



**CITY OF COOPERSVILLE**  
**REGULAR MEETING OF THE PLANNING COMMISSION**  
Coopersville City Hall; 289 Danforth Street, Coopersville, Michigan

**July 21, 2025**

Chairperson, Michael Heinz called the meeting to order @ 6:00 P.M.

**Commissioner's Present:** Tara Weise                      Sarah Wilson  
   Anthony Henry                      Co-Chairperson Ross Conran  
   Robert LaCross                      Chairperson Michael Heinz

**Commissioners Absent:** NONE

**Approval of Minutes**

Motion by Commissioner LaCross with second by Commissioner Wilson to approve the minutes of the Planning Commission meeting of June 16, 2025. Motion carried unanimously.

**Public Hearing/Special Guests** NONE

**Citizens Input and Suggestions** NONE

**Discussion/Action**

**Discussion – Master Plan Update Discussion w/McKenna**

Representative Brad Misner from McKenna was running late. Planning Commission Members began discussing the survey results amongst themselves.

Commissioner LaCross suggested that all comments should have a reference number attached to them for easier reference, instead of having to search back through all the comments.

Commissioner Henry stated that all the comments from the survey should receive a response. Commissioner Weise agreed.

Commissioner Conran stated that the deer population issue within the city should be addressed.

Chairperson Heinz stated that the City Council should address all the comments from the survey, and the city should provide bags for people to use to clean up after their animals.

Commissioner Conran stated that more trash receptacles will need to be placed in several other areas of the city if the city provides bags for animal cleanup.

**Discussion/Action - continued**

**Discussion – Master Plan Update Discussion w/McKenna**

Commissioner LaCross stated that speed limits and semi jake braking need to be enforced.

Commissioner Conran stated that 48<sup>th</sup> Avenue and Ironwood, and 68<sup>th</sup> Avenue and Cleveland intersections are both bad intersections. People just do not stop. Something needs to be done with both intersections.

Commissioner Weise stated that she feels there are more accidents at 48<sup>th</sup> Avenue and Cleveland. The city should have a conversation with the Ottawa County Road Commission on the issue.

Commissioner Conran stated that many of the comments on the survey are human behavior issues.

**Master Plan Update Presentation by McKenna - Brad Misner from McKenna arrived at 6:26 P.M.**

Brad Misner of McKenna presented feedback related to housing, community infrastructure, transportation, commercial businesses, and demographics from the 451 surveys that were submitted.

Coopersville has grown by approximately 41% from 1990-2023. The estimated median age for residents is 32.8 years old, 66.2% are 85 years old and older, with the largest age group being 35-45 years old. 70% of residents commute to someplace outside of the city for work. 45% of the residents have lived in the city for over 21 years.

Housing Analysis – 168 new homes have been built since 2010. 28.4% are renters occupied housing units and 71.6% are owner occupied.

Median Housing Value – 62.5% change over the past few years.

Tapestry Segments were presented.

73.36% stated that their favorite aspects of downtown Coopersville are the walkable atmosphere, and 63.08% stated it is the community events.

Changes needed from current condition in Coopersville – 45.8% stated that more businesses and entertainment opportunities are needed, while 42.5% stated that more sidewalks and a city-wide connected sidewalk system is needed.

Desired Businesses – 52.4% stated that small scale retail businesses (clothing, home furnishings) are needed while 35.2% stated that small scale grocery stores are needed.

Housing – 68% believe that housing options support their needs.

Transportation – 98% of residents use passenger vehicles to travel within Coopersville, 62% walk, and 32% bike through the city.

Parks and Recreation – 82% of respondents feel they have safe and convenient access to the parks downtown. 53% were satisfied with the City's current park systems.

**Continued**

**Master Plan Update Presentation by McKenna - Brad Misner from McKenna arrived at 6:26 P.M.**

Brad Misner of McKenna presented some of the changes that are forth coming on all the city maps.

Mr. Misner explained that the next step will be next month. Planning Commission goals and objectives will be reviewed, and after that they will begin to write the final plan. Once the final plan is written it will go out for review for 60 days. Following will be the update of the zoning ordinances.

Commissioner Conran inquired as to what the median cost of homes have been over the last 2 years.

Commissioner LaCross requested that McKenna add reference numbers to resident comments and/or categorize the questions/comments for faster referencing. Mr. Misner stated they would make the changes.

No other comments or questions were offered by the public.

**Planning Commission Information Included in Packet**

- June 2025 – City Council Meeting Minutes
- June 2025 – Fire Authority Meeting Minutes
- May 2025 – Revised Fire Authority Meeting Minutes
- June 2025 – Permits

**Planning Director Comments** – NONE

**Planning Commissioner Comments** -NONE

**ADJOURN**

Chairperson/Commissioner Michael Heinz adjourned the meeting at 7:04 P.M.

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Michael Heinz, Chairperson

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Kimberly Borgman, City Clerk