

# Village of Hesperia

# Master Plan



“Proud of Our Past, Building Our Future”

ADOPTED: \_\_\_\_\_

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## *Master Plan Committee*

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## *Purpose of the Master Plan*

- The Master Plan is the legal document that is the basis for decisions made by the elected members of the Village Council, which is the governing body for the Village of Hesperia.
- The Master Plan addresses current and future needs of residents related to housing, commerce, industry, recreation, ways and grounds, public buildings, schools, soil conservation, forests, woodlots, open space, wildlife refuges and other applicable resources.
- The Master Plan addresses the location and character of streets, bicycle paths, pedestrian ways, bridges, waterways, waterfront development, flood prevention, drainage, sanitary sewers, water supply systems, pollution control and prevention, and public utilities.
- Unless specified otherwise, the plan adopted by a village or city under P.A. 285 of 1931, as amended, is to be the basis for a zoning ordinance adopted pursuant to P.A. 207 of 1921, as amended.
- The Master Plan supports grant proposals by demonstrating intent and commitment to stated goals and objectives.

## *Adoption Process*

- The adoption of a Master Plan is authorized and required by P.A. 285 of 1931, as amended.
- The Master Plan is developed, adopted and published by the Planning Commission. In the case of the Village of Hesperia, the Planning Commission is the Village Council.
- To begin the process, the Village Council appointed a Planning Committee to study, research and propose a Master Plan. The Committee conducted interviews, a survey, and gathered data to develop the proposed plan.
- The Master Plan is developed with input from residents, specialists, and other individuals who contributed related and supporting information.
- In order for the Master Plan to reflect the desires of the community, the public will have the opportunity to comment, voice concerns and opinions.
- The Village Council has the authority to adopt or reject any or all components the proposed plan.

## **Committee's Mission**

*Propose a plan that will lead to  
positive changes in the future  
for the residents of the  
Village of Hesperia*

## — *Vision Statement* —

1. *Distinctive, attractive community*
2. *Cooperative, friendly people*
3. *Natural, scenic open spaces*
4. *Quality, varied housing*
5. *Orderly, safe environment*
6. *Thriving, convenient businesses*
7. *Walkable, tranquil neighborhoods*
8. *Responsive, effective government*
9. *Reliable, efficient public services*
10. *Progressive, astute leadership*
11. *Exceptional, sound educational institutions*
12. *Healthy, fulfilling leisure time activities*

# *Hesperia*



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*Hesperia's original name was "New Ocea", reflecting its location in both the Counties of Oceana and Newaygo. It was later changed to Hesperia about the time a post office was opened.*

~Hesperia Centennial Book:



- 30 Miles to Muskegon
- 60 Miles to Grand Rapids
- 126 Miles to Lansing
- 215 Miles to Detroit
- 24 Miles Lake Michigan
- 211 Miles to Chicago

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### **Geography**

Hesperia is a village located in the state of Michigan. The village is situated on the boundary between Oceana County and Newaygo County, with about half of the village in Newfield Township in Oceana County and half in Denver Township in Newaygo County. The population was 954 at the 2000 census.

According to the United States Census Bureau, the village has a total area of 0.9 square miles. Approximately 0.8 square miles of the village is land and 0.1 square miles is water.

**Demographics**

Data from U.S. Census Bureau

**HESPERIA, MI**

<b>Population</b>	<b>Number</b>
Total population	954
Square miles (land)	0.82
Population per square mile	1159.92

<b>GENDER</b>	<b>Number</b>	<b>Pct</b>
Male	417	43.7
Female	537	56.3

<b>AGE</b>	<b>Number</b>	<b>Pct</b>
15 or younger	223	23.4
16-24	134	14
25-44	248	26
45-64	197	20.6
65+	152	15.9

<b>AVERAGE AGE</b>	<b>Number</b>
Average age (years)	37.08

<b>RACE AND ETHNICITY</b>	<b>Number</b>	<b>Pct</b>
White	901	94.4
Black or African American	4	0.4
American Indian and Alaska native	14	1.5
Asian	10	1
Native Hawaiian and other Pacific islander	0	0
Some other race	6	0.6
Two or more races	19	2
Hispanic or Latino	9	0.9

Sources: U.S. Census Bureau, 2000 Census;

<b>MEDIAN HOUSEHOLD INCOME BY AGE (\$ IN 1999)</b>	<b>Number</b>
Median household income	\$27,460
Householder under 25	\$12,083
Householder 25-34	\$37,344
Householder 35-44	\$39,063
Householder 45-54	\$34,583
Householder 55-64	\$15,833
Householder 65-74	\$18,750
Householder 75 and older	\$15,833

## *The Founding of Hesperia*

Lumbering was the reason white people originally came to the area and like other settlements, Hesperia, a part of Michigan's rich lumbering history, was primarily a logging town through the 1800's. The White River, flowing through Hesperia, was used to move logs from forests to sawmills in the area.

Daniel Weaver inspired the movement to establish a village on the banks of the White River where Oceana and Newaygo County met. Weaver had earlier settled and developed Fremont (originally known as Weaverville), and eventually moved his family to what is today, the Village of Hesperia. He was instrumental in creating a thriving logging town.

Weaver was attracted to the area by the power of the White River that was important for his interest in operating a sawmill closer to the White River so he would not need to haul the logs to the sawmill he owned in Fremont. When he visited the store owned by Joseph Sweet near the Michigan Avenue Bridge in 1865, he found level land and good waterpower. It was the building of a dam on the White River that spurred the growth of the village and led to its continued existence. The dam eventually provided electrical power to the village around 1911.

Weaver's, son-in-law, Thaddeus Waters, began laying out the town in 1866 with assistance from William Hoskins, who had erected the first permanent home in the settlement in 1858. John P. Cook, joined the developing community and found the plat less than acceptable so he redrafted the layout with Waters to the present plat. They decided to call the village "New Ocea". This was later changed to "Hesperia". Cook, Weaver, and Rowland sections were added later.

Many of the settlements in Newaygo and Oceana Counties came and went as the forests were cleared of trees during the lumbering age in Michigan. What remained through all the years was the White River, the dam and a community of enterprising people. Logging and sawmills, which still operate yet today in the area, were replaced in a large part with agriculture and related commerce. The Hesperia Dam, which was it is believed to have been constructed around 1860, eventually brought to the Hesperia area another significant attraction, bountiful sport fishing.

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### **Significant Events in Hesperia's History**

The following dates and events were found in the recorded minutes of village council meetings and the Hesperia Centennial Book.

- 1858 William Hoskins, erected the first house at the corner of Smith Street & South Avenue just outside the present village.
- 1865 The "Log Store" was erected on the north side of the White River just outside the present village limits.
- 1866 Daniel Weaver and John Cook built a steam-operated sawmill near the present dam site.
- 1866 A school building was located on the flat north of the White River. The building was later moved to the northwest side of South Avenue and Division Street.

**Significant Events in Hesperia's History**, continued

- 1866 Thaddeus Waters and John Cook platted the village.
- 1867 The first post office was established in Weaver's Store.
- 1868 Hoskins, Weaver, and Cook deeded blocks "O" and "P" to the public for the Hesperia Public Park.
- 1871 Daniel Weaver built a flourmill on the north side of the White River.
- 1875 The first newspaper, The Hesperian, was founded by Daniel Weaver's son, Daniel L. Weaver.
- 1877 Baptist Church was erected on South Division Street and Church Avenue.
- 1883 Hesperia became a village.**
- 1883 The Presbyterian Church was erected.
- 1884 There was daily stagecoach service to Fremont and White Cloud.
- 1897 Frank Miller opened the first bank in Hesperia.
- 1898 Bell Telephone Co. was granted permission to set telephone poles on Division Street.
- 1898 Methodist Church was dedicated.
- 1901 The Mason and Oceana Rail Road Co. was granted permission to occupy Weaver Street for railroad purposes. The depot was not to exceed three hundred feet east of Greenback Street. (The railroad was never built.)
- 1910 The State Bank of Hesperia was organized.
- 1911 An ordinance was adopted abolishing saloons in the village.
- 1911 The power house was built.
- 1914 Signs were erected to post speed limits for automobiles.
- 1916 The Woman's Literary Club started the public library in the Rowland Building.
- 1917 Village purchased Webster Grove to be used as a public park.
- 1922 Division Street was paved with cement from Weaver Street to Michigan Avenue.
- 1924 A traffic officer was hired when a petition from citizens wanted speed limits on automobiles to be enforced. (Citizens also suggested the village could secure service from the state police.)
- 1925 GAR received permission to erect a Soldier's Monument.
- 1926 A well was put down in Weaver Park.
- 1933 The public library was moved to the Village Hall.
- 1934 The Greater Hesperia Business Association started a movement to consolidate Oceana and Newaygo Counties or to have the entire village in Newaygo County.
- 1934 A beer license was issued as prohibition had recently ended.
- 1934 A kitchen was added to Hesperia Public Park (Weaver Park).
- 1936 A jail cell was installed in the Fire Barn. The village hall had housed a jail cell since 1900.
- 1938 Leland S. Weaver sold land to the village for \$300 to be known as Weaver Park.
- 1941 The first school bus was purchased by the school district.
- 1944 The volunteer Fire Department was reorganized.
- 1947 First commercial garbage collection service was approved.
- 1947 The Michigan Associated Telephone Company reported that dial conversion was in progress.
- 1948 A well was put in Webster Park.

**Significant Events in Hesperia's History, continued**

- 1948 Christ the King Catholic Church was established.
- 1949 The Hesperia Free Fair was organized.
- 1949 Bus service included three runs daily from Hesperia to Muskegon. In one year, 48,000 passengers were transported.
- 1951 A 10 inch water well was installed to replace a 8 inch well that failed.
- 1951 The village clerk was instructed to put up house numbers.
- 1952 Consumers Power gave the dam property to the village.
- 1953 The Carnation Milk Company was creating problems with their smoke stack and wastewater.
- 1953 The Village Hall was razed and rebuilt in 1954.
- 1953 The Chamber of Commerce and school board met at the village council meeting to discuss the need to take action to make the school better.
- 1954 There was a drive-in theater at the Rodeo Grounds.
- 1955 Two buildings were erected in Hesperia Public Park (Weaver Park) for the Hesperia Free Fair Association.
- 1956 Munn Street was created.
- 1956 The Post Office was located in a brick building on Division Street just north of Michigan Avenue.
- 1962 William Branstrom built a 3,400 square foot library in Webster Park for the community in memory of his mother, Amelia.
- 1965 M-20 Highway from Hesperia to U.S.-31 was opened.
- 1965 Michigan Consolidated Gas Co. brought natural gas service to Hesperia.
- 1966 The Baptist Church on Smith Street was built.
- 1967 An ordinance was adopted to not allow any more house trailers or mobile homes within the village limits.
- 1968 M-20 from Hesperia to White Cloud was rebuilt and widened.
- 1972 O.J. Morse Drive was platted.
- 1973 Don Turple announced plans for the Old Mill Camp
- 1975 Plans began for a wastewater collection and treatment facility.
- 1975 Tennis and Shuffleboard Courts were added to Webster Park with a \$14,500 grant from the state. The total cost of the project was \$29,000.
- 1977 John and Mary Kuhart were paid \$1,500 for 60 acres north of the White River for the sewer treatment project.
- 1978 The village bought what is now the present DPW building from Charles and Irene Morse for \$25,000 to be used for managing the sewer treatment facility.
- 1980 The Wastewater collection and sewer treatment system began operating.
- 1981 A July 4<sup>th</sup> Celebration was started. Later became known as the Family Fun Fest.
- 1982 Cable Vision installed cable TV service in the village.
- 1983 The mobile home park was developed adjacent to the village. The village provides sewer service to park.
- 1986 A spillway was constructed at the dam site, after the stability of the dam was threatened during the flood.

**Significant Events in Hesperia's History, continued**

- 1988 The Hesperia Beautification Committee was organized.
- 1989 The Michigan Department of Public Health required the village to construct and use an elevated water storage tank at a cost of \$330,000.
- 1992 The DNR funded the Hesperia Scenic Area Project that included two ball fields, walkways to the islands above the dam, a boardwalk, parking area and bathrooms. The project was completed in 1994.
- 1993 911 emergency service commenced.
- 1996 The new High School was opened.
- 1997 A new pavilion and playground was added to Weaver Park.
- 1999 The Village Fire Department was dissolved. The village is served by the Hesperia Area Fire District that was formed by Newfield, Denver, and Greenwood Townships.
- 1999 The village tried to get jurisdiction over the Hesperia Intercounty Drain district in order to have control of the repairs and improvements that were needed. The Drain Board voted to keep control and proceeded with the improvements that were assessed to properties in the district.
- 2001 A new post office was opened on Michigan Ave.
- 2001 Division Street was improved from Sunset Drive to South Avenue with new curbing and water mains. The project included widening the street from two to three lanes.
- 2002 The Village Council purchased the Oceana County Garage facility for use by the DPW.
- 2002 The library was renovated and expanded to 11,900 square feet and renamed the Hesperia Community Library.
- 2003 The North Division Street Bridge was reconstructed.

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The White River was named for a deposit of white marl occurring near its mouth. This was well known to the Indians, who used the marl in washing their blankets. This deposit was dredged out during lumbering days.

~Hal Bush

## **Significant Assets**

### **Full Range of Essential Businesses**

The community is fortunate to have successful businesses that cover most needs. These include a pharmacy, grocery store, hardware, variety store, bank, real estate, insurance, funeral home, restaurants, Laundromat, auto repair, and hair salons. It is a great asset to have all of these available in a compact area that is not congested and that has convenient parking. Local businesses are a significant asset to a community.

### **Full Range of Public Services**

#### **LIBRARY:**

The Hesperia Community Library is a district library serving the residents of four townships including the Village of Hesperia. Residents have free access to not only the library's holdings but also the holdings of 80 other libraries throughout West Michigan. The online catalog, wireless Internet service, and meeting space are some of the many valuable services that are available to residents.

#### **FIRE PROTECTION:**

The Hesperia Area Fire Department is self-funded and provides fire protection to Newfield, Greenwood, and Denver Townships, including the Village of Hesperia.

#### **POST OFFICE:**

A new facility was opened in 2001 on Michigan Avenue. It provides area residents a complete line of services while maintaining rural delivery service to village residents and the outlying areas

#### **EDUCATION:**

The Hesperia school district extends north to Beaver and Leavitt Townships and south to Dayton and Greenwood Townships. There 1089 students and 60 teachers.

#### **AMBULANCE:**

Ambulance service is located in village while serving the outlying areas. Providing the service a collaborative project of Greenwood, Newfield, and Denver Townships.

#### **RELIGIOUS:**

There are five churches in the village: Roman Catholic, Methodist, Baptist, Presbyterian and one undenominational.

## **Significant Assets,** *continued*

### **HEALTH AND MEDICAL:**

Residents can get convenient family health care in the village. Gerber Memorial Health Services operates a physician's office, in addition, there are two dentists who provide dental services. Gerber Memorial Hospital is 12 miles away and has been recognized at one of the top 100 small hospitals in the United States and medical specialties are offered there from Spectrum Health of Grand Rapids.

### **State Highways**

M-120 and M-20 are significant commuter routes for workers and students. The closest major urban area is Muskegon, less than 30 miles which makes it a convenient commute for shoppers, tourists, and workers. The village was uniquely situated when in 1965, the State of Michigan constructed a new 16 mile highway directly west from the village limits to U.S. 31 north of Shelby. A few years later, MDOT made another major change when One Mile Road was improved from the village limits to M-37, just north of White Cloud. The new highway from M-37 to U.S.-31 became M-20 which previously went from White Cloud to Fremont. These changes and improvements situated Hesperia on a major highway through west Michigan.

### **Natural Resources**

The White River and the Manistee National Forest provide a wide range of four season recreational activities including hunting, fishing, hiking, canoeing, snowmobiling, and skiing.

### **Fremont Area Community Foundation**

The Fremont Area Community Foundation generously funds worthy projects.

### **Housing Choices**

There is a wide range of housing choices.

## **Significant Challenges**

### **Limited tax base**

The village is limited to its current borders and does not appear to have a practical opportunity to expand. The taxable properties bear the burden of providing the revenues for the operations and projects.

### **“Big Box” Retail Competition**

The downtown business district is relatively stable however, recent additions of “big box” retailers in the area are challenging locally owned, smaller merchants to remain competitive. There are five sites that are currently vacant or for sale in the downtown business district.

### **Municipal Water Infrastructure**

There is an impending need to address costly improvements to the water delivery system. Customer concerns and complaints are common and while the quality of the water itself is not an issue, water pressure is a problem. Customers need information and solutions to resolve on site problems.

### **High speed Internet access**

There is a struggle to gain access to broadband Internet service. There has not been an aggressive approach implemented to obtain competitive service. Internet service is essential for business to participate in the global economy and for people to communicate with government as well as other resources.

### **Employment opportunities**

Michigan’s job opportunities have diminished and commuting to major employers and advanced educational institutions is necessary. Gerber Products remains a significant employer in the immediate area.

### **Lack of sidewalks**

Walkable communities are appealing to residents of all ages and have become an essential feature to retain and attract residents.

### **Aging homes**

Most of the properties in Hesperia are occupied and a majority of the homes were constructed in the early to mid 1990’s. As these homes age, costly improvements and maintenance will challenge residents.

### **Updating Zoning Code Ordinance**

Zoning and codes need to be thoroughly reviewed, brought up to date, and adopted.



# *Accessibility*



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*The Master Plan .....”will in accordance with present and future needs, best promote health, safety, morals, order, convenience, prosperity, and general welfare as well as efficiency and economy in the process of (the municipality’s) development...”*

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## **Narrative**

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### **General Access**

Ed's Orchard Market, the library, post office, churches, and school are barrier free. Most businesses may present a challenge for people in wheelchairs to freely maneuver about.

### **Sidewalks**

The sidewalks have inclines for wheelchairs, however there is a lack of sidewalks throughout the village so that pathways for wheelchairs are limited to the east side of Division Street.

### **Ramps**

All the churches have modified their entrances since the enactment of ADA to accommodate wheelchairs.

### **Doors**

The school, library, post office, and Ed's Orchard Market have automated doors.

### **Vision**

While there are relatively few people with severe visual impairments, the lack of sidewalks and other support make it difficult for visually impaired people to live in the village and maintain independence. There is no sidewalk along M-20 going to the west of town.

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Reasonable accommodation is usually far less expensive than many people think. In most cases, an appropriate reasonable accommodation can be made without difficulty and at little or no cost. A recent study commissioned by Sears indicates that of the 436 reasonable accommodations provided by the company between 1978 and 1992, 69% cost nothing, 28% cost less than \$1,000, and only 3% cost more than \$1,000.

-ADA Webpage

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## Assets

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1. Recreational Facilities
  - a. The Dam site has fishing and observation areas that are readily accessible to wheelchairs.
  - b. The Pavilion in Weaver Park is relatively accessible.
2. The Library
  - a. The library has many materials in various formats that make it possible for people with disabilities to access information and literature.
  - b. The library has informational resources regarding ADA and issues related to the needs of disabled people.
3. Support resources
  - a. The Fremont Area Community Foundation has grant programs that are specific to the needs of people with disabilities.
  - b. There may state and federal grant programs at various times designed to support projects for people with disabilities.

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## Challenges

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1. Learning about ADA
  - a. The American with Disabilities Act has a big impact and requires a deep commitment to study and be familiar with its ramifications.
  - b. There is not a local organization that assists and supports the education of government officials in pursuing improvements.
2. Costs
  - a. The costs for business people to improve their retail store accessibility may not seem feasible.
  - b. The acquisition of grant funds is time consuming and requires expertise in order to be successful in receiving funding and managing projects.

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*"The Americans with Disabilities Act of 1990 (ADA) marked a milestone in our Nation's quest to guarantee the civil rights of all citizens. The ADA is a success story that has strengthened the foundation for an America where we celebrate the talents and abilities of every person."*

-[www.whitehouse.gov/news/releases/2004/07/20040726-5.html](http://www.whitehouse.gov/news/releases/2004/07/20040726-5.html)

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## Visionary Goal

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Residents and visitors who have disabilities will be able to participate fully in the community with the availability of assistive technology and structural designs that maximize independence and access to facilities.

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## Objectives

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1. There should be a commitment to address accessibility issues.
2. There should be a means for residents to identify barriers and request consideration of possible solutions.
3. Resources to improve accessibility should be pursued in an effort to address the needs of residents.

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*The Americans with Disabilities Act of 1990 (ADA) prohibits discrimination in employment, in places of public accommodation, including all hotels, restaurants, retail stores, theaters, health care facilities, convention centers, parks, and places of recreation, in transportation services, and in all activities of state and local governments because a person has a disability.*

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## Justification

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**Everyone Matters:**

Participation in community activities is not a privilege granted by people who do not have disabilities but rather it is every individual's civil right. Improving access for people who need devices and accommodations should not be considered an obligation that is dictated by law. The accommodations provided to allow people with disabilities to participate, tells everyone, "You are a part of our community and we don't want you left out".

**It's the Law:**

The American With Disabilities Act enacted in 1990 requires that government, businesses, employers provide reasonable accommodations to reduce or eliminate barriers.

**Accommodating Disabilities Improves the Community:**

People may say, "We don't need that because no one is blind, etc." The answer to that is, people with disabilities would find it difficult to be independent in the village so they do not reside here. By taking a close look at what can be done to make the community more accessible, people with handicaps can live here and contribute to community life.

**There are Financial Resources:**

There are government and private sources of financial support to assist communities in improving accessibility.

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Disability is defined as "a physical or mental impairment that substantially limits a major life activity."

~ADA of 1990

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## Implementation Strategy

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1. Declare commitment to improve accessibility.
2. Perform a self-assessment to determine the level of ADA compliance. If this has been done, do a complete and thorough review of the report.
3. Identify potential improvements that would enhance accessibility for people with disabilities.
4. Develop a strategy that will support grants to improve accessibility.
5. Become aware of the needs and challenges of people with disabilities and appreciate the potential contributions they could make to the community if accessibility issues are resolved.
6. Identify resources to support accessibility projects.
7. Make improvements whenever possible and integrate accessibility when implementing new projects.

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*What do we live for, if it is not to make life less difficult to each other?*

-George Eliot

**Suggested Programs**

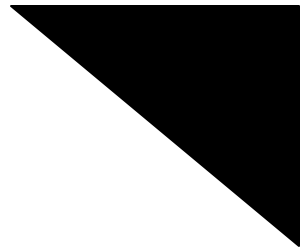
Appoint a person to actively assist residents with accessibility issues, propose solutions to barriers, and provide leadership in improving accessibility.

Attend workshops and programs to develop awareness and knowledge.

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"Until the great mass of the people shall be filled with the sense of responsibility for each other's welfare, social justice can never be attained."

-Helen Keller



# *Aesthetics*



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We shape our buildings, then our buildings shape us.

-Winston Churchill

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## **Narrative**

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### **Make Hesperia Beautiful**

The difference between beauty and ugly is not expensive homes but rather clean and neat properties.

### **Junk is Unhealthy and Unsafe**

Ordinances need to be clearly defined, articulated and enforced consistently so that residents and other property owners are aware of the expectations regarding property conditions.

### **Community Self-Esteem**

Our opinion of ourselves generally comes from how others view us. Our image in the eyes of other people ultimately effects how we feel about ourselves.

### **The Window to Our Community**

Accessible, well-maintained homes, businesses, parks and other public facilities are an important element of a viable community and enhance the social interaction and personal well being of residents.

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*Everyone needs beauty as well as bread, places to play in and pray in, where nature may heal and cheer and give strength to body and soul alike.*

~ John Muir

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## Assets

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1. Active Beautification Committee and Chamber of Commerce
2. Strong Sense of Community

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## Challenges

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1. Unifying community organizations and residents to work together on a common theme and design.
2. Need for rejuvenation of older buildings.

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*If ordinances would make village residents keep a clean property, more people would want to buy. Property value lowers with all the junk in village.*

Survey # 98

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## Visionary Goal

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An appealing design with a village-wide scope, attractive landscapes and signage combined with property maintenance will revitalize and enhance the pleasant charm and beauty of the community.

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## Objectives

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1. A village-wide theme should be adopted for sign design, streetscapes, and other features to create a coordinated feel to the Village.
2. There should be effective ordinances that are consistently enforced to minimize blight and junk on private property.
3. Local history preservation should be encouraged and enhanced whenever possible.
4. There should be commercial sign standards that are conducive to an attractive, visually pleasing community.
5. There should be a program to assist property owners in the downtown area to enhance the features of existing buildings.
6. Whenever feasible during street improvement or other projects, overhead wires should be buried.

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*Everyone has the right to walk from one end of the city to the other in secure and beautiful spaces. Everybody has the right to an unhampered view down their street, not full of railings, signs and rubbish."*

-Richard Rogers

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## Justification

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**Image:**

By improving the overall image of the village, residents may feel more pride in their community, real estate is more desirable, and businesses may prosper.

**Coordination and themes develop a “sense of community”:**

By having a coordinated approach, the result will be a pleasing appearance that shows cooperation and unity within the village. A “sense of community” contributes to neighborliness and interaction.

**Improves support for grant proposals:**

By demonstrating collaboration and cooperation, proposals for improvements will be viewed more positively.

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*Just living is not enough. One must have sunshine, freedom, and a little flower."*

-Hans Christian Andersen

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## Implementation Strategy

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1. Adopt a logo, sign design, and other activities that result in a “community-wide” theme.
2. Implement a policy that requires complete site plan review for all construction and improvement projects. Insist that all projects are consistent with the theme and complement existing architecture.
3. Encourage improvement projects from community organizations that support the overall theme. All projects should be approved by village and be required to comply with adopted plans.
4. Propose grant projects that contribute to the improvement of village properties and the downtown business district. Put special effort towards restoring historically redeemable properties.
5. Provide incentives to business/property owners that encourage property enhancement.

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*Our goals can only be reached through a vehicle of a plan, in which we must fervently believe, and upon which we must vigorously act. There is no other route to success.*

-Pablo Picasso

**Suggested Programs**

Keep Hesperia Beautiful campaign

Community Work Bees

Home management and upkeep workshops

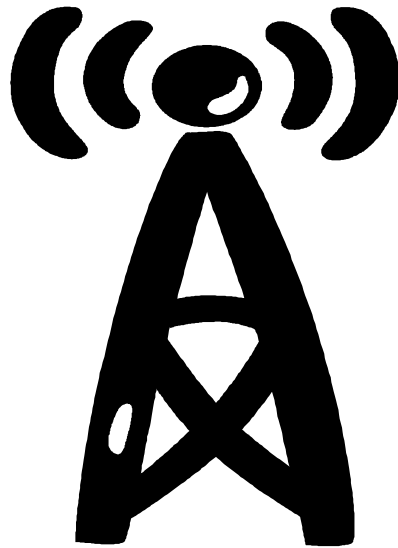
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*I think our downtown area needs some type of theme to tie the buildings together in a more attractive way.*

Survey #72



# *Communication*



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*The future is literally in our hands to mold as we like. But we cannot wait until tomorrow. Tomorrow is now.*

- Eleanor Roosevelt

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## **Narrative**

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### **Telephone (Land Service)**

Local telephone service is available from Verizon with varying line quality throughout the village.

### **Cellular phone service**

Nextel and Cellular One transmit signals from the water tower under a leasing contract with the village government. While service is not 100% coverage, customers have found it to be relatively reliable to outlying areas extending about 4 miles.

### **Cable TV**

The current contract with Charter extends to October, 2013 and currently offers simple basic TV service. Digital services are not being provided by Charter under the current contract.

### **Internet service**

Customers have limited choices beyond dial-up. Wireless (NCATS) and DSL (Verizon) are available to some properties.

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*We've arranged a civilization in which most crucial elements profoundly depend on science and technology.*

-Carl Sagan

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## Assets

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1. Basic cable service and hardwire is in place throughout the village.
2. Choices of service providers for dial-up Internet service.
3. Wireless Internet service from NCATS.

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## Challenges

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1. Current data lines are inferior and are not being upgraded.
2. It is difficult to communicate with corporate offices of Verizon and Charter Cable corporate offices and other service providers to pursue objectives.
3. There is little motivation from service providers due to sparse population (potential customers).
4. Geography and natural features of the area restrict the availability of wireless Internet service.

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*I think it's fair to say that personal computers have become the most empowering tool we've ever created. They're tools of communication, they're tools of creativity, and they can be shaped by their user.*

-Bill Gates

---

## Visionary Goal

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Utilizing current communication technologies, government officials, residents of the village and commercial enterprises will be able to access information, expand business opportunities, and maximize the benefits of the Internet gateway and high-speed media access.

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## Objectives

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1. Residents should have access to reliable, comprehensive cell phone service from multiple carriers.
2. High speed, broadband wireless Internet service should be available throughout the Village at an economical cost.
3. The Village government should have a comprehensive website that provides information about the Village, services, and governing documents.
4. It should be investigated to determine if it is possible to have free or low cost wireless access to the Internet available throughout the Village.
5. Resources and support to install modern digital Cable TV service should be explored and made available to residents and businesses at an affordable cost.

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*The Internet is clearly about more than sports scores and email now. It's a place where we can conduct our democracy and get very large amounts of data to very large numbers of people.*

– Frank James

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## Justification

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**Modern digital services are essential:**

Business, government, public safety, media and citizens require modern digital communication services in order to function effectively and efficiently.

**Current communication technologies are necessary for citizens :**

People need access to information and communication technologies in order to participate fully in modern society.

**Communication technologies increase opportunities for citizens:**

Employment and commerce opportunities are enhanced dramatically by having current technology available.

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*The number one benefit of information technology is that it empowers people to do what they want to do. It lets people be creative. It lets people be productive. It lets people learn things they didn't think they could learn before, and so in a sense it is all about potential.*

-Steve Ballmer

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## Implementation Strategy

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1. Seek out and apply for any available grants to support high speed Internet access to all properties.
2. Consider pursuing wireless technology to achieve a modern digital community.
3. Negotiate with cable companies to provide all properties with the most up-to-date quality television and Internet services.
4. Communicate with Verizon or other service providers to keep improving services so that residents and businesses remain current as feasible technology improves and advances.
5. Investigate methods to implement and maintain a website(s) that provides information about Hesperia and promotes the community.

---

"If everyone is thinking alike, then somebody isn't thinking."

**-George S. Patton**

**Suggested Programs**

Engage a consultant to develop a technology plan for the village.

Collaborate with townships to improve communications services for the area.

---

*"If you have an apple and I have an apple and we exchange these apples then you and I will still each have one apple. But if you have an idea and I have an idea and we exchange these ideas, then each of us will have two ideas." -George Bernard Shaw*

# *Community Cohesiveness*



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Dialogue seems to be one of the ways in which it is possible to welcome the diversity of voices that people bring to the table -- and move to a new level of collective insight."

-- William Isaacs, *Dialogue and the Art of Thinking Together*

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## **Narrative**

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### **Need for Dialogue**

In order to achieve a common goal, members of all facets of the community need to talk, express their concerns and offer ideas.

### **People need access to the “right” information**

Misunderstanding and anxiety result when rumors and misinformation persist within the community. When there is a means to disseminate information that is reliable and accurate, people feel confident in government and leadership.

### **Image is Everything**

Area newspapers often get a “story” that lacks insight and correct facts. These stories nearly always are centered on controversy and portray the village as a hostile, contentious place.

### **Community Wide Effort**

To achieve goals, inclusion and compromise will need to be important elements of the decision-making process. By working together and focusing on the common vision, renewal, improvement, and serenity will result.

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*“The most important thing in communication is hearing what isn’t said.”*

-Peter F. Drucker

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## Assets

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1. Potential volunteers  
Residents have demonstrated commitment and motivation to improve the community in volunteer efforts in past projects.
2. Adoption of a Master Plan  
The Master Plan will establish a vision and common goals that will bring focus to improvements.
3. Motivation of residents  
The response to the survey indicates that residents have interest and the desire to improve the village.
4. Interest and involvement from neighboring residents  
People who live outside the village actively support projects within the village.

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## Challenges

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1. Writing and submitting press releases.  
The village needs to have more involvement in publishing to make reports more informative and accurate.
2. Resolving differences  
People who have conflicts with village government need to feel that their concerns and interests are being addressed with fairness and justification.
3. Developing a unified effort  
Bringing together differing interests and needs within the community will require unbiased, able leadership.

---

*The only society that works today is also one founded on mutual respect, on a recognition that we have a responsibility collectively and individually, to help each other on the basis of each other's equal worth. A selfish society is a contradiction in terms.*

-Tony Blair

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## Visionary Goal

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People will work together in a spirit of cooperation and mutual respect that nurtures a sense of belonging and community.

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## Objectives

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1. There should be well known procedures to gather input for public involvement in the decision-making process.
2. There should be readily accessible information about decisions effecting residents and property owners.
3. Ordinances adopted for the common good should be enforced fairly and consistently.
4. Complaints and requests for information should be responded to promptly in a helpful, friendly manner.
5. Conflict of interest situations should be addressed to minimize the potential of biased decisions.

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*The Plan* “shall be made with the general purpose of guiding and accomplishing a coordinated, adjusted, and harmonious development of the municipality....”

– P.A. 285 of 1931

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## Justification

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**It Takes a Village:**

By working together and maximizing resources, the community can achieve goals that will result in a better place to live.

**Conflict is Disheartening:**

Conflict is a barrier to achieving goals and discourages the involvement of the greater community.

**A Common Vision:**

By establishing and visualizing the potential improvements that could be achieved, people will be motivated to get involved and work together on common goals.

---

*The public is the only critic whose opinion is worth anything at all.* -Mark Twain

---

## Implementation Strategy

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1. Elected officials and village employees should agree on how to communicate with media. There should be appointed an official spokesperson for the village.
2. Efforts should be made to have significant decisions clearly communicated to residents through press releases. Reporters often do not have enough familiarity or are under the pressure of publication deadlines to check the accuracy of what is reported.
3. Adopt Conflict of Interest Disclosure policy for elected officials and village employees to assure that bias and self-interest is minimized in decisions.
4. There should be a means for residents to resolve problems and complaints without resulting to confrontation at public meetings.

---

*The three great essentials to achieve anything worth while are, first, hard work; second, stick-to-itiveness; third, common sense.*

-Thomas Edison

**Suggested Programs**

Town Hall Meetings

Newsletters

Community Events that encourage interaction

Information on Website

Designated public relations person

---

*You have to put in many, many, many tiny efforts that nobody sees or appreciates before you achieve anything worthwhile.*

-Brian Tracy



# *Economic Development*



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*The reasonable man adapts himself to the world. The unreasonable man persists in trying to adapt the world to himself. Therefore, all progress depends on the unreasonable man.*

~George Bernard Shaw

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## **Narrative**

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### **Locally Owned Small Business the Heart of the Community**

The downtown area is unique in that it has a great mix of essential businesses and services within walking distance of each other. Currently about 73% of available retail space is occupied.

### **Potential for New Growth Limited**

- There is relatively little vacant property for development and any construction within the village would probably require expansion of infrastructure.
- Growth in retail space may be detrimental to existing entrepreneurs and lead to more unoccupied stores downtown.
- Expansion of village through annexation of adjoining properties is not feasible.

### **Convenience and Personal Service a Key**

Facing price and selection competition from regional “big box” companies will force smaller enterprises to seek new strategies to maintain their customer base and appeal.

### **Condition of Downtown Business District**

The downtown business district has older buildings that have seen little upkeep and improvements for many years.

### **Business Association**

The Chamber of Commerce has been an active and successful organization in conducting special events including the Family Fun Fest and Salmon Festival.

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*Your downtown or traditional commercial district is the most visible indicator of community pride, along with its economic and social health.*

~ National Trust Main Street Center

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## Assets

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1. Deep ties to community by local business owners
2. Successful businesses
3. Volunteer history

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## Challenges

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1. Establishing a supportive business organization.
2. Engaging a leader

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*If you do build a great experience, customers tell each other about that. Word of mouth is very powerful.*

~Jeff Bezos, Amazon.com Founder

---

## Visionary Goal

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Prosperous commercial and retail enterprises and an attractive downtown business district will provide a diverse shopping location and will encourage proactive initiatives to attract new companies to locate within the village that provide additional employment and income opportunities for residents.

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## Objectives

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1. Businesses should be recognized as important assets to the community as employers, investors, and service providers and receive support necessary to be profitable and sustainable.
2. The downtown business district should be aesthetically pleasing to attract visitors, enhance business opportunities, and maintain a broad spectrum of types of businesses.
3. There should be a cooperative effort between local government and the owners of commercial buildings in the downtown business district to improve the appearance and vitality of the buildings.
4. Resources that could enhance the downtown business district should be pursued in order to improve and sustain a viable shopping destination.
5. The impact of development and construction projects should be considered relative to the capacity of the village infrastructure, preserving environmental assets, and other commercial enterprises.
6. There should be proactive strategies to encourage the establishment of locally owned businesses that will contribute to a diverse shopping destination.
7. Local business owners and managers and government officials should be encouraged to establish an association to provide support and a positive, interactive business community.

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In life and business, there are two cardinal sins. The first is to act precipitously without thought and the second is to not act at all.

~Carl Ichan, Investor and Entrepreneur

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## Justification

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**Thriving Businesses Essential to a Thriving Community:**

A vibrant, attractive downtown leads to pride and improved self-esteem.

**Historic Structures Need Attention:**

Downtown facades need improvements in order to “welcome” and attract customers. Sooner or later the restoration and updating must begin.

**Resources are Available:**

NCEDO

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"For the longest time, we all waited for a white knight to ride into town and fix the problem. But the Main Street people made us realize that the only way to get it done right was to do it ourselves."

-Russell Thomas, Mayor of Americus, Georgia

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## Implementation Strategy

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1. **Unified Business Strategy**
  - Business owners and investors could benefit from unifying their efforts in marketing and presenting a “community” of businesses with an integrated strategy to attract shoppers.
  - The Village Council should support the growth of cooperation among businesses
  
2. Preserve Architectural Structures
  
  
  
  
  
  
  
  
  
  
3. Study Other Communities for Inspiration
  
  
  
  
  
  
  
  
  
  
4. Utilize Available Resources and become involved in regional economic development organizations
  
  
  
  
  
  
  
  
  
  
5. Adopt a strategy to improve the business climate

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*You don't have to be the biggest to beat the biggest.*

~Ross Perot, Businessman

**Suggested Programs**

Business Association

Tax Abatement Program

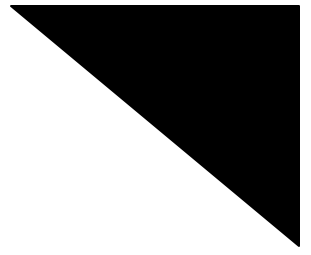
Main Street Four Point Approach

<http://www.mainstreet.org/content.aspx?page=3&section=2>

---

*It has been my observation that most people get ahead during the time that others waste time.*

~Henry Ford



# *Education*



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Education is the most powerful weapon which you can use to change the world.

-Nelson Mandela

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## **Narrative**

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### **Public School System**

Hesperia Community School facilities are located within the village limits and provide education from preschool programs through adult education.

### **Community Education Programs**

The school district offers many courses and activities for adults including a 50+ club. High school completion classes are conducted on a regular basis

### **Intermediate School Programs**

The Newaygo Country Intermediate District operates a career tech center that is supported by district wide millage.

### **Post High School Opportunities**

There are several colleges and universities within commuting distance including Muskegon Community College (30 miles), Baker College (various sites), Ferris State University (40 miles), Grand Valley State University (55 miles), and Central Michigan University (68 miles).

### **Hesperia Community Library**

The public library provides the following services: 37,000 items for loan, interlibrary loans, study rooms, Internet access, online databases, remote access to online catalog, and some reference support.

### **Crossing Guards**

The village provides support for crossing guards to assist students crossing M-20 and M-120 immediately before school convenes and after dismissal.

---

The purpose of learning is growth, and our minds, unlike our bodies, can continue growing as we continue to live.

-Mortimer Adler

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## Assets

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1. Existing K-12 school district.
2. Community Education Program
3. Public Library

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## Challenges

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1. Supporting public safety needs of the school by village police department.

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*"Learning is about more than simply acquiring new knowledge and insights; it is also crucial to unlearn old knowledge that has outlived its relevance. Thus, forgetting is probably at least as important as learning."*

-Gary Ryan Blair

---

## Visionary Goal

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The public school system and other programs will be strongly supported by the community so that every one has the opportunity to be educated throughout their lifetime.

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## Objectives

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1. There should be safe pedestrian walkways for children going to and from the school facilities.
2. A progressive, reputable public school should be recognized as an essential asset for a viable community to have a diverse population.
3. There should be a full service public library.
4. There should be ample opportunities for education.

---

Whenever the people are well-informed, they can be trusted with their own government.  
– Thomas Jefferson

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## Justification

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**Education is Fundamental**

A successful public school is essential to retain current families and attract new families to the village.

**Significant Need:**

As state funding becomes less stable and reliable, communities will need to find ways to support their local school.

**Collaboration to solve Problems:**

School leaders and village leaders need to have ongoing dialogue to assure support and to develop problem-solving strategies.

**Life-long Learning:**

Local opportunities to expand knowledge, skills and education are important resources for residents in order to participate in the democratic society and maintain self-reliance.

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Education is for improving the lives of others and for leaving your community and world better than you found it.

-Marian Wright Edelman

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## Implementation Strategy

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1. Determine the level of police support that the school district should expect.
2. Establish regular meetings to review issues and revolve problems cooperatively.
3. Collaborate on projects of common interest.

---

We must not believe the many, who say that only free people ought to be educated, but we should rather believe the philosophers who say that only the educated are free.

-Epictetus

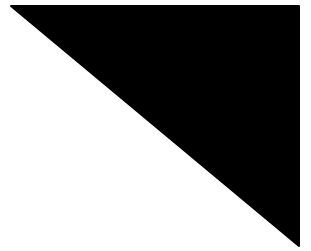
**Suggested Programs**

Regularly scheduled meeting with school administration.

---

All who have meditated on the art of governing mankind have been convinced that the fate of empires depends on the education of youth.

- Aristotle



# *Environment*



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*We do not inherit the earth from our ancestors, we borrow it from our children.*

~Native American Proverb

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## **Narrative**

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### **The DNR regulates most activities near the White River**

The natural areas adjoining the White River are under the jurisdiction of the DNR.

### **Ordinances Dealing with Burning**

While there is currently an ordinance preventing the burning of leaves and other debris, there is no ordinance addressing wood burning furnaces. The pollution caused by burning wood furnaces can become a health issue if more are installed within the village.

### **Traffic noise is minimal**

Efforts have been made to reduce the noise from trucks braking as they approach the village. There have been few complaints about other noise.

### **Recycling Programs**

The current waste hauler provides receptacles for recyclable materials. In addition, Recycling for Newaygo County is in the process of establishing a recycling collection drop-off site in Hesperia to serve the greater Hesperia area. RNC also provides education programs.

---

*I would feel more optimistic about a bright future for man if he spent less time proving that he can outwit Nature and more time tasting her sweetness and respecting her seniority.*

~Elwyn Brooks White, *Essays of E.B. White*, 1977

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## Assets

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1. The White River Watershed
2. Recycling for Newaygo County
3. Public parks

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## Challenges

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1. Maintaining and improving parks
2. Loitering around the downtown Dam Site
3. Maintenance of public restrooms

---

Unless someone like you cares a whole awful lot, nothing is going to get better. It's not.  
-Dr. Seuss, "The Lorax"

---

## Visionary Goal

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The livability of the village will be enhanced by clean air and water, quiet neighborhoods that have trees and other natural features, and conservation practices that protect and preserve natural resources.

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## Objectives

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1. There should be a planting program to manage the selection and planting of trees and shrubs.
2. An effective storm water management program should be developed and implemented to detain over-land runoff waters before they enter the White River.
3. Recycling procedures for wastes should be established whenever practical and residents and businesses should be encouraged to participate in available recycling programs.
4. Preparation and procedures for hazardous material accidents that could affect air quality, the water supply, and the other environmental resources should be reviewed and practiced periodically.
5. Ordinances should be consistently enforced that are conducive to quiet neighborhoods.
6. Future lighting installations should be selected with regard to a reduction in nightlight.

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*The activist is not the man who says the river is dirty. The activist is the man who cleans up the river.*

~Ross Perot

---

## Justification

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**The White River is one the village's most significant assets:**

Flowing through downtown Hesperia, the White River offers excellent fishing, natural beauty, and canoeing. Parks adjacent to the river further enhance the access for sportsmen as well as a serene environment.

**Health Issues related to burning:**

Burning has long been banned except for recreational campfires, within the village. A new threat to air quality is the possibility of wood burning furnaces that could pose a significant threat to the quality of air.

**Quiet neighborhoods:**

For the most part, noise has been significantly controlled by current ordinances and behavior of residents. The braking of trucks has presented significant noise as trucks brake for the reduced speed and four-way stop at the junction of M-20 and M-120.

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*I think the environment should be put in the category of our national security. Defense of our resources is just as important as defense abroad. Otherwise what is there to defend?*

~Robert Redford, Yosemite National Park dedication, 1985

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## Implementation Strategy

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1. Provide space for Recycling for Newaygo County program.
2. Consider an ordinance to control the installation of outside wood burning furnaces.
3. Continue efforts to reduce noise caused by trucks braking.
4. Insure that procedures are in place for accidents involving hazardous materials in the vicinity of water supply.

---

Only when the last tree has been cut down,  
Only when the last river has been poisoned,  
Only when the last fish has been caught,  
Only then will you find that money cannot be eaten.

— Cree Indian Prophecy

**Suggested Programs**

Tree Planting

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Recycling is a good thing to do. It makes people feel good to do it. The thing I want to emphasize is the vast difference between recycling for the purpose of feeling good and recycling for the purpose of solving the trash problem.

— Barry Commoner, "Orion Nature Quarterly" [1990]



# *Governance*



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*The care of human life and happiness, and not their destruction, is the first and only object of good government.*

~Thomas Jefferson

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## **Narrative**

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Hesperia, a non-home rule municipality, was incorporated in 1866 and is governed by a Village President and a board of six Trustees. The Village President and Trustees are elected at-large to four year, staggered terms. The Village Council is responsible for implementing policy and overseeing the daily operations of the village. Village functions include police protection, building and construction regulation, supervision of public parks and facilities, perpetuation of village ordinances, maintenance of streets and public ways, operation of the Village's water and sewer system, and provision of garbage and recycling services. The Village employs nine (9) full time employees, and three (3) part time employees. (See Supporting Material)

### **VILLAGE PRESIDENT**

The Village President is elected and holds office for a term of two years. The Village President is the chief executive officer of the Village and bears the responsibility of enforcing laws and ordinances. The Village President presides over Board meetings, executes official documents and in effect, is the administrative superior of all officers and employees of the Village. The Village President appoints, with the consent of the Board of Trustees, the Village Administrator, Village Attorney, all Department Heads and the Standing Committees and Commissions.

### **VILLAGE CLERK**

The Village Clerk is nominated and approved by the Board of Trustees and holds office for a term of two years. The Village Clerk performs such duties as provided by Statute and ordinances of the Village, including the maintenance of public records and recording of public documents.

### **VILLAGE TREASURER**

The Village Treasurer is nominated and approved by the Board of Trustees and holds office for a term of two years. The Village Treasurer performs such duties as provided by Statute and ordinances of the Village, including Village finances, and tax listings.

### **VILLAGE BOARD OF TRUSTEES**

The Village Board of Trustees consists of six (6) members, elected at-large to four-year staggered terms. With the President, they form the governing body of the Village, enacting ordinances, managing the finances of the Village, levying taxes, setting the policy for the Village services and procedures and bearing the responsibility for all municipal governmental functions. The Trustees serve on various Standing Committees.

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## Challenges

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1. As the problems that local governments are asked to solve become more complex, those serving as elected officials need background and continuing education delivered in a non-partisan and timely manner.
2. Citizens must develop trust and credibility of Village Government and understand that they have the ability to influence and shape decisions.
3. Creating programs that promote the Village of Hesperia as a Focal Point:
  - Establish a sense of place and belonging for all village residents, businesses, and visitors.
  - Develop new and creative activities that embrace the diversification and interest of village residence and surrounding communities.
4. Providing services in a timely and courteous manner at the best possible costs, while meeting and exceeding citizens expectations.
5. Limitations of village governmental structure vs. city structure.
6. Repairing and Replacing Village Infrastructure:
  - Identifying repairs and/or replacements needed to sustain the current level of services provided to village residents. These are repairs and replacements beyond regular maintenance. This includes everything from potholes to the water tower, from police cars to dump trucks.

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“Would like to see “charm” of village maintained and continued. Appreciate what beautification committee does. ”

~Survey # (68)

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## Visionary Goal

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Governed by qualified, trustworthy individuals who are committed to improving the quality of life for residents, the village will have clearly defined up-to-date ordinances and codes that are enforced consistently for the common good.

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## Objectives

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1. Elected officials should participate in the orientation for a public officer and other training and programs to enhance their decision-making skills.
2. There should be a systematic process for reviewing and updating ordinances and codes.
3. There should be an ongoing search for grant opportunities to make improvements that will ease the tax burden for property owners.
4. The Village Council should consider options to village status and evaluate the benefits/drawbacks of pursuing city status.

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“Michigan is a great state – This is a wonderful town.”

– Survey # (60)

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## Justification

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### **Engaged Government:**

Engaged government will ensure that local government records are accurate, properly managed, and preserved for stable and effective operations.

### **Reliable Government:**

Reliable government will foster a climate of trust and confidence that can survive changes in future leadership.

### **Fiscally Responsible Government:**

Fiscal responsibility and proper stewardship of the Public Dollar will produce a more creditable Government.

Creating a Financial Plan for the future.

By planning for the next 5 years, and beyond, the Village Council and the residents of Hesperia can put in place a sustainable budget that can protect the services we value most, at the quality we have come to appreciate and expect.

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“Village council members and employees and residents need to know each other...leads to trust and respect.”

- Survey # (42)

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## Implementation Strategy

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1. The master plan is needed to serve as a long-range guide for both public and private decisions that will influence the community in the future. Plans based on the needs and values of the community offer solid direction and focus for village decisions affecting long-term growth and development.
2. Establishing and maintaining a long-range plan for the community. Village Officials recognizes that a master plan is needed to serve as a long-range guide for both public and private decisions that will influence the community in the future. Plans based on the needs and values of the community offer solid direction and focus for village decisions affecting long-term growth and development.
3. Village officials will be responsible for implementing the objectives that are listed in the Master Plan with approval by the Village Board of Trustees. Village Officials will utilize partners and resources that are identified in the Master Plan to help complete the action items. The Master Plan will be reviewed and updated every 5 years by an appointed committee. A public meeting should be held during the review period to gather input from the village residents.
4. Village officials are encouraged to attend local government training programs to help develop stronger civic leadership for the localized region that they represent.
5. Village officials are encouraged to attend training programs that include planning and zoning, financial management, leadership roles and responsibilities, and the legal frameworks of village government.
6. Recognize the efforts of local elected officials who choose to participate in continuing educational programs that focus on becoming a more effective leader.
7. Village officials are encouraged to reach out to village residents and members of the business community to participate in committee discussions where possible, to share ideas and solutions. (Committee/Open Form type discussions)
8. The Village Council should obtain the professional assistance and consultation of their village attorney, consultants, etc. to evaluate options to their village status.

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“If you don’t get our business owners on board with you, this will be a hard sell.”

- Survey # (90)

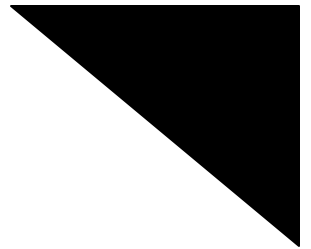
## **Suggested Programs**

1. Incorporate a standardized training program for newly elected village officials so they can learn and understand the basic skills required to be a successful and effective council member.
2. Develop a mentoring program to help new village council members learn the basic skills by sharing the skills of experienced council members.
3. Implement Total Quality Management (TQM).

Total Quality is a description of the culture, attitude and organization of an organization that aims to provide, and continue to provide, its customers with products and services that satisfy their needs. The culture requires quality in all aspects of the organizational operations, with things being done right first time, and defects and waste eradicated from operations.

4. Implement an Operational System bases on Lean Manufacturing.

“Lean Manufacturing” The emphasis is to cut out the “fat” or waste in the product/service provided that does not add value to the end product.



# *Housing*



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"A home is not a detached unit but a part of a neighborhood, which in turn is part of a town; and the good quality of the home usually depends at least as much on its surroundings as on its design and construction. Hence the vital importance of ground planning and control of the development of neighborhoods."

-Thomas Adams, *The Community Builders Handbook*

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## **Narrative**

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### **Current Housing**

The majority of housing in the village is detached single-family dwellings, consisting of approximately three hundred thirty five single family residences, approximately six 2-4 family residences, approximately four multi-family housing units, and approximately four downtown residential units located above commercial buildings.

### **Available Housing**

The overall housing supply in the village has remained stable, with the exception of multi-family independent and assisted living senior housing and multi-unit Section 8 subsidized housing, which are both currently under supplied and appear to be in high demand, based on a 2006 village survey and a 2002 NCCS Center for Non-Profit Housing study.

### **Aging Housing**

A substantial portion of the current housing was constructed in the 1940's and most improvements will be costly.

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If it anything rented, the owner/landlord should be responsible enough to make sure a nice upkeep is done.

-Survey #

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## Assets

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1. Resources of NCCS' Center for Nonprofit Housing

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## Challenges

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1. Additional low income housing may lead to the need for more public safety officers.
2. Qualifying and administering grants.
3. Affordability of housing.
4. Costs of maintaining homes during tough economic times.

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It would be nice to have housing for elderly, fixed income.

~Survey #96

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## Visionary Goal

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Structurally sound, code compliant properties will instill pride in residents and attract new residents by providing a housing environment for a diverse population.

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## Objectives

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1. Strategies should be developed to promote, encourage, and strongly support property owners in the maintenance and improvement of homes.
2. Historic and architecturally appealing housing should be preserved and improved when appropriate, to provide character and charm to the community.
3. Contractors and residents should be encouraged to rehabilitate deteriorating or substandard housing.
4. Substandard structures that are not safe for habitation should be reported to the respective county building inspector.
5. Programs and resources should be identified and promoted to assist owners in improving their homes.
6. New construction, renovations, and rehabilitation projects should incorporate sound design principles.
7. There should be efforts made to attract development projects for multi-unit independent and assisted living housing for senior citizens and other individuals needing support to satisfy demand.
8. Combining retail space with apartments and other mixed-use housing projects should be encouraged to more fully develop housing opportunities and maximize the use of existing buildings.
9. There should be efforts made to encourage quality housing to address the needs of all income levels.
10. There should be efforts made to encourage a variety housing opportunities including single room, duplexes, townhouses, condominiums as well as single family homes.

---

*A comfortable house is a great source of happiness. It ranks immediately after health and a good conscience.*

~Sidney Smith

---

## Justification

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1. Standards protect homeowners investment
2. Standards improve image
3. Standards protect well being of residents

---

Lots of older people can't do steps anymore so single story buildings would be great.

- Survey #53

---

## Implementation Strategy

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1. Encourage and support housing projects to meet the needs of all household types and income groups.
2. Support and encourage the ongoing maintenance, positive appearance, and safety of existing residences in the village.

---

He makes his home where the living is best.

~ Anonymous

**Suggested Programs**

Community Development Block Grants

MSHDA Homeowner Assistance

Rental Rehabilitation Program

---

"Seniors want to live in places where they can walk to everything."

-George Grasser, Partners for a Livable Western New York

# *Land Use*



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**Treat the earth well,  
It was not given to you by your parents,  
It was loaned to you by your children.**  
*Indian Proverb*

## ***Current Land Uses:***

### **Municipal Properties**

- Parks and Recreation Facilities
- Open Space
- DPW (2 sites)
- Village Administrative Offices
- Public Safety Office
- Ambulance Garage
- Water pump stations and tower (3 sites)

### **Institutions and Nonprofits (tax exempt)**

- Library
- School
- Post Office
- Churches
  1. Christ the King Catholic Church (includes vacant land)
  2. United Methodist Church, Education Center and Pastor's House
  3. Presbyterian Church and Manse
  4. Baptist Church
  5. Lighthouse Church

Agricultural - none

### **Residential**

- Single Family
- Low Density Multi Family
- High Density Multi Family
- Special Needs: Assisted Living, Senior Independent, and Low Income

### **Commercial**

- Retail (Goods and Services)
- Manufacturing/Industrial
- Professional Office
- Other

### **Privately Owned Vacant/Undeveloped/Open**

### **Valued Environmental Areas**

- Protected by Law
- Unprotected

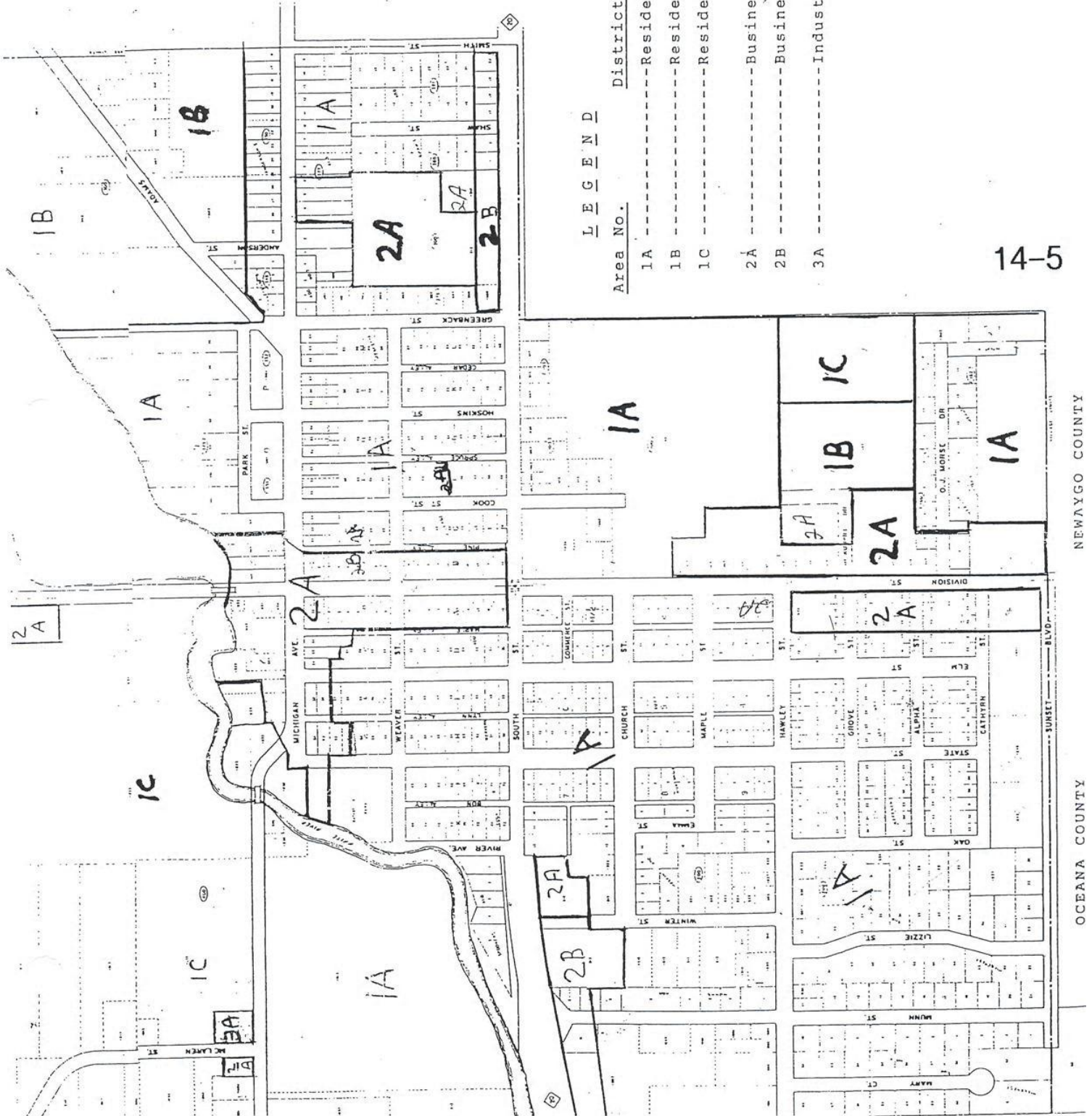
## Zoning Districts

The village has three types of zoning districts:

1. Residential
2. Business
3. Industry

	Districts	Current	
1A	<i>Residential</i>	One Family dwellings (not less than 780 sq. ft.) Churches Schools and educational institutions Museums, art galleries, libraries, public parks, and playgrounds Hospitals and clinics other than for the insane or feeble-minded Accessory buildings (garages and stables) Professional office or studio (some restrictions) The following with council approval: Bed and Breakfast facilities, Child Care facilities Foster care facilities	
1B	<i>Residential</i>	One Family dwellings (not less than 480 sq. ft.) Any use permitted in Residence District "1A"	
1C	<i>Residential</i>	Any use permitted in Residence District "1A" Any use permitted in Residence District "1B" Dwellings and bungalows designed for occupancy by not more than 2 families that have the general appearance of a single family residence Apartment houses and multiple dwellings permitted in "1C" districts that face Districts "2A", "2B", or "3A" Mobile Home	
2A	<i>Business</i>	Any use permitted in Residence District "1A" Any use permitted in Residence District "1B" Apartment houses and multiple dwellings Banks Barber shops and beauty parlors Catering establishments Millinery and tailoring establishments Gasoline and service stations Office buildings Office and showroom of plumber, electrician, decorator or similar trade Photographic galleries Post Office Public utility buildings without storage and repair Restaurants and bakeries (having retails sales rooms) Auto show rooms Mortuaries Stores and shops for conducting retail business Theaters	
2B	<i>Business</i>	Any use permitted in Residence District "1A" Any use permitted in Residence District "1B" Apartment houses and multiple dwellings Banks Professional buildings Motels Mortuaries	
3A	<i>Industry</i>	Any purpose that does not conflict with any ordinance	

# Current Zoning



14-5

OCEANA COUNTY

NEWAYGO COUNTY

# *Parks & Recreation*



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We do make a difference -- one way or the other. We are responsible for the impact of our lives. Whatever we do with whatever we have, we leave behind us a legacy for those who follow.

-Stephen Covey

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## Narrative

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### *The Potential*

The parks and recreation facilities in the Village of Hesperia have the promise to greatly enhance the village's charm and appeal to residents and visitors alike. Local history, noted in the names, Vida Weaver Park and Webster Park, attest to the character of the village and value for community and heritage.

### *A Plan for All*

There is no formal comprehensive plan to guide the development and maintenance of facilities and programs geared to the interests and needs of residents. Such a plan would provide the Village Council with direction and support to achieve goals.

### *The White River*

Part of the potential improvement includes considering the possibility of enhancing the river area properties owned by the Village that could be beautified and enjoyed by residents and visitors. The White River Dam Site, viewed by residents as a major asset to the Village as well as an important recreational attraction, should be maximized as a viable economic and aesthetic resource.

### *Committed Volunteers*

Village and area residents have demonstrated outstanding commitment to Village parks and facilities through the work of the Hesperia Beautification Committee, the Chamber of Commerce and recreation leagues.

### *Impact and Value*

Accessible, well-maintained parks and recreation facilities are an important element of a viable community and enhance the social interaction and personal well-being of residents.

### *Collaboration*

The Village's parks and recreation facilities serve the residents of the greater Hesperia area. By collaborating with Newfield Township and Denver Township, Village residents would not bear the full costs of improvements and maintenance.

---

***Our parks and playgrounds are great but need to be maintained and have bathroom areas that are clean.***

-Survey # 128

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## Assets

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1. Current public parks in the Village of Hesperia
  - a. Webster Park
  - b. Vida Weaver Park
  - c. Weaver Park (Fairgrounds)
  - d. Dam Site
  - e. Mill Pond
  - f. Island & Gazebo above the Dam
2. Current recreation facilities in the Village of Hesperia
  - a. Baseball field (north of Maple Island Bridge)
  - b. Soccer Field at the Fairgrounds
  - c. Playground at the Fairgrounds
  - d. Pavilion at the Fairgrounds
  - e. Facilities at the Fairgrounds
  - f. Play equipment at Webster Park
  - g. Tennis and Roller Blade Court at Cook and South
3. Community Organizations
  - a. Little League
  - b. Rocket Football
4. Beautification Committee
5. Support of Fremont Area Community Foundation
6. Active volunteer base

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## Challenges

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1. Dealing with multiple municipalities composing village (counties and townships)
2. Garnering support from municipalities
3. Appreciating the value of parks and recreation by the general population
4. Acquiring funding support for projects
5. Engaging motivated leadership

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Many men go fishing their entire lives without knowing it is not fish they are after.

-Henry David Thoreau

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## Visionary Goal

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Parks and recreational facilities that enhance the beauty of the village and support sports, exercise, and social activities will encourage the personal wellness of all residents and foster commercial retail activity.

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## Objectives

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1. A strategic plan for the development and enhancement of parks and recreation opportunities should be adopted and implemented by 2009.
2. Resources to maintain, improve and enhance parks and recreation programs should be maximized by collaborating with neighboring townships and area organizations.
3. The ongoing maintenance and improvement of parks and recreational facilities should be supported with an annual appropriation or other means.
4. The parks and recreation facilities should provide for a variety of opportunities for exercise and physical activity that address the interests and desired activities of all residents.
5. The current DPW site on the White River should be developed as a park with public parking in order to make the downtown area more attractive and enjoyable for residents and visitors.
6. A public launch site below the dam on the White River for rowboats, canoes, and kayaks with parking should be developed to support use of the river.

---

*I think a lot could be done to maintain the parks that we have. The park by the dam is not very attractive any more and filled with weeds. We have some natural resources that could really be developed into a more attractive area.*

– Survey #72

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## Justification

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**Well-being of Residents:**

Recreational facilities such as tennis courts, baseball fields, and walking paths, are used by residents to participate in sports, exercise, and other activities that lead to improved personal health and wellness.

**Viable Economic Activity:**

Parks and recreational facilities are necessary in order to conduct community events such as festivals, events and organized athletic programs.

Such events and programs contribute economically to the community by increasing potential business for restaurants, motels, and gas stations and other local retail stores.

Such events can be a significant part of a plan to implement a tourist initiative.

**Livability of Community:**

Well-maintained parks and recreational facilities enhance the opportunities for residents to enjoy the outdoors and have social interaction.

**Enhanced Property Values:**

Property values can be influenced positively when there are well-maintained parks and convenient recreational opportunities.

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*If it keeps up, man will atrophy all his limbs but the push-button finger.*

-Frank Lloyd Wright

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## Implementation Strategy

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1. Propose to area municipalities that a joint, collaborative “area” recreation and parks program be considered in order to provide recreational opportunities for area residents.
2. Identify and seek leadership from a qualified individual to spearhead the formation of a parks and recreation commission.
3. Create a representative, citizen-based commission to develop a strategic plan for the community’s community parks and recreation plan to serve the residents of the greater Hesperia area.
4. Engage professional community parks and recreation expertise to assist in the development of the strategic plan and to propose park designs.
5. Conduct a survey or other means to identify the recreational interests of residents to be addressed by the strategic plan.
6. Investigate and seek grant opportunities to fund improvements to parks, gardens and recreation facilities.
7. Engage active community organizations to implement the community parks and recreation plan.

**Suggested Programs**

- Bicycle Use Network
- Integrated walking pathways
- Accommodations for skateboarding and roller blades
- Winter recreation activities
- Shelters in picnic areas
- Exercise trail (possibly along the river)
- Fishing classes (and canoeing)

---

*Parks are good measure of local pride and integral to our sense of well-being. A run down park that no one wants to visit reflects badly on the local area. Everyone should have a nearby park they can be proud of with plenty of opportunities for fun, exercise and the enjoyment of beautiful things.*

–Dame Liz Forgan

# *Public Safety*



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It wasn't raining when Noah built the ark.

~New Jersey Hospital Association

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## **Narrative**

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### **Police Officers**

The village supports a police department of two full time police officers.

### **Ambulance Service**

Ambulance service is provided by an arrangement with Denver, Newfield, and Greenwood Townships. The village provides site space in a facility connected to the Village Hall.

### **Fire Protection**

Village residents are included in the Hesperia Area Fire District which has a district wide operating millage.

### **Emergency Preparedness**

The police chief participates in area planning for emergencies.

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The safety and happiness of society are the objects at which all political institutions aim, and to which all such institutions must be sacrificed.

~James Madison

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## Assets

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1. Village police department augmented by county and state police departments.
2. Regional planning organizations
3. Independently funded, trained and equipped fire department serving area.
4. Local ambulance service.
5. Potential grants from Homeland security
6. Tornado warning system

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## Challenges

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1. Lack of experienced police officers due to employment conditions.
2. Cost of maintaining properly trained and equipped police department.
3. Difficult to get leadership officials together for emergency planning.
4. Lack of motivation to prepare for disaster situations
5. Prerequisite training required for grants

---

Having some basic information and tools can go a long way toward making you more confident in the event of a disaster in your neighborhood.

~Scambusters.org

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## Visionary Goal

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The safety and well being of people and property will be strengthened by personal safety practices, consistent and effective enforcement of laws, and effective emergency preparedness.

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## Objectives

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1. Policies and procedures should be continually reviewed and updated to reflect legal issues and changes as needed.
2. Public safety officers should work with other area agencies to prepare for and regularly update the response to large-scale emergencies through advanced disaster planning.
3. There should be a capital improvements budget to replace and upgrade equipment as necessary to maintain progressive, safe operational procedures to maximize the health and welfare of residents.
4. Public safety officers should conduct outreach programs to educate and interact with residents.
5. Potential hazards and foreseeable risk situations than could jeopardize public safety and the well being of people should be identified and eliminated or at least minimized.
6. There should be effective animal control ordinances that are strictly enforced.
7. Fulltime public safety officers should receive ongoing necessary training to be fully prepared for their responsibilities.
8. The optimum functionality of reliable fire hydrants should be established through a comprehensive, systematic maintenance and improvement program that includes periodic testing, proper maintenance and upgrading.

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*When we talk about safety and security of the American people,  
politics falls aside pretty quickly.*

– Bill Frist

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## Justification

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**Important primary responsibility:**

It is a primary responsibility of the village government to safe guard village resources and be prepared for disasters as much as possible.

**Significant factor in quality of life:**

Communities who plan and prepare for emergencies and natural disasters provide a sense of security for residents.

**Reduce losses to property and humans:**

Proper preparation and training contributes to orderly and appropriate responses during emergencies that should reduce property losses and injuries.

---

A police chief is needed that will keep force trained and informed, be a champion to the force's needs, someone that will be energetic and a true leader.

~Survey # 90

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## Implementation Strategy

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1. Review ordinances and determine their value and willingness to enforce consistently.
2. Receive periodic reports from the Chief of Police on emergency preparedness.
3. Collaborate with school officials to include personal safety instruction.
4. Adopt recommendations to improve emergency preparedness.

---

*The safety of people shall be the highest law.*

-Marcus Tullius Cicero

**Suggested Programs**

Support and participate programs for school children. (Bicycle safety, personal safety, etc.)

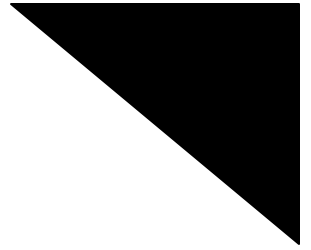
Participate in established regional planning meetings.

Continue public warning systems

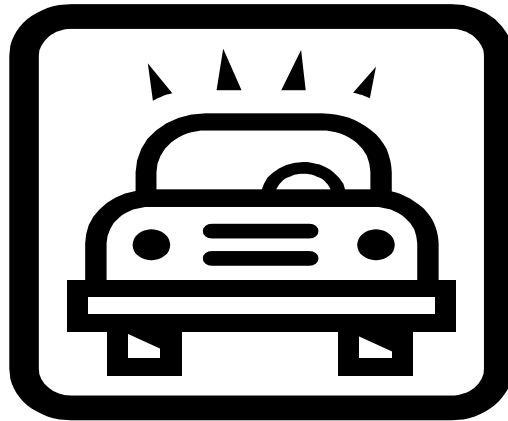
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The only stable state is the one in which all men are equal before the law.

~Aristotle



# *Transportation*



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Planning is bringing the future into the present so that you can do something about it now.

-Alan Lakein

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## **Narrative**

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### **Structure**

Two state highways, M-20 and M-120 that junction in the Village of Hesperia are in good condition and are properly constructed while side streets are mainly asphalt without a base. This has led to high maintenance and relatively short life for village maintained streets. There is no curbing or storm drainage on side streets.

### **Parking**

There is currently adequate parking in the downtown business district with some congestion around the Variety Store and village administrative office. In addition, there are emergency vehicles housed in the same building. If vacant stores became thriving businesses, there is the potential need for additional parking. Parking is lacking or limited in the parks.

### **Pedestrian Walkways**

Existing walkways are very limited throughout the village. The downtown business district has adequate walkways. In 2002, a highway project to improve M-120 (Division Street) included upgrading and replacing the sidewalk from the junction of M-20/M-120 to the south village limits. Pedestrians and bikers are commonly seen walking and riding in the streets throughout the village. Local drivers are accustomed to yielding and avoiding them.

### **Bridges**

There are two bridges over the White River within the village limits. The Maple Island Bridge was reconstructed in 2003. The Michigan Street Bridge is scheduled for major improvements in 2007.

### **Traffic Flow**

For the most part, traffic flow is managed by two four-way stops and there are seldom backups. The major traffic congestion issue is around the school at dismissal time.

---

*The best car safety device is a rear-view mirror with a cop in it.*

~Dudley Moore

---

## Assets

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1. Division Street sidewalk: The sidewalk extends from the north side of the White River to the south city limits. Constructed in 2002, it is the start of a “walkable” community.
2. Potential carpooling area at Weaver Park: The park could easily have designated parking spaces, and be promoted as such.
3. Bridges: The Maple Island Bridge has been recently renovated and the Michigan Ave. Bridge is scheduled for renovation in 2007.
4. Relative central location for Newaygo and Oceana Counties.

---

## Challenges

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1. Costs to upgrade and improve streets.
2. Cost to install walkways/bike paths.

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Fact: There are 14 miles of streets in the Village of Hesperia.

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## Visionary Goal

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Residents and visitors will be able to navigate safely about the village on smooth, well constructed and maintained roadways, bicycle paths and pedestrian walkways that have appropriate signs and markings with convenient parking areas.

---

## Objectives

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1. There should be a comprehensive plan developed and implemented to improve the construction and maintenance of streets.
2. A capital improvement fund should be established to provide for ongoing, consistent maintenance of streets, walkways, and bike paths.
3. There should be strategies developed and implemented to improve and enhance walking and biking throughout the Village with a safe, integrated network of pedestrian walkways.
4. Snow and ice and debris should be removed promptly by the responsible custodian from streets, walkways, and parking spaces so that traveling and parking are not impeded.
5. Traffic signs should be maintained and contribute to the safe movement of vehicles and pedestrians through the community.
6. There should be designated, maintained parking areas for day parking for commuters and others to support and promote carpooling.
7. Parking areas should be studied to determine if there is adequate space provided in the downtown, parks, and other areas and efforts made to improve, expand, and maximize convenient, safe parking.

---

*Why good streets go bad: Quality of construction, Time (age), Traffic (loading), and Weather.*

---

## Justification

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**Walkable Community:**

A network of walkways is not only appealing to residents and visitors, but also having access to walkways is becoming an essential part of a healthy lifestyle. Walkways also lead to improved safety for children, bikers, and people with disabilities.

**Safety:**

Residents and especially children who live in the village need to be able to get around without being exposed to speeding cars and traffic in general.

**Car Pooling:**

Car-pooling benefits commuters, the environment, and the country by reducing the cost of traveling, air pollution, and fuel consumption. The village is central location to many destinations and could greatly serve commuter needs if a parking site is provided and promoted.

**Sign Maintenance:**

Signs need to be kept in good condition for safety and to assist drivers in recognizing proper traffic rules.

---

*Walking is man's best medicine.*

-Hippocrates

---

## Implementation Strategy

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1. Have a continuous walkway throughout the village designed to promote walking for exercise and sociality that will be constructed over the next ten years, more or less.
  - a. The walkway should pass through the downtown, the library, the post office, the parks, the restaurants, the churches, the school and the publicly owned river's edge.
  - b. The plan should have multiple links to be constructed in a feasible piece-by-piece basis.
2. Develop a strategy to review and evaluate the condition and appearance of traffic signs.
3. Construct convenient, safe parking areas at parks.
4. Construct a designated commuter parking area that will encourage and support residents and nonresidents who wish to car pool. The parking area needs to be lighted and kept clear of snow.
5. Explore resources and develop a long-term plan to keep streets in good condition.

---

*Roads really need improving. Some two tracks in the country are less bumpy than the ones in town.*

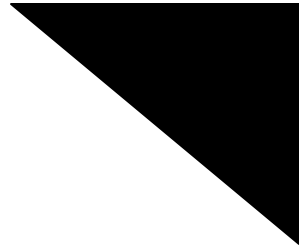
–Survey #48

**Suggested Programs:**

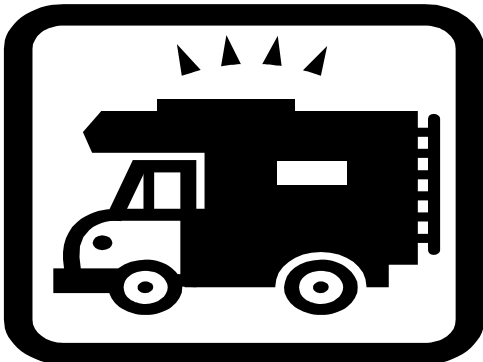
Commuter Parking Lot

---

*Walking is the best possible exercise.*



# *Tourism*



---

*Life is divided into three terms - that which was, which is, and which will be. Let us learn from the past to profit by the present, and from the present to live better in the future."*

-William Wordsworth

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## **Narrative**

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### **Sportsman's Destination**

The greater Hesperia area is considered a destination for sportsmen, bringing many visitors from around the state, country, and internationally. The White River, numerous lakes, and vast forests provide multiple opportunities for visitors to enjoy our natural resources. Although efforts have increase recently, little emphasis has been placed on these important assets.

### **Community Events**

Festivities, such as the Fourth of July Family Fun Fest, have been a tremendous asset in the promotion of all the Village has to offer. In recent years, attendance has been dwindling. Community leaders must realize the potential and properly evaluate and improve such events, as well as consider the possibility of additional events.

### **Unified Plan**

Currently there is not a strategic plan in place to maximize the tourism potential of Hesperia. Because most of the tourism destinations lie outside the Village limits, it is imperative that the Village leaders join forces with township, county and regional leadership, as well as local business associations, to develop a plan to promote the tourism destinations of Hesperia.

### **Economic Vitality**

Many village businesses rely heavily on visitors from around the area. Village merchants should be informed about and involved in the promotion of the Village assets. The involvement of business associations in this process should serve as an invaluable resource to the Village and surrounding areas.

---

*Visitors often "like it here" and stay or return to live.*

-Andy Lofgren

---

## Assets

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1. White River
2. Multiple lakes near the Village
3. Hunting areas
4. Fishing destination
5. Multiple parks
6. Fourth of July Family Fun Fest
7. Manistee National Forest
8. Hotel

---

## Challenges

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1. Developing organization between the village and nearby townships

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*"There is only one thing in the world worse than being talked about, and that is not being talked about."*

-Oscar Wilde

---

## Visionary Goal

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Visitors will be attracted to the village by access to recreational activities, unique shopping, events, nearby points of interest, comfortable accommodations, and friendly, helpful residents.

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## Objectives

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1. Representatives of the village should actively participate in regional tourist associations.
2. There should be adequate, well-maintained public restrooms.
3. Safe, maintained, convenient parking areas should be available at points of interest.
4. There should be sheltered picnic areas, benches, and outdoor cooking facilities to accommodate visitors.
5. Visitors should be able to locate points of interest and other locations with attractive, coordinated signage.
6. A coalition of interested community members should be formed to investigate and implement strategies to enhance the Village's potential as a tourist destination.
7. A marketing strategy, including online promotional activities, should be developed and implemented to promote the Village as a tourist destination.
8. Adopt a motto that "brands" Hesperia with an inviting message.

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The rivers and lakes in our area are the current draw for tourists. Lets work on improvements to continue drawing them here.

– Survey #58

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## Justification

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### *Viabile Economic Activity*

Tourism destinations and activities are essential to the Village's economic vitality. Due to a relatively low population base, area businesses rely upon visitors for sustained economic vitality.

### *Community Cohesiveness*

Successful community events, such as the Fourth of July Family Fun Fest, not only draw visitors into the Village, but provide opportunities for the Hesperia community to come together and showcase the positive attributes of the Village and surrounding area.

---

The tourist is first of all an adventurer.

-John Carroll

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## Implementation Strategy

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1. Encourage and participate in the formation of an area wide tourism council to develop a strategic plan to promote the tourism destinations of the entire Hesperia area.
2. Support local involvement in larger, regional tourism associations.
3. Collaborate with business associations on the potential for new community events as well as evaluate current community events.



---

*The hunting – fishing- river –wetlands- summer-winter (actually all four seasons in this area) are the “money maker” for our village. We need to express and encourage that.*

*–Survey #(58)*

**Suggested Programs**

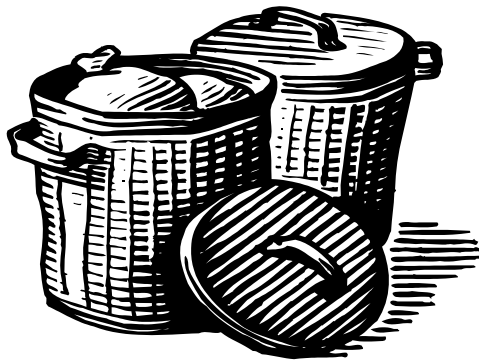
1. Tourism council
2. Signage

---

Continued development of recreational areas....either for profit or not....will benefit us all to some degree. While most Hesperia residents will not directly benefit financially from this....the overall “resort” feel for this village enhances the quality of life here.

-Survey # 1

# *Waste Management*



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*We are made wise not by the recollection of our past, but by the responsibility for our future.*

- George Bernard Shaw

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## **Narrative**

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### **Waste water**

The Village of Hesperia maintains its own independent wastewater treatment facility that satisfies the needs of residential and business users, providing environmentally sound methods of water treatment for the foreseeable future. The system was constructed in 1978 and is composed of a gravity collection system of pipes moving effluent to the lift station where centrifugal pumps provide the means of transporting the effluent an additional 1.5 miles to a 60-acre treatment area. In 2005, the Village of Hesperia treated 26 million gallons of sewage. The overall status of the system is good, with the exception of some minor repairs that are needed. The system is maintained by the Department of Public Works, who perform regular maintenance and testing of the system.

### **Current Status**

The wastewater treatment service is meeting current needs while the storm-water drains are in need of attention in the near future. The system is currently working at 44% of its designed capacity. If there is a significant increase in usage some improvements would need to be made. Service does not extend to the west or north of the White River.

The current storm-water drain system is insufficient for current needs. Localized areas of standing water on streets or property is a common occurrence after a significant storm or during spring run-off.

### **Solid Waste Disposal**

The village contracts for commercial trash pick up and disposal. Residents who subscribe to the service pay the provider. The current provider has recycling bins available. Recycling for Newaygo County is in the process of offering more complete recycling service for the greater Hesperia area in cooperation with the village.

### **Long Range Planning**

There is no current plan that is a guideline for long-term maintenance/replacement of the wastewater system in the Village of Hesperia. Such a plan could prioritize improvements to the storm-water removal system. Practical issues related to the White River passing through the village limits will necessitate a plan that incorporates DNR guidelines and restrictions.

---

## Assets

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1. Pumping and treatment facilities are in good condition with improvements made in 2006.
2. Operating at 44% capacity, the wastewater treatment system can accommodate growth.
3. Recycling for Newaygo County recycling service and education.

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## Challenges

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1. There are significant portions of the village that need extension/revision of the storm-water system.

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Over the past 25 years EPA has made significant strides in addressing the wastewater treatment needs of communities across the United States. But EPA recognizes enormous wastewater treatment needs remain -- especially in small communities. EPA's 1996 Clean Water Needs Survey estimated that small communities need \$13.8 billion to comply with the Clean Water Act by the year 2016.

~EPA Website

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## Visionary Goal

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Wastewater and solid wastes will be collected, disposed, and recycled using environmentally sound methods that eliminate health hazards, are cost effective, contribute to a clean attractive environment and include strategies to reduce waste.

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## Objectives

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1. Residents and businesses should be encouraged to develop resource recovery and recycling strategies to minimize solid waste for landfills.
2. The Village should adopt recycling practices whenever feasible.
3. Wastewater treatment service should be wholly self-funded, including personnel expenses to operate the system and to manage funds, with funds maintained in a separate account from other village monies.
4. There should be formal consideration of switching from monthly billing to quarterly billing if an unbiased analysis determines it will reduce the costs of operating and managing the system.
5. Customer rates and fees for hook-ups should be adopted that adequately fund all costs of managing and operating the service including capital improvement line item to maintain and improve the system.
6. Service rates and hook-ups for customers outside the Village should consider all costs related to the system and should not be subsidized by the fund.

---

*Wastewater treatment processes are taken right out of nature's recipe book. In streams and lakes natural aeration helps to purify the water while microorganisms break down solids. Wastewater treatment uses the same idea; the liquid portion is treated and returned to streams, lakes, or oceans, and the solids are further processed into stable organic material, called biosolids.*

~Michigan Department of Agriculture

---

**Justification**

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**Well-being of Residents**

Wastewater transport and treatment service for residents of the village is directly related to promoting an environment that prioritizes public health and safety. The public perception of the quality of wastewater treatment in the village is a major factor in how people value residency in the Village of Hesperia.

**Recycling Service**

Recycling saves natural resources and people wish to have the service available.

**Maintain Property Values**

The quality of wastewater service for residential use is an important aspect in decisions that are made to live in, or move to, a small town.

**Environmental Impact**

Protecting the White River from contamination is an added responsibility.

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*Wastewater treatment protects public health by destroying disease-causing organisms that may be in the wastewater. Treatment also safeguards water quality by preventing pollution in our lakes, rivers and oceans.*

~Northwest Biosolids Management Association

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## Implementation Strategy

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1. Investigate possible improvements to the storm water system.
2. Develop procedures and a system to recycle as much trash as possible.
3. Review the current billing cycle and related costs to determine if a quarterly or bimonthly billing cycle would be more cost effective.
4. Investigate state and federal resources for small, rural community support resources.
5. Review rate structure to determine if the service is self-funded and fully supported by users.

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Recycling has been a major component of waste reduction efforts and is part of the Michigan Department of Environmental Quality (MDEQ) Pollution Prevention Strategy.

~MDEQ Website

**Suggested Programs**

Recycling for Newaygo County

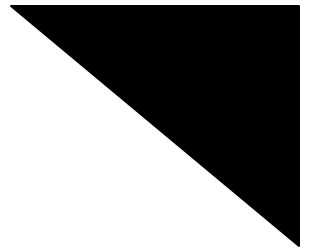
Michigan Department of Environmental Quality resources

EPA resources

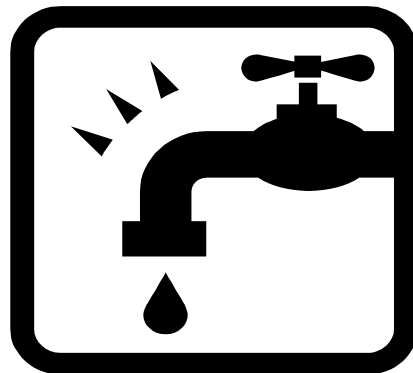
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*Many communities and tribes could avoid costly construction projects through improved management skills, adequate financing, appropriate technology, and better wastewater treatment system operation and maintenance.*

~EPA website



# *Water Service*



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The general public correctly perceives drinking water as central to the life of an individual and of society.

~Environmental Protection Agency

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## **Narrative**

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### **Description**

The Village of Hesperia maintains its own independent public water system. The system is composed of 3 wells, 2 ground-based water storage tanks, 1 suspended (tower) water storage tank, and several miles of distribution pipe. The system is maintained by a staff of two, who perform the day-to-day maintenance and purity testing on the system. The system pulls groundwater up from the local aquifer located below the village and pumps it directly into the water tower. It is then gravity-fed through the system for use. Average water use is approximately 100,000 gallons per day. Maximum capacity is in excess of 150,000 gallons per day. The current rate structure for water appears to be adequate for normal maintenance expenses. The condition of the water, wells, and pumps is adequate. The condition of the mains and distribution pipe necessitates that upgrades and repairs are needed.

### **Future Needs**

The current system is adequate to meet the needs of both residential and commercial users within the village for the foreseeable future.

There is not a long-range plan in place for the replacement, upgrading, and funding of the current system as it ages further.

### **Service Limits**

Service is limited to those properties located to the east and south of the White River.

### **Value**

The power of the “water tap” can never be underestimated in promoting a small-town residential or business experience.

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*The Community Water Supply Program oversees the primary EPA program that sets forth minimum standards for safe drinking water as well as administering the requirements of Michigan's Safe Drinking Water Act.*

-DNR Website

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## Assets

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1. Good water quality
2. Pump and storage equipment functioning adequately
3. Distribution system functioning adequately

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## Challenges

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1. Effective communication with customers.
2. Aging delivery system
3. Keeping costs affordable for customers

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84% of the total U.S. population is served by Public Water Systems, while the remainder is served primarily by private wells.

~EPA Website

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## Visionary Goal

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Residents and commercial enterprises will have access to an adequate supply of quality water with a well-maintained, efficient delivery system that is able to satisfy current and future needs.

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## Objectives

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1. Water service should be wholly self-funded, including personnel expenses to operate and manage funds, with funds maintained in a separate account from other village monies.
2. With assistance from expert engineers and consultants, a plan should be adopted and implemented that will lead to a maintained, effective delivery system.
3. Actions should be taken to qualify for and secure grant support to fund improvement projects to lessen the burden on customers.
4. There should be formal consideration of switching from monthly billing to quarterly billing if an unbiased analysis determines it will reduce the costs of operating and managing the system.
5. Customer rates and fees for hook-ups should be adopted that adequately fund all costs of managing and operating the service including capital improvement line item to maintain and improve the system.
6. Service rates and hook-ups for customers outside the Village should consider all costs related to the system and should not be subsidized by the fund.
7. Customer complaints related to odor, water pressure, and other issues past the point of service delivery should be addressed by providing specific courses of action that can be taken at the customer's expense and responsibility.
8. The life expectancy of the current wells should be determined by experts so that adequate planning for future land acquisition can be addressed.
9. The water tower should have a consistent well cared for appearance.
10. Potential contamination of the water supply system from groundwater should be minimized by considering the development of a wellhead protection plan.

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## Justification

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**Well-being of Residents:**

Water service for residents of the village is directly related to promoting an environment that prioritizes public health and safety. The public perception of the quality of water in the village is a major factor in how people value residency in the Village of Hesperia.

**Viable economic activity:**

Water service particularly the quality of the water itself, is increasingly a factor for determining qualifying or not qualifying for new business activity.

**Property Values:**

The quality of water service for residential use is an important aspect in decisions that are made to live in, or move to, a small town.

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*The Office of Ground Water and Drinking Water (OGWDW), together with states, tribes, and its many partners, protects public health by ensuring safe drinking water and protecting ground water.*

~EPA Website

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## Implementation Strategy

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1. Establish a user supported, independent fund for water service that does not rely on general tax revenues for operation or maintenance.
2. Establish a capital improvement line item, as a part of water service fund, dedicated for future upgrades and replacements to the current system.
3. Review the current billing cycle and related costs to determine if a quarterly or bimonthly billing cycle would be more cost effective.
4. Plan for routine maintenance of the water tower to keep a cared for appearance.
5. Provide users with readily accessible information and solutions in addressing concerns and problems between the point of delivery and their property.
6. Determine if expanding service to the west and north of the White River would be cost effective.
7. Determine the life expectancy of the current wells to project when new wells may be required and take appropriate action if necessary.
8. Review rate structures and hook-up costs to insure they are justifiable, consistent, and equitable for all users.
9. Review the status of property owners within the village that are not participating in the village water system (by having private wells) to determine if the practice is equitable and justifiable.

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*The Michigan Wellhead Protection Program assists local communities utilizing groundwater for their municipal drinking water supply systems in protecting their water source. A WHPP minimizes the potential for contamination by identifying and protecting the area that contributes water to municipal water supply wells and avoids costly groundwater clean-ups.*

~The Michigan Department of Environmental Quality Website

**Suggested Programs**

Brochure describing common household water problems and how to resolve them

Public meeting to discuss water issues

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*Each American household uses an average of 94,000 gallons of water per year.*

~EPA Website



# Potential Future Land Use



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*We have been too wasteful too long in this country—indeed, over most of the world. We had so much good land in the beginning we thought the supply was limitless and inexhaustible.*

~H. H. Bennett in *Soil Erosion A National Menace*.

1. The Village Council or future Planning Commission should do a complete review of zoning districts to bring them up to date with current technology, language, and strategies.
2. The current 1A, 2A, 3A, 1B, 2B, and 1C districts should be replaced with the following or a combination of the following:
  - a. Low density residential
  - b. Medium density residential
  - c. High density residential
  - d. Commercial, Service and Retail Business
  - e. Downtown Business District
  - f. Public Land and Institutions
  - g. Light Industry and Manufacturing
  - h. Valued Environmental Areas
3. Heavy industrial enterprises should be directed to neighboring communities. The Village Council should adopt an agreement with other cities (White Cloud, Fremont, Shelby) with industrial parks to discourage heavy industry from locating in the village limits.
4. A Downtown Business District should be established and encouraged to develop a unified strategy to fill empty shops, improve facades, and promote shopping.
5. Commercial and retail business should be located primarily on Division Street, South Avenue, and Michigan Avenue.
6. Areas where there are existing single family homes and 4-5 unit apartments should remain a low density residential area to preserve established quiet neighborhoods.
7. The village council should work closely with Denver and Newfield Townships to plan together for proper growth.
8. The village council should consider opportunities to acquire riverfront properties to expand parks, walkways, and other facilities.

## ***Future Land Uses***

### **Low Density Residential**

Primary Purpose: Single family homes in quiet neighborhoods

Uses: Single family homes,

### **Medium Density Residential**

Primary Purpose: Mix of privately owned homes and rental units with institutions

Uses: Single family homes, Duplexes, Apartment buildings of 6 units or less,  
Institutions such as schools, library, churches  
Parks with playgrounds

### **High Density Residential**

Primary Purpose: Multiunit family complexes

Uses: Multi-family apartment buildings, Condominiums, Institutions  
Parks with playgrounds, Parking areas

### **Commercial, Service & Retail**

Primary Purpose: Enterprises that benefits from high traffic areas and visibility.

Uses: Stores, shops, offices, institutions, parking areas

### **Downtown Business District**

Primary Purpose: Shops, stores, offices sharing a common environment

Uses: Historical storefronts, retail shops and stores, restaurants  
residential apartments in upper stories, services outlets and offices,  
parks and gardens, street side parking

### **Light Industry and Manufacturing**

Primary Purpose: Enterprises producing materials limited to finishing and distribution.

Uses: Wholesale distribution site, Warehouses, Product Assembly

### **Public Land and Institutions**

Primary Purpose: Public supported properties that provide services

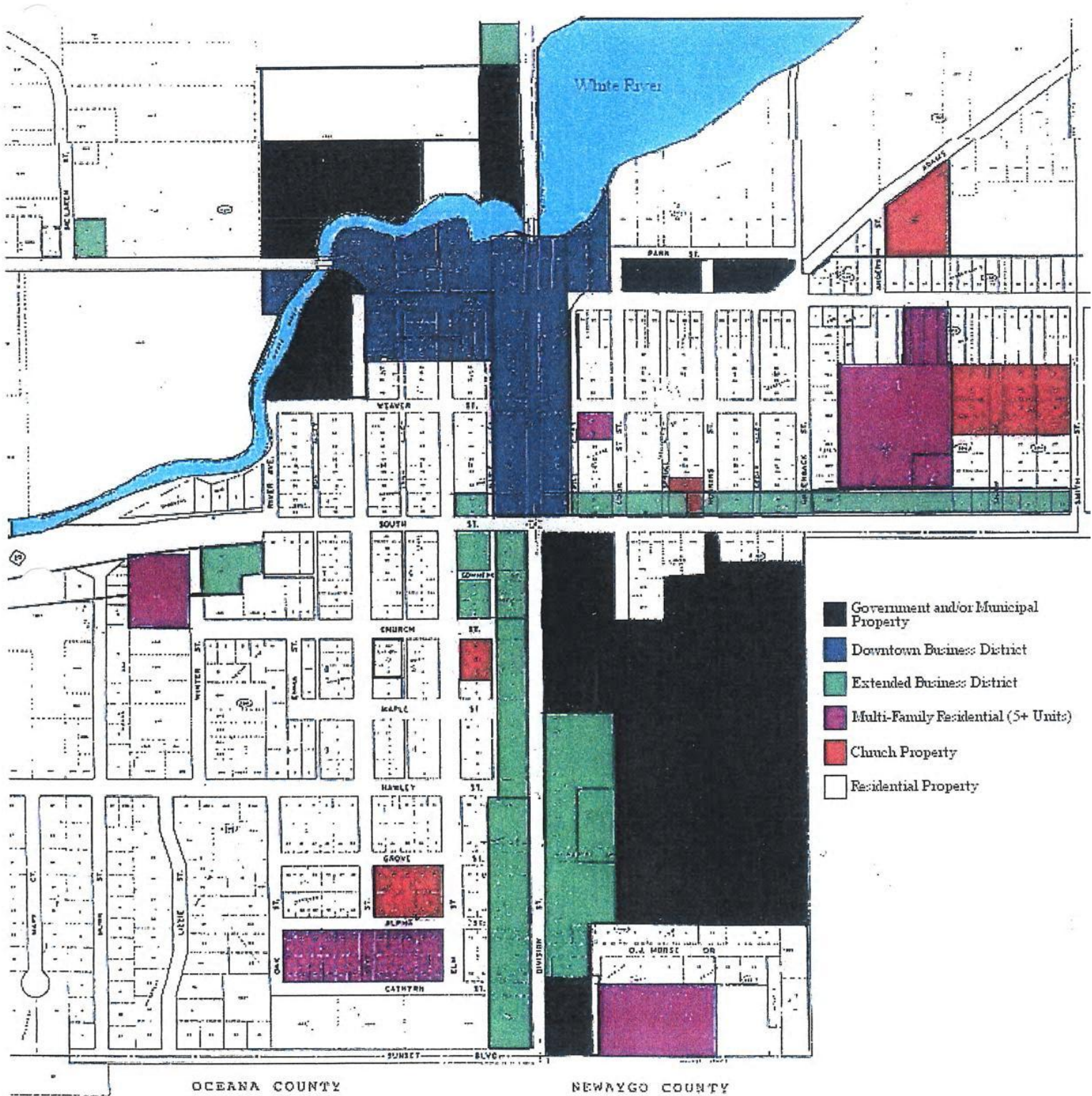
Uses: Municipal services, parks, athletic facilities, institutions

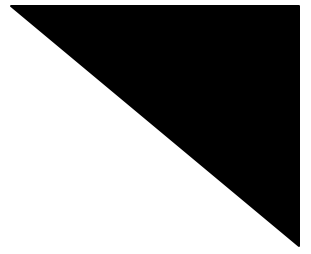
### **Valued Environmental Areas**

Primary Purpose: Protect natural sites and resources and provide open space

Uses: River and riverbanks, wetlands, wellheads

# Potential Future Land Use Map





# *Community Survey*

## Community Survey 2006

A survey was developed to identifying important issues that affect the style and quality of life in the Village of Hesperia. The responses of the survey were used to help develop a Master Plan that best fits the needs of the village.

### Survey Background

- ◆ Eight week process to develop the Survey
- ◆ The targeted audience of survey included:
  - ◆ Village Residents
  - ◆ Village Home Owners
  - ◆ Village Land Owners
  - ◆ Village Business Owners

### Survey Facts

- ◆ Ferris State University Copy Center printed and packaged the surveys.
- ◆ A press release was published by the HiLites and Times Indicator Informing Village Residents of the survey.  
(Two weeks Prior to Mailing)
- ◆ The surveys were mailed on Friday, April 28, 2006.
- ◆ Some surveys were hand delivered to residences west of the river on Michigan Ave.
- ◆ Return Date for the Survey was May 20, 2006.
- ◆ The surveys were collected and secured at the Village Office.
- ◆ The Surveys were tabulated and the responses recorded.

### Hesperia Master Plan Survey Distribution

- ◆ 430 surveys were distributed.
- ◆ 131 surveys were returned / 30% return.
- ◆ 207 survey questions asked per survey.
- ◆ Over 27,000 individual pieces of data recorded.
- ◆ Over 120 individual comments submitted.

## Master Plan Survey

### Hesperia Master Plan Committee



Dear Village Resident,

Members of the Hesperia Master Plan Committee are inviting you to participate in a volunteer project to develop a master plan for the Village of Hesperia. The committee was formed by local volunteers to create a Master Plan for the Village of Hesperia. Your participation in this survey is key to identifying important issues that affect the style and quality of living in your village.

Enclosed you will find a questionnaire that asks a variety of questions about the Village of Hesperia. The committee is asking participants to look over the questionnaire and answer the questions as openly and constructively as possible. Your participation is totally voluntary and your responses will be held in total confidence. The results of this survey will be used to model a Village Master Plan that best fits the needs of the residence of Hesperia and surrounding communities.

We hope that you will take the time to complete this questionnaire. Please return the survey answer sheet and your written responses by May 20, 2006. You may mail your responses by placing them in the self addressed stamped envelope, or if preferred, you can drop off your envelope at the Hesperia Village Hall.

On behalf of the Hesperia Master Plan Committee Members, we thank you for your time and input.

Sincerely,

Hesperia Master Plan Committee Members

Ryan Coffey  
Mark Kraus  
Scott Kroepel  
Molly Maynard

Lou Nemastil  
Liz Nordin  
Arthur Raymond  
Dennis VanderSys

Richard Williams  
Roger Wambaugh

**General Appearance**

<u>Improving</u>	<u>Deteriorating</u>	<u>No Opinion*</u>	
61%	7%	32%	The overall general condition of your home where you live (34)
50%	18%	32%	The overall general condition of the houses in your neighborhood (35)
43%	23%	34%	The overall condition of the landscape/scenery in your neighborhood is (36)
49%	21%	31%	The overall general condition of the neighborhood where you live is (37)
24%	50%	24%	The overall condition of the Hesperia downtown business district is (40)
34%	21%	46%	M-20 commercial district & the M-120 commercial district (41)
31%	45%	24%	The overall general condition of the Village as a whole is (42)

\*Includes No response

<u>Agree</u>	<u>Disagree</u>	<u>Neutral</u>	
44%	20%	36%	Develop architectural controls on new development (158)
79%	9%	13%	Develop stricter junk, blight ordinances (162)
58%	12%	30%	Require underground utilities in new development replace existing overhead (166)
42%	15%	43%	Add flexibility on front and side yard setbacks for housing renovations and new residences (166)
64%	11%	25%	Strictly enforce existing zoning regulations on new construction (168)

**Natural Features**

<u>Add More</u>	<u>About Right</u>	<u>Excessive</u>	
34%	59%	7%	Open spaces for viewing water ways (6)

<u>Important</u>	<u>Not Important</u>	<u>Neutral</u>	
77%	7%	16%	Scenic views of the water (80)
65%	10%	25%	Tree-lined streets (95)

<u>Agree</u>	<u>Disagree</u>	<u>Neutral</u>	
76%	6%	18%	Preserve the scenic view areas of the Village (160)

**Commercial Signs**

<u>Important</u>	<u>Not Important</u>	<u>Neutral</u>	
60%	11%	28%	Commercial signs that conform to current Village ordinances (98)

<u>Agree</u>	<u>Disagree</u>	<u>Neutral</u>	
47%	11%	42%	Develop strict sign regulations that provide for removal of nonconforming signs (159)

**Historic Buildings**

<u>Important</u>	<u>Not Important</u>	<u>Neutral</u>	
62%	13%	24%	Importance of protecting historic homes and structures (102)

<u>Agree</u>	<u>Disagree</u>	<u>Neutral</u>	
69%	11%	20%	Develop policies to preserve historic buildings (161)

**Level of Effort/Resources Directed to Historical Districts (190)**

51%	Moderate to Strong Effort
15%	Some or No Effort
33%	Undecided or No Opinion

Q.#	Question	Totally Agree	Moderately Agree	Neutral	Moderately Disagree	Totally Disagree	No Response
57	No opinion about growth	22	23	28	29	23	6
58	Hub of development	40	34	22	13	15	7
59	Limit within Village with Growth surrounding	44	14	39	10	9	15
64	Population - Status quo	28	29	33	21	14	6
65	Population - double to 1600	21	28	28	26	23	5
66	Population - Triple to 2700	52	14	29	15	16	5

**Single Family Homes**

<u>Add More</u>	<u>About Right</u>	<u>Excessive</u>	
40%	54%	6%	Current: Single Family Homes (25)
<u>Agree</u>	<u>Disagree</u>	<u>Neutral</u>	
52%	15%	33%	Growth: I would like to see residential growth mainly in single family homes (61)
<u>More</u>	<u>Same</u>	<u>Less/None</u>	
60%	36%	4%	Future: Single Family housing (104)

**Multi Family Units**

<u>Add More</u>	<u>About Right</u>	<u>Excessive</u>	
26%	58%	16%	Current: Low density mutiple family housing (26)
26%	62%	12%	Current: Duplex housing (29)
32%	48%	20%	Current: Condominiums (30)
11%	63%	25%	Current: High density multiple family housing (32)
<u>Agree</u>	<u>Disagree</u>	<u>Neutral</u>	
23%	45%	32%	Growth: Mainly condominiums or aptment buildings (62)
13%	46%	40%	Growth: Guest houses and garage apartments (63)
<u>More</u>	<u>Same</u>	<u>Less/None</u>	
32%	23%	45%	Future: Duplexes (105)
29%	29%	42%	Future: Mutiple family apartment buildings (106)
13%	53%	34%	Future: Three story condominium buildings (107)
6%	66%	28%	Future: Four to six story condominium buildings (108)

**Combination Single/Multiple Family**

<u>Add More</u>	<u>About Right</u>	<u>Excessive</u>	
17%	60%	23%	Current: Guest houses and garage aprtments attached to single family (33)
<u>More</u>	<u>Same</u>	<u>Less/None</u>	
32%	23%	45%	Future: Commercial uinits units on the ground floor with 1-2 stories of residential (121)
<u>More</u>	<u>Same</u>	<u>Less/None</u>	
45%	21%	34%	Develop zoning for addition of guest houses and garage apartments attached to single family homes
22%	43%	34%	Growth: Accommodate addition of multiple famoy housing or apartments to existing single family homes

**Rental Housing**

<u>Add More</u>	<u>About Right</u>	<u>Excessive</u>	
29%	51%	20%	Current: Rental housing (31)
<u>Agree</u>	<u>Disagree</u>	<u>Neutral</u>	
33%	30%	37%	Growth: Develop single family rental properties in residential areas (69)
26%	38%	36%	Growth: Develop multiple family rental properties in residential areas (70)

*Senior Housing*

<u>Add More</u> 62%	<u>About Right</u> 32%	<u>Excessive</u> 6%	Current: Housing for elderly and senior citizens (27)
<u>Agree</u> 60%	<u>Disagree</u> 11%	<u>Neutral</u> 29%	Growth: Develop senior housing facilities (71)
<u>More</u> 68%	<u>Same</u> 26%	<u>Less/None</u> 6%	Future: Assisted-living elderly housing (112)
67%	27%	6%	Future: Independent-living senior housing (113)

Level of Effort/Resources Directed to senior housing (188)

66%	Moderate to Strong Effort
15%	Some or No Effort
20%	Undecided or No Opinion

*Mobile Homes*

<u>More</u> 18%	<u>Same</u> 47%	<u>Less/None</u> 34%	Future: Mobile home parks (103)
20%	29%	51%	Future: Mobile homes on residential lots (110)

*Affordable Housing*

<u>Add More</u> 38%	<u>About Right</u> 45%	<u>Excessive</u> 17%	Current: Affordable or low income housing (28)
60%	27%	13%	Future: Affordable housing for all age groups (109)

*Downtown Residential Development*

<u>Add More</u> 29%	<u>About Right</u> 63%	<u>Excessive</u> 8%	Current: Residential development downtown (15)
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*Development Activities*

<u>Agree</u> 48%	<u>Disagree</u> 18%	<u>Neutral</u> 35%	Growth: Encourage growth by developing more residential housing (72)
44%	18%	37%	Growth: Encourage growth by developing ordinances that encourage new home construction (74)
<u>More</u> 29%	<u>Same</u> 50%	<u>Less/None</u> 21%	Future: Increase buildable space for residential lots (111)

**Industrial Manufacturing**

<u>Add More</u>	<u>About Right</u>	<u>Excessive</u>	
70%	22%	8%	Current: Industrial development (22)

<u>More</u>	<u>Same</u>	<u>Less/None</u>	Future: Heavy industry, such as larger sale manufacturing plants (125)
42%	23%	30%	

Level of Effort/Resources Directed to promoting heavy manufacturing (187)

31%	Moderate to Strong Effort
36%	Some or No Effort
33%	Undecided or No Opinoin

**Non-Industrial Manufacturing**

<u>Important</u>	<u>Not Important</u>	<u>Neutral</u>	
63%	20%	17%	Light industry in the Village (91)

<u>More</u>	<u>Present</u>	<u>Less/None</u>	Future: Light industry, electronics, computer, software (124)
71%	17%	12%	

Level of Effort/Resources Directed to promoting light manufacturing (186)

62%	Moderate to Strong Effort
20%	Some or No Effort
19%	Undecided or No Opinoin

**Agribusiness**

<u>More</u>	<u>Present</u>	<u>Less/None</u>	Future: Food processing establishments within Village limits (127)
43%	25%	32%	

Level of Effort/Resources Directed to promoting agricultural product processing (185)

40%	Moderate to Strong Effort
40%	Some or No Effort
20%	Undecided or No Opinoin

**Wholesale Businesses**

<u>More</u>	<u>Present</u>	<u>Less/None</u>	Future: Storage and wholesale facilities (123)
33%	46%	21%	

**Commercial/Retail**

<u>Add More</u> 68%	<u>About Right</u> 25%	<u>Excessive</u> 7%	Current: Retail development (21)
<u>Agree</u> 71%	<u>Disagree</u> 15%	<u>Neutral</u> 14%	Growth: More commercial growth in the Village (67)
<u>More</u> 77%	<u>Present</u> 15%	<u>Less/None</u> 8%	Future: Commercial development in the Downtown Business District (117)

Level of Effort/Resources Directed to commercial or retail business (184)

61%	Moderate to Strong Effort
26%	Some or No Effort
13%	Undecided or No Opinion

**General**

<u>Important</u> 76%	<u>Not Important</u> 19%	<u>Neutral</u> 5%	Locally owned family business (92)
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**Development Activities - Land Use**

<u>Add More</u> 60%	<u>About Right</u> 33%	<u>Excessive</u> 7%	Current: Industrial and commercial development along M-120 (13)
60%	32%	8%	Current: Industrial and commercial development along M-20 (14)
<u>More</u> 72%	<u>Present</u> 21%	<u>Less/None</u> 7%	Future: General Businesses along the M-120 and M-20 Highways (115)
17%	39%	44%	Future: Business located next to or intermixed with residential lots (116)
67%	16%	17%	Future: Development of industrial parks outside the Village limits (126)

**Development Activities - Facilities and Structures**

<u>More</u> 71%	<u>Present</u> 22%	<u>Less/None</u> 7%	Future: New buildings in the Downtown Business district (118)
14%	37%	50%	Future: Higher than 3 story buildings in the commercials areas (119)
67%	49%	11%	Future: Lower than 3 story buildings in the commercials areas (120)

**Development Activities - Tax Incentives**

Level of Effort/Resources Directed to new business and industry (192)

47%	Moderate to Strong Effort
14%	Some Effort
11%	No Effort
28%	Undecided or No Opinion

***Tourist Activities***

Add More   About Right   Excessive

58%      34%      8%      Prevalence of activities geared toward tourism (19)

Agree      Disagree      Neutral

47%      11%      42%      I would to see the Village develop as recreational community and center for family tourism (60)

58%      14%      20%      I would like to see more growth for the Village as a tourism destination (68)

65%      13%      19%      I would like to see economic vitality stimulated by encouraging businesses related to tourism, including campgrounds, summer and winter sports activities etc. (75)

Level of Effort/Resources Directed to Tourism events and activities (festivals, shows, fairs (182)

80%      Moderate to Strong Effort

11%      Some or No Effort

9%      Undecided or No Opinoin

***Accommodations***

Add More   About Right   Excessive

40%      45%      15%      River front restaurants, inns, hotels (12)

63%      31%      6%      Rental accommodations for tourists (17)

61%      32%      7%      Resort, hotel, and motel development (23)

47%      43%      10%      Seasonal and weekly rental accommodations for tourists in residential neighborhoods. (24)

Agree      Disagree      Neutral

56%      11%      33%      I would like to see ordinances developed that allow for and encourage bed and breakfast inns in the Village (76)

53%      21%      26%      I would like to see ordinances developed that allow for and encourage viable motels and hotels in the village (77)

More      Present      Less/None

52%      35%      13%      Tourist accommodations in residential areas (future) (114)

66%      24%      11%      Hotels, motels, inns, bed & breakfast facilities (future) (122)

Level of Effort/Resources Directed to resort and related business (183)

56%      Moderate to Strong Effort

26%      Some or No Effort

18%      Undecided or No Opinoin

**Water Supply System**

<u>Important</u>	<u>Not Important</u>	<u>Neutral</u>	
89%	4%	7%	Ground water quality protection for wellheads (82)
<u>Agree</u>	<u>Disagree</u>	<u>Undecided</u>	
59%	15%	26%	Expand public water service to all residents of the Village (147)
26%	48%	26%	The overall general condition of the water system is sufficient (154)
32%	47%	21%	The overall quality of the village water is sufficient (155)

Use taxpayer supported incentives/inducements to improve public sewer and water lines (191)

56%	Strong-Moderate Effort
5%	Some Effort
7%	No Effort
33%	No Opinion or Undecided

**Sewer System**

<u>Agree</u>	<u>Disagree</u>	<u>Undecided</u>	
58%	11%	31%	Expand sewer system to all residents of the Village (145)
42%	26%	32%	The overall quality of the sewer system is sufficient (156)

**Water/Sewer System Participation**

<u>Agree</u>	<u>Disagree</u>	<u>Undecided</u>	
66%	14%	20%	Require participation from all new development (165)
67%	13%	20%	Provide access to require all <u>existing</u> and new homes businesses to participate (172)

**Solid Waste Disposal & Recycling**

<u>Agree</u>	<u>Disagree</u>	<u>Undecided</u>	
53%	15%	31%	Maintain recycling center funded by users (146)
53%	17%	27%	Provide curbside refuse & recycling pick up (150)
37%	23%	40%	Provide compacter site refuse collection (151)
30%	29%	40%	Require each resident to contract privately for refuse collection (152)
27%	38%	35%	Provide street and park trash removal 7 days a week (153)

**Law Enforcement**

<u>Agree</u>	<u>Disagree</u>	<u>Undecided</u>	
40%	38%	22%	Current law enforcement/police services are sufficient (157)

*Noise*

<u>Important</u>	<u>Not Important</u>	<u>Neutral</u>	
72%	11%	17%	How important is noise control, especially in residential areas (81)

<u>Agree</u>	<u>Disagree</u>	<u>Neutral</u>	
58%	22%	20%	Create and enforce a vehicle noise ordinance in the village limits (53)
55%	17%	29%	Develop stricter noise control measures (171)

*Nighttime Lighting*

<u>Important</u>	<u>Not Important</u>	<u>Neutral</u>	
47%	23%	30%	How important is regulation of nighttime lighting (90)

<u>Agree</u>	<u>Disagree</u>	<u>Neutral</u>	
45%	20%	35%	Increase lighting along Village streets (179)

*Air Quality*

<u>Important</u>	<u>Not Important</u>	<u>Neutral</u>	
76%	6%	18%	How important is air quality (86)

*Storm Water Control*

<u>Agree</u>	<u>Disagree</u>	<u>Neutral</u>	
31%	20%	49%	Provide ponding areas for stormwater collection (144)
52%	5%	43%	Develop stricter storm water drainage control measures (169)

*River and Wetland Preservation*

<u>Important</u>	<u>Not Important</u>	<u>Neutral</u>	
85%	6%	9%	River Water Quality
72%	21%	7%	Wetlands and Natural Areas

<u>Add More</u>	<u>About Right</u>	<u>Excessive</u>	<u>Current Status</u>
15%	61%	23%	Housing density of river development (2)
43%	45%	12%	Local or Village environmental protection measures for shoreline (9)
38%	52%	10%	Local or Village conservation measures for wetlands and natural areas (10)

<u>Agree</u>	<u>Disagree</u>	<u>Neutral</u>	
58%	10%	33%	Develop comprehensive protection measures for properties and waterways adjacent to construction sites (173)

*Streets and Roads*

<u>Improving</u>	<u>Deteriorating</u>	<u>No Opinion*</u>	
11%	68%	21%	The overall general condition of the roads in your neighborhood (38)
8%	76%	16%	The overall general condition of the roads in the Village (39)

\*Includes No response

Encourage growth by adding more residential streets in the Village (73)

25%	Totally and Moderately Agree
42%	Neutral
33%	Moderately or Totally Disagree

Use taxpayer supported incentives/inducements to encourage development of new roads in subdivisions or developments (194)

36%	Strong-Moderate Effort
26%	Some-No Effort
38%	No Opinion or Undecided

*Intersections*

Level of Concern regarding hazard/congestion

<u>High</u>	<u>Low</u>	<u>Neutral</u>	
23%	49%	28%	M-20 & M-120 Intersection (43)
22%	49%	29%	Division & Michigan Intersection (44)
27%	45%	28%	M-20 East (near school crossing) (45)
31%	44%	25%	South Division Street (near School crossing) (46)

<u>Agree</u>	<u>Disagree</u>	<u>Neutral</u>	
43%	22%	35%	Add a stoplight at the M-20 & M-120 Intersection (54)

*Traffic Management*

<u>Agree</u>	<u>Disagree</u>	<u>Neutral</u>	<u>Level of Support</u>
48%	29%	24%	Conduct a traffic study (50)
50%	25%	25%	Establish truck routes in Village (55)
76%	7%	17%	Strict traffic speed control (84)

*Biking Paths*

<u>Important</u>	<u>Not Important</u>	<u>Neutral</u>	
85%	5%	10%	Safe biking along streets (93)

*Pedestrian Walkways*

<u>Important</u>	<u>Not Important</u>	<u>Neutral</u>	
89%	3%	8%	Safe walking along residential streets (93)
74%	12%	14%	Sidewalks in residential areas (97)
85%	5%	10%	Sidewalks in the public school areas of the Village (98)

<u>Agree</u>	<u>Disagree</u>	<u>Undecided or No Opinion</u>	
59%	25%	15%	I would like to see the Village provide sidewalks to all of the parks (149)
67%	16%	17%	Create a walking community by connecting and extending sidewalks throughout the Village (164)
46%	22%	32%	Place crosswalk signals at major intersections (56)
47%	27%	26%	Add overhead crosswalk signals at school crossing on M-20 and M-120 (52)

Use taxpayer supported incentives/inducements to encourage development of new sidewalks and/or improved sidewalks (194)

54%	Strong-Moderate Effort
11%	Some Effort
14%	No Effort
21%	No Opinion or Undecided

*Parking*

<u>High</u>	<u>Low</u>	<u>Neutral</u>	<u>Level of Concern regarding hazard/congestion</u>
15%	41%	44%	Hesperia Dam Site Parking (47)
23%	36%	41%	Downtown Hesperia Retail Parking (48)
9%	43%	48%	Residential Parking (49)

<u>Agree</u>	<u>Disagree</u>	<u>Neutral</u>	<u>Level of Support</u>
27%	34%	39%	Add parking restrictions for overnight commercial trucks/trailers (51)
38%	19%	43%	Expand public parking in the Village (148)

## *Recreational Facilities and Activities*

### *How Important are Recreational Opportunities (88)*

73%	Very or Moderately Important
7%	Not very or Unimportant
17%	Neutral
3%	No response

### *Development of Additional Recreational Activities and Facilities*

<u>Agree</u>	<u>Disagree</u>	<u>No Opinion*</u>	
49%	18%	33%	Community Linked Trail (128)
38%	24%	37%	Snowmobile Trails (131)
57%	14%	29%	Bicycle, rollerblade path (132)
57%	15%	27%	Bicycle Lanes on or adjacent to roads (133)
38%	20%	42%	Cross country Ski Trails (134)
41%	20%	39%	Skateboard park (135)
47%	16%	37%	Outdoor ice rink (136)
34%	18%	47%	Shuffleboard Courts (137)
72%	7%	21%	Playgrounds (138)
61%	11%	27%	Village Community Center (139)
64%	9%	27%	Outdoor Community Pavilion (140)
62%	9%	29%	Public Access to Riverfront (141)
73%	8%	19%	Bathroom Facilities (142)

\*Includes No response

### *Current Status*

<u>Add More</u>	<u>About Right</u>	<u>Excessive</u>	
33%	63%	5%	Public Access to the River (1)
38%	54%	8%	River Boat Launch sites (5)
23%	72%	6%	Regulation of Fishing Activity (4)
47%	44%	9%	Combined car/camper/trailer parking (7)

**Importance to Village**

<u>Important</u>	<u>Neutral</u>	<u>Unimportant</u>	
47%	37%	16%	Riverfront, free of structures & buildings (89)
50%	29%	22%	Village owned property and public lands (99)
48%	33%	18%	Garden Areas (100)
65%	19%	16%	Island gazebo and Island bridge (101)

**Current Status**

<u>Add More</u>	<u>About Right</u>	<u>Excessive</u>	
38%	54%	8%	Waterfront Parks (3)
34%	59%	7%	Parks, gardens, public facilities (16)
32%	62%	7%	Prevalence of garden areas (18)
47%	49%	4%	Public parking facilities at parks and recreation areas (8)

**Develop Additional Parks & Gardens**

<u>Agree</u>	<u>Disagree</u>	<u>No Opinion*</u>	
54%	19%	27%	Riverfront Parks (129)
40%	24%	36%	Non-waterfront parks (130)

\*Includes No response

**Level of Effort/Resources Directed to Public Access to River, Parks, Recreation (189)**

64%	Moderate to Strong Effort
11%	Some or No Effort
24%	Undecided or No Opinion

Power Point Presentation

Community Survey

I think this was a good idea as a whole and I hope that something can come over this master plan. This would mean a good thing for the community.

Survey #92

*Things to Remember.....*

- ▶ People answered based on their situation and knowledge not necessarily on information.
- ▶ Tonight's presentation will be a "condensed" summary.
- ▶ Reinforce things we already know, learn some new things about our community.
- ▶ Some items will not seem applicable to Hesperia - are not feasible - are ideals.
- ▶ Council members and Village employees - you can't make everyone happy ☹

*Areas*

1. Aesthetics
2. Housing
3. Transportation
4. Public Services
5. Environment
6. Commerce
7. Tourism
8. Parks and Gardens
9. Recreation Activities and Facilities
10. Residential Growth



*Aesthetics*


GENERAL APPEARANCE



<u>Improving</u>	<u>Deteriorating</u>	<u>No Opinion</u>	<u>General Condition of</u>
61%	7%	32%	Your Home
50%	18%	32%	Neighbors' Homes
43%	23%	34%	Landscaping
49%	21%	31%	Your Neighborhood
24%	50%	24%	Downtown
34%	21%	46%	M-20 & M-120 Commercial
31%	45%	24%	Village (overall)

## Aesthetics

### GENERAL APPEARANCE




Agree	Disagree	Neutral	
79%	9%	13%	Develop stricter junk, blight ordinances
64%	11%	25%	Strictly enforce existing zoning regulations
58%	12%	30%	Require underground utilities
44%	20%	36%	Architectural controls on new development
42%	11%	25%	Add flexibility to front & side yard setbacks

5

## Aesthetics

### NATURAL FEATURES



Agree	Disagree	Neutral	
76%	6%	18%	Preserve the scenic areas of Village

Add More	About Right	Excessive	
34%	59%	7%	Open spaces for viewing water ways

Important	Not Important	Neutral	
77%	7%	16%	Scenic views of the water
65%	10%	25%	Tree-lined streets

6

## Aesthetics

### COMMERCIAL SIGNS




Important	Not Important	Neutral	
80%	11%	28%	Commercial signs conform to ordinances

Agree	Disagree	Neutral	
47%	11%	42%	Develop strict sign regulations including the removal nonconforming signs

7

## Aesthetics

### Historic Buildings



Important	Not Important	Neutral	
62%	13%	24%	Protection of historic homes and structures

Agree	Disagree	Neutral	
69%	11%	20%	Develop policies to preserve

Level of Effort Directed to Develop Historical District

51%	Moderate to Strong Effort
15%	Some or No effort
33%	Undecided or No Opinion

8

*"We are beautiful but  
we've let the whole town  
slowly go down hill. "*

Survey #90

9

## Housing



### CURRENT STATUS

<u>Add More</u>	<u>About Right</u>	<u>Excessive</u>	
40%	54%	6%	Single Family Homes
28%	58%	16%	Multi Family - Low Density
26%	62%	12%	Multi Family - Duplex
32%	48%	20%	Multi Family - Condominiums
11%	63%	25%	Multi Family - High Density Apartments
17%	60%	23%	Guest houses - Garage Apartments
29%	51%	20%	Rental Housing
62%	32%	6%	Senior Housing
29%	63%	8%	Downtown Residential Development

10

## Housing



### GROWTH

<u>Agree</u>	<u>Disagree</u>	<u>Neutral</u>	
52%	15%	33%	Single Family Homes
23%	45%	32%	Condominiums & Apartments
13%	46%	40%	Guest Houses & Garage Apartments
33%	30%	37%	Rentals - Single Family
26%	38%	36%	Rentals - Multi Family
80%	11%	29%	Senior Housing
29%	51%	20%	Rental Housing
48%	18%	35%	Develop more residential housing
44%	18%	37%	Develop ordinances to encourage new construction

11

## Housing



### SENIOR HOUSING

<u>More</u>	<u>Same</u>	<u>Less/None</u>	
68%	28%	6%	Assisted Living Elderly Housing
67%	27%	6%	Independent Living Senior Housing

### Level of Effort Directed to Senior Housing

56%	Moderate to Strong Effort
15%	Some or No effort
20%	Undecided or No Opinion


12

*Lots of older people can't do steps anymore so single story buildings would be great.*

Survey #50

13

## Transportation




- Streets and Roads
- Intersections
- Traffic Management
- Pedestrian Walkways
- Biking Paths
- Parking

14

## Transportation

### STREETS and ROADS



The overall general condition of the roads in your neighborhood

11%	Improving
68%	Deteriorating
21%	No Opinion or No Response


The overall general condition of the roads in the Village

8%	Improving
78%	Deteriorating
16%	No Opinion or No Response

15

## Transportation

### STREETS and ROADS



Encourage growth by adding more residential streets

25%	Totally and Moderately Agree
42%	Neutral
33%	Moderately or Totally Disagree

Taxpayer supported incentives for new roads in developments

36%	Strong-Moderate Effort
28%	Some or No Effort
38%	No Opinion or Undecided

16

## Transportation



### INTERSECTIONS

Level of Concern Regarding Hazard/Congestion

High	Low	Neutral	Intersection
23%	49%	28%	M-20 & M-120
22%	49%	29%	Division & Michigan
27%	45%	28%	M-20 at the School
31%	44%	25%	South Division at School Crossing

Add a Stoplight at M-20 and M-120

Agree	Disagree	Neutral
43%	22%	35%

17

## Transportation



### PARKING

Level of Concern Regarding Hazard/Congestion

High	Low	Neutral	Parking Area
15%	41%	44%	Dam Site
23%	36%	41%	Downtown Retail
9%	43%	48%	Residential

18

## Transportation



### TRAFFIC MANAGEMENT

	Agree	Disagree	Neutral
Conduct a Traffic Study	48%	29%	24%
Establish truck routes in Village	50%	25%	25%
Strict traffic speed control	76%	7%	17%

19

## Transportation



### BIKING PATHS

Safe Biking Along Streets

85%	Important
5%	Not important
10%	Neutral



20

## Transportation

### PEDESTRIAN WALKWAYS



	<u>Important</u>	<u>Not Important</u>	<u>Neutral</u>
Safe walking along residential streets	89%	3%	8%
Sidewalks in residential areas	74%	12%	14%
Sidewalks in school areas	85%	5%	10%

21

*Roads really need improving. Some two thirds in the country are less bumpy than the ones in town.*

Survey #50

22

## Public Services

### WATER SUPPLY SYSTEM



<u>Important</u>	<u>Not Important</u>	<u>Neutral</u>	
89%	4%	7%	Ground Water protection for wellheads
<u>Agree</u>	<u>Disagree</u>	<u>Neutral</u>	
59%	15%	26%	Expand service to all village residents
26%	48%	26%	General condition of water system is sufficient
32%	47%	21%	General quality of water is sufficient

Taxpayer supported incentives to improve sewer and water lines

56%	Strong to Moderate Effort
5%	Some Effort
7%	No effort
33%	No Opinion or Undecided

23

## Public Services

### SEWER SYSTEM



<u>Agree</u>	<u>Disagree</u>	<u>Undecided</u>	
58%	11%	31%	Expand service to all village residents
42%	26%	32%	General quality of system is sufficient

### WATER - SEWER PARTICIPATION

<u>Agree</u>	<u>Disagree</u>	<u>Undecided</u>	
66%	14%	20%	Required for new development
67%	13%	20%	Require all existing and new

24

## Public Services



### SOLID WASTE DISPOSAL & RECYCLING

Agree	Disagree	Undecided	
53%	15%	31%	Maintain recycling center funded by users
53%	17%	27%	Provide curbside refuse/recycling pickup
37%	23%	40%	Provide compacter site refuse collection
30%	29%	40%	Require residents to contract privately for refuse collection
27%	38%	35%	Provide street and park trash removal 7 days a week

25

## Public Services



### LAW ENFORCEMENT

Agree	Disagree	Undecided	
40%	38%	22%	Current law enforcement/police services are sufficient

26

.... Michigan is a great state – This is a wonderful town.

Survey #80

27

## Environment



Important		
85%	(15%)	Quality of the White River
72%	(28%)	Wetlands and Natural Areas
76%	(24%)	Air Quality
72%	(28%)	Noise Control
47%	(53%)	Nighttime Lighting

28

## Environment



Agree	
58%	Protect property & waterways during construction
58%	Create/enforce noise ordinance
55%	Develop stricter noise control measures
52%	Develop stricter storm water control
45%	Increase lighting along Village streets
31%	Provide ponding areas for stormwater

29

*I think we are lucky to have a new library, post office, restaurant, dollar stores, etc. in this small town.*

Survey #72

30

## Commerce

### FUTURE GROWTH



More	Present	Less/None	
70%	22%	8%	Heavy Industry
71%	17%	12%	Light Industry
43%	25%	32%	Food Processing
33%	46%	21%	Storage & Wholesale Facilities
77%	15%	8%	Commercial Development Downtown Business District

31

## Commerce

### LEVEL OF TIME & EFFORT



Moderate to Strong	Some or None	Undecided	
31%	36%	33%	Heavy Manufacturing
62%	20%	19%	Light Manufacturing
40%	40%	20%	Agricultural Processing
61%	26%	13%	Retail

32

Any village growth- industrially speaking- is bound to increase residential population. We -as a village- can either accept and deal accordingly with this or continue to remain the same as the world grows around us until we are forgotten.

Survey #58

33

## Tourism



### Tourist Activities

Add More	About Right	Excessive	
58%	34%	8%	Prevalence of activities geared toward tourism.

Agree	Disagree	Neutral	
47%	11%	42%	Village become center for family tourism.
58%	14%	20%	More growth as tourist destination.
65%	13%	19%	Encourage business related to tourism

### Level of Effort Directed to Tourist Events & Activities

80%	Moderate to Strong Effort
11%	Some or No effort
9%	Undecided or No Opinion

34

## Tourism



### Tourist Accommodations

Add More	About Right	Excessive	
40%	45%	15%	Riverfront restaurants, inns, hotels
63%	31%	6%	Rental accommodations
61%	32%	7%	Resort, motel development
47%	43%	10%	Seasonal and weekly rentals

More	Present	Less/None	
52%	35%	13%	Tourist accommodations in residential areas.
66%	24%	11%	Hotels, motels, inns, B & B's.

35

## Tourism



### Tourist Accommodations

Agree	Disagree	Neutral	
56%	11%	33%	Ordinances developed to encourage B & B's.
53%	21%	26%	Ordinances developed to allow/encourage motels/hotels.

### Level of Effort Directed to Resorts & Related Business

66%	Moderate to Strong Effort
26%	Some or No effort
18%	Undecided or No Opinion

36

*The rivers and lakes in our area are the current draw for tourists. Let's work on improvements to continue drawing them here.*

Survey #58

37

## Parks & Gardens



<u>Important</u>	<u>Not Important</u>	<u>Neutral</u>	
47%	16%	37%	Riverfront, no structures
50%	22%	27%	Village owned property
48%	33%	18%	Garden Areas
65%	19%	16%	Island Gazebo & Bridge

### Level of Effort Directed to Public Access to River, Parks

64%	Moderate to Strong Effort
11%	Some or No effort
24%	Undecided or No Opinion

38

## Parks & Gardens



<u>Add More</u>	<u>About Right</u>	<u>Excessive</u>	
38%	54%	8%	Waterfront Parks
34%	59%	7%	Parks, Gardens, Public Facilities
32%	62%	7%	Prevalence of Garden Areas
47%	49%	4%	Parking at parks

39

*Again – I think first impression. Business owners have a hard time here. Therefore, they should be encouraged for any little improvement they can afford to make.*

Survey #42

40

## Recreation Facilities & Activities



How Important are Recreational Opportunities?

73%	Very or Moderately important
7%	Not very or Unimportant
17%	Neutral
3%	No Response

Current Status

Add More	About Right	Excessive	
33%	63%	5%	Public Access to the River
38%	54%	8%	Boat Launch sites
23%	72%	6%	Regulation of Fishing Activity
47%	44%	9%	Car/camper/trailer parking

41

## Recreation Facilities & Activities



Development of Additional Recreational Activities & Facilities

Agree	Disagree	Neutral/No Opinion	
49%	18%	33%	Community Linked Trail
38%	24%	37%	Snowmobile Trails
57%	14%	29%	Bicycle, Roller blade path
57%	15%	27%	Bicycle lanes on or adjacent to roads
38%	20%	42%	Cross Country ski trails
41%	20%	39%	Skateboard Park
47%	16%	37%	Outdoor Ice Rink
34%	18%	47%	Shuffleboard Courts
72%	7%	21%	Playgrounds

42

## Recreation Facilities & Activities



Development of Additional Recreational Activities & Facilities

Agree	Disagree	Neutral/No Opinion	
61%	11%	27%	Village Community Center
64%	9%	27%	Outdoor Community Pavilion
52%	9%	29%	Public Access to Riverfront
73%	8%	19%	Bathroom Facilities

43

**"Would like to see 'charm' of village maintained and continued. Appreciate what Beautification Committee does."**

Survey #68

44

## Residential Growth



<u>Agree</u>	<u>Disagree</u>	<u>Neutral/No Opinion</u>	
34%	40%	26%	Hub of development
44%	15%	41%	Limit within Village, growth surrounding it
62%	9%	29%	Population stay at 900
37%	37%	25%	Population grow to 1600
50%	24%	26%	Population triple to 2700
34%	41%	25%	No opinion about population growth

45

46