

**THE
MASTER PLAN
OF
HERITAGE HILL**

HERITAGE HILL ASSOCIATION

JULY 20, 1988

HERITAGE HILL ASSOCIATION NEIGHBORHOOD MASTER PLAN

ADOPTED BY THE HERITAGE HILL ASSOCIATION BOARD OF DIRECTORS
JULY 20, 1988

TABLE OF CONTENTS

I. Introduction and Background

- A. Purpose
- B. Process
- C. Summary of Concerns
 - 1. Mix of Residential and Non-Residential
 - 2. Traffic and Parking
 - 3. Historic Character and Amenities
 - 4. Housing Conditions
 - 5. Relationships with Institutions and Surrounding Neighborhoods
 - 6. Crime and Vandalism
 - 7. Education
 - 8. Maintenance of Social Diversity
- D. Themes of the Plan
- E. Goals

II. Policy Statements by Implementing Agency

- A. Responsibilities of the City and Its Boards and Departments
 - 1. Continuation of Existing Efforts
 - 2. New Initiatives Needed
- B. Responsibilities of the Heritage Hill Association
 - 1. Continuation of Existing Efforts
 - 2. New Initiatives Needed

III. Policy Statements by Topic

- A. Commercial/Institutional
- B. Traffic and Parking
- C. Historic Character and Amenities
- D. Housing
- E. Relations with Institutions and Surrounding Neighborhoods
- F. Public Safety
- G. Education

IV. Appendixes

- A. Maps
- B. Resource Bibliography
- C. Master Plan Committee Members

I. INTRODUCTION AND BACKGROUND

A. Purpose

The purpose of the Master Plan Revision for the Heritage Hill Neighborhood is threefold:

1. to guide decisions by City boards and departments which will directly affect the neighborhood, especially zoning, historic preservation, traffic, housing code enforcement and police protection;
2. to set an agenda for the Heritage Hill Association and Foundation to continue their work in improving the quality of life in the neighborhood;
3. to provide guidance to residents and property owners in the neighborhood who wish to improve their properties and provide for the necessities of present-day living in ways which are sensitive to the predominantly residential and historic character of the district.

The Master Plan Revision for The Heritage Hill neighborhood is addressed to several audiences, and implementation of its recommended policies will require the efforts of all of them: The City government of Grand Rapids and several of its Boards and Departments; the Heritage Hill Association, its Board and committees, and other supporters; the Heritage Hill Foundation; and individual residents, property owners, businesses and institutions of the neighborhood. This document tries to present a coherent vision for the neighborhood, but it also presents policies according to which of these groupings must act on each one.

B. Process

The stimulus for this Master Plan Revision came from an offer by the City Planning Director at the 1986 Neighborhood Convention to work with neighborhood associations which wished to develop such plans. The Heritage Hill Association (HHA) was the first to take up this challenge and offer. It was agreed that a process which would involve the neighborhood and also lead to the endorsement of key goals by the City Planning Commission would yield positive results.

The HHA Board of Directors established a Master Plan Committee during the summer of 1986. The Committee laid out a process with four basic steps:

1. Identification of desires for the neighborhood and problems and concerns. This step involved a brainstorming session by the committee with City Planning staff, discussion at the 1986 HHA Annual Meeting, surveys at that meeting and through the Heritage Herald newsletter asking for views on main concerns, interviews by Committee members of businesses and institutions within and on the edges of the neighborhood, interviews of adjacent neighborhood associations, and finally, a random sample structured telephone survey of about 100 residents.
2. Establishment of task forces, including additional people not on the main Committee, to analyze the survey and interview information, collect added information as

necessary, and to prepare proposals for consideration and integration by the Committee. Task forces were set up on Housing, Historic Preservation and Amenities, Commercial and Institutional Uses, Zoning, Traffic and Parking, Education, and Public Safety; a detailed land use inventory was prepared and mapped as a part of this step.

3. Consideration of the Task Force reports by the Committee and public meetings on the proposals. This happened twice--once when preliminary results of the random survey were available and rough directions had been laid out by the Task Forces, and a second time after a draft of the Plan Revision had been made available to residents of the area. In addition, a draft of the report was discussed at a meeting with commercial and institutional representatives
4. Revision of the draft presentation to the HHA Board of Directors, followed by submission to the City Planning Commission.

Step 1 began in fall of 1986 and was finished, except for the sample survey, by spring of 1987; Step 2 started in the spring and continued, concurrent with work on the sample survey, through 1987;

Step 3 began early in 1988 and continued through May;

Step 4, the Heritage Hill Board of Directors approved the Master Plan in July 1988. The Plan was presented to the Grand Rapids Planning Commission in October 1988.

C. Summary of Concerns

The Initial problem identification process resulted in eight problem objective categories: 1) mix of residential and non-residential; 2) traffic and parking; 3) historic character and amenities; 4) housing conditions; 5) relations with institutions and surrounding neighborhoods; 6) crime and vandalism; 7) education; 8) maintenance of social diversity. The interviews and opinion surveys explored these categories further. Summaries of responses are given under these categories below.

1. Mix of Residential and Nonresidential

Surveys reinforced the philosophy of encouraging institutional and commercial development primarily in defined areas or in originally designed commercial structures, while still preserving the residential character of the area. Most residents felt a mixture of institution and commercial with residential uses add to the vitality of the neighborhood (80%) and that the Grand Rapids Zoning Board of Appeals should have rules which allow for conversions, i.e. exceptions to the rules (78%). The survey found that approximately two-thirds of residents felt that the current mix of residential with institutional and commercial uses is good. Two-thirds also feel that significant restorations of residences for use as offices, conference centers, museums, etc. should be encouraged. Just under two-thirds feel the conversion of additional residences for use as various kinds of care facilities (there are now about 20) should be discouraged (about 60%), and that houses currently used as residences should not be allowed to convert to commercial or institutional uses (about 60%).

Most residents do not feel inconvenienced by lack of nearby neighborhood services or recreational facilities. The majority feel that the only street in the neighborhood on which further institutional or commercial developments should occur are State and Wealthy streets, while no further development should occur on Cherry or Fulton streets (about 55%), Lafayette Avenue (over 75%), or other streets (over 85%).

2. Traffic and Parking

For the most part, survey respondents do not feel that traffic and parking pose very serious problems for some people, and attention is needed in particular areas. About 30% of respondents feel they have serious shortages of off-street parking for themselves on their blocks, and two-thirds feel that others on their blocks have insufficient off-street parking. This is a natural result of a pattern of formerly single-family houses from the pre-automobile era now being divided into two or more units, with at least one care for most units.

Other concerns are speeding and noisy cars, considered serious problems by over 70% of respondents. High volume of traffic is a concern (55%), while heavy trucks bother 30% and buses 25%.

Several common suggestions for solving such problems are not popular with those surveyed. Having fewer one-way streets is considered potentially helpful by only about 30% and only 25% who live on a one-way street want it changed to two-ways. Cul-de-sac streets are considered potentially helpful by about 40%.

3. Historic Character and Amenities

Both the surveys and the interviews and other comments show widespread support for historic preservation in Heritage Hill, and for the City's Historic Preservation Commission. About 60% of respondents on the sample survey were satisfied, while about 15% each thought current regulation is either too restrictive or not restrictive enough. A number of comments in the surveys done through the Herald suggested very strong support. A few were opposed, and several suggested some limits. Several considerations were to allow changes which would be energy-conserving; be flexible in enforcement with low-income and elderly residents; avoid petty interpretations of the rules; do not save every insignificant building in poor condition; allow new kinds of windows and siding if they are done so that they look right; notify neighbors of applications for review of projects by the Historic Preservation Commission.

Suggestions were also made to regulate pools, fencing, paint colors, light and landscaping. On the other hand, the sample survey question noted that such elements are not regulated, and most still indicated that the present situation is acceptable.

One question related to recreation and open space. About 17% of the sample felt that access to parks and recreation space is a problem.

4. Housing Conditions

Because houses and their preservation have been a major focus of the Heritage Hill Association, there is a twenty-year history of finding ways of improving housing, through individual effort, Association and Foundation initiatives, and City ordinances and code enforcement.

According to the surveys and interviews, most residents feel that most of the houses in the area are well-maintained, and that the general condition of houses in the neighborhood is better than it was two or three years ago. There is also a strong feeling that owner-occupied houses tend to be better taken care of than rental properties, and, corresponding to this, the feeling that the houses that are not well-maintained are mostly rental units. The objectives of the plan are aimed at assisting owner occupants and encouraging responsible landlords to improve and maintain their properties.

5. Relations with Institutions and Surrounding Neighborhoods

As indicated above, most residents feel that the current mix of institutional and commercial uses with residential uses of land is good, and that the mix adds to the vitality of the neighborhood. In interviews with institutions in and adjacent to the district, the committee found that most were pleased with the neighborhood and are eager to work with the Association and their neighbors. Interviews with other neighborhood associations also showed a recognition of shared concerns, and enhanced the committee's awareness of their concerns, including the desire for quality development in Heartside and concern to maintain retail services in the western portion of the Michigan Street corridor.

6. Crime and Vandalism

Heritage Hill is located in the inner-city, surrounded by the highest crime and most fragile neighborhoods in the city. Although we do not currently experience the high crime rate that some of our bordering neighborhoods do, we cannot be considered a crime-free oasis.

The Grand Rapids Police Department statistics, a 1986 study by the United Way of Kent County, and our own resident surveys clearly show that crime is a problem and that it is a major concern of Heritage Hill residents. Added factors are the perception on nonresidents that the neighborhood is a high-crime area, and the fear of crime that some residents have.

7. Education

One of the trends that was influential in helping to stabilize the neighborhood in the 1970's was the move of families with young children into the district. During this time, the neighborhood was served by two public elementary schools-Vandenberg and Fountain. The former was converted to an alternative high school, and the system considered closing the latter. The Heritage Hill Association was able to convince the system that Fountain School would be important to the success of the neighborhood. When closure of Central High was considered, support for keeping it open was again rallied, and it was later renovated.

When the southern section of the neighborhood was included in the Henry School attendance area, its reputation concerned many parents. Transfers to Fountain were often not possible,

leading to many parents using private schools or moving away. Several times parents and the school system worked together to address Henry School's problems, but the results have been inadequate.

Other educational services are available to residents in or adjacent to the district, giving considerable quantity and quality: several day care centers, the public schools discussed above, Catholic elementary, middle and high schools, Kent Skills Center, Davenport, Grand Rapids Junior and Kendall Colleges, as well as the other downtown cultural and educational institutions.

8. Maintenance of Social Diversity

Over 80% of survey respondents listed diversity as a major factor in their choosing to live in the neighborhood. There is diversity of race, income, family status, age and type of employment, as well as diversity of type, size the tenure of housing, and a mix of land uses. When people express their approval of diversity, they may be referring to any or all of these factors.

With regard to racial diversity, over 55% want to live in a multi-racial neighborhood and almost 40% want their children to live in one, although no more than 20% of the respondents have elementary or secondary school children living with them at present. Over 80% agree that a mix of owner occupants and renters adds to the vitality of the neighborhood, although over 45% feel there should be a larger proportion of owners in the mix than there are now.

When asked to choose between having a model historic district and having one which balances historic preservation concerns with a commitment to racial and economic diversity, over 60% chose the more balanced vision. On the other hand, only 35% think there should be more housing for low and moderate income people, while over half would like to see more middle-income Black residents.

D. Themes of the Plan

Out of these surveys and interviews come several basic themes for this entire plan revision:

1. There is widespread support for many current directions in what is happening in the neighborhood and for various policies of the City and the Heritage Hill Association.
2. The residential character of the area is its key and most valued characteristic, but the existing commercial and institutional uses have become accepted parts of the area as well, adding to its stability and vitality.
3. The involvement of residents in the affairs of their neighborhood is critical to a strong and stable future for it.
4. The diversity of people, housing styles and types, housing costs, and land uses are all valued.
5. The historic character of the area is of great interest to most residents and to the businesses and institutions in the area, and its protection and enhancement by the City and property owners is strongly supported.

E. Goals

1. Establish zoning policies that protect the essentially residential nature of the neighborhood.
2. Guide appropriate commercial and institutional development in and adjacent to the HH area.
3. Reduce vehicle speed in residential areas.
4. Increase parking availability for neighborhood residents.
5. Enforce appropriate vehicle use on the streets.
6. Maintain reasonable levels of traffic flow on residential streets.
7. Commit City, residents and owners to preservation of structures and public improvements.
8. Encourage compatible new improvements on vacant lots.
9. Maintain and improve open space and streetscapes in keeping with the historic character of the HH district.
10. Maintain or decrease current population density.
11. Improve and stabilize HH housing stock.
12. Assist and support responsible property owners.
13. Ensure a financially secure and programmatically sound crime prevention program.
14. Maintain a high level of resident involvement in crime prevention programs.
15. Integrate crime prevention programs into the goals of overall neighborhood improvement.
16. Ensure the availability of quality public education for all Heritage Hill residents.
17. Promote the concept of neighborhood schools.
18. Encourage Heritage Hill family and resident interest and involvement in area educational facilities and programs.

II. POLICY STATEMENTS BY IMPLEMENTING AGENCY

A. Responsibilities of the City, its Boards and Departments

1. Continuation of Existing Efforts

- a.** Maintain firm zoning boundaries to prevent spot zoning and to reflect current and desired use. On Lafayette, Cherry, Fulton, Prospect (East side of 200-300 block SE) there should be no additional commercial or institutional development except in structures originally designed for that purpose, and conversion of originally residential structures to residential use is to be encouraged when feasible.
- b.** Encourage commercial and institutional development and use within defined areas.
- c.** Support enforcement of commercial codes.
- d.** Encourage the use of existing structures for the purposes for which they were built: commercial for commercial and residential for residential.
- e.** Increase monitoring and enforcement of traffic laws.
- f.** Maintain street widths at their current dimensions.
- g.** Support continued and consistent enforcement of the preservation ordinance, while insuring that guidelines used are consistent with those issued by the US Secretary of the Interior. Added guidelines are needed to educate and assist property owners and to assure consistent enforcement by the Commission.
- h.** Coordinate the preservation of existing public improvements and public buildings. Examples include brick streets, the cobblestone alley, historic-style light standards, sign posts, district makers, and school and museum buildings.
- i.** Maintain small neighborhood parks.
- j.** Monitor consistent enforcement of the housing code.

2. New Initiatives Needed

- a.** Encourage early involvement of HH Association in planning for commercial and institutional development. The areas around the hospitals bordering the neighborhood are especially sensitive. A plan is also needed for the development of State Street -- aimed at preserving the streetfront, providing needed commercial services and allowing a logical transition to the hospital properties.
- b.** Redefine C-1 and C-2 districts to favor neighborhood service usage. Neighborhood services are especially needed on Michigan Street between Bostwick and College Avenues, on State Street, and on Wealthy Street west of Prospect and east of Union.

- c.** Encourage periodic analysis of traffic volume, speed and flow.
- d.** Develop a permit system of on-street parking in designated areas.
- e.** Establish a notification system for neighbors of projects to be reviewed by the Historic Preservation Commission.
- f.** Regulate the installation of new or replacement utilities, public pavements, and street furniture to be compatible with the historic nature of the streetscape. Light standards not in the historic style should be replaced whenever possible (see also II.B.2.n).
- g.** Determine the need for current alleys and improve or close them.
- h.** Redraw zoning boundaries to reflect current and desired use and density. Blocks and block faces in which a predominance of the buildings are in single or two-family use should be zoned R-2 where they can fit in a logical pattern with other R-2 zoned areas.
- i.** Establish significant minimum fines for housing code violations.
- j.** Establish staged timelines for major rehabilitation projects to maintain control while encouraging quality workmanship.
- k.** Coordinate existing city and state financial all to property owners.
- l.** Establish an assessment policy to protect residential property from the effects of major improvements to neighboring residential structures used for non-residential purposes.

B. Responsibilities of the Heritage Hill Association

1. Continuation of Existing Efforts

- a.** Encourage maintenance and improvement of school related playgrounds and other small parks. The special play equipment at Fountain School should be protected, and efforts made to upgrade the Henry and Vandenberg school playgrounds.
- b.** Work with the GRPS to ensure proper buildings and grounds maintenance.
- c.** Rigorously scrutinize any requests to increase density in existing residences, taking into consideration available parking, green space on the property, and the overall density of the neighborhood.
- d.** Encourage HH residents to seek appointment to the Zoning and the Housing Appeals Boards and the Planning, Historic Preservation and the Parking Commissions.
- e.** Encourage HH residents to participate in hearings held by zoning, housing appeals, planning and other boards and commissions which may affect the neighborhood.
- f.** Meet regularly with adjacent neighborhood associations to develop coordinated strategies that enhance overall neighborhood improvement.
- g.** Increase direct public involvement in safety programs and practiced. Such involvement is achieved by organizing block clubs, providing leadership opportunities for residents in the public safety program, including tenants and landlords as well as homeowners in these activities.
- h.** Coordinate HH public safety programs with other community resources, such as the home repair program, the victim witness program, and the Kent Reconciliation Center. Use the neighborhood newsletter and workshops to familiarize the residents with these services.
- i.** Advocate for needed resources and programs for neighborhood schools, and provide other support and assistance as appropriate.

2. New Initiatives Needed

- a.** Encourage resident support of neighborhood businesses and services by such means as a designation in the HH Service Directory to indicate those services located within the neighborhood, and features in the Heritage Herald.
- b.** Educate developers of commercial and institutional properties to be sensitive to adjacent historic and/or residential structures.
- c.** Establish a traffic and parking committee to develop policy and plans jointly with the traffic and police departments.

- d.** Develop a campaign to encourage resident reporting of traffic problems along with a system for recording and analyzing these reports.
- e.** Secure optional off-street parking in existing or new facilities, such as church or school lots used by residents overnight, or small, well landscaped parking areas on vacant parcels near high density housing area.
- f.** Provide guidelines for design of efficient offstreet parking spaces, meeting landscaping standards of current ordinances.
- g.** Encourage joint development of alternative mass parking areas by institutions and businesses in and adjacent to HH.
- h.** Promote public and private transit services as an optional means of moving volumes of students, employees and visitors into the neighborhood.
- i.** Establish a Preservation Committee of the Heritage Hill Association to assist the Historic Preservation Commission in policy and implementation.
- i.** Educate and assist property owners and the Historic Preservation Commission to meet the intent of the ordinance.
- k.** Encourage appropriate infill development on vacant parcels, which need not copy historical styles, but should be architecturally compatible with the area.
- l.** Prepare and periodically review design guidelines for such things as infill development, landscape, colors, railings, fencing, handicapper access and accessory structures, to be used for education and assistance by the Association and the Historic Preservation Commission.
- m.** Encourage the maintenance of the exterior and grounds of commercial and institutional structures in a historically appropriate condition.
- n.** Work with the City to find ways to finance and encourage the installation of historic-style light standards and sign posts wherever they are not now in place (see also II.A.2.f.).
- o.** Encourage the improvement of existing parking areas.
- p.** Educate residents regarding the housing code.
- q.** Push for placement of hard-core substandard housing into receivership
- r.** Establish a housing center to provide technical assistance and a central network for coordinating all housing concerns. Assistance available could include such things as

apartment referrals, long-range rental property improvement plans, contractor and other resource lists, guides to available financing, and a library of resource materials.

- s. Promote the various housing opportunities in HH to attract a broad range of residents.
- t. Encourage HH residents to purchase, improve and maintain substandard properties, in areas such as Wealthy Street where a concentration of such properties creates a poor overall environment.
- u. Establish formal mechanisms, including the Heritage Herald and periodic meetings, to work with existing institutions and businesses regarding neighborhood concerns and planned developments. Maintain a liaison with the Southeast Economic Development group (SEED) and other business groups near the neighborhood.
- v. Develop greater mutual cooperation and support between HH programs and the Grand Rapids Police Department, by means of monitoring police responses, organizing meetings of the police and residents, and formal recognition of police involvement with the neighborhood.
- w. Encourage HH Board of Directors leadership in public safety matters, including regular meetings of the Board with public safety officials and participation on block club and neighborhood-wide safety meetings.
- x. Maintain the Education Committee of the Heritage Hill Association to work with the GRPS on planning to meet the educational needs of children throughout the neighborhood, including those south of Cherry Street. The Committee should also arrange for liaison relationships between individual schools and parents and neighbors.
- y. Develop current reference materials on school facilities, programs and requirements and make them available to residents, potential residents, and realtors; set up a referral system for people to meet with parents of children in schools of interest.
- z. Work with public and private schools and public safety officials on safety at and to and from schools.

III. POLICY STATEMENTS BY TOPIC

A. Commercial/ Institutional

1. Maintain firm zoning boundaries to prevent spot zoning and to reflect current and desired use (II.A.1)
2. Encourage commercial and institutional development and use within defined areas (II.A.1)
3. Support enforcement of commercial code (II.A.1)
4. Encourage the use of existing structures for the purposes for which they were built: commercial for commercial and residential for residential (II.A.2)
5. Encourage early involvement of HH Association in planning for commercial and institutional development (II.A.2)
6. Redefine C-1 and C-2 districts to favor neighborhood service usage (II.A.2)
7. Encourage resident support of neighborhood businesses and services by such means as a designation in the HH Service Directory to indicate those services located within the neighborhood (II.B.2)
8. Educate developers of commercial and institutional properties to be sensitive to adjacent historic and/or residential structures (II.B.2)

B. Traffic and Parking

1. Increase monitoring and enforcement of traffic laws (II.A.1)
2. Encourage periodic analysis of traffic volume, speed and flow (II.A.2)
3. Establish a traffic and parking committee to develop policy and plans jointly with the traffic and police departments (II.B.2)
4. Develop a campaign to encourage resident reporting of traffic problems (II.B.2)
5. Develop a permit system of on-street parking in designated areas (II.A.2)
6. Secure optional off-street parking in existing or new facilities (II.B.2)
7. Provide guidelines for design of efficient offstreet parking spaces (II.B.2)
8. Encourage joint development of alternative mass parking areas by institutions and businesses in and adjacent to HH (II.B.2)

9. Promote public and private transit services as an optional means of moving volumes of students, employees and visitors into the neighborhood (II.B.2)
10. Maintain street widths at their current dimensions (II.A.1)

C. Historic Preservation and Amenities

1. Support continued and consistent enforcement of the preservation ordinance, while insuring that guidelines used are consistent with those issued by the U.S. Secretary of the Interior (II.B.2)
2. Establish a Preservation Committee to assist the Historic Preservation Commission in policy and implementation (II.B.2)
3. Educate and assist property owners and the Historic Preservation Commission to meet the intent of the ordinance (II.B.2)
4. Establish a notification system for neighbors of projects to be reviewed by the Commission (II.A.2)
5. Encourage appropriate infill development on vacant parcels (II.B.2)
6. Prepare and periodically review design guidelines for such things as infill development, landscape, colors, railings, fencing, handicapper access and accessory structures (II.B.2)
7. Coordinate the preservation of existing public improvements and public buildings (II.A.1)
8. Regulate the installation of new or replacement utilities, public pavements, and street furniture to be compatible with the historic nature of the streetscape (II.A.2)
9. Encourage the maintenance of the exterior and grounds of commercial and institutional structures in a historically appropriate condition (II.B.2)
10. Maintain small neighborhood parks (II.A.1)
11. Encourage maintenance and improvement of school related playgrounds (II.B.1)
12. Encourage the improvement of existing parking areas (II.B.2)
13. Determine the need for current alleys and improve or close them (II.A.2)

D. Housing

- 1.** Rigorously scrutinize any requests to increase density in existing residences (II.B.1)
- 2.** Encourage HH residents to seek appointment to the Zoning and the Housing Appeals Boards and the Planning, Historic Preservation and Parking Commissions (II.B.2)
- 3.** Encourage HH residents to participate in hearings held by zoning, housing appeals, preservation, planning and other boards and commissions which may affect the neighborhood. (II.B.1)
- 4.** Redraw zoning boundaries to reflect current and desired use and density (II.A.2)
- 5.** Monitor consistent enforcement of the housing code (II.A.1)
- 6.** Establish significant minimum fines for housing code violations (II.A.2)
- 7.** Educate resident regarding the housing code (II.B.2)
- 8.** Establish staged timelines for major rehabilitation projects to maintain control while encouraging quality workmanship (II.A.2)
- 9.** Push for placement of hard-core substandard housing into receivership (II.B.2)
- 10.** Establish a housing center to provide technical assistance and a central network for coordinating all housing concerns (II.B.2)
- 11.** Promote the various housing opportunities in HH to attract a broad range of residents (II.B.2)
- 12.** Coordinate existing city and state financial aid to property owners (II.A.2)
- 13.** Encourage HH residents to purchase, improve and maintain substandard properties (II.B.2)
- 14.** Establish an assessment policy to protect residential property from the effects of major improvements to neighboring residential structures used for non-residential purposes (II.A.2)

E. Relationships with Institutions and Surrounding Neighborhoods

1. Establish formal mechanisms, including the Heritage Herald and periodic meetings, to work with existing institutions and businesses regarding neighborhood concerns and planning developments (II.B.2)
2. Encourage early involvement of HH Association in planning for commercial and institutional development (II.A.2)
3. Meet regularly with adjacent neighborhood associations to develop coordinated strategies that enhance overall neighborhood improvement (II.B.1)

F. Public Safety

1. Increase direct public involvement in safety programs and practices (II.B.1)
2. Develop greater mutual cooperation and support between HH programs and the Grand Rapids Police Department (II.B.2)
3. Coordinate HH public safety programs with other community resources (II.B.1)
4. Encourage HH Board of Directors leadership in public safety matters (II.B.2)

G. Education

1. Maintain the Education Committee to work with the GRPS on planning to meet the educational needs of children throughout Heritage Hill, including those south of Cherry Street (II.B.2)
2. Develop current reference materials on school facilities, programs and requirements and make them available to residents, potential residents, and realtors; set up a referral system for people to meet with parents of children in schools of interest (II.B.2)
3. Work with public and private schools and public safety officials on safety at and to and from schools (II.B.2)
4. Advocate for needed resources and programs for neighborhood schools, and provide other support and assistance as appropriate (II.B.1)
5. Work with the GRPS to ensure proper building and grounds maintenance (II.B.1)

IV. Appendixes

A. Maps

1. Heritage Hill (What Could Have Happened)
2. Single and Two Family Dwellings (Percentage Per Square Block)
3. Single and Two Family Dwellings (Percentage Per Section)
4. Commercial and Institutional Use in Heritage Hill
5. Heritage Hill Present Zoning
6. Heritage Hill Proposed Zoning

B. Resource Bibliography

I. Technical Material

City of Grand Rapids Commercial Building Code
City of Grand Rapids Housing Code
City of Grand Rapids Zoning Code
"Classic Garden Design" (1985) Rosemay Verey
Fair Housing Corporation of Cleveland, Ohio
Grand Rapids Police Department Statistics
Heritage Hill District Traffic Survey by Grand Rapids Transportation Dept. (1979)
"In the Public Interest: Design Guidelines" Architectural Record (7-1987)
"Landscapes and Gardens for Historic Buildings" (1978) J. P. Favretti
National Institute of Justice Executive Summary
Oak Park Neighborhood Exchange (1986)
United States Department of Justice
U.S. Department of Interior: National Parks Service, Secretary of Interior's Standards for
Rehabilitation & Guidelines for Rehabilitating Historic Buildings (Revised 1983)
United Way of Kent County Community Needs Survey

II. Organizations

Butterworth Hospital -	William Gonzalez, President & CEO Dave Newton, Vice President Planning Ritch Eich, Sr. Vice President Marketing & External Affairs Jane Brierly, Director Public Relations
Calvin College Social Research Center -	Anne Schreuder, Director
Davenport College of Business -	Don Maine, President
Downtown Management Board -	Charles Briehof, Director
Dwelling Place of Grand Rapids - East Hills Neighborhood Association -	Shirley LeVesconte, Director Diane Stoneman, Director
Grand Rapids Board of Housing Appeals -	Seven members
Grand Rapids City Attorney -	Preston Hopson
Grand Rapids Housing Inspection Department -	Sue Thompson, Supervisor Rick Butler, Inspector Fred Farmer, Inspector Richard Catkins, President
Grand Rapids Junior College - Grand Rapids Junior College Foundation -	Kay Dodge, President
Grand Rapids Planning Department -	Bill Hoyt, Director Sheila Mast, Asst. Director
Grand Rapids Public Schools -	Seven Administrators, Six Assistant Superintendents
Grand Rapids Transportation Department -	Dave Young, Traffic Administrator
Grand Rapids Zoning Department -	Carol Schurtz, Zoning Inspector Ed Lumas, Zoning Investigator
Heritage Hill Association Crime Prevention Organizer -	Barb Lester
Heritage Hill Association Block Club Network	
Heritage Hill Association Board of Directors -	Monthly contact with 15 members
Heritage Hill Association Housing Committee	
Heritage Hill Association Zoning Committee	
Kendall School of Design -	Phyllis Danielson, President Doug Klemm, Dean of External Services Don Williamson, Dean of Student Services
Kent Skills Center -	Roger Northuis, Principal
Mary Free Bed Hospital -	William Blessing, President
Michigan Street Business Alliance -	John Curtis, President

Neighbors of Belknap Lookout - Gwen Weeks, Director
 Fred Farage, President
 St. Andrew's Elementary School - Sister Marie Michael, Principal
 St. Mary's Hospital - Terry Green, Vice President
 South East Community Association - Etta May, Director
 South East Economic Development - Craig Kinnear
 United Development Corporation. - Kim Needham
 Wealthy Street Business Alliance - Robert Verhey, President
 Catholic Central High School - James O'Donnell, President

III. Individuals - Residents of Heritage Hill

Phyllis Ball, Heritage Hill Activist
 Larry Beckwith, Heritage Hill Board Member, renovator of Heritage Hill properties
 Nancy Beckwith, Preservationist
 Kameel Chemilly, Martha's Vineyard, Owner
 Kay Courtney, Realtor specializing in Heritage Hill Homes
 Tina Demling, Heritage Hill Activist
 Jan Earl, Community Services Director of Heritage Hill Association
 Bob Finch, Finch's Appliance Parts
 Geof Gillis, Heritage Hill Activist
 Mary Hartwick, Heritage Hill Board Member
 Rebecca Hoffman, Preservationist
 Ron Hoort, Realtor
 Vicki Hudson, Heritage Hill Activist
 Kristine Jacobson, Realtor
 Jim Karsen, Heritage Hill Board Member
 Gary Korreck, Heritage Hill Activist
 Len Kreuger, Realtor
 Robert Long, Heritage Hill Board Member
 Gail Peterson, Heritage Hill Activist
 Robert Petko, Landscape Architect
 Steve Rosselet, Landscape Architect
 Gerry Shiffman, Heritage Hill Property Owner
 James Starkey, Heritage Hill Activist
 Judy Suhr, Heritage Hill Board Member
 Leslie Van Becker, Active Block Club Member

In addition, approximately 100 residents of Heritage Hill were interviewed

IV. Individuals - Not Heritage Hill Residents

Doreatha Ardoin, Realtor
Lenore McNaughton, Crescent Street Floral
Leonardo Tombelli, Architect

V. Surveys

Heritage Herald (March/April edition) door-to-door survey - 40 residents responded
Land Use Survey (Identified use of every building) - 25 blocks surveyed
Survey of Commercial/Institutional Uses in Heritage Hill - 70 responded
Random Resident Attitude Survey (Scientific survey developed by Calvin College
Research Center) - 127 residents surveyed

VI. Meetings

November 1986	Heritage Hill Association Annual Meeting - 125 Attended
October 1987	Master Plan Neighborhood Input Meeting
April 1988	Master Plan Neighborhood Input Meeting
May 1988	Commercial/Institutional Representatives Meeting

Heritage Hill Block Club Meetings - 5 blocks

C. Master Plan Committee Members

Thomas H. Logan

Resident of Heritage Hill - 5 years

Heritage Hill Association Tour Volunteer; Tour Co-chairperson
Heritage Hill Association Festival Food Booth Volunteer

Health Care Planner

Heritage Hill Rental Property Owner; Renovating Homes in Heritage Hill

Meyer May House Docent
United Way Allocations and Review Panel Member
Grand Rapids Torch Club Member
Fountain Street Church Social Action Committee Member
Grand Rapids Art Museum Volunteer

Kirsten Lundeen

Resident of Heritage Hill - 5 years

Heritage Hill Association Block Club Member
Heritage Hill Association Tour Volunteer

Heritage Hill Rental Property Owner

Director of Amputee Services - Mary Free Bed Hospital
Administrator of Family Planning - Michigan Mental Health Department

March of Dimes Board Member
Planned Parenthood Executive Committee Member; President
Fountain Street Church Governing Board Member

Joyce L. Makinen

Resident of Heritage Hill - 24 years

Heritage Hill Association Board of Directors Member; Secretary,
Heritage Hill Association Staff Person
Heritage Hill Association Tour Volunteer; Co-chairperson
Heritage Hill Association Festival Food Booth Volunteer
Heritage Hill Association Nominating Committee Member
Heritage Hill Association Block Representative

Owner of Heritage Hill Tour Company
Organizer and Owner of Bed & Breakfast of Grand Rapids

Rental Property in Heritage Hill Owner; Renovating Homes in Heritage Hill

Chairperson of Grand Rapids Housing Board of Appeals
Manager of Grand Rapids Junior College Foundation's Hospitality House
South East Economic Development Committee Member
St. Andrew's Elementary School Parents Booster Club President

Craig G. Nobbelin

Resident of Heritage Hill - 3 years

Heritage Hill Association Treasurer; Heritage Hill Association President
Heritage Hill Association Festival Food Booth Volunteer; Co-Chairperson
Heritage Hill Association Tour Volunteer
Heritage Hill Association Finance Committee Member

Professional Health Planner; Health Care Consultant

Heritage Hill Rental Property Owner; Renovating homes in Heritage Hill

Grand Rapids Lion's Club Member; Downtown Carnival Cochairperson
South East Economic Development- Board Member; Treasurer

Tom Postma

Resident of Heritage Hill - 18 years

Heritage Hill Association Secretary; Vice President; Treasurer; President

Heritage Hill Association Home Tour Volunteer

Heritage Hill Association Festival Food Booth Volunteer

Owner of Bed & Breakfast Home in Heritage Hill

Renovated Home in Heritage Hill

Eastern Avenue Christian Reformed Church Volunteer

Cathy Yared

Public Information Director Representing Davenport College of Business, which has been located in Heritage Hill for 20 years

Communications Specialist

Eastminster Presbyterian Church Board Member and Volunteer

Grand Rapids Public Schools Parent Booster Volunteer

Junior League Member

St. Cecelia Music Society Member

Butterworth Hospital Volunteer

Deborah Zondervan

Resident of Heritage Hill - 7 years

Heritage Hill Association Block Representative; Network Chairperson

Heritage Hill Association Tour Volunteer

Heritage Hill Association Festival Food Booth Volunteer

Council of Neighborhood Associations Board Member

Mental Health Care Supervisor

Heritage Hill Rental Property Owner; Renovating Homes in Heritage Hill

Chairperson of Grand Rapids Board of Zoning Appeals

Leader of Girl Scout Groups

**HERITAGE HILL
WHAT COULD HAVE HAPPENED**

SOURCE:
BARBARA ROELOFS
HERITAGE HILL
FOUNDATION

DEVELOPED
1984

**HERITAGE HILL
MASTER PLAN
JULY 20, 1988**

A.-1

SINGLE AND TWO FAMILY DWELLINGS

PERCENTAGE PER SQUARE BLOCK

SOURCE: GRAND RAPIDS HOUSING DEPARTMENT; DOOR TO DOOR SURVEY
HERITAGE HILL MASTER PLAN -- JULY 20, 1988

A.- 2

SINGLE AND TWO FAMILY DWELLINGS PERCENTAGE PER SECTION

SOURCE: GRAND RAPIDS HOUSING DEPARTMENT; DOOR -TO -DOOR SURVEY
HERITAGE HILL MASTER PLAN -- JULY 20, 1988

A. - 3

COMMERCIAL AND INSTITUTIONAL USES IN HERITAGE HILL

SOURCE:
GRAND RAPIDS ZONING
DEPARTMENT
DOOR-TO-DOOR SURVEY

**HERITAGE HILL
MASTER PLAN
JULY 20, 1988**

A. - 4

**HERITAGE HILL PRESENT ZONING
(AS OF JULY 20, 1988)**

SOURCE: GRAND RAPIDS ZONING DEPARTMENT
HERITAGE HILL MASTER PLAN -- JULY 20, 1988

A. - 5

HERITAGE HILL PROPOSED ZONING
(THIS PROPOSED ZONING WAS PURSUED AND INSTITUTED PER CITY
ADOPTION OF THE HERITAGE HILL MASTER PLAN -- 1990)

**SOURCE: GRAND RAPIDS ZONING DEPARTMENT
HERITAGE HILL MASTER PLAN -- JULY 20, 1988
A. - 6**