



# City of Coopersville Master Plan and Zoning Ordinance Update

MCKENNA

# Overview

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# McKenna Team

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**Project Manager: Brad Misner, AICP**  
**Senior Principal Planner**

Chris Khorey, AICP  
Vice President

Ethan Senti  
Assistant Planner

Paige Brodeur  
Assistant Planner

Carrie Leitner  
Senior Art Director



# Purpose Purpose: Why update the Master Plan?



Master Plan last updated in 2017 and reviewed by city staff. Grant funding opportunity has allowed the update now.



City is changing and it is good practice to ensure the Master Plan goals and objectives are still appropriate



There have been changes in population, land uses, housing costs, and added housing units since the last Master Plan Update



City qualified for Grant Funding through the Housing Readiness Incentive Grant which allows for work to adopt new land use policies, master plan updates, zoning text amendments, and other actions to encourage housing supply and affordability.

# Community Changes: What has changed since 2017?



## Land Use Changes

Bay Logistics at 275 68th Ave N, from Large Lot Rural or Agriculture to Industrial  
The Reserve of Coopersville Housing Development at 221 Hazelnut Dr



## Housing Units

Reserve Development, east of the Coopersville Public Schools Campus, Phase 1 of 4 in progress  
According to the ACS 5-Year Estimates, limited new construction since 2020



**Median Housing Value** has increased from \$133,500 in 2019 to \$216,900 in 2023

# Community Changes: What has changed since 2017?

- **Population**

Population has increased 490 people, from 4,351 in 2015 to 4,841 in 2023

11.3% increase overall

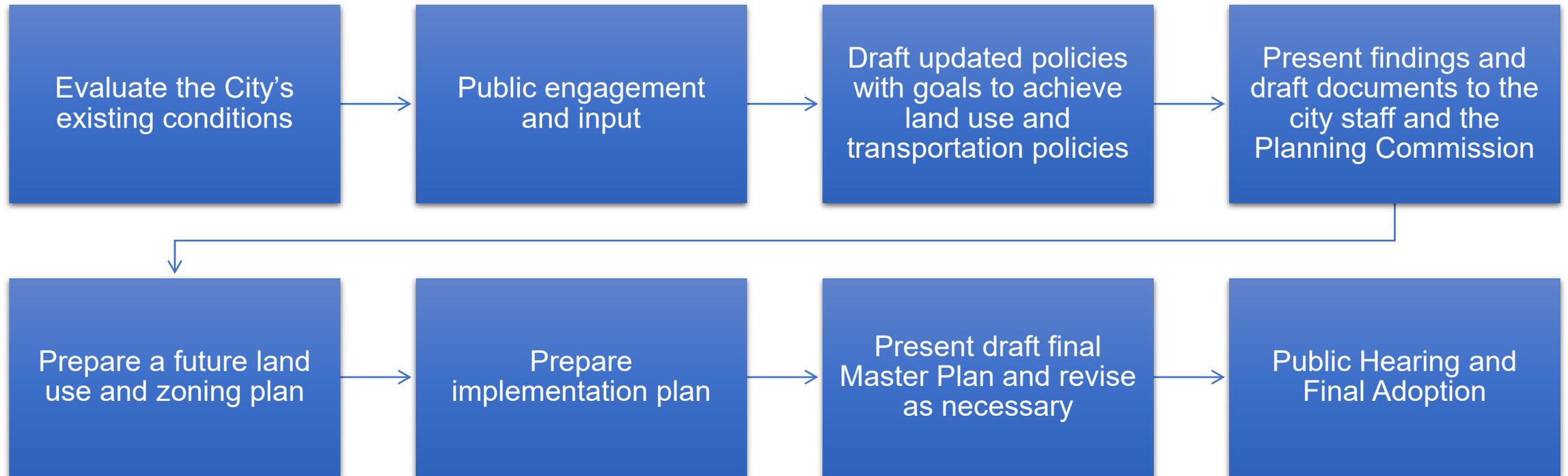
Age groups in term of growth from 2020 to 2023:

- 60 to 64 years: 96.95% increase
- 15 to 19 years: 56.41% increase
- 85 years and over: 34.74% increase

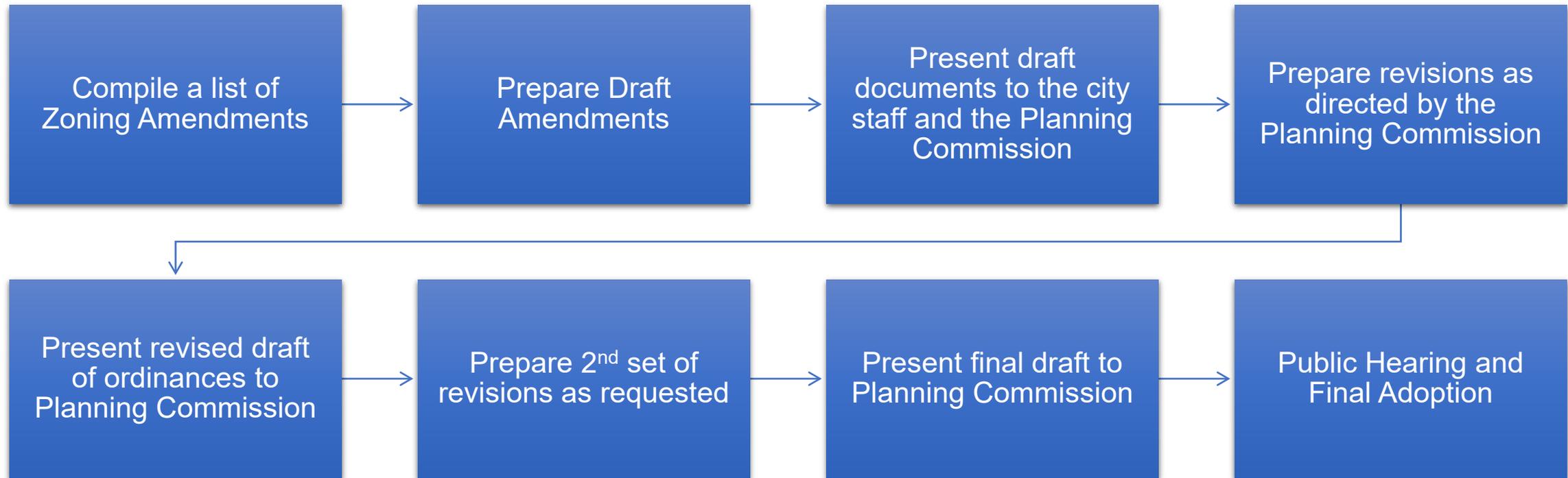
Age groups in terms of decrease from 2020-2023:

- 75 to 84 years: 19.09% decrease
- 20 to 24 years: 13.26% decrease
- 25 to 34 years: 8.23% decrease

# Project Process: Master Plan Update



# Project Process: Zoning Ordinance Update



# Project Schedule

TASK	MONTH												
	1	2	3	4	5	6	7	8	9	10	11	12	
1. Kick-off and Project Startup													
2. Public Engagement and Community Outreach		a											
3. Draft Goals and Policies			b										
4. Future Land Use and Zoning Map													
5. Implementation Plan					c								
6. Revisions and Completion of Final Document													
7. Planning Commission Recommendation for Distribution									d				
8. Public Hearing and Adoption										e			

- a) Planning Commission Kick-off
- b) Review of Drafted Goals and Policies
- c) Review of Future Land Use and Zoning Maps, Implementation Plan
- d) Planning Commission Recommendation for Distribution
- e) Public Hearing and Adoption

# Project Schedule

TASK	MONTH												
	1	2	3	4	5	6	7	8	9	10	11	12	
1. List of Amendments													
2. First Draft Amendments							a						
3. Draft Goals and Policies													
4. First Revisions									b				
5. Second Revisions											c		
6. Public Hearing and Adoption												d	

- a) Review of First Draft Amendments
- b) Second Draft Review
- c) Final Draft Review
- d) Public Hearing and Adoption

# Community Engagement: How to get Involved



Visit the the City's [Master Plan website](#) for more information on process updates, schedules, and contact information.



Contact information for city staff and consultants is listed in the last slide.



Let us know your vision for your community by taking the [survey!](#)



Planning Commission meetings are open to the public, feel free to attend to make comments or hear process updates.

# Community Engagement: Contact Information

## City Staff

### Dennis Luce

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