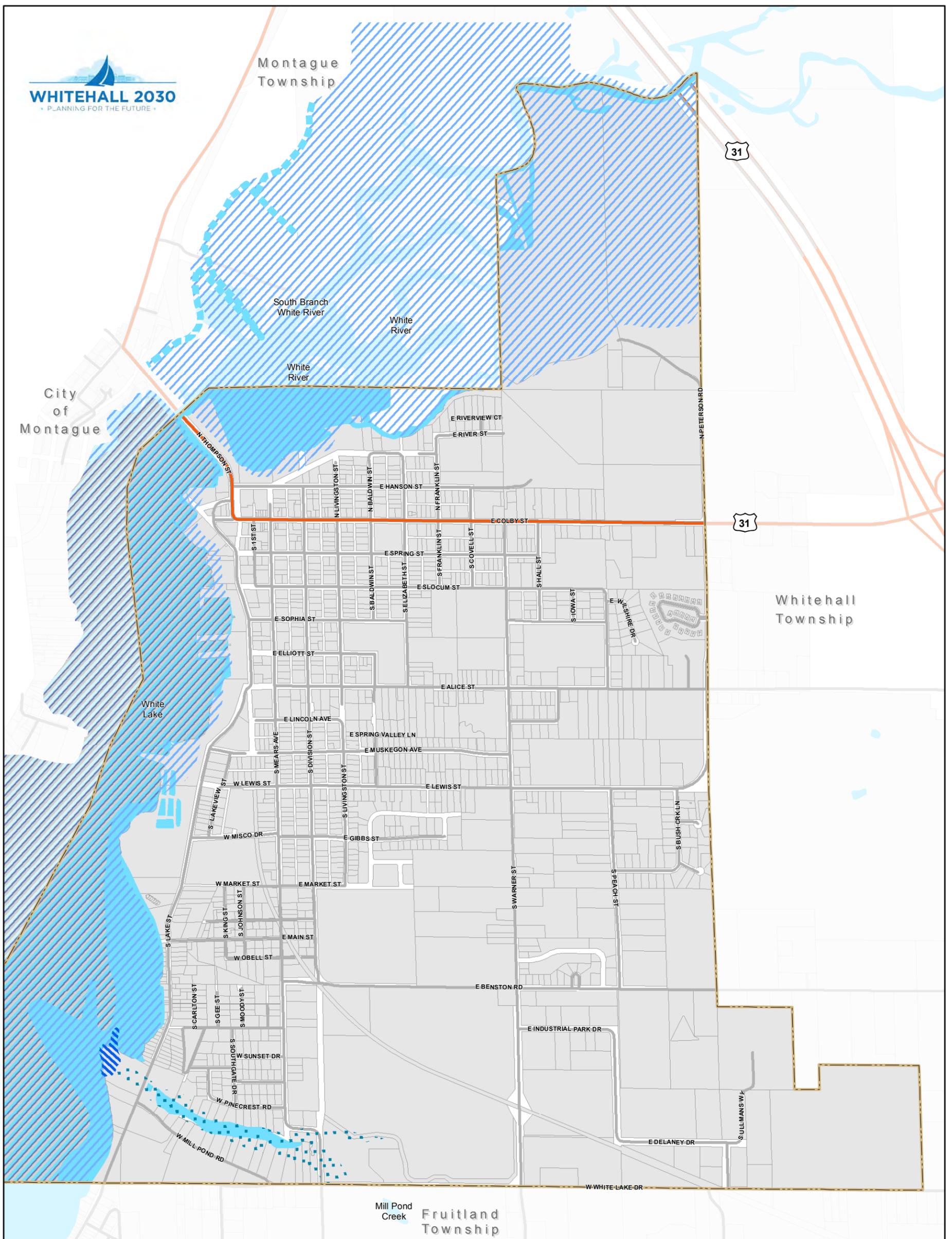
Alcoa Howmet is working with the Michigan Department of Environmental Quality to achieve final closure of a site of groundwater contaminated associated with its Benston Road facility.

From 1985 through 2014, White Lake was one of 43 Great Lakes Areas of Concern (sometimes called "toxic hotspots") due to industrial and municipal pollution and other problems. An industrial manufacturing era, along with increased residential development and municipal discharges, took an ecological toll on White Lake, beginning in the 1950s. In 1985, due to White Lake's history of pollution, state and federal environmental authorities placed White Lake on a list of 43 Great Lakes Areas of Concern—waterways where pollution and other problems were serious enough to endanger aquatic life.

Great Lakes Areas of Concern were identified as part of an agreement between the U.S. and Canada, the Great Lakes Water Quality Agreement, which directed the two federal governments to work with state and provincial governments to develop and implement special cleanup plans, Remedial Action Plans, to restore each Area of Concern and improve environmental quality across the Great Lakes.

Local residents, including the White Lake Public Advisory Council, worked with state and federal environmental authorities to address White Lake's environmental problems to restore the lake to a healthy condition. As a result, White Lake was officially delisted in October 2014. Local efforts are now aimed at maintaining progress and continuing to promote stewardship of the lake.

In addition, the City converted Lake Street into the state's first "Green Street" in early 2014. The roadway includes permeable pavement and is designed to completely eliminate runoff. This Plan envisions Lake Street to be only the first in a series of "Green Street" conversions that will reduce non-point source pollution in White Lake and other waterways, and serve as a model for other communities.



Map 2
Flood Plain Map
 City of Whitehall, Michigan
 December 4, 2014

0 500 1,000
 Feet



MCKenna
 ASSOCIATES

Base Map Source: Muskegon County GIS, 2014

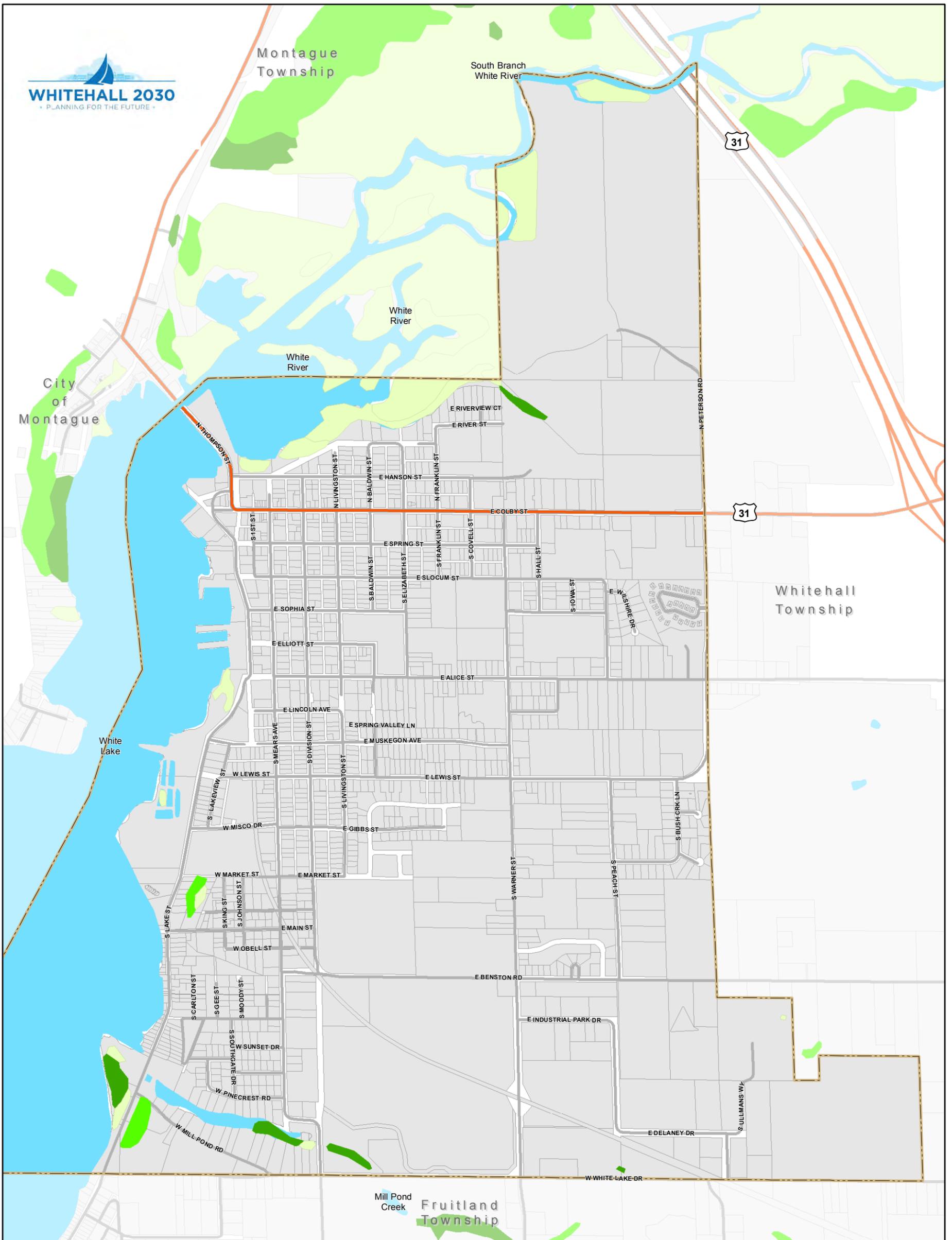
Not indented to substitute as the official FEMA Floodplain Map

LEGEND

- A
- VE 594
- Zone X
- AE 586
- Zone A
- Water

MAP 2: Flood Plain





Map 3
Wetland Map
 City of Whitehall, Michigan
 December 4, 2014

0 500 1,000
 Feet



MCKenna
 ASSOCIATES

National Wetlands Inventory

- Emergent
- Forested
- Scrub-Shrub
- Water

Base Map Source: Muskegon County GIS, 2014
 Data Source: Michigan Geographic Framework,
 Michigan Center for Geographic Information, Version 14a.

2. POPULATION

MAP 3: Wetlands

3. Population

A. Demographics

Demographic analysis, or the study of the characteristics of the population, is a fundamental element of master planning. Planning for future growth and development requires consideration of “how much” – how many people will need City services, how much housing is affordable, how many new houses will be built, and other vital signs. One must understand these existing conditions and past trends in order to appropriately anticipate and plan for the future needs of the community.

The intent of a demographic analysis is to paint a general picture of the community: the population’s age, gender, family size, educational status, and similar features. The analysis compares Whitehall to four nearby communities (Fruitland Township, Montague Township, Whitehall Township, and the City of Montague) in addition to Muskegon County and the State of Michigan as a whole. Differences in demographic characteristics may indicate issues or areas in which land use planning and public policies are warranted; may identify strengths or assets that can be further developed or emphasized; or may identify weaknesses or issues that need to be addressed.

Most of the data presented comes from the U.S. Census. The most recent data comes from the 2012 American Community Survey 5-Year Estimates. The American Community Survey is conducted every year and samples a percentage of the community on topics such as population, economics, housing, etc. and is considered a reliable source.



3. POPULATION

POPULATION TRENDS

Changes in the number of people residing in a community are an important indicator for community planning. Growing communities have different needs than do communities with stable or declining populations. Table 3.1 shows the relative populations of Whitehall and the comparison communities from 1980 to 2012. Projections to the future can be found in Section B of this chapter.

Table 3.1: Population

	1980	1990	2000	2010	2012
City of Whitehall	2,856	3,027	2,884	2,706	2,720
City of Montague	2,332	2,276	2,407	2,361	2,112
Fruitland Township	4,168	4,391	5,235	5,543	5,549
Montague Township	1,359	1,429	1,637	1,600	1,723
Whitehall Township	1,341	1,464	1,648	1,739	1,842
Muskegon County	157,589	158,983	170,200	172,188	171,755
State of Michigan	9,262,078	9,295,297	9,938,444	9,883,640	9,897,264

Source: US Census Bureau, 2010 Census and 2012 American Community Survey 5-Year Estimates

Whitehall experienced a loss of 178 people from 2000 to 2010. It has rebounded slightly since then, according to the American Community Survey. Across the lake, Montague has experienced a drop of nearly 300 residents since 2000. The surrounding Townships have all gained population steadily since 1980. Whitehall must plan to be a place that attracts new residents due to a high quality of life, in order to continue to grow.

AGE DISTRIBUTION TRENDS

The age of a community’s population has very real implications for planning and development, whether it is an increased or decreased need for schools to serve the population under 18, or a need for housing alternatives and services for empty nesters and older residents.

Figure 3.1 compares the median ages (the mid-point where half the population is younger and half is older) of Whitehall and the comparison communities. The White Lake area has generally older residents than the rest of the County or State. However, through investment in the downtown, neighborhoods, parks, and the protection of the lakes and rivers, Whitehall can attract young families which will reverse the trend of an aging population.

Figure 3.1: Median Age, 2010



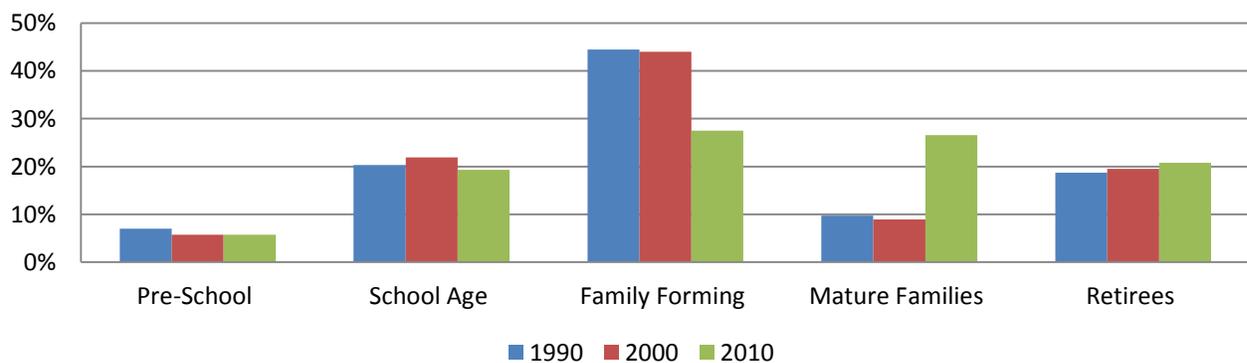
Source: US Census Bureau

Age structure (analyzing which proportions of a municipality’s population are in which stages of life) gives a nuanced view of the makeup of a community. To compare age structure, the population is divided into the following groupings:

- Under 5 (Preschool)
- 5 to 19 (School Aged)
- 20 to 44 (Family Forming)
- 45 to 64 (Mature Families)
- Over 65 (Retirement)

Figure 3.2 shows the age distribution trend in Whitehall since 1990. Since 2000, the number of people in the “Mature Families” category (ages 45 to 64) has increased dramatically, at the expense of the “Family Forming” category. This is due to the increasing age of the “Baby Boomer” generation, which was the largest generation in American history. As the Boomers age, it is important to work to attract their children, another large generation known as the “Millennials.”

Figure 3.2: Age Structure Trend, 1990-2010, City of Whitehall



Source: US Census Bureau



3. POPULATION

MALE / FEMALE DISTRIBUTION

The following table shows the distribution of men and women in the City of Whitehall and the comparison communities. In large populations, generally there are slightly more women than men, because women have, on average, longer life spans. Both the cities of Whitehall and Montague are around 54% female, indicating that there may be a significant population of older, single/widowed women in both communities.

Table 3.2: Sex Distribution, 2010

	Male	Female
City of Whitehall	45.8%	54.2%
City of Montague	46.0%	54.0%
Fruitland Township	51.1%	48.9%
Montague Township	49.0%	51.0%
Whitehall Township	49.5%	50.5%
Muskegon County	49.6%	50.4%
State of Michigan	49.1%	50.1%

Source: US Census Bureau

The table below shows that Whitehall's population has been approximately 54% female for over 20 years. While the City's sex distribution is more uneven than in other communities, it does not appear that there is a trend for the female population to grow faster than the male population.

Table 3.3: Sex Distribution Trend, 1990-2010, City of Whitehall

	Male	Female
1990	46.0%	54.0%
2000	46.0%	54.0%
2010	45.8%	54.2%

Source: US Census Bureau

RACIAL DISTRIBUTION

The White Lake region is generally less diverse than Muskegon County or the State of Michigan as a whole, with over 95% of the regional population self-identifying as “white.” The proportion of people in the White Lake region self-identifying as Hispanic, regardless of race, is also lower than the proportion in the County and State as a whole. Table 3.6 shows that Whitehall is becoming slightly more diverse, with increases in most non-white racial categories. Race is indicative of socio-economic trends, but the recommendations of this Plan were not based on racial demographics.

Table 3.4: Racial Distribution, 2010

	White	Black or African American	Native American	Asian	Native Hawaiian/Pacific Islander	Other
City of Whitehall	95.0%	1.4%	0.5%	0.5%	0.1%	2.0%
City of Montague	96.0%	0.6%	1.0%	0.3%	0.0%	0.4%
Fruitland Township	95.5%	0.7%	1.1%	0.3%	0.0%	0.4%
Montague Township	97.3%	0.7%	0.8%	0.3%	0.0%	1.3%
Whitehall Township	95.3%	1.0%	0.3%	0.0%	0.0%	2.4%
Muskegon County	80.0%	14.5%	0.8%	0.5%	0.0%	1.4%
State of Michigan	78.9%	14.2%	0.6%	2.4%	0.0%	1.5%

Source: US Census Bureau. May not add to 100% due to respondents identifying as two or more races. This information is provided for reference purposes and will not influence land use decisions.

Table 3.5: Percentage Self-Identifying as Hispanic, 2010

	Hispanic	Non-Hispanic
City of Whitehall	2.7%	97.3%
City of Montague	3.4%	94.6%
Fruitland Township	2.0%	98.0%
Montague Township	4.9%	95.1%
Whitehall Township	2.4%	97.6%
Muskegon County	4.8%	95.2%
State of Michigan	4.4%	95.6%

Source: US Census Bureau. This information is provided for reference purposes and will not influence land use decisions.

Table 3.6: Racial Distribution Trend, 1990-2010, City of Whitehall

	White	Black or African American	Native American	Asian	Native Hawaiian/Pacific Islander	Other
1990	98.2%	0.3%	0.2%	0.4%	0.0%	0.9%
2000	96.6%	0.7%	1.1%	0.3%	0.0%	1.2%
2010	95.0%	1.4%	0.5%	0.5%	0.1%	2.0%

Source: US Census Bureau. This information is provided for reference purposes and will not influence land use decisions.



3. POPULATION

HOUSEHOLDS

This section analyzes the composition and characteristics of households in Whitehall. Changes in the number of households in a community are an indication of changing demand for housing units, retail and office space, and community services. Tracking household changes ensures sufficient land is set aside in appropriate locations to accommodate future growth and demand for housing.

The table below breaks down the types of households in the City of Whitehall and the comparison communities. Generally, the White Lake region has more married couples but fewer households with children than the County and State as a whole. The City of Whitehall also has a very high proportion of females living alone, which goes along with the high female/male ratio in the City, and indicates a large number of older single/widowed women.

Table 3.7: Household Types, 2010

	Total	Married Couple with Children	Single Female with Children	Single Male With Children	Married Couple Without Children	Female Householder Living Alone	Male Householder Living Alone	Non-Family Group
City of Whitehall	1,153	16.1%	8.4%	2.5%	35.3%	23.3%	12.5%	5.4%
City of Montague	1,006	17.8%	8.5%	2.7%	39.1%	19.9%	10.9%	5.3%
Fruitland Township	2,097	23.0%	4.9%	2.4%	43.3%	8.0%	9.1%	3.9%
Montague Township	618	20.6%	5.0%	4.2%	38.5%	10.8%	9.2%	4.3%
Whitehall Township	673	21.8%	3.9%	2.5%	40.3%	11.1%	8.9%	5.3%
Muskegon County	65,616	17.8%	9.3%	2.9%	29.6%	14.8%	11.6%	5.5%
State of Michigan	3,872,508	28.6%	7.3%	2.4%	29.1%	15.4%	12.5%	6.1%

Source: US Census Bureau

The table below shows the trends in the makeup of households in Whitehall since 1990. Family Households are those where the householder lives with their spouse and/or parents and/or children. In general, Family Households have declined, and the number of Family Households that do not include a married couple has increased. Reflecting these trends, the average household size has decreased. All of these trends can be seen nationally and are not unique to Whitehall.

Table 3.8: Household Trends, City of Whitehall, 1990-2010

	Total Households	Family Households	Married Couples	Non-Family Households	Average Household Size
1990	1,169	69.3%	55.3%	30.7%	2.48
2000	1,165	63.5%	46.4%	36.5%	2.35
2010	1,153	58.8%	41.4%	41.2%	2.22

Source: US Census Bureau

B. Population Projections

The following projections predict what the populations of Whitehall and Muskegon County will look like in 2020 and 2030. These projections estimate future needs of the community and services that should be planned particularly in regards to housing, jobs, retail, public services, recreation, and park space over the next 20 years.

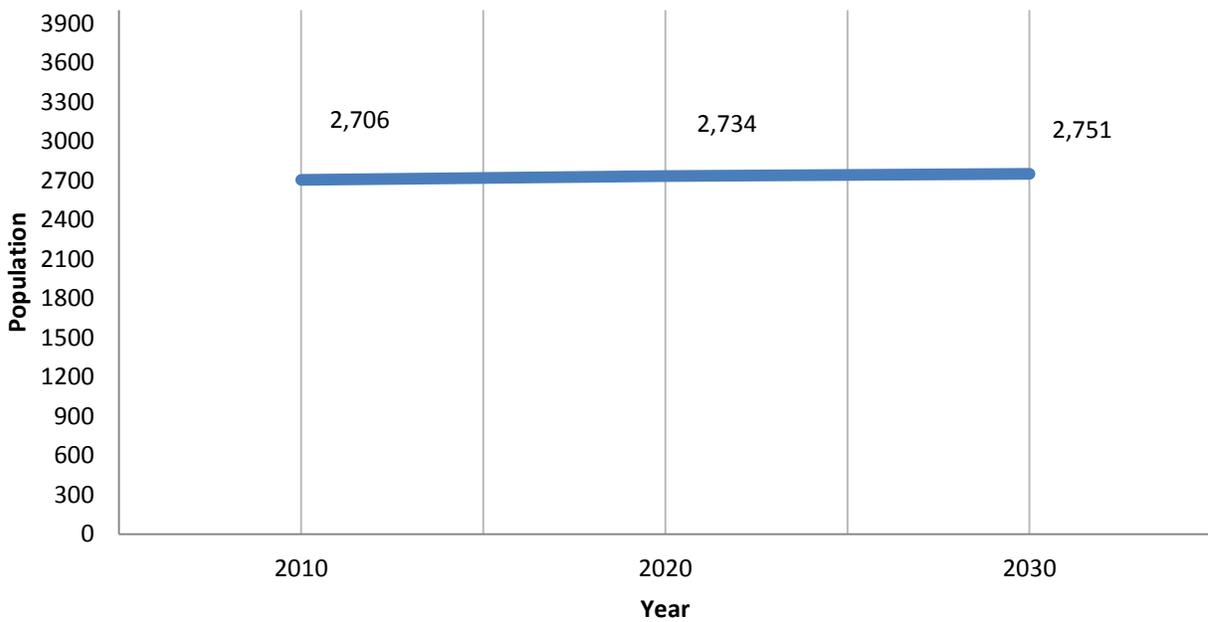
Projections like this help crystalize the vision, allowing the community to see, numerically, what it will look like in 10-20 years.

Methodology. To prepare these projections, McKenna used 2010 U.S. Census population data broken down into ten-year age groups. Each population cohort was moved ten years forward to project to 2020 – for instance 21-30 year olds became 31-40 year olds. Mortalities were factored out using reasonable rates for each age group. 3% of 10-19 year olds were removed as they aged into the 20-29 year olds to account for graduates finding jobs in other communities. Finally, using the statewide birth rate and the estimated number of females of childbearing age, a new 0-10 age group was calculated. The process was then repeated to obtain the population and age cohorts for 2030.

WHITEHALL

As shown in Figure 3.3, Whitehall’s population is expected to grow very slowly over the next twenty years with a gain of 122 individuals. This increase is important, as it reverses the trend of population loss experienced since 2000. However, the projection does not show Whitehall achieving its 2000 population of 2,884 people.

Figure 3.3: Whitehall Population Projection, 2010-2030



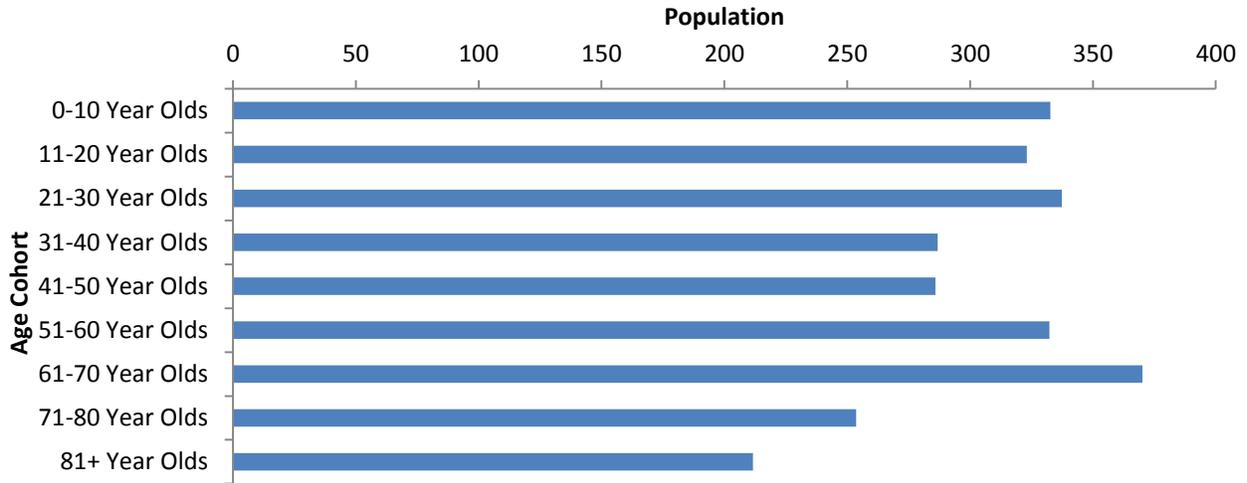
Source: US Census Bureau, McKenna Associates projection



3. POPULATION

As shown in Figure 3.4, Whitehall's age distribution projection for 2020 has a high number of school children and a very high number of senior citizens.

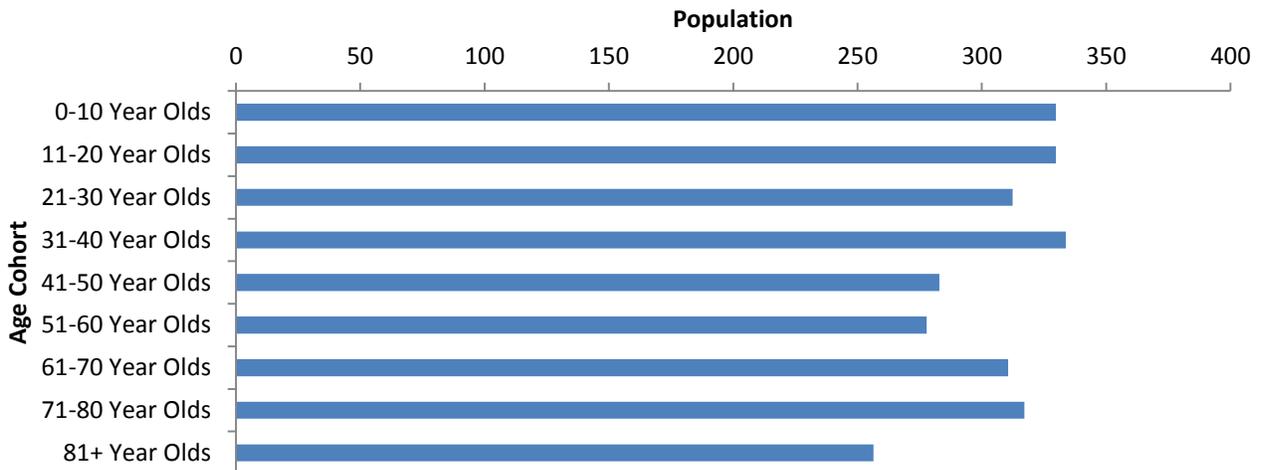
Figure 3.4: Whitehall Age Distribution, 2020 Projection



Source: US Census Bureau, McKenna Associates projection

Figure 3.5 shows age distribution projections for 2030. It is more balanced than the 2020 projection, with more people in the 20-40 age range.

Figure 3.5: Whitehall Age Distribution, 2030 Projection

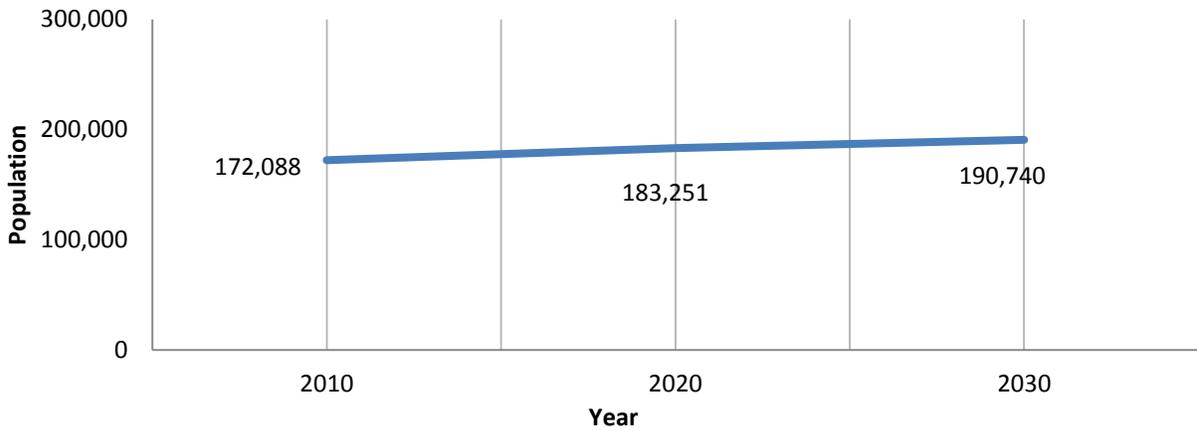


Source: US Census Bureau, McKenna Associates projection

MUSKEGON COUNTY

As shown in Figure 3.6, Muskegon County’s population is expected to increase slowly but steadily over the next twenty years. Whitehall could position itself to attract some of this additional population.

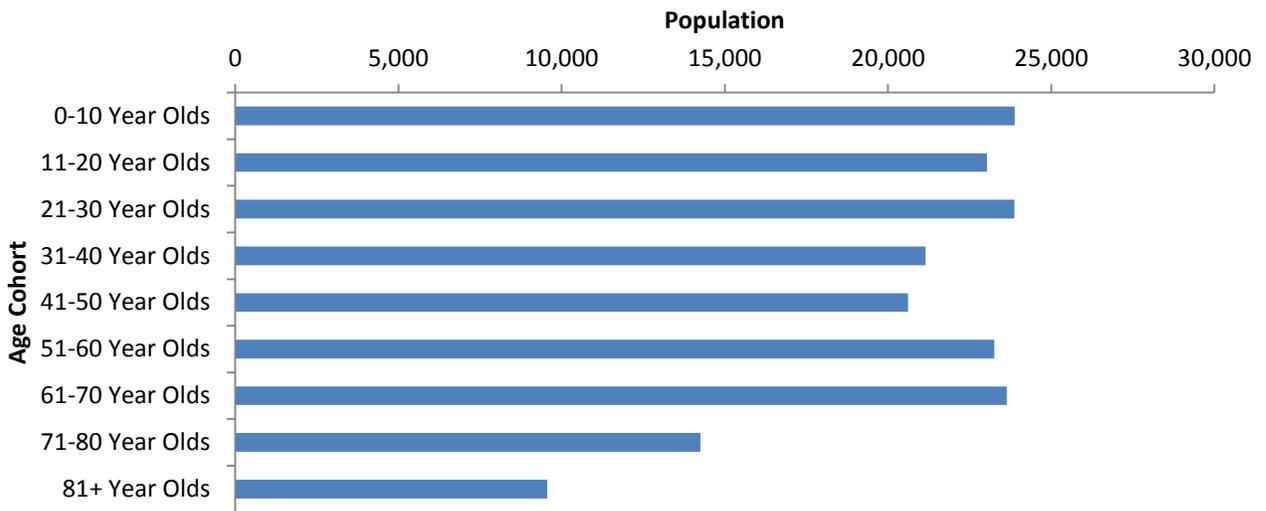
Figure 3.6: Muskegon County Population Projection, 2010-2030



Source: US Census Bureau, McKenna Associates projection

As shown in Figure 3.7, Muskegon County is expected to have a generally balanced age distribution in 2020, but with a small group of 30-50 year olds and a large group of 50-70 year olds.

Figure 3.7: Muskegon County Age Distribution, 2020 Projection



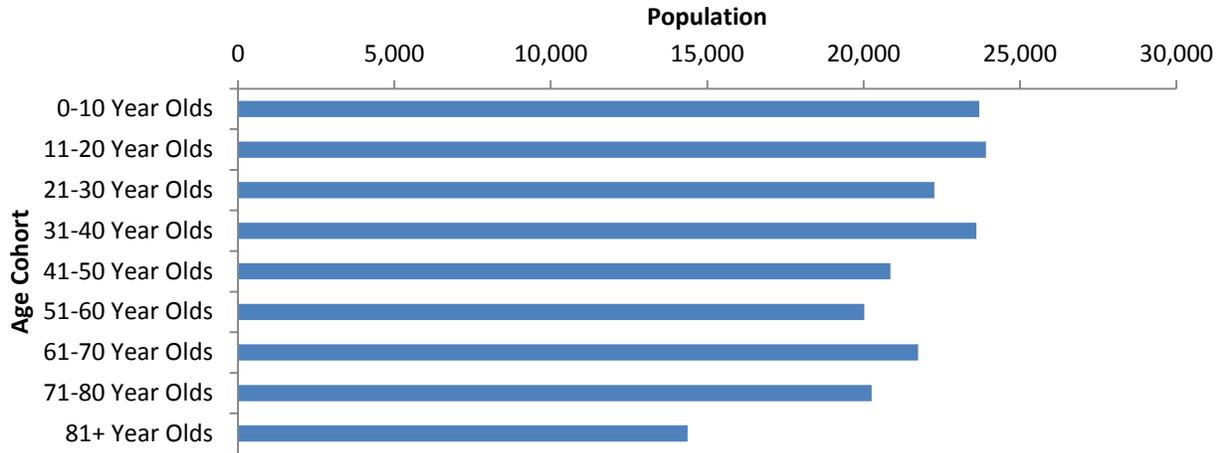
Source: US Census Bureau, McKenna Associates projection



3. POPULATION

As the graph below illustrates, Muskegon County is projected in 2030 to have a generally younger population than in 2020.

Figure 3.8: Muskegon County Age Cohorts, 2030 Projection



Source: US Census Bureau, McKenna Associates projection

4. Economy

INTRODUCTION

Chapter 4 describes the employment distribution, income, and other economic information of Whitehall's population. It compares the City's population to the surrounding Townships, the City of Montague, Muskegon County, and the State of Michigan to allow readers to make comparisons. It also identifies trends for Whitehall to identify how employment and the economy have changed in the recent past.

OCCUPATION TRENDS

This section addresses the employment of Whitehall residents and the comparison communities. This is not an analysis of what kind of jobs are available or what businesses are located within the community, but rather in what occupations members of the community are employed, regardless of where they work. Thus, commuters from Whitehall to other areas are included in this analysis, but commuters from other locations coming into the City are not. Major occupational sectors for residents of the White Lake region include Manufacturing, Tourism and Entertainment, Education and Health Care, and Retail. The City of Whitehall has a higher proportion of residents in the Tourism and Entertainment industry than surrounding communities.

Table 4.1: Occupational Sectors, 2010

	City of Whitehall	Whitehall Township	City of Montague	Montague Township	Fruitland Township	Muskegon County	State of Michigan
Total Employed Persons over 16 years of Age	1,294	976	867	775	2,552	69,840	4,396,785
Agriculture and Mining	0.0%	0.3%	1.4%	3.1%	1.3%	1.5%	1.3%
Construction	4.8%	3.4%	4.7%	5.4%	6.4%	4.6%	5.3%
Manufacturing	28.3%	30.7%	26.4%	26.4%	25.5%	25.0%	17.6%
Transportation and Utilities	3.9%	1.4%	2.9%	3.1%	1.3%	3.4%	4.2%
Information Technology	2.8%	0.0%	3.1%	0.8%	3.1%	1.5%	1.9%
Wholesale Trade	3.6%	2.0%	3.0%	3.0%	2.3%	2.4%	2.8%
Retail	9.2%	10.2%	16.8%	6.3%	9.8%	12.2%	11.6%
Finance, Insurance, and Real Estate	1.3%	1.7%	2.4%	0.9%	3.3%	3.4%	5.7%
Tourism and Entertainment	12.8%	8.6%	5.7%	7.9%	6.4%	8.3%	9.1%
Education and Health Care	24.0%	21.0%	13.8%	21.3%	23.9%	22.2%	23.2%
Professional Services	4.5%	6.5%	7.2%	6.2%	5.5%	6.2%	8.9%
Other Services	3.6%	6.4%	8.2%	7.1%	7.9%	5.3%	4.7%
Government	1.3%	7.7%	4.4%	2.1%	3.3%	4.0%	3.8%

Source: US Census Bureau



4. ECONOMY

The table below shows the trend in employment for Whitehall residents since 1990. The biggest gains have been in Information, Tourism and Entertainment, and Education and Health Care, while the biggest drops have been in Agriculture, Retail, and Finance, Insurance and Real Estate. It is possible that some of the jobs previously classified as Retail are now classified as Tourism and Entertainment, or that some of the City's retail buildings and storefronts now house entertainment uses rather than retail stores.

Table 4.2: Occupational Trend, 1990-2010, City of Whitehall

	1990	2000	2010	Change 1990-2010
Total Employed Persons over 16 years of Age	1,246	1,294	1,294	+3.8%
Agriculture and Mining	0.2%	0.7%	0.0%	-100.0%
Construction	6.1%	5.1%	4.8%	-21.3%
Manufacturing	36.2%	26.7%	28.3%	-21.8%
Transportation and Utilities	4.4%	4.1%	3.9%	-11.4%
Information Technology	0.0%	1.0%	2.8%	+280.0%
Wholesale Trade	3.4%	0.9%	3.6%	+5.9%
Retail	19.6%	11.2%	9.2%	-53.0%
Finance, Insurance, and Real Estate	1.8%	3.0%	1.3%	-27.8%
Tourism and Entertainment	3.1%	13.4%	12.8%	+312.9%
Education and Health Care	15.8%	22.2%	24.0%	+51.9%
Professional Services	3.7%	4.4%	4.5%	+21.6%
Other Services	3.7%	4.6%	3.6%	-2.7%
Government	1.9%	2.7%	1.3%	-3.2%

Source: US Census Bureau

INCOME AND POVERTY STATUS

The table below shows the income levels and poverty status in Whitehall and the comparison communities. All of the White Lake region communities have median incomes above the level of Muskegon County's, but the Cities of Whitehall and Montague have lower incomes than the surrounding Townships.

Table 4.3: Income and Poverty Status, 2010

	City of Whitehall	Whitehall Township	City of Montague	Montague Township	Fruitland Township	Muskegon County	State of Michigan
Median Household Income	\$43,942	\$53,750	\$44,960	\$46,048	\$59,537	\$40,670	\$48,432
<i>Ratio to County</i>	<i>1.08</i>	<i>1.32</i>	<i>1.11</i>	<i>1.13</i>	<i>1.46</i>	-	<i>1.19</i>
Median Family Income	\$57,594	\$67,088	\$51,645	\$64,525	\$61,828	\$50,101	\$60,351
<i>Ratio to County</i>	<i>1.15</i>	<i>1.34</i>	<i>1.03</i>	<i>1.29</i>	<i>1.23</i>	-	<i>1.20</i>
Per Capita Income	\$20,799	\$27,500	\$22,365	\$22,365	\$25,049	\$19,719	\$25,134
<i>Ratio to County</i>	<i>1.05</i>	<i>1.39</i>	<i>1.13</i>	<i>1.13</i>	<i>1.27</i>	-	<i>1.27</i>
Percent Below Poverty Level	12.5%	7.6%	10.1%	9.4%	7.8%	13.8%	10.6%

Source: US Census Bureau

The table below shows the trend in incomes in Whitehall, normalized to 2010 dollars to account for inflation. Incomes for family households have risen almost 11% since 1990, but incomes for all households have not risen at all over the past two decades. Additionally, all categories have experienced a drop since 2000 and the percentage of households in poverty has risen.

Table 4.4: Income Trend, City of Whitehall, 1990-2010, in 2010 Dollars

	1990	2000	2010	Change 1990-2010
Median Household Income	\$43,976	\$47,664	\$43,942	-0.1%
Median Family Income	\$51,951	\$64,510	\$57,594	+10.9%
Per Capita Income	\$20,188	\$23,482	\$20,799	+3.0%
Percent Below Poverty Level	8.3%	7.3%	12.5%	

Source: US Census Bureau, 2011 American Community Survey 5-Year Estimates and Social Explorer, 2000 Census Data



4. ECONOMY

The table below shows the percentage of households that receive various types of income. The number of households receiving social security in the White Lake region is similar to the County as a whole, but higher than the State rate. Among the White Lake communities, Whitehall Township has the highest percentage of households earning wages, and the lowest percentage on Social Security. The City of Whitehall is similar to the City of Montague in most categories.

Table 4.5: Income Type (Percentage of Households), 2010

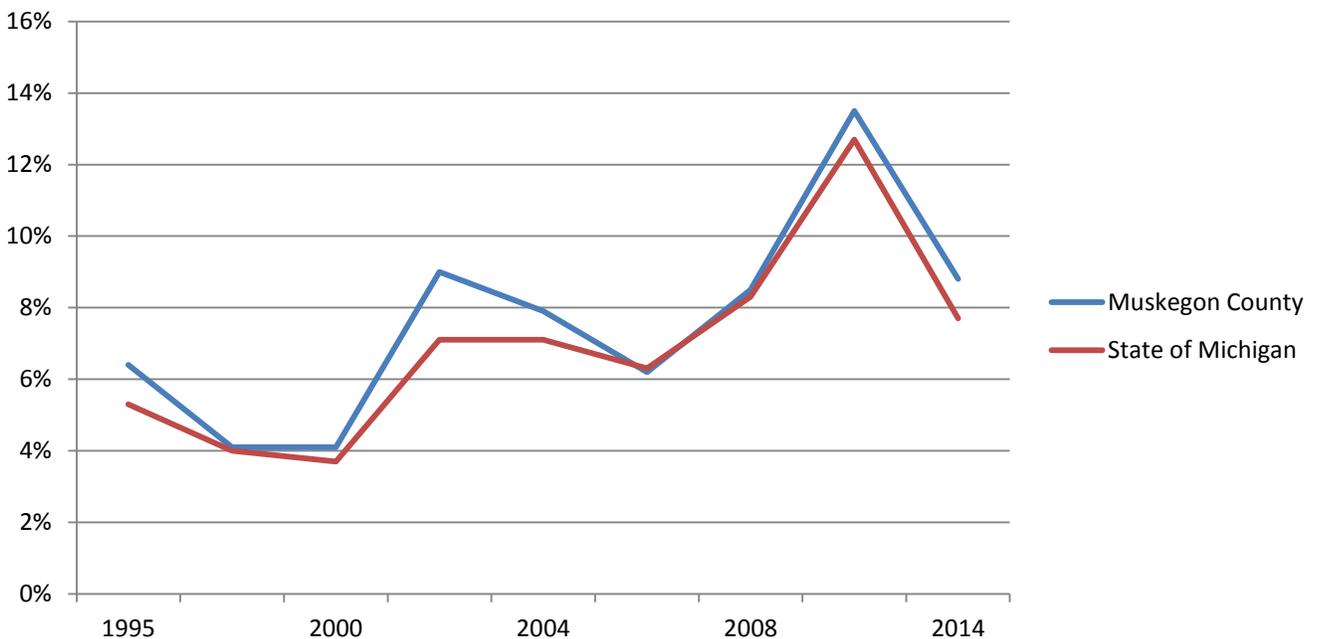
	City of Whitehall	Whitehall Township	City of Montague	Montague Township	Fruitland Township	Muskegon County	State of Michigan
Wage and Salary	74.4%	81.5%	70.6%	74.5%	77.1%	73.9%	76.2%
Social Security	34.0%	27.6%	37.5%	38.1%	32.0%	33.6%	29.8%
Other Public Assistance	3.9%	2.2%	3.0%	1.2%	3.1%	5.3%	3.5%
Retirement	24.8%	24.6%	30.5%	22.9%	26.2%	21.5%	22.0%

Source: US Census Bureau. Some households receive more than one type of income.

UNEMPLOYMENT TREND

The graph below shows the unemployment rate in Michigan and Muskegon County since 1995. The County has generally followed the State trend. Unemployment was lowest during the boom period of the late 90s and early 2000s, and spiked during the Great Recession. Recently, unemployment has decreased, but has not returned to the low levels of 15 years ago.

Figure 4.1: Unemployment Rate, 1995-2014



Source: Bureau of Labor Statistics.

COMMUTING

Because of Whitehall's rural location, many residents commute to other communities to work. Table 4.6 shows the commute time of City residents, with an average commute time of 15.8 minutes. This indicates that the majority of residents commute away from Whitehall to larger job centers like Muskegon. However, nearly 40% of residents commute less than ten minutes, indicating that they have jobs in the White Lake region.

Table 4.6: Commuting Destinations, 2012

Time of Commute	Places of Work Within this Commute Radius	Percentage of Residents
Under 10 Minutes	Whitehall/Montague	39.9%
10-25 Minutes	Muskegon/Grand Haven	34.8%
25-60 Minutes	Grand Rapids/Holland/Ludington	22.7%
60+ Minutes	Lansing/Kalamazoo	3.1%

Source: US Census Bureau

EDUCATION

This section analyzes the level of educational attainment in Whitehall and the comparison communities for persons age 25 or older. Generally, Whitehall has similar levels of educational attainment compared to the other communities.

Table 4.7: Highest Level of Educational Attainment, 2012

	City of Whitehall	Whitehall Township	City of Montague	Montague Township	Fruitland Township	Muskegon County	State of Michigan
Less than High School	7.6%	8.8%	6.6%	7.6%	7.9%	12.4%	11.3%
High School Graduate	31.4%	29.4%	38.2%	30.8%	30.4%	35.1%	30.7%
Attended College	32.8%	25.5%	28.9%	31.5%	25.2%	25.5%	24.0%
Associate Degree	8.3%	10.0%	10.5%	13.3%	9.2%	10.3%	8.4%
Bachelor's Degree	12.8%	18.0%	12.1%	10.8%	18.0%	11.3%	15.7%
Advanced Degree	7.0%	8.4%	3.7%	4.3%	9.1%	5.5%	9.8%

Source: US Census Bureau



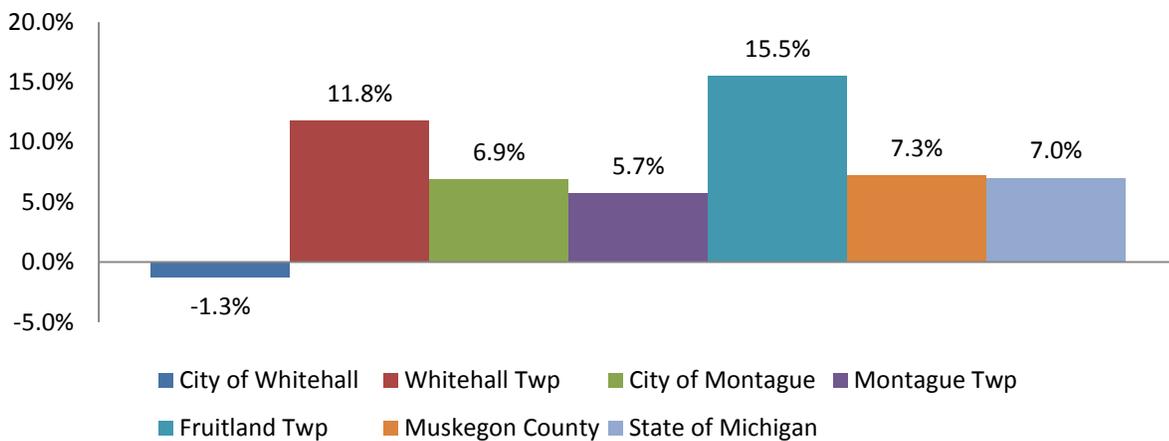
5. Housing

HOUSING UNITS

According to US Census data, there are 1,262 housing units in Whitehall. Each housing unit represents one single family dwelling unit – a house, apartment, condominium, etc.

The City of Whitehall is the only community in the White Lake region to lose households since the year 2000.

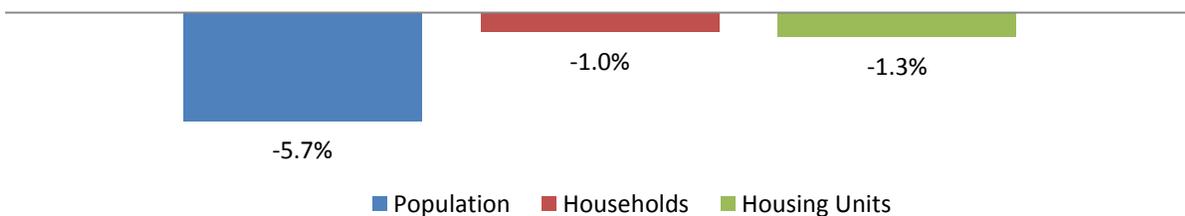
Figure 5.1: Change in Number of Housing Units, 2000-2012



Source: US Census Bureau

Population, households, and housing units are inter-related. As population changes, the number of household changes, and the housing market should react to that change by producing more or fewer housing units. In Whitehall, since 2000, the population has declined 5.7% and the number of households has declined 1.0%. Consequently, the number of housing units has also dropped.

Figure 5.2: Change in Population vs. Change in Households vs. Change in Housing Units, Whitehall, 2000-2011



Source: US Census Bureau

Table 5.1 indicates the age of existing housing units in the City. Aside from the expected dip during the 1940s for World War II, a substantial percentage of housing units (46%) were constructed prior to 1960. There was another housing boom in the City in the 1970s and 80s (29.6% of units). More recently, very little housing construction has occurred.

As housing ages, it requires greater investment of time and money to keep it in good condition. Typically residences that are 30 years and older will require substantial maintenance to prevent blight and decline for the broader community. Also, older homes tend to lack features that support handicapped access and may not be suitable without significant retrofitting for an aging population. This is a concern for the community given the older age of almost half of the housing stock.

Table 5.1: Age of Housing, 2012

Year Structure Built	# of Units	Percent
2010 or later	0	0.0%
2000-09	65	5.1%
1990-99	89	7.1%
1980-89	179	14.2%
1970-79	194	15.4%
1960-69	83	6.6%
1950-59	228	18.1%
1940-49	69	5.5%
1939 or earlier	356	28.2%

Source: US Census Bureau

HOUSING TYPE

This section analyzes the types of housing present in Whitehall and their proportions, as compared to the proportions in Muskegon County. As Table 5.2 indicates, the City has similar proportions to the County in providing two-family housing units. However, Muskegon County has a wider range of housing type options than Whitehall, especially in the number of single family attached and multiple family units. The majority of the housing stock in Whitehall is single family, detached units. Additionally, Whitehall has a much higher percentage of mobile homes.

Table 5.2: Housing Type, 2012

Housing Type	Total Housing Units	Single Family Detached	Single Family Attached	Two Units	Multiple Family (3+ units)	Mobile Home	Other
City of Whitehall	1,262	67.4%	2.0%	9.2%	21.0%	0.4%	0.0%
Whitehall Township	738	83.6%	0.4%	0.0%	0.9%	15.0%	0.0%
City of Montague	1,155	81.0%	0.0%	2.9%	16.1%	0.0%	0.0%
Montague Township	682	88.9%	1.2%	0.0%	0.0%	10.0%	0.0%
Fruitland Township	2580	96.9%	0.5%	0.0%	0.4%	2.2%	0.0%
Muskegon County	56,083	76.3%	2.6%	3.3%	11.1%	6.7%	0.0%
State of Michigan	4,531,958	71.9%	4.6%	2.7%	15.3%	5.5%	0.0%

Source: US Census Bureau



5. HOUSING

HOUSING TENURE

Housing tenure describes how housing is occupied – by the owner, by a renter, or whether it is vacant. The table below shows that the City of Whitehall has a lower vacancy rate than the City of Montague, Fruitland Township, Muskegon County, or the State of Michigan. The City has a higher proportion of renters, however, with approximately one-third of occupied housing units being rented. One goal of Whitehall is to ensure that rental housing is maintained to a high standard.

Table 5.3: Housing Tenure, 2012

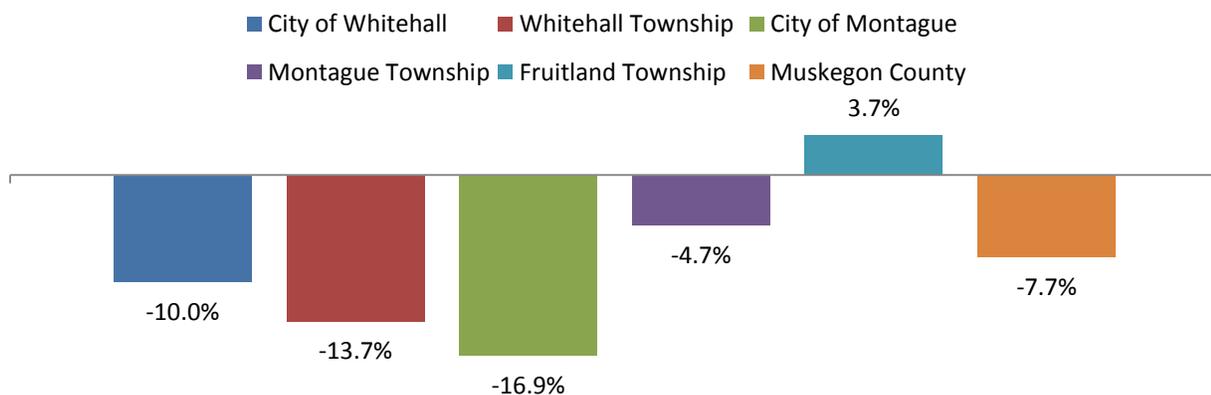
Housing Type	Total Housing Units	Vacancy Rate	Number Occupied	Owner-Occupied*	Renter-Occupied*
City of Whitehall	1,262	10.2%	1,133	66.6%	33.4%
Whitehall Township	738	5.8%	695	90.8%	9.2%
City of Montague	1,155	24.6%	871	73.9%	26.1%
Montague Township	682	5.3%	646	86.1%	13.9%
Fruitland Township	2,580	19.1%	2,087	87.3%	12.7%
Muskegon County	73,539	11.3%	65,247	74.7%	25.3%
State of Michigan	4,531,958	15.7%	3,818,931	72.8%	27.2%

Source: US Census Bureau
*Percentage of Occupied Units

MEDIAN HOME VALUE

The value of the homes in Whitehall is one measure of the quality of life in the community and the health of the economy. Currently, the median value of owner-occupied homes in the City is \$106,400 (up from \$88,700 in 2000), but the larger question is whether the value of homes in Whitehall are rising more quickly than inflation, thus giving homeowners real equity in their property. As shown in Figure 5.3, when corrected for inflation, homes in Whitehall lost 10% of their value between 2000 and 2012. In 2012 dollars, the median home value in Whitehall in 2000 was \$118,263. Of course, Whitehall was not alone in this trend. The Great Recession impacted housing values across the country. In the White Lake area, only Fruitland Township homeowners experienced growth in their property values above the rate of inflation.

Figure 5.3: Inflation-corrected Change in Median Home Value, 2000-2012



Source: US Census Bureau, Bureau of Labor Statistics

HOUSING PROJECTIONS

Housing is one of the most important assets of a community. The amount of housing required in a community is directly related to the population, the number of households, the average household size, and the vacancy rate. Table 5.4 identifies the City of Whitehall's housing demand, based on past trends and the population projections in Chapter 3.

The housing projections are based on an increase in population from 2,706 in 2010 to 2,751 in 2030. This would be a 1.6% increase. But housing demand will likely increase by more than that because of shrinking household sizes. In 2000, the average household size was 2.47 persons per household. By 2010, it had fallen to 2.35 – a 4.8% decrease. The housing projections assume that this trend will hold, resulting in an average household size of 2.13 by 2030. Using that figure and the projected population of 2,751, it is projected that Whitehall will have 1,389 households in 2030 – an increase of 220 households from 2010.

Vacancy also plays a role in projecting the number of housing units, because vacant housing units will be occupied by increased demand before new housing units need to be built. The 2012 American Community Survey found that 10.2% of housing units in the City of Whitehall were vacant. Because this number represents the slow correction of the housing market after the Great Recession, a vacancy rate of 8.0% is assumed for 2020 and 2030.

Table 5.4: Housing Demand, 1990-2030, City of Whitehall

Housing Type	1990	2000	2010	2020	2030
Population	3,027	2,884	2,706	2,734	2,751
Average Household Size	2.59	2.47	2.35	2.23	2.13
Households	1,169	1,165	1,151	1,226	1,291
Vacancy	6.5%	4.7%	10.2%	8.0%	8.0%
Total Housing Units Demanded	1,244	1,219	1,268	1,324	1,394
Change in Demand	-	-25	+49	+56	+70

Source: US Census Bureau, McKenna Associates Projection

The analysis shows that Whitehall will need 56 additional housing units by 2020 and 126 additional housing units by 2030. Recent trends show that older retirees (generally in the Baby Boom generation) and younger professionals (in the Millennial generation) are gravitating towards smaller homes, including multiple family housing, and prefer to be able to walk to amenities and shopping. With its walkable downtown, waterfront park space, and mix of housing types (over 32% of housing units are in structures with two or more units), Whitehall is well-positioned to take advantage of this emerging trend over the next 15-20 years.



6. Community Facilities and Services

A. Public Services and Utilities

CITY ADMINISTRATION BUILDING

City Hall, located at 405 East Colby Street, is an 11,960 square foot building that houses the City's Administrative Staff and Police Department. The White Lake Fire Authority leases space in City Hall for offices and equipment. The White Lake Ambulance Authority also leases a building on the same lot.

POLICE

The City's Police Department is staffed with a Chief of Police, one sergeant, one lieutenant/detective, five full-time patrol officers, and five part-time patrol officers. All officers manage and enforce ordinances and complaints. A School Resource Officer is assigned to the Whitehall District Schools during the instructional year and maintains an office in the High School. The officer participates in programs in all of the District's buildings as well as teaching the Michigan State Police T.E.A.M. (teaching, educating and mentoring) program. The Police Department also patrols the City's parks, pathway, and marinas as well as the central business district on bike in warmer seasons.

In 2013, the Whitehall Police Department experienced a 2% decrease (number of incidents reported) in the overall crime and activity over the previous year. Further, there was a 14% decrease in "non-violent crimes" or "quality of life issues". The Police Department continues to be involved in Muskegon County Emergency Services and serves as the county's northern Emergency Operations Center. The department also remains active in numerous Homeland Security activities and participates in many statewide traffic enforcement efforts in coordination with the Office of Highway Safety and Planning.

FIRE SERVICE

Fire service in the City is provided by the White Lake Fire Authority, which is a joint partnership between Whitehall, Whitehall Township, and Fruitland Township. The White Lake Fire Authority Station #1 is located in downtown Whitehall at 115 S. Baldwin Street with a section station (#2) located in Fruitland Township. The Authority is comprised of four full-time firefighters and 18 paid on-call employees; approximately 12 firefighters are stationed at the Whitehall station and 10 firefighters are stationed in Fruitland Township and they respond to approximately 1,000 calls a year. There is a potential need for facility improvements at both locations as the existing buildings are aging.

DEPARTMENT OF PUBLIC WORKS

The Department of Public Works (DPW) operates out of two buildings on Warner Street. The first building contains heated equipment storage, a mechanics bay, a lunch room, restrooms, conference room, engineering office, street super-intendant's office, parks and cemetery office, and DPW Director's office. This building is 7,850 square feet. The second building is a 3,584 square foot building. This building contains the Water Department meter repair shop as well as cold storage for vehicles and equipment.

Currently the DPW's staff includes the Director, two Foremen, an Office Coordinator, five maintenance workers, and part-time seasonal employees.

ELECTRICITY AND NATURAL GAS

Electricity is provided by Consumers Energy and natural gas is provided by DTE Energy.

WATER AND SEWER

The City of Whitehall collects and maintains quality drinking water for all residents and businesses in the community and also for twenty eight Whitehall Township customers from five wells. Four of the wells are located within the City and the fifth is 300 feet east of the City, north of Benston Road. All of the wells are on the east side of the City and all are 12 inch wells with various size pumps and motors with emergency back-up drives or generators. The City maintains a separated water and stormwater infiltration system. Additionally, the City maintains an interconnection to the City of Montague in the event of an emergency.

The five wells have a combined capacity of 2,500 G.P.M. In 2011, the average daily water pumped in Whitehall was 820,000 gallons per day. Currently there are no issues with exceeding or meeting this capacity. However, the system is older and may require substantial maintenance in the future, especially in regards to infiltration.

SOLID WASTE DISPOSAL

Solid waste disposal is provided to residents through the White Lake Solid Waste Authority which contains six members: the City of Whitehall, the City of Montague, White Lake Township, Blue Lake Township, Whitehall Township, and White River Township. The Authority maintains the transfer station, waste disposal, and recycling for the six-member communities.

COMMUNICATIONS

Charter Cable provides services in the City and there is one AT&T wireless telecommunication facility, located on Benston Road. In general, cellular service is considered adequate, although some Sprint customers complain of spotty service.

EDUCATION

The City is served by the Whitehall Public School District which includes Shoreline Elementary (pre-K), Helen Ealy Elementary (3rd – 5th), Whitehall Middle School (6th – 8th), and Whitehall High School (9th – 12th). The High School was moved to the southeast corner of the City (along W. White Lake Drive) in 2004. No other plans for expansion or consolidation are proposed at this time.

Additionally, the Community Services Building houses early childhood education, adult education, district administration, and the White Lake Community Center. The Transportation Department is also located near the Community Services Buildings and provides sufficient parking for the school buses.

MEDICAL FACILITIES

Whitehall is serviced mainly by Mercy Health Physician Partners, Lakeshore Medical. Heartland Healthcare Center, a nursing home with a rehabilitation focus, is also located within the City. The nearest full service hospitals are Mercy Health Campus, located south in Muskegon, and Mercy Health Lakeshore Campus, located north in Shelby.

POST OFFICE

The Whitehall Post Office is located just a block south of the downtown core on South Mears Avenue. It is an important goal of this Plan that the Post Office remain in downtown Whitehall to serve as a civic anchor. However, the Post Office is currently in a downsizing process, it is only staffed part-time, and may potentially combine with the postal services in Montague.

LIBRARY

The White Lake Community Library is located on the southern edge of the City along W. White Lake Drive. It is a newer facility (approximately 12 years old) and is nestled along the White Lake Pathway. Previously, the Library was located within City Hall. The Library is home to more than 41,000 items, including books, movies, magazines, audio books, etc. The facility offers additional services such as printing, free Wi-Fi internet access, and programming for adults and children, including film series, drop-in crafts, story time, and game nights.



6. COMMUNITY FACILITIES AND SERVICES

B. Tax Increment Finance Areas

The City of Whitehall has three Tax Increment Finance areas. Tax increment financing targets specific areas for improvement to promote private development. The areas generate improvement funds by "capturing" additional taxes (above the initial assessed value of the established area) generated from improvements in the area.

The City has a TIFA district that covers that downtown area and uses the increment collected to promote and improve the downtown.

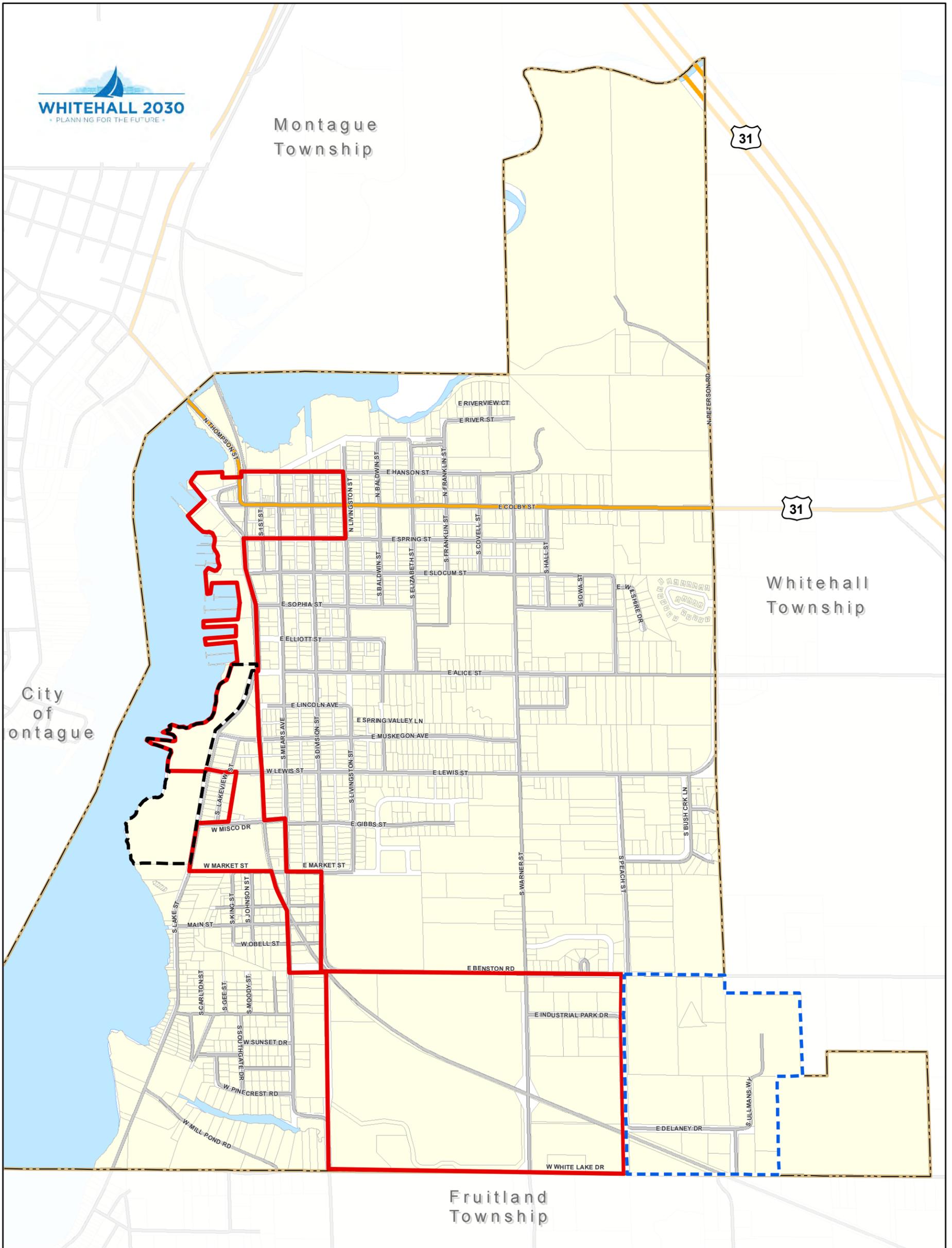
The Local Development Finance area covers the Industrial Park on the City's south side and the Brownfield Redevelopment Area encompasses the former tannery waterfront property and both are targeted for improvements designed to promote economic development.

Administration of the TIFA and the Brownfield Redevelopment areas are the responsibility of separate boards. The LDFA District is administered by the Local Development Finance Authority.

C. Historic Sites

Muskegon County has 29 sites listed on Michigan's Register and/or National Register. Two sites are in Montague; 20 in Muskegon; one in North Muskegon; one in the Village of Casnovia; and one each in the Townships of Egelston, Fruitland, Muskegon and White River. The State and National Registers identify sites significant to the State or Nation. Many other sites exist in the area with local significance.

The City of Whitehall alone has three Historic Markers. The State placed the Scandinavian Lutheran Church, now Lebanon Lutheran, located at 1101 South Mears Avenue, on the Register in 1983. There is also a marker in Slocum Park, next to City Hall, honoring Ruth Thompson, Michigan's first woman to serve in the House of Representatives. More recently, at Covell Park, a marker was erected for "Lumbering on White Lake" which is dedicated to the booming commercial lumbering activity of the late 1800's. The Lewis House, located at 324 S. Mears, is on the national register of historic places.



Map 4
TIF Districts

City of Whitehall, Michigan

March 12, 2015

0 500 1,000
 Feet



MCKenna
 ASSOCIATES

- LEGEND**
- BRA District
 - LDFA District
 - TIFA District
 - City Boundary

Base Map Source: Muskegon County GIS, 2014

MAP 4: Tax Increment Finance Districts



7. Transportation

ROADS

As residents of a community, people know from experience which streets are best for local travel and which are best used to travel to adjacent or distant communities. The intensity of land development increases the need to accommodate increased traffic loads. Commercial land uses attract retail and service trade and new residential developments put higher demands on the existing road network.

There are essentially four types of street classifications, with variations for each classification.

State Trunklines are designed to maximize mobility by limiting access and maximizing speed. These roads primary function is to convey traffic, particularly commercial traffic, between municipalities. US-31 and Colby Street (which is Business Route 31) are State Trunklines. Average daily traffic counts on US-31 are 15,000 vehicles.

Colby Street's status as a State Trunkline is somewhat in conflict with its status as the City's "Main Street," especially in the downtown area. The road has on-street parking and a low speed limit between Livingston and Thompson Streets to support local businesses, but with only one traffic light (at Mears Avenue), drivers frequently speed and crossing the street can be difficult. Additionally, the intersection of Colby and Thompson is designed to move traffic across the bridge to Montague, not to bring visitors to Whitehall's waterfront. While the traffic pattern at that intersection likely will not change soon, the City can use the Colby Street right-of-way between Thompson and Lake Streets (which is currently an underused dead-end) to create a pedestrian promenade down to the lakefront, complete with public art and other visual amenities.

County Primary streets are roads maintained by the County and have multiple access points and higher speeds. These roads serve as important transportation routes through the county and connect adjacent jurisdictions and activity centers. White Lake Drive is a county primary road.

Major Streets serve as the collector streets for the City. They are major thoroughfares for conveyance around the city and act as "bridges" between the local streets and the major streets. The City has designated certain streets as "Major Streets," and they are shown on MAP 5: Road System

. However, because of the City's grid pattern, traffic is distributed along many different corridors. This reduces congestion and makes navigating the City easier.

Local Streets provide access to any land use setting. These streets form the majority of Whitehall's street grid. Levels of through traffic vary depending on the length of the street and the land uses along it.

Alleys provide service, loading, and emergency access to the back of buildings, so that this access does not clutter the front of the site or the road itself. In residential areas with alleys, garages frequently face the alley rather than the street. Whitehall has a network of mid-block alleys in the area north of Alice Street and west of Elizabeth Street.

SIDEWALKS AND NON-MOTORIZED PATHWAYS

Sidewalks are important for pedestrian safety and walkability, especially for children and seniors. While most blocks in Whitehall have sidewalks, especially in the core of the City, there are other areas where sidewalks are missing, mainly in the southern and eastern portion of the City. Whitehall's Non-Motorized Pathways are one of the community's greatest assets. The Hart-Montague Trail now extends across the bridge into Whitehall, where it is called the White Lake Pathway, then follows the old rail right-of-way (including an old wooden viaduct over Lake Street and Bush Creek) along the City's lakefront. The trail crosses Mears Avenue at Johannah Street and then runs through a wooded area to the

White Lake Community Library. From there it runs parallel to White Lake Drive, eventually connecting to Whitehall High School and heading south beyond.

The City also has several smaller trails and walking paths, including the White Lake River, running a quarter mile from Lions Park to a lookout area near the river's flood plain in the northern part of the city. In places where topography makes road building difficult, the City has installed stairways and walkways, notably at the north end of Mears Avenue to connect to Hanson Street and Lions Park and along Muskegon Avenue to connect to Lake Street and the lakefront.

The City of Whitehall is committed to making its streets and pathways safe and enjoyable for all users. The City's Complete Streets Plan is included in Chapter 13.

UNIMPROVED RIGHTS-OF-WAY

Because of topography, water, re-alignments and other factors, a number of road rights-of-way in the City of Whitehall were never improved. In some cases, these roads appear on maps as if they connect when they do not. In most cases, the unimproved rights-of-way are City-owned, which makes them opportunities for pedestrian connections, road improvements, parks, or even development, depending on the circumstances. Unimproved rights-of-way in the City include:

- River Street between Hanson Street and Baldwin Street and between Elizabeth Street and Franklin Street.
- Lake Street near Goodrich Park, where it was re-aligned to connect to the bridge to Montague.
- Spring Street between 1st Street and Lake Street.
- Slocum Street between 1st Street and Lake Street.
- Elliott Street between Mears Avenue and Lake Street.
- Alice Street between Mears Avenue and Lake Street.
- Livingston Street between Lincoln Avenue and Alice Street.
- Baldwin Street between Muskegon Avenue and Alice Street and south of Lewis Street.
- Market Street between King Street and Lake Street and east of Livingston Street.
- Market Street east of Livingston Street.
- Country Club Road between Carlton Street and Lake Street.
- Excess right-of-way at the bend in Mears Avenue between Pinecrest Road and White Lake Drive.
- An unnamed east-west street between Gibbs and Lewis Streets east of Livingston.
- Unnamed east-west and north-south streets between Gibbs and Market Streets east of Livingston.
- An unnamed roadway that would loop from Warner Street to Benston Road.

“GREEN” STREETS

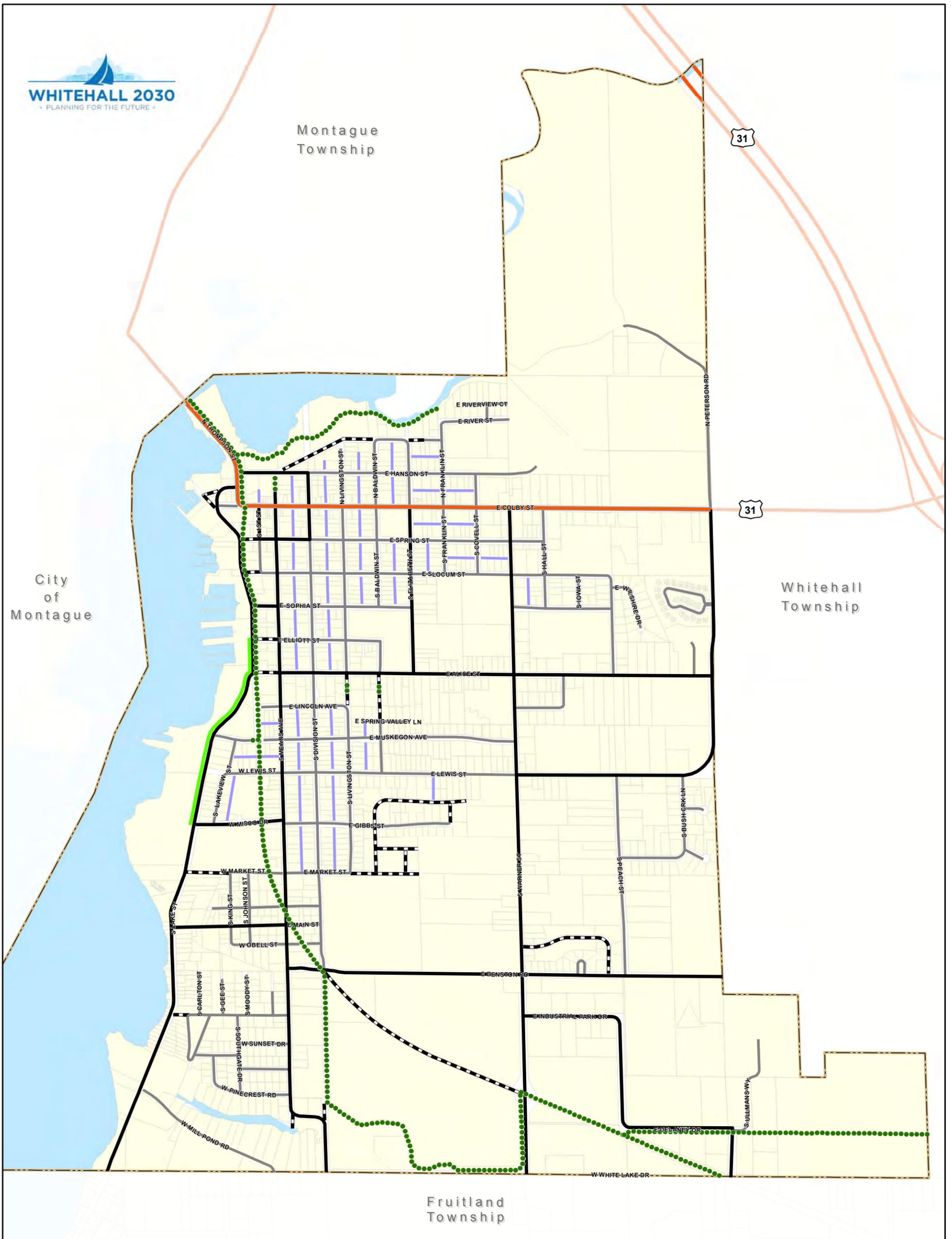
In early 2014, the City completed the reconstruction of Lake Street into the State's first “green street.” The street is designed with permeable pavement and completely eliminates runoff, reducing non-point-source pollution in White Lake from 61 acres. It is the intent of this plan for the City to identify other streets for potential conversion to “green streets.” The most likely candidates are roads near White Lake, the White River, and the several creeks and streams that run through the City. These streets include:

- Lake Street (outside of the current “green street” area)
- Hanson Street west of Division Street (along the White River)
- Thompson Street (along White Lake/the White River)
- Alice Street (along Bush Creek)
- Muskegon Avenue (along Bush Creek)
- Mill Pond Road (alongside Mill Pond Creek/the Mill Pond)

DOWNTOWN IMPROVEMENTS AND WATERFRONT CONNECTIONS

A committee has been formed for Phase III of the downtown redesign project which is aimed to enhance walkability, provide modern aesthetics, make stronger waterfront connections, and create more gathering spaces.





Map 5 Road System

City of Whitehall, Michigan
September 25, 2014

0 500 1,000
Feet



McKenna
ASSOCIATES

Base Map Source: Muskegon County GIS, 2014

LEGEND

- | | | |
|------------------------|-------------------|-----------------------------------|
| Green Road | Local City Street | Bike Path / Walkway / Foot Bridge |
| State Highway (BUS-31) | Alley | City Boundary |
| Major City Street | Unimproved ROW | |

7. TRANSPORTATION

MAP 5: Road System

8. Existing Land Use

The existing land use analysis describes what land uses exist on the ground in the City at this moment in time. The first step in conducting an existing land use survey is to define land use categories that fit the City's unique conditions. Traditional distinctions such as "residential" and "commercial" are broken down into smaller categories to more fully describe the situation on the ground. The next step is to determine which category each parcel in the City fits into. For purposes of this analysis, vacant buildings are classified by their most recent use or the uses of their immediate neighbors. Vacant land is counted as one category, whether it is used for agriculture or not.

LAND USE CATEGORIES

Single Family Residential

This residential category consists of generally (although not exclusively) older homes single-family on small lots. Setbacks on both the front and the side are small, and many of the homes have porches. The streets in this district are laid out in a traditional grid pattern. The Single-Family Residential category surrounds the downtown area in Whitehall's core, the historic area of the former Mears Village, and several newer subdivision developments on the south side of the City.

Multi-Family Residential

The least common residential category in the City, Multi-Family, includes Whitehall's denser housing options, which are limited to duplexes and small apartment/townhouse developments. Multi-family developments are located primarily in the northern half of the City, including a large multiple-family senior housing complex. Many smaller units however, often converted single-family houses, are located south of the City's downtown and north of Alice Street.

City Core

This land use category is typified by the traditional layout of a downtown commercial district. Buildings are built right up to the sidewalk, with several storefronts per building and parking in the rear. Many of the buildings in this district pre-date World War II. This is not purely a commercial land use category, but rather a category that takes into account the many uses in downtown Whitehall.

Whitehall's existing City Core extends along E. Colby Street, approximately from E. Hanson Street to E. Spring Street and from N. Thompson Street to S. Division Street.

Neighborhood Commercial

Neighborhood Commercial is the land use designation for the commercial uses in Whitehall that are neither in the downtown area nor along E. Colby Street outside the downtown core. Examples include Chen's Chinese and Thai Restaurant and the White Lake Nursery.

General Commercial

General Commercial uses are those that are designed to serve travelers from U.S. Hwy 31, such as the gas station and Dollar General. These uses frequently have large parking lots and signage, in order to attract and serve auto travelers.

Marina

The Marina classification covers Whitehall's private marina uses. This use is only found along White Lake and uses at the marina include refueling, washing, and repair facilities for leisure watercraft with accessory facilities such as eating establishments, bait shops, and boat storage.



8. EXISTING LAND USE

Industrial

The Industrial classification covers Whitehall's manufacturing and distribution uses. Mainly these are concentrated in the industrial park located in the southeast area of the City, but a facility of Alcoa Howmet is also located directly to the west of S. Mears Avenue, close to White Lake.

Public

Public facilities include the Whitehall School District, utilities (including two water towers), the library, and City Hall. In Whitehall, several major civic institutions are located downtown, including the City Hall and the Post Office, while the school facilities are located throughout the City and include the high school, middle school, and upper and lower elementary. Oakhurst Cemetery, on the north side of Colby Street, is also considered public land and is Whitehall's only cemetery. The 21 acre cemetery has capacity for at least an additional 20 years and has several undeveloped areas that can be developed in the future.

Quasi-Public

The Quasi-Public category includes religious institutions and public/private organizations, such as the American Legion and the UAW.

Recreation

The Recreation category includes active and passive parks, protected natural areas along White Lake, and also recreational facilities available at the various school district campuses.

Vacant Land

The undeveloped land around Whitehall but still within the City limits is classified as Vacant Land. The largest undeveloped swaths of land are on the southeast quadrant of the City, including yet-to-be developed portions of the industrial park and areas planned for residential developments. Vacant land also exists in in the northern portion of the City, but many areas are not suitable for development due to excessive slopes or other natural features.

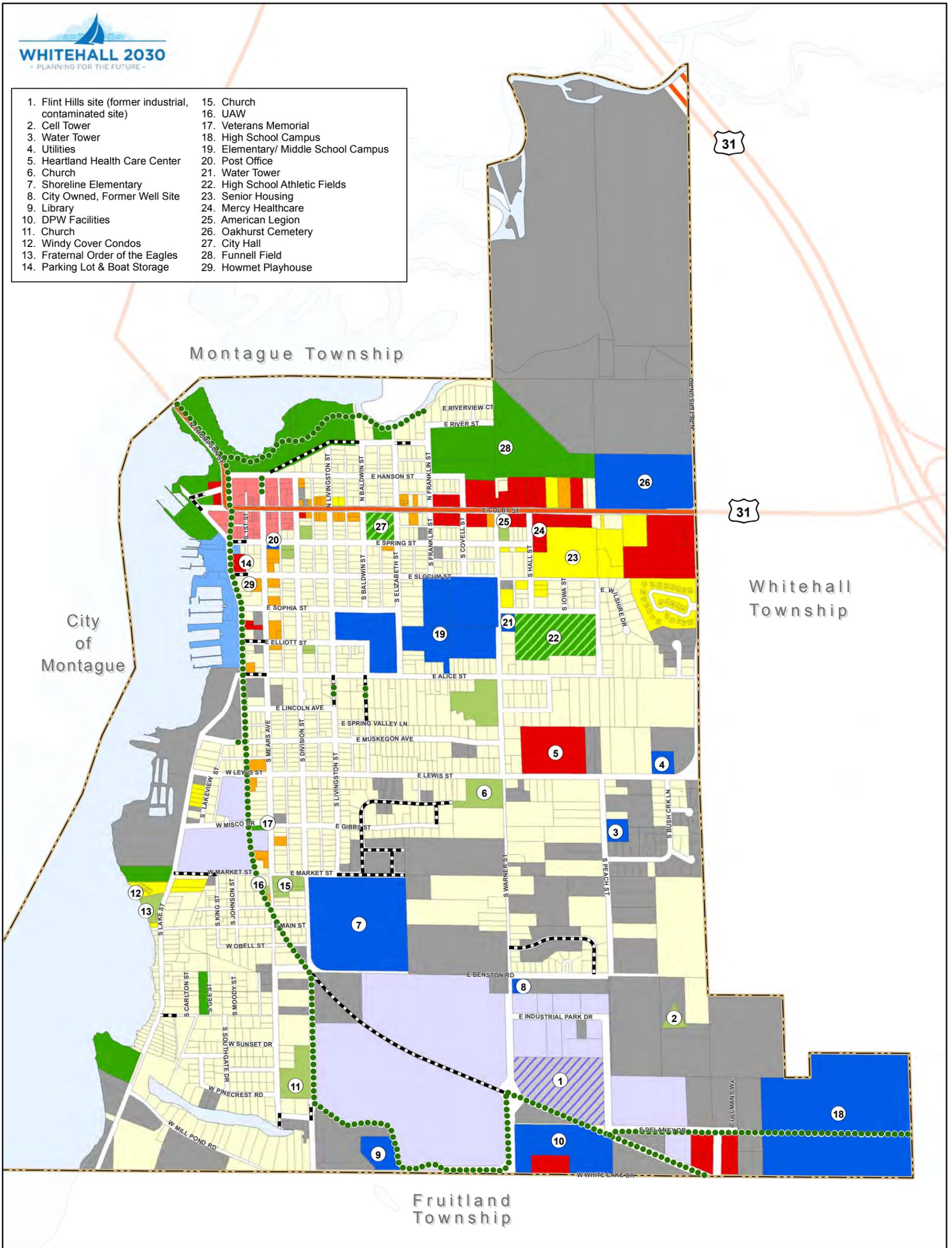
LAND USE SUMMARY

Table 8.1 shows the percent of total area in the City for each of the Land Use categories described above.

Table 8.1: Existing Land Use Summary

Land Use Category		Acres	Percentage of Total Land Area
Residential Land Uses	Single Family Residential	541.86	30.78%
	Multi-Family Residential	40.10	2.28%
Non-Residential Land Uses	City Core	11.55	0.66%
	Neighborhood Commercial	12.27	0.70%
	General Commercial	57.56	3.27%
	Marina Commercial	13.37	0.76%
	Industrial	173.57	9.86%
Public and Semi-Public Land Uses	Public	180.78	10.26%
	Quasi-Public	24.81	1.41%
	Recreation	79.21	4.50%
	Vacant Land	591.55	33.61%

- | | |
|--|--------------------------------------|
| 1. Flint Hills site (former industrial, contaminated site) | 15. Church |
| 2. Cell Tower | 16. UAW |
| 3. Water Tower | 17. Veterans Memorial |
| 4. Utilities | 18. High School Campus |
| 5. Heartland Health Care Center | 19. Elementary/ Middle School Campus |
| 6. Church | 20. Post Office |
| 7. Shoreline Elementary | 21. Water Tower |
| 8. City Owned, Former Well Site | 22. High School Athletic Fields |
| 9. Library | 23. Senior Housing |
| 10. DPW Facilities | 24. Mercy Healthcare |
| 11. Church | 25. American Legion |
| 12. Windy Cover Condos | 26. Oakhurst Cemetery |
| 13. Fraternal Order of the Eagles | 27. City Hall |
| 14. Parking Lot & Boat Storage | 28. Funnell Field |
| | 29. Howmet Playhouse |



Map 6 Existing Land Use

City of Whitehall, Michigan
November 11, 2014

0 500 1,000
Feet



MCKenna
ASSOCIATES

Base Map Source: Muskegon County GIS, 2014

- LEGEND**
- | | | | | |
|---------------------------|--------------------|--------------|---------------|-----------------------------------|
| Single Family Residential | City Core | Industrial | Recreation | Unimproved ROW |
| Multi-Family Residential | General Commercial | Public | Vacant | Bike Path / Walkway / Foot Bridge |
| Neighborhood Commercial | Marina Commercial | Quasi-Public | City Boundary | |

MAP 6: Existing Land Use



9. Public Input

A. Community Survey

As part of the development of the 2030 Master Plan, Whitehall conducted a survey of property owners and residents within the community. The results of the survey were used to guide the planning process and create a shared vision for the community.

DISTRIBUTION

The survey was available online from March to July 2014. A press release by the City was featured in the White Lake Beacon and paper copies of the survey were also available at City Hall. The survey was also made available via social media avenues, such as the City’s facebook page.

CHARACTERISTICS OF RESPONDENTS

There were 101 responses to the survey. Over half the respondents were middle-aged (25-44 years), with 90.91% between the ages of 25 and 64. Additionally, almost half the respondents, 49.0% lived in households with three to five other individuals.

Of the respondents to the survey, 74.74% said they own a single-family home in the City, while 14.74% rent their home. An additional 11.58% of respondents identified themselves as individuals who live in Whitehall seasonally or on the weekends. Only five people identified themselves as business owners in Whitehall.

RESPONSES

Respondents were asked a number of questions dealing with the present and future of Whitehall. The full results of the survey can be found in the Appendix with key takeaways included here.

Table 9.1: Responses, Overall

Category	Most Popular	Avg. Rating	Least Popular	Avg. Rating
Transportation	Maintain existing roads	4.48	Add on-street parking	2.27
Housing	Provide housing for seniors and retirees	3.11	Encouraging denser housing types, especially in the downtown area	2.25
Community Services	Improve the walkability of neighborhoods	3.84	Improve the City permitting processes	3.21
Parks and Recreation	Improving / adding more waterfront access	3.92	Adding more baseball fields	2.23
Economic Development	Encourage entrepreneurs	4.16	Attract industrial businesses to the City	3.22
Businesses	Sit Down Restaurants	4.06	Pharmacies	2.07

Source: Whitehall Master Plan Survey 2014

B. Focus Groups

On June 30, 2014 the City hosted an evening of public input events designed to facilitate discussion on six key topics which are critical to the future planning of Whitehall. In total, approximately 35 community members participated.

Focus groups were convened at City Hall and included the following six focus group sessions:

1. Environment / Waterfront
2. Neighborhoods
3. Business / Industry
4. Parks and Recreation
5. Downtown Whitehall
6. Neighboring Communities

Each session had lively discussions with at least five participants. The focus groups were tasked with conducting a SWOT (strengths, weaknesses, opportunities, and threats) analysis on their given topic. The intent of the SWOT analysis is to help a community understand its important present and potential future characteristics. SWOT analyses for each of the six above topics are documented below and identify Whitehall's real and perceived, internal and external positive and negative characteristics and attributes. The results of the SWOT analysis were used to formulate meaningful and relevant goals and objectives (Chapter 11).

FOCUS GROUP: ENVIRONMENT / WATERFRONT

STRENGTHS	WEAKNESSES
Native habitat at the Alcoa Howmet Plant	Pollutants coming down stream
EPA Grant for habitat restoration	Over-commercialization of lakefront
Creation of a "green street" on Lake Street Watershed	Invasive species in White Lake
Proximity to White Lake	Lack of a beach - potential development at Svensson Park
Deep channel to Lake Michigan	Waterfront development without environmental consideration
Recreation amenities	
Participation of environmental interest groups (Public Advisory Council)	
Political attention	
Educational partnerships – project based learning	
Montague's fish habitat between bridge and marina	
THREATS	OPPORTUNITIES
Not maintaining what has been cleaned up	Large voice for the watershed
Government money does not go towards environmental maintenance and stewardship	Update the 5-year Master Plan
Losing sense of history	White Lake is de-listed
Competing interests	Allowing people unobstructed access to natural areas
Agricultural run off	Re-Design Waterfront Parks to bring back habitat
Montague's underwater wall:	Access for non-motorized craft; end of White Lake Drive
- Direct silt to Whitehall's marina	Positive change in attitude
- River used to meander, but is now straight	Education of homeownership and property owners
- Potential pressure to fill in lake near bridge / marina	
- Protect river mouth fish habitat	Bike Lane along Lake Street and/or Mears and connection from Mears to the bike trail near Mill Pond



9. PUBLIC INPUT

FOCUS GROUP: BUSINESS / INDUSTRY

STRENGTHS	WEAKNESSES
Cooperative partnership between Alcoa and the City	Office uses at street level
Brian and Scott are helpful	Code enforcement
Advertisement by the Chamber (i.e. publications, outreach to large metros to promote the community)	Property tax re-classification
Natural resources (lakes)	Lack of tax breaks for re-investment
Affordable housing	High property taxes (ssp. Non-Homestead)
Bike trail	Businesses don't work together
Walkability	Road system
Howmet Playhouse	Road repair and cleanliness
Municipal marina, Goodrich Park	Aesthetics downtown
Parks	Need year round businesses and more downtown businesses period
THREATS	OPPORTUNITIES
Rental housing	n/a
Colby Street spur from Goodrich Park	
Narrow minded attitude	
Economic climate	
Wal-Mart in Township	

FOCUS GROUP: PARKS & RECREATION

STRENGTHS	WEAKNESSES
Waterfront	Lack of signage
Amount of parks - number and location	Lack of gathering spaces (Covell Park)
Non-motorized trails (stops along and beautification)	Lack of gathering spaces downtown (pocket packs – between old rental bldg. and Bells)
Well used – esp. Goodrich (well maintained and different activities)	Visual connection between the waterfront and downtown (Goodrich Park)
Svensson – use of natural habitat	No splash pad
Goodrich Park –ADA swing	Maintenance and views/sight line (trail is becoming over grown)
Wooden steps as a connection to waterfront	Gee park (has antiquated playground equipment from Goodrich)
Funnell Field – shady grove	No swimming pool (have to go to Muskegon for swim lessons)
	Dock at Lions Park
	Teen activities
	White River Trail steps at Norman Park: dangerous, not ADA
	Activities for older adults/seniors (i.e. shuffleboard / chess tables)
THREATS	OPPORTUNITIES
Snow mobiles on trails, destroying the infrastructure	Funnell Field – more prioritization on fitness (outdoor gym – outdoor hockey rink)
External recreational amenities	ADA stairs and wheelchair ramp at Colby to get people to downtown (Phase III – 2016) with the redevelopment of Colby St. (using TIFA funds)
Funding sources	Wayfinding signage
Investments	Goodrich – add a gazebo for events (Art Fest / weddings / concerts)
	More native vegetation and landscaping (less maintenance)
	Dog park in Funnell (by pump station)
	Campground, start small, backside of Funnell Field
	Covell (public restroom)
	Skateboard park
	Splash pad/fountain at night
	Open vistas to marshlands – i.e. Lions, Norman – swing bench
	More winter recreation
	Sale of bowling alley
	Indoor rec. center for youth / pool hall
	Disc golf course

FOCUS GROUP: DOWNTOWN

STRENGTHS	WEAKNESSES
Walkable from neighborhoods	Too many offices in first floors
Easy to get to from other places	Need more arts (studios)
Safe	Activate storefronts
Bike trail	Businesses close too early
Sledding hill	Need better snow removal
Hometown feel	Too linear
Local nuisances	Disconnected from waterfront
Howmet Playhouse	Street layout to the bridge
	Inappropriate lakefront businesses
	Need family dining
THREATS	OPPORTUNITIES
Bored kids	Retail – create an ordinance for first floor only retail
Pinheads in bad shape	Expansion of downtown
MDOT	Play music / public art
Stores are for older crowd	Advertise the façade grant program
Apathy	Splash pad at Goodrich Park
	Colby reconstruction – widen sidewalks
	Longer business hours
	Appeal to young people
	Colby dead-end
	TIFA snow removal
	Connection to bike path near Pinheads
	Skate park
	Hockey rink
	Lakefront businesses face the lake – dining?

FOCUS GROUP: NEIGHBORING COMMUNITIES

STRENGTHS	WEAKNESSES
Non-motorized trail system (several Townships)	Whitehall / Montague competition – real or perceived?
Whitehall and Mont. staff working well together	Perception of industries left behind (chemicals)
Public services and fire	
Small size of community	
Community activities	
Transfer authority – waste water	
White Lake	
School District (i.e. food service director, bus maintenance)	
Senior Housing Authority of White Lake (food service and buses) – getting a bus route	
Chamber of Commerce	
Arts Council	
THREATS	OPPORTUNITIES
Declining theater (must enhance the vitality of it)	Expansion – esp. for environmental quality (water filtration)
	“White Lake Region” chamber – “twin cities”, i.e. standardized housing, joint marketing and budgeting
	Combine services in the future (long term goal)
	Development of Heritage Park
	Colby Corridor – reduce speeds – see what the “White Lake” community has to offer
	Lodging for people attending Michigan Adventures – get them into the rest of the area (work with Fruitland Twp.)



10. Parks and Recreation Master Plan

A Parks and Recreation Plan is a foundation for the parks and recreation decisions made in the next five years, as well as projected future needs. This Plan includes all of the required elements of a Parks and Recreation Master Plan and therefore qualifies Whitehall for funding through the Michigan Department of Natural Resources (MDNR).

A. Description of the Planning Process

As part of the Master Plan process, Whitehall decided to include an update to the community's Parks and Recreation Plan. Citizen input played a critical role in the development of the Plan. As a result, recommendations described within the action plan reflect the needs and ideas of those who use the City's parks and recreation facilities. The process included seven tasks that are discussed below.

Task One: Community Description. The first task was to obtain a description of Whitehall's physical and social features. These features include land use, community facilities, environmental and natural features, as well as population characteristics including age distribution, household size, and income. The Community Description can be found in Chapters 2, 3, 6, and 8.

Task Two: Parks and Recreation Inventory. The parks and recreation inventory includes written descriptions of facilities in Whitehall including both City parks and facilities and recreational amenities operated by other entities, such as the Whitehall Community School District, Muskegon County, or private entities. The information includes the acreage, barrier-free accessibility, types of recreation facilities, and other descriptions of the physical attributes of the area's facilities. The Inventory can be found in Section B of this Chapter.

Task Three: Administrative Structure and Funding. The City reviewed the administrative structure of its parks and recreation facilities and programming. This analysis also includes a review of the current and projected revenues and expenditures for Parks and Recreation as well as the grant history of funding received from the MDNR and other sources. This can be found in Section D of this Chapter.

Task Four: Public Participation. The following public participation methods and events were conducted throughout the process of preparing the Plan:

Survey – A survey was available to City residents through the City Website (with additional paper copies available at City Hall) throughout the spring and summer of 2014. Selected results can be found in Chapter 4, with full results in the Appendix.

Task Five: Analysis. Based on the data collected in tasks one through four, the information was analyzed in accordance with national and state guidelines, local needs, the experience of the Parks and Recreation Department and consultants, the desires of the residents, and potential funding sources.

Task Six: Action Plan. Taking into account the analysis, goals and objectives and public input results, a five-year plan was created. The Plan provides the City a checklist of what action is to be accomplished, when and where it will occur, who will accomplish it, how much it will cost, and potential funding sources.

Task Seven: Plan Completion and Adoption.

B. Parks and Recreation Facilities Inventory

This section describes the parks and recreation facilities available to the community, including the City-owned property, State park and forest lands, and private facilities.

For planning and management purposes, recreation professionals classify parks and recreation facilities based on the type of facility and expected usage. Frequently, a six-tier classification system is used, as follows:

Mini-Parks

Mini-parks are small, specialized parks, usually less than an acre in size, that serve the needs of residents in the surrounding neighborhood. A mini-park may serve a limited population or specific group such as tots or senior citizens. Mini-parks usually serve people within a radius of $\frac{1}{4}$ mile to $\frac{1}{2}$ mile.

Neighborhood Parks

Neighborhood parks are typically multi-purpose facilities that provide land for intensive recreation activities, such as field games, court games, crafts, playgrounds, skating, picnicking, etc. Neighborhood parks serve a population up to 5,000 residents located within a one half- to one-mile radius.

Community Parks

Community parks typically contain a wide variety of recreation facilities to meet the diverse needs of residents from several neighborhoods. Community parks may include areas suited for intense recreational facilities, such as athletic complexes and swimming pools. These parks usually contain other facilities not commonly found in neighborhood parks such as nature areas, picnic pavilions, lighted ball fields, and concession facilities. Community parks serve a one - two mile radius.

Regional Parks

Regional parks are typically located on sites with unique natural features that are particularly suited for outdoor recreation, such as viewing and studying nature, wildlife habitats, conservation, swimming, picnicking, hiking, fishing, boating, camping and trail use. Many also include active play areas. Regional parks serve a large area, usually with a three - five mile radius.

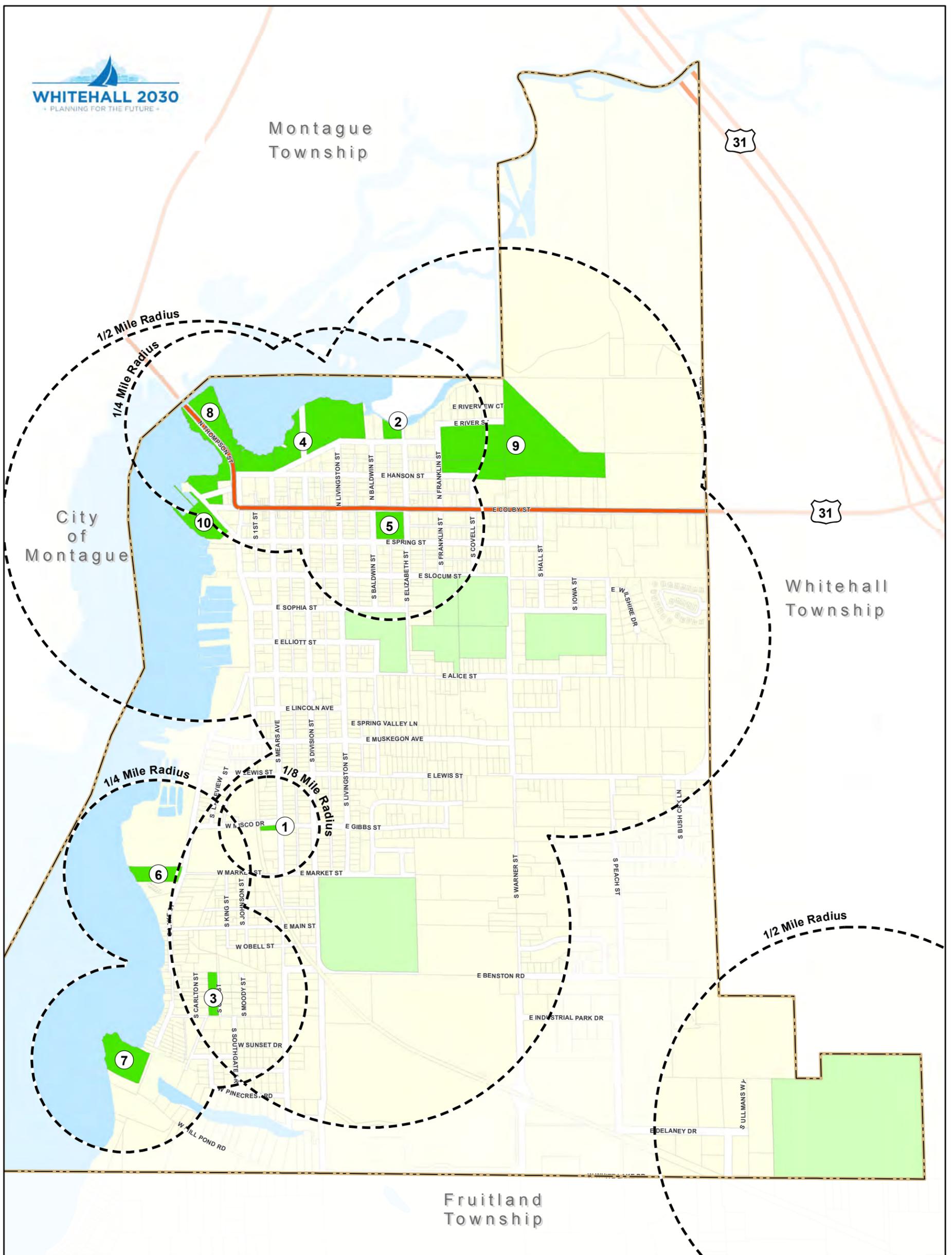
Linear Parks

Linear parks are developed for one or more modes of recreational travel, such as hiking, biking, snowmobiling, horseback riding, cross-country skiing, canoeing and/or pleasure driving. Some linear parks include active play areas. Linear parks often link other parks or components of the recreation system, community facilities, commercial areas, and other focal points; although in smaller cities like Whitehall they sometimes merely provide recreational access to natural areas.

Private and Special Use Facilities

Special use recreation facilities are typically single-purpose recreation facilities, such as historic amenities, golf courses, nature centers, outdoor theaters, interpretative centers, or facilities for the preservation or maintenance of the natural or cultural environment.





Map 7
Park Service Radii
City of Whitehall, Michigan

September 8, 2014

0 500 1,000
Feet



MCKenna
ASSOCIATES

Base Map Source: Muskegon County GIS, 2014

LEGEND

- Parks
- School Facilities
- City Boundary

CITY PARKS

- | | |
|----------------------|------------------|
| 1 Veteran's Memorial | 6 Svensson Park |
| 2 Norman Park | 7 Mill Pond Park |
| 3 Gee Park | 8 Covell Park |
| 4 Lion's Park | 9 Funnell Field |
| 5 Slocum Park | 10 Goodrich Park |

10. PARKS AND RECREATION MASTER PLAN

MAP 7: Park Inventory

Each recreation area in the City of Whitehall has been evaluated on how well it serves people with disabilities. Parks and other facilities are rated on a 1-5 scale, according to the following criteria:

- 1 = none of the facilities/park areas meet ADA accessibility guidelines
- 2 = some of the facilities/park areas meet ADA accessibility guidelines
- 3 = most of the facilities/park areas meet ADA accessibility guidelines
- 4 = the entire park meets ADA accessibility guidelines
- 5 = the entire park was developed/renovated using the principles of universal design

WHITEHALL OWNED AND OPERATED PARKS RECREATIONAL FACILITIES

Veteran’s Memorial

The Veteran’s Memorial contains a small grassy area and a monument to those who have served.

Classification: Mini-Park
Size: 0.25 acres
Accessibility Assessment: 3

Norman Park

Norman Park is located within a neighborhood in northern Whitehall. The park contains a grassy area, bench swing, a picnic table, informational signage, and a stairway for access to the White River Trailhead.

Classification: Neighborhood Park
Size: 1.0 acres
Accessibility Assessment: 1

Gee Park

Gee Park is located within a neighborhood in southwest Whitehall. The park contains a wealth of mature trees and antiquated playground equipment which originally used in Goodrich Park.

Classification: Neighborhood Park
Size: 1.6 acres
Accessibility Assessment: 1

Mill Pond Park

Mill Pond Park is an undeveloped restoration site with no recreational amenities at this time.

Classification: Neighborhood Park
Size: 4.6 acres
Accessibility Assessment: 1

Slocum Park

Slocum Park is directly adjacent to the City Hall and consists of two lighted tennis courts, a sidewalk, and benches. A large portion of the park is a vast grassy area with several mature trees. The School District uses the tennis courts for practice, league play, and instruction.

Classification: Community Park
Size: 2.4 acres
Accessibility Assessment: 2



10. PARKS AND RECREATION MASTER PLAN

Lions Park

Lions Park provides ADA compliant access to a boardwalk, a picnic shelter, and an interpretive station. The park also contains a stairway which provides access to the White River Trail. Although very picturesque with its outlook onto the River, the park is not used often for active recreation.

Classification: Community Park
Size: 3.5 acres
Accessibility Assessment: 4

Svensson Park

Svensson Park is located along White Lake and it is part of a Great Lakes Restoration, Federally funded, project. The park features a paved parking lot, footbridge, one picnic table, and a swing. Due to receding water levels, the park was recently revived into its former natural habitat, a staggered wetland and bird sanctuary.

Classification: Community Park
Size: 3.7 acres
Accessibility Assessment: 2

Covell Park

Covell Park is located at the very north end of Whitehall and features a paved parking lot with ADA compliant access to the water and fishing pier. The park provides small watercraft (kayaks, canoes, etc.) with access to the White River and is primarily used for fishing. Several picnic tables are also located at the site and connections to the White Water Trailhead can be made from park.

Classification: Community Park
Size: 3.9 acres
Accessibility Assessment: 4

Funnell Field

Funnell Field is a large community park and features a variety of recreational amenities, including two tennis courts, two Little League fields, two basketball courts, restrooms, a soccer field, playground equipment, and paved walking paths. Teams from the School District and the White Lake area softball clubs use the fields for practice and games.

Classification: Community Park
Size: 12.6 acres
Accessibility Assessment: 3

Goodrich Park / White Lake Municipal Marina

Located just west of the downtown and situated along White Lake, Goodrich Park is a Great Lakes restoration site and a regional attraction for the City. The White Lake Municipal Marina features a 50 slip marina for seasonal and transient boat use with toilets and showers for marina users.

The park also includes separate restrooms for park users, picnic tables, grills, a picnic shelter, playground equipment, a 960-foot bicycle and pedestrian path, benches, and a parking/viewing area. It is also heavily used as a fishing site. Goodrich Park also features a completely ADA compliant swing which requires key access. Copies of the key are not only available at City Hall and other civic institutions, but also many local businesses.

The park is a popular gathering area, especially in the summer, for boating, fishing, and passive recreation. Regional activities and seasonal events occur at the park.

Classification: Regional Park
Size: 8.5 acres
Accessibility Assessment: 3

White River Flood Plain

The White River Flood Plain encompasses a large area in the north of the City and is a regional park reserve of conserved natural space.

Classification: Regional Park
Size: 200 acres
Accessibility Assessment: 1

White River Trail

The White River Trail is a quarter mile paved pathway with a foot bridge at the trail head. The trail follows the shoreline of the White River Flood Plain to an observation deck.

Classification: Linear Park
Size: 0.25 linear feet
Accessibility Assessment: 3

OTHER PUBLIC AREAS

Whitehall District Schools

The Whitehall Public School District includes several schools: Shoreline Elementary, Helen Ealy Elementary, Whitehall Middle School, and Whitehall High School. Each school facility has various recreational facilities, including playgrounds, tennis courts, softball and baseball fields, soccer fields, and a full size athletic track with a football/soccer field inside and bleachers on both sides. These facilities are mainly centered within the City and grouped together, aside from the facilities at Whitehall High School which are more removed from most residential neighborhoods. Together, these facilities provide approximately the same level of service as a Community Park.

Classification: Community Park
Size: Varies
Accessibility Assessment: 4

NEARBY PUBLIC FACILITIES



10. PARKS AND RECREATION MASTER PLAN

County and State Parks

The following Michigan County and State Parks are located within 25 miles of Whitehall and provides areas for active and passive recreation, wildlife watching, and beach front activities.

- North Beach Park
- North Ottawa Dunes South
- Robinson Forest Open Space
- Johnson Street Forest Open Space
- Crockery Creek Natural Area
- Jubb Bayou Open Space
- Meinert County Park
- Pioneer County Park
- Duck Lake State Park
- Muskegon State Park

PRIVATE RECREATION FACILITIES

Many community organizations and others operate private recreation facilities within and surrounding the City of Whitehall.

Table 10.1: Regional Private Recreation Facilities

Activity	Name
Social Clubs	White Lake Area Chamber of Commerce (Whitehall)
	Fraternal Order of Eagles (Whitehall)
	American Legion (Whitehall)
	White Lake Yacht Club
Water Activities	Duneshore Boating (Whitehall)
	Fishmas Charters
Dance Studios / Gyms	Studio France School of Dance (Whitehall)
	America's Fitness Center
Accommodations / Campgrounds	Cocoa Cottage Bed and Breakfast (Whitehall)
	Glaser's Glenn Log Cabin Resort
	Trailway Campground
	Owasippe Scout Reservation (OSR)
Golf	Hickory Knoll Golf Course
	Old Channel Trail Golf Course
	White Lake Golf Club
Amusement / Water Park	Michigan's Adventure
	Muskegon Sports Complex

Table 10.2 shows the publically owned facilities available in the City. The existing parks and recreation service areas are shown on Map 7.

Table 10.2: Publically Owned and/or Operated Recreation Facilities within Whitehall

Amenity	Number	Location(s)
Baseball/Softball Fields	1	Whitehall Middle School
	2	Whitehall High School: Off Campus Facility
	2	Funnell Field (Little League Fields)
Basketball Courts	2	Whitehall High School
	2	Whitehall Middle School
	2	Funnell Field
	2	Ealy Elementary
Soccer Field	1	Whitehall High School
	2	Whitehall Shoreline Elementary
	1	Community Services Building
	1	Funnell Field
Tennis Courts	8	Whitehall High School
	2	Slocum Park
	2	Funnell Field
Track and Football Stadiums	1	Community Education Building
Pavilions	1	Goodrich Park
	1	Lion’s Park
Playground Equipment	1	Whitehall Shoreline Elementary
	1	Whitehall Middle School
	1	Goodrich Park
	1	Funnell Field
	1	Gee Park
Volleyball Court	1	Whitehall High School
Hiking / Walking Trail	1	Goodrich Park
Picnic Facilities	1	Goodrich Park
	1	Funnell Field
Historic Sites	3	Natural Historic Markers – see Chapter 6
Nature Education	1	Lion’s Park
	1	Norman Park
Restrooms	1	Goodrich Park
	1	Funnell Field



C. Comparison to State and National Standards

ACREAGE ANALYSIS

It is also essential to consider the type of parks, their location, and their distribution throughout the City. When evaluating parks and recreation service areas, it is important to closely consider where the residents in the City live. The MDNR establishes a recommended service area for each park classification to determine the areas in the community that are lacking easy access to parks and facilities. The service area boundary for each type of park is as follows:

- Mini / Neighborhood Parks 0.25 – 0.5 miles
- Community Parks 0.5 – 3.0 miles
- Regional Parks 30 minute driving time

Table 10.3: Whitehall Park Land Acreage Analysis

Park Classification	NRPA Guideline Acreage per 1,000 Residents	Whitehall Recommended Acreage	Actual Acreage in City	Surplus/ Deficiency
Mini Parks	0.25	0.68	0.25	-0.43
Neighborhood Parks	2.00	5.44	7.20	+1.76
Community Parks	5.00	13.60	26.10	+12.50
Regional Parks*	10.00	27.20	8.50	-18.70
Total	15.25 – 17.0	41.40 - 46.24	42.05	+0.65

*Does not include non-programmed or undeveloped land

The table above evaluates Whitehall’s park acreage in comparison to national guidelines for communities throughout the State. However, the standards are general in nature and do not reflect the quality of the facilities, the character of the community or other local differences that affect community recreation facility needs. Thus in evaluating the results, the actual conditions and trends present in the City must be taken into account.

While the City has approximately the total recommended amount of recreation land based on the population, additional amenities may be needed to serve the needs of the residents, especially those who live in Whitehall year-round. Table 10.3 indicates there is a slight lack of mini-parks and lack of regional parks within the City. However, Table 10.3 does not take into account the School District Facilities which provide a wealth of amenities in the community. When taken into consideration, the total amount of land acreage devoted to park and recreational space and the amount of available programming increases greatly.

MDNR also publishes standards for the recommended numbers of various recreation facilities based on the population of a community. Table 10.4 compares Whitehall to the MDNR standards. The City exceeds the standards for most types of facilities, especially considering Whitehall’s 2012 population of 2,720. However, some facilities, such as an ice skating rink do not exist in the City at all and could be considered for future winter programming.

Table 10.4: MDNR Recreation Facility Standards

Amenity	State Standard (Individuals)	Whitehall Recommended Amenity County (Based on Population)	Whitehall Actual Amenity County	Surplus/ Deficiency
Baseball / Softball Field	1 per 5,000	1	2	+ 1
Basketball Court	1 per 5,000	1	6	+ 5
Beach Areas	n/a	-	1	+ 1
Football / Soccer Field	1 per 10,000	0	4	+ 4
Golf Course (18-hole)	1 per 50,000	0	0	+/- 0
Ice Skating	1 per 100,000	0	0	+/- 0
Tennis Court	1 per 2000	1	12	+ 11
Trails	1 per region	1	1	+/- 0
Swimming Pool	1 per 20,000	0	1	+ 1
Volleyball Court	1 per 5000	1	1	+/- 0
¼ Mile Running Trail	1 per 20,000	0	1	+ 1



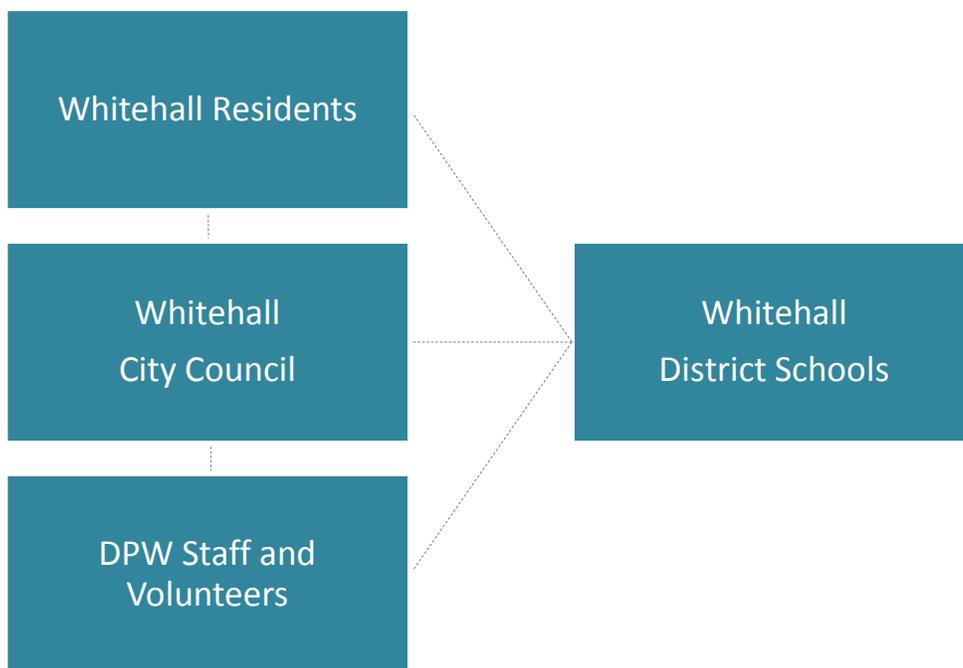
D. Administrative Structure and Funding

ADMINISTRATION

Whitehall does not have a parks and recreation department and does not run any recreational programs. The operation, maintenance, and development of the City parks are under the jurisdiction of the City Council. The City also coordinates with Whitehall District Schools for facilities and programs, including shared financial and maintenance support for the use of the ball diamonds and tennis courts. Additionally, the White Lake Area Community Education, White Lake Youth Sports, and Little League also work with the City to provide programs and maintain facilities.

DPW employs a number of seasonal workers to ensure all of the parks are maintained.

Figure 10.1: Whitehall Administrative Structure for Parks and Recreation



VOLUNTEERS

As is common in smaller communities, the City relies heavily on volunteers in order to maintain a quality parks and recreation system. Volunteer citizens often assist with the planning and organization of community-wide events and festivals held within the parks. In addition, maintenance and upgrades to the facilities are often completed or implemented by volunteers (with assistance from the City DPW) in order to reduce the cost of maintenance.

PARKS AND RECREATION FUNDING

Table 10.5 summarizes the Whitehall parks and recreation budget from 2007-2008 through 2012-2013. Revenues for the Parks Department are from the City’s general operating fund.

The City has invested considerably in land improvements and has maintained a strong effort to maintain and upgrade parks and recreational facilities when possible.

Table 10.5: Parks and Recreation Budget and Expenditures, 2007-2013

Fiscal Year	Budget	Actual Expenditures
2007-08	\$139,845.00	\$144,149.75
2008-09	\$151,795.00	\$140,340.41
2009-10	\$149,990.00	\$146,075.05
2010-11	\$147,335.00	\$143,096.36
2011-12	\$139,115.00	\$139,908.09
2012-13	\$160,245.00	\$135,234.11
2013-14	\$114,135.00	\$72,448.00

Source: City of Whitehall, 2014



10. PARKS AND RECREATION MASTER PLAN

PARKS AND RECREATION GRANT HISTORY

According to MDNR, the City of Whitehall has been the recipient of several recreation grants in the past including:

Table 10.6: Parks and Recreation Grant History

Project Title	Project Year (Project No.)	Grant Source	Grant Amount	Grant Description	Project Closed
White River Marshland Preserve	1972 26-00284	-	\$6,799.27	Acquire 92.93 acres of land for outdoor recreation.	Yes
Goodrich Park Marina	1980 26-01119	-	\$513,358.82	Construction of a 50-slip marina, service building, attendant's shelter, parking lots, driveways, sidewalks, utilities, lighting and pump out service.	Yes
Svensson Park Development	1990 TF90-009	Trust Fund	\$43,100.00	Construction of a paved parking area, two sand volleyball courts, picnic area, swimming beach, play structure, landscaping, and underground drainage.	Yes
Funnell Field Improvement	1993 BF93-377	Bond Fund	\$103,200.00	Construction of two ball diamonds, a basketball court, restroom facility, paved parking area, underground irrigation, soccer field, handicapped ramp, and drinking fountains.	Yes
White Lake Pathway	2001 TF01-081	Trust Fund	\$426,600.00	Development of an abandoned railroad from the Hart-Montague Linear State Park south through the City with amenities such as trail head signage and landscaping.	Yes
Goodrich Park Renovations	2005 TF05-086	Trust Fund	\$90,500.00	Development of a play structure, fishing deck, picnic shelter with restroom, braille signage, pathways, and a parking area.	Yes
White Lake Pathway South End Completion	2007 TF07-037	Trust Fund	\$254,700.00	Improvements to 11,300 feet of abandoned railroad right-of-way to include a bituminous pathway with 900 feet through wetlands and interpretive signage connecting the 21.5 mile Hart-Montague Linear State Park and proposed Montague-Berry Junction Trail.	Yes

Source: MDNR, 2014

In addition, the City has been the recipient of the following Waterways Grants:

- 2007: \$30,000 for marina dock repairs;
- 2009: \$135,000 for electrical upgrades;
- 2009: \$75,000 for dredging;
- 2013: \$182,525 (\$136,894.06 used) for emergency dredging.

E. Public Input

As required by the MDNR, public input was obtained for this Parks and Recreation Master Plan. A survey was available to City residents through the City Website (with additional paper copies available at City Hall) throughout the spring and summer of 2014. Selected results can be found in Chapter 9, with full results in the Appendix.

PARKS AND RECREATION GOALS AND OBJECTIVES

Goal 1: Maintain and improve existing parks.

- 1.1 Add additional facilities for gathering spaces, such as pavilions, especially at waterfront parks such as Covell Park.
- 1.2 Replace antiquated equipment at Gee Park / develop a parking area.
- 1.3 Improve the capability of Goodrich Park to hold events.
- 1.4 Repair the boardwalk at Lions Park and along the White River Trail.
- 1.5 Continue the natural restoration and improve the environmental quality, including a natural landscaped area, at Svensson Park.
- 1.6 Conduct an extensive natural restoration at Mill Pond Park and create trails to the water.
- 1.7 Add native vegetation as a form of landscaping to reduce maintenance costs.
- 1.8 Increase the number and quality of public restrooms at all parks.
- 1.9 Improve barrier-free access to parks and facilities.

Goal 2: Expand the recreational amenities in the City.

- 2.1 Identify a location for a pocket park in the downtown core.
- 2.2 Enhance Slocum Park as to create a stronger environment for active recreation and increase community awareness of the park.
- 2.3 Identify a location for a splash pad.
- 2.4 Partner with the School District to investigate the potential for a community pool.
- 2.5 Investigate the potential for a canoe and other small watercraft launch at Lions Park.
- 2.6 Investigate the potential for an ice rink at Funnell Field.
- 2.7 Identify a location for a dog park.
- 2.8 Identify a location for a campground or RV park.
- 2.9 Identify a location for a skatepark.
- 2.10 Identify a location for a disc golf course.
- 2.11 Acquire additional wetlands within the White River Flood Plain and restore natural channels.
- 2.12 Add additional amenities such as boardwalks and interpretive signage to the White River Flood Plain that will connect to the White River Trail.
- 2.13 Complete the construction of a gazebo on the waterfront at Goodrich Park.
- 2.14 Expand the White River Trail.
- 2.15 Develop a soccer complex at Funnell Field.



10. PARKS AND RECREATION MASTER PLAN

Goal 3: Partner with other entities to provide recreational opportunities.

- 3.1 Continue to collaborate with Whitehall Public School District to ensure public access to quality recreational facilities on schools grounds.
- 3.2 Partner with other organizations to provide community-based activities for youth and seniors.

Goal 4: Continue to develop facilities for non-motorized transportation in the City.

- 4.1 Improve stairwells located along pathways to be ADA compliant.
- 4.2 Improve sidewalk connections throughout the City, as described in Chapter 11.
- 4.3 Continue to expand bike lanes, as described in Chapter 11.

SYSTEM WIDE RECOMMENDATIONS

In addition to capital investments in programs and facilities, the City must also evaluate the current system and review long-range options for providing parks and recreation. The following are system wide recommendations that should be evaluated annually and used in the long-range planning of parks and recreation.

Develop New Recreational Amenities

Whitehall should develop new recreational amenities that do not currently exist in the community to provide residents and visitors with broad range of recreational choices.

Pathway / Bike Path Connections

The City is committed to providing pedestrian and bicycle pathways and connections throughout the greater Whitehall area, as well as improving and expanding the non-motorized network in the less developed parts of the City. The City should continue to develop pathways and connections, as described in the Action Plan.

Barrier Free Accessibility

The Americans with Disabilities Act (ADA) has established guidelines to provide barrier-free accessibility at all public facilities. It is important to provide access to the City's facilities according to these guidelines so that all residents may enjoy them. As parks and recreation facilities are improved or developed, a high priority must be placed on upgrades that improve barrier-free accessibility with improvements to proper surfaces for wheelchairs, accessible picnic tables, and play equipment that provides universal access.

Continued Public Involvement

The City should continue to solicit residents' suggestions on planning, use, and improvement of parks and recreation facilities and programming. This can be accomplished with focus groups, public meetings, surveys, website input, or through resident feedback solicited at City events.

F. Parks and Recreation Action Plan

Table 10.6 summarizes the overall system recommendations as well as specific improvements to individual parks. Some are multi-year efforts that will involve time and coordination, while others are park improvements that require largely monetary investment. The table on the following page incorporates the top recommendations that require capital improvement in the next five years for planning purposes.

Priorities should be reviewed on an annual basis and adjusted to respond to updated findings and identification of funding opportunities. In particular, costs should be closely monitored, as the proposed plan estimates are in 2014 dollars and are strictly preliminary. Actual costs for each project will be more specifically determined as site surveys, programming elements, and engineering plans are developed if applicable, as well as through further analysis of the proposed improvement. If funding levels are lower than required to implement the Plan based on the schedule provided, the implementation could be stretched over additional years.

Funding Sources Key

D/P	=	Donation or Partnership
TIF	=	TIF Funds
G	=	Grants (i.e. MDNR, MI Costal Management, Consumers Fisheries)
GF	=	General Fund (City of Whitehall)
LSO	=	Local Service Organizations and Sports Clubs
MC	=	Muskegon County



10. PARKS AND RECREATION MASTER PLAN

ACTION PLAN

Table 10.6: Parks and Recreation Action Plan

Year	Project	Estimated Cost	Funding Source
Year 1 (2015)	Improvements to the White River Trail Boardwalk. Maintain the structural integrity of the White River Trail Boardwalk and ensure view sheds of the River for users.	\$20,000	GF
	Lions Park Improvements. Repair the existing boardwalk / staircase and install new signage, public art, and a grill. Develop a canoe and other small watercraft launch along the White River.	\$55,000	D/P, GF, LSO
Year 2 (2016)	Svensson Park Natural Restoration. Maintain the natural landscape area and improve waterfront access (i.e. for small recreation, kayaks) and view sheds with additional amenities such as trash / recycling receptacles, seating, and dedicated handicapped parking spaces.	\$25,000	D/P, CF
	Expand the White Lake Pathway. Expand the non-motorized paved trail way to provide more connections to the City's parks, the lakeshore, and the downtown core.	\$250,000	G, GF, TIF
Year 3 (2017)	Slocum Park Improvements. Enhance Slocum Park as an active, community gathering space with the following: resurface the tennis courts, provide dedicated handicapped parking spaces, incorporate public art, pave the viewing area outside the tennis courts and construct paved pathways to the parking area, and add additional amenities south of the tennis courts (i.e. playground equipment, basketball courts, etc.).	\$75,000	G, GF
	Norman Park Improvements. Develop a boardwalk / overlook area and clear select brush to open view sheds to the White River and Flood Marshland. Trail development should include an accessible surface and switchback ramped walk so all users can reach the end of the trail. Other improvements planned are to provide additional seating options, develop paved, dedicated parallel parking spaces along East River Street for access, and to add identification signage.	\$100,000	G, GF
	Little League Field Parking and Circulation Improvements. Pave the existing gravel parking lot and add fencing to contain vehicles and prevent them from encroaching on the grass. The addition of an accessible walk to the bleachers (behind the backstop) is also included in this project.	\$60,000	D/P, GF, LSO
	Downtown Pocket Park. Close two alleys between Mears Avenue and Division Street to develop pocket parks to create gathering spaces for events and areas of natural vegetation. Planned amenities include café seating, murals and public art, wayfinding signage, landscaping, and decorative pavement areas for potential vendors.	\$75,000	TIF, D/P, GF
Year 4 (2018)	Covell Park Trailhead. Develop Covell Park as a trailhead for the White Lake Pathway with amenities such as a pavilion, improved signage, restrooms, grilling facilities, and a paved ADA accessible walkway.	\$175,000	G, GF
Year 5 (2019)	Funnell Field Soccer Complex. Develop a soccer complex to accommodate various field sizes with amenities such as nets and bleachers.	\$25,000	GF, LSO
	Goodrich Park Improvements. Expand existing amenities to include cement table games, a gazebo, and shuffleboard courts. The amenities are planned for the recently acquired park area which contains little opportunity for recreation or access. Improvements to Goodrich Park in general include informational signage, a volleyball court, upgraded waterfront promenade, and a trailhead.	\$150,000	GF
	Community Center. Develop a youth activity / community center to offer additional indoor and outdoor programming and activities.	\$250,000	TIF, D/P, GF
Year 6 (2020)	Gee Park Improvements. Replace antiquated equipment with new playground facilities and develop a parking area with a paved ADA accessible pathway to permit barrier free access. The addition of signage, seating, and trash / recycling receptacles is also planned.	\$100,000	G, GF
	Mill Pond Park Improvements. Apply a more intensive natural restoration treatment to the site, develop pedestrian trails to the pond, and install interpretive, educational signage.	\$50,000	G, GF

REVIEW AND ADOPTION PROCESS

The Parks and Recreation Plan review and adoption process is described below:

30 Day Comment Period	December 10, 2014 – February 15, 2015
Public Hearing	January 17, 2015
City Council Adoption	_____, 2015
Distribution to Muskegon County and the West Michigan Shoreline Regional Development Commission	_____, 2015



11. Goals and Objectives

Goals are general in nature, and, as related to community planning are statements of ideals toward which the City wishes to strive. This represents the ultimate purpose of an effort stated in a way that is both broad and immeasurable. Goals also express a consensus of community direction to public and private agencies, groups, and individuals. Goals are long-range considerations that should guide the development of specific objectives.

Objectives are a means to achieve the overall goals of the Plan. Objectives take the form of more measurable standards, or identify the methods in which the goals of the Plan may be realized. In some instances, they are specific statements which can be readily translated into detailed design proposals or action recommendations.

Together, the following Goals and Objectives provide the foundation of the Master Plan and a framework for future implementation strategies.

The strategy for implementation of the 2030 Master Plan is to review and track completion of the goals, objectives, and activities on an annual basis, and make decisions based on Council priorities, available funds, and community direction and support.

2030 VISION STATEMENT

The following statement portrays the type of community the City of Whitehall desires to be by the year 2030. It is a broad framework that establishes the tone for the goals, objectives and future land use program that are the core of this Plan.

Nestled on the shores of White Lake, at the mouth of the White River, and only minutes from Lake Michigan, the largest freshwater lake in the country, the City of Whitehall is a charming, lively, and welcoming community. Whitehall takes pride in its quaint and unique neighborhoods, its traditional downtown, its robust civic institutions, and its beautiful waterfront. Home to a variety of arts and entertainment institutions, including the historic Howmet Playhouse, the City is also located amidst West Michigan's rich tapestry of recreation amenities, such as beaches, dunes, camping, hiking, boating, fishing, and even an amusement park.

Whitehall strives to be a leader in sustainable practices, and to protect its waterways, woodlands, wetlands, and coastline. The community prioritizes environmentally sensitive design, especially with regard to stormwater management, and constructed the first "Green Street" in the state of Michigan. An ongoing shoreline restoration project seeks to restore the natural ecosystem of White Lake, while maintaining recreational access to the waterfront.

Whitehall aims to preserve its neighborhoods by building on the strong community identity and character of the individual blocks. New housing will strengthen this character by reflecting the existing neighborhood identities. A pedestrian and cyclist-friendly community, Whitehall promotes the expansion and development of complete streets and non-motorized pathways to create an extensive network of connections among neighborhoods, recreational amenities, the waterfront, and the downtown business core.

The City strives to be economically successful, providing jobs, housing and recreation for all age groups and walks of life. Together, the residents of Whitehall will work to create a vibrant future for our community.

PUBLIC INFRASTRUCTURE AND SERVICES

Goal: Provide safe bicycling along City streets and roads by designating cyclist routes.

Objectives:

- Expand existing bicycle routes along Colby Street, Lake Street, the bridge to Montague, and other north / south corridors.
- Improve signage and wayfinding for bicyclists, especially linking the White Lake Pathway to points of interest in the City.
- Maintain existing bicycle routes and trails.

Goal: Provide a safe network of sidewalks and pedestrian walkways to connect residents to businesses, civic institutions, and recreation sites.

Objectives:

- Construct new sidewalks on Lewis Street, Benston Road, and other connections as necessary, especially within neighborhoods.
- Require the installation of sidewalks as part of new developments where sidewalks do not exist.
- Maintain and improve existing sidewalks.

Goal: Utilize unimproved rights-of-way for the creation of pedestrian and cyclist pathways.

Objective:

- Construct non-motorized pathways in the following locations:
 - Unimproved River Street right-of-way between Elizabeth Street and Franklin Street to connect Funnell Field to Norman Park and the White River Trail.
 - New walkway and bridge improvements to the existing footpath at Livingston Street and Baldwin.
 - Unimproved Baldwin Street right-of-way between Gibbs Street and Shoreline Elementary School.



11. GOALS AND OBJECTIVES

Goal: Implement Phase III capital improvements.

Objectives:

- Replace brick crosswalk pavers at Colby and Mears with stamped pavers.
- Buy and demolish Big John's.
- Build a waterfront boardwalk.
- Soften edges between public streets and off-street parking.
- Improve aesthetics of public parking lots.
- Add more on-street parking.
- Replace wired traffic signals with mast-arm traffic signals.
- Create a better connection between the bike path and downtown.
- Replace damaged sidewalk pavers.
- Provide better pedestrian crossing signals with more time to cross.
- Install more bike racks.
- Remove "cobra head" street lights and replace them with more decorative fixtures.
- Provide uniform light pole designs.
- Redesign landscaping in high-visibility areas
- Hold an annual "spring clean-up."
- Install more banners advertising local events.

Goal: Continue to update and implement the Capital Improvements Plan (CIP).

Objectives:

- Evaluate streets for needed maintenance and improvements.
- Coordinate street improvements with water, sanitary sewers, storm sewers, broadband and electrical, bicycle lanes, and sidewalks improvements.
- Identify necessary storm water enhancements to improve drainage and flood control within existing developed areas of the City.
- Require adequate water, sewer, and storm sewer infrastructure as part of new development and encourage green practices.
- Maintain the wellhead protection program to protect the City's water sources.
- Establish a 20 year plan for potable water supply enhancement.

Goal: Improve City services to residents and encourage the improvement of services provided by non-City entities.

Objectives:

- Continue to provide high-quality police, fire, and ambulance services.
- Cooperate with nearby communities, Muskegon County, the Whitehall Community School District, and other organizations through the exchange of information on development and redevelopment issues and other shared interests, such as community facilities and services, conservation developments, and development along shared boundaries.
- Monitor traffic speeds and adjust enforcement priorities as necessary.

LAND USE AND ZONING

Goal: Redevelopment along Mears Avenue and Colby Street should be in the form of attractive, coordinated, and vibrant mixed use corridors that support local businesses and provide a variety of housing options.

Objectives:

- Create new zoning districts that reflect the priorities of the E. Colby Corridor and Mears Avenue Mixed Use character areas.
- Create a new zoning district for the downtown that reflects the City Core character area.
- Design road and non-motorized infrastructure to be harmonious with the planned and existing character of the corridors.
- In general, retail should occupy the first floor storefront with office and residential uses directed to second or third floors.
- A variety of residential typologies should be encouraged. Residential design should enhance and complement existing architectural character.

Goal: Continue the development of the industrial park in an attractive and efficient manner that maintains a naturalized buffer between adjacent residential and major roadways.

Objectives:

- Consolidate new industrial development in the industrial park.
- Maintain the natural buffer and wooded areas along Benston Road and White Lake Drive.
- Utilize the Brownfield Redevelopment Authority to oversee the redevelopment of environmentally contaminated property.
- Establish and enforce site standards that will create aesthetically pleasing industrial development.

Goal: Maintain the Alcoa Howmet Plant along Misco Drive as a successful employer in the City while protecting adjacent residential uses and the White Lake waterfront.

Objectives:

- Work with Alcoa Howmet to provide buffering, noise reduction, and the mitigation of other impacts, especially along Market Street and to the Swedentown Neighborhood.
- Ensure adequate truck routes that allow for efficient deliveries without burdening neighborhoods and the downtown core.
- Create a redevelopment plan for the site should the Alcoa Plant consolidate their operations on the south side of the City.



11. GOALS AND OBJECTIVES

Goal: Maintain the character of existing residential areas and ensure that new residential development is high-quality and reflects the desired character of the City.

Objectives:

- New residential development and redevelopment should respect historic building patterns, preserving and enhancing them where feasible.
- New residential building should be focused in existing residential areas, with an eye toward filling in empty lots within established blocks.
- New neighborhoods should be designed to be expansions of the existing City street grid and should connect to existing streets as often as possible. Stand-alone subdivisions are discouraged.
- Suburban Residential uses should be maintained in places where they currently exists, but it should not be developed in other parts of the City.
- If a market is determined for new housing, the vacant land northeast of Shoreline Elementary School should be developed as a new City Residential neighborhood featuring the principles of traditional neighborhood design, such as gridded, connecting streets, sidewalks, front porches, garages in the rear of the house, and varied home design.
- New residential development should be primarily single family in nature, except in designated areas.
- Preserve historic homes in a manner that is consistent with their original design. Provide assistance to residents interested in listing homes on the State Register of Historic Places.
- Identify locations for new senior housing, especially along the Mears and Colby corridors and the waterfront.
- Require rental inspections on a regular basis to ensure that rental properties are maintained and complement existing residential neighborhoods.
- Enforce ordinances and implement programs to clean up blighted properties.

Goal: Signage and billboards within the City should meet strict standards to preserve community character.

Objectives:

- Update the sign ordinance to ensure adequate regulations are in place.
- Enforce signage regulations, especially in regards to temporary signs.

WATERFRONT

Goal: Protect and preserve the habitats of White Lake, White River, and other watercourses.

Objectives:

- Continue the program of naturalizing the shoreline.
- Require new development to respect the environmental needs of White Lake and the White River.
- Scenic vistas along Lake Street and major thoroughfares should be preserved and enhanced.
- Promote recreational activities along the waterfront which provide opportunities for the public to interact with natural features without negatively impacting them.

Goal: Encourage the development of the former Tannery site in a manner which respects the environment and existing development while also providing a unique mixed use district within the City.

Objectives:

- Permit the following uses: clustered residential and office uses of higher densities, lodging, public and private recreational facilities, and public access to the waterfront.
- Offices, hotel rooms, and residential units should be constructed in dense clusters that range from 4-5 stories in height. Buildings should be clustered to provide optimal lake views for the new units, without interfering with existing residential view sheds, and to provide protected lakefront open space.
- Buildings should be constructed of high quality materials and complement the natural beauty of the lake. Special care should be taken to preserve the beauty and ecosystem of White Lake.
- An internal network of streets should be constructed on the site to reduce traffic pressure on Lake Street. Such a street network should be designed to reduce runoff into the lake and potentially link into the recently complete “green street” along Lake Street.



11. GOALS AND OBJECTIVES

DOWNTOWN

Goal: Preserve the area defined as “downtown” Whitehall, and expand that pattern of compact, traditional, mixed-use development to the waterfront, to the east along Colby, and to the north and south along Mears and Division Street.

Objectives:

- Create a new zoning district to reflect the City Core Character Area.
- Expand the character of downtown east along Colby Street to Livingston Street and south along Mears Avenue to Sophia Street.
- Require retail uses on ground floor storefronts along Colby Street and Mears Avenue with office / residential uses located above or behind retail space.

Goal: Utilize TIFA funds to beautify the downtown, add additional public amenities, and increase pedestrian safety and walkability.

Objectives:

- Install new streetscape that enhances the historic quality of downtown Whitehall and improves the pedestrian experience.
- Expand and advertise the façade improvement program to ensure that downtown property owners are aware of opportunities. Use the façade improvement program to ensure quality, historically accurate façade design.
- Develop and implement a wayfinding program.
- Utilize resources to incentivize artists to create public art for display in the downtown core, waterfront, and in parks. Consider hosting an artist competition for temporary / permanent art installations (similar to ArtPrize in Grand Rapids).
- Upgrade pedestrian safety in the downtown with bump outs, crosswalks, traffic signals, and other traffic calming measures.

Goal: Utilize the “Colby Street spur” right-of-way to create an attractive, pedestrian walkway to connect the downtown to Goodrich Park and the waterfront.

Objectives:

- Design and construct a pedestrian pathway to connect the Colby and Thompson intersection to the waterfront.
- Consider design elements which would allow the walkway to be used for public events, i.e. an amphitheater which could also serve as a pedestrian walkway (staircase).
- Incorporate public art and gateway elements at the top and bottom of the pathway.

ENVIRONMENTAL PROTECTION AND SUSTAINABILITY

Goal: Protect the environment and natural resources in Whitehall and the surrounding area.

Objectives:

- Take steps to reduce or eliminate runoff pollution through stormwater management techniques and infrastructure.
- Work with neighboring communities to mitigate the issues associated with sedimentation in White Lake.
- Preserve and protect the White River Floodplain in the north area of the City.
- Continue to maintain the program of shoreline naturalization and waterfront habitat restoration.
- Protect wetlands and woodlands, including restricting development in environmentally sensitive areas.
- Identify wetlands and other vacant land where drainage is difficult and ensure that any development in this area respects the drainage challenges and environmental protection priorities.
- Work with landowners, businesses, and the Brownfield Redevelopment Authority to clean up environmentally contaminated sites.
- Construct additional “green streets” where appropriate.
- Support community sustainability practices and work with members of the White Lake Area Solid Waste Authority to improve city and area recycling access and opportunities and provide opportunities for a City-wide recycling program.



12. Future Land Use Plan

The Future Land Use Plan (see Map 8) serves as a guide for the community's vision of the next 10 to 15 years. It is based on an analysis of land use issues facing the City, existing uses and conditions, demographic and housing statistics, physical constraints and resources, community infrastructure, circulation patterns, the focus group sessions, and the goals and objectives set forth by the community. Through land use planning and land use controls, the City intends to ensure that the historic nature of the community's neighborhoods are protected, that economic development is encouraged, that the waterfront is preserved and enhanced, and that the downtown core becomes a vibrant and exciting place to be.

The Future Land Use Plan constitutes the development policy of the City, and as the City grows, the Plan should be updated to address how the growth has impacted the infrastructure and existing conditions.

COMMUNITY CHARACTER PLAN

A Community Character Plan is a step past land use to identify how different parts of Whitehall should look and function. The future land use plan identifies appropriate uses for different parts of the community, and will also establish basic use and density requirements. However, other important factors which create community character include the look and feel of streets, how buildings look and function, how uses relate to each other, and the overall intensity of use.

This Community Character Plan recognizes that there are many contexts that exist in Whitehall – the traditional city residential; the more suburban neighborhoods found to the east; the hamlet residential located in the southwest section of the City; the downtown core; and the varying mixed use corridors. Each of these future land use areas has a different combination of design, use and density that create the different contexts. The purpose of the Community Character Plan is to identify all of the component parts that add up to create character, not just use and density.

Components of the Community Character Plan

The Plan establishes a number of character and neighborhood areas and then offers recommendations for design, use, and density characteristics for each district. The components include:

1. **Land Use:** What uses are appropriate within the character area.
2. **Buildings:** How the building looks and functions and where it is located on the lot.
3. **Design:** How lots are designed, and how lots relate to each other and the public realm.

Land Use

Land use is still an important component of the Plan. Each future land use area has a recommended range of uses that are appropriate within that context.

Buildings

With few exceptions, land uses always occur within a building. The design and appearance of the building can have as much of an impact on the character of the community as the use itself. For example, a retail use can be accommodated within a single purpose one-story strip mall building or within a multiple-use two story main street building. The use is the same, but the design of the building creates a completely different character. The Plan therefore identifies a number of typical building types that are appropriate for housing different kinds of uses in different neighborhood areas.

Design



Physical design characteristics are the third factor in creating community character. These design characteristics determine how lots are assembled into blocks; how streets look and function; where supporting development features such as parking, lighting, and landscaping are accommodated on the lot; and where and how large parks should be.

FUTURE LAND USE CATEGORIES

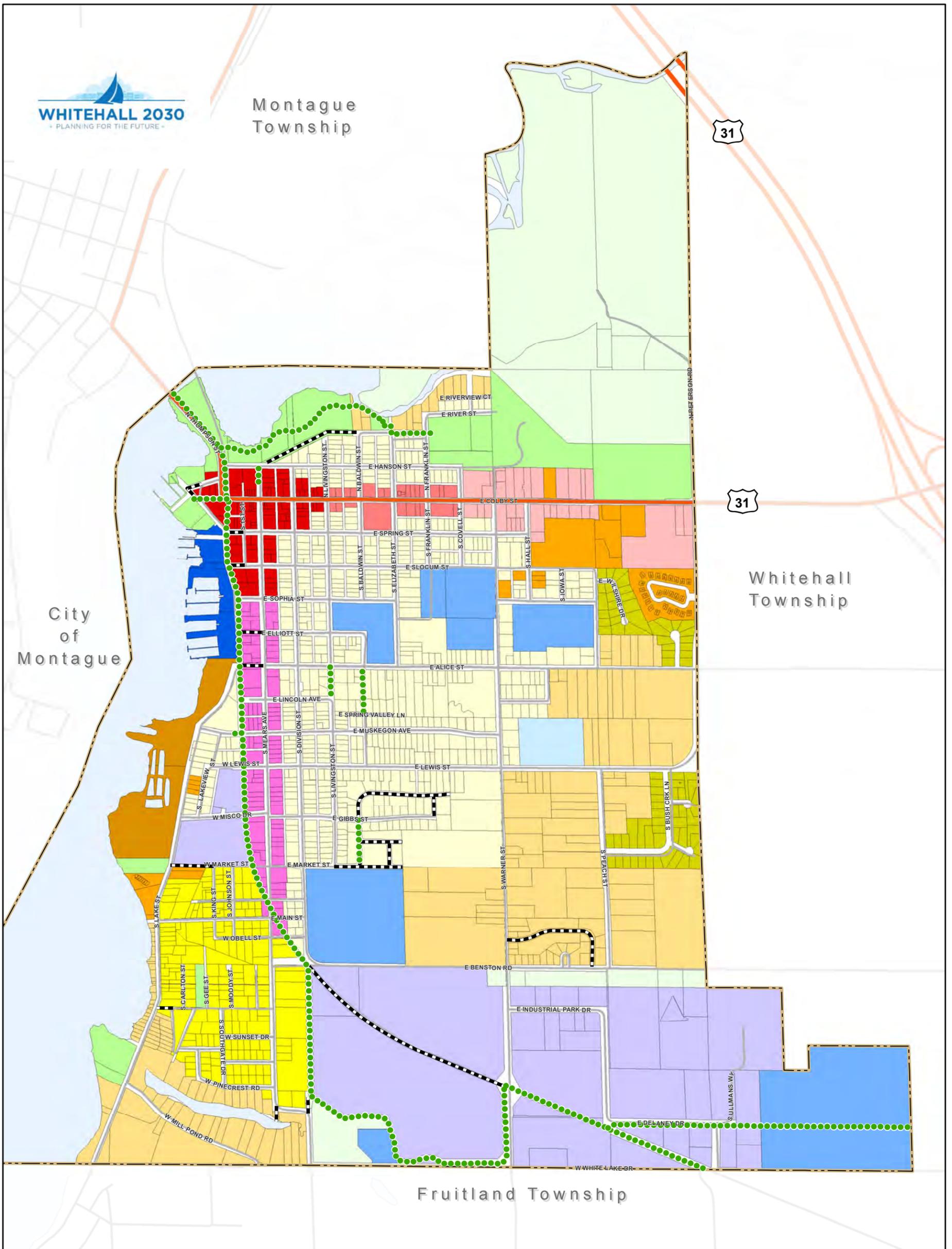
The land use categories are graphically displayed on Map 8 and are described in this section of the Master Plan. The amount of land dedicated to each use on the Future Land Use Plan is summarized below in Table 12.1. The elected and appointed officials of Whitehall will be responsible for the interpretation of the intent of the Community Character Map and the land use categories.

Each of the following future land use categories is explained in greater detail on the following pages with community character guidelines specifying the ideal use, buildings, and design for each district.

Table 12.1: Future Land Use Categories

Land Use Category	Area (Acres)	Area (%)
City Core	24.31	1.37%
East Colby Gateway Corridor	11.25	0.64%
Regional Commercial	38.67	2.18%
Mears Avenue Mixed Use	32.14	1.81%
Private Marina	12.54	0.71%
Waterfront Redevelopment	33.66	1.90%
Parks / Public Marina / Cemetery	100.75	5.69%
Conservation / Agricultural	306.33	17.29%
School / Library Facilities	155.44	8.78%
Industrial	317.17	17.91%
Medical Center	12.07	0.68%
City Residential	263.61	14.88%
Hamlet Residential	89.48	5.05%
Suburban Residential	38.11	2.15%
Preservation Residential	293.96	16.60%
Multi-Family Residential	41.85	2.36%
TOTAL	1,771.34	100%





Map 8 Future Land Use

City of Whitehall, Michigan

September 25, 2014

0 500 1,000
Feet



MCKenna
ASSOCIATES

Base Map Source: Muskegon County GIS, 2014

City Residential	Multi-Family Residential	City Core	Private Marina	Unimproved ROW
Hamlet Residential	Mears Ave Mixed Use	School / Library Facilities	Waterfront Redevelopment	Non-Motorized Pathways (Existing and Proposed)
Suburban Residential	Regional Commercial	Industrial	Parks / Public Marina / Cemetery	
Preservation Residential	East Colby Corridor	Medical Center	Conservation / Agriculture	

12. FUTURE LAND USE PLAN

MAP 8: Future Land Use

CITY CORE									
DESIGN GUIDELINES	CHARACTER AREA DESCRIPTION								
LOT DIMENSIONS									
<table border="0"> <tr> <td style="padding-right: 20px;">minimum lot area</td> <td>None</td> </tr> <tr> <td>minimum lot width</td> <td>None</td> </tr> </table>	minimum lot area	None	minimum lot width	None	<p>General Characteristics. The downtown section of Whitehall is not merely the retail uses along Colby Street; it also encompasses the public and institutional uses, churches, and cultural attractions (i.e. Howmet Playhouse) that make the City’s historical center a gathering place for the entire community and visitors. The City Core category is intended to preserve the area defined as “downtown” Whitehall, and to expand that pattern of compact, traditional, mixed-use development west to the waterfront, to the east along Colby, and to the north and south along Mears and Division.</p> <p>Appropriate Land Uses. Commercial businesses intended for this category include service, professional, and retail businesses that encourage foot traffic and do not require large parking lots. Institutional and recreational uses, especially those revolving around the arts are strongly encouraged. Parking should be shared in public lots or on-street. Automotive oriented uses such as gas stations, auto repair, or drive-through facilities are not appropriate in the City Core area.</p> <p>While in the past the City has mainly allowed commercial uses in this area, it is the intent of this Plan to also permit some residential uses in the downtown. Examples of permitted residential uses would be upper-floor apartments located above retail businesses, townhouse-style buildings, and small apartment buildings that are compatible with the existing character of the district.</p> <p>Density. There is no maximum density recommendation for City Core areas. The design recommendations of this Plan will limit densities to a reasonable number of units by requiring good design. Setbacks on the front and side should be minimal and setbacks along the rear of lots should be respectful of parking, loading, and circulation needs.</p> <p>Streets and Transportation. The existing block structure of the City Core should be maintained. Right-of-ways should be designed to facilitate a walkable environment, including sidewalks, frequent and safe pedestrian crossing points, traffic calming measures, and on-street parking.</p> <p>Building and Site Design. New and renovated buildings should be designed to reflect the historic character of the City. See Chapter 13.</p> <p>Parking. Parking should be provided behind establishments or along side streets in private or public lots. The design of parking lots should be attractive and environmentally conscious, with high quality landscaping. On-street parking should also be available. Identification and wayfinding to parking areas should be provided for both residents and visitors.</p>				
minimum lot area	None								
minimum lot width	None								
BUILDING SETBACKS									
<table border="0"> <tr> <td style="padding-right: 20px;">minimum</td> <td>None</td> </tr> <tr> <td>maximum</td> <td>Even with block average</td> </tr> <tr> <td>side</td> <td>none</td> </tr> <tr> <td>rear</td> <td>As needed for loading / parking</td> </tr> </table>	minimum	None	maximum	Even with block average		side	none	rear	As needed for loading / parking
minimum	None								
maximum	Even with block average								
side	none								
rear	As needed for loading / parking								
BUILDING HEIGHT									
<table border="0"> <tr> <td style="padding-right: 20px;">minimum</td> <td>2 stories</td> </tr> <tr> <td>maximum</td> <td>4 stories along Colby, 2 stories along side streets, 4+ stories along waterfront</td> </tr> </table>	minimum	2 stories	maximum	4 stories along Colby, 2 stories along side streets, 4+ stories along waterfront					
minimum	2 stories								
maximum	4 stories along Colby, 2 stories along side streets, 4+ stories along waterfront								
STREET FRONTAGES									
<p>Retail storefronts</p> <p>Outdoor patio / seating areas</p> <p>Front porch / stoop</p>									



EAST COLBY GATEWAY CORRIDOR									
DESIGN GUIDELINES	CHARACTER AREA DESCRIPTION								
LOT DIMENSIONS									
<table border="0"> <tr> <td style="padding-right: 20px;">minimum lot area</td> <td>Consistent with existing</td> </tr> <tr> <td>minimum lot width</td> <td>Consistent with existing</td> </tr> </table>	minimum lot area	Consistent with existing	minimum lot width	Consistent with existing	<p>General Characteristics. The East Colby Gateway Corridor is the main road leading into the downtown City Core from US 131. The gateway corridor is a transition between the more suburban/rural context that exists east of the City and the walkable, pedestrian friendly context that exists within the City Core.</p> <p>Appropriate Land Uses. East Colby Gateway Corridor uses include institutional facilities, such as City Hall, commercial uses such as office, general retail, and food service, and residential uses, such as apartments, townhouses, and condominiums. Existing single family homes may be preserved. Automotive oriented uses such as gas stations, auto repair, or drive-through facilities may be appropriate in certain instances.</p> <p>Density. There is no maximum density recommendation for the East Colby Gateway Corridor. The design recommendations of this Plan will limit densities to a reasonable number of units simply by requiring good design.</p> <p>Streets and Transportation. Colby Street should be designed to be an attractive gateway to the City, including signage, street trees, a landscaped median, bike lanes, pedestrian scale amenities, and a continuous sidewalk. On-street parking should be added where possible.</p> <p>Building Location. Buildings in the gateway corridor should be located close to the street to create the proper sense of enclosure along the street, to help slow traffic, and to begin to transition from suburban/rural context area where there are large setbacks to the very small setbacks in City Core.</p> <p>Building and Site Design. There are no specific building and site design recommendations in this Plan for the East Colby Gateway, although high quality architecture which compliments and enhances existing development and historical structures is encouraged. Garages, if provided, should be located in and accessed from side or rear yards.</p> <p>Parking. Parking areas in the Gateway Corridor are strongly encouraged to be located in side or rear yards. Front yard parking areas should not exceed a single drive aisle with one row of parking on each side. Parking areas along Colby should be heavily landscaped with a continuous vegetative buffer or decorative knee wall. Parking lots should be accessed from shared access drives that serve more than one parcel to reduce the number of curb cuts onto Colby Street.</p>				
minimum lot area	Consistent with existing								
minimum lot width	Consistent with existing								
BUILDING SETBACKS									
<table border="0"> <tr> <td style="padding-right: 20px;">minimum</td> <td>Midway between block average and streetline</td> </tr> <tr> <td>maximum</td> <td>Even with block average</td> </tr> <tr> <td>side</td> <td>none</td> </tr> <tr> <td>rear</td> <td>As needed for loading / parking and screening of residential</td> </tr> </table>	minimum	Midway between block average and streetline	maximum	Even with block average		side	none	rear	As needed for loading / parking and screening of residential
minimum	Midway between block average and streetline								
maximum	Even with block average								
side	none								
rear	As needed for loading / parking and screening of residential								
BUILDING HEIGHT									
<table border="0"> <tr> <td style="padding-right: 20px;">minimum</td> <td>1 story</td> </tr> <tr> <td>maximum</td> <td>2.5 stories</td> </tr> </table>	minimum	1 story	maximum	2.5 stories					
minimum	1 story								
maximum	2.5 stories								
STREET FRONTAGES									
<ul style="list-style-type: none"> Retail storefronts Outdoor patio / seating areas Front porch / stoop Welcoming institutional Lawn / greenscape 									

REGIONAL COMMERCIAL									
DESIGN GUIDELINES	CHARACTER AREA DESCRIPTION								
LOT DIMENSIONS									
<table border="1"> <tr> <td>minimum lot area</td> <td>n/a</td> </tr> <tr> <td>minimum lot width</td> <td>n/a</td> </tr> </table>	minimum lot area	n/a	minimum lot width	n/a	<p>General Characteristics. Regional Commercial is intended for large scale retail and service that provide goods and services for residents of the entire White Lake region. This District is generally located along Colby Street, east of Covell, and extends into Whitehall Township.</p> <p>Appropriate Land Uses. This District includes office, general retail commercial, food service, and entertainment uses. Automotive oriented uses such as gas stations, auto repair, or drive-through facilities should be located in this District, provided that parking areas and loading zones are properly buffered and landscaped.</p> <p>Density. Commercial buildings should be supported by sufficient but not overly excessive parking areas. Shared parking should be encouraged. The perimeter of these lots should be landscaped and well maintained.</p> <p>Streets and Transportation. Sites should be so designed as to incorporate shared access drives and connections between parcels (“cross access”) in order to reduce the number of curb cuts on Colby Street. The streetscape should be well designed and landscaped. Streets connections and/or pedestrian connections should be provided between commercial areas and adjacent neighborhoods.</p> <p>Building Location. Buildings facing arterial streets may be located close to the street or set back to permit front-yard parking. Large shopping centers should incorporate out lots positioned close to the street edge in order to maintain a more pedestrian friendly environment.</p> <p>Building and Site Design. Buildings should be constructed of high-quality materials which wrap around the entire building and feature attractive signage. Façades facing public right-of-way should be highly transparent.</p> <p>Parking. Parking areas in Regional Commercial areas may be located in front, side, or rear yards for buildings. Large areas of parking should be broken up with landscaped islands and trees.</p>				
minimum lot area	n/a								
minimum lot width	n/a								
BUILDING SETBACKS									
<table border="1"> <tr> <td>minimum</td> <td>As necessary for parking</td> </tr> <tr> <td>maximum</td> <td>As necessary to preserve buffering in rear</td> </tr> <tr> <td>Side</td> <td>As necessary for access management</td> </tr> <tr> <td>Rear</td> <td>As needed for loading / parking and screening</td> </tr> </table>	minimum	As necessary for parking	maximum	As necessary to preserve buffering in rear		Side	As necessary for access management	Rear	As needed for loading / parking and screening
minimum	As necessary for parking								
maximum	As necessary to preserve buffering in rear								
Side	As necessary for access management								
Rear	As needed for loading / parking and screening								
BUILDING HEIGHT									
<table border="1"> <tr> <td>minimum</td> <td>1 story</td> </tr> <tr> <td>maximum</td> <td>3 stories</td> </tr> </table>	minimum	1 story	maximum	3 stories					
minimum	1 story								
maximum	3 stories								
STREET FRONTAGES									
Retail storefronts									
Outdoor patio / seating areas									
Lawn / greenscape									
Landscaped parking									



MEAR'S AVENUE MIXED USE									
DESIGN GUIDELINES	CHARACTER AREA DESCRIPTION								
LOT DIMENSIONS									
<table border="0"> <tr> <td style="padding-right: 20px;">minimum lot area</td> <td>Consistent with existing</td> </tr> <tr> <td>minimum lot width</td> <td>Consistent with existing</td> </tr> </table>	minimum lot area	Consistent with existing	minimum lot width	Consistent with existing	<p>General Characteristics. The Mears Avenue Mixed Use corridor character area is located between Sophia Street and Main Street. This corridor features a wide variety of uses, building styles, and building vintages. It is the intent of this Plan for the Mears corridor to retain its historic charm while permitting a wide mix of uses to create a vibrant district.</p> <p>Appropriate Land Uses. Appropriate uses include residential and office uses of multiple various densities, low-intensity retail uses, and institutional uses such as religious establishments. Automotive oriented uses such as gas stations, auto repair, or drive-through facilities are inappropriate.</p> <p>Density. Residential density could range from single family homes to townhomes to condominiums, provided that the buildings maintain the existing scale and character of the corridor.</p> <p>Streets and Transportation. Mears Avenue should be a walkable, attractive corridor with visible intersections and traffic calming measures. Circulation for vehicular traffic can be directed to the alley between Mears and Division. Consistent on-street parking should be provided along both sides of Mears.</p> <p>Building Location. Buildings along the Mears Corridor should be located close to the street to create the proper sense of enclosure along the street, to help slow traffic, and to begin to transition from the very small setbacks in City Core to the single family residential neighborhoods south of Main Street.</p> <p>Building and Site Design. There are no specific building and site design recommendations in this Plan for the Mears Corridor, although high quality architecture which compliments and enhances existing development and historical structures is strongly encouraged. Garages, if provided, should be located in and accessed from side or rear yards.</p> <p>Parking. Parking areas in the Mears Corridor are strongly encouraged to be located in side or rear yards. Front yard parking is discouraged. Parking lots should be accessed from shared access drives or the alley east of Mears to reduce or eliminate the number of curb cuts.</p>				
minimum lot area	Consistent with existing								
minimum lot width	Consistent with existing								
BUILDING SETBACKS									
<table border="0"> <tr> <td style="padding-right: 20px;">minimum</td> <td>Midway between block average and streetline</td> </tr> <tr> <td>maximum</td> <td>Even with block average</td> </tr> <tr> <td>side</td> <td>Consistent with existing</td> </tr> <tr> <td>rear</td> <td>As needed for loading / parking and screening of residential</td> </tr> </table>	minimum	Midway between block average and streetline	maximum	Even with block average		side	Consistent with existing	rear	As needed for loading / parking and screening of residential
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side	Consistent with existing								
rear	As needed for loading / parking and screening of residential								
BUILDING HEIGHT									
<table border="0"> <tr> <td style="padding-right: 20px;">minimum</td> <td>1 story</td> </tr> <tr> <td>maximum</td> <td>4 stories</td> </tr> </table>	minimum	1 story	maximum	4 stories					
minimum	1 story								
maximum	4 stories								
STREET FRONTAGES									
<ul style="list-style-type: none"> Retail storefronts Outdoor patio / seating areas Front porch / stoop Welcoming institutional Lawn / greenscape 									

PRIVATE MARINA																													
DESIGN GUIDELINES	CHARACTER AREA DESCRIPTION																												
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="2" style="background-color: #e0e0e0;">LOT DIMENSIONS</td> </tr> <tr> <td style="width: 20%;">minimum lot area</td> <td>n/a</td> </tr> <tr> <td>minimum lot width</td> <td>n/a</td> </tr> <tr> <td colspan="2" style="background-color: #e0e0e0;">BUILDING SETBACKS</td> </tr> <tr> <td>minimum</td> <td>As needed for use</td> </tr> <tr> <td>maximum</td> <td>As needed for use</td> </tr> <tr> <td>side</td> <td>As needed for use</td> </tr> <tr> <td>rear</td> <td>As needed for use</td> </tr> <tr> <td colspan="2" style="background-color: #e0e0e0;">BUILDING HEIGHT</td> </tr> <tr> <td>minimum</td> <td>1 story</td> </tr> <tr> <td>maximum</td> <td>As needed for use</td> </tr> <tr> <td colspan="2" style="background-color: #e0e0e0;">STREET FRONTAGES</td> </tr> <tr> <td colspan="2">Attractive gateway</td> </tr> <tr> <td colspan="2">Lawn / greenscape</td> </tr> </table>		LOT DIMENSIONS		minimum lot area	n/a	minimum lot width	n/a	BUILDING SETBACKS		minimum	As needed for use	maximum	As needed for use	side	As needed for use	rear	As needed for use	BUILDING HEIGHT		minimum	1 story	maximum	As needed for use	STREET FRONTAGES		Attractive gateway		Lawn / greenscape	
LOT DIMENSIONS																													
minimum lot area	n/a																												
minimum lot width	n/a																												
BUILDING SETBACKS																													
minimum	As needed for use																												
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side	As needed for use																												
rear	As needed for use																												
BUILDING HEIGHT																													
minimum	1 story																												
maximum	As needed for use																												
STREET FRONTAGES																													
Attractive gateway																													
Lawn / greenscape																													
<p>General Characteristics. The Private Marina character area is located directly south of Goodrich Park on White Lake. This area features facilities for boat docking, repair, and storage through a private membership. It is the intent of this Plan for the Private Marina to remain as is. In the event that redevelopment should take place, the priorities of the Waterfront Redevelopment Area should be followed.</p>																													



WATERFRONT DEVELOPMENT DISTRICT									
DESIGN GUIDELINES	CHARACTER AREA DESCRIPTION								
LOT DIMENSIONS									
<table border="0"> <tr> <td style="padding-right: 20px;">minimum lot area</td> <td>Developed as a single parcel</td> </tr> <tr> <td>minimum lot width</td> <td>n/a</td> </tr> </table>	minimum lot area	Developed as a single parcel	minimum lot width	n/a	<p>General Characteristics. The Waterfront Redevelopment District envisions a planned development bringing residential, office, and/or lodging to the White Lake front between the private marina and Svenssen Park. The development must respect the environmental needs of White Lake, as well as the infrastructural needs of the City. A marina and/or public access to the waterfront may be included with such a development.</p> <p>Appropriate Land Uses. Appropriate uses include clustered residential and office uses of higher densities, lodging, and public and private recreational facilities, and public access to the waterfront. Preserved waterfront space is also encouraged. Minor retail uses that are considered accessory to residential uses (i.e. coffee shop, market, gym, etc.) are appropriate.</p> <p>Density. Offices, hotel rooms, and residential units should be constructed in dense clusters that range from 4-5 stories in height. However, such structures may not block the White Lake view sheds of existing residences to the east.</p> <p>Streets and Transportation. An internal network of streets should be constructed on the site to reduce traffic pressure on Lake Street. Such a street network should be designed to reduce runoff into the lake and potentially link into the recently complete “green street” along Lake Street. A road entrance that connects to Misco Drive should also be constructed.</p> <p>Building Location. Buildings should be clustered to provide optimal lake views for the new units, without interfering with existing residential view sheds, and to provide protected lakefront open space.</p> <p>Building and Site Design. Buildings should be constructed of high quality materials and complement the natural beauty of the lake. Special care should be taken to preserve the beauty and ecosystem of White Lake.</p> <p>Parking. Parking areas should be screened and located between buildings as to not be visible from Lake Street and White Lake.</p>				
minimum lot area	Developed as a single parcel								
minimum lot width	n/a								
BUILDING SETBACKS									
<table border="0"> <tr> <td style="padding-right: 20px;">minimum</td> <td>As needed for preservation</td> </tr> <tr> <td>maximum</td> <td>As needed for preservation</td> </tr> <tr> <td>side</td> <td>As needed for preservation</td> </tr> <tr> <td>rear</td> <td>As needed for preservation</td> </tr> </table>	minimum	As needed for preservation	maximum	As needed for preservation		side	As needed for preservation	rear	As needed for preservation
minimum	As needed for preservation								
maximum	As needed for preservation								
side	As needed for preservation								
rear	As needed for preservation								
BUILDING HEIGHT									
<table border="0"> <tr> <td style="padding-right: 20px;">minimum</td> <td>1 story</td> </tr> <tr> <td>maximum</td> <td>5 stories</td> </tr> </table>	minimum	1 story	maximum	5 stories					
minimum	1 story								
maximum	5 stories								
STREET FRONTAGES									
<p>Attractive gateway</p> <p>Lawn / greenscape</p>									

PARKS / PUBLIC MARINA / CEMETERY									
DESIGN GUIDELINES	CHARACTER AREA DESCRIPTION								
LOT DIMENSIONS									
<table border="1"> <tr> <td style="width: 150px;">minimum lot area</td> <td>n/a</td> </tr> <tr> <td>minimum lot width</td> <td>n/a</td> </tr> </table>	minimum lot area	n/a	minimum lot width	n/a	<p>General Characteristics. The Parks / Public Marina / Cemetery District encompasses the various public park and recreational areas in Whitehall, the public marina along White Lake, and the Oakhurst Cemetery north of Colby.</p> <p>Appropriate Land Uses. All areas should maintain uses which promote the inclusion of the public and provide recreational and gathering opportunities. Parks should be maintained and upgraded as needed (see Chapter 10).</p> <p>Streets and Transportation. Existing pedestrian and cyclist trails should be maintained. Additional pathways and associated amenities (i.e. bicycle racks, water fountains, wayfinding signage, lighting, etc.) should be constructed as needed. The connection of such pathways to connect the parks is strongly encouraged.</p> <p>Building and Site Design. There are no specific Building and Site Design recommendations in this Plan for the Parks / Public Marina / Cemetery, although high quality architecture is encouraged. Buildings should be well lighted, highly visible, and provide public amenities.</p> <p>Parking. Sufficient parking should be provided for public facilities. Parking areas should be designed to minimize stormwater runoff and implement low-impact development techniques (pervious pavement, bioswales, etc.).</p>				
minimum lot area	n/a								
minimum lot width	n/a								
BUILDING SETBACKS									
<table border="1"> <tr> <td style="width: 150px;">minimum</td> <td>As necessary for park amenities</td> </tr> <tr> <td>maximum</td> <td>As necessary for park amenities</td> </tr> <tr> <td>side</td> <td>As necessary for park amenities</td> </tr> <tr> <td>rear</td> <td>As necessary for park amenities</td> </tr> </table>	minimum	As necessary for park amenities	maximum	As necessary for park amenities		side	As necessary for park amenities	rear	As necessary for park amenities
minimum	As necessary for park amenities								
maximum	As necessary for park amenities								
side	As necessary for park amenities								
rear	As necessary for park amenities								
BUILDING HEIGHT									
<table border="1"> <tr> <td style="width: 150px;">minimum</td> <td>1 story</td> </tr> <tr> <td>maximum</td> <td>As necessary to accommodate use</td> </tr> </table>	minimum	1 story	maximum	As necessary to accommodate use					
minimum	1 story								
maximum	As necessary to accommodate use								
STREET FRONTAGES									
Lawn / greenscape									
Recreational amenities									



CONSERVATION / AGRICULTURE DISTRICT

DESIGN GUIDELINES	CHARACTER AREA DESCRIPTION				
<p>LOT DIMENSIONS</p>	<p>General Characteristics. The Conservation / Agricultural District is designed to preserve undeveloped lands on the outskirts of the City, especially the White River Floodplain, located north of Funnell Field.</p> <p>Appropriate Land Uses. Land uses should be very low impact. Existing agricultural should be retained and wetlands and woodlands heavily protected. Context sensitive, low density, residential development may be appropriate in some areas. Areas for planned recreational spaces and trails should be set aside.</p> <p>Density. The density of the Conservation / Agricultural District should be very low. Splitting of existing lots is discouraged.</p> <p>Streets and Transportation. The rural character and existing vegetation should be preserved and enhanced along all existing roadways in and abutting this District. Non-motorized trails are encouraged. No new vehicular streets should be built.</p> <p>Building Location. Buildings should be setback from corridors where possible to preserve the rural character and natural features. Building footprint locations should respect existing floodplains and wetlands.</p> <p>Building and Site Design. New buildings and recreational facilities should be constructed and designed to complement the rural character of the Conservation / Agricultural District. Buildings and facilities are encouraged to meet LEED standards and should not impact view sheds.</p> <p>Parking. Parking areas should be designed to minimize stormwater runoff and treat pollution on-site. The use of bioswales and other low-impact development techniques should be used as to not adversely impact the surrounding quality of the wetlands / woodlands.</p>				
<table border="0"> <tr> <td data-bbox="164 394 354 451">minimum lot area</td> <td data-bbox="370 409 565 436">Large Lots Required</td> </tr> <tr> <td data-bbox="164 468 354 525">minimum lot width</td> <td data-bbox="370 468 602 525">Wide, to discourage lot splits</td> </tr> </table>		minimum lot area	Large Lots Required	minimum lot width	Wide, to discourage lot splits
minimum lot area		Large Lots Required			
minimum lot width		Wide, to discourage lot splits			
<p>BUILDING SETBACKS</p>					
<table border="0"> <tr> <td data-bbox="164 600 261 627">minimum</td> <td data-bbox="370 600 602 716">As needed to preserve existing rural character and environmental features</td> </tr> </table>		minimum	As needed to preserve existing rural character and environmental features		
minimum		As needed to preserve existing rural character and environmental features			
<table border="0"> <tr> <td data-bbox="164 737 261 764">maximum</td> <td data-bbox="370 737 407 764">n/a</td> </tr> </table>		maximum	n/a		
maximum		n/a			
<table border="0"> <tr> <td data-bbox="164 783 207 810">side</td> <td data-bbox="370 783 602 898">As needed to preserve existing rural character and environmental features</td> </tr> </table>		side	As needed to preserve existing rural character and environmental features		
side	As needed to preserve existing rural character and environmental features				
<table border="0"> <tr> <td data-bbox="164 919 207 947">rear</td> <td data-bbox="370 919 602 1035">As needed to preserve existing rural character and environmental features</td> </tr> </table>	rear	As needed to preserve existing rural character and environmental features			
rear	As needed to preserve existing rural character and environmental features				
<p>BUILDING HEIGHT</p>					
<table border="0"> <tr> <td data-bbox="164 1102 261 1129">minimum</td> <td data-bbox="370 1102 440 1129">1 story</td> </tr> <tr> <td data-bbox="164 1146 261 1173">maximum</td> <td data-bbox="370 1146 477 1173">2.5 stories</td> </tr> </table>	minimum	1 story	maximum	2.5 stories	
minimum	1 story				
maximum	2.5 stories				
<p>STREET FRONTAGES</p>					
<p>Natural / wooded</p>					

SCHOOL / LIBRARY FACILITIES	
DESIGN GUIDELINES	CHARACTER AREA DESCRIPTION
LOT DIMENSIONS	
minimum lot area	n/a
minimum lot width	n/a
BUILDING SETBACKS	
minimum	Respectful of surrounding uses
maximum	Respectful of surrounding uses
side	Respectful of surrounding uses
rear	Respectful of surrounding uses
BUILDING HEIGHT	
minimum	1 story
maximum	5 stories
STREET FRONTAGES	
<p>Welcoming institutional</p> <p>Lawn / greenscape</p> <p>Recreational amenities</p>	
<p>General Characteristics. The School and Library District encompasses the facilities of the Whitehall Public Schools District and the White Lake Community Library.</p> <p>Appropriate Land Uses. The schools and library are planned to stay in their existing locations for the future. In the event that a building will be repurposed, it should be used and designed in a manner consistent with surrounding land uses.</p> <p>Streets and Transportation. Bus routes to such facilities should be carefully considered and designed to promote safety and efficiency and ensure adjacent users have vehicular mobility. Sidewalks, crosswalks, and non-motorized paths should be constructed and improved to promote walking and biking to school.</p> <p>Building and Site Design. Although public schools are exempt from local zoning regulations, buildings should be designed to be compatible with surrounding uses and provide a welcoming entrance to the street.</p> <p>Parking. Bus parking and other parking areas should be well defined and heavily landscaped.</p>	



12. FUTURE LAND USE PLAN

INDUSTRIAL									
DESIGN GUIDELINES	CHARACTER AREA DESCRIPTION								
LOT DIMENSIONS									
<table border="0"> <tr> <td style="padding-right: 20px;">minimum lot area</td> <td>None</td> </tr> <tr> <td>minimum lot width</td> <td>None</td> </tr> </table>	minimum lot area	None	minimum lot width	None	<p>General Characteristics. The Industrial category includes Whitehall’s existing and planned manufacturing, warehousing, and other industrial and intensive commercial businesses. The uses in this district should be buffered with preserved trees or heavy landscaping, to avoid negative impacts on surrounding property. However, within that exterior buffer, they should be permitted to be designed to maximize industrial efficiency.</p> <p>Appropriate Land Uses. A wide variety of industrial uses should be developed in the planned industrial area, including expansions to the Alcoa facilities on the south side of town and new and expanded businesses in the Industrial Park. The Alcoa facilities along Misco Drive should be permitted to remain, but should not be expanded due to the nearby residential areas.</p> <p>Streets and Transportation. Roads in the industrial areas should be designed to be sufficient for truck traffic, without making them unsafe for pedestrians. The crosswalk for the bike path across Warner Road should be upgraded.</p> <p>Building and Site Design. Buildings in this district should be designed to be long-lasting and to support efficient industrial practices. Architectural detailing should not be required. However, sites should be designed to minimize off-site impacts and to reduce pollution and site contamination to the extent possible. Stormwater should be controlled on-site to the extent possible.</p> <p>Parking. Parking lots should be sufficient to support employee parking and truck maneuvering, but should not be excessively large.</p>				
minimum lot area	None								
minimum lot width	None								
BUILDING SETBACKS									
<table border="0"> <tr> <td style="padding-right: 20px;">minimum</td> <td>Respectful of surrounding uses</td> </tr> <tr> <td>maximum</td> <td>Respectful of surrounding uses</td> </tr> <tr> <td>side</td> <td>Respectful of surrounding uses</td> </tr> <tr> <td>rear</td> <td>Respectful of surrounding uses</td> </tr> </table>	minimum	Respectful of surrounding uses	maximum	Respectful of surrounding uses		side	Respectful of surrounding uses	rear	Respectful of surrounding uses
minimum	Respectful of surrounding uses								
maximum	Respectful of surrounding uses								
side	Respectful of surrounding uses								
rear	Respectful of surrounding uses								
BUILDING HEIGHT									
<table border="0"> <tr> <td style="padding-right: 20px;">minimum</td> <td>1 story</td> </tr> <tr> <td>maximum</td> <td>As needed for use, respectful of surrounding uses</td> </tr> </table>	minimum	1 story	maximum	As needed for use, respectful of surrounding uses					
minimum	1 story								
maximum	As needed for use, respectful of surrounding uses								
STREET FRONTAGES									
<p>Attractive entrances</p> <p>Lawn / greenscape</p> <p>Buffering landscaping</p>									

MEDICAL CENTER									
DESIGN GUIDELINES	CHARACTER AREA DESCRIPTION								
LOT DIMENSIONS									
<table border="0"> <tr> <td style="padding-right: 20px;">minimum lot area</td> <td>None</td> </tr> <tr> <td>minimum lot width</td> <td>None</td> </tr> </table>	minimum lot area	None	minimum lot width	None	<p>General Characteristics. The Medical Center category includes Whitehall’s existing Heartland Health Care Center on E. Lewis Street. Although this site is the only parcel planned for the Medical Center use, there is sufficient space on the site for expansion at a later date.</p> <p>Appropriate Land Uses. Uses should be directed towards medical care (treatment, therapy, etc.) and customary accessory uses typically associated within a medical complex.</p> <p>Streets and Transportation. Roads in the medical center should be designed to be sufficient for emergency access traffic.</p> <p>Building and Site Design. Buildings in this district should be LEED certified and designed to be long-lasting. Architectural detailing should be required. Stormwater should be controlled on-site to the extent possible and existing mature trees preserved where possible.</p> <p>Parking. Parking lots should be sufficient to support employee parking, ADA parking, and emergency vehicles, but should not be excessively large.</p>				
minimum lot area	None								
minimum lot width	None								
BUILDING SETBACKS									
<table border="0"> <tr> <td style="padding-right: 20px;">minimum</td> <td>Respectful of surrounding uses</td> </tr> <tr> <td>maximum</td> <td>Respectful of surrounding uses</td> </tr> <tr> <td>side</td> <td>Respectful of surrounding uses</td> </tr> <tr> <td>rear</td> <td>Respectful of surrounding uses</td> </tr> </table>	minimum	Respectful of surrounding uses	maximum	Respectful of surrounding uses		side	Respectful of surrounding uses	rear	Respectful of surrounding uses
minimum	Respectful of surrounding uses								
maximum	Respectful of surrounding uses								
side	Respectful of surrounding uses								
rear	Respectful of surrounding uses								
BUILDING HEIGHT									
<table border="0"> <tr> <td style="padding-right: 20px;">minimum</td> <td>1 story</td> </tr> <tr> <td>maximum</td> <td>As needed for use, respectful of surrounding uses</td> </tr> </table>	minimum	1 story	maximum	As needed for use, respectful of surrounding uses					
minimum	1 story								
maximum	As needed for use, respectful of surrounding uses								
STREET FRONTAGES									
<p>Attractive entrances</p> <p>Lawn / greenscape</p> <p>Buffering landscaping</p>									



CITY RESIDENTIAL

DESIGN GUIDELINES	CHARACTER AREA DESCRIPTION				
<p>LOT DIMENSIONS</p>	<p>General Characteristics. The City Residential category depicts neighborhoods featuring a traditional grid layout, an older house stock, and a denser configuration than other residential categories. The form of these residential blocks promotes social interaction, walkability, and safety and should be preserved as well as possible. New residential development in the outlying portions, as illustrated on the future land use map, should replicate this pattern, including connecting to the existing street grid as often as possible.</p> <p>Appropriate Land Uses. Uses in this category include detached residential dwelling units, schools, parks, and other compatible municipal and civic uses.</p> <p>Streets and Transportation. Roads in the City Residential category follow a traditional grid pattern with common elements such as sidewalks, pedestrian scale lighting and a tree canopy.</p> <p>Building and Site Design. New dwelling units or substantial modifications to structures should be designed with quality materials, and conform to the dominant architectural typology of the block. Alternative architectural styles may be appropriate, provided the character of the residential block is enhanced. Garages should be located in rear yards.</p>				
<table border="0"> <tr> <td style="padding-right: 20px;">minimum lot area</td> <td>Small lots encouraged</td> </tr> <tr> <td>minimum lot width</td> <td>Consistent with existing</td> </tr> </table>		minimum lot area	Small lots encouraged	minimum lot width	Consistent with existing
minimum lot area		Small lots encouraged			
minimum lot width		Consistent with existing			
<p>BUILDING SETBACKS</p>					
<table border="0"> <tr> <td style="padding-right: 20px;">minimum</td> <td>Even with smallest setback on block</td> </tr> </table>		minimum	Even with smallest setback on block		
minimum		Even with smallest setback on block			
<table border="0"> <tr> <td style="padding-right: 20px;">maximum</td> <td>Even with block average</td> </tr> </table>		maximum	Even with block average		
maximum		Even with block average			
<table border="0"> <tr> <td style="padding-right: 20px;">side</td> <td>Consistent with existing</td> </tr> </table>		side	Consistent with existing		
side	Consistent with existing				
<table border="0"> <tr> <td style="padding-right: 20px;">rear</td> <td>Consistent with existing</td> </tr> </table>	rear	Consistent with existing			
rear	Consistent with existing				
<p>BUILDING HEIGHT</p>					
<table border="0"> <tr> <td style="padding-right: 20px;">minimum</td> <td>1 story</td> </tr> <tr> <td>maximum</td> <td>2.5 stories</td> </tr> </table>	minimum	1 story	maximum	2.5 stories	
minimum	1 story				
maximum	2.5 stories				
<p>STREET FRONTAGES</p>					
<p>Front porch / stoop</p> <p>Lawn / green space</p>					

SUBURBAN RESIDENTIAL	
DESIGN GUIDELINES	CHARACTER AREA DESCRIPTION
LOT DIMENSIONS	
minimum lot area	Consistent with existing
minimum lot width	Consistent with existing
BUILDING SETBACKS	
minimum	Consistent with surrounding character
maximum	Consistent with surrounding character
side	Consistent with surrounding character
rear	Consistent with surrounding character
BUILDING HEIGHT	
minimum	1 story
maximum	2.5 stories
STREET FRONTAGES	
Preserved woodlands / wetlands Front porch / stoop Lawn / green space	
<p>General Characteristics. The Suburban Residential category encompasses the outlying residential areas in Whitehall that are less rigid in form than City Residential. Lots are larger and feature houses of various styles, many of which are newer construction. Pedestrian and streetscape improvements should be pursued to promote safety and walkability in these areas and ensure connectivity to adjacent areas.</p> <p>Appropriate Land Uses. Uses in this category include detached residential dwelling units, schools, parks, and other compatible municipal and civic uses.</p> <p>Streets and Transportation. Roads in the Suburban Residential category could take several forms. In the rural areas, they should be designed to maintain the rural character, while allowing safe walking and biking. Sidewalks and/or bike paths should be constructed where they do not currently exist. Where Suburban Residential areas connect to City Residential districts, they should be designed with additional pedestrian amenities and connectivity.</p> <p>Building and Site Design. New homes in the Suburban Residential district should be designed with quality materials, but need not conform to any architectural standard. Garages should be located in rear yards and sites should be designed to protect and preserve existing natural features.</p>	



12. FUTURE LAND USE PLAN

PRESERVATION RESIDENTIAL									
DESIGN GUIDELINES	CHARACTER AREA DESCRIPTION								
LOT DIMENSIONS									
<table border="0"> <tr> <td style="vertical-align: top;">minimum lot area</td> <td>Waterfront: None Rural: As needed to preserve open space</td> </tr> <tr> <td style="vertical-align: top;">minimum lot width</td> <td>Waterfront: Consistent with existing Rural: As needed to preserve open space</td> </tr> </table>	minimum lot area	Waterfront: None Rural: As needed to preserve open space	minimum lot width	Waterfront: Consistent with existing Rural: As needed to preserve open space	<p>General Characteristics. The Preservation Residential Category is designed to allow residential development while protecting Whitehall’s remaining rural/natural areas and waterfronts. The category has two distinct typologies – “rural estate” residences on large lots with preserved natural features and waterfront homes designed to preserve the lakes, rivers, and streams in and around the City.</p> <p>Appropriate Land Uses. Uses in this category should be restricted to single family residences.</p> <p>Streets and Transportation. Roads in the Preservation Residential category could take several forms. In the rural areas, they should be designed to maintain the rural character, while allowing safe walking and biking. Sidewalks and/or bike paths should be constructed where they do not currently exist. In the waterfront areas, they should be designed to facilitate walking and biking, as well as incorporating “green street” principles.</p> <p>Building and Site Design. New homes in the Preservation Residential District should be designed with quality materials, but need not conform to any architectural standard. Sites should be designed to protect and preserve the natural features, whether they be woodlands, wetlands, streams, or lakefronts.</p>				
minimum lot area	Waterfront: None Rural: As needed to preserve open space								
minimum lot width	Waterfront: Consistent with existing Rural: As needed to preserve open space								
BUILDING SETBACKS									
<table border="0"> <tr> <td style="vertical-align: top;">minimum</td> <td>As necessary to preserve rural character and waterfront views</td> </tr> <tr> <td style="vertical-align: top;">maximum</td> <td>As necessary to preserve open space/waterfront</td> </tr> <tr> <td style="vertical-align: top;">side</td> <td>As necessary to preserve open space/waterfront</td> </tr> <tr> <td style="vertical-align: top;">rear</td> <td>As necessary to preserve open space/waterfront</td> </tr> </table>	minimum	As necessary to preserve rural character and waterfront views	maximum	As necessary to preserve open space/waterfront		side	As necessary to preserve open space/waterfront	rear	As necessary to preserve open space/waterfront
minimum	As necessary to preserve rural character and waterfront views								
maximum	As necessary to preserve open space/waterfront								
side	As necessary to preserve open space/waterfront								
rear	As necessary to preserve open space/waterfront								
BUILDING HEIGHT									
<table border="0"> <tr> <td style="vertical-align: top;">minimum</td> <td>1 story</td> </tr> <tr> <td style="vertical-align: top;">maximum</td> <td>2.5 stories</td> </tr> </table>	minimum	1 story	maximum	2.5 stories					
minimum	1 story								
maximum	2.5 stories								
STREET FRONTAGES									
<p>Preserved woodlands / wetlands</p> <p>Front porch</p> <p>Yards / green space</p>									

HAMLET RESIDENTIAL

DESIGN GUIDELINES	CHARACTER AREA DESCRIPTION								
LOT DIMENSIONS	<p>General Characteristics. The Hamlet Residential category is designed to preserve the character of the City’s historic but lower density neighborhoods, especially on Whitehall’s south side. These neighborhoods feature larger lots than the core of the City, preserved trees, an irregular street pattern (including dead ends), and a variety of designs of single family homes. Some of the homes in these areas are used by seasonal residents.</p> <p>Appropriate Land Uses. Uses in this category should be restricted to single family residences.</p> <p>Streets and Transportation. Roads in the Hamlet Residential category should be designed for slow traffic and local access only, with the exception of thoroughfares such as Mears Avenue and Lewis Street. Sidewalks should be constructed so that children feel safe walking to schools, parks, and the waterfront. Walking paths should be added between dead-end streets to increase connectivity, especially where excess right-of-way is available. Any new roads constructed should match the existing street grid and connect to existing streets in at least two places.</p> <p>Building and Site Design. New homes in the Hamlet Residential district should respect the existing fabric of the neighborhood in scale and design. Natural features, especially trees, should be preserved.</p>								
<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%; padding: 2px 5px;">minimum lot area</td> <td style="padding: 2px 5px;">Small lots encouraged</td> </tr> <tr> <td style="padding: 2px 5px;">minimum lot width</td> <td style="padding: 2px 5px;">Consistent with existing</td> </tr> </table>		minimum lot area	Small lots encouraged	minimum lot width	Consistent with existing				
minimum lot area		Small lots encouraged							
minimum lot width		Consistent with existing							
BUILDING SETBACKS									
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minimum		Even with smallest setback on block							
maximum		Even with block average							
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rear		Consistent with existing							
BUILDING HEIGHT									
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minimum	1 story								
maximum	2.5 stories								
STREET FRONTAGES									
<p>Front porch</p> <p>Yards / greenspace</p> <p>Preserved tree lawns</p>									



MULTI-FAMILY RESIDENTIAL									
DESIGN GUIDELINES	CHARACTER AREA DESCRIPTION								
LOT DIMENSIONS									
<table border="0"> <tr> <td style="padding-right: 10px;">minimum lot area</td> <td>Waterfront: None Rural: As needed to preserve open space</td> </tr> <tr> <td style="padding-right: 10px;">minimum lot width</td> <td>Waterfront: Consistent with existing Rural: As needed to preserve open space</td> </tr> </table>	minimum lot area	Waterfront: None Rural: As needed to preserve open space	minimum lot width	Waterfront: Consistent with existing Rural: As needed to preserve open space	<p>General Characteristics. The Multi-Family character area includes the City’s existing apartments, condominiums, and duplexes that are not within the mixed-use character areas (City Core, East Colby Corridor, Mears Avenue Mixed Use, Waterfront Redevelopment). These multi-family buildings are planned to stay, but additional high-density housing should be located in the mixed-use character areas.</p> <p>Appropriate Land Uses. Recommended uses in this category include apartments, condominiums, townhouses, and duplexes. The units may be in stand-alone buildings, or may be clustered in complexes.</p> <p>Streets and Transportation. Streets that abut multi-family housing should be designed to handle the increased traffic load caused by the additional density, but should also be safe for residents of the multi-family units to walk or bike on.</p> <p>Building and Site Design. Multi-family buildings should be built with high-quality materials and should be architecturally compatible with their surroundings. Stand-alone sites should be designed with attractive entrances and porches that allow residences to experience the street. Complexes should be designed to preserve trees and other natural features. They should also feature amenities and green space, be internally walkable, and connect logically to their surroundings for both automobiles and pedestrians.</p> <p>Parking. Parking lots should be sufficient for residents and visitors, but not excessive. They should be well-maintained, landscaped, and designed to be safe for pedestrians, especially children.</p>				
minimum lot area	Waterfront: None Rural: As needed to preserve open space								
minimum lot width	Waterfront: Consistent with existing Rural: As needed to preserve open space								
BUILDING SETBACKS									
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BUILDING HEIGHT									
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minimum	1 story								
maximum	5 stories								
STREET FRONTAGES									
<p>Welcoming entrances</p> <p>Front porch</p> <p>Yards / greenspace</p> <p>Preserved trees</p>									

MANUFACTURED HOUSING

Although manufactured housing is not specifically planned in any particular district, it is the policy of this Plan to permit manufactured housing using the following standards:

- Any new or expanded manufactured home park shall be located on or near a major thoroughfare for access to community services and facilities.
- Any new or expanded manufactured home park shall be located to minimize the negative impacts on single family residential development, a vital component of the City's tax base.
- The City encourages manufactured home parks to locate near existing manufactured home parks where adequate access, services, screening, and buffering are already provided.
- Any new or expanded manufactured home park shall be located to minimize the impact on environmentally sensitive areas.
- The City will base its decision to accept manufactured home parks on a fair-share and balanced allocation of affordable housing for the community.



13. Implementation

A. Zoning Plan

A zoning plan is required by the Michigan planning and zoning enabling acts. Section 33(d) of the Michigan Planning Enabling Act, PA 33 of 2008, as amended, requires that the master plan prepared under that act shall serve as the basis for the community's zoning plan. The Michigan Zoning Enabling Act, PA 110 of 2006, as amended, requires a zoning plan to be prepared as the basis for the zoning ordinance. The zoning plan must be based on an inventory of conditions pertinent to zoning in the municipality and the purposes for which zoning may be adopted (as described in Section 201 of the Michigan Zoning Enabling Act). The zoning plan identifies the zoning districts and their purposes, as well as the basic standards proposed to control the height, area, bulk, location, and use of buildings and premises in the City. These matters are regulated by the specific provisions in the zoning ordinance.

The zoning plan is a key implementation tool to achieve the vision of the Master Plan. In order to realize that vision, the City must ensure that ordinances and regulations permit the type and style of development recommended by the Master Plan.

This section outlines the zoning plan for the City. The zoning districts in the City are described and their relationship to the Master Plan discussed along with recommended changes to the Zoning Ordinance to integrate new land use designations.

DISTRICTS AND DIMENSIONAL STANDARDS

There are 12 zoning districts in the City, each of which is described in the current Zoning Ordinance. There, uses permitted in each district are described. In addition, the Zoning Ordinance's schedule of lot, yard, and area requirements defines specific area, height, and bulk requirements for structures in each zoning district. The Zoning Map is also a part of the Zoning Ordinance and illustrates the distribution of the defined zoning districts throughout the City.

RELATIONSHIP TO THE MASTER PLAN

This Master Plan establishes the vision, goals, objectives, and policies for growth and development in Whitehall for approximately the next twenty years. It includes a specific strategy for managing growth and change in land uses and infrastructure over this period, and, as required by statute, will be periodically reviewed and updated at least once each five years. This section, along with the rest of the Master Plan, is intended to generally guide future changes to the Whitehall Zoning Ordinance.

The following is a list of proposed Master Plan land use designations and their corresponding zoning district. Not all of the Master Plan's future land use categories will match up with the current location or regulations of the zoning district that they most closely correspond to. Recommended revisions to the Zoning Ordinance are discussed below.



Master Plan Future Land Use Designation	Zoning District
City Residential	R-1 Single Family Residential
Hamlet Residential	R-1 Single Family Residential OR <i>New Zoning District</i>
Suburban Residential	R-2 Moderate Family Residential
Preservation Residential	<i>New Zoning District</i>
Multi-Family Residential	R-3 Multiple Family Residential
City Core	<i>Revised B-2 Central Business</i>
Mears Avenue Mixed Use	<i>Revised RC-1 Restricted Commercial</i>
East Colby Corridor	<i>Revised RC-1 Restricted Commercial</i>
Regional Commercial	B-1 General Business
Industrial	M-1 Limited Industrial OR M-2 General Industrial OR MC-1 Limited Industrial Commercial
Waterfront Redevelopment	<i>PUD Process</i>
Private Marina	LR Lakefront Recreation
Conservation/Agriculture	AG Agricultural Enterprises OR OS Open Space Conservation/Recreation
School/Library Facilities	<i>No Zoning District</i>
Medical Center	<i>No Zoning District</i>
Parks/Private Marina/Cemetery	OS Open Space Conservation/Recreation

City Residential – This land use category is designed to protect the character of the existing residential neighborhoods in the City’s core, and to expand that character into new neighborhoods. The R-1 zoning district generally fits the vision for this category.

Hamlet Residential – This land use category is designed to protect the character of the existing residential neighborhoods south of Market Street. The R-1 zoning district works for this category, but a new zoning district could be crafted that would better fit the existing and desired character of the area.

Suburban Residential – This land use category is intended to preserve the newer neighborhoods on the east side of the City. Generally, these neighborhoods were constructed using the standards of the R-2 zoning district, so that district continues to be appropriate.

Preservation Residential – This land use category is intended to allow low-density single family development on large lots that preserve natural features to the extent possible. A new zoning district should be created, with a larger minimum lot size and larger setback requirements than the R-1 and R-2 districts, as well as required open space provisions.

Multi-Family Residential – The existing multiple family complexes are planned to remain and keep their R-3 zoning classification.

City Core – This land use category is the vision for what downtown between Elm Road and Maple Street could one day become – a vibrant mixed use district with residential, cultural, and recreational uses to go along with retail. The B-2 zoning district is appropriate in that it allows a mix of uses and has dimensional requirements (such as setbacks) that promote a walkable environment. However, it should be amended to allow a greater mix of residential uses while also ensuring that storefronts along Colby Street are occupied by retail uses.



13. IMPLEMENTATION

Mears Avenue Mixed Use – This future land use category is designed to protect the eclectic and vibrant mix of uses along the Mears Avenue corridor. The RC-1 district, which is a mixed use district permitting both residential and commercial uses, generally meets the vision for this category. However, some revisions may be necessary to meet Mears Avenue’s unique design needs, such as changing the front setback to be equal to the average of neighboring properties, to keep a uniform building line along the street.

East Colby Corridor – This future land use category is designed to create an attractive gateway into the downtown from the east, with an attractive and vibrant mix of uses and consistent design. As with the Mears Avenue Mixed Use category, the RC-1 district fits the mixed-use vision for this district. However, either a separate zoning district or a separate set of standards may be necessary to ensure that the standards are tailored to Colby Street specifically.

Regional Commercial – This future land use category is designed to protect the large-scale commercial uses at the east end of the Colby Street corridor within the City limits. The B-1 zoning district meets the vision for this category.

Industrial – The Industrial Future Land Use category covers the Alcoa Howmet plant and the industrial park on the south end of the City. There are currently three Industrial categories in the zoning ordinance – M-1, M-2, and MC-3. All three meet the vision for this future land use category. However, revisions may be necessary to the M-2 district (which contains the Alcoa Howmet Plant) to ensure that neighbors are protected from the negative impacts of that facility, while allowing any necessary expansion of the business.

Waterfront Redevelopment – This future land use category articulates the City’s vision for the vacant waterfront “tannery” site. It is the intent of this plan that any redevelopment on that site be accomplished through a PUD process that ensures a high-quality development that respects the waterfront.

Private Marina – This future land use category covers the private marina along White Lake. The LR zoning classification fits the vision for this category. In the event that the marina closes or needs to be redeveloped, it should be redeveloped in a manner consistent with its surroundings.

Conservation/Agriculture – This future land use category covers the portions of the City, mainly on the north side, that are environmentally sensitive and need to be preserved as open space. The AG and OS districts meet the vision for this category, although which district is appropriate depends on the specific context.

School/Library Facilities and Medical Center – These future land use categories are included to state the City’s intent that these important institutional uses remain in place for the foreseeable future. In the event that one of these sites needs to be redeveloped, it should be redeveloped in a manner consistent with the surrounding uses.

Parks/Public Marina/Cemetery – This future land use category is included to state the City’s intent that the parks, recreation, and open space uses in the City remain for the foreseeable future. It is not recommended that any of these sites be developed, except with additional recreational, marina, or cemetery facilities.

RECOMMENDED CHANGES TO THE ZONING ORDINANCE

This Plan recommends the following changes to the Zoning Ordinance:

- Create a new zoning district that implements the vision for the Hamlet Residential category.
- Create a new zoning district that implements the vision for the Preservation Residential category.
- Revise the C-2 zoning district to be fully consistent with the vision for the City Core category.
- Revise the RC-1 zoning district to be fully consistent with the visions for the Mears Avenue Mixed Use and East Colby Corridor categories. Add specific standards for each corridor or split the zoning district as necessary.
- Install additional standards in the M-2 district to protect the neighbors of the Alcoa Howmet Plant.
- Require additional landscaping in and around parking lots to improve the visual appearance of parking areas.
- Require new sidewalk to be installed for new developments on roads that do not have sidewalks.
- Encourage “green” stormwater and drainage practices for new development.

B. Complete Streets Plan

COMPLETE STREETS

“Complete Streets” is the concept that roads should be safe and available for all types of users, not merely automobiles. In many ways, Whitehall’s streets already have some “complete streets” characteristics, including sidewalks, bike lanes, and non-motorized pathways. However, improvements can be made. The following is a summary of the Complete Street recommendations of this Plan:

- Install wayfinding signage to identify community focal points and areas of recreation, including Goodrich Park, Lions Park, Covell Park, the Marina, the downtown core, the library, and other waterfront amenities.
- Improve existing sidewalks and extend the sidewalk network to fill missing east / west connections in the City.
- Improve the road rights-of-way to create pedestrian connections, road circulation, and opportunities for gathering spaces / parks (as listed above).
- Expand the “green street” along Lake Street and other roadways (as listed above) to improve the environmental quality.
- Add Phase III improvements of the downtown redesign project.

WAYFINDING

Many communities install wayfinding signage to direct visitors to points of interest. Wayfinding signage can also be used for branding and to advertise local businesses. Whitehall currently has some wayfinding signage, but the City endeavors to create a more robust system to help motorists, bicyclists, and pedestrians find their way around.

Specifically, wayfinding signage is important to help visitors find Goodrich Park, the Marina, and other waterfront amenities. Because of the topography near White Lake, most east-west streets do not connect between Mears Avenue and Lake Street. Signage at Sophia Street, Misco Drive, and Main Street would help visitors know which streets connect to the lakefront. Signage could also be placed at Muskegon Avenue noting the pedestrian connection there.

In the downtown area, Wayfinding is even more important. The downtown business district sits on a hill, with the White Lake waterfront downhill to the west and the White River waterfront downhill to the north. Signage pointing to the pedestrian and auto connections to Goodrich Park, Lion’s Park, and Covell Park would help visitors navigate the area.



13. IMPLEMENTATION

Figure 13.1: Examples of Wayfinding Signage



C. Sustainability

In recent years, there has been an emphasis on the concept of “sustainability” in organizations, government, and businesses across the globe. Sustainability is the integration of economic, environment, and social goals to provide for both current and future generations. The following pages include initial ways in which the City of Whitehall and its citizens intend to work to sustain the economic, environmental, and social resources of the community.

CONSTRUCTION TECHNIQUES

The United States Green Building Council’s Leadership in Energy and Environmental Design (LEED) program certifies new construction and renovations as environmentally sustainable. The organizations uses checklists of building techniques to grade construction projects and assign “Silver,” “Gold,” or “Platinum” designations to them. As a community with a historic downtown and walkable neighborhoods, Whitehall is well-positioned to attract developments looking to attain LEED status. Community elements such as sidewalks, bike racks, and shared or on-street parking all score points on the LEED scale and are already existing or encouraged in much of Whitehall.

Table 13.1 lists a variety of construction materials, designs, and techniques that can reduce a community’s environmental impact and improve its sustainability for the future. Some are expensive and technical, while others are simple, easy, and cost little-to-nothing. Picking just a few of the most feasible for a project can go a long way in reducing the project’s environmental impact. Further, some techniques can be implemented inexpensively by homeowners if they are given the tools to execute them.

Table 13.1: Recommended Sustainability Measures for New Construction and Renovations

Site Design	<ul style="list-style-type: none"> Minimize Disturbed Area Maximize Permeable Surface 	<ul style="list-style-type: none"> Stormwater Management Density of Development
Landscaping	<ul style="list-style-type: none"> Plant Trees Maximize Permeable Surface 	<ul style="list-style-type: none"> Green Roof
Water	<ul style="list-style-type: none"> Rainwater Harvesting Stormwater Management 	<ul style="list-style-type: none"> “Graywater” Re-Use High-Efficiency Fixtures
Energy/HVAC	<ul style="list-style-type: none"> Energy-Efficient Appliances Efficient Hot Water Distribution Pipe Insulation Combustion Venting Moisture Control 	<ul style="list-style-type: none"> Room-by-Room Controls Enhanced Insulation South-Facing Windows Solar Panels Geothermal Energy
Building Materials	<ul style="list-style-type: none"> Recycled Materials Efficient Construction Management (reduce over-ordering) 	<ul style="list-style-type: none"> Environmentally-safe Materials On-Site Waste Reduction

Source: U.S. Green Building Council

ENERGY CONSUMPTION

With energy costs rising, one of the most important contributors to community sustainability is conservation.

Transportation

Most people use a large amount of energy in getting from place to place, and with fuel prices rising; this is increasingly becoming a budgetary strain on families, especially when residents drive a long way to reach jobs, shopping, or school. For that reason, the expansion of existing non-motorized pathways, as described elsewhere in this Plan, will allow residents of Whitehall to save on gas while still frequenting retail establishments and other amenities in the downtown area, commercial and mixed use corridors, and along the waterfront.

HOME SUSTAINABILITY



13. IMPLEMENTATION

Home Energy Conservation

Construction techniques can aid home energy conservation. Quality materials, such as insulation and windows, are obviously important, but design elements can also be important, such as large windows, especially facing south, to allow sunlight to heat (and light) the home. Finished basements are also a useful feature, because they tend to stay cool on hot summer days.

There are also more technical and complex solutions. These are not feasible for many families, but they should not be discouraged, and can be encouraged through zoning and other measures. Green roofs not only manage storm water, they also serve to cool the home in the summer. Solar panels can dramatically reduce a family's electricity bill and can even, in some cases, be a source of income.

Additional Home Sustainability Measures

Aside from energy conservation, there are several other ways for communities to be more sustainable. One growing sustainable trend is locally-grown food. Residents can participate in this trend through gardens in their backyards, or through community gardens on vacant lots or in parks. Food grown in these gardens can help supply the community with fresh produce. Gardens are also educational, fun, and a way for community members to get to know each other.

A large portion of garbage that goes into landfills is leftover food and other organic material. This garbage can be composted in a residential yard and used as fertilizer. Many families with gardens use this technique. Additionally, some community gardens have compost piles. However, compost piles can cause odors, so steps must be taken to avoid creating nuisances. Recycling is also an element of sustainability, saving valuable natural resources. The City of Whitehall belongs to a six-member body, the White Lake Solid Waste Authority, which handles waste disposal and recycling for the member communities. The Solid Waste Authority is moving forward to improve access and availability of area recycling opportunities, including tire collection and hazardous waste collection events.

Another simple way for residents to make their homes more sustainable is rainwater collection. Currently, a significant portion of the City's rain water runs into to the White Lake River and Lake Systems. Sometimes, this water contains pollutants which could have been filtered out if the water had been absorbed by plants or soil. By collecting rain water and using it to water their gardens, residents can help protect the waterways and reduce their water bills.

EDUCATION AND IMPLEMENTATION

Many ways to improve community sustainability are simple, but not widely implemented because people are unaware or do not understand their benefits. Thus, education about sustainability is important. A marketing campaign explaining the impact of various practices, not only on the environment, but also on the family budget, could be effective. Setting up a community garden, with or without composting, would probably result in other people starting their own backyard garden. The City could also start a farmer's market.

Federal grants are available for energy efficiency upgrades by homeowners and landlords. Other communities have found success with these programs. Many homeowners would like to improve the efficiency of their properties but are unable to afford the upfront costs. This is especially true of seasonal residents, who worry about the cost of heating a home that they do not live in in the winter. Grant programs can offset those costs.

Other, more complex, sustainability initiatives such as solar or wind power installations built by the City are possible, but not economically practical in the short term. However, Whitehall can make a big difference with simple transportation improvements such as sidewalks, street lighting, and bike/walking paths.

Additional information can be found through the White Lake Area Sustainability Network which is a program offered by the Chamber of Commerce. A link to their website is provided below:

<http://www.whitelake.org/chamber-resources/white-lake-area-sustainability-network/>

D. Downtown

MARKETING AND ACCESS

The downtown core of Whitehall is located along E. Colby Street, and in close proximity to US-31, which makes it easily accessible to residents of the surrounding region and pass-through traffic along those regional thoroughfares. Furthermore, parking is plentiful and easy to access, both on-street along E. Colby Street, and in the City-owned parking lots.

Additionally, there are several public institutions and recreational amenities in the core of Whitehall that draw residents for reasons other than shopping. The waterfront activities at Goodrich Park, the public marina, City Hall, and the post office are all assets for the community.

Because of these factors, downtown Whitehall has the potential to be a thriving destination center for the surrounding community. It also has the potential to expand from its current boundaries and extend further along E. Colby Street (and to some extent to the south along Mears Avenue). However, in order for that vision to become reality, the City must take several steps to better market Whitehall to visitors and residents alike.

GATEWAYS

Key entrances in Whitehall serve as gateways and are the City's first opportunity to convey a positive image of the community to visitors and residents. Currently, very little is done to market downtown Whitehall to passing travelers. A traveler along US-31 has no indication of what a visitor might find there. Wayfinding and advertising signage, including billboards along US-31, should be pursued to promote downtown businesses.

Gateway entrances should be uniform in design, materials, and placement. In order to achieve this, Whitehall should create standards and policies for integrated gateway and wayfinding signage throughout the community. A coordinated signage system will permit visitors and residents to more easily identify how to get from one location to another, promote other destinations and attractions, and generally create an identity for places in the City.

Primary gateways are located at highly traveled entrances into the City and should present a substantial arrival and welcome statement. Treatments at primary gateways should include impressive monument signs and ample landscaping. Secondary gateways are located at important sub-districts within the City. These gateways should incorporate the common design elements used in the overall gateway plan but should also incorporate some elements reflective of each particular sub-district.

The City's gateway signage will be complimentary, yet separate from the wayfinding signage. Such signage is essential for assisting people traveling from one place to another in the community. Wayfinding signage will be located in a given area of the City to show connections to other destinations or areas within the community and region. Recommendations for areas to highlight with wayfinding signage include neighborhood districts, institutional centers such as the White Lake Community Library, commercial and mixed-use districts, the waterfront, and parks and recreation amenities.

The integrated signage system should be designed to ensure that people walking, bicycling, or driving, are able to find nearby attractions.



13. IMPLEMENTATION

DOWNTOWN RECOMMENDATIONS

Downtown Whitehall, with its historic architecture, proximity to White Lake, walkable surrounding neighborhoods, civic institutions, and position off a regional thoroughfare, has great potential. However, it has been unable to live up to that potential in recent decades, as vacancy, poor stewardship, and increased competition have limited its prosperity and vibrancy. This Plan will detail some ways to return downtown Whitehall to a prominent center for the region.

The following standards are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.

Reduce Vacancy and Improve Business Mix. The City should work with landlords and be proactive in marketing downtown and encouraging new retail and other businesses. Both vacancy and activity in a given storefront can contribute to the success or failure of the business next door and by activating a few key vacancies Whitehall could see its downtown suddenly start to flourish. Additionally, the downtown retail district is very small – only a few blocks. Encouraging the expansion of the business district along E. Colby Street will allow additional businesses to move in, increasing the retail capacity of the City. A farmer’s market could also increase the vibrancy of downtown Whitehall and bring in additional customers without a huge capital investment.

Encourage Mixed Use. Upper floors in the downtown district are perfect for office and residential uses that would activate the street 24 hours a day. Some landlords are already renting out the upper floors, while others leave them vacant or use them for storage. The City can promote mixed use through incentives, but also by simply encouraging it in the Zoning Ordinance and Building Code.

Capitalize on Existing Assets. One of downtown Whitehall’s great strengths is its architecture. However, over the years, some facades have been sullied with poor quality or out of character additions and changes. Further, some historic structures have been replaced with buildings of lower architectural quality. While these buildings and the businesses they house are important part of the fabric of Whitehall, new development should strive to replicate the historic architecture of the older buildings.

DOWNTOWN DESIGN GUIDELINES

It is inevitable that changes to structures in the downtown area will occur over time. However, it is absolutely essential that these changes do not damage the historic building fabric and character of the downtown. Restoration or preservation of storefronts will improve the overall character of the downtown, strengthen its position as a regional destination, and strengthen its value to the community.

The historic buildings in the downtown area were constructed according to a common architectural tradition. While the style of each building may be somewhat different, there are commonalities that all of the historic downtown buildings share. These common design elements are rooted in a centuries-old tradition of city building. Such centuries-old traditions develop over time in response to the needs of human activity.

Any building renovation or alteration, no matter the planned use, must retain the overall design integrity of the historic building by protecting or restoring the original features, design elements, and materials. This section provides recommendations for basic design standards that will help restore the historic quality of Whitehall's downtown, no matter what the particular architectural style of the building.

SECRETARY OF THE INTERIOR'S STANDARDS FOR REHABILITATION

The following general standards are to be applied to rehabilitation projects, taking into account economic and technical feasibility:

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old design, color, texture, and other visual qualities and where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing size, scale, and architectural features to protect the historic integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

Resources: The following publications contain more detailed information about the Standards.

Weeks, Jay D. and Anne E. Grimmer, *The Secretary of the Interior's Standards for the Treatment of Historic Properties with Illustrated Guidelines for Preserving, Rehabilitating, Restoring, and Reconstruction of Historic Buildings*. Washington, D.C.: Heritage Preservation Services, U.S. Department of the Interior, 1995. 188 pp.

Birnbaum, Charles A., FASLA, and Christine Capella-Peters, Editors, *The Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for the Treatment of Cultural Landscapes*. Washington, D.C.: Heritage Preservation Services, U.S. Department of the Interior, 1996. 148 pp.



13. IMPLEMENTATION

Maintain the Downtown Building Design Tradition. There are two primary elements to downtown building design – the layout, location, and proportion of major building elements, and architectural detailing. In the centuries-old “main street” building design tradition, building elements all follow a very rigid set of rules, while architectural detailing is where individual buildings can display their own unique character and flair.

So long as all buildings comply with a simple set of building element design standards, downtown Whitehall’s historic character will be preserved. The specific architectural details may vary drastically, which is acceptable. When a building has a strong architectural character, this character should be preserved. However, it is not the intent of these design guidelines to dictate architectural style – only to ensure that the vernacular tradition of main street building design of major building elements is adhered to.

The basic main street building façade consists of three major elements:

- A decorative cornice that caps the building,
- The upper masonry façade with regularly spaced windows, and
- The storefront with an entrance and large window displays.

These components may appear in various shapes, sizes, and styles but the result is essentially the same façade. Whitehall’s oldest and largest buildings share all three traits, while others have only the storefront element.

Façade Elements

Cornice

Upper masonry façade

Storefront



Downtown Design Standards. All downtown buildings, whether old or new, historic or not, must comply with the following building element standards:

1. Transparent Storefront Area.

- a. The traditional storefront is composed almost entirely of windows. The large glass area serves to display the goods the business has to sell, as well as allow natural light deep into the store to minimize the need for artificial light sources. Note that instead of a transom, this storefront has clerestory windows above the door level to create a very tall first floor appearance.
- b. If a glass storefront is not appropriate for a business or use, consider the use of window treatments as a solution.
- c. Do not allow storefront areas to be covered over with opaque materials (wood, brick, etc.).



Figure 13.2: A storefront with a high degree of transparency

2. Building Entrances.

- a. Entrances should be maintained or restored in their traditional location and configuration. If the original entry is gone, the new entry should be designed and placed considering traditional design themes and its relationship to the overall building façade and symmetry.
- b. Recessed entrances prevent doors from swinging open onto the sidewalk and are encouraged.
- c. Unfinished anodized metal, bright aluminum, stainless steel and residential grade doors are not acceptable. Recommended materials for doors include metal with black anodized or painted finish, or painted or varnished wood.

3. Transom or Clerestory Windows and Sign Bands.

- a. The use of a clear glass transom or clerestory windows over doors, and a sign band that is distinguished by alternate building materials or design features are traditional decorative elements and should be retained or restored. These elements serve to “cap” the storefront and provide a transition between the storefront and upper stories.
- b. If possible, transom and sign bands should be aligned on adjacent buildings to maintain a clear line across the block face.
- c. If interior ceilings have been dropped due to past renovations, the ceiling should be raised back to its original height to clear the transom window and maintain historical dimensions.



Figure 13.3: Transom windows above the storefront display windows.



13. IMPLEMENTATION

4. Awnings and Canopies.

- a. Awnings and canopies are acceptable additions to buildings, provided that they fit the storefront opening and the building's proportion and do not obscure or damage important architectural details.
- b. The top edge of the awning should align with the top of the transom or with the framing that separates the transom from the main display window.
- c. All awnings should be designed so that they are not an enclosed structure, but rather are open underneath.
- d. Canvas or other fabric awnings are preferred, although metal awnings may be appropriate if they are designed as an integral part of the building and do not appear as tacked-on additions. No canopy may be integrally-lighted.



Figure 13.4: An awning and a canopy that meet design standards

5. Vertical Windows on Upper Stories.

- a. Upper story windows should retain their original openings, and should have a vertical orientation.
- b. If upper story windows have been bricked over or otherwise altered from their original status, they should be restored to their original design.
- c. Repair of existing windows is preferred, but if repair is not feasible replacement windows must match the existing windows as closely as possible.

6. Building Materials.

- a. Original materials should serve as the primary guide for what is acceptable to use in renovations or restorations.
- b. Original materials or features must not be concealed, and if they have been concealed by past renovations they should be restored.
- c. Generally, brick and masonry were the primary materials used in downtown Whitehall, and should be so in the future.
- d. Supplemental materials should, to the greatest extent possible, be natural materials such as wood.
- e. Avoid the use of materials that are not visually compatible with the original façade such as shiny metals, plastic panels, vinyl windows, or vinyl doors.
- f. All glass must be non-reflective.

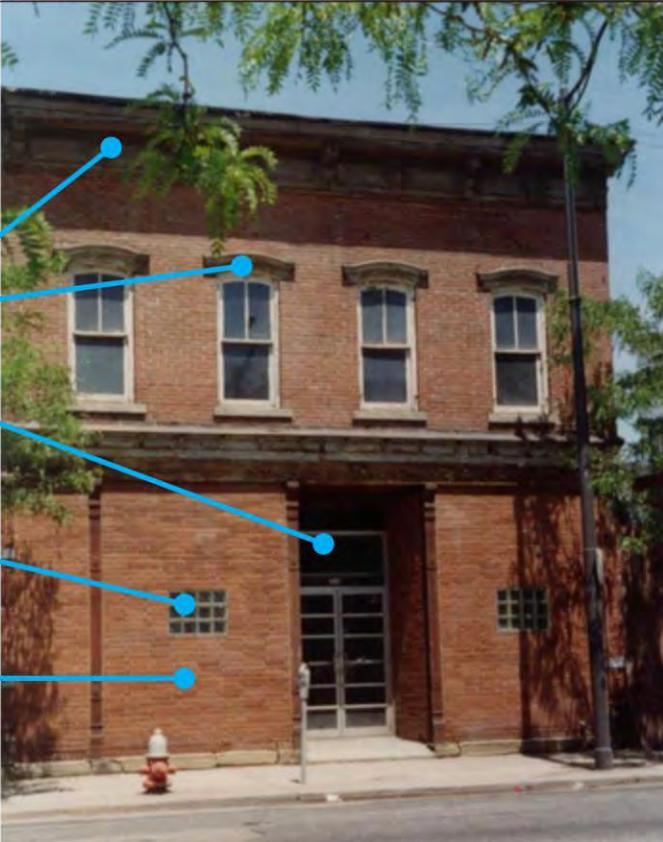
Do This:

- Good maintenance of original building features
- Upper story windows with vertical aspect and historically accurate maintenance
- Sign band
- Transom windows
- Recessed entry with historically consistent doors
- Transparent storefront with lots of glass



Don't Do This:

- Poor maintenance of original building features
- Inaccurately proportioned building entrance and door with improper materials
- Non-transparent glass block windows
- Brick addition hides original storefront



E. Strategies and Action Plan

SUMMARY OF IMPLEMENTATION PLAN

The Whitehall Master Plan and its goals, objectives, and strategies recommend a future vision for the community. This vision is to build upon the City's existing assets and make the most of opportunities that can attract new development and residents to the community while protecting the City's natural beauty and resources. The goals and objectives of this Plan should be reviewed often and considered in decision making by the City. Successful implementation of this Plan will be the result of actions taken by elected and appointed officials, City staff, the Downtown Development Authority, the Brownfield Redevelopment Authority, the Planning Commission, public agencies, and private citizens.

The following strategies are created from the goals and objectives section and directly translate into projects for implementation, as detailed in the action plan below. Strategies for implementation are summarized into the following categories:

Planning and Zoning. Revise the Zoning Ordinance to permit greater flexibility along commercial / mixed-use corridors, provide for a healthy retail environment in the downtown district, and protect existing residential development patterns while discouraging sprawl.

Transportation Improvements. Continue to plan for Complete Streets, time pedestrian oriented projects with infrastructure upgrades, and expand the existing non-motorized network in Whitehall.

Environmental Protection. Preserve Whitehall's natural resources; encourage the naturalization of environments, and continue adopting best management techniques in new or redeveloped areas.

Civic Improvements. Implement the Colby Street Spur, beautify the downtown district to create additional public spaces that are tied to the waterfront, and expand on existing City services and recreational amenities.

Economic Development. Prioritize reinvestment in the downtown district, promote the redevelopment of high profile areas, and develop additional community amenities such as a wayfinding signage program to better serve visitors.

ACTION PLAN

This section identifies and describes actions and tools available to implement the vision created in this Plan. Broadly stated, the Master Plan will be implemented through the following implementation actions and projects. The tables on the following pages present a detailed summary of all of the recommended implementation activities, who is responsible for completing the activity, and available funding resources for each activity. Projects in the City's "Phase III" Capital Improvements Plan are so noted.

KEY

Priority		Timeframe		Responsibility (Color)	
A	Most Important	1	Within one year		Project Lead
B	Very Important	2	1-3 years		Key Participant
C	Important	3	3+ years		Contributor
		*	Ongoing		

RESPONSIBILITY (ABBREVIATION)

MC	Muskegon County
TIFA	Tax Increment Finance Authority
BO	Business Owners
MDOT	Michigan Department of Transportation
SM	State of Michigan
BRA	Brownfield Redevelopment Authority
WDS	Whitehall District Schools
HO	Homeowners
LDFA	Local Development Finance Authority
CC	City Council
PC	Planning Commission
CS	City Staff
NC	Neighboring Communities

FUNDING

Public	Includes public funds from the City operating budget, County, and State funding. May also include local government bonds and grants.
Private	Includes funds from private sources such as grant monies, corporate funding, or property owners.
TIF	Tax increment financing provided by an authorized body. Please refer to the summary of economic development tools.

PLANNING AND ZONING



13. IMPLEMENTATION

PROJECT	PRIORITY	TIMEFRAME	RESPONSIBILITY			FUNDING		
			CITY	OTHER GOVT.	PRIVATE	PUBLIC	PRIVATE	TIF
Revise the C-2 zoning district to be fully consistent with the vision for the City Core Future Land Use Category.	A	1	CC PC			•		
Revise the RC-1 zoning district to be fully consistent with the visions for the Mears Avenue Mixed Use and East Colby Corridor categories. Add specific standards for each corridor or split the zoning district as necessary.	A	1	CC PC			•		
Require additional landscaping in and around parking lots.	A	1	CC PC		BO HO	•		
Require new sidewalks to be installed for new developments on roads that do not have sidewalks.	A	1	CC PC		BO HO	•	•	
Encourage “green” stormwater and drainage practices for new development.	A	2	CC PC		BO HO			
Install additional standards in the M-2 district to protect the neighbors of the Alcoa Howmet Plant.	A	2	CC PC			•		
Provide stronger code enforcement for residential properties to ensure upkeep and reduce blight.	A	*	CC PC		HO	•		
Create a new zoning district that implements the vision for the Hamlet Residential Future Land Use Category.	C	2	CC PC		CM	•		
Create a new zoning district that implements the vision for the Preservation Residential Future Land Use Category.	C	2	CC PC			•		

TRANSPORTATION IMPROVEMENTS

PROJECT	PRIORITY	TIMEFRAME	RESPONSIBILITY			FUNDING		
			CITY	OTHER GOVT.	PRIVATE	PUBLIC	PRIVATE	TIF
Improve signage and wayfinding for cyclists, especially linking the White Lake Pathway to points of interest in the City.	A	1	CC TIFA	MC	BO	●	●	●
Install more bike racks around the City (<i>Phase III project</i>).	A	1	CC TIFA	MC SM	BO	●	●	●
Maintain and improve existing sidewalks.	A	1	CC TIFA		BO HO	●	●	●
Replace wired traffic signals with mast-arm traffic signals (<i>Phase III project</i>).	A	2	CC TIFA	MC SM		●	●	
Provide better pedestrian crossing signals (including countdown timers) to allow pedestrian more time to cross (<i>Phase III project</i>).	A	2	CC TIFA	MC SM		●	●	
Build or improve pathways to pedestrian bridges over Bush Creek in the Livingston and Baldwin Street right-of-ways.	A	2	CC TIFA	MC SM WDS	HO	●	●	●
Construct a non-motorized path in the unimproved Baldwin Street right-of-way from Gibbs Street to Shoreline Elementary School.	A	2	CC TIFA	MC SM WDS	HO	●	●	●
Redesign key corridors to add on-street parking (<i>Phase III project</i>).	A	3	CC	MC SM		●	●	
Improve existing bicycle routes along Colby Street, Lake Street, and the bridge to Montague.	B	2	CC TIFA	MC NC	BO	●	●	●
Evaluate streets for needed maintenance and improvements, and coordinate improvements with sidewalk installation and other infrastructure projects.	B	*	CC TIFA	MC SM		●		
Construct a non-motorized path in the unimproved River Street right-of-way connecting Norman Park to Funnell Field.	C	3	CC TIFA	MC SM	HO	●	●	●
Construct new sidewalks where needed throughout the City where not otherwise listed in this Plan.	C	3	CC TIFA	WDS	BO HO	●	●	●

ENVIRONMENTAL PROTECTION



13. IMPLEMENTATION

PROJECT	PRIORITY	TIMEFRAME	RESPONSIBILITY			FUNDING		
			CITY	OTHER GOVT.	PRIVATE	PUBLIC	PRIVATE	TIF
Construct additional "Green Streets" as appropriate (with priority on continuing the existing "Green Street" on Lake Street).	A	1	CC TIFA	MC SM		●		●
Reduce or eliminate runoff pollution through stormwater management techniques and infrastructure.	A	1	CC PC TIFA	MC SM	BO HO	●	●	●
Work with neighboring communities to preserve White Lake, including reducing sedimentation.	A	1	CC PC TIFA	MC NC	BO HO	●	●	●
Preserve and protect the White River floodplain area in the northern part of the City, through acquisition as necessary.	A	1	CC PC	MC NC	BO HO	●	●	●
Encourage home sustainability practices, including working with neighboring communities to create a White Lake area recycling center.	A	2	CC PC TIFA	NC	BO HO	●	●	●
Identify wetlands and woodlands and ensure that development prioritizes the protection of these areas in design and function.	B	*	CC PC	SM	BO HO	●	●	●
Maintain the shoreline naturalization program.	B	*	CC	MC SM	BO HO	●	●	●

CIVIC IMPROVEMENTS

PROJECT	PRIORITY	TIMEFRAME	RESPONSIBILITY			FUNDING		
			CITY	OTHER GOVT.	PRIVATE	PUBLIC	PRIVATE	TIF
Remove “cobra head” street lights and replace them with more decorative features <i>(Phase III project)</i> .	A	1	CC TIFA	MC SM	BO	●	●	●
Replace brick pavers at Colby and Mears with stamped concrete <i>(Phase III project)</i> .	A	2	CC TIFA	SM	BO	●		●
Provide uniform light pole designs <i>(Phase III project)</i> .	A	2	CC TIFA	MC SM	BO	●	●	●
Redesign landscaping in high-visibility areas <i>(Phase III project)</i> .	A	2	CC TIFA	MC SM	BO	●	●	●
Design and construct a pedestrian pathway/civic gathering space to connect the Colby/Thompson intersection to the waterfront, using the “Colby Street spur” right-of-way.	A	2	CC TIFA		BO HO	●	●	●
Hold an annual “spring cleanup” <i>(Phase III project)</i> .	A	*	CC TIFA	MC NC	BO HO	●	●	●
Establish a 20-year plan for potable water supply enhancement.	A	*	CC	MC SM	BO HO	●	●	●
Require a public waterfront boardwalk at the Tannery site development <i>(Phase III project)</i> .	B	1	CC	SM	BO	●	●	●
Place additional public art in carefully planned and select locations throughout the City.	B	*	CC TIFA		BO HO	●	●	●

ECONOMIC DEVELOPMENT

PROJECT	PRIORITY	TIMEFRAME	RESPONSIBILITY	FUNDING
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13. IMPLEMENTATION

			CITY	OTHER GOVT.	PRIVATE	PUBLIC	PRIVATE	TIF
Install banners to advertise local events (<i>Phase III Project</i>).	A	1	CC TIFA		BO	●	●	●
Utilize the Brownfield Redevelopment Authority to oversee the redevelopment of environmentally contaminated properties.	A	*	CC BRA	MC SM	BO	●	●	●
Encourage the redevelopment of the former tannery site in a manner that respects the environment (especially White Lake) and existing neighborhoods, while also providing a unique mixed-use district within the City.	A	*	CC PC TIFA		BO	●	●	●
Develop and implement a wayfinding program.	B	2	CC PC TIFA	MC SM	BO	●	●	●
Expand and improve the outcomes of the downtown façade improvement program through coordinated designs and increased monitoring.	B	*	CC TIFA		BO	●	●	●
Redevelop Big John’s and NAPA, with an eye towards improving public access to the waterfront (<i>Phase III Project</i>).	C	3	CC TIFA		BO	●	●	●
Create a redevelopment plan for the Alcoa Howmet facility on Misco Drive, in case Alcoa consolidates their operations on the south side of the City.	C	3	CC PC LDFA		BO HO	●	●	●

BENCHMARKING PROGRESS

The following is a list of tools the City can use to track implementation progress of the Action Plan:

- Conduct a review of the Whitehall 2030 Master Plan every five (5) years annually.
- Create annual action programs for the City based on the categories of the Action Plan.
- Solicit feedback from residents through surveys, public meetings, etc. on projects.

F. Economic Development Tools

Whitehall already takes advantage of some of the of the economic development tools available to the community. However, to implement the recommendations of this plan, other tools and techniques may be needed.

TAX INCREMENT FINANCING

The following is a summary of bodies that can use tax increment financing and related funding sources:

- **Downtown Development Authority (Public Act 197 of 1975).** A Downtown Development Authority (DDA) is a non-profit development corporation which exists for the purpose of promoting a desirable environment for businesses and residents, and implementing economic development projects. A variety of financing techniques are available to DDAs, including bond issues, Tax Increment Financing (TIF), and public and private contributions.

The City already has this tool in place, in the form of the TIFA district. However, the TIFA Board should continue to evaluate its TIF and Development Plans for consistency with the recommendations of this Plan.

- **Corridor Improvement Authority (Public Act 280 of 2005).** This legislation establishes a new method of improving older commercial corridors without establishing a DDA. The Corridor Improvement Authority Act allows local governments to create one or more Corridor Improvement Authorities (CIA) to address established, deteriorating commercial corridors located outside their downtown areas. The primary benefit of this tool is to provide local governments with the option of using TIF for improvements in the district(s), and to undertake a wide range of activities to promote economic development and redevelopment in commercial areas.

In order to be eligible to create a CIA, the development area must have a minimum size of 5 acres, consist of at least 50% commercial property, and be zoned to allow mixed-uses, including “high-density” residential use. A municipality must also expedite the local permitted and inspection process in the development area and promote walkable non-motorized interconnections throughout the development area.

An advantage of this act is that it allows more than one CIA to be established in a community, in addition to the one DDA that a community is typically permitted to establish.

- **Brownfield Redevelopment Authority (Public Acts 381, 382, and 383 of 1996).** Communities are authorized to create one or more Brownfield Redevelopment Authorities (BRA) in the community. BRAs may be used to finance the cleanup and reuse of contaminated property. Costs that can be funded by a BRA include the demolition of buildings necessary to remove hazardous substances and new construction if needed to protect against exposure to hazardous substances that are to remain.

A BRA may use a TIF to pay back a developer for activities needed to facilitate the redevelopment of the site. Once the developer has been paid back for initial site remediation, the additional captured property taxes may go into a local site remediation fund to pay for cleanup and rehabilitation activities on other brownfield sites in the community.



13. IMPLEMENTATION

An important feature of a BRA is the ability to capture state and local school taxes, but only from the taxes paid by the user of the redeveloped contaminated site. BRAs may also issue revenue and TIF bonds and notes or borrow from the MDEQ's Revitalization Loan Fund.

The City has a BRA in place to address some of the contaminated industrial properties.

- **Commercial Rehabilitation Act (Public Act 210 of 2005).** The Commercial Rehabilitation Act enables local units of government to create one or more rehabilitation districts in which rehabilitated commercial property may receive property tax reductions for one to 10 years from the municipality (excluding personal property and the land upon which the rehabilitated facility is located).

These tax reductions or abatements could be used to encourage redevelopment in the Downtown area; however, they do reduce the amount of tax revenues collected by the City.

- **Local Development Financing Authority (Public Act 281 of 1986).** A Local Development Financing Authority (LDFA) is intended to assist industrial development, to promote economic growth, and prevent unemployment. Eligible activities include the support of business investment in districts where the primary activity is the manufacture of goods or materials, agricultural processing, or high-tech activities such as product development, engineering, product testing, or research and development. A LDFA may use TIF, and only one LDFA may be created in the community. The City has an LDFA established at the Alcoa Howmet plant.

GRANT PROGRAMS

The following State and Federal grant programs may be useful for implementing the recommendations of this plan:

- **MSHDA Housing Programs.** The Michigan State Housing Development Authority has a wide range of programs designed to assist households in finding and affording quality housing. By partnering with MSHDA, Whitehall can use these programs to incentivize the development of new housing, especially in the downtown area and along Grand River Avenue.
- **Michigan Natural Resources Trust Fund.** Administered by the Michigan Department of Natural Resources, Trust Fund money is available on an annual basis for parks and recreation improvements. In order to be eligible for Trust Fund money, a community must have an approved Parks and Recreation Plan on file. This document fulfills the requirements of a Parks and Recreation Plan.
- **Safe Routes to School.** Safe Routes to School is a Federal program administered by the Michigan Department of Transportation. Funding is available for sidewalk construction and other pedestrian improvements.
- **Community Development Block Grants (CDBG).** The Community Development Block Grant program is an annual allocation of the U.S. Department of Housing and Urban Development to local governments for a wide range of community development activities, including housing rehabilitation, public and neighborhood improvements and economic development activities which primarily benefit low and moderate income persons.
- **Transportation Alternatives Program (TAP).** TAP is a competitive grant program that funds projects such as non-motorized paths, streetscapes, and historic preservation of transportation facilities that enhance a community's intermodal transportation system and provide safe alternative transportation options. These investments support place-based economic development by offering transportation choices, promoting walkability, and improving the quality of life. The program is available through the Michigan Department of Transportation (MDOT) and uses Federal Transportation Funds designated by Congress for these types of activities.

OTHER FINANCING TOOLS

Besides the general fund and the aforementioned economy development financing programs and mechanisms, the following sources of revenue are available to the City:

- **Dedicated Millage.** Special millages can be used to generate revenue for a specific purpose.
- **Special Assessments.** Special assessments are compulsory contributions collected from the owners of property benefitted by specific public improvements, such as paving and drainage improvements, to defray the costs of such improvements. Special assessments are apportioned according to the benefits afforded to the property affected.
- **Shared Credit Rating Program - Michigan Municipal Bond Authority (MMBA):** This program created under Act 227 of 1985 offers municipalities the opportunity to take advantage of the State's improved credit rating. Because the MMBA is authorized to issue bonds to make loans to Michigan municipalities through the purchase of municipal obligations, the Authority allows municipalities to borrow funds for their capital and operating needs without going to the expense or trouble of entering the bond market on their own. Many small communities are at a disadvantage when issuing debt in the bond market because they frequently have no bond ratings and potential investors know little about their finances or economy. In addition, some communities tend to borrow infrequently, in small amounts. Because such debt issues are not particularly attractive to the financial markets, borrowing costs for such communities can be high.

The Authority sells tax-exempt bonds in the national municipal bond market. Proceeds from the sale are used to make loans to eligible Michigan communities by purchasing their bonds. In essence, the MMBA "bundles" smaller local debt issues into a larger, more attractive bond issue and then offers it to the national market. By consolidating numerous local bond issues, local units will save on printing costs, rating agency fees, and credit enhancements. As participating communities make principal and interest payments to the Authority to repay their debt, the Authority uses these payments to repay the Authority's bond.

- **HUD Section 202/8.** This is a federally sponsored program which provides mortgage financing and rent subsidies for the construction and maintenance of elderly housing. Only non-profit, private organizations (such as churches, unions, fraternal and other non-profit organizations) are eligible sponsors, but local governments usually cooperate in the assembly of land, applications, public improvements and supportive actions. Such projects are tax-exempt, but the State rebates an equivalent amount to local tax jurisdictions.



14. Appendix

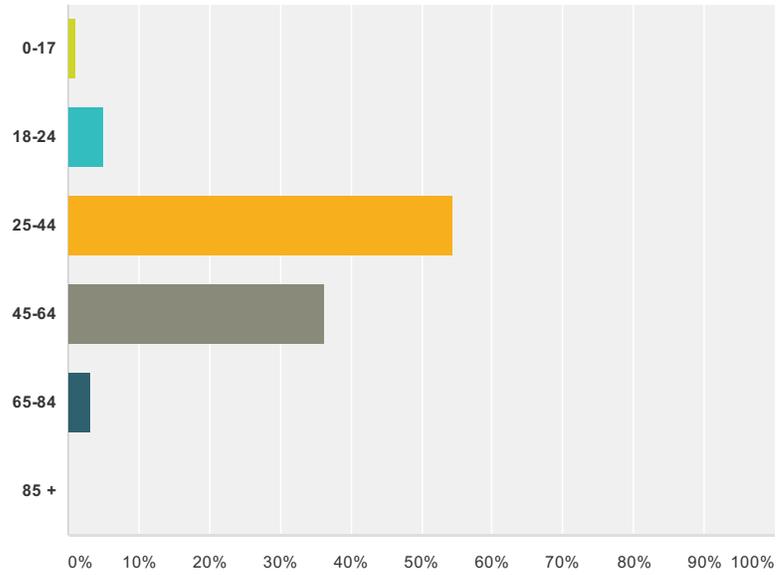
A. Public Participation: Survey Results



Whitehall 2030 Community Survey

Q1 What is your age range?

Answered: 99 Skipped: 2

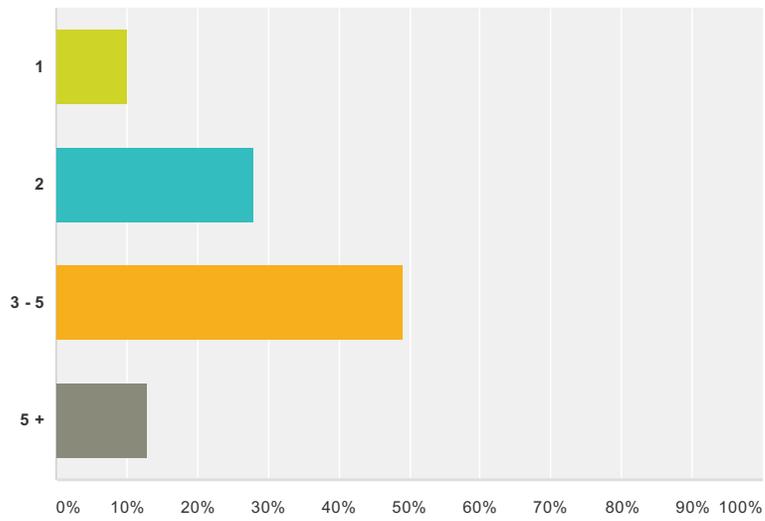


Answer Choices	Responses	
0-17	1.01%	1
18-24	5.05%	5
25-44	54.55%	54
45-64	36.36%	36
65-84	3.03%	3
85 +	0.00%	0
Total		99

Whitehall 2030 Community Survey

Q2 How many people live in your household?

Answered: 100 Skipped: 1

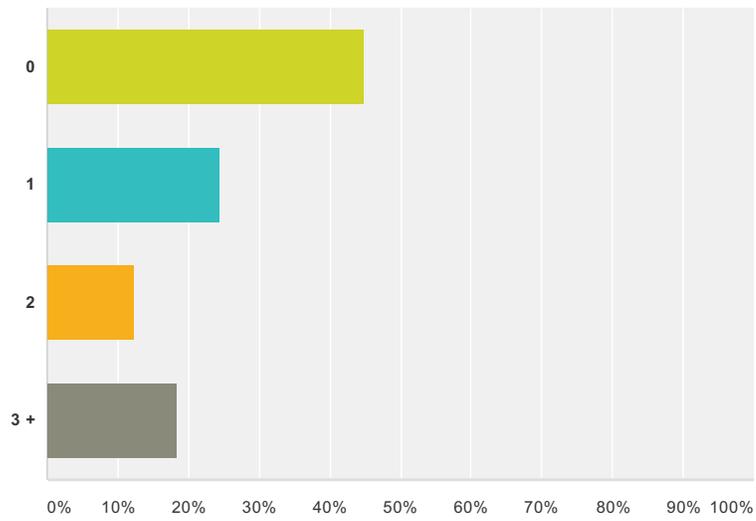


Answer Choices	Responses
1	10.00% 10
2	28.00% 28
3 - 5	49.00% 49
5 +	13.00% 13
Total	100

Whitehall 2030 Community Survey

Q3 How many children under 18 live in your household?

Answered: 98 Skipped: 3

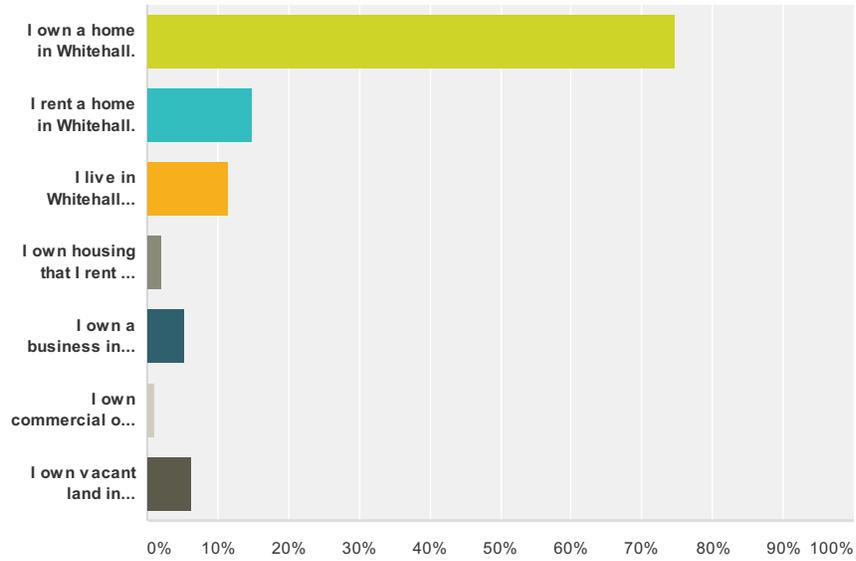


Answer Choices	Responses
0	44.90% 44
1	24.49% 24
2	12.24% 12
3 +	18.37% 18
Total	98

Whitehall 2030 Community Survey

Q4 Please select all that apply:

Answered: 95 Skipped: 6

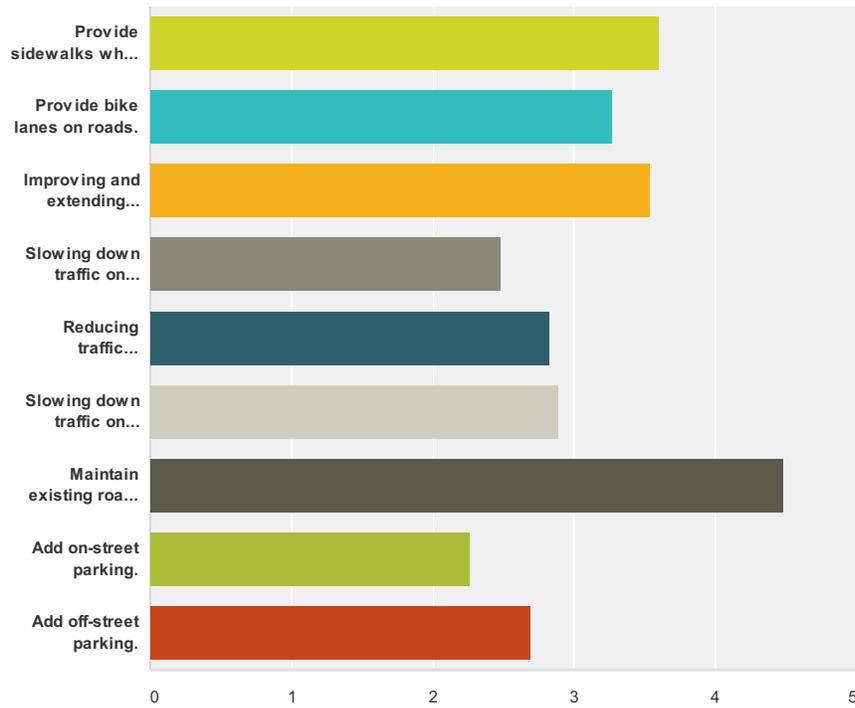


Answer Choices	Responses
I own a home in Whitehall.	74.74% 71
I rent a home in Whitehall.	14.74% 14
I live in Whitehall seasonally or on weekends.	11.58% 11
I own housing that I rent to others in Whitehall.	2.11% 2
I own a business in Whitehall.	5.26% 5
I own commercial or industrial property in Whitehall.	1.05% 1
I own vacant land in Whitehall.	6.32% 6
Total Respondents: 95	

Whitehall 2030 Community Survey

Q5 Please rate the following transportation goals from 1 (not important at all) to 5 (extremely important):

Answered: 95 Skipped: 6

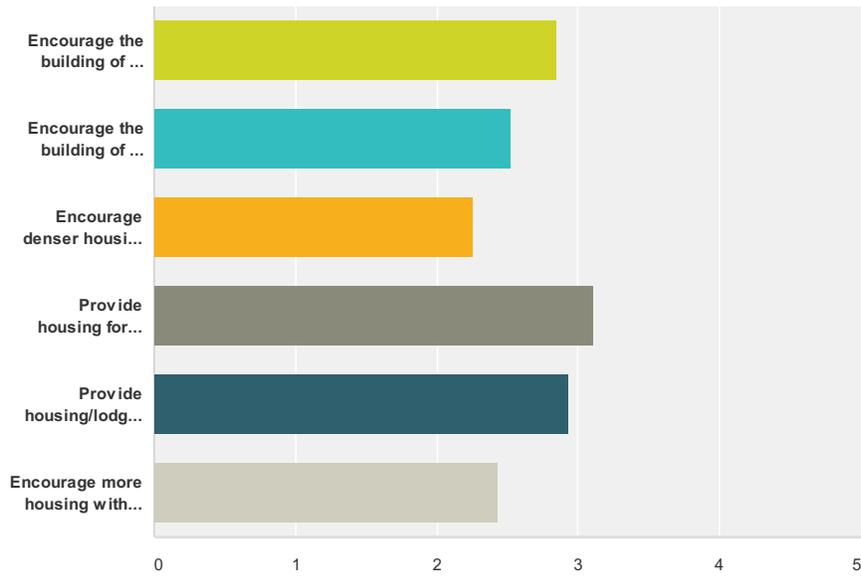


	1	2	3	4	5	Total	Average Rating
Provide sidewalks where they do not currently exist.	9.57% 9	10.64% 10	20.21% 19	29.79% 28	29.79% 28	94	3.60
Provide bike lanes on roads.	10.64% 10	18.09% 17	24.47% 23	27.66% 26	19.15% 18	94	3.27
Improving and extending bicycle and walking trails such as the White Lake Pathway and White River Trail.	10.53% 10	10.53% 10	21.05% 20	30.53% 29	27.37% 26	95	3.54
Slowing down traffic on Colby Street and other thoroughfares.	20.43% 19	39.78% 37	20.43% 19	9.68% 9	9.68% 9	93	2.48
Reducing traffic congestion on Colby Street and other thoroughfares.	14.89% 14	29.79% 28	26.60% 25	14.89% 14	13.83% 13	94	2.83
Slowing down traffic on residential streets.	17.02% 16	28.72% 27	22.34% 21	11.70% 11	20.21% 19	94	2.89
Maintain existing roads, sidewalks, and trails.	1.05% 1	3.16% 3	6.32% 6	25.26% 24	64.21% 61	95	4.48
Add on-street parking.	33.33% 31	29.03% 27	21.51% 20	9.68% 9	6.45% 6	93	2.27
Add off-street parking.	21.05% 20	27.37% 26	24.21% 23	15.79% 15	11.58% 11	95	2.69

Whitehall 2030 Community Survey

Q6 Please rate the following housing goals from 1 (not important at all) to 5 (extremely important):

Answered: 92 Skipped: 9

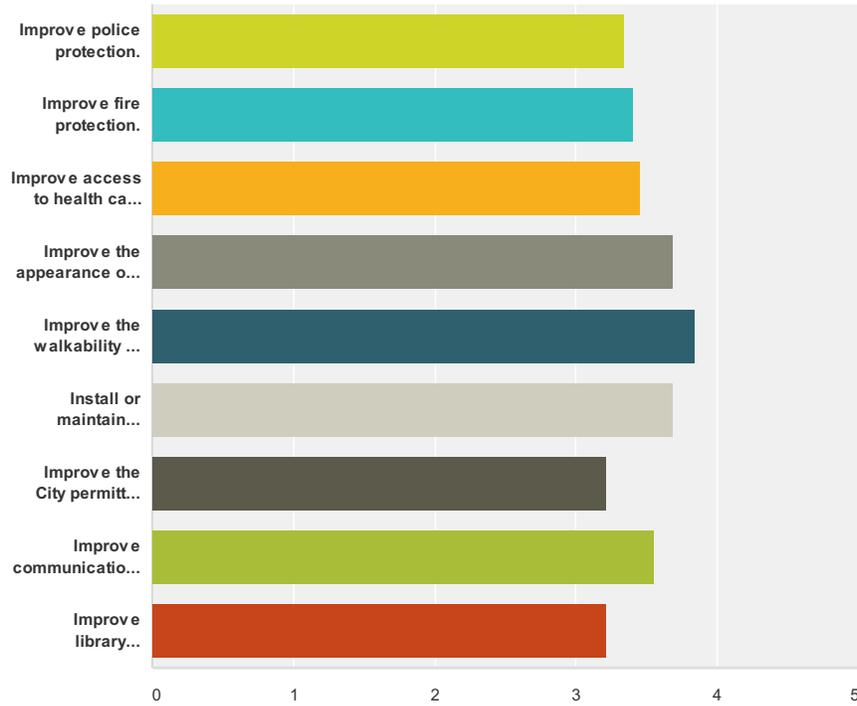


	1	2	3	4	5	Total	Average Rating
Encourage the building of new housing units on vacant lots within existing residential neighborhoods.	20.65% 19	18.48% 17	28.26% 26	20.65% 19	11.96% 11	92	2.85
Encourage the building of new housing units on undeveloped land in the southern part of the city.	23.33% 21	27.78% 25	28.89% 26	12.22% 11	7.78% 7	90	2.53
Encourage denser housing types (townhomes, apartments), especially in the downtown area.	36.96% 34	23.91% 22	20.65% 19	14.13% 13	4.35% 4	92	2.25
Provide housing for seniors and retirees.	7.69% 7	20.88% 19	37.36% 34	20.88% 19	13.19% 12	91	3.11
Provide housing/lodging for visitors and seasonal residents.	14.29% 13	21.98% 20	30.77% 28	21.98% 20	10.99% 10	91	2.93
Encourage more housing with views of White Lake (including multi-story buildings).	30.77% 28	26.37% 24	24.18% 22	6.59% 6	12.09% 11	91	2.43

Whitehall 2030 Community Survey

Q7 Please rate the following community services goals from 1 (not important at all) to 5 (extremely important):

Answered: 92 Skipped: 9

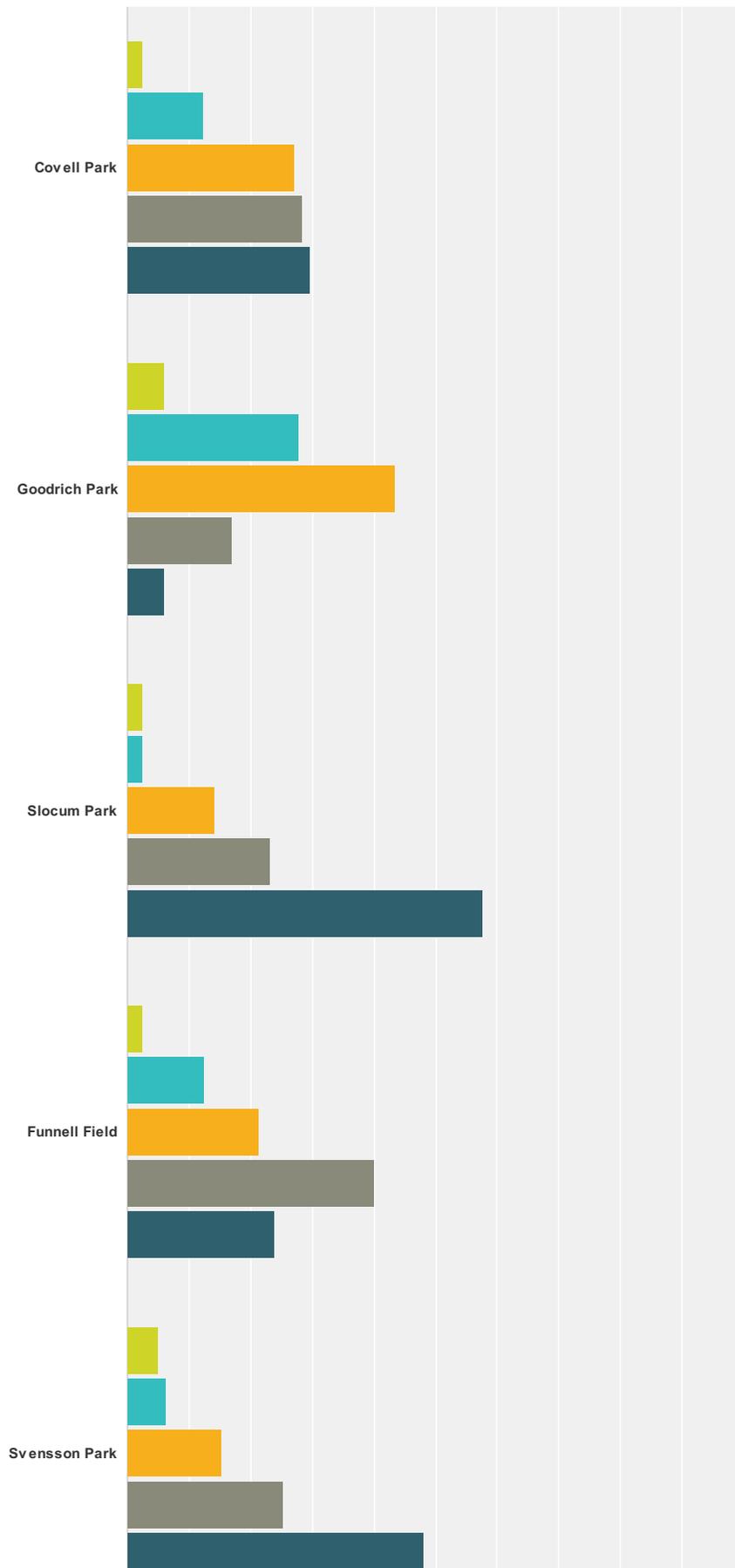


	1	2	3	4	5	Total	Average Rating
Improve police protection.	8.70% 8	11.96% 11	35.87% 33	23.91% 22	19.57% 18	92	3.34
Improve fire protection.	4.40% 4	14.29% 13	37.36% 34	25.27% 23	18.68% 17	91	3.40
Improve access to health care facilities, including ambulances/EMS.	5.43% 5	7.61% 7	42.39% 39	25.00% 23	19.57% 18	92	3.46
Improve the appearance of neighborhoods.	7.61% 7	6.52% 6	22.83% 21	35.87% 33	27.17% 25	92	3.68
Improve the walkability of neighborhoods.	5.43% 5	5.43% 5	20.65% 19	36.96% 34	31.52% 29	92	3.84
Install or maintain streetlights.	5.56% 5	6.67% 6	27.78% 25	34.44% 31	25.56% 23	90	3.68
Improve the City permitting processes.	10.99% 10	15.38% 14	36.26% 33	16.48% 15	20.88% 19	91	3.21
Improve communication technology (broadband, cell phone service, etc.).	10.99% 10	12.09% 11	19.78% 18	25.27% 23	31.87% 29	91	3.55
Improve library services, such as increased hours.	10.87% 10	19.57% 18	27.17% 25	21.74% 20	20.65% 19	92	3.22

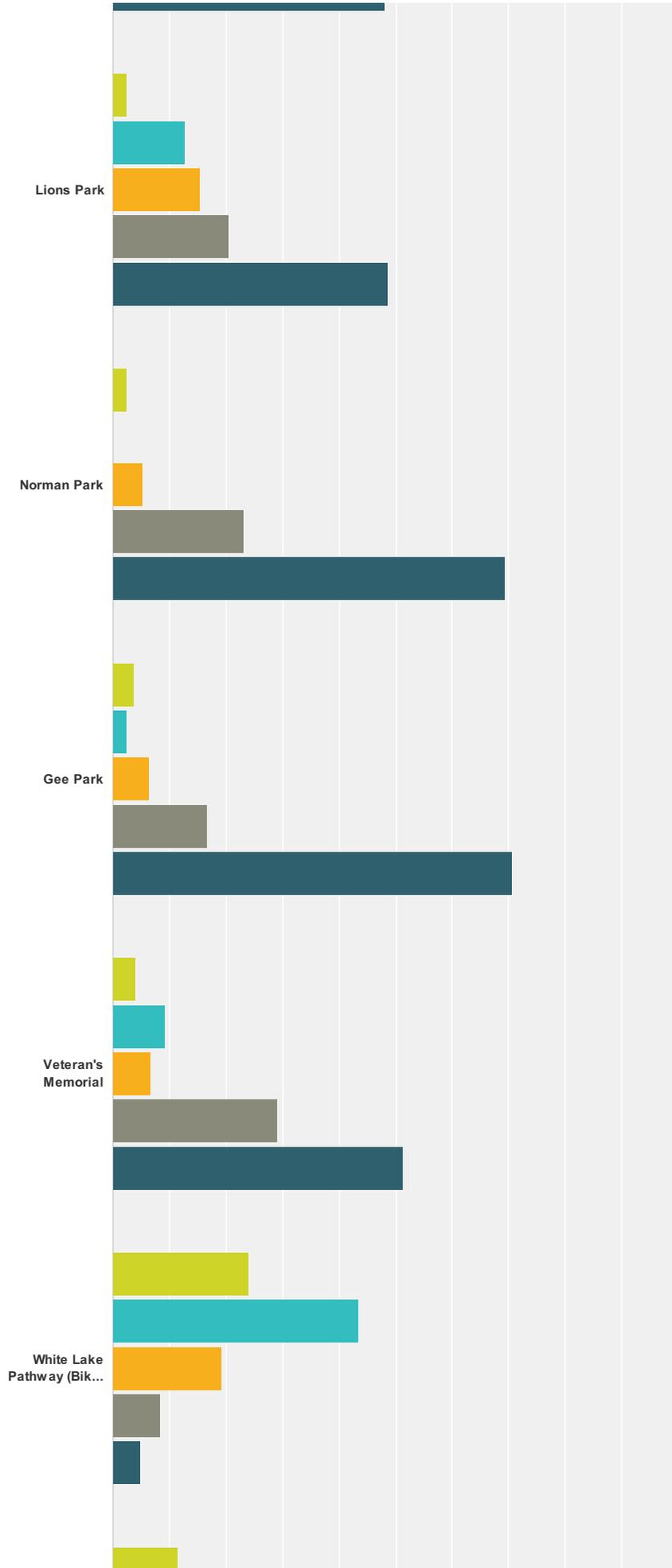
Whitehall 2030 Community Survey

Q8 How often do you use each of the following parks and recreational facilities?

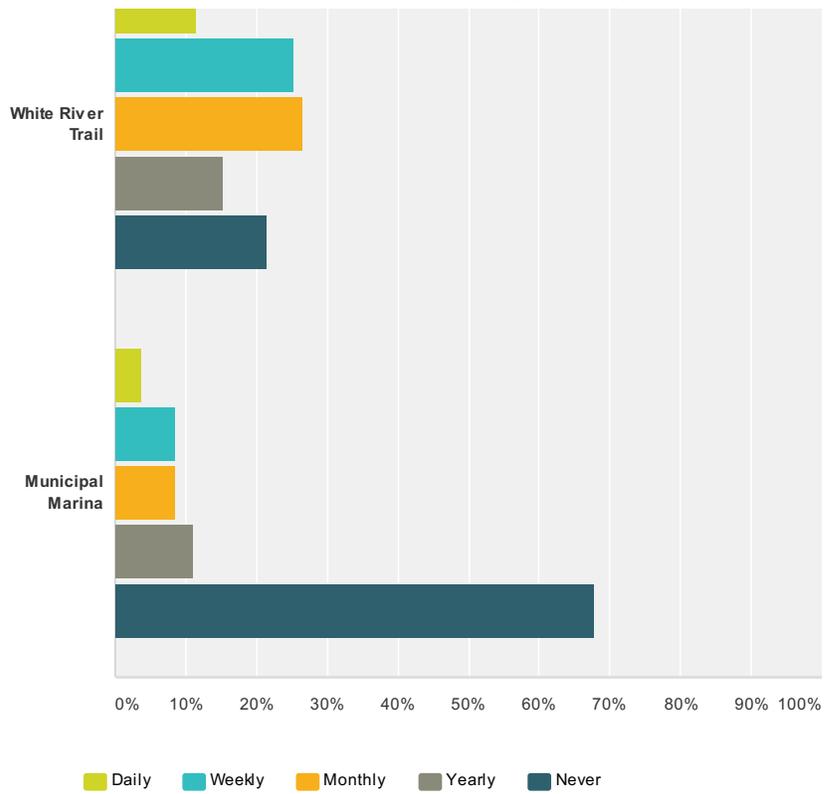
Answered: 83 Skipped: 18



Whitehall 2030 Community Survey



Whitehall 2030 Community Survey

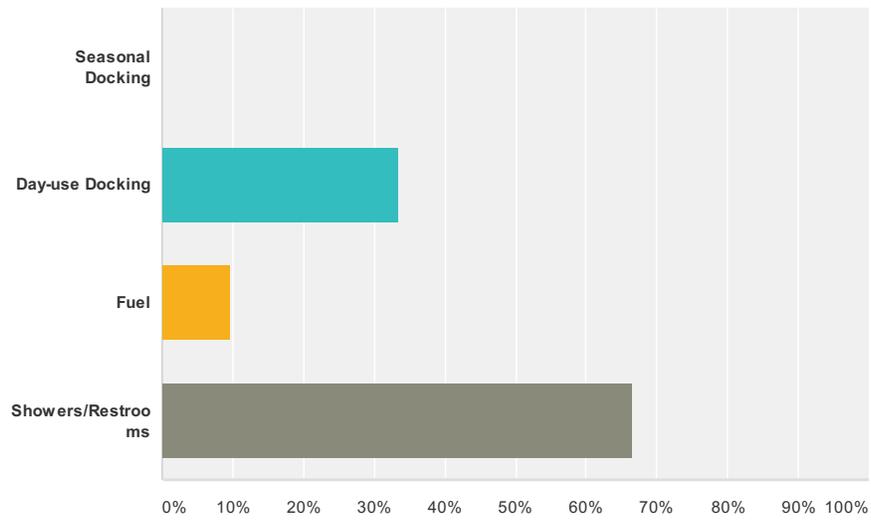


	Daily	Weekly	Monthly	Yearly	Never	Total
Covell Park	2.47% 2	12.35% 10	27.16% 22	28.40% 23	29.63% 24	81
Goodrich Park	6.02% 5	27.71% 23	43.37% 36	16.87% 14	6.02% 5	83
Slocum Park	2.56% 2	2.56% 2	14.10% 11	23.08% 18	57.69% 45	78
Funnell Field	2.50% 2	12.50% 10	21.25% 17	40.00% 32	23.75% 19	80
Svensson Park	5.06% 4	6.33% 5	15.19% 12	25.32% 20	48.10% 38	79
Lions Park	2.56% 2	12.82% 10	15.38% 12	20.51% 16	48.72% 38	78
Norman Park	2.56% 2	0.00% 0	5.13% 4	23.08% 18	69.23% 54	78
Gee Park	3.85% 3	2.56% 2	6.41% 5	16.67% 13	70.51% 55	78
Veteran's Memorial	3.95% 3	9.21% 7	6.58% 5	28.95% 22	51.32% 39	76
White Lake Pathway (Bike Path)	24.10% 20	43.37% 36	19.28% 16	8.43% 7	4.82% 4	83
White River Trail	11.39% 9	25.32% 20	26.58% 21	15.19% 12	21.52% 17	79
Municipal Marina	3.70% 3	8.64% 7	8.64% 7	11.11% 9	67.90% 55	81

Whitehall 2030 Community Survey

Q9 If you use the municipal marina, what do you use it for? Check all that apply.

Answered: 21 Skipped: 80



Answer Choices	Responses
Seasonal Docking	0.00% 0
Day-use Docking	33.33% 7
Fuel	9.52% 2
Showers/Restrooms	66.67% 14
Total Respondents: 21	

Whitehall 2030 Community Survey

Q10 Which other public facilities do you use, if any? (please list):

Answered: 13 Skipped: 88

Whitehall 2030 Community Survey

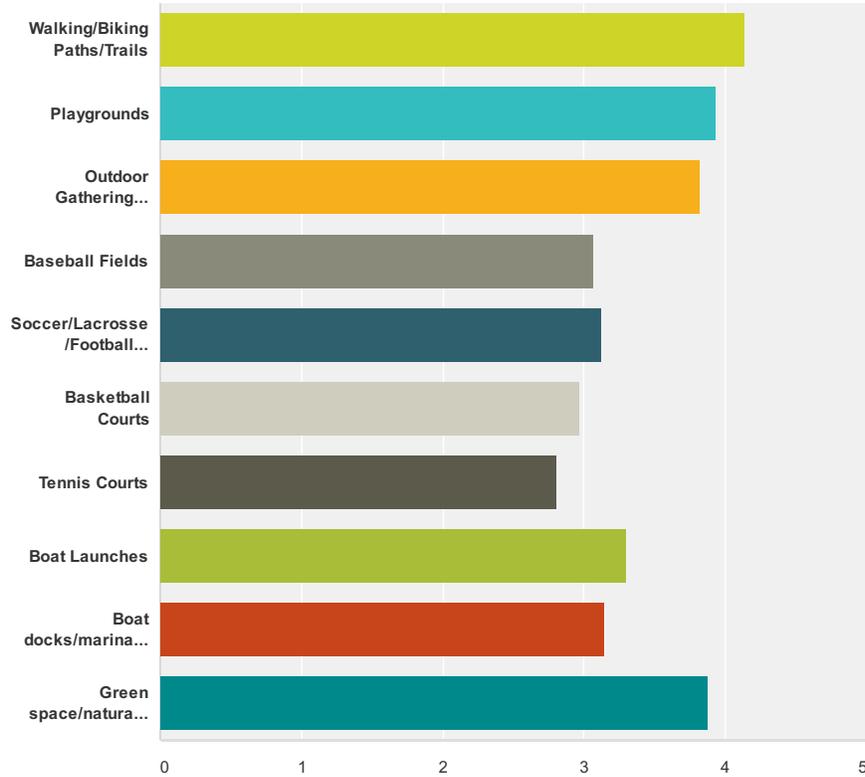
**Q11 Which private recreational facilities
(i.e. private golf courses) do you use?
(please list):**

Answered: 17 Skipped: 84

Whitehall 2030 Community Survey

Q12 Please rate the importance of improving the following EXISTING parks and recreation facilities in or around the City from 1 (not important at all) to 5 (extremely important):

Answered: 84 Skipped: 17

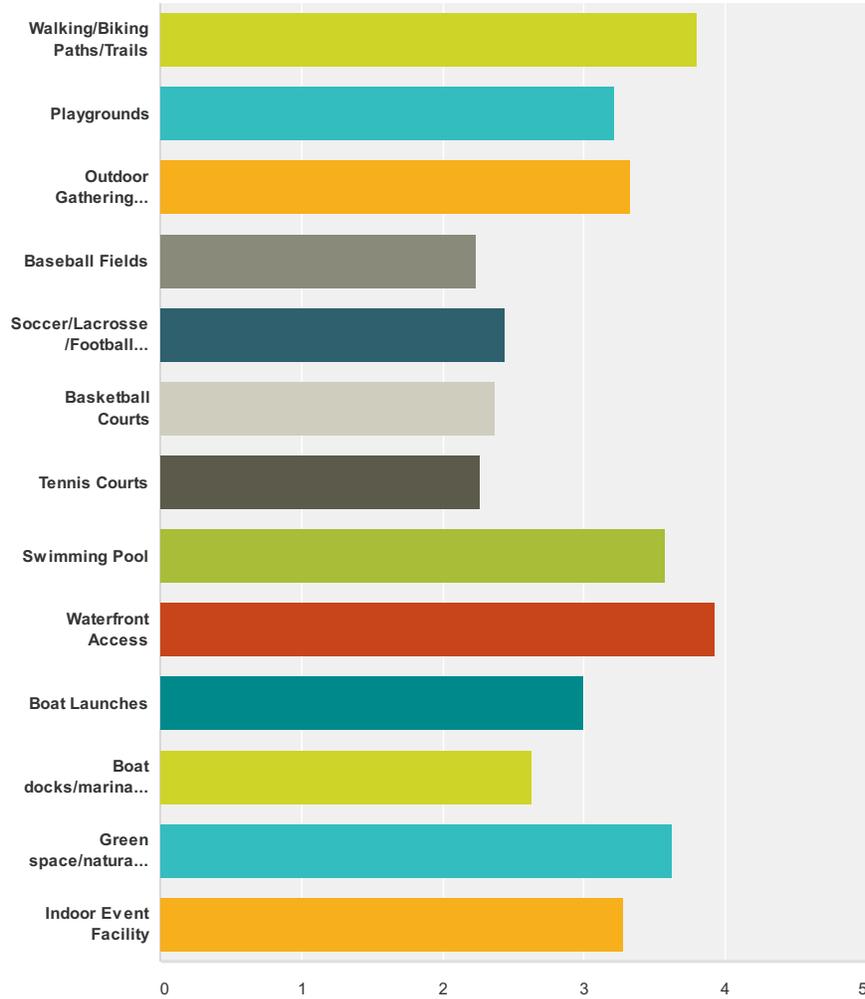


	1	2	3	4	5	Total	Average Rating
Walking/Biking Paths/Trails	4.88% 4	6.10% 5	13.41% 11	21.95% 18	53.66% 44	82	4.13
Playgrounds	4.82% 4	8.43% 7	15.66% 13	30.12% 25	40.96% 34	83	3.94
Outdoor Gathering Places, such as Pavilions	4.88% 4	7.32% 6	19.51% 16	37.80% 31	30.49% 25	82	3.82
Baseball Fields	15.85% 13	14.63% 12	31.71% 26	21.95% 18	15.85% 13	82	3.07
Soccer/Lacrosse/Football Fields	13.58% 11	17.28% 14	29.63% 24	22.22% 18	17.28% 14	81	3.12
Basketball Courts	17.07% 14	19.51% 16	28.05% 23	20.73% 17	14.63% 12	82	2.96
Tennis Courts	23.46% 19	18.52% 15	25.93% 21	17.28% 14	14.81% 12	81	2.81
Boat Launches	10.84% 9	15.66% 13	28.92% 24	21.69% 18	22.89% 19	83	3.30
Boat docks/marina facilities	13.25% 11	18.07% 15	28.92% 24	20.48% 17	19.28% 16	83	3.14
Green space/natural areas	5.95% 5	9.52% 8	15.48% 13	29.76% 25	39.29% 33	84	3.87

Whitehall 2030 Community Survey

Q13 Please rate the importance of BUILDING MORE of the following parks and recreation facilities in or around the City from 1 (not important at all) to 5 (extremely important):

Answered: 84 Skipped: 17



	1	2	3	4	5	Total	Average Rating
Walking/Biking Paths/Trails	9.64% 8	13.25% 11	8.43% 7	25.30% 21	43.37% 36	83	3.80
Playgrounds	20.99% 17	8.64% 7	20.99% 17	27.16% 22	22.22% 18	81	3.21
Outdoor Gathering Places, such as Pavilions	15.66% 13	16.87% 14	12.05% 10	30.12% 25	25.30% 21	83	3.33
Baseball Fields	35.00% 28	28.75% 23	20.00% 16	11.25% 9	5.00% 4	80	2.23
Soccer/Lacrosse/Football Fields	27.50% 22	30.00% 24	22.50% 18	11.25% 9	8.75% 7	80	2.44
Basketball Courts	32.10% 26	29.63% 24	16.05% 13	13.58% 11	8.64% 7	81	2.37
Tennis Courts	32.93% 27	31.71% 26	20.73% 17	6.10% 5	8.54% 7	82	2.26
Swimming Pool	14.63% 12	10.98% 9	14.63% 12	21.95% 18	37.80% 31	82	3.57
Waterfront Access	8.33% 7	4.76% 4	14.29% 12	30.95% 26	41.67% 35	84	3.93

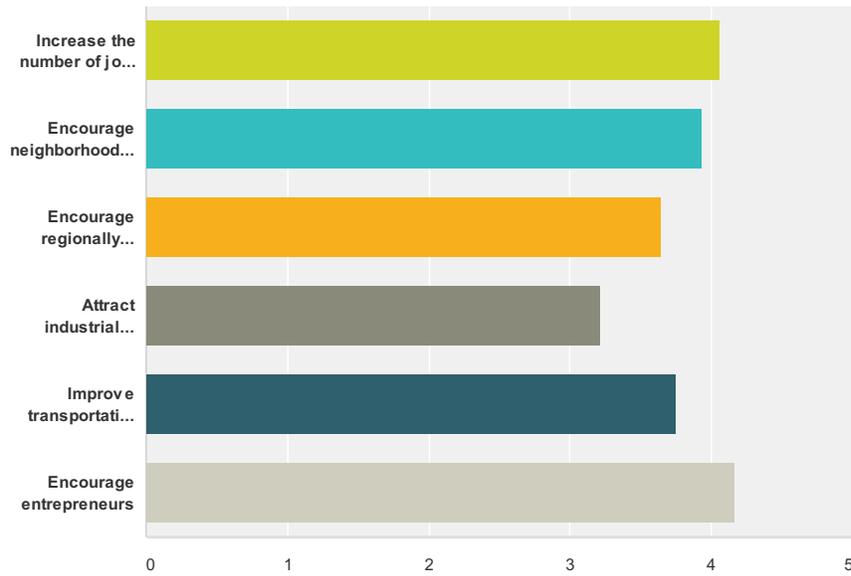
Whitehall 2030 Community Survey

Boat Launches	19.51% 16	21.95% 18	17.07% 14	21.95% 18	19.51% 16	82	3.00
Boat docks/marina facilities	24.39% 20	26.83% 22	21.95% 18	14.63% 12	12.20% 10	82	2.63
Green space/natural areas	9.76% 8	9.76% 8	20.73% 17	28.05% 23	31.71% 26	82	3.62
Indoor Event Facility	16.05% 13	8.64% 7	28.40% 23	24.69% 20	22.22% 18	81	3.28

Whitehall 2030 Community Survey

Q14 Please rate the following economic development goals from 1 (not important at all) to 5 (extremely important):

Answered: 83 Skipped: 18

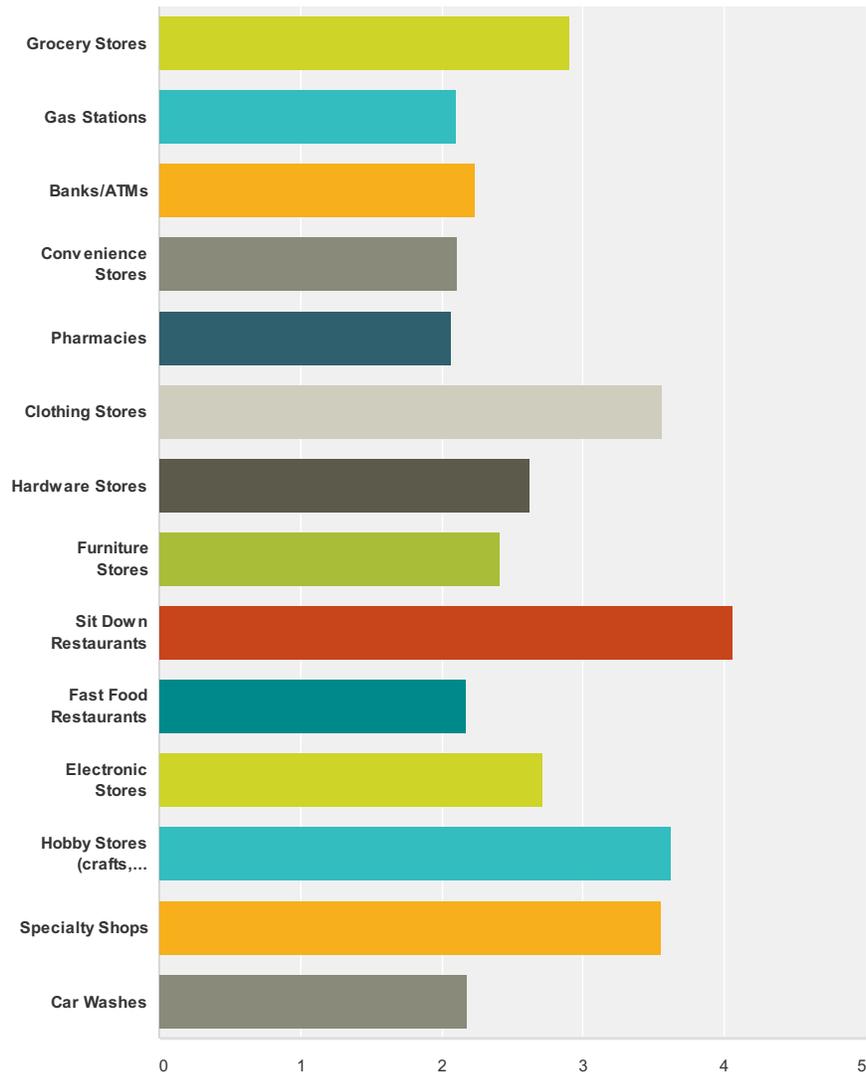


	1	2	3	4	5	Total	Average Rating
Increase the number of jobs in the City.	2.44% 2	8.54% 7	17.07% 14	24.39% 20	47.56% 39	82	4.06
Encourage neighborhood serving commercial businesses in the City.	6.17% 5	4.94% 4	16.05% 13	34.57% 28	38.27% 31	81	3.94
Encourage regionally serving commercial businesses in the City.	8.64% 7	7.41% 6	24.69% 20	29.63% 24	29.63% 24	81	3.64
Attract industrial businesses to the City.	16.05% 13	17.28% 14	18.52% 15	24.69% 20	23.46% 19	81	3.22
Improve transportation between Whitehall and nearby job centers such as Muskegon.	6.25% 5	11.25% 9	20.00% 16	26.25% 21	36.25% 29	80	3.75
Encourage entrepreneurs	6.10% 5	1.22% 1	13.41% 11	29.27% 24	50.00% 41	82	4.16

Whitehall 2030 Community Survey

Q15 Please rate the need for the following businesses from 1 (not needed at all) to 5 (desperately needed in the City):

Answered: 85 Skipped: 16



	1	2	3	4	5	Total	Average Rating
Grocery Stores	28.57% 24	11.90% 10	23.81% 20	11.90% 10	23.81% 20	84	2.90
Gas Stations	47.62% 40	20.24% 17	15.48% 13	8.33% 7	8.33% 7	84	2.10
Banks/ATMs	45.24% 38	16.67% 14	17.86% 15	10.71% 9	9.52% 8	84	2.23
Convenience Stores	45.24% 38	19.05% 16	19.05% 16	13.10% 11	3.57% 3	84	2.11
Phamacies	50.60% 42	16.87% 14	15.66% 13	8.43% 7	8.43% 7	83	2.07
Clothing Stores	10.59% 9	16.47% 14	12.94% 11	25.88% 22	34.12% 29	85	3.56
Hardware Stores	31.76% 27	17.65% 15	22.35% 19	12.94% 11	15.29% 13	85	2.62
Furniture Stores	37.35% 31	18.07% 15	20.48% 17	14.46% 12	9.64% 8	83	2.41
Sit Down Restaurants	4.76% 4	1.19% 1	20.24% 17	30.95% 26	42.86% 36	84	4.06

Whitehall 2030 Community Survey

Fast Food Restaurants	44.58% 37	20.48% 17	16.87% 14	9.64% 8	8.43% 7	83	2.17
Electronic Stores	27.71% 23	15.66% 13	27.71% 23	15.66% 13	13.25% 11	83	2.71
Hobby Stores (crafts, sporting goods, music, etc.)	8.33% 7	9.52% 8	25.00% 21	26.19% 22	30.95% 26	84	3.62
Specialty Shops	8.33% 7	9.52% 8	27.38% 23	28.57% 24	26.19% 22	84	3.55
Car Washes	40.96% 34	22.89% 19	19.28% 16	10.84% 9	6.02% 5	83	2.18

B. Public Notices

NOTICE
City of Whitehall
Public Hearing Notice

Notice is hereby given that the City of Whitehall Planning Commission will hold a public hearing on February 17th, 2015 at 7:00 p.m. in the Council Chambers, 405 E. Colby Street, Whitehall, MI 49461. The purpose of the hearing is to receive public comment on the Master Plan. Copies of the Plan can be viewed at City Hall at the above address.

Brian Armstrong,
Zoning Administrator

Publish: February 1, 2015



FOR IMMEDIATE RELEASE

For more information:
Christopher Khorey, AICP
Senior Planner
McKenna Associates
248-596-0920

Brian Armstrong
Zoning Administrator
City of Whitehall
(231) 894-4048

WHITEHALL UPDATES MASTER PLAN

Online survey seeks input from residents on future development and City services.

Whitehall, MI; June 4, 2014—Northville-based municipal services firm McKenna Associates is assisting the City of Whitehall with an update to its Master Plan. As part of the process, the City is looking for input from its residents.

“The City last adopted an update to its Master Plan in 2003,” said Zoning Administrator Brian Armstrong, “we are looking forward to hearing what residents think the future should look like in Whitehall.”

The Master Plan is being updated to provide a guide for the future of Whitehall, including a shared vision for the social, economic, and physical environment of the City. But in order to develop that shared vision, the City needs to hear from its citizens.

“As we look toward the future of the City, we need to make sure that our vision is shared by our residents,” Mayor Emery “Mac” Hatch said. “This plan should reflect what they want to improve about their community.”

In order to do that, the City has made a survey available online, at www.surveymonkey.com/s/whitehall2030. Alternatively, a paper copy of the survey is available at City Hall, 405 E. Colby Street, Whitehall, MI. Already, 90 people have participated, but City Manager Scott Huebler hopes to hear from many more.

“If we could hear from the entire community, that would be fantastic,” Huebler said. “We want as many people to take the survey as possible.”

In addition to the survey, the Master Plan team has set up Facebook and Twitter accounts to help spread the word about the progress of the plan and to hear informal feedback from residents. The plan can be found on Facebook at “Whitehall 2030 Master Plan Update” and on Twitter at @Whitehall_MI.

The City will also be setting up focus groups to discuss topics related to the City and advise on the Master Plan’s recommendations and vision. Residents interested in serving on focus groups should contact Armstrong at 231-894-4048. The focus groups will meet on June 30.

In order to lead the Master Plan process, the City formed a Master Plan Committee, consisting of Armstrong, City Council Member Tanya Cabala, Planning Commissioner Steve Salter, and Planning Commissioner Chris Mahoney (who also serves as the President of Whitehall’s Board of Education). The committee engaged McKenna Associates as a consultant to assist with the process. The McKenna team includes Senior Planner Christopher Khorey, AICP, and Assistant Planner Laura Haw.

“We’re very excited to be working in Whitehall,” Khorey said. “It’s a beautiful community with a lot of potential. We’re hoping to create a plan that not only articulates a vision for the City’s future, but also outlines the road map to get there.”

The plan ultimately will provide the Planning Commission and City Council with information they need to make decisions about land use and policy. Work on the plan is underway and will be completed by fall of 2014.

On a daily basis McKenna Associates provides community planning, landscape architecture, urban design, zoning, economic development, community relations, public participation, and municipal wireless services to more than 150 cities, counties, townships, villages and select private firms across the Midwest. McKenna’s success can be measured by its 33-year history of long-standing relationships with municipalities that value the creative spirit embodied by the firm’s team of professionals and its concept-driven approach to problem solving. Headquartered in Northville, Michigan; McKenna maintains branch offices in Kalamazoo, Michigan and Cleveland Heights, Ohio. For more information about McKenna Associates, call 888.226.4326 or visit www.mcka.com.

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C. Meeting Minutes

Planning Commission Meeting Minutes From June 2nd 2015

Member's Present: T. Cabala, M. Seymour, R. Van Antwerp, D. Bedau, Chair A. Fink, E. Hatch, S. Salter, C. Mahoney and S. Huebler.

Chair A. Fink Called Meeting to Order at 6:00 p.m.

Approval of the Agenda: Chair A. Fink called for a motion to approve the Agenda, motion by C. Mahoney, seconded by S. Salter, motion carried, all ayes.

Approval of the Meeting Minutes from April 21st 2015: Chair A. Fink called for a motion to approve the Meeting Minutes from April 21st 2015, motion by D. Bedau, seconded by E. Hatch, T. Cabala asked to amend the motion to add her questions in the minutes that she had for the public hearing for the PUD, D. Bedau amended the motion to include Tanya's questions to M. McGraw during the Public hearing for the PUD, seconded by E. Hatch, motion carried, all ayes. Chair A. Fink called for a motion to approve the amended minutes, motion by D. Badau, seconded by E. Hatch, motion carried, all ayes.

Communications: None

Public Comment: None

Unfinished Business: Master Plan Resolution 15-02, Chair A. Fink called for a motion to approve Resolution 15-02 Master Plan, motion by C. Mahoney, seconded by S. Salter, T. Cabala want to compliment McKenna Associates on their hard work and also the public for their valued input, also T. Cabala wanted to make sure that the Master Plan is reviewed regularly, with no further discussion, motion carried, roll call vote, all ayes.

New Business: None

Public Comment: None

Adjournment: Chair A. Fink called for a motion to adjourn, motion by E. Hatch, seconded by R. Van Antwerp, motion carried, all ayes, meeting adjourned at 6:37 p.m.

D. Resolution



**CITY OF WHITEHALL
PLANNING COMMISSION
RESOLUTION 15-02
Master Plan**

WHEREAS, City of Whitehall has undertaken a review of the Comprehensive Plan as required by the Municipal Planning Act 285 of 1931 and Act 265 of 2001, and

WHEREAS, the Plan describes the desired physical features and attributes of the community, and

WHEREAS, the City of Whitehall has developed an updated plan for the benefit of the entire community and to adopt the plan as a document to assist in maintaining the desired attributes and needs of the community.

WHEREAS, the Planning Commission held a public hearing on this date and recommend to the City Council that the Plan be adopted

NOW, THEREFORE, BE IT RESOLVED

That the Whitehall Planning Commission adopts the Comprehensive Master Plan as it is written.

Moved by C. Mahoney, seconded by S. Salter, and thereafter adopted by the Planning Commission of the City of Whitehall, at a special meeting held Tuesday, June 2, 2015 at 6:00 pm. (9 yea, 0 nay, 0 absent).



Brian Armstrong, Zoning Administrator

E. Transmittal Letters

February 25, 2015

Office of the County Administrator
Michael E. Kobza Hall of Justice
990 Terrace Street
Fourth Floor
Muskegon, MI 49442

Subject: City of Whitehall 2030 Parks and Recreation Master Plan

To Whom It May Concern:

On behalf of the City of Whitehall, McKenna Associates is pleased to enclose a copy of the **Whitehall 2030 Parks and Recreation Master Plan**. We have submitted this plan to the Michigan Department of Natural Resources (MDNR) for certification and the West Michigan Shoreline Regional Development Commission to ensure cooperation and coordination of planning efforts.

This plan was adopted by the Whitehall City Council on February 24, 2015. A certified resolution of the adoption is included in the plan.

If you have any questions or require further information, please do not hesitate contacting us at (248) 596-0920.

Respectfully submitted,

McKENNA ASSOCIATES



Christopher Khorey, AICP
Senior Planner

Enclosure

February 25, 2015

West Michigan Shoreline Regional Development Commission
316 Morris Avenue
Suite 340
Muskegon, MI 49440-1140

Subject: City of Whitehall 2030 Parks and Recreation Master Plan

To Whom It May Concern:

On behalf of the City of Whitehall, McKenna Associates is pleased to enclose a copy of the **Whitehall 2030 Parks and Recreation Master Plan**. We have submitted this plan to the Michigan Department of Natural Resources (MDNR) for certification and to the Muskegon County Commission to ensure cooperation and coordination of planning efforts.

This plan was adopted by the Whitehall City Council on February 24, 2015. A certified resolution of the adoption is included in the plan.

If you have any questions or require further information, please do not hesitate contacting us at (248) 596-0920.

Respectfully submitted,

McKENNA ASSOCIATES



Christopher Khorey, AICP
Senior Planner

Enclosure

F. MDNR Certification Checklist





COMMUNITY PARK, RECREATION, OPEN SPACE, AND GREENWAY PLAN CERTIFICATION CHECKLIST

By Authority of Parts 19, 703 and 716 of Act 451, P.A. 1994, as amended, submission of this information is required for eligibility to apply for grants

INSTRUCTIONS: Complete, obtain certification signatures and submit this checklist with a locally adopted recreation plan.

All recreation plans are required to meet the content and local approval standards listed in this checklist and as outlined in the *Guidelines for the Development of Community Park, Recreation, Open Space and Greenway Plans* provided by the Michigan Department of Natural Resources (DNR). To be eligible for grant consideration, plans must be submitted to the DNR prior to the grant application deadline **with** a completed checklist that has been signed by an authorized official(s) of the local unit of government(s) submitting the plan.

PLAN INFORMATION		
Name of Plan: <u>City of Whitehall 2030 Plan</u>		
List the community names (including school districts) covered by the plan	County	Month and year plan adopted by the community's governing body
<u>City of Whitehall</u>	<u>Muskegon</u>	<u>Feb. 2015</u>
<u>Whitehall Public School District</u>	<u>Muskegon</u>	<u>Feb. 2015</u>

PLAN CONTENT
<p>INSTRUCTIONS: Please check <u>each</u> box to certify that the listed information is included in the <u>final</u> plan.</p> <p><input checked="" type="checkbox"/> 1. COMMUNITY DESCRIPTION</p> <p><input checked="" type="checkbox"/> 2. ADMINISTRATIVE STRUCTURE</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Roles of Commission(s) or Advisory Board(s) <input checked="" type="checkbox"/> Department, Authority and/or Staff Description and Organizational Chart <input checked="" type="checkbox"/> Annual and Projected Budgets for Operations, Maintenance, Capital Improvements and Recreation <input checked="" type="checkbox"/> Programming <input checked="" type="checkbox"/> Current Funding Sources <input checked="" type="checkbox"/> Role of Volunteers <input checked="" type="checkbox"/> Relationship(s) with School Districts, Other Public Agencies or Private Organizations <p>Regional Authorities or Trailway Commissions Only</p> <ul style="list-style-type: none"> <input type="checkbox"/> Description of the Relationship between the Authority or Commission and the Recreation Departments of Participating Communities <input type="checkbox"/> Articles of Incorporation <p><input checked="" type="checkbox"/> 3. RECREATION INVENTORY</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Description of Methods Used to Conduct the Inventory <input checked="" type="checkbox"/> Inventory of all Community Owned Parks and Recreation Facilities <input checked="" type="checkbox"/> Location Maps (site development plans recommended but not required) <input checked="" type="checkbox"/> Accessibility Assessment <input checked="" type="checkbox"/> Status Report for all Grant-Assisted Parks and Recreation Facilities <p><input checked="" type="checkbox"/> 4. RESOURCE INVENTORY (OPTIONAL)</p> <p><input checked="" type="checkbox"/> 5. DESCRIPTION OF THE PLANNING PROCESS</p>

6. DESCRIPTION OF THE PUBLIC INPUT PROCESS

- Description of the Method(s) Used to Solicit Public Input Before or During Preparation of the Plan, Including a Copy of the Survey or Meeting Agenda and a Summary of the Responses Received
- Copy of the Notice of the Availability of the Draft Plan for Public Review and Comment - *enclosed*
 - Date of the Notice _____
 - Type of Notice _____
 - Plan Location _____
 - Duration of Draft Plan Public Review Period (Must be at Least 30 Days) *730 days; Dec. 10, 2014*
- Copy of the Notice for the Public Meeting Held after the One Month Public Review Period and Before the Plan's Adoption by the Governing Body(ies) - *enclosed*
 - Date of Notice _____
 - Name of Newspaper _____
 - Date of Meeting _____
- Copy of the Minutes from the Public Meeting

7. GOALS AND OBJECTIVES

8. ACTION PROGRAM

9. POST-COMPLETION SELF-INSPECTION REPORT

PLAN ADOPTION DOCUMENTATION

Plans **must** be adopted by the highest level *governing body* (i.e., city council, county commission, township board). If planning is the responsibility of a Planning Commission, Park and Recreation Commission, Recreation Advisory Board or other local Board or Commission, the plan should **also** include a resolution from the Board or Commission recommending adoption of the plan by the governing body.

The local unit of government must submit the final plan to both the County and Regional Planning Agency for their information. Documentation that this was done must be submitted with the plan to the DNR.

Items 1, 3 and 4 below are **required** and must be included in the plan.

APPROVAL DOCUMENTATION: For multi-jurisdictional plans, **each** local unit of government must pass a resolution adopting the plan. Prepare and attach a separate page for each unit of government included in the plan.

- 1. Official resolution of adoption by the governing body dated: *Feb. 24, 2015*
- 2. Official resolution of the *Planning Commission* Commission or Board, recommending adoption of the plan by the governing body, dated: *Feb. 17, 2015*
- 3. Copy of letter transmitting adopted plan to County Planning Agency dated: *Feb. 25, 2015*
- 4. Copy of letter transmitting adopted plan to Regional Planning Agency dated: *Feb. 25, 2015*

OVERALL CERTIFICATION

NOTE: For multi-jurisdictional plans, Overall Certification must include the signature of each local unit of government. Prepare and attach a separate signature page for each unit of government included in the plan.

I hereby certify that the recreation plan for

the City of Whitehall includes the required content, as indicated
(Local Unit of Government)
above and as set forth by the DNR.

[Signature] *2-17-15*
Authorized Official for the Local Unit of Government Date

This completed checklist must be signed and submitted with a locally adopted recreation plan to:

**GRANTS MANAGEMENT
MICHIGAN DEPARTMENT OF NATURAL
RESOURCES
PO BOX 30425
LANSING, MI 48909-7925**

DNR USE ONLY - APPROVAL

The recreation plan is approved by the DNR and the community (ies) covered by the plan, as listed on page 1 of this checklist is/are eligible to apply for recreation grants through

Date
By: _____
Grants Management Date

G. Recreation Grant History



PUBLIC OUTDOOR RECREATION GRANT
POST-COMPLETION SELF-CERTIFICATION REPORT

This information required under authority of Part 19, PA 451 of 1994, as amended; the Land and Water Conservation Fund Act of 1965, 78 Stat. 897 (1964); and Part 715, of PA 451 of 1994, as amended.

GRANT TYPE: [] MICHIGAN NATURAL RESOURCES TRUST FUND [] CLEAN MICHIGAN INITIATIVE
[] LAND AND WATER CONSERVATION FUND [] RECREATION PASSPORT [] BOND FUND

GRANTEE: City of Whitehall

PROJECT NUMBER: 26-00284

PROJECT TYPE: Acquisition

PROJECT TITLE: White River Marshland Preserve

PROJECT SCOPE: Purchase 93 acres

TO BE COMPLETED BY LOCAL GOVERNMENT AGENCY (GRANTEE)

Table with 3 columns: Name of Agency (Grantee), Contact Person, Title, Address, Telephone, City, State, ZIP, Email. Row 1: City of Whitehall, Scott K. Huebler, City Manager, 405 East Colby, 231-894-4048, Whitehall, MI 494612, huebler@cityofwhitehall.org

SITE DEVELOPMENT

Any change(s) in the facility type, site layout, or recreation activities provided? If yes, please describe change(s). [] Yes [X] No

Please refer to the attached boundary map. Has any portion of the project site been converted to a use other than outdoor recreation? If yes, please describe what portion and describe use. (This would include cell towers and any non-recreation buildings.) [] Yes [X] No

Are any of the facilities obsolete? If yes, please explain. [] Yes [X] No

Is the site and all facilities accessible to persons with disabilities? If no, please explain. [X] Yes [] No

List all additional existing development/facilities at the referenced project site. If the site is undeveloped, please describe the present use and provide a schedule for future development, including a list of proposed facilities.

POST-COMPLETION SELF-CERTIFICATION REPORT (CONT'D)

SITE QUALITY

Is there a park entry sign which identifies the property or facility as a public recreation area?
If yes, please provide a photograph of the sign. If no, please explain.

Yes No

Are the facilities and the site being properly maintained? If no, please explain.

Yes No

Are there any features near the site which would detract from the use and enjoyment of the site or would pose a health or safety problem? If yes, please explain.

Yes No

Is vandalism a problem at this site? If yes, explain the measures being taken to prevent or minimize vandalism.

Yes No

Is maintenance scheduled on a regular basis? If yes, give schedule. If no, please explain.

Yes No

GENERAL

Is a Program Recognition plaque permanently displayed at the site? If yes, please provide a photograph. (Not required for Bond Fund Grants)

Yes No N/A

Is any segment of the general public restricted from using the site or facilities?
(i.e. resident only, league only, boaters only, etc.) If yes, please explain.

Yes No

Is a fee charged for use of the site or facilities? If yes, please provide fee structure.

Yes No

What are the hours and seasons for availability of the site?

Open daily from 6 a.m. to 10 p.m. year round

POST-COMPLETION SELF-CERTIFICATION REPORT (CONT'D)

COMMENTS (ATTACH SEPARATE SHEET IF MORE SPACE IS NEEDED)

CERTIFICATION

I do hereby certify that I am duly elected, appointed and/or authorized by the Grantee named above and that the information and answers provided herein are true and accurate to the best of my personal knowledge, information and belief.

Scott K. Huebler

Please print

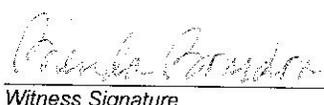

Grantee Authorized Signature

2/23/15

Date

Brenda Bourdon

Please print


Witness Signature

2/23/15

Date

Send completed report to: POST COMPLETION GRANT INSPECTION REPORTS
GRANTS MANAGEMENT
MICHIGAN DEPARTMENT OF NATURAL RESOURCES
PO BOX 30425
LANSING MI 48909-7925



PUBLIC OUTDOOR RECREATION GRANT
POST-COMPLETION SELF-CERTIFICATION REPORT

This information required under authority of Part 19, PA 451 of 1994, as amended;
the Land and Water Conservation Fund Act of 1965, 78 Stat. 897 (1964); and Part 715, of PA 451 of 1994, as amended.

GRANT TYPE: [] MICHIGAN NATURAL RESOURCES TRUST FUND [] CLEAN MICHIGAN INITIATIVE
(Please select one) [] LAND AND WATER CONSERVATION FUND [] RECREATION PASSPORT [] BOND FUND

GRANTEE: City of Whitehall

PROJECT NUMBER: 26-01119

PROJECT TYPE: Construction

PROJECT TITLE: Goodrich Park Marina

PROJECT SCOPE: Construction of a 50 slip marina, parking lot, and bathhouse

TO BE COMPLETED BY LOCAL GOVERNMENT AGENCY (GRANTEE)

Table with 3 columns: Name of Agency (Grantee), Contact Person, Title, Address, Telephone, City, State, ZIP, Email. Row 1: City of Whitehall, Scott K. Huebler, City Manager, 405 East Colby, 231-894-4048, Whitehall, MI 494612, huebler@cityofwhitehall.org

SITE DEVELOPMENT

Any change(s) in the facility type, site layout, or recreation activities provided? If yes, please describe change(s). [] Yes [X] No

Please refer to the attached boundary map. Has any portion of the project site been converted to a use other than outdoor recreation? If yes, please describe what portion and describe use. (This would include cell towers and any non-recreation buildings.) [] Yes [X] No

Are any of the facilities obsolete? If yes, please explain. [] Yes [X] No

Is the site and all facilities accessible to persons with disabilities? If no, please explain. [X] Yes [] No

List all additional existing development/facilities at the referenced project site. If the site is undeveloped, please describe the present use and provide a schedule for future development, including a list of proposed facilities.

POST-COMPLETION SELF-CERTIFICATION REPORT (CONT'D)

SITE QUALITY

Is there a park entry sign which identifies the property or facility as a public recreation area?
If yes, please provide a photograph of the sign. If no, please explain.

Yes No

Are the facilities and the site being properly maintained? If no, please explain.

Yes No

Are there any features near the site which would detract from the use and enjoyment of the site or would pose a health or safety problem? If yes, please explain.

Yes No

Is vandalism a problem at this site? If yes, explain the measures being taken to prevent or minimize vandalism.

Yes No

Is maintenance scheduled on a regular basis? If yes, give schedule. If no, please explain.

Yes No

GENERAL

Is a Program Recognition plaque permanently displayed at the site? If yes, please provide a photograph. (Not required for Bond Fund Grants)

Yes No N/A

Is any segment of the general public restricted from using the site or facilities?
(i.e. resident only, league only, boaters only, etc.) If yes, please explain.

Yes No

Fishing is prohibited on docks during boating season. A designated fishing pier has been constructed adjacent to the marina.

Is a fee charged for use of the site or facilities? If yes, please provide fee structure.

Yes No

Various seasonal and transient rates as approved by the Waterways Commission

What are the hours and seasons for availability of the site?

Open 24 hours, Memorial Day weekend to Labor Day weekend

POST-COMPLETION SELF-CERTIFICATION REPORT (CONT'D)

COMMENTS (ATTACH SEPARATE SHEET IF MORE SPACE IS NEEDED)

[Empty space for comments]

CERTIFICATION

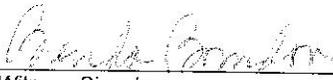
I do hereby certify that I am duly elected, appointed and/or authorized by the Grantee named above and that the information and answers provided herein are true and accurate to the best of my personal knowledge, information and belief.

Scott K. Huebler
Please print


Grantee Authorized Signature

2/23/15
Date

Brenda Bourdon
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Witness Signature

2/23/15
Date

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PUBLIC OUTDOOR RECREATION GRANT
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GRANT TYPE: [X] MICHIGAN NATURAL RESOURCES TRUST FUND [] CLEAN MICHIGAN INITIATIVE
[] LAND AND WATER CONSERVATION FUND [] RECREATION PASSPORT [] BOND FUND

GRANTEE: City of Whitehall

PROJECT NUMBER: TF90-009

PROJECT TYPE: Construction

PROJECT TITLE: Svensson Park Development

PROJECT SCOPE: Install parking, volleyball courts, and other recreational amenities

TO BE COMPLETED BY LOCAL GOVERNMENT AGENCY (GRANTEE)

Table with 3 columns: Name of Agency (Grantee), Contact Person, Title, Address, Telephone, City, State, ZIP, Email. Row 1: City of Whitehall, Scott K. Huebler, City Manager, 405 East Colby, 231-894-4048, Whitehall, MI 494612, huebler@cityofwhitehall.org

SITE DEVELOPMENT

Any change(s) in the facility type, site layout, or recreation activities provided?
If yes, please describe change(s). [X]Yes []No

Due to very low usage, the park was converted into a nature preserve in cooperation
with the Muskegon Conservation District.

Please refer to the attached boundary map. Has any portion of the project site been converted to a use
other than outdoor recreation? If yes, please describe what portion and describe use. (This would include
cell towers and any non-recreation buildings.) []Yes [X]No

Are any of the facilities obsolete? If yes, please explain. []Yes [X]No

Is the site and all facilities accessible to persons with disabilities? If no, please explain. [X]Yes []No

List all additional existing development/facilities at the referenced project site. If the site is undeveloped, please describe
the present use and provide a schedule for future development, including a list of proposed facilities.

POST-COMPLETION SELF-CERTIFICATION REPORT (CONT'D)

SITE QUALITY

Is there a park entry sign which identifies the property or facility as a public recreation area?
If yes, please provide a photograph of the sign. If no, please explain.

Yes No

Are the facilities and the site being properly maintained? If no, please explain.

Yes No

Are there any features near the site which would detract from the use and enjoyment of the site or would pose a health or safety problem? If yes, please explain.

Yes No

Is vandalism a problem at this site? If yes, explain the measures being taken to prevent or minimize vandalism.

Yes No

Is maintenance scheduled on a regular basis? If yes, give schedule. If no, please explain.

Yes No

GENERAL

Is a Program Recognition plaque permanently displayed at the site? If yes, please provide a photograph. (Not required for Bond Fund Grants)

Yes No N/A

Is any segment of the general public restricted from using the site or facilities?
(i.e. resident only, league only, boaters only, etc.) If yes, please explain.

Yes No

Is a fee charged for use of the site or facilities? If yes, please provide fee structure.

Yes No

What are the hours and seasons for availability of the site?

Open daily 6 a.m. to 10 p.m., year round

POST-COMPLETION SELF-CERTIFICATION REPORT (CONT'D)

COMMENTS (ATTACH SEPARATE SHEET IF MORE SPACE IS NEEDED)

Large empty rectangular area for providing comments.

CERTIFICATION

I do hereby certify that I am duly elected, appointed and/or authorized by the Grantee named above and that the information and answers provided herein are true and accurate to the best of my personal knowledge, information and belief.

Scott K. Huebler
Please print


Grantee Authorized Signature

2/23/15
Date

Brenda Bourdon
Please print


Witness Signature

2/23/15
Date

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LANSING MI 48909-7925



PUBLIC OUTDOOR RECREATION GRANT
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GRANT TYPE: [] MICHIGAN NATURAL RESOURCES TRUST FUND [] CLEAN MICHIGAN INITIATIVE
(Please select one) [] LAND AND WATER CONSERVATION FUND [] RECREATION PASSPORT [X] BOND FUND

GRANTEE: City of Whitehall

PROJECT NUMBER: BF93-377 PROJECT TYPE: Construction

PROJECT TITLE: Funnel Field Improvements

PROJECT SCOPE: Install athletic fields, parking, and restrooms

TO BE COMPLETED BY LOCAL GOVERNMENT AGENCY (GRANTEE)

Table with 3 columns: Name of Agency (Grantee), Contact Person, Title, Address, Telephone, City, State, ZIP, Email. Row 1: City of Whitehall, Scott K. Huebler, City Manager, 405 East Colby, 231-894-4048, Whitehall, MI 494612, huebler@cityofwhitehall.org

SITE DEVELOPMENT

Any change(s) in the facility type, site layout, or recreation activities provided? If yes, please describe change(s). [] Yes [X] No

Please refer to the attached boundary map. Has any portion of the project site been converted to a use other than outdoor recreation? If yes, please describe what portion and describe use. (This would include cell towers and any non-recreation buildings.) [] Yes [X] No

Are any of the facilities obsolete? If yes, please explain. [] Yes [X] No

Is the site and all facilities accessible to persons with disabilities? If no, please explain. [X] Yes [] No

List all additional existing development/facilities at the referenced project site. If the site is undeveloped, please describe the present use and provide a schedule for future development, including a list of proposed facilities.

POST-COMPLETION SELF-CERTIFICATION REPORT (CONT'D)

SITE QUALITY

Is there a park entry sign which identifies the property or facility as a public recreation area? If yes, please provide a photograph of the sign. If no, please explain. Yes No

Are the facilities and the site being properly maintained? If no, please explain. Yes No

Are there any features near the site which would detract from the use and enjoyment of the site or would pose a health or safety problem? If yes, please explain. Yes No

Is vandalism a problem at this site? If yes, explain the measures being taken to prevent or minimize vandalism. Yes No

Is maintenance scheduled on a regular basis? If yes, give schedule. If no, please explain. Yes No

GENERAL

Is a Program Recognition plaque permanently displayed at the site? If yes, please provide a photograph. (Not required for Bond Fund Grants) Yes No N/A

Is any segment of the general public restricted from using the site or facilities? (i.e. resident only, league only, boaters only, etc.) If yes, please explain. Yes No

Is a fee charged for use of the site or facilities? If yes, please provide fee structure. Yes No

What are the hours and seasons for availability of the site?

Open daily 6 a.m. to 10 p.m., year round

POST-COMPLETION SELF-CERTIFICATION REPORT (CONT'D)

COMMENTS (ATTACH SEPARATE SHEET IF MORE SPACE IS NEEDED)

CERTIFICATION

I do hereby certify that I am duly elected, appointed and/or authorized by the Grantee named above and that the information and answers provided herein are true and accurate to the best of my personal knowledge, information and belief.

Scott K. Huebler
Please print


Grantee Authorized Signature

2/23/15
Date

Brenda Bourdon
Please print


Witness Signature

2/23/15
Date

Send completed report to: **POST COMPLETION GRANT INSPECTION REPORTS
GRANTS MANAGEMENT
MICHIGAN DEPARTMENT OF NATURAL RESOURCES
PO BOX 30425
LANSING MI 48909-7925**



PUBLIC OUTDOOR RECREATION GRANT
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GRANT TYPE: [X] MICHIGAN NATURAL RESOURCES TRUST FUND [] CLEAN MICHIGAN INITIATIVE
(Please select one) [] LAND AND WATER CONSERVATION FUND [] RECREATION PASSPORT [] BOND FUND

GRANTEE: City of Whitehall

PROJECT NUMBER: TF01-081

PROJECT TYPE: Construction

PROJECT TITLE: White Lake Pathway

PROJECT SCOPE: Conversion of railroad to non-vehicular pathway

TO BE COMPLETED BY LOCAL GOVERNMENT AGENCY (GRANTEE)

Table with 3 columns: Name of Agency (Grantee), Contact Person, Title, Address, Telephone, City, State, ZIP, Email. Row 1: City of Whitehall, Scott K. Huebler, City Manager, 405 East Colby, 231-894-4048, Whitehall, MI 494612, huebler@cityofwhitehall.org

SITE DEVELOPMENT

Any change(s) in the facility type, site layout, or recreation activities provided? If yes, please describe change(s). [] Yes [X] No

Please refer to the attached boundary map. Has any portion of the project site been converted to a use other than outdoor recreation? If yes, please describe what portion and describe use. (This would include cell towers and any non-recreation buildings.) [] Yes [X] No

Are any of the facilities obsolete? If yes, please explain. [] Yes [X] No

Is the site and all facilities accessible to persons with disabilities? If no, please explain. [X] Yes [] No

List all additional existing development/facilities at the referenced project site. If the site is undeveloped, please describe the present use and provide a schedule for future development, including a list of proposed facilities.

POST-COMPLETION SELF-CERTIFICATION REPORT (CONT'D)

SITE QUALITY

Is there a park entry sign which identifies the property or facility as a public recreation area?
If yes, please provide a photograph of the sign. If no, please explain.

Yes No

Are the facilities and the site being properly maintained? If no, please explain.

Yes No

Are there any features near the site which would detract from the use and enjoyment of the site or would pose a health or safety problem? If yes, please explain.

Yes No

Is vandalism a problem at this site? If yes, explain the measures being taken to prevent or minimize vandalism.

Yes No

Is maintenance scheduled on a regular basis? If yes, give schedule. If no, please explain.

Yes No

GENERAL

Is a Program Recognition plaque permanently displayed at the site? If yes, please provide a photograph. (Not required for Bond Fund Grants)

Yes No N/A

Is any segment of the general public restricted from using the site or facilities?
(i.e. resident only, league only, boaters only, etc.) If yes, please explain.

Yes No

Is a fee charged for use of the site or facilities? If yes, please provide fee structure.

Yes No

What are the hours and seasons for availability of the site?

Open 24 hours, year round

POST-COMPLETION SELF-CERTIFICATION REPORT (CONT'D)

COMMENTS (ATTACH SEPARATE SHEET IF MORE SPACE IS NEEDED)

CERTIFICATION

I do hereby certify that I am duly elected, appointed and/or authorized by the Grantee named above and that the information and answers provided herein are true and accurate to the best of my personal knowledge, information and belief.

Scott K. Huebler
Please print


Grantee Authorized Signature

2/23/15
Date

Brenda Bourdon
Please print


Witness Signature

2/23/15
Date

Send completed report to: **POST COMPLETION GRANT INSPECTION REPORTS
GRANTS MANAGEMENT
MICHIGAN DEPARTMENT OF NATURAL RESOURCES
PO BOX 30425
LANSING MI 48909-7925**



PUBLIC OUTDOOR RECREATION GRANT
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GRANT TYPE: [] MICHIGAN NATURAL RESOURCES TRUST FUND [] CLEAN MICHIGAN INITIATIVE
(Please select one) [] LAND AND WATER CONSERVATION FUND [] RECREATION PASSPORT [] BOND FUND

GRANTEE: City of Whitehall

PROJECT NUMBER: TF05-086

PROJECT TYPE: Construction

PROJECT TITLE: Goodrich Park Renovations

PROJECT SCOPE: Installation of play structure, fishing deck, and pavilion/restroom

TO BE COMPLETED BY LOCAL GOVERNMENT AGENCY (GRANTEE)

Table with 3 columns: Name of Agency (Grantee), Contact Person, Title, Address, Telephone, City, State, ZIP, Email. Row 1: City of Whitehall, Scott K. Huebler, City Manager, 405 East Colby, 231-894-4048, Whitehall, MI 494612, huebler@cityofwhitehall.org

SITE DEVELOPMENT

Any change(s) in the facility type, site layout, or recreation activities provided? If yes, please describe change(s). [] Yes [X] No

Please refer to the attached boundary map. Has any portion of the project site been converted to a use other than outdoor recreation? If yes, please describe what portion and describe use. (This would include cell towers and any non-recreation buildings.) [] Yes [X] No

Are any of the facilities obsolete? If yes, please explain. [] Yes [X] No

Is the site and all facilities accessible to persons with disabilities? If no, please explain. [X] Yes [] No

List all additional existing development/facilities at the referenced project site. If the site is undeveloped, please describe the present use and provide a schedule for future development, including a list of proposed facilities.

POST-COMPLETION SELF-CERTIFICATION REPORT (CONT'D)

SITE QUALITY

Is there a park entry sign which identifies the property or facility as a public recreation area?
If yes, please provide a photograph of the sign. If no, please explain.

Yes No

Are the facilities and the site being properly maintained? If no, please explain.

Yes No

Are there any features near the site which would detract from the use and enjoyment of the site or would pose a health or safety problem? If yes, please explain.

Yes No

Is vandalism a problem at this site? If yes, explain the measures being taken to prevent or minimize vandalism.

Yes No

Is maintenance scheduled on a regular basis? If yes, give schedule. If no, please explain.

Yes No

GENERAL

Is a Program Recognition plaque permanently displayed at the site? If yes, please provide a photograph. (Not required for Bond Fund Grants)

Yes No N/A

Is any segment of the general public restricted from using the site or facilities?
(i.e. resident only, league only, boaters only, etc.) If yes, please explain.

Yes No

Is a fee charged for use of the site or facilities? If yes, please provide fee structure.

Yes No

\$10 resident/\$50 nonresident reservation fee for pavilion

What are the hours and seasons for availability of the site?

Open daily 6 a.m. to 10 p.m., year round

POST-COMPLETION SELF-CERTIFICATION REPORT (CONT'D)

COMMENTS (ATTACH SEPARATE SHEET IF MORE SPACE IS NEEDED)

CERTIFICATION

I do hereby certify that I am duly elected, appointed and/or authorized by the Grantee named above and that the information and answers provided herein are true and accurate to the best of my personal knowledge, information and belief.

Scott K. Huebler

Please print



Grantee Authorized Signature

2/23/15

Date

Brenda Bourdon

Please print



Witness Signature

2/23/15

Date

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PUBLIC OUTDOOR RECREATION GRANT
POST-COMPLETION SELF-CERTIFICATION REPORT

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GRANT TYPE: [X] MICHIGAN NATURAL RESOURCES TRUST FUND [] CLEAN MICHIGAN INITIATIVE
[] LAND AND WATER CONSERVATION FUND [] RECREATION PASSPORT [] BOND FUND

GRANTEE: City of Whitehall

PROJECT NUMBER: TF07-037

PROJECT TYPE: Construction

PROJECT TITLE: White Lake Pathway - South End Completion

PROJECT SCOPE: 11,300 lineal foot extension to the White Lake Pathway

TO BE COMPLETED BY LOCAL GOVERNMENT AGENCY (GRANTEE)

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SITE DEVELOPMENT

Any change(s) in the facility type, site layout, or recreation activities provided? If yes, please describe change(s). [] Yes [X] No

Please refer to the attached boundary map. Has any portion of the project site been converted to a use other than outdoor recreation? If yes, please describe what portion and describe use. (This would include cell towers and any non-recreation buildings.) [] Yes [X] No

Are any of the facilities obsolete? If yes, please explain. [] Yes [X] No

Is the site and all facilities accessible to persons with disabilities? If no, please explain. [X] Yes [] No

List all additional existing development/facilities at the referenced project site. If the site is undeveloped, please describe the present use and provide a schedule for future development, including a list of proposed facilities.

POST-COMPLETION SELF-CERTIFICATION REPORT (CONT'D)

SITE QUALITY

Is there a park entry sign which identifies the property or facility as a public recreation area?
If yes, please provide a photograph of the sign. If no, please explain. Yes No

Are the facilities and the site being properly maintained? If no, please explain. Yes No

Are there any features near the site which would detract from the use and enjoyment of the site or would pose a health or safety problem? If yes, please explain. Yes No

Is vandalism a problem at this site? If yes, explain the measures being taken to prevent or minimize vandalism. Yes No

Is maintenance scheduled on a regular basis? If yes, give schedule. If no, please explain. Yes No

GENERAL

Is a Program Recognition plaque permanently displayed at the site? If yes, please provide a photograph. (Not required for Bond Fund Grants) Yes No N/A

Is any segment of the general public restricted from using the site or facilities?
(i.e. resident only, league only, boaters only, etc.) If yes, please explain. Yes No

Is a fee charged for use of the site or facilities? If yes, please provide fee structure. Yes No

What are the hours and seasons for availability of the site?

Open 24 hours, year round

POST-COMPLETION SELF-CERTIFICATION REPORT (CONT'D)

COMMENTS (ATTACH SEPARATE SHEET IF MORE SPACE IS NEEDED)

CERTIFICATION

I do hereby certify that I am duly elected, appointed and/or authorized by the Grantee named above and that the information and answers provided herein are true and accurate to the best of my personal knowledge, information and belief.

Scott K. Huebler

Please print


Grantee Authorized Signature

2/23/15

Date

Brenda Bourdon

Please print


Witness Signature

2/23/15

Date

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McKenna ASSOCIATES

COMMUNITY PLANNING CONSULTANTS

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235 E. Main Street, Suite 105

Northville, MI 48167

(248) 596-0920

www.mcka.com

Phillip McKenna, AICP, PCP

Christopher Khorey, AICP

Laura Haw

Sabah Aboody-Keer

Carrie Wakulat

President

Project Manager

Project Planner

GIS Mapping

Graphic Design

