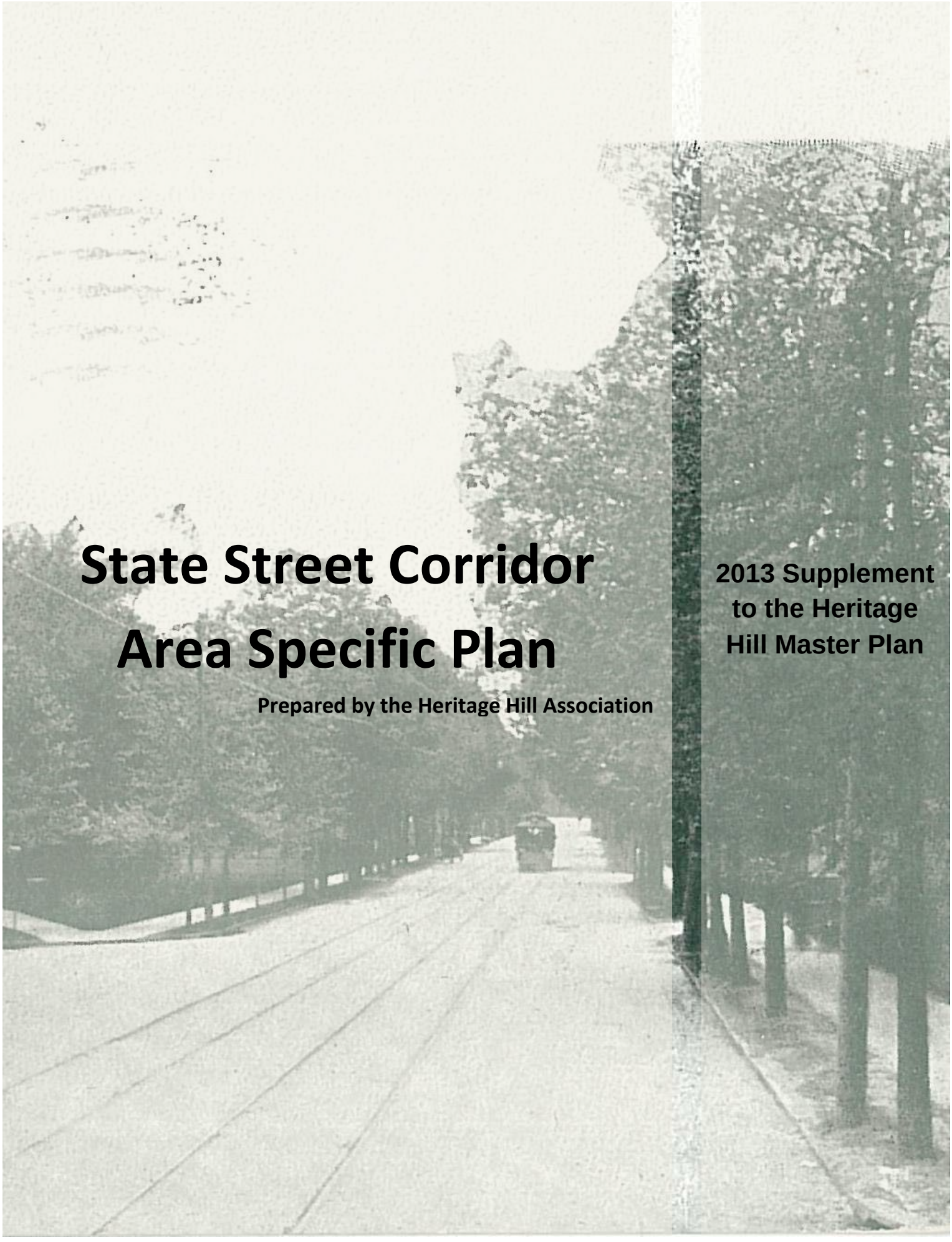


State Street Corridor Area Specific Plan

Prepared by the Heritage Hill Association

2013 Supplement to the Heritage Hill Master Plan

Table of Contents

Acknowledgements & References 3

Purpose 4

Project Area 5

History of State Street 6

Current Conditions 7

Master Plans 8

Push-and-Pull Factors 10

Goal Statements 11

Implementation Strategies 12

Streetscape Improvements 15

Commercial and Office Development 16

Residential Development 17

Land Use Maps 18

Conclusion 21

Appendices 22



Acknowledgements & References

Special thanks to Vita Nova Group and Nederveld, the lead project consultants, whose personal understanding of and commitment to placemaking and revitalizing Grand Rapids' neighborhoods provided most of the planning and urban design expertise underpinning this area specific plan. Additional background, data, ideas and policy information came from the following published materials:

Master Plan, City of Grand Rapids, November 2002

Zoning Ordinance, City of Grand Rapids, November 2011

Heritage Hill Master Plan, 2005

Acknowledgements:

The Heritage Hill Association gratefully acknowledges the:

The Association for the Blind and Visually Impaired;

Williams & Works;

Friendly Corps;

Build a Better Block, Re//State;

Mercy Health;

Grand Rapids Community College; and

All those who attended meetings, workshops, and visioning sessions.



Purpose of the Plan

Over the past 100 years, the State Street corridor has undergone substantial changes and has lost its unifying character. Today, the combination of different architectural styles, vacant buildings, empty lots and lack of understandable direction has only amplified the difficulties that plague building and business owners alike.

The purpose of this plan is to establish a unifying vision for what the State Street Corridor could look like in ten to thirty years, provide the goals and objectives to achieve that desired outcome, and to offer tools and suggestions to help guide the process. Furthermore, the plan is intended to act as a supplement to the existing Heritage Hill Master Plan, last updated in 2005.

In 1988, the Heritage Hill Association adopted its first written plan. The State Street Plan is an addendum to that plan and reflects a consensus of opinions, ideals and directions of Heritage Hill residents. Its purpose is threefold:

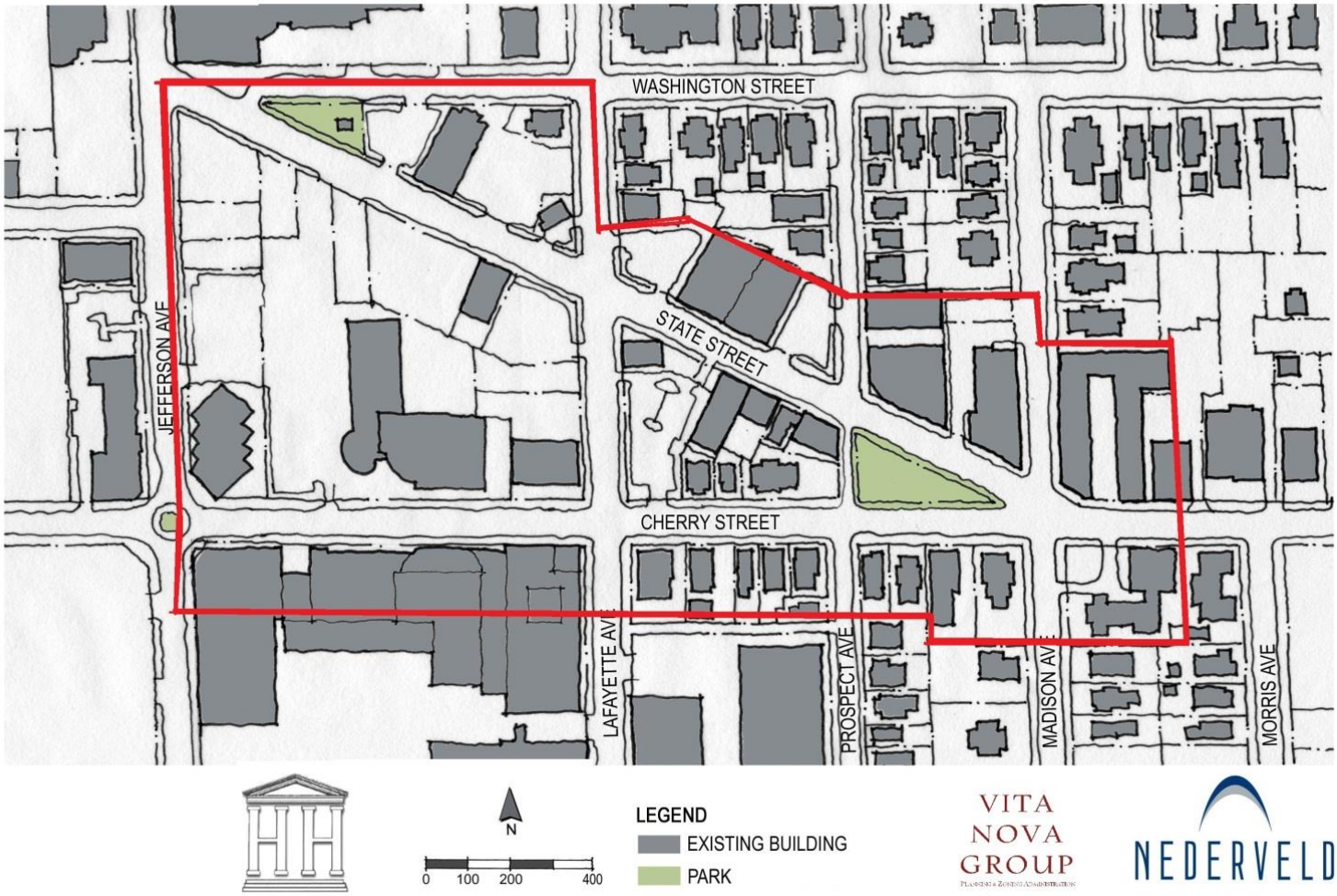
1. To set an agenda for the Heritage Hill Association and Foundation to continue their work in improving the quality of life in the neighborhood;
2. To guide decisions by City boards and departments which will directly affect the neighborhood (in conjunction with the major revision in Grand Rapids' own Master Plan);
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 that are sensitive to the predominately residential and historic character of the district.

The original 1988 Master Plan and 2005 update were submitted and adopted by the City Planning Commission to be used as a guide in decision making s that reflects the desires and interests of neighborhood residents. The Plan has been a living document that has guided the Association's activities and has been used in presenting consistent positions to present to City boards and committees, nearby institutions and property owners.

The State Street Corridor as described in this plan includes all properties on both sides of State Street from Jefferson to Madison Avenues. The corridor also includes properties fronting Cherry Street from Madison to Jefferson Avenues, and those along Lafayette Avenue from State Street to Cherry Street. However, after several stakeholder meetings, it was determined that properties that have frontage on State Street would be the primary focus as it was distictivily different from the rest of the neighborhood and already has partial commerical foundation. This area is of greatest concern amongist committee members as it contains several vacant structures, empty lots, and is currently a crime "hot spot".



Project Area





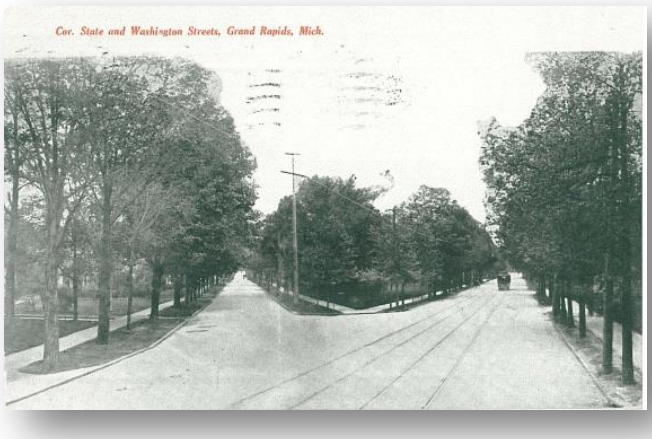
History of State Street

Now occupying a section of a Native American trail that lead southeast away from the Grand River, State Street runs at an angle whereas the surrounding bocks follow a typical city street grid. In Grand Rapid's early days, residential development increased away from the core of the Village center and Canton Smith to platted Smith's Addition in August of 1849. Because the street is at an angle, the geometry established two triangular sections at each end to act as anchors for the street with State Street Park (now Lincoln Park) at the west end and Foster Park at the east end.

In the late 1800's and early 1900's, State Street was a traditional tree-lined residential street that also acted as a connector between the downtown core and the outer newly developed neighborhoods. The lots on State Street ranged from fifty feet to seventy five feet wide and most of the residential homes were built between the 1890's and 1920's. For many years, the Rose Street Trolley (now Cherry Street), ran along State Street providing access to many of the uptown homes.

Due to increased traffic and the commercial expansion of downtown, many of the homes along State Street were either removed or modified into commercial structures after the 1920's. Many of the individual parcels were also combined to accommodate larger developments leaving little if any evidence of the streets residential past. These new business included offices, a gas station, restaurants, grocery stores, and an auto dealership. These developments brought about a drastic change to the appearance of the area as new parking lots covered properties once occupied by single-family homes and tree-lined streets became ribbons of concrete.







Current Conditions

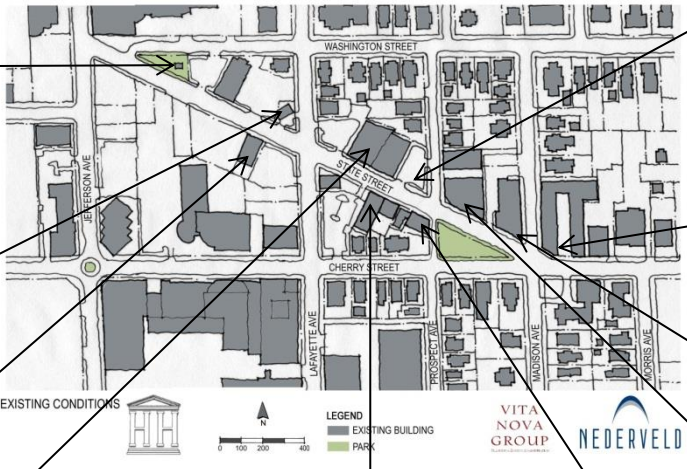
Today, out of the eleven structures that remain along State Street, only one is residential, one houses two restaurants, five are offices that produce little to no foot traffic, one large multiple story structure is completely vacant, two buildings cycle between occupied and vacant with medical or similar office uses, and one contains a limited-selection grocery store. Unfortunately, the activity associated with some of the patrons of grocery store is now, and has been recognized as a nuisance to the neighborhood. The indirect impact resulting from these patrons includes increased crime and vandalism in the area, pan-handling, open alcohol consumption and substantial littering of State Street and nearby streets, and an overall negative and unsafe perception in the nearby neighborhood.

The once majestic red brick surfacing now only covers State Street from Lafayette Avenue to Madison Avenue, the large trees have been replaced with small saplings or litter-filled tree pits. Many of the lots once occupied by single-family homes are now covered by surface parking, or empty lots.

However, a couple of the business owners and occupants on the street, nearby neighbors, along with a very active neighborhood association, have sparked a focus on revitalizing State Street.



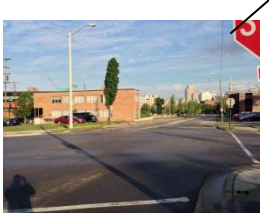




















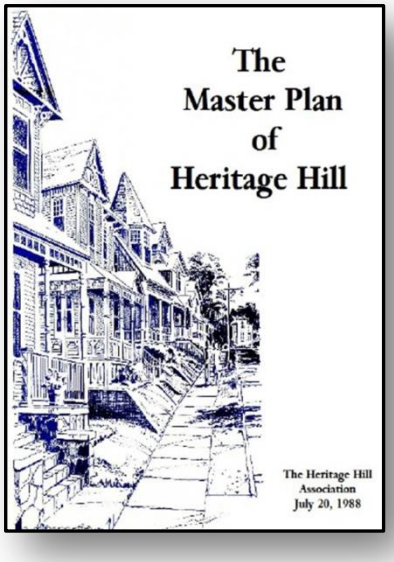
Grand Rapids Master Plan and Heritage Hill Master Plan



The City of Grand Rapids Master Plan, created in 2002, is a citizen-driven document which goes beyond city-wide policies for land use to make quality and character of development a major planning consideration. The Heritage Hill Master Plan, created in 1988 and updated in 2005, provides a neighborhood-wide perspective addressing a combination of preservation, traffic, land use, and policy issues.

It is also important to recognize that the current zoning ordinance classifies much of the State Street Corridor as Transitional City Center or City Center and that the Future Land Use Plan of the City Master Plan lists the western part of State Street as "downtown" and the eastern part is listed as "medium density residential." It is evident that the corridor does not conform to either of these designations and as a result, the State Street Plan refines the Future Land Use Map of the Master Plan while taking into consideration the current zoning and the neighbors' vision for State Street.

Master Plans



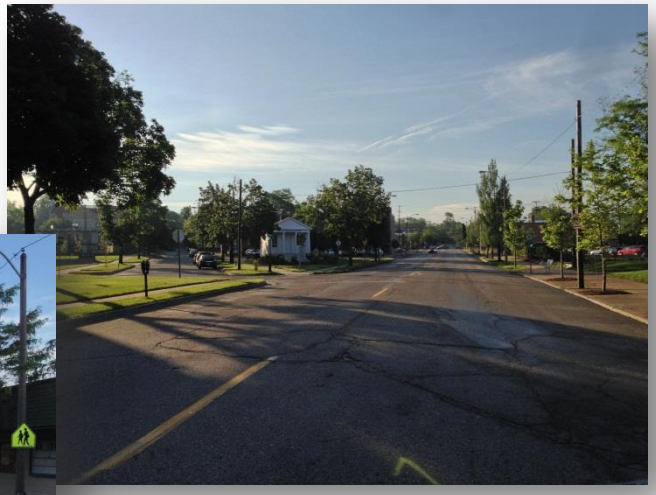
The Heritage Hill Master Plan is less specific as it provides goals, objectives, and policy statements which are applied across the neighborhood in an as-needed basis. The following policy statements apply directly to State Street:

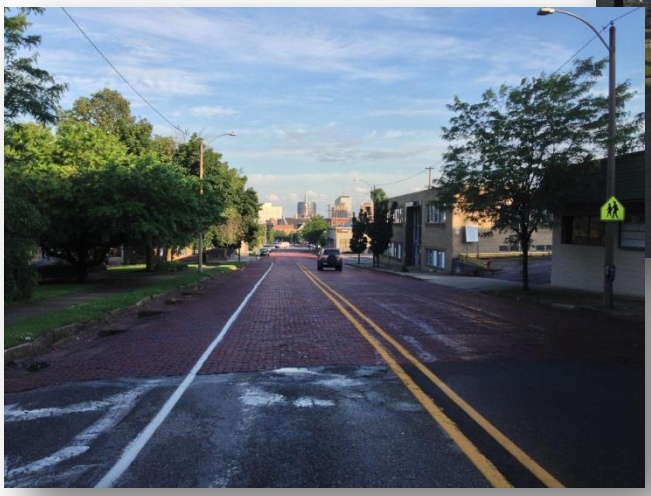
- Encourage commercial and institutional development and use within defined areas;
- Encourage the use of existing structures for the purposes for which they were built: commercial for commercial and residential for residential;
- Encourage early involvement of Heritage Hill Association in planning for commercial and institutional development;
- Educate developers of commercial and institutional properties about being sensitive to adjacent historic and/or residential structures;
- Encourage appropriate infill development of vacant parcels;
- Coordinate the preservation of existing public improvements and public buildings;



- Regulate the installation of new or replacement utilities to be buried underground;
- Establish standards for public pavements and street furniture to ensure that they are compatible with the historic nature of the streetscape;
- Maintain small neighborhood parks;
- Encourage the maintenance of the exterior and grounds of commercial and institutional structures in a historically appropriate condition; and
- Increase direct public involvement in safety programs and practices

In order to be successful, it is important that the State Street Plan works in conjunction with other regulating documents to provide a clear and concise overview of the intended direction. By providing specific information pertaining to the future land uses, the design of the structures, the streetscape, and a handful of policy statements pertaining to crime prevention, the City's regulatory boards and commissions will be able to make more informed decisions regarding to the future of the State Street Corridor.







Push and Pull Factors

It is not uncommon for people to make a "pros and cons" list when making a decision. A similar process occurs when residents or business owners make a determination regarding locating a business, moving to, building, renovating, or even visiting a particular area. These determining factors are called push and pull factors. A push factor is anything that would push positive business or people out of an area. However, a pull factor is anything that would pull people into an area resulting in an improvement, either economically, structurally, or socially. It is important to note that push/pull factors only need to be generally perceived by interested parties and could be based on either public opinion or some type of factual information.

Following several discussions at visioning sessions, committee workshops, and discussions with the Neighborhood Association, the following Push/ Pull factors are present for State Street.

Push	Pull
Excessive Panhandling and Crime	Large Residential Density
Lack of Identifying Element Along Street	Surrounded by a Stable Residential Neighborhood
Perceived as Unsafe	Located in a Historic District
No Tree Canopy	Increased Development from Nearby Medical Institution
Visible Damage to Street and Sidewalks	Available Occupancy
Brick Surfacing Only on Half the Street	Improving Real Estate Market
Excess Litter & Debris Along Street	Strong Neighborhood Association
Abundance of Unoccupied Storefronts	Supportive and Knowledgeable City Planning Staff
Lack of Building Maintenance in Under or Unoccupied Buildings	Natural Corridor into Downtown
Lack of Visible Pedestrian Services on the Street	Natural Corridor into Uptown and Cherry Street
Overly-Regulative Historic Preservation Commission	Abundant Employment Opportunities within Walking Distance
Overabundance of Nuisance Activity	
Inconsistent Street Wall and Overabundance of Parking Lots	
Overpriced Vacant Buildings	

Goals describe the desired end result and are either geared toward eliminating "push" factors or increasing the number of



Goal Statements

"pull" factors. These goals are also broken into two parts, the overall goal and individual goal statements. The goal statements provide the foundational elements for implementation strategies to obtain the overall goal.

The overall goal for State Street is:

"Establish and maintain an attractive, safe destination with a recognizable identity and an eclectic mix of restaurants, retail, services, businesses and housing."

GOAL STATEMENTS:

- Establish the perception and reality that State Street is a clean and safe street.
- Create a business district with an eclectic mix of retail and restaurants that cater to the residents of Heritage Hill and the surrounding institutions and visitors.
- Establish appropriate housing and commercial development fronting on State Street which can be adaptable to other uses as needed.
- Create a pedestrian and environmentally friendly streetscape that is welcoming and safe to residents and customers.
- Define and establish a distinctive State Street identity that people can rally around.
- Foster a social environment targeted to nearby residents, employers, employees and visitors through the use of events, programs, and development.



Implementation Strategies

Implementation strategies are the specific actions that are to be taken in anticipation of achieving the specific goal statements. As this plan is intended to be a document to provide guidance over a 5-to-30 year time period, implementation strategies are broken into immediate action, mid-range action, and long-range action.

Immediate Action Implementation Strategies:

- Develop a "Safe Street Committee" of owners, residents, police and fire departments with a "fine point" focus on crime "hot spots": The Stuyvesant Apartments, Clarks Grocery Store, the vacant building at 345 State to reduce ongoing street nuisance problems like drugs, disorderly conduct, littering, graffiti, loitering, trespassing, and drinking in public areas.
- Acquire funding to hire a company to clean the loose refuse off of the public right-of-way and water vegetation for two years similar to the Downtown Development Authority (DDA) areas, or encourage the expansion of the DDA to include State Street. In conjunction, install aesthetically-appropriate waste cans that would be anchored to sign posts to prevent littering.
- Plant large-diameter street trees with watering bags within the existing sidewalk openings with the goal of shading 100% of the curb line. Use mulch, flowers, or other ground cover to inhibit the development of weeds and rain barrels to capture storm water run-off, to water desired vegetation.
- Organize and host monthly events during the summer and fall months in Foster Park to enhance community pride and establish a consistent pedestrian presence in the area. The target group would be neighborhood residents, businesses, and nearby institutions. These events would include family friendly movie nights, picnics, back to school events, and possible holiday-specific events for the Fourth of July, Halloween, and Christmas.
- Installation of decorative banners with a consistent State Street theme on light poles to establish a consistent visual element for the entire target area, to both promote State Street and to further establish the boundaries of the target area.
- Explore possible partnerships with the Heritage Hill Association and the Grand Rapids Public Museum to install

displays relating to State Street in the windows of the old Public Museum at the corner of Jefferson Avenue and State Street.



- Explore possible partnerships with local businesses, non-profit organizations, neighbors, and other interested parties to host events, show informational or graphic displays, to promote and encourage new development or to assist in streetscape maintenance.
- Utilize vacant spaces including empty storefronts, parking lots, and alley spaces between buildings for special events.

Mid-Range Implementation Strategies:

- Work with the City of Grand Rapids to repair the existing brick street surface of State Street and reinstall brick street surface between Madison and Jefferson Avenues.
- Work with the City of Grand Rapids to install mini "parklets" with seating for pedestrians and business customers.
- Work with the City of Grand Rapids to make repairs to damaged sidewalk sections and street corners to make State Street compliant with the Americans with Disabilities Act (ADA) and accessible to everyone.
- Develop regional and national marketing plans to support existing businesses and to attract redevelopment of existing structures containing pedestrian-focused commercial uses including coffee shops, ice cream shops, delis, or similar activities, and residential development where appropriate.
- Work with the Boy Scouts or similar organization to construct an informational history plaque at Foster Park illustrating the history of State Street and Foster Park similar to the information plaque at Lincoln Park.
- Work with the City to construct an informational kiosk to promote upcoming neighborhood events.

Long-Range Implementation Strategies:



- Redevelop marketing plan to focus on infill development with mixed-use housing or pedestrian-focused business including small restaurants, quality grocery store, specialty retail, or similar uses.

- Establish an ongoing process of organized meetings between potential developers, representatives of the Heritage Hill Association, and representatives of the City's Planning, Zoning, and Historic Preservation departments to enhance cooperation, eliminate miscommunication and misunderstandings, and to foster a development-supportive environment.

- Construct an entry feature on both ends of State Street with key architectural or streetscape elements that can be found elsewhere on the street as a way to further establish boundaries of the area and as a way to foster civic pride.

On-Going Strategies:

- Work with the City Historic Preservation Commission, the Heritage Hill Association, residents and other groups to preserve contributing resources such as existing structures, statues, street placement, and parks.

- Engage other organizations to create events that highlight and promote State Street.









The streetscape is the most visual component of any area. As such, the State Street streetscape should be both welcoming to businesses and pedestrians, and established in such a way to enhance environmental conditions within the City. To accomplish this, the installation of large-caliper street trees will provide shade to the sidewalk and businesses reducing summer cooling bills, creating wind blocks, and mitigating storm water runoff concerns. Trees also clean the air, reduce noise, and enhance the perception of a safe environment.

Along with an established tree canopy, a consistent brick street surface, benches, parklets, and maintained sidewalks improve the streetscape for everyone. Brick street surfacing from Jefferson Avenue to Madison Avenue is not only visually appealing it reduces the speed of traffic thus providing for a safer pedestrian experience. Benches provide a place for people to sit and enjoy their food, purchases or just rest and maintained sidewalks create a safe environment for wheelchairs and strollers, along with anyone walking from building to building.

Streetscape Improvements









The following streetscape design ideas would be supported and encouraged:

- **Installation of a parklet near the intersection of State Street and Prospect Avenue and near the intersection at Lafayette Avenue;**
- **Installation of pedestrian-oriented decorative street lights, similar to those found elsewhere in the neighborhood**
- **Installation of large-caliber shade trees between the pedestrian-traveled part of sidewalk and the curb, for the entire length of State Street;**
- **Maintain and reinstall brick street surface on State Street from Madison Avenue to Jefferson Avenue;**
- **Install benches near bus stop at Lafayette Avenue and State Street;**
- **Permit outdoor seating, tables, movable planters, and similar temporary improvements in front of business in a manner that will not interfere with pedestrian traffic; and**
- **Install bike lanes.**



The existing commercial building infrastructure on State Street consists of an eclectic blend of designs representative of various eras of development. The existing restaurant uses are recognized by a classic single-story design with large windows along the sidewalks. A former auto dealership and repair station still has many of the open showroom windows overlooking the street, but the interior is broken into multiple apartments. One structure at the corner of State Street and Lafayette Avenue appears to have one been a gas station, as it is set at an angle to the intersection and while small, provide a distinctive feature to the intersection. The remaining buildings provided limited transparency and are mostly used as offices or are vacant.

Commercial, Office, and Mixed Use Development

The following Commercial and Office Development design and use policies for buildings on State Street would be supported and encouraged:

- **Use architectural cues found on other structures on State Street for new infill construction;**
- **Be between no more than four stories in height;**
- **Have a flat or low pitched roof with a parapet facing the street frontage;**
- **Have off street parking in the back of the proposed structure or off site;**
- **Be constructed within five feet of the front property line and zero feet from either or both side property lines;**
- **Limit first-floor uses to retail, restaurant, or similar pedestrian-based use;**
- **Encourage mixed-use developments with upper floors occupied by office or residential use;**
- **Have direct sidewalk level, front façade access; and**
- **Meet all applicable Historic District requirements.**










Residential Development

Currently, only one structure is used for residential purposes, however as trends for housing close to downtown increase, several of the areas at the east end of State Street and along the adjacent streets (currently occupied by parking lots) are suited for townhouses or similarly designed housing. The structures that front onto State Street should be designed so they can later transition into commercial structures or even live/work units with a commercial activity on the ground floor and residential on the upper floors.

An increase in the residential occupancy of non-ground floor levels along State Street will boost need for additional eating and retail amenities, and can also provide housing in close proximity to major employment centers including Mercy Health Saint Mary's Hospital and several medical office buildings within and close to the project boundary areas.

Infill residential development within the project area should meet the following:

- **Have brick or similar exterior façade materials found elsewhere on State Street or clapboard siding if on adjacent streets;**
- **Be constructed to permit first-floor conversion into a commercial site to establish a live/work structure for structures that front onto State Street;**
- **Be between two and three stories in height;**
- **Have a gable roof;**
- **Have off-street parking in the back of the proposed structure or off-site;**
- **Be constructed within ten feet of the front property line; and**
- **Meet all applicable Historic District requirements.**



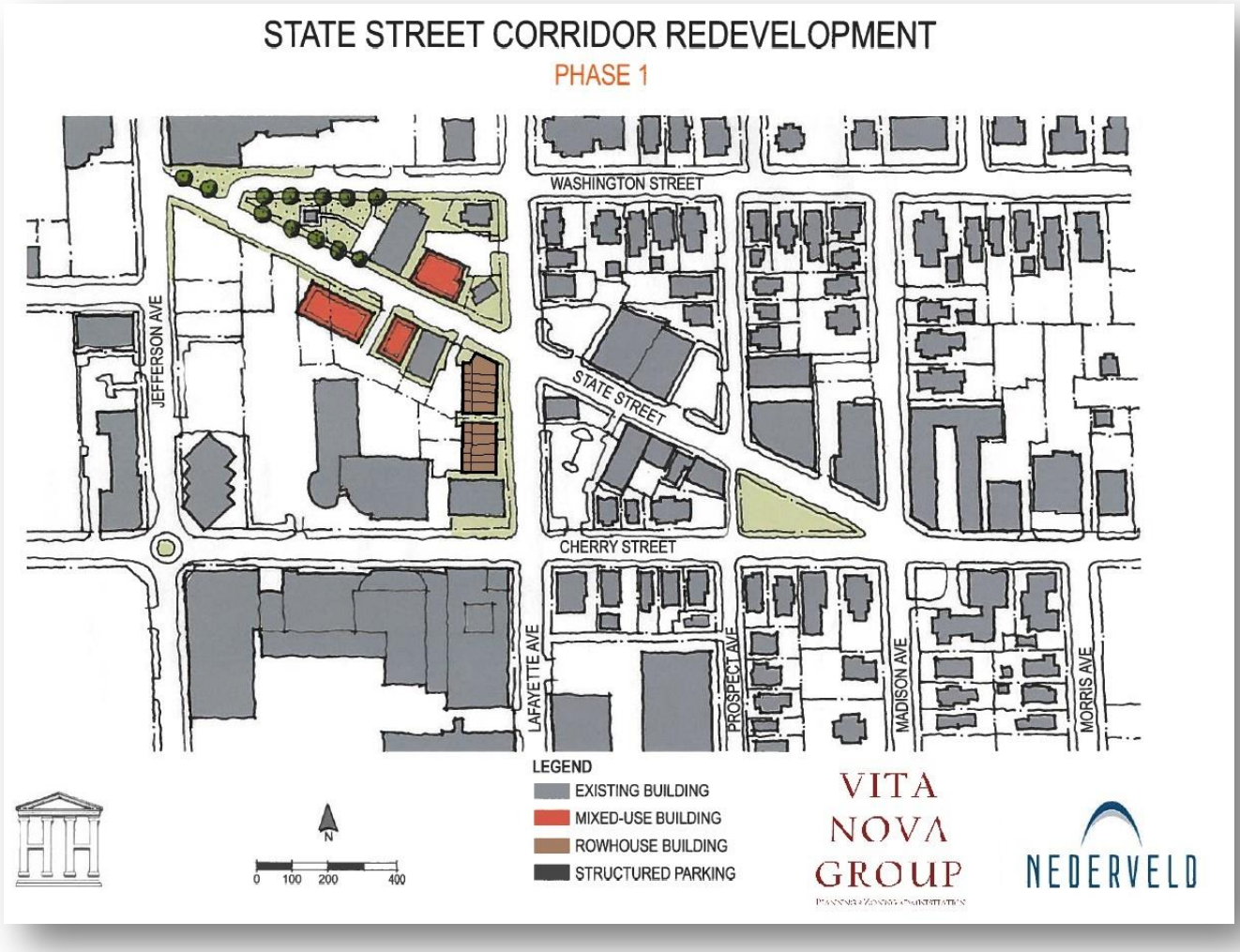


Not all uses are appropriate in all locations. Therefore, the primary focus for commercial and mixed-use development would be along State Street. Areas along Cherry Street, between Madison and Lafayette Avenues are, and should stay, residential. Lafayette Avenue between State Street and Cherry Street would be best focused on higher-density residential. However, there is the reality that any ground level frontage on State Street needs be commercial.



The reality of redevelopment for a corridor such as State Street is that not everything happens all at once. A phased approach would be the most appropriate. Phase 1, illustrated below, would encourage the infill development of existing vacant sites, primarily between Lafayette Avenue and Jefferson Avenue. This approach would add both residential occupancy along Lafayette Avenue and establish a street-wall on State Street.

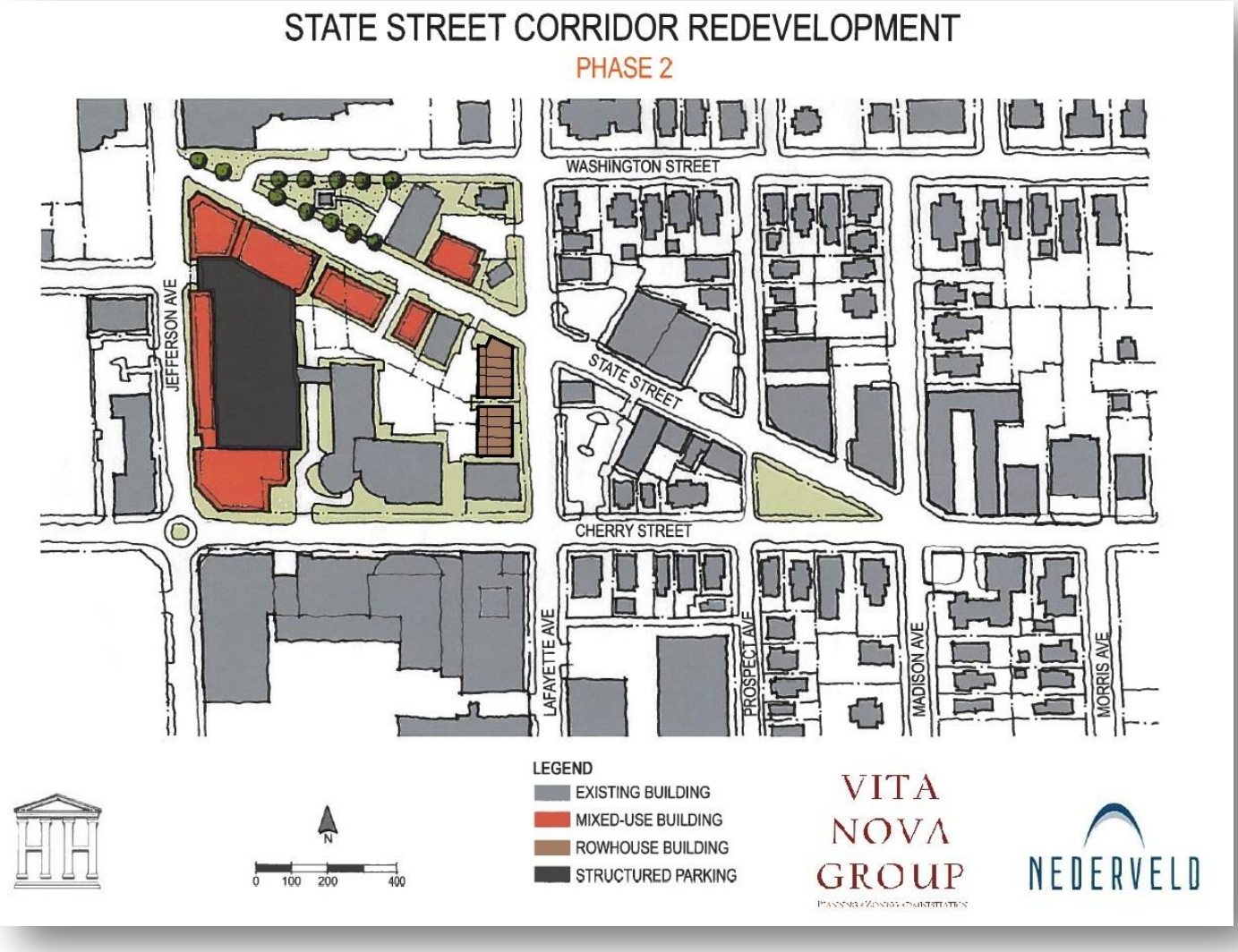
Future Land Use Maps



Phase 2 of the redevelopment plan would include the additional development of Mercy Health's Saint Mary's Hospital. This includes a multiple level structured parking garage and further mixed-use infill development along State Street from Lafayette Avenue to Jefferson Avenue helping to help solidify the anchor points at both ends of State Street, firming up the street walls, and provide a combination of residential, office, and retail opportunities along the corridor.



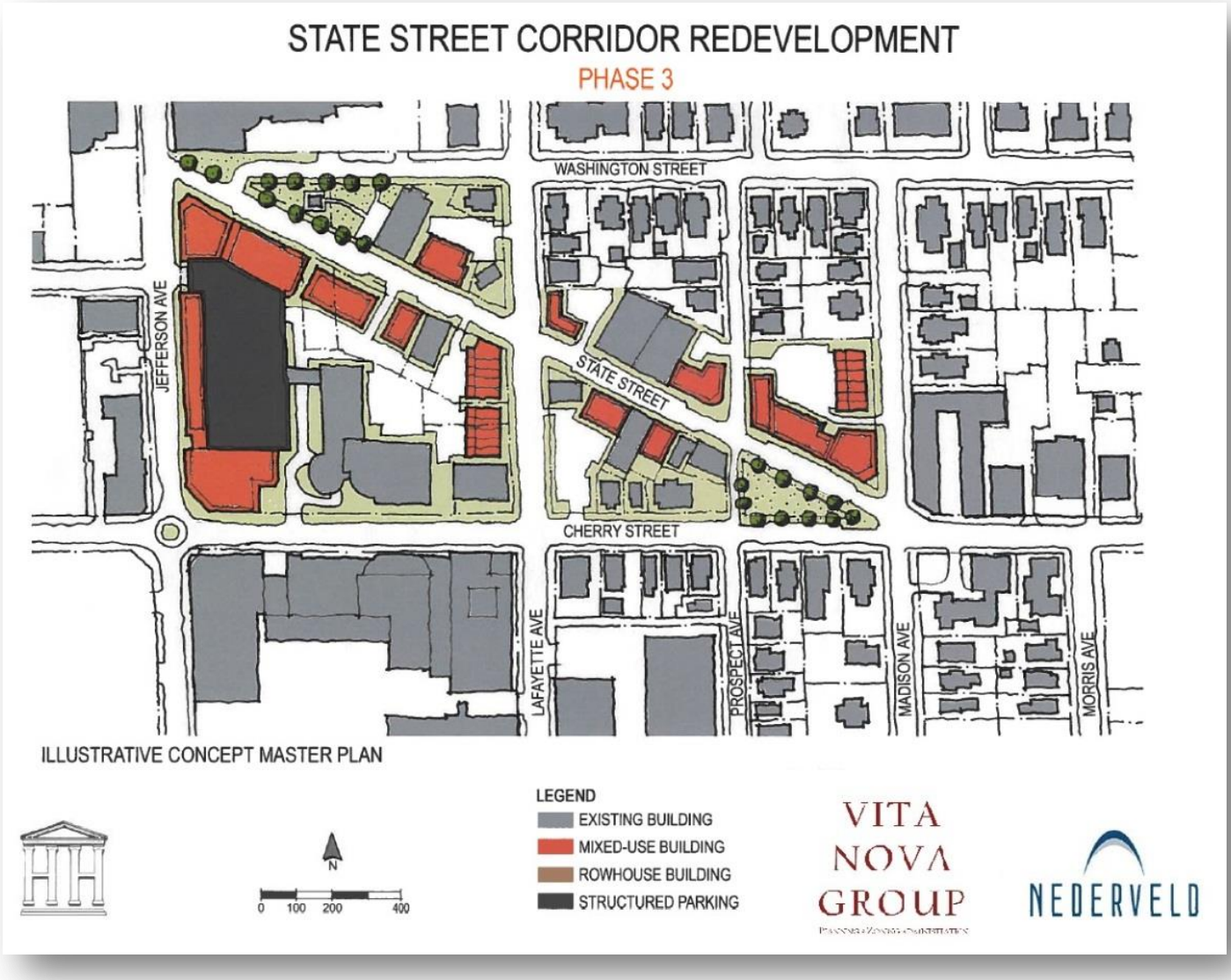
Phase 2 would also allow opportunities for shared parking between Mercy Health Saint Mary's Hospital and the buildings that have frontage on State Street.



Phase 3 of the development would include infill development of the areas between Lafayette Avenue and Madison Avenue, including the street corners and a total redevelopment of the buildings across from Foster Park. Each of the structures that front on State Street should maintain a retail/restaurant or similar pedestrian-oriented use, with offices or residential use on the upper floors.



Townhouse residential development on Madison Avenue would increase the residential occupancy and vibrancy of the corridor. It would additionally provide a transition into the traditional residential structures found on adjacent streets.





Conclusion

Over the past 150 years, State Street has undergone substantial changes, from a Native American trail leading away from the river, to a tree lined residential street with grand single-family homes, to a commercial corridor with auto dealerships, gas stations, and offices, to what we see today. Corridors such as this are always changing and evolving, addressing the needs of neighbors and in response to social and economic changes. Care needs to be taken to build off of the good foundations of the past while still addressing the negative impacts that currently prevent new development. With a strong emphasis on environmental conservation found throughout the City, improvements should be made in a manner that will prevent negative ecological impacts. The historic cues of the past should be preserved as an indication of what State Street once was and new development should be shaped, planned, and designed to address current needs, desires, and intentions. Planning will shape State Street into a vibrant and interactive neighborhood corridor for future generations.



Appendices:

Stakeholder Committee Members and Visioning Session Members:

Rhonda Baker

Bill Bruursema

Zora Carrier

Kay Courtney

Tracy Clark

Susan Duesbery

Jan Earl

Wendy Falb

Ann Finkler

Stephanie Gerdes

Nabil Ghazal

Coleen Hamman

Jennifer Hankinson

Vicki Hudson

Mark Hutchison

Mary Kenyon

Char Kruzich

Barb Lester

Tom and Anne Logan

Kevin McCurren

Craig Nobbelin

Wayne Norlin

Jim Payne

Mike & Paula Raymond

Don Smalligan

Rick Stevens

Jim Talen

Todd Theisen

Patrick Tischler

Tom & Chris Truesdale

Deb Zondervan

Visioning Session Dates:

June 29, 2011 – Grand Rapids Community College, Devos Campus

September 28, 2011 – The Association for the Blind and Visually Impaired

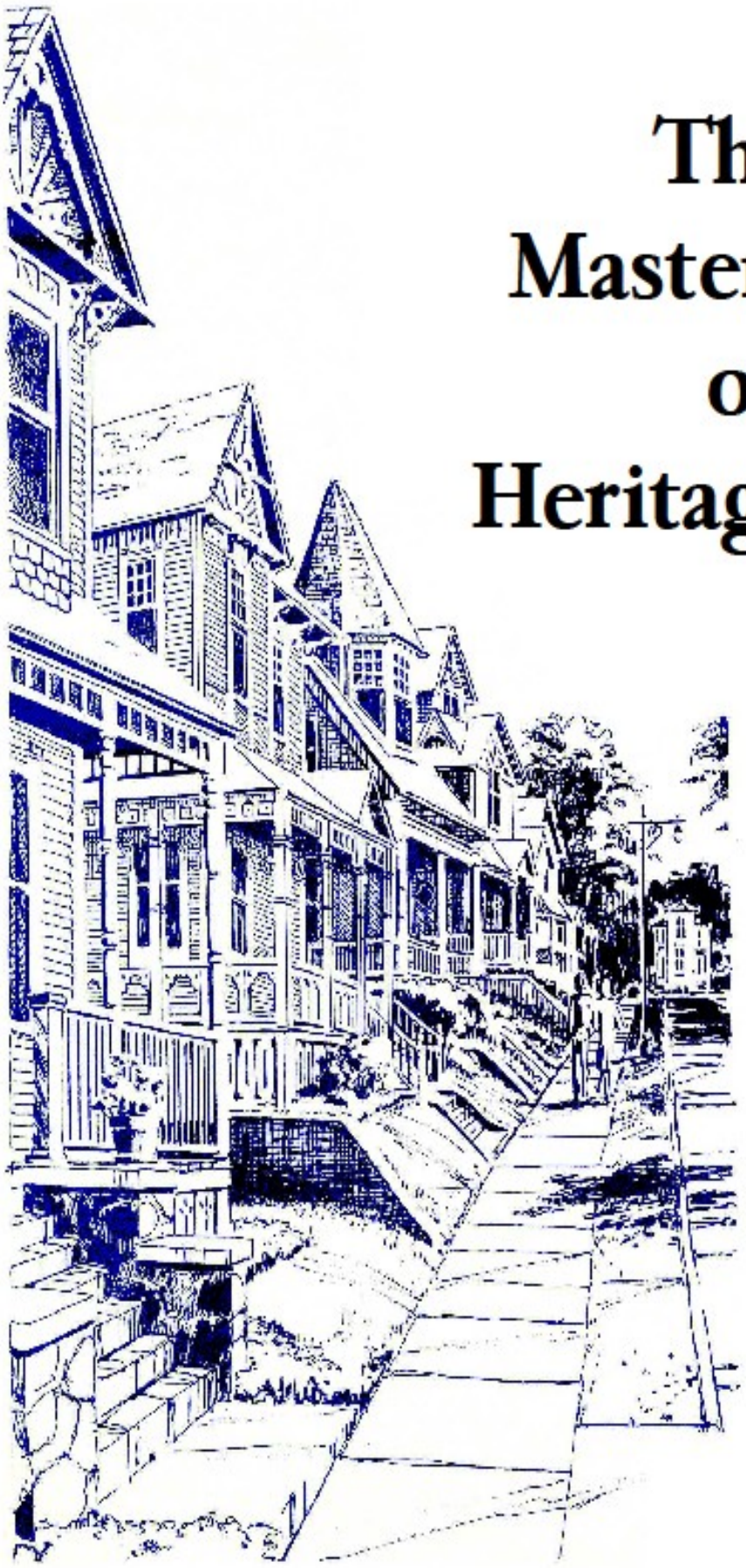
May 2, 2012 – The Association for the Blind and Visually Impaired

Public Hearing:

July 8, 2013 – Lacks Canter Center Grand Conference Room

Heritage Hill Board Adoption:

August 21, 2013 – Hauenstein Center, Saint Mary's Hospital



The Master Plan of Heritage Hill

The 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 a 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 end 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" Architectual 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 -	Shirley LeVesconte, Director
East Hills Neighborhood Association -	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
Grand Rapids Junior College -	Richard Catkins, President
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 Allliance -	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 Associaiton 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

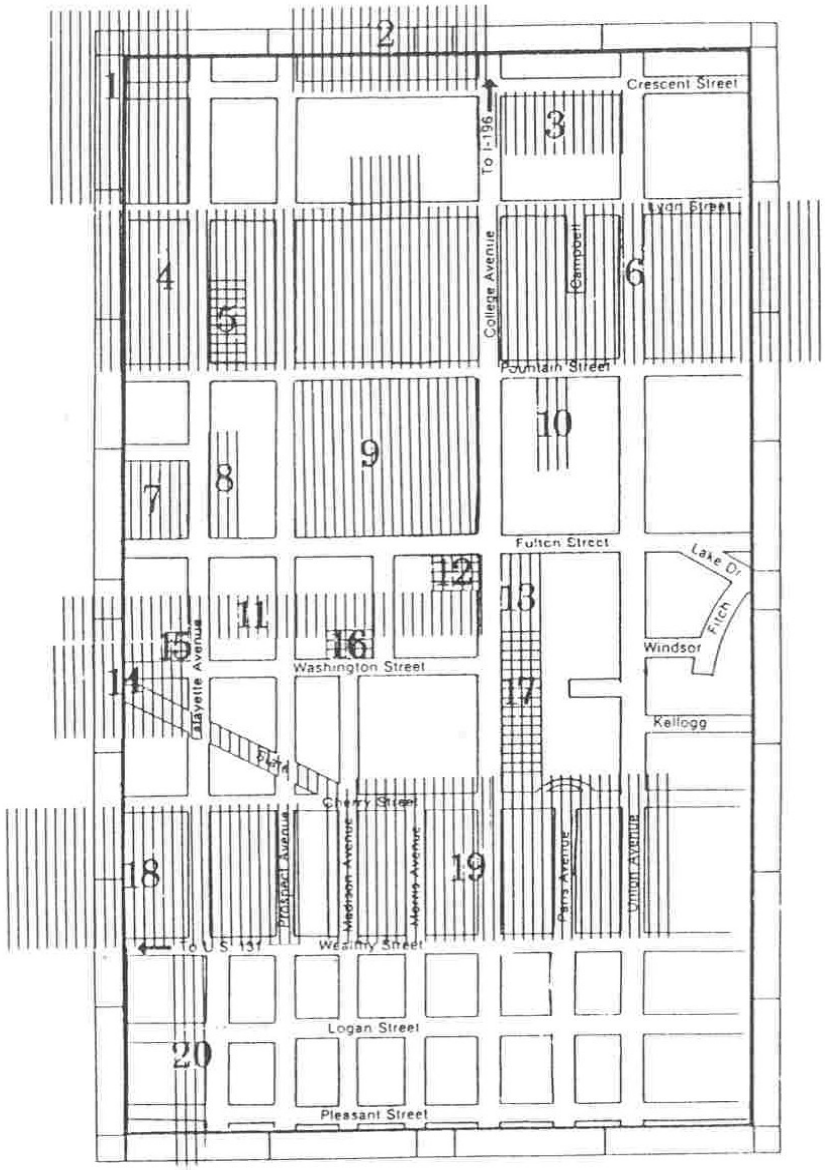
Heritage Hill Association Block Representative; Network Chairperson
Heritage Hill Association Tour Volunteer
Heritage Hill Association Festival Food Booth Volunteer
Council of Neighborhood Associations Board Member

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



▥ - proposed development ▦ - present development

Proposed & Present Development Through the Years in Heritage Hill

1. Proposed Butterworth Hospital expansion
2. Proposed Calvary Undenominational Church expansion
3. Proposed Netherlands Reformed Church expansion
4. Proposed College Park urban renewal (J.C.)
5. Present apartment development
6. Future proposed extension of College Park
7. Proposed Masonic Temple expansion for parking
8. Briefly contemplated Synagogue expansion
9. Davenport College expansion
10. Proposed Central Reformed Church expansion
11. Weston extension
12. Present real estate development
13. Proposed motel.
14. Museum expansion
15. Present real estate development
16. Present real estate development
17. Present private development
18. "Washington Square Urban Renewal Project" (underway before 1966) (St. Mary's expansion)
19. Proposed "Project Recap" ancillary to St. Mary's development
20. Proposed Board of Ed. expansion

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

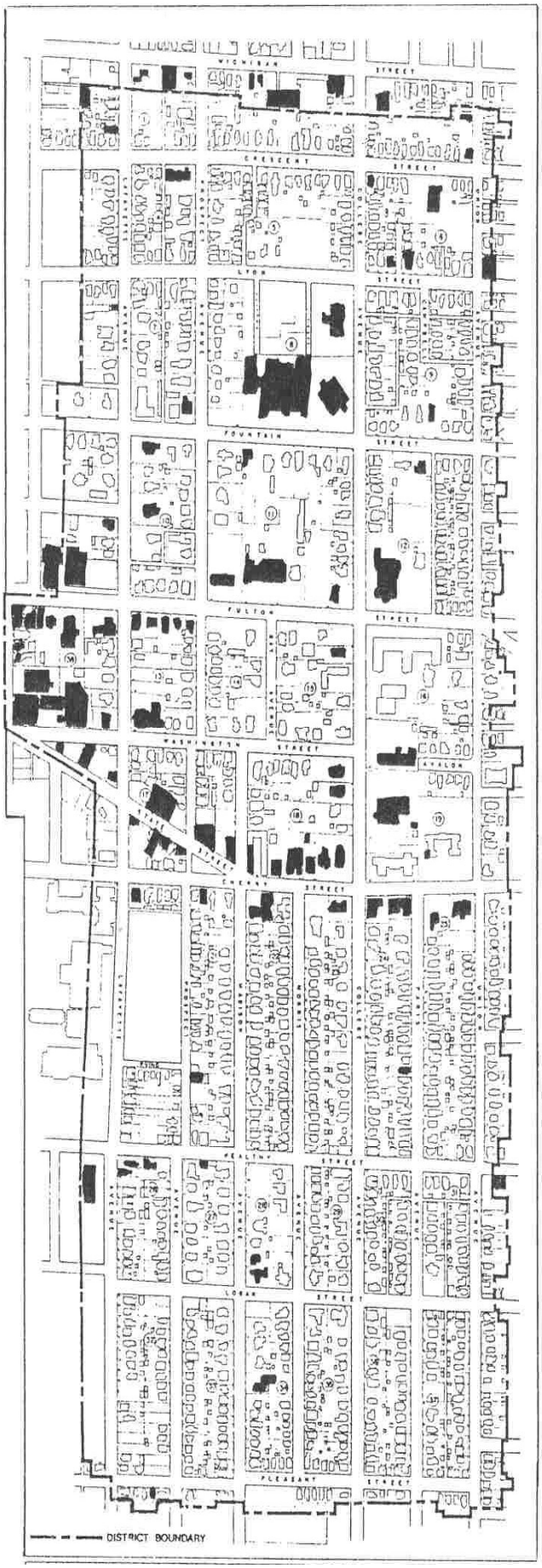


SOURCE: GRAND RAPIDS HOUSING DEPARTMENT; DOOR -TO -DOOR SURVEY

HERITAGE HILL MASTER PLAN -- JULY 20, 1988

A. - 3

COMMERCIAL AND INSTITUTIONAL USES IN HERITAGE HILL

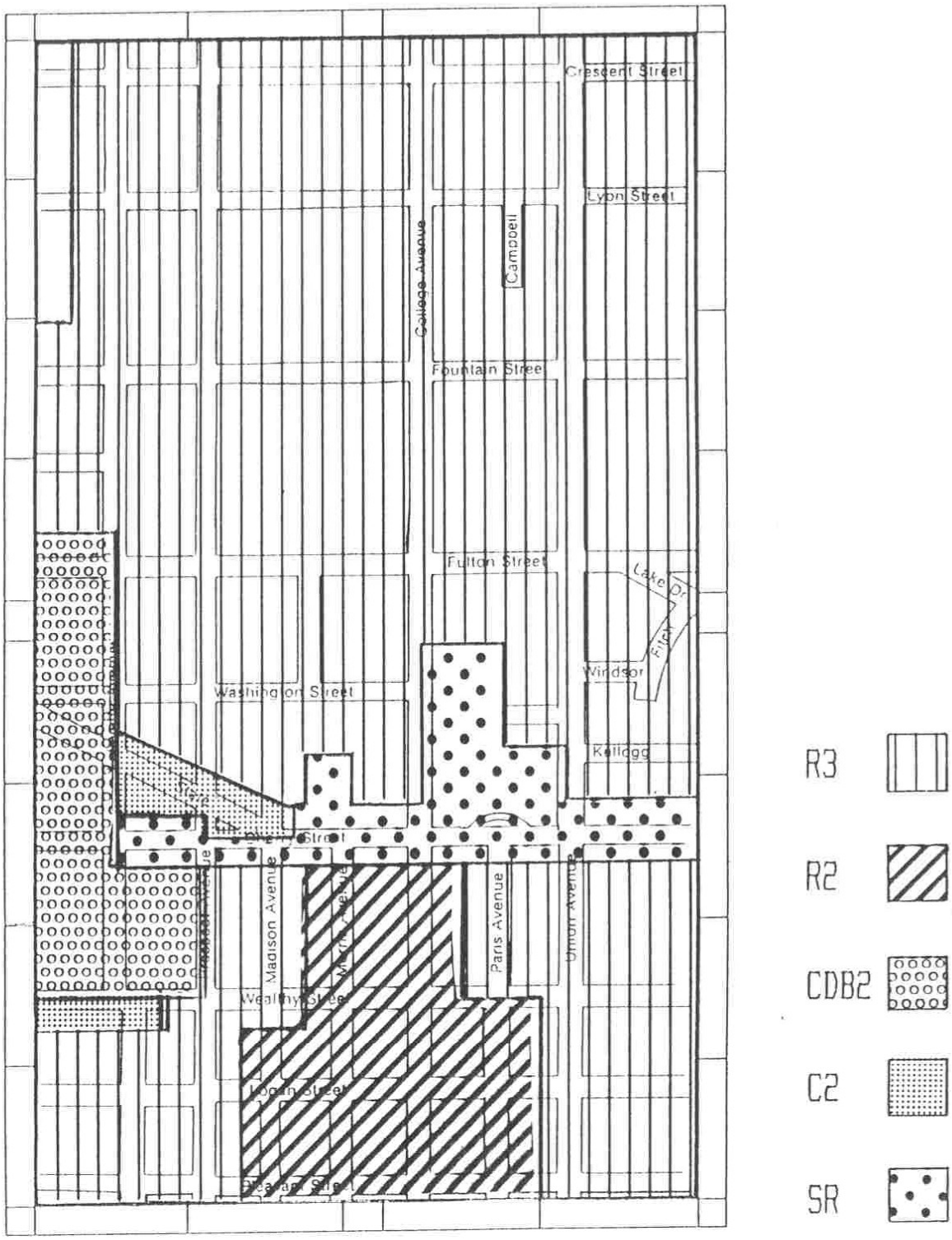


SOURCE:
GRAND RAPIDS ZONING
DEPARTMENT
DOOR-TO-DOOR SURVEY

HERITAGE HILL
MASTER PLAN
JULY 20, 1988

A. - 4

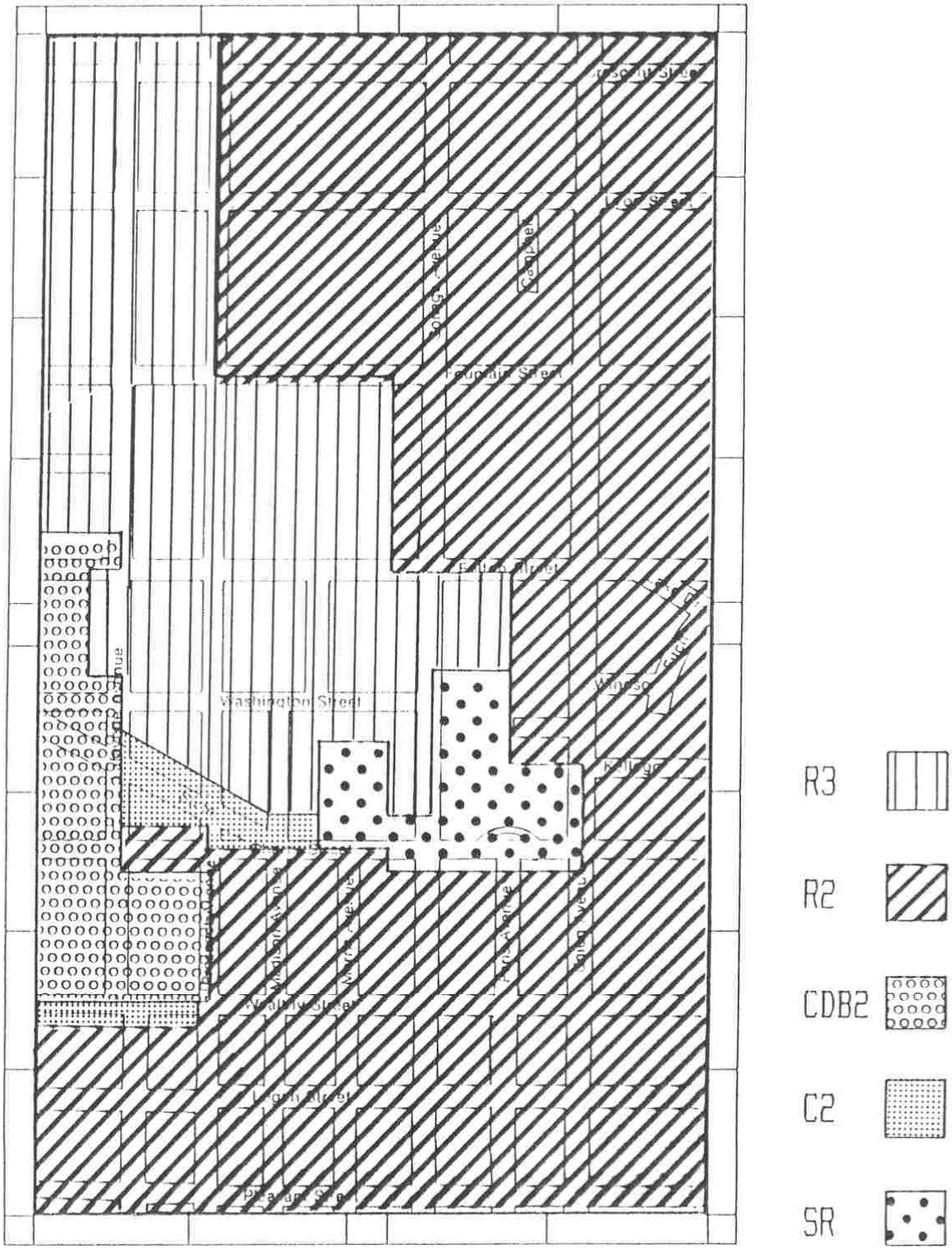
HERITAGE HILL PRESENT ZONING
(AS OF JULY 20, 1988)



SOURCE: GRAND RAPIDS ZONING DEPARTMENT
HERITAGE HILL MASTER PLAN -- JULY 20, 1988
A. - 5

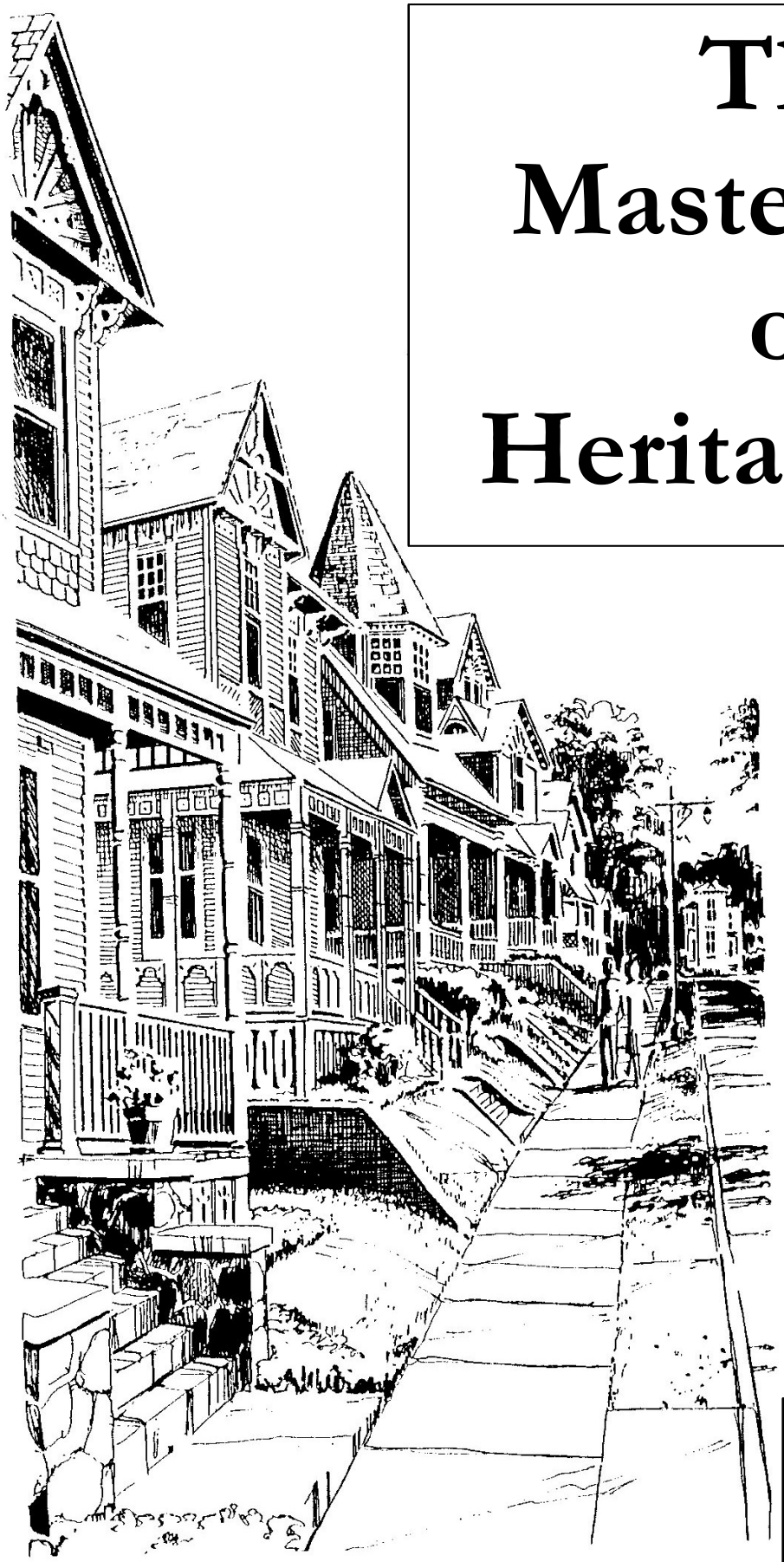
HERITAGE HILL PROPOSED ZONING

(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

The Master Plan of Heritage Hill



The Heritage Hill Association
February 15, 2005

The
Master Plan
Of
Heritage Hill

Adopted February 15, 2005
Heritage Hill Association
Board of Directors

Heritage Hill Association
Neighborhood Master Plan

Adopted by the Heritage Hill Association Board of Directors
February 15, 2005

Table of Contents

I.	**Introduction and Background**	**3**
	Purpose	**3**
	Process	**3**
II.	**Linkages to the City of Rapids Master Plan**	**4**
III.	**Results from the 2001 Survey**	**5**
	Education	**5**
	City Services	**5**
	Safety	**6**
	Historic Preservation	**6**
	Diversity	**7**
	Land Use	**7**
	Heritage Hill Association	**8**
IV.	**Policy Statements by Topic**	**8**
	Commercial/Institutional	**8**
	Traffic and Parking	**8**
	Historic Preservation and Amenities	**9**
	Housing	**10**
	Relationships with Institutions and Surrounding Neighborhoods	**10**
	Public Safety	**10**
	Education	**11**
V.	**Appendix**	**12**
	Master Plan Committee Members	**12**
	Survey Coordinator & Association Data Compilers	**13**

I. Introduction and Background

Purpose

This update to *The Master Plan of Heritage Hill* is the latest effort to protect and preserve the neighborhood known as Heritage Hill. More than 35 years ago, residents joined together to establish a historic district, allowed under Federal law, to save the neighborhood from the threat of what was then known as urban renewal. This initiative was successful and led to decades of collaborative activity among neighbors and like-minded citizens to stabilize and strengthen the neighborhood that reflected in its built structures the early history of the City of Grand Rapids. It has once again become a strong, vibrant neighborhood of diverse people living together. This vision is reflected in the Heritage Hill (neighborhood) Association's purpose "to provide neighbors a way of collectively building a healthy, historically preserved community in which people can live and work in a secure and stable environment."

In 1988, the Heritage Hill Association adopted its first written plan. This current document is an update to that plan and reflects the consensus of opinions, ideals and directions of Heritage Hill residents. Its purpose is threefold:

- to set an agenda for the Heritage Hill Association and Foundation to continue their work in improving the quality of life in the neighborhood;
- to guide decisions by City boards and departments which will directly affect the neighborhood (in conjunction with the major revision in Grand Rapids' own Master Plan);
- 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 that are sensitive to the predominately residential and historic character of the district.

The original 1988 master plan was submitted and adopted by the City's Planning Commission as a guide in making decisions that reflected the desires and interests of neighborhood residents. It has been a living document that has guided the Association's activities and been used in taking consistent positions to present to City boards and committees, nearby institutions and property owners.

Process

The process of updating *The Master Plan of Heritage Hill* included guidance by a Master Plan Committee, a survey of neighborhood residents, open meetings, review of census data and solicitation of views through the neighborhood newsletter. During 2001, Grand Valley State University worked with the Heritage Hill Association in conducting a detailed survey on resident views on a variety of issues. The results were compiled by Grand Valley State University and presented to the Association. (See Section III) In addition to the data gained from the survey, updated census data was compiled and compared to identify changes in neighborhood population and housing patterns.

After this information was gathered, four open meetings were held in August and September, 2003 to encourage residents to give their perspectives on and discuss issues affecting the neighborhood. Each of the meetings had a specific topic area to be discussed, although residents were free to raise any issue of interest to them after the topic of the meeting had been discussed.

The four topics were: traffic and parking, crime and vandalism, education and block clubs, and commercial zoning or other issues. During the subsequent Association Annual Meeting in December 2003, the process of updating the master plan was explained and preliminary ideas for revising the policy positions were introduced.

The aforementioned activity was announced and reported in the Association's newsletter, the *Heritage Herald*, to ensure that all interested residents had opportunities to present their concerns or problems, and possible ideas on how to resolve them.

II. Linkages to the City of Grand Rapid's new Master Plan, *Plan Grand Rapids*

While the 1988 *Master Plan of Heritage Hill* pre-dated the present *Plan Grand Rapids* by 15 years, it presaged the view of neighborhoods outlined by the City of Grand Rapids in 2003. The first goal in the new plan is "Great Neighborhoods." It quotes planner Peter Calthorpe's prescription for great neighborhoods as including:

- walkable streets,
- human-scale blocks,
- a variety of housing choices,
- usable public spaces,
- an identifiable center formed by civic institutions, local shopping and services, and
- definable edges.

The strong neighborhood which has developed since the historic preservation movement overcame the threat of the urban renewal program in this area of fine old residences is one of the best examples showing the value of a neighborhood-based strategy for the whole city.

The walkable streets, human-scale blocks, and housing choices define Heritage Hill. This current Master Plan calls for more park space, although there are several highly-valued small parks and school playgrounds. Heritage Hill does not have an identifiable center – it is characterized more by its strong edges with major streets where some retailing and a number of city-wide institutions are located. Maintaining some neighborhood-level retailing is an important goal of this Master Plan.

Heritage Hill meets the Plan Grand Rapids' description of a stable neighborhood, with

- a low (24%), but gradually growing, percentage of owner-occupancy,
- most rental units being well-managed (many of them by residents of the neighborhood),
- well constructed homes which have enjoyed a high level of maintenance since designation as a historic district, and
- increasing housing values.

Recommended strategies for stable neighborhoods, as reflected in *Plan Grand Rapids* include:

- traffic-calming (in increasing use, and supported by this plan),
- strong housing code enforcement (a long-time priority of the Heritage Hill Association and this plan),
- historic preservation (how this neighborhood is defined),
- maintenance of infrastructure (a number of street and sewer projects have been done,

although more is always needed), and
- neighborhood organization (the Association is one of the oldest and strongest in the City).

The strong neighborhood which has developed since the historic preservation movement overcame the threat of the urban renewal program in this area of fine old residences is one of the best examples showing the value of a neighborhood-based strategy for the whole city.

III. Results from the 2001 Survey

As part of revising *The Master Plan of Heritage Hill*, the Grand Valley State University conducted a survey in 2001 in order to find out how current residents viewed the neighborhood, and what concerns and problems they saw. The survey covered the following areas: demographics of respondents, education, city services, safety, historic preservation, diversity, land use, the Heritage Hill Association, neighborhood priorities, areas of special concern and a "soapbox" for additional comments.

While the full survey results are available in the Heritage Hill Association's office, the following presents a brief overview of the findings. A total of 549 residents responded to the survey answering specific questions and adding comments to cover topics of concern to them. Not everyone answered all the questions. Perhaps most interestingly, the survey found that the views and aspirations of the neighborhood in 2001 were very similar to those identified in the survey and interviews done in 1987 as part of the earlier master plan development.

Education

Schools continue to be a concern and priority to residents.

Schools continue to be a concern and priority to residents. While more than half of survey respondents said public elementary education was satisfactory, less than half felt the same about public middle and high schools. About 12% reported having children attending school. During the public meetings connected with this plan revision, there was more discussion about education. These focused on ways in which neighbors could be more involved with the schools serving the neighborhood and led to strengthened policy statements on education in this plan.

City Services

While most City services were considered good or excellent by most survey respondents, the most troubling areas to respondents were road repair, speed enforcement, traffic, parking and violation enforcement. Speeding, snow plowing (or lack thereof) and parking were the major concerns mentioned. While only half of respondents had contacted the City about the problems with its services, two-thirds of those who did felt their experiences were quite positive.

. . . . . Most City services were considered good or excellent by most survey respondents . . . . . Speeding, snow plowing (or lack thereof) and parking were the major concerns.

Few problems cited were seen as widespread among residents, but just over a third felt the following problems on their block were severe or very severe: speeding, insufficient off-street parking (either for respondent or others on the block), and crowded parking conditions. From a fifth to a quarter felt noise, heavy trucks, buses, loitering or alley conditions were severe or very severe concerns.

Unlike the general issues like traffic or speeding, problems with particular residences seemed to be more isolated and shared by a small number of neighbors. While slightly more than a fifth of respondents reported five or more "problem" residences, 41% said there were no such problem properties and another 28% said there was only one or two on their blocks. This illustrates well the impact that historic preservation and an active neighborhood association (made up of neighbors) have had in improving the neighborhood over the last 30 plus years.

Safety

Due in part to an active neighborhood crime prevention program, nine of ten respondents felt safe in their homes or walking around during daylight. This drops to 56% evening hours (7 pm – midnight). A feeling of being unsafe was concentrated in just a few areas. The most common problem cited was loud car stereos, followed by noisy neighbors and unwanted peddling or vagrancy. Interestingly, while only a fifth considered peddling/vagrancy a common problem, over two-thirds had been approached in the last five years. Just over a quarter of respondents had had their cars broken into in the last five years and other minor crimes were noted.

. . . . . nine of ten respondents felt safe in their homes or walking around during daylight. This drops to 56% evening hours (7 pm – midnight). A feeling of being unsafe was concentrated in just a few areas.

Historic Preservation

The City enacted an ordinance to protect designated historic properties or districts within the city. The City's Historic Preservation Commission oversees and acts on proposed exterior changes or repairs to Heritage Hill properties. In survey responses, there was a wide range of opinions on the process and having to adhere to historic standards and materials. Over two-thirds of respondents felt the rules governing the historic preservation process were appropriate. Of those who had submitted applications during the last five years, over 70% rated the process as good or excellent. Only 7% rated it poor.

Over two-thirds of respondents felt the rules governing the historic preservation process were appropriate.

The additional comments added by respondents were similar to those in the previous 1987 survey. These comments included a lack of consistency in applying or enforcing historic preservation standards, needing to use materials which are consistent with the original materials, the high cost of meeting historic standards, and a lack of knowledge about the rules or the process. It should be noted that in recent years, guidelines have been developed to guide residents and the process has been made more consistent. The City and the Heritage Hill

Association have made many regular efforts to communicate information about historic preservation.

Diversity

More than 80% chose to live in Heritage Hill because it's close to downtown, the homes are historic with unique architecture and it has high quality, affordable housing . . . . . (and) felt that the Heritage Hill Association should work to retain economic, racial and social diversity.

There are many reasons why people choose to live in a particular neighborhood. More than 80% chose to live in Heritage Hill because it's close to downtown, the homes are historic with unique architecture and it has high quality, affordable housing. Sixty percent or more of respondents also believed that living in a multi-racial neighborhood is important, there is a diversity of residents and lifestyles and it is close to work or school. On the issue of high housing or rental costs driving middle-income families out of the neighborhood, half of the respondents shared the concern while the other half didn't.

An overwhelming majority (80%) felt that the Heritage Hill Association should work to retain economic, racial and social diversity. There seemed to be a consensus that the Heritage Hill Association should work to preserve and upgrade the general quality of life, communication, fairness and the equity of services for all neighbors regardless of their economic, racial or social characteristics. While the Association doesn't have control over many of the issues that impact neighbors, the Association should continually raise the issues for discussion, and of course, action where appropriate.

Land Use

There was strong agreement among respondents (80%) that houses used for residential purposes should not be allowed to be converted to commercial or institutional use. Similarly, around two-thirds felt that single family homes should stay that way and multi-family properties should not be allowed to add more units.

The survey strongly supported current Heritage Hill Association policies regarding how properties are used. There was strong agreement among respondents (80%) that houses used for residential purposes should not be allowed to be converted to commercial or institutional use. Similarly, around two-thirds felt that single family homes should stay that way and multi-family properties should not be allowed to add more units. Two-thirds felt that the current mix of institutional and commercial uses was just about right. More than seventy percent of respondents were concerned about the demolition of properties for parking lots in or near the neighborhood as well as the expansion of institutions. More than half were concerned about the closure of neighborhood schools and of recreational opportunities in and around the neighborhood. More than half were concerned about the adequacy of public transportation.

Heritage Hill Association

Survey respondents answered questions about the Heritage Hill Association. The responses varied, but most respondents were aware of the Association itself and high visibility activities like the Tour of Homes and the newsletter. There was more limited awareness of things like victim assistance and other less visible functions of the Association. More than half offered additional comments about the issues and the Association. They generally reinforced the findings of the survey.

IV. Policy Statements by Topic

A. Commercial/Institutional

1. Maintain firm zoning boundaries to prevent spot zoning and to reflect current and desired use.

2. Encourage commercial and institutional development and use within defined areas.

3. Support enforcement of commercial code.

4. Encourage the use of existing structures for the purposed for which they were built: Commercial for commercial and residential for residential.

5. Be pro-active in involving HH Association in planning for commercial and institutional development.

6. Encourage historic Business/Traditional Business zoning districts to favor neighborhood service usage.

7. Encourage resident support of neighborhood business and services.

8. Educate developers of commercial and institutional properties to be sensitive to adjacent historic and/or residential structures.

9. Maintain cooperative planning with public and private agencies working on issues dealing with Michigan Street, State Street and Wealthy Street.

B. Traffic and Parking

1. Increase monitoring and enforcement of traffic laws.

2. Encourage periodic analysis of traffic volume, speed and flow.

3. Establish ad-hoc parking committees to respond to community needs.

4. Develop a campaign to encourage resident reporting of traffic problems.

5. Encourage traffic calming solutions on individual streets.

6. Secure optional off-street parking in existing or new facilities.

7. Encourage joint development of alternative mass parking areas by the City, institutions and businesses in and adjacent to HH.

8. Promote public and corporate/institutional transit services as an optional means of moving volumes of students, employees and visitors into and out of the neighborhood.

9. Maintain street widths at their current dimensions.

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.

2. Encourage HHA resident participation in the Historic Preservation Commission.

3. Educate and assist property owners and the Historic Preservation Commission to meet the intent of the ordinance.

4. Encourage the city to establish a notification system for neighbors of projects to be reviewed by the Historic Preservation Commission.

5. Encourage appropriate infill development on vacant parcels.

6. Advocate for the historic elements of streetscape and public building, including school buildings.

7. Regulate the installation of new or replacement utilities, public pavements and street furniture to be compatible with the historic nature of the streetscape.

8. Encourage the maintenance of the exterior and grounds of commercial and institutional structures in a historically appropriate condition.

9. Maintain small neighborhood parks.

10. Encourage maintenance and improvement of school related playgrounds.

11. Encourage the improvement of existing parking areas.

12. Determine the need for current alleys and improve or close them.

D. Housing

1. Rigorously scrutinize any requests to increase density in existing residences.

2. Encourage HH residents to seek appointment to the Zoning and Housing Appeals Boards and the Planning, Historic Preservation and Parking Commissions.

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.

4. Redraw zoning boundaries to reflect current and desired use and density.

5. Monitor consistent enforcement of the housing code.

6. Advocate maintenance of significant minimum fines for housing code violations.

7. Educate residents regarding the housing code.

8. Establish staged timelines for major rehabilitation projects to maintain control while encouraging quality workmanship.

9. Push for placement of hard-core substandard housing into receivership

10. Promote the various housing opportunities in HH to attract a broad range of residents.

11. Coordinate existing city and state financial aid to property owners.

12. Encourage HH residents to purchase, improve and maintain substandard properties.

13. Monitor the operation and establishment of regulated group residential facilities to ensure they comply with applicable regulations and contribute to the vitality of the neighborhood.

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.

2. Encourage early involvement of HH Association in planning for commercial and institutional development.

3. Meet regularly with adjacent neighborhood associations to develop coordinated strategies that enhance overall neighborhood improvement.

F. Public Safety

1. Increase direct public involvement in safety programs and practices.

2. Develop greater mutual cooperation and support between HH programs and the Grand Rapids Police Department.

3. Coordinate HH public safety programs with other community resources.

4. Encourage HH Board of Directors leadership in public safety matters.

G. Education

1. Maintain HH Board liaisons to work with the Grand Rapids Public Schools and other local schools on planning to meet the educational needs of children throughout HH.

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.

3. Work with public and private schools and public safety officials on safety at and to and from schools.

4. Advocate for needed resources, support appropriate millage campaigns and programs for neighborhood schools, and promote participation of HH residents in school mentorship and volunteer programs.

5. Work with the Grand Rapids Public Schools to ensure proper building and grounds maintenance, encouraging schools within the historic district to follow historic guidelines.

V. Appendix

Master Plan Committee Members:

Chris Bailey
Resident of Heritage Hill – 4 years
Heritage Hill Association Board Member – 3 years

Project Manager – Spectrum Health

City of Grand Rapids Community Development Citizens Committee – 3 years
Grand Rapids Cool Cities Advisory Group – 3 years
City of Grand Rapids Arts and Entertainment Strategy Steering Committee (2004)
Mayor George Heartwell's WiFi Committee (2004)
City of Grand Rapids Board of Zoning Appeals – 1 year

Tom Logan
Resident of Heritage Hill – 21 years
Heritage Hill Association – 1988 Master Plan Committee
Heritage Hill Association Tour Historian – 15 years, Co-Chairperson, Home Host, and Volunteer
Heritage Hill Association Food Booth – Volunteer
Heritage Hill Rental Property Owner, Renovating Homes in Heritage Hill & East Hills

Professional Planner – Health System & Human Services, Historic Preservation and Urban Design

City of Grand Rapids Historic Preservation Commission – 6 years
Meyer May House Docent
Author: *Almost Lost: Building and Preserving Heritage Hill, Grand Rapids, Michigan* (2004)

Craig Nobbelin
Resident of Heritage Hill – 19 years
Heritage Hill Association – 1988 Master Plan Committee
Heritage Hill Association – Past Board President, Member – 12 years
Heritage Hill Association – Chair, Zoning Committee
Heritage Hill Association Tour – Weekend Ticket Coordinator, Home Host
Heritage Hill Association Food Booth – Co-Chair, Volunteer
Heritage Hill Rental Property Owner, Renovating Homes in Heritage Hill

Health and Human Services Planner/Consultant

South East Economic Development Corporation – Past Board President, Member – 15 years
Wealthy Theatre – 5 years, Board President, Member
United Growth – Neighborhood Representative

Jim Payne
Resident of Heritage Hill – 24 years
Heritage Hill Association – Past Board Member – 4 years
Heritage Hill Association Tour – Home Host, House Captain, Guide
Heritage Hill Association Tour Food Booth – NCBC
North College Block Club – Past President, Perennial Board Member

Downtown Management Board – 2 years, Member
Kent County Literacy Council
DA Blodgett Services for Children – Big Brother

Mary Robinson
Resident of Heritage Hill – 19 years
Heritage Hill Association – Past Board President, Member – 7 years
Heritage Hill Association – Zoning Committee
Heritage Hill Association Tour – House Captain, Volunteer
Heritage Hill Association Food Booth – Volunteer

Davenport University – Instructor
Non-profit Management Consultant

South East Economic Development, Former Executive Director

Survey Coordinator and Association Data Compilers:

Richard Jelier, Ph.D.
Coordinated the development, implementation and data processing of the 2001 Survey that gathered the information from over 500 residents in Heritage Hill. Supervised the work of graduate students in carrying out this work.

Associate Professor at Grand Valley Sate University, School of Public and Nonprofit Administration
Resident of Heritage Hill – 9 years
Heritage Hill Association – Board Member - 4 years

J.B. Allen
Helped to compile the data that was gathered by GVSU
Resident of Heritage Hill – Grew up in Heritage Hill
Heritage Hill Association – Board Member - 3 years

Barbara Hekhuis
Helped to compile the data that was gathered by GVSU
Heritage Hill Association – Board Member – 3 years
Resident of Heritage Hill – 22 years

Jan Earl
Assisted in survey development, implementation and data compilation
Heritage Hill Executive Director – 21 years
Resident of Heritage Hill – 22 years

Barbara Lester
Helped to compile the data that was gathered by GVSU
Heritage Hill Association Crime Prevention Coordinator – 19 years