

CITY OF POTTERVILLE

Eaton County, Michigan

Community Master Plan

ADOPTED 2019
UPDATED 2026

Prepared by Williams & Works
Update by Progressive Companies

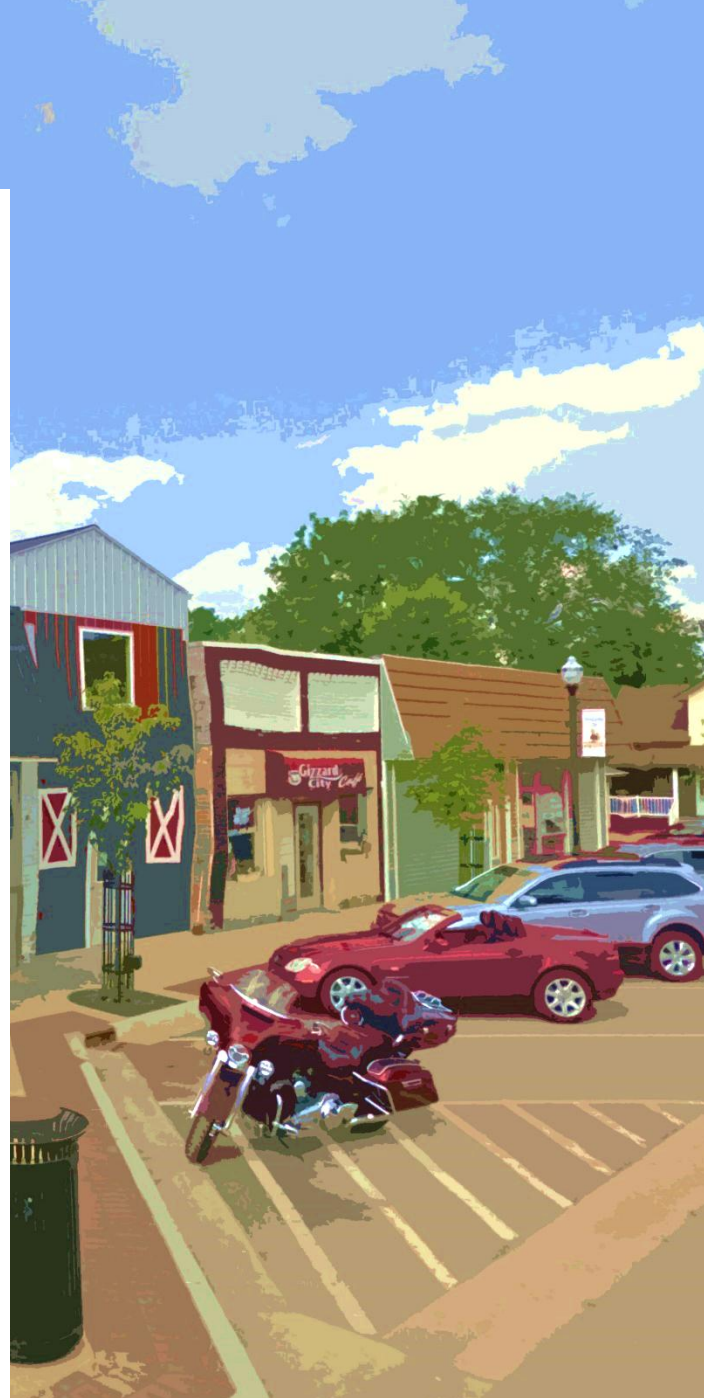


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Chapter 1: Background and Purpose

INTRODUCTION

The purpose of a master plan is to translate community values and goals into a framework for decisions regarding growth, land use, public facilities, and community services. A master plan expresses a long-range vision of how citizens want a community to look and function in the future and provides guidance for achieving those goals. The Plan is a vision of how Potterville would like to grow and develop while protecting its quality of life.

This Plan is intended to help achieve Potterville's vision by clearly indicating where new housing, shopping, and growth should be encouraged and where open space and recreational areas should be protected. The Plan provides a framework in which the City can effectively and responsibly manage growth and development as well as establish an orderly process for accommodating change. One of the primary goals of the Plan is to provide for an orderly and rational process of growth. The basic intent of the Plan is to provide for economic development within the City while maintaining a high quality and attractive residential environment.

The Future Land Use Map sets aside adequate land for commercial and industrial growth during the planning period. However, the clear majority of the City is reserved for residential land uses. Only land use changes in accordance with the Plan should be permitted. If changing circumstances make certain types of development desirable that are not in accordance with the Plan, the Plan should be reviewed prior to approval of the development to determine if a revision to the Master Plan is appropriate.

The Master Plan will be most successful if City residents are involved in throughout implementation. This involvement includes public hearings, open meetings, community surveys, public notices, and published news releases to help ensure that the public is well informed of all planning and zoning decisions.

GENERAL GOALS

The general goals of the City of Potterville Master Plan are:

- 1. Provide a well-balanced land use pattern that creates opportunities for managed growth**
- 2. Encourage a variety of high-quality residential housing types for current and future residents of the city**
- 3. Carefully consider economic development opportunities to support managed growth**
- 4. Improve and maintain high-quality, effective, and efficient public services to meet the needs of a growing community**
- 5. Provide ample recreational opportunities for city residents**
- 6. Build a strong downtown that serves as a hub of community activity**

FUNCTION OF THE PLAN

In serving as a guide, the Master Plan is both visionary and strategic. It outlines goals and objectives for the future and is the principal guide directing land use policy. The Plan is intended to serve as a tool for public and private decision makers including city administration, boards and commissions, as well as businesses, community groups, the development community, nonprofit organizations, and individuals. The Plan is designed to decrease uncertainty about the City's direction. The Plan is a policy framework, not law, and should be viewed as such.

The Plan also provides a framework for decisions about public facilities and services, such as where facilities should be located to support planned growth. It is intended that city officials use the Plan in preparing their functional plans for delivering services. The Master Plan is also the basis for the City's Zoning Ordinance, which regulates the use of land and includes processes for review of residential, commercial, and industrial development.

Master Plans are authorized by the Michigan Planning Enabling Act, Public Act 33 of 2008.

MASTER PLAN UPDATES

The 2019 and 2025 Master Plan updates both built upon previous master plans and updates developed over several decades. Neither were intended to overhaul or rewrite the existing Master Plan and largely focused on modernizing the document, updating the Future Land Use Map, bringing the Plan into conformance with the Michigan Planning Enabling Act, and reviewing goals and objectives. Public input was gathered during both updates in the form of an online community survey. Because the last two updates were limited in nature, at the next 5-year review cycle, the Planning Commission should consider whether a more comprehensive planning process is appropriate.

This Master Plan should be considered a "living document". It must be continually reviewed, modified and expanded as necessary to reflect changing circumstances and opportunities. The Planning Commission and City Council may consider specific amendments to this Master Plan to better serve the public interests of the community.

Chapter 2: Community Profile

PHYSICAL CONDITIONS

LOCATION

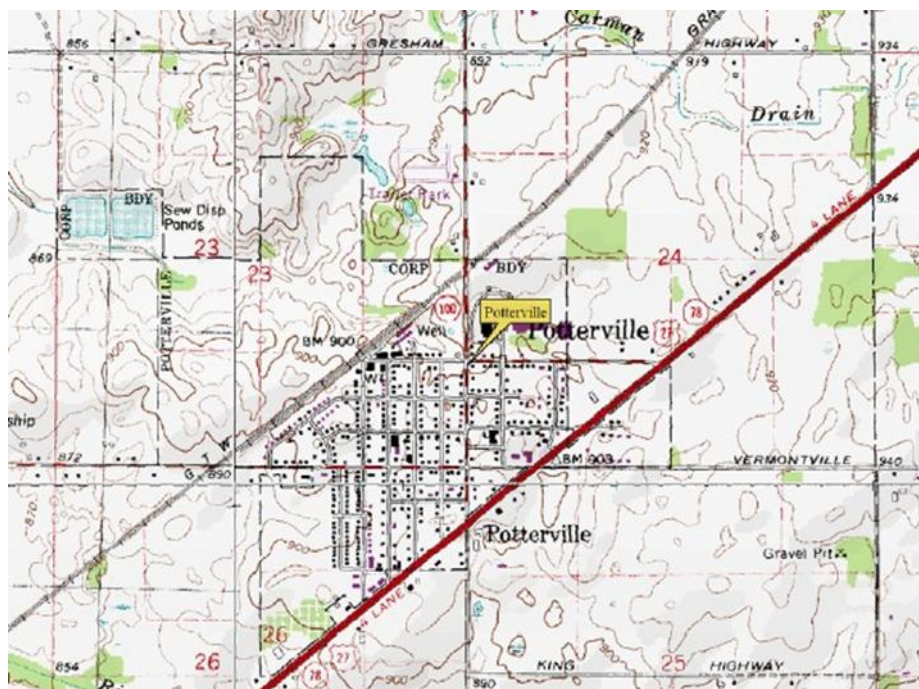
The City of Potterville and the study area are located approximately 15 miles southwest of Metropolitan Lansing in northeastern Eaton County, as shown in Figure A. It is located at the intersection of Lansing Road (Old US-27) and Hartel Road (M-100). I-69 runs along the southeast edge of the City and includes a Potterville interchange. This represents excellent access to the Lansing area and the entire region. The total land area of Potterville is approximately 1.8 square miles.



Figure A

TOPOGRAPHY

The topography of the study area is rolling, with gentle slopes and no extreme variations. Elevations range from 880 to 930 feet. The highest land is found in the southeastern portion of the City, with low-lying areas located in the northern and western portions, which includes the Sunset Hills subdivision. Portions of these low areas tend to flood in times of heavy rainfall and during the spring snow melt and would not be appropriate for large-scale developments.



EXISTING LAND USE

With the exception of a few considerably large parcels located in the northern half of the City, Potterville is largely built-out. Comparatively, a considerable portion of land immediately outside of the City is in agricultural use or vacant. The majority of developed land lies south of the railroad tracks and north of Lansing Road, in the City Limits. The 2012 – 2016 American Community Survey estimates that there are approximately 587 detached single-family residential units and 297

manufactured homes with a total of 1,103 total housing units in the City. Lot sizes within the major residential area of the City range from 7,200 square feet to 30,000 square feet, representing approximately three units per acre. There are also a number of multiple-unit housing structures located throughout the City as well as two manufactured housing parks. Commercial uses are located in the downtown area along Main Street and Lansing Road. An industrial park is located in the southwestern portion of the City and another industrial area is in the eastern part of the City. The Pottersville School System facilities are located in the northeast portion of the City. Figure B shows the existing land use for the study area.

SOILS

The majority of the soils in the developed portions of the City are well drained. Wetland soils are found in the northwestern and southwestern portions of the study area; and soils with severe limitations for septic systems are found in much of the study area outside of the City Limits. High and dry soils would be the most appropriate for development, while poorly drained soils would be appropriate for very low residential and open space areas unless public sewer and water are provided. The soil characteristics of a site would determine, to a significant extent, the type of activities that would be appropriate as well as cost effective.

VEGETATION

With the exception of the tree-lined residential streets, there is relatively little vegetation cover in the City. Exceptions to this are in portions of the undeveloped area north of the railroad tracks and along the Thornapple River in the southwest where sizable wooded areas can be found. The study area landscape is primarily residential in character within the City Limits. The surrounding area still has an agricultural character; however, with a growing number of residents few large tracts of trees remain. Therefore, preservation of these resources would be important for both its recreational use and aesthetic value.

SURFACE WATER

The Thornapple River is one of the major surface water features in the study area. It runs through the westernmost section of the study area. The Thornapple Drain runs through southwestern portion of the City for approximately 800 feet and flows into the Thornapple River. The vegetative cover and terrain along the Thornapple River and Drain add to the unique, natural beauty of both waterways. The other major surface water feature is Lake Alliance. Lake Alliance is a 16-acre man-made lake in the Alliance Lake Recreation Area, which has a total of 108.4 acres of land available for recreational facilities owned by the City. Both of these are area assets to the City and they offer excellent opportunities for recreational activities.

WETLANDS

The City contains several wetland areas, especially in the southwest quadrant adjacent to Lake Alliance and the Thornapple River, as seen in Figure C. The remainder of the wetland areas present in the City are scattered in small clusters and are relatively equally distributed.

FLOODPLAIN AREAS

Floodplain areas are also present in the City. The National Flood Insurance Program Flood Insurance Rate Map for the City of Pottersville shows an area from High Street to Church Street, north of Main Street as a flood plain area. Part of this area is the City Park and part is the Pottersville Public Schools property. Another section is located adjacent to the Thornapple River and Alliance Lake in the southwest quadrant of the City.

FIGURE B: EXISTING LAND USE MAP (2019)

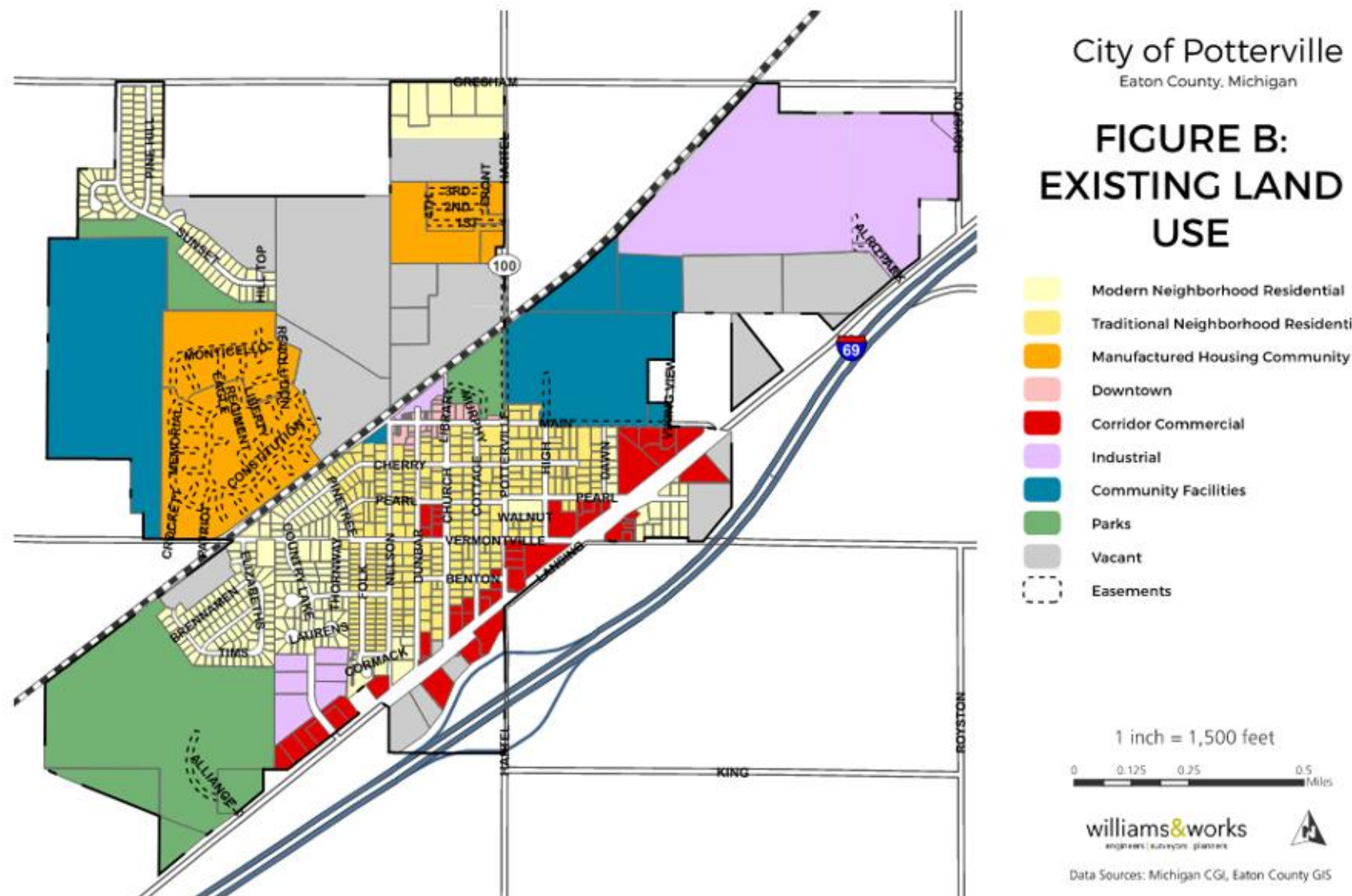
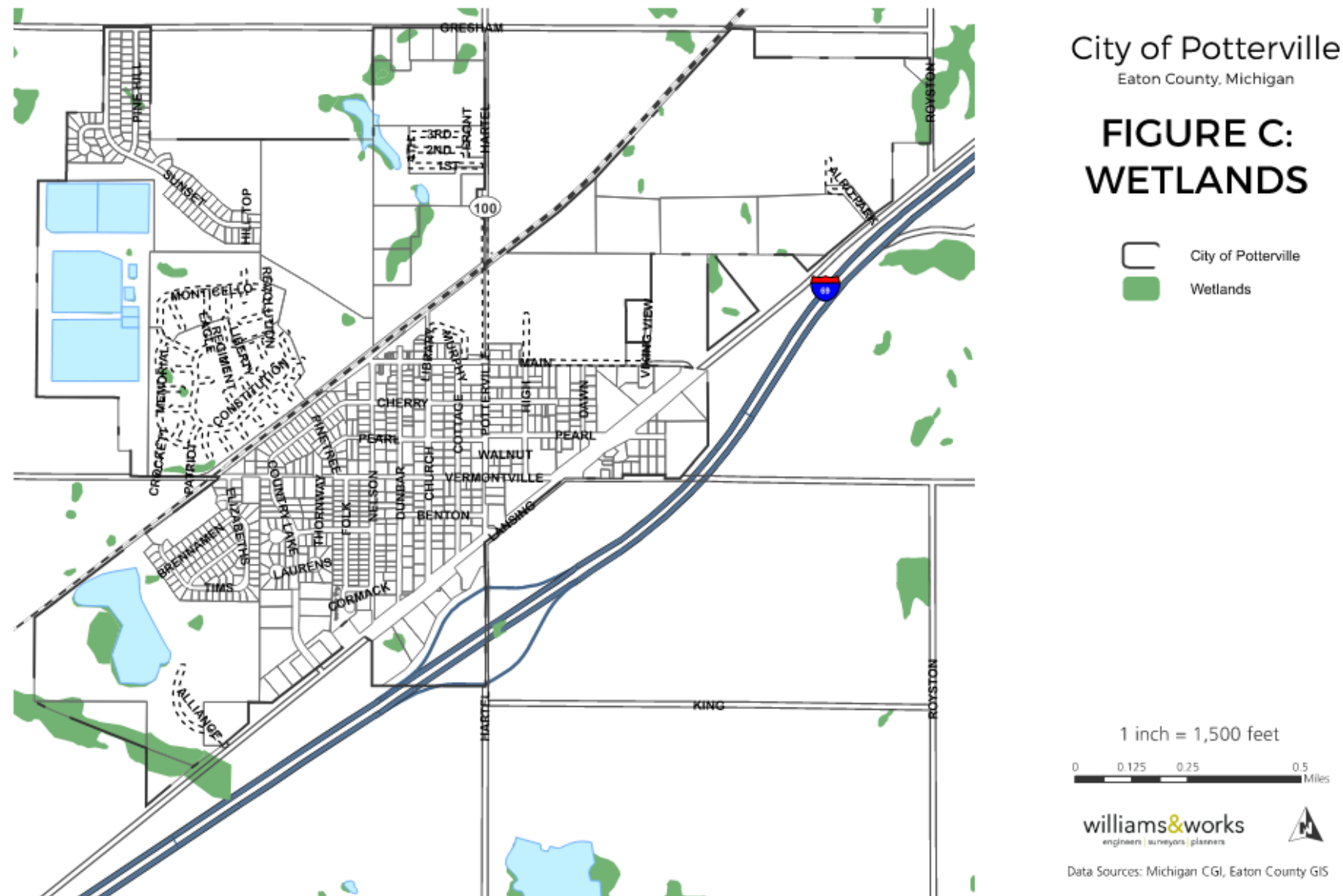


FIGURE C: WETLAND MAP



TRANSPORTATION

STREETS AND HIGHWAYS

The majority of the City's streets are asphalt-paved, two-lane facilities with 66-foot rights-of-way, as shown in Figure D. Street and road development is most extensive between the railroad right-of-way and Lansing Road. Wright Industrial Parkway in the southwest section of the City serves the industrial park. Alro Drive serves the Alro Steel Facility and is designed to provide access for future development of the Alro property. The I-69 interstate serves the regional transportation needs of south-central Michigan as well as Ohio, Indiana, and the Chicago Metropolitan Area.

PUBLIC TRANSIT

EATRAN provides demand/response bus service throughout Eaton County.

RAILROAD SERVICE

Canadian National Railroad traverses the City from the southwest through downtown and exits the City through the northeastern City Limits. The railroad provides carrier service from Chicago through Port Huron. Amtrak has stops in East Lansing and Battle Creek.

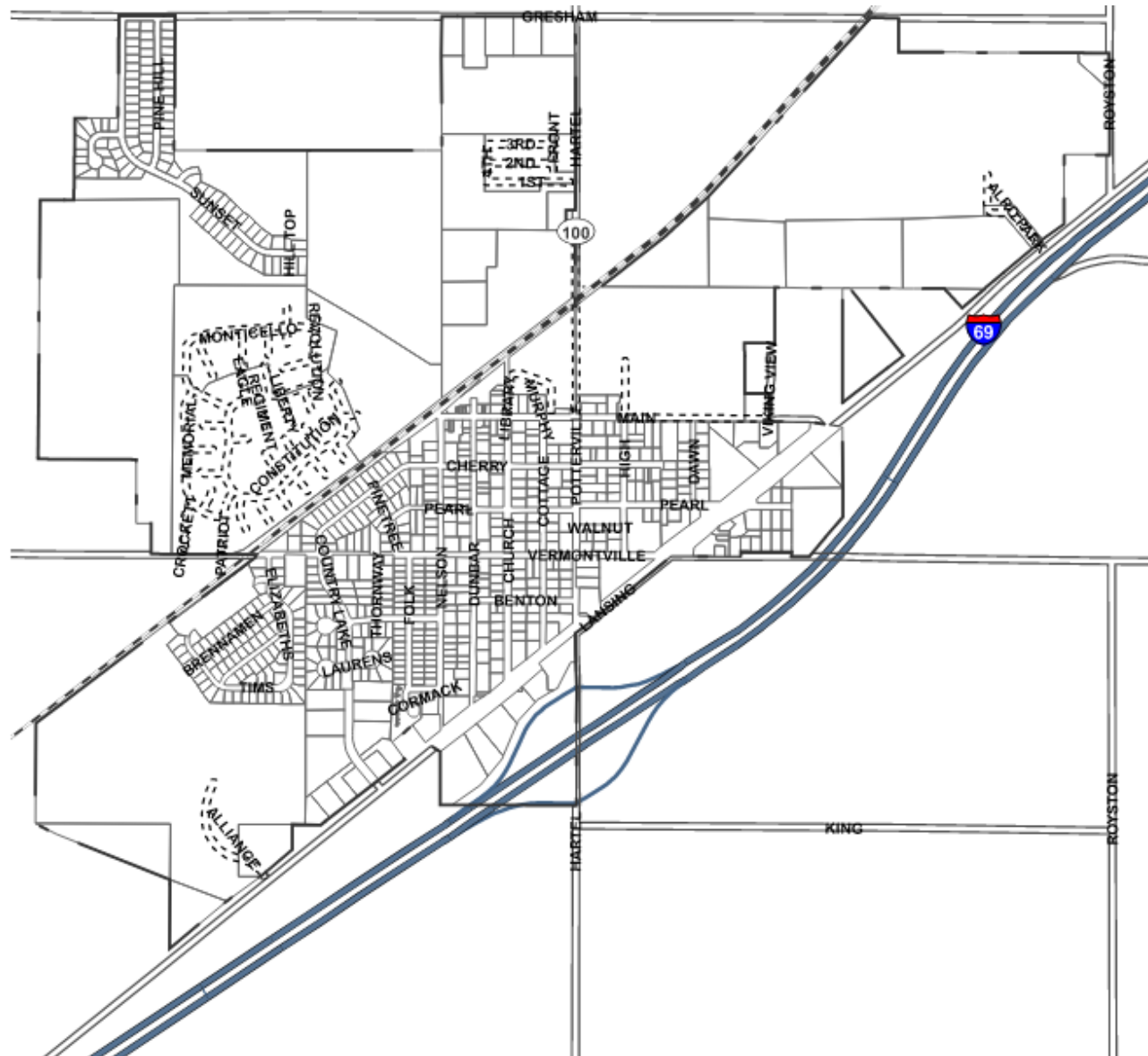
AIR SERVICE

Three airports serve the air-service needs of Eaton County. Capital City Airport is located three miles northwest of Lansing, Abrams Airport is located in Grand Ledge, and is approximately 10 miles north of Potterville, and Fitch H. Beach Airport is located between Potterville and Charlotte, approximately seven miles from Potterville. Larger airports are also located near Detroit and Grand Rapids.

REGIONAL TRANSPORTATION

Located in the heart of Michigan, Potterville has easy access to interstate and state trunk-line highways. The I-69 interstate links Potterville with I-96 and I-94. These transportation systems allow quick and easy access to the southern third of Michigan and northern Ohio, Indiana, Illinois, and Canada.

FIGURE D: STREETS & HIGHWAYS MAP



City of Potterville
Eaton County, Michigan

FIGURE D: STREETS & HIGHWAYS

 Easements

1 inch = 1,500 feet

0 0.125 0.25 0.5 Miles

williams&works
engineers | surveyors | planners



Data Sources: Michigan CGI, Eaton County GIS

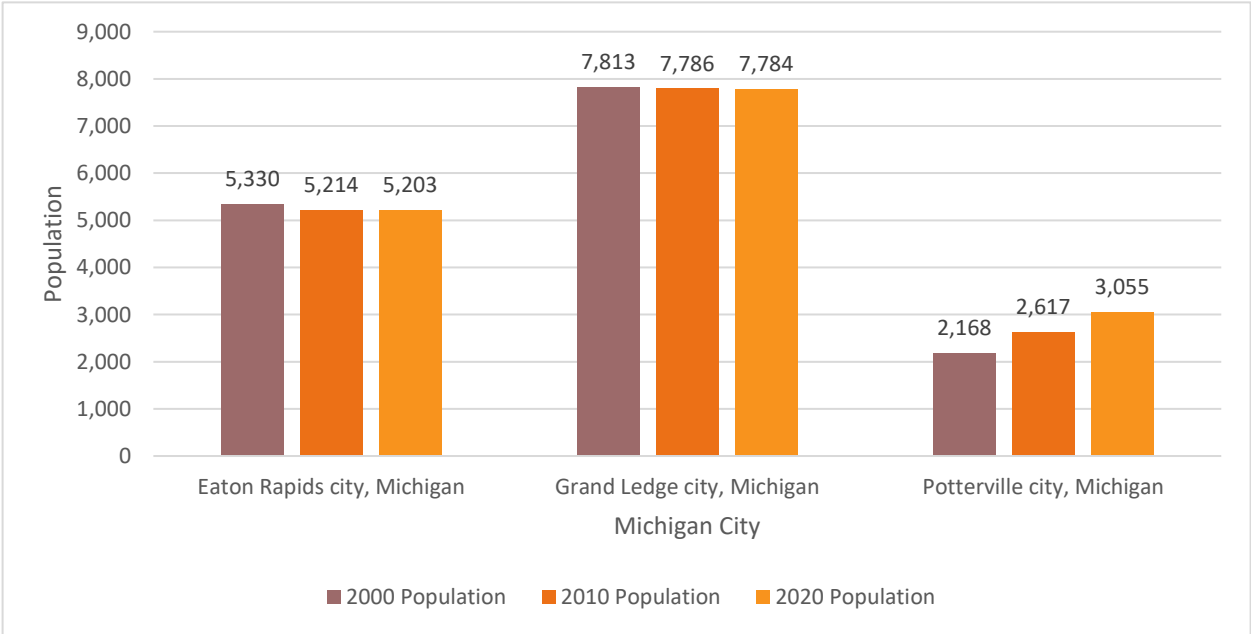
POPULATION CHARACTERISTICS

According to the 2020 Bureau of the Census, the City of Potterville had a population of 3,055. All information in this section is derived from the US Census Bureau.

Between 2000 and 2010, Potterville experienced a 20.7% increase in population. This growth continued into the next decade, with the population rising another 16.7% between 2010 and 2020. Overall, the City saw a 40.9% increase in population from 2000 to 2020.

Figure E illustrates the City of Potterville population change based on data from the 2020, 2010, and 2000 Census. Understanding Potterville’s population trends provides valuable context for future planning decisions related to housing, transportation, land use, and public services. Tracking population change over time helps identify patterns of growth or decline that influence the City’s long-term goals.

FIGURE E: TOTAL POPULATION (2000 - 2020)



To better understand Potterville’s growth in context, Table 1 compares population changes in the City with Eaton County, the State of Michigan, and nearby cities over the same period.

TABLE 1: POPULATION CHANGE (2000-2020)

City	Potterville city, Michigan	Eaton County, Michigan	State of Michigan	Eaton Rapids city, Michigan	Grand Ledge city, Michigan
2020 Population	3,055	109,175	10,077,331	5,203	7,784
2010 Population	2,617	107,759	9,883,640	5,214	7,786
2000 Population	2,168	103,759	9,938,444	5,330	7,813

Figure F illustrates the percent change in population from 2000 to 2020 for the City of Potterville,

Eaton County, the State of Michigan, and surrounding communities. This comparison highlights how Pottersville’s population growth has differed from broader county and state trends, as well as from neighboring cities. The figure provides a visual snapshot of population shifts over the past two decades, to inform future land use and infrastructure planning.

FIGURE F: POPULATION PERCENT CHANGE (2000-2020): Pottersville, Eaton County, Michigan, and Surrounding Communities

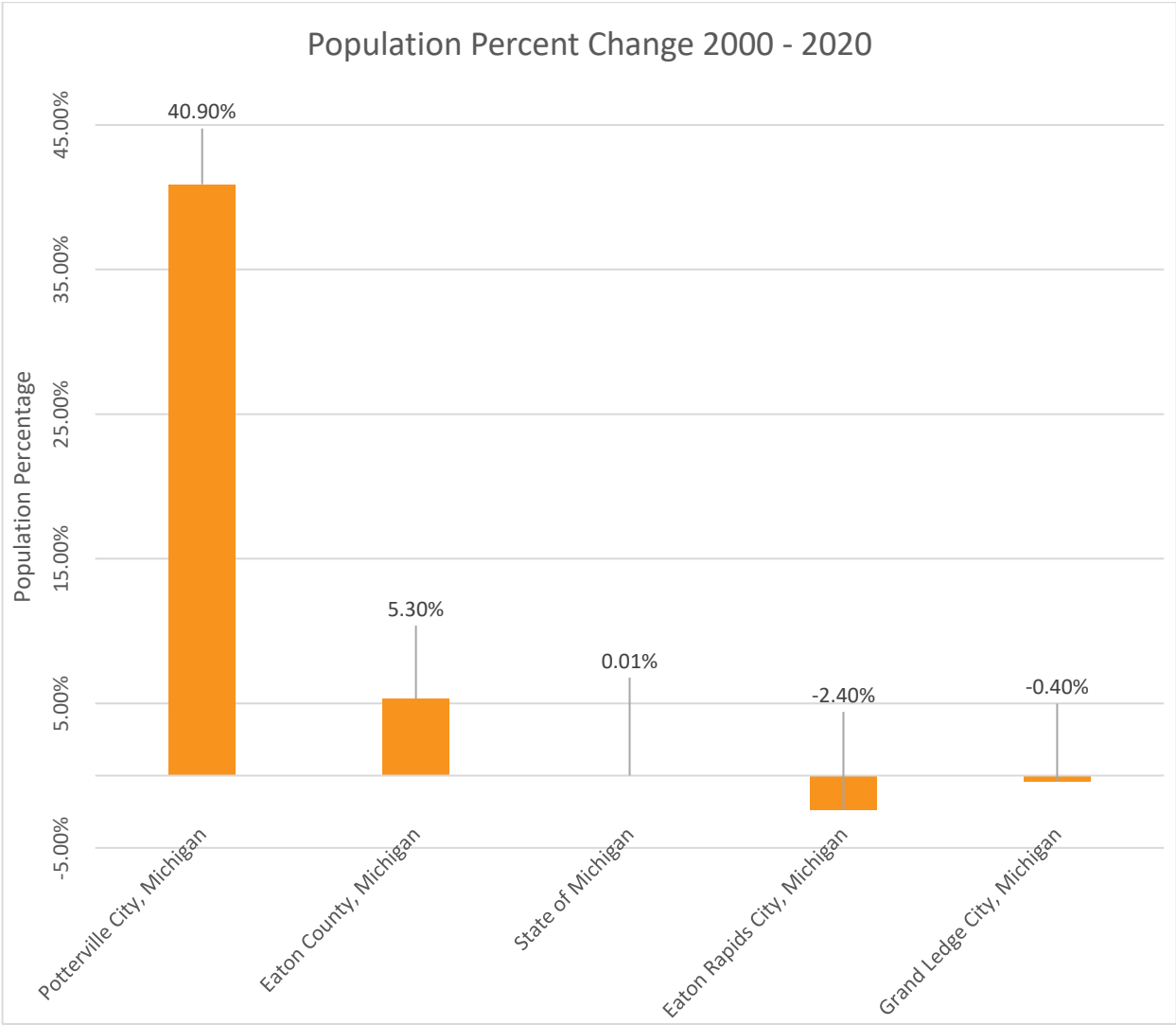


Table 2 highlights key demographic differences between Pottersville, Eaton County, and Michigan. Pottersville has a notably younger population, with 13.0% of residents under age 5, more than double the state and county shares, and elevated percentages in other youth age brackets. Conversely, the city has a significantly lower proportion of residents aged 65 and over (8.4%), compared to 17.1% statewide and 18.2% in the county.

TABLE 2: COMPARATIVE SOCIAL CHARACTERISTICS, 2020

2020 Social Characteristics	State of Michigan	Eaton County, Michigan	Pottersville city, Michigan
Under 5 years	5.7%	5.5%	13.0%
5 to 9 years	5.9%	5.8%	7.6%
10 to 14 years	6.2%	5.8%	4.2%
15 to 19 years	6.6%	6.3%	5.5%
20 to 24 years	6.9%	6.2%	9.8%
25 to 29 years	6.8%	6.6%	9.2%
30 to 34 years	6.1%	6.2%	8.3%
35 to 39 years	6.0%	6.4%	4.3%
40 to 44 years	5.7%	5.4%	4.1%
45 to 49 years	6.3%	6.2%	9.0%
50 to 54 years	6.7%	6.7%	7.4%
55 to 59 years	7.1%	7.6%	5.2%
60 to 64 years	6.9%	7.0%	4.0%
65 to 69 years	5.8%	6.1%	2.6%
70 to 74 years	4.3%	4.9%	2.7%
75 to 79 years	2.9%	3.1%	2.0%
80 to 84 years	1.9%	2.0%	0.9%
85 years and over	2.2%	2.2%	0.2%

HOUSING CHARACTERISTICS

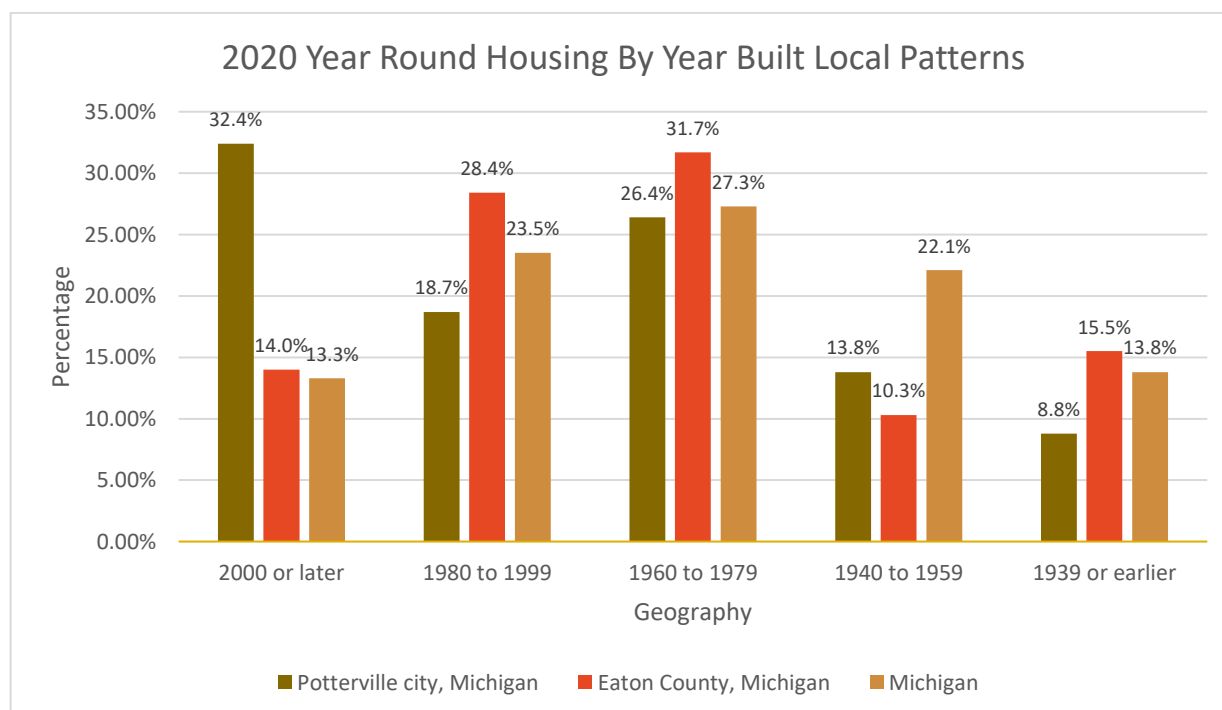
As of 2020, Pottersville's housing stock is relatively modern, with 32.4% of units built in 2000 or later, exceeding both Eaton County (14.0%) and Michigan (13.3%). Homes built between 1960 and 1979 make up 26.4%, followed by 18.7% from 1980 to 1999 and 13.8% from 1940 to 1959. Only 8.8% of units were built before 1940, compared to 13.8% statewide, indicating less historic housing and a greater share of newer development. These patterns suggest ongoing suburban-era growth and opportunities for targeted reinvestment in mid-century housing.

TABLE 3: HOUSING CHARACTERISTICS, 2020

2020 Year-Round Housing Units by the Year Structure Built		
Percent	Number	Year
0%	57	2014 and later
2%	52	2010 to 2013
24%	248	2000 to 2009
23%	206	1980 to 1999
4%	291	1960 to 1979
10%	152	1940 to 1959
15%	97	1939 or earlier

Source: 2020 American Community Survey

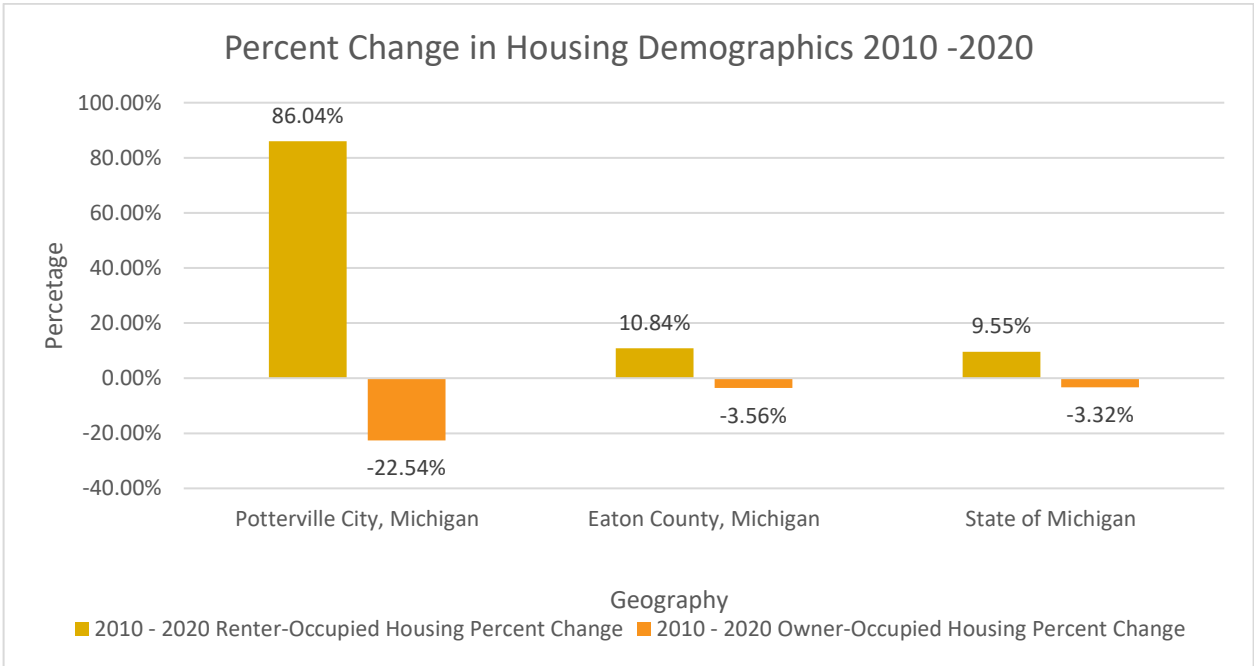
FIGURE H: OCCUPIED HOUSING AGE DISTRIBUTION



Figures I illustrates changes in housing characteristics for the City of Pottersville, Eaton County and

the state between 2010 and 2020, focusing on the total and change of owner-occupied and renter-occupied housing units. These figures highlight how the balance between ownership and rental housing has shifted over time, providing insight into evolving housing trends, community stability, and residential preferences within the area. As Figure I shows, while Potterville added a significant amount of housing between 2010 and 2020, the growth was in renter-occupied households, which saw an 86% increase over that time, compared to decline in owner-occupied housing units.

FIGURE I: CHANGE IN HOUSING DEMOGRAPHICS



ECONOMIC CHARACTERISTICS

Income levels in Potterville generally lag incomes in the county and state as a whole. In addition, Potterville has a higher poverty rate than Eaton County, and a rate that is in-line with the overall State of Michigan poverty rate.

TABLE 4: COMPARATIVE INCOME CHARACTERISTICS, 2020

Metric	City of Potterville	Eaton County	State
Median Household Income	\$54,792	\$67,440	\$59,234
Median Family Income	\$70,536	\$82,178	\$75,470
% of Families Below Poverty Line	14.3%	8.6%	13.7%

Source: 2020 American Community Survey

In 2020, approximately 50% of jobs located within Potterville were in wholesale trade, making it the

city’s most dominant employment sector. Educational services represent the second most common local job type, suggesting that many workers commute into the city for teaching and school-related positions. In contrast, Potterville residents are most commonly employed in health care and social assistance, indicating that a large portion of the city’s workforce travels outside the community for employment. Overall, only 3.4% of Potterville residents both live and work within the city, while 96.6% commute elsewhere. Of the 830 jobs within Potterville, just 5.3% (44) are held by local residents, highlighting the city’s dependence on an inbound workforce.

Figure M provides a breakdown of employment by industry, showing jobs in Potterville and also the industries in which workers that live in Potterville are employed. These patterns underscore the importance of regional transportation connectivity and suggest opportunities to better align local job opportunities with the city’s residential workforce.

FIGURE L: LOCAL EMPLOYMET PATTERNNTS

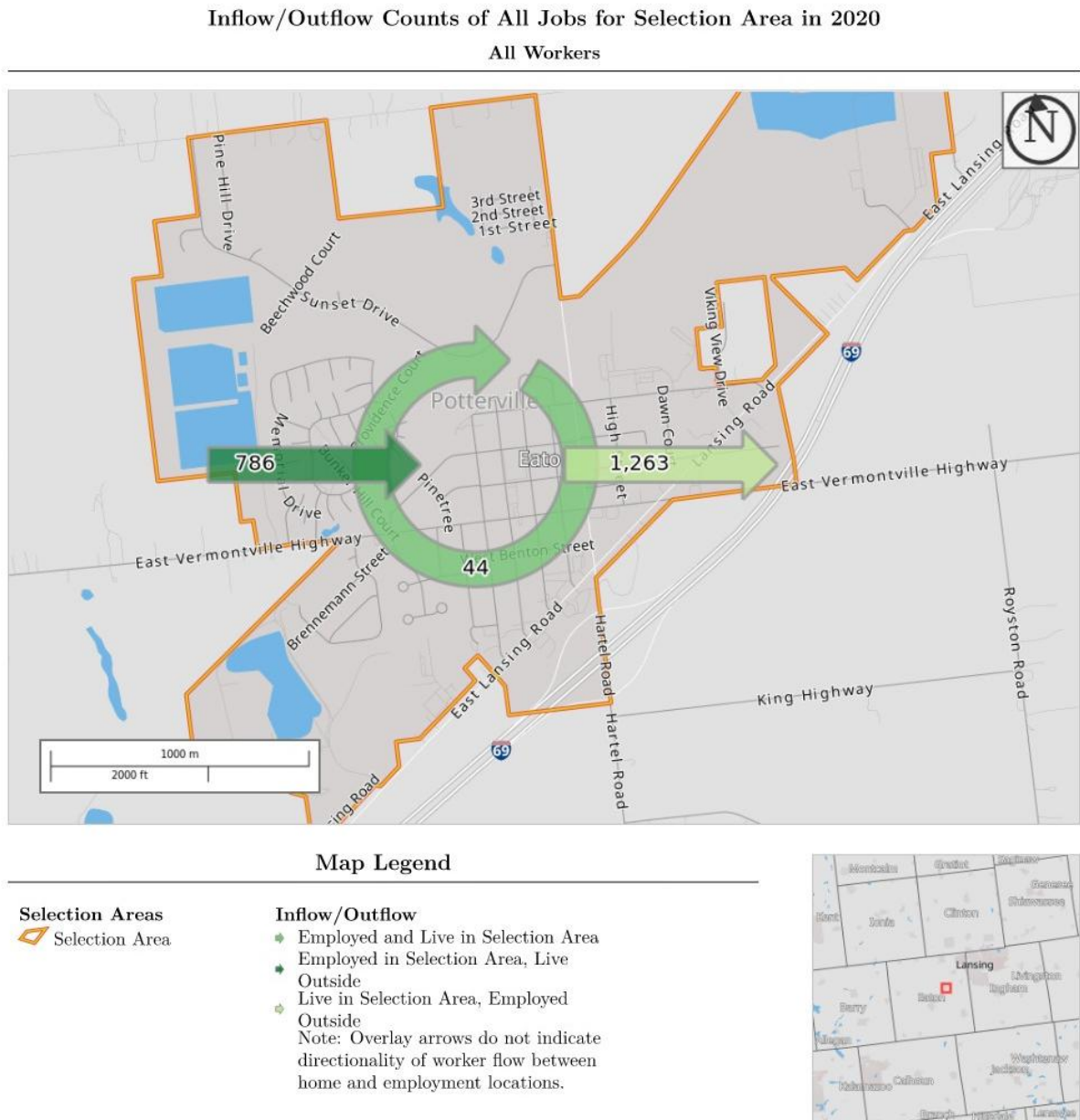
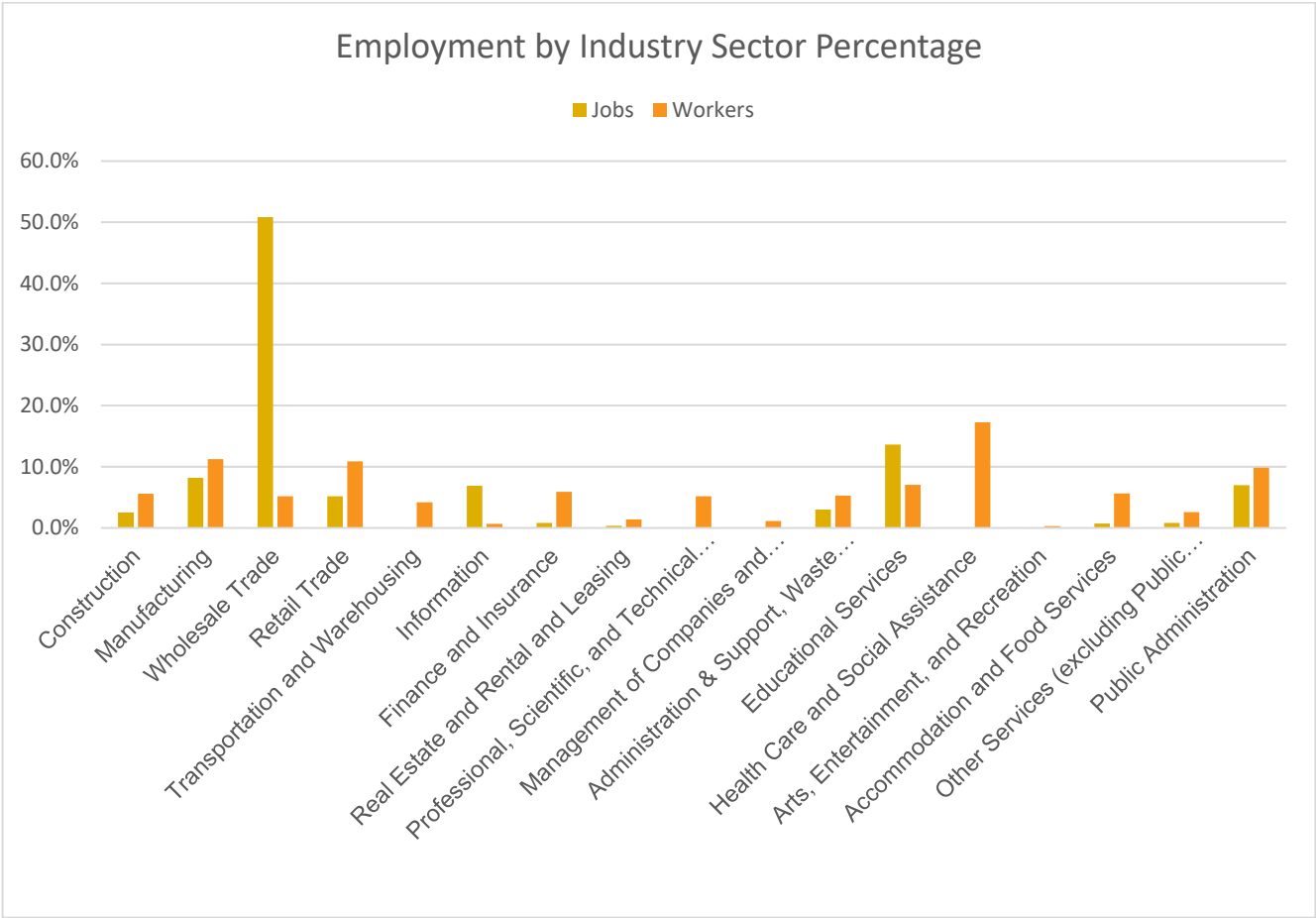


FIGURE M: LOCAL EMPLOYMENT DISTRBTION



COMMUNITY FACILITIES AND SERVICES

SANITARY SEWAGE

The wastewater treatment facility for the City of Potterville is comprised of two small aerated lagoons, two large storage ponds with a combined capacity of 82,000,000 gallons, and an 85-foot diameter clarifier for the chemical precipitation and removal of phosphorus. The plant was constructed in 1979 under a grant from the United States Environmental Protection Agency. The plant discharges seasonally to the Able Drain which feeds into the Thornapple River.

The City's sanitary sewer system is shown in Figure K in Chapter 6. The system serves all major residential, commercial and industrial areas of the city. The treatment plant has a capacity to serve approximately 1,800 residential equivalent units. Significant improvements to both the collection and treatment system were made between 2014 and 2018.

WATER SYSTEM

The City's water system is shown in Figure J in Chapter 6. The system has a capacity of approximately 390,000 gallons per day with the largest well out of service. Water is supplied from two wells. Well No. 3 was constructed in 2002 to a depth of 200 feet. It has a capacity of approximately 350 gpm. Well No. 4 was constructed in 2014 to a depth of 174 feet and has a capacity of approximately 270 gpm. The City operates two iron removal plants, one each at Well No. 3 and Well No. 4. The plant for Well No. 3 is an oxidation/greensand system rated at 350 gpm, and the one for Well No. 4 is an aeration oxidation system rated at 235 gpm.

STORM SEWER SYSTEM

The City's storm water system is shown in Figure L in Chapter 6. The general flow of storm water is from east to west and eventually flows into the Able Drain. Storm sewer lines were installed on nearly every street impacted during the 2014-2018 utility improvements project. Catch basins were installed to collect storm water from the streets and a storm sewer lateral was provided for the properties along the road. The system is comprised of those storm pipes, manholes, catch basins, along with natural wetlands, drainage courses and culverts.

POLICE, AMBULANCE, AND FIRE PROTECTION

Police protection is currently provided by the City of Potterville Police Department, with three marked patrol cars, a Police Chief, and 3 officers. The police department receives assistance, when needed, from the Eaton County Sheriff's Department (approximately 6½ miles to the southwest in Charlotte) and from the Michigan State Police, Lansing Post (approximately 5½ miles to the northeast on Lansing Road). Fire protection is provided by the City of Potterville Fire Department. The fire station is located at 319 N Nelson. Ambulance services are provided by Eaton Area EMS.

RECREATION FACILITIES

The City of Potterville has four local park facilities located within its borders. The first is the 3.6-acre Potterville City Park. This park contains one basketball court, one baseball diamond, one playground, rest room facilities, and a picnic area with two pavilions and 12 picnic tables. The second park is the Veterans' Memorial Park. This park is approximately one-half acre in size and is limited to one picnic area with one available picnic table, two benches, and an informational booth. The third park is Alliance Lake Park, which has become a major local recreation area. Alliance Lake's beginnings as a gravel pit for the construction of I-69 has led to its development as a quality fishing facility featuring adjacent wetlands, fishing docks, and trails. The lake has been successfully managed through the proper introduction of aquatic plants and fish species. Adjacent to the lake throughout the park are areas dedicated to picnicking, biking, hiking, and jogging. The park has concessions, restrooms, a pavilion, and playground. Features were added in 2008 and 2009 including a sledding hill, disc-golf

course, fishing docks, and observatories for wildlife. The fourth park, more recently acquired, is Sunset Hills. It is located in the northwest section of the City and south of E. Gresham Highway, this site contains 14.3 acres with scattered vegetative growth and a playground facility. There are residential areas in close proximity both to the north and south of the site.

The Potterville School facilities contain two playgrounds, a running track, a football field, a baseball diamond, a softball diamond, practice fields for football and/or soccer, and an outdated nature study area which at one time included hiking trails. The approximate acreage for the outdoor facilities of this complex is 40 acres.

A more detailed inventory of parks and recreation facilities in the City can be found in the City of Potterville Parks and Recreation Plan.

Chapter 4: Policy Procedures

BENEFITS OF POLICY STATEMENTS

A core tenet of a master plan is the establishment of a policy plan or statement. The formulation of such statements may evolve from a desire to remedy an existing or projected problem or may be based on a perception of an ideal community. Policy development is the most important element of the Master Plan.

The process of establishing policy is an aid to the daily decision-making process. Clear statements benefit municipal government, developers, and the public. Local government, in particular, can perform more efficiently and consistently when sound policy is the guide. The time necessary for considering and acting on recurring problems can be greatly reduced if policy guidelines have been established. Business interests and the general public benefit when specific policy statements are adopted. By establishing policies, they can have a better understanding of the general rules governing future development and can make decisions accordingly. In addition, public confidence in the local level of government is enhanced with a clear understanding of the planning process and how the goals for the community are to be achieved.

The benefits of establishing goals and policies are as follows:

1. **CONSISTENCY:** A comprehensive list of policies concerning a variety of planning issues can do much to minimize arbitrary decision making.
2. **EFFICIENCY:** Clearly stated policies may reduce the amount of time spent on individual projects, while providing sound planning principles to aid in the process
3. **COORDINATION:** Policy statements create a single framework within which the City Council, Planning Commission, staff, and the public can work under in the development of the City.
4. **STABILITY:** Policies are general in nature and, thus, provide an element of stability as the Plan is modified over time.
5. **GUIDE TO DECISION MAKING AND REVIEW:** Policies are necessary in adopting sound land use decisions and are helpful to the courts in judging the fairness of specific controls in the context of an overall plan for the community.

POLICY GOALS & OBJECTIVES

As a vital component of the planning process, the following policy goals were developed by the Planning Commission:

1. GOAL: PROVIDE A WELL-BALANCED LAND USE PATTERN THAT CREATES OPPORTUNITIES FOR MANAGED GROWTH

- **Objective 1:** Educate local officials and city residents about the contents of the master plan and its relevance to their homes and day-to-day activities.
- **Objective 2:** Maintain the zoning ordinance and make regular updates to reflect changing preferences within the community and broader market.
- **Objective 3:** Provide residential areas of the city with great access to amenities, including parks, services, and businesses that create a high quality small town.
- **Objective 4:** Encourage new industrial development to locate in the industrial park or in select areas separated from residential areas to provide a more efficient business environment and to minimize conflicts with neighboring land uses.

2. GOAL: ENCOURAGE A VARIETY OF HIGH-QUALITY RESIDENTIAL HOUSING TYPES FOR CURRENT AND FUTURE RESIDENTS OF THE CITY

- **Objective 1:** Encourage and promote the development of new residential areas with access to public services, consistent with the Future Land Use Plan.
- **Objective 2:** Provide flexibility in housing types permitted in Pottersville neighborhoods to create opportunities for residents at all stages of life, including children, young families, single people, and retirees.
- **Objective 3:** Explore opportunities to encourage the development of additional housing in Pottersville's neighborhoods that adds units without changing community character. This includes permitted backyard cottages and accessory dwelling units, as well as duplexes and townhouses that add value to neighborhoods.
- **Objective 4:** Encourage proper maintenance of the existing housing stock through grant and loan programs, as well as establishment of a rental inspection ordinance.
- **Objective 5:** Enforce the City's blight ordinance and other codes that ensure the quality of housing and development is maintained.

3. GOAL: CAREFULLY CONSIDER ECONOMIC DEVELOPMENT OPPORTUNITIES TO SUPPORT MANAGED GROWTH

- **Objective 1:** Encourage both commercial and industrial development in appropriate locations in the City through identification of underutilized properties and sites, followed by developing incentives to encourage investment in those sites by job-creating industries.
- **Objective 2:** Improve public services, such as sewers, water, streets, and sidewalks, to prepare for and attract new commercial and industrial establishments.
- **Objective 3:** Promote the existing heavy-industrial area North of the downtown to attract additional industrial development, and plan for future industrial space needs in the same

area.

- **Objective 4:** Plan for future annexations to promote continued economic growth and residential development, but ensure that any new utilities or services extended are supported by the revenue generated by the new development.
- **Objective 6:** Encourage and facilitate collaboration with other governmental agencies, including adjacent townships.
- **Objective 7:** Maintain an inventory of properties, buildings, and prioritized redevelopment sites that may be available for sale, including their access to infrastructure, telecommunications, etc.
- **Objective 8:** Collaborate with regional Economic Development agencies to support business retention and small business support in the City.
- **Objective 9:** Receive and maintain status as a Redevelopment Ready Community (RRC).

4. GOAL: IMPROVE AND MAINTAIN HIGH-QUALITY, EFFECTIVE, AND EFFICIENT PUBLIC SERVICES TO MEET THE NEEDS OF A GROWING COMMUNITY

- **Objective 1:** Coordinate and share public services between the City, Eaton County, and neighboring communities whenever possible.
- **Objective 2:** Coordinate regional transportation needs with neighboring communities and regional entities.
- **Objective 3:** Encourage neighborhood and development connectivity for streets and non-motorized transportation to ensure a more efficient and convenient transportation network.
- **Objective 4:** Expand the non-motorized trail system to connect residential areas with downtown, parks, and schools.
- **Objective 5:** Consider traffic calming measures as opportunities arise, particularly in neighborhoods and downtown that are part of non-motorized connection routes.

5. GOAL: PROVIDE AMPLE RECREATIONAL OPPORTUNITIES FOR CITY RESIDENTS

- **Objective 1:** Implement recreational improvement projects listed in the City of Pottersville Recreational Plan, and apply for state or federal recreation grant monies for implementation.
- **Objective 2:** Work with Eaton County in the provision of regional recreation resources, such as non-motorized trail systems and river corridor access.
- **Objective 3:** Continue to improve and add facilities at Lake Alliance Park, including swimming beach, restrooms, additional athletic fields, additional picnic shelters and docks, play equipment, and a small campground.
- **Objective 4:** Encourage public-private partnerships and utilize volunteers for development of recreational facilities and programs.

6. GOAL: BUILD A STRONG DOWNTOWN THAT SERVES AS A HUB OF COMMUNITY ACTIVITY

- **Objective 1:** Promote new development that complements the existing classic main street design.
- **Objective 2:** Work with downtown businesses to strengthen their position in the community through hosting regular community events and gatherings that attract residents and visitors.
- **Objective 3:** Continue to maintain a streetscape in downtown that is accessible for pedestrians, bicyclists, and vehicles.
- **Objective 4:** Create a connection between Downtown Pottersville, across the Railroad tracks to neighborhoods to the North and West.



Connection across railroad tracks

Chapter 5: Future Land Use Plan

The Future Land Use Plan for the City is truly a look into the future. The way land is used determines how residents live, promotes a healthy downtown, ensures safe residential neighborhoods, and encourages a variety of commercial and industrial activity to support the local economy. As such, the Future Land Use Plan serves as a practical guide for local officials as decisions regarding planning, zoning, and public facility improvements are made and is critical to ensuring the goals and objectives in the previous chapter are realized.

The Future Land Use Plan is purposefully general in scope. It is not, in most cases, intended to establish precise boundaries of land use or exact locations of future uses in the same way as the Official City Zoning Map. The Master Plan is a long-term vision and certain land use decisions will depend on site-specific conditions at the time an application is received. Planning is intended to guide land use from a policy standpoint, while zoning is the act of regulating land use by law or ordinance. Michigan law requires that zoning be based on a plan.

DEDICATED RESIDENTIAL AREAS

Single-family residential development has been a hallmark of Potterville, providing stable housing communities within the community. The Future Land Use Plan supports the existing single-family housing communities with the creation of two land use designations: Traditional Residential and Manufactured Housing. The goal of these districts is to support existing single-family residential development patterns and the efficient use of land and public services in the context of a small city, while providing for greater flexibility and choices in housing types to meet the evolving needs of a growing community.

TRADITIONAL RESIDENTIAL

The “Traditional Residential” future land use designation is located primarily in the core of the City surrounding the downtown with an extension of this area into the northwest quadrant of the City. This land use designation is intended for single and two or three-family residential dwellings in the existing traditional grid street pattern. These areas will provide for the majority of the City’s housing needs. New residential developments or redevelopment should focus on establishing strong vehicle and pedestrian connections to existing neighborhoods and destinations while providing a range of housing styles that meet the needs of people at various stages of life. This style of development closely matches the more established neighborhoods in Potterville, rather than newer neighborhoods built on the edges of the city.

Desired Uses	Corresponding Zoning Districts	Residential Density	Desired Features
Single-family residential dwellings, two and three-family residential dwellings, parks, community buildings, churches, schools	TR (Traditional Residential)	4 to 8 dwelling units per acre	Neighborhood parks, pedestrian/bike access to non-motorized trails and downtown, street trees, street lights

MANUFACTURED RESIDENTIAL

The “Manufactured Residential” future land use designation is intended to protect and enhance the experience of living in a manufactured home community. Manufactured Home Parks have historically been able to provide single family homes in a neighborhood setting that is more affordable than

traditional “stick-built” single family homes. To encourage the creation of a community, uses that support home and community life are permitted, such as public parks, Child Care Homes, and Home Occupations. This area, located north of the railroad tracks, encompasses the two existing Manufactured Home Parks.

Careful consideration should be given to the transition area between the manufactured housing and traditional single-family homes. For example, manufactured housing lots on the exterior of the park should provide double-wide units with the orientation of the unit similar to neighboring homes.

Desired Uses	Corresponding Zoning Districts	Residential Density	Desired Features
Manufactured Homes, parks, community buildings	MH: Manufactured Housing District.	4 to 12 dwelling units per acre	Visual screening and buffers from adjacent zoning districts, strong connection and access to parks and recreational opportunities, pedestrian/bike access to non-motorized trails and downtown, pleasant street environment within the district including street trees, lights and walkways

MIXED-USE AND COMMERCIAL AREAS

Commercial land use serves multiple purposes in Pottersville. While the commercial uses centered along Lansing Road, and to a lesser extent Hartel Rd./M-100, are focused on convenience, speed, and economic efficiency, the commercial space downtown and within neighborhoods forms the heart of the community. For example, an ice cream shop downtown should function very differently than an ice cream shop next to the highway.

A strong and stable commercial base is necessary to provide goods and services to the City’s population, create employment opportunities, and assure a stable tax base for city services. However, the context and relationships of commercial development to neighborhoods and streets is critical to establishing a high-quality community.

This Plan establishes general criteria for the location of commercial and mixed-use growth to ensure that it is compatible with neighboring uses and that public facilities and services are adequate to support development. Two commercial future land use designations are included in the Future Land Use Map. The intent, character, and proposed densities for these areas are discussed as follows.

MIXED-USE BUSINESS

The “Mixed-Use Business District” future land use designation is located primarily in the traditional downtown, along Main Street between Nelson Street and Hartel Road, with a few additional parcels throughout the City. This designation acknowledges the importance of the existing downtown area as a focal point of the community and supports the creation of a traditional, walkable, main street environment. To accomplish this, various types of retail, restaurant, entertainment, service, and office establishments are encouraged while also providing a variety of housing. Upper-level apartments, townhomes, and 2-3 unit dwellings will accommodate the wide range of household needs of City residents. Placemaking elements such as storefront windows, high-quality building materials and design, and outdoor seating will add to the vitality of the districts, encourage pedestrian travel and improve public spaces.

Desired Uses	Corresponding Zoning Districts	Residential Density	Desired Features
Mixed-use buildings with office, service, retail, and restaurant uses on the first floor, commercial buildings oriented toward the street, multiple-family residential dwellings, parks, community buildings, churches, schools	MUB (Mixed-Use Business District)	8 to 15 dwelling units per acre	Traffic calming, crosswalk demarcations, countdown walk signs, plantings, wayfinding signage, public art, bike racks, neighborhood parks, pedestrian/bike access to non-motorized trails, street trees, decorative street lights, outdoor seating

HIGHWAY COMMERCIAL

The “Highway Commercial” future land use designation is located primarily along Lansing Road and adjacent to I-69 near the southern border of the City. This area is intended for larger-scale and higher-intensity commercial land uses that would be inappropriate in the downtown area, uses serving the motoring and commuting public, and multi-family units. Control of driveway frequency, location, and spacing should be managed to preserve the roadway capacity and safety to support business and multi-family units. Shared access points and cross access should also be encouraged or required. Careful attention should be paid to vehicle circulation patterns, strip development, lighting, parking, landscaping, signage, and other aesthetic and design concerns. This will help promote a safe, efficient, and attractive commercial area to serve the City and region.

Desired Uses	Corresponding Zoning Districts	Residential Density	Public Services	Desired Features
Eating and drinking establishments, retail, services, entertainment, convenience shopping, hotels, offices, community facilities, Multi-family housing,	HC (Highway Commercial)	N/A	Sewer, water, sidewalks, streets	Screening, buffering, parking lot landscaping, crosswalk demarcations, countdown walk signs, plantings, wayfinding signage, pedestrian/bike access to non-motorized trails, street trees, street lights

INDUSTRIAL AREAS

Industrial development is an essential component of a sound economic development policy for the City. The industrial base of a community plays an important role in its economic strength and prosperity. Industrial activities provide both employment opportunities and tax base. Industrial activities should be located in close proximity to each other to improve the flow of shipping and employee traffic and allowing firms to share facilities and services and reduce land use conflicts. Access points are to be combined and limited in number to allow smooth traffic flow. Industrial areas can be desirable components of the City, without being undesirable to neighbors. Well-planned industrial parks can be attractive locations for research and development firms and light industrial activities. Two industrial future land use designations are included in the Future Land Use Map. The intent and character are discussed as follows.

LIGHT INDUSTRIAL

The “Light Industrial” future land use designation is located primarily in the Potterville Industrial Park. It is intended for light and moderate intensity industrial uses depending upon site location. The most appropriate area for light industrial development, or uses associated with the LI, Light Industrial Zone District, is the existing industrial park in the southwest section of the City. This is primarily due to adjacent residential and park uses and existing industrial activity. It is located directly north of Lansing Road along Wright Industrial Parkway.

Desired Uses	Corresponding Zoning Districts	Residential Density	Public Services	Desired Features
Warehousing, technology, researching, wholesale activities	LI (Light Industrial)	N/A	Sewer, water, sidewalks, streets	Arterial connections, screening, buffering, parking lot landscaping, street lights

HEAVY INDUSTRIAL

The “Heavy Industrial” future land use designation is intended for higher intensity industrial uses such as manufacturing, compounding, processing, packaging, assembly, and/or treatment of finished or semi-finished products. The most appropriate area for heavy industrial development, or uses associated with the HI (Heavy Industrial) Zone District, is the northeast section of the City and the Alro Steel area. Limiting this kind of activity to one location, far from residential areas, limits potential impacts from truck traffic and late night operations.

Desired Uses	Corresponding Zoning Districts	Residential Density	Public Services	Desired Features
Manufacturing, compounding, processing, packaging, assembly and/or treatment of finishing or semi-finished products	HI (Heavy Industrial)	N/A	Sewer, water, sidewalks, streets	Arterial connections, screening, buffering, parking lot landscaping, street lights

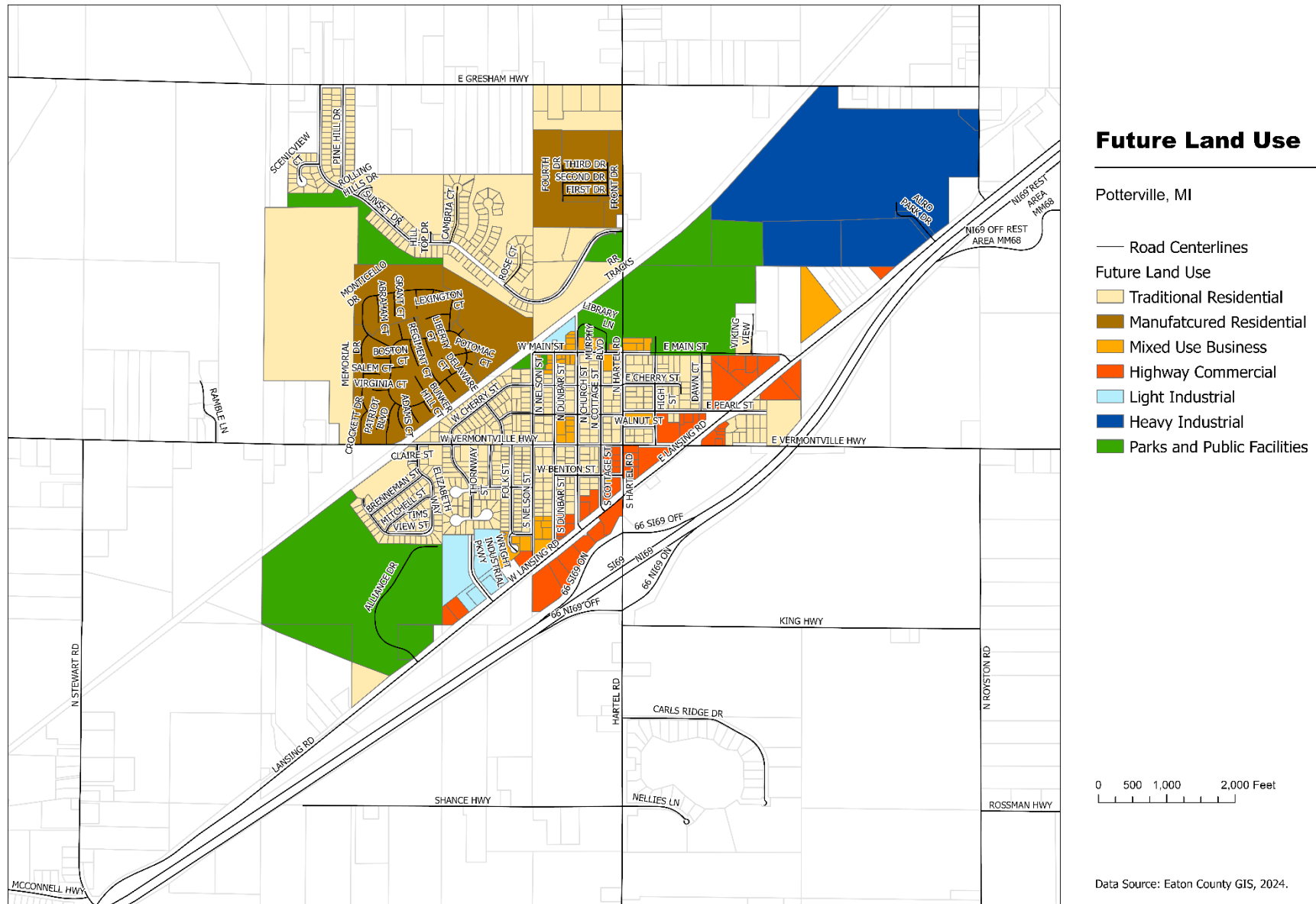
PARKS AND PUBLIC FACILITIES

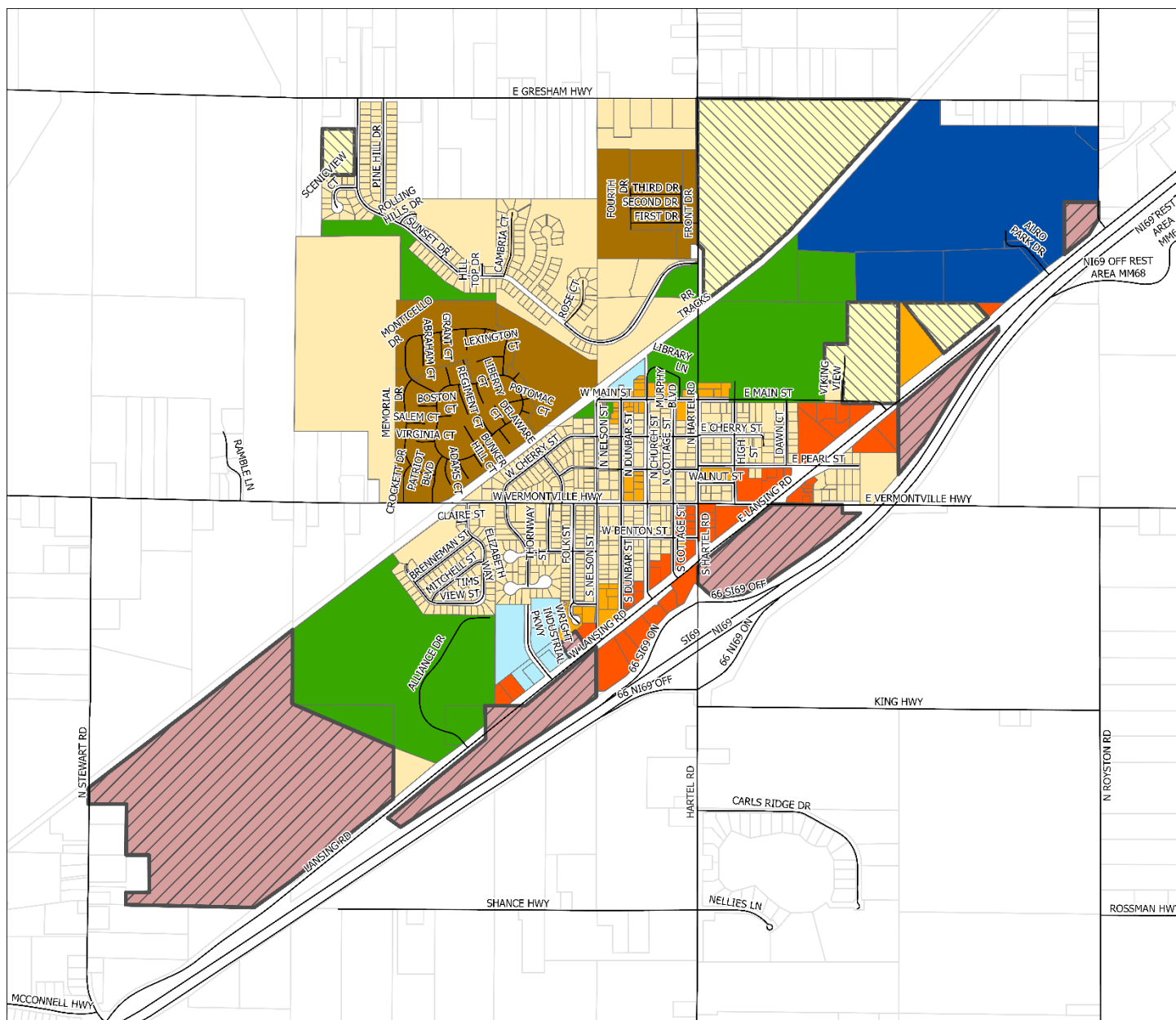
Parks and public facilities are those areas that are intended for public or institutional uses, such as public parks, schools, public infrastructure, and city government buildings. This classification includes all existing and proposed parks to meet the recreation needs of the City as identified in Chapter 6. These parks are located at the Potterville City Park at the northwest corner of Main Street and Hartel Road, and Veterans Memorial Park on Main Street between Nelson and Dunbar, Lake Alliance in the southwestern portion of the City, and Sunset Hills Park just off Gresham Highway in the Sunset Hills Subdivision. Existing or planned city property includes the City Hall on Nelson Street, the City of Potterville/Benton Township Fire Station, the sanitary lagoon facilities, and the well. The school facilities are located at the northeast corner of Main Street and Hartel Road. This area should provide adequate land to continue to serve the educational needs of the city residents. Each of these areas are currently zoned Traditional Residential.

GROWTH AND EXPANSION AREAS

The City of Pottersville has several opportunities for potential expansion of city boundaries to support development of new residential uses to meet demand for housing and commercial and mixed-use development along Lansing Highway to provide additional services and employment opportunities for residents. The opportunities for growth are included in the Growth Areas map in Figure H.

FIGURE H: FUTURE LAND USE MAP & GROWTH AREAS





Growth Areas

Potterville, MI

— Road Centerlines

Future Land Use

- Traditional Residential
- Manufactured Residential
- Mixed Use Business
- Highway Commercial
- Light Industrial
- Heavy Industrial
- Parks and Public Facilities

Growth Areas

- Commercial/Mixed Use
- Residential

0 500 1,000 2,000 Feet



Data Source: Eaton County GIS, 2024.

Chapter 6: Community Facilities Plan

Efficient and affordable utilities and facilities, such as road, sewage disposal, water supply, drainage, fire and police protection, parks, and schools, are necessary to encourage continued economic growth and to protect the public health, safety, and welfare of city residents. The ability to attract high-quality residential, commercial, and industrial development requires adequate public utilities and facilities. Proper planning for facilities and services ensures that needed improvements and services are available to serve projected growth. Public planning can also reduce the costs of providing such facilities and services by coordinating development and services, thus utilizing the existing and proposed improvements to the greatest extent.

The master plan provides a basis for identifying needs and settings spending priorities for facilities and services. Consideration of existing and proposed public facilities and services is an important component when regulations are adopted and when individual land development proposals are reviewed.

The Planning Commission should carry out its responsibility for adequate facilities and services by planning for needed facilities and services through City Council's more detailed ten-year capital improvement program. Existing built-up areas have priority for public spending over undeveloped areas. In general, public spending for facilities and services should be as follows:

- First, to maintain existing facilities and services where necessary to serve existing development at appropriate service level standards.
- Second, to upgrade facilities and services within existing service areas where possible to support planned growth at higher service levels.
- Third, to serve new planned development at appropriate service levels, as necessary.

It is important that the City control and regulate growth to preserve its quality of life and to ensure an efficient community facility system. One of the most effective means of accomplishing this is through the provision of public sewer and water services. The location, timing, and character of growth are directly related to sewer and water service availability. This will require that land must first be annexed to the City or use of a 425 agreement, where land use and financial control can be maintained. The master plan should be consulted in considering the placement or improvements of public facilities.

STREETS AND ROADS

Residential and local access streets provide safe access to housing and are often used for bicycle and pedestrian travel. Auto traffic should be light and slow, and truck traffic should be minimized. Commercial and industrial local access streets provide convenient vehicle and pedestrian access to businesses for shoppers, employees, and service vehicles. City street patterns and design should:

- Enable complete streets whenever possible.
- Provide safe intersections and access points distanced from intersections to avoid traffic conflicts.
- Allow safe and convenient pedestrian and bicycle travel.
- Separate local traffic from through traffic.

-
- Provide safe vehicular access and turning movements to and from abutting lots.
 - Prioritize traffic-calming measures aimed at reducing speed on local streets and in walkable areas.
 - Provide curbs and gutters, green stormwater infrastructure, or other devices effective for drainage and stormwater control.
 - Provide durable landscaping and street trees.
 - Ensure adequate width, turning radii, and sight distances for large truck traffic in industrial areas.

Accident prevention is a major concern in street design standards. At higher densities, sidewalks or improved walkways and clearly marked crossing points are essential for pedestrian safety. For all residential streets, on-street parking areas should be viewed as a means of accommodating parking demand by residents, visitors, or service vehicles. However, residents' parking needs should first be accommodated by off-street parking, if viable given the development context. Right-of-way for all local street classifications should be the standard minimum 66 feet necessary to accommodate the roadway, transit-related improvements, sidewalks, and utilities necessary for existing and planned development.

In order to provide an efficient roadway network for the City, this plan identifies several road improvement projects. First, a connection should be made between Vermontville Highway and Gresham in the southwest corner to provide an alternative north-south route.

Second, a sufficient interior circulation pattern must be maintained to serve all residential areas. Local streets should be connected to the larger collector system connecting the local roads with the major arterials, including Hartel Road, Vermontville Highway, and Lansing Road. This can best be done by preserving the existing grid-pattern of development and encouraging continued block patterns to form.

Third, the City should ensure that Lansing Road is in acceptable condition should the opportunity arise to make it a City-owned street. The Development and Finance Plan of the Pottersville Tax Increment Finance Authority recommends a pedestrian boulevard, public parking improvements, landscaping, street lighting, pedestrian crosswalks; and sewer, water, and storm improvements. Lansing Road should include or be able to accommodate these improvements before the city accepts the roadway from the State.

Fourth, the City should ensure that all new streets become "complete streets." A transportation system needs to meet the needs of all types of users – motorists, pedestrians, bicyclists, and disabled residents and visitors. This approach focuses on harmonizing streets with their surroundings while interlacing transportation networks to meet the mobility needs of all users. The City should implement context-sensitive street design solutions to accommodate all users and ability levels by installing ADA compliant curbs and ramps, pedestrian friendly crosswalks, sidewalks of appropriate width and distance from roadway, and on-street bicycle facilities where feasible and appropriate.

Roadway improvements linked to economic development (such as in the industrial park) could be funded through tax increment funds as well as grant programs through the Farm Security Agency, United States Department of Commerce Economic Development Administration, and the Michigan Department of Transportation.

SIDEWALKS & NON-MOTORIZED TRAILS

This Plan seeks to outline future connections for the City's sidewalk and non-motorized trail system. As of 2019, the existing bikeway system has non-motorized trail facilities along Vermontville Highway from M-100 west to and along the railroad tracks terminating in Alliance Lake Park. The other completed segment is along Sunset Drive from Hill Top Drive east to M-100, following M-100 south and terminating in Potterville City Park.

The City intends to create multiple connected loop systems that serve not only commuting or destination-seeking riders, but leisure riders as well. All future non-motorized trails will include a 10-foot paved cross-section with shoulder. Planned future connections and extensions of the City's non-motorized trail system are outlined in Figure I in this Chapter and include the following:

- Extension north and west along Sunset Drive to Gresham Highway from Hill Top Drive, with the intent to connect outside the City to Fox Memorial Park
- Extension along the north side of Lansing Road from Alliance Lake Park to M-100
- Extension along M-100 from Lansing Road to Main Street, connecting to Potterville City Park and the public school property
- Extension along Vermontville Highway west to the wastewater treatment access drive turning north and extending adjacent to the wastewater treatment plant and connecting to the Sunset Drive segment and Sunset Hills Park
- Extension of a loop and connection around Alliance Lake and along the Thornapple River

WATER SUPPLY

Service level standards for water supplies should assure continued water quality, adequate domestic supplies, and fire flow levels. A decision to expand existing water services should be based on the following criteria:

- Is it economically feasible to expand water service given the planned density or use?
- Do private water quality problems that threaten public health exist and can they be solved by expansion of public water service?
- Do private water quality problems exist and can they be solved by expansion public water service?

A new water tower is planned to serve the City at or near the Alro Industrial Park. The existing 300,000 gallon tower is in the Wright Industrial Park. The City should apply and is currently applying for funds for this expansion. Funds available or that have potential are State and Federal grant programs for future infrastructure improvements related to economic development. Possible funding sources are Community Development Block Grants (CDBG), USDA Rural Development Loans, trust funds, low interest bond options, and United States Department of Commerce Economic Development Administration Grants. Financing leverage is also available through the Potterville Tax Increment Finance Authority revenues.

Figure J shows the existing water mains in the City. They are generally located in all developed portions of the City south of the railroad tracks and north of Lansing Road. The majority are 8-inch mains, although Main Street is serviced by 10-inch and 12-inch mains; and the industrial park is served by a 12-inch main. In addition, 24-inch underground casings are currently located along Hartel

Road and Vermontville Highway across I-69 to permit the extension of a 12-inch water main to serve the area south of I-69 should future growth occur or annexation desired.

Future water line extensions will be appropriate in areas designated as medium- to high-density residential, commercial, and industrial, as well as newly annexed areas of the City intended for development. A 12-inch water main loop is recommended north of the railroad tracks to Gresham Highway and south of the city limits along Hartel Road.

SANITARY SEWERS

Adequate sewage treatment and disposal are essential for economic growth, to protect public health and safety, and to maintain high quality for all water resource users. In general, the following criteria should be applied in considering sewer service extensions:

- Do land use plans and zoning for urban uses and densities support the proposed sanitary sewer addition?
- Are on-site disposal methods unfeasible for planned land uses and densities, and/or is water quality threatened by the presence or potential of health hazards resulting from inadequate wastewater disposal methods?
- Are sanitary sewers technically and financially feasible within the proposed area?

The City's lagoon treatment facility is located north of Vermontville Highway on the City's western border. It has a capacity of approximately 1,500 dwelling units, which exceeds the projected population growth through the year 2030. The sanitary sewer collection system is shown in Figure K. It is generally located between the railroad tracks and Lansing Road. The majority of the system is 8-inch lines with 12-inch lines along Main and Nelson Streets and 8-inch to 10-inch lines through the entire industrial park. Eighteen-inch underground casings are located along Hartel Road and Vermontville Highway to accommodate a ten-inch sanitary sewer line across I-69. This will help to serve potential future growth south of I-69.

Sewer systems extensions will be required to service new or infill areas or to provide more efficient service to existing areas. Other medium-to high-density residential areas, as well as new commercial and industrial areas, should be adequately provided with public sewer. The northernmost and easternmost sections of the City should be provided with public sewers when demand warrants it.

STORM DRAINAGE

Natural drainage systems have many important functions, including storing and regulating storm water flow, purifying surface water, recharging groundwater, transporting water, and supporting important biological activities. Alteration of natural drainage systems results in public costs and can result in environmental degradation including flooding, erosion, sedimentation, and damage to water quality and habitats elsewhere in the system. Certain land uses can have significant effects on water quality. Sedimentation from ground disturbed by grading, new development, and farming can reduce storm water flow, fill wetlands, and smother aquatic life and habitat. Surface water runoff from developed areas can carry pollutants such as oil, heavy metals, garden chemicals, and animal wastes into the water system.

The most direct and effective approach to protect water quality is to control the amount and quality of surface water runoff. New development and agricultural activities can be modified to prevent significant runoff and water quality problems. The site plan review process outlined in the City's Zoning Ordinance should ensure that new, large-scale development does not increase the amount of storm water discharging from the site. Adequate storm water retention and detention basins should

be required to help stabilize surface water flows.

Figure L shows the storm drain system of the study area. The major drainage ways are the Thornapple Drain and the Abel Drain. Both systems eventually flow into the Thornapple River west of the study area. The City's drainage system should also be continuously monitored to determine areas in need of improvement.

PUBLIC BUILDINGS

As the City grows, additional building space may be required for administrative and government services. Additionally, existing City buildings will also need renovations and repairs. This Plan recommends setting land aside in advance for future public space needs. A second fire station may be required in the future. A potential site for this is at the intersection of Hartel Road and King Highway, south of the I-69 interchange. This location would have excellent fire protection access to the high-value residential, commercial, and industrial areas along Lansing Road and the I-69 interchange. Emergency facilities may include ambulance and paramedic services.

FIGURE I: NON-MOTORIZED TRAIL PLAN MAP

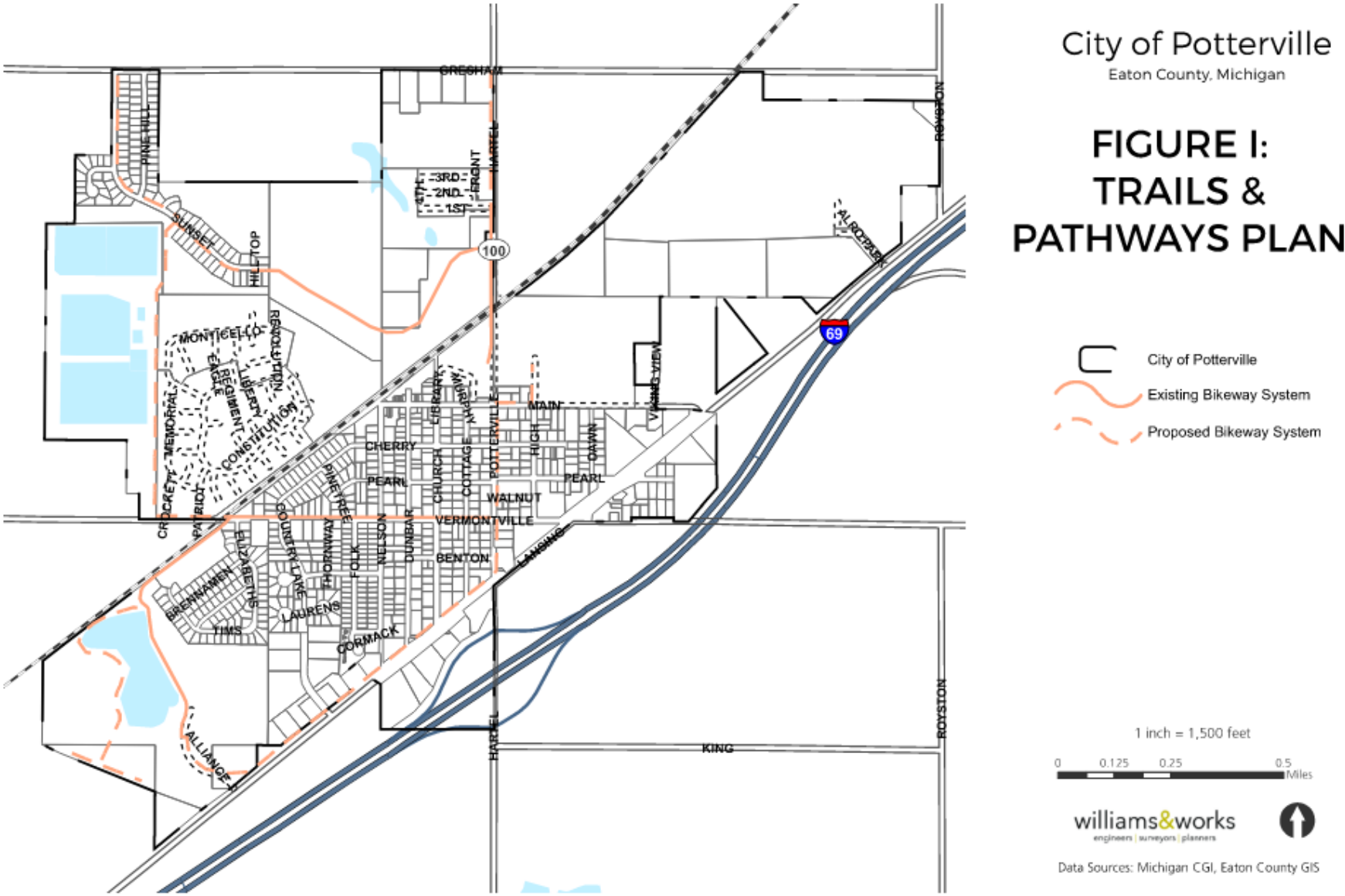


FIGURE J: WATER SUPPLY MAP

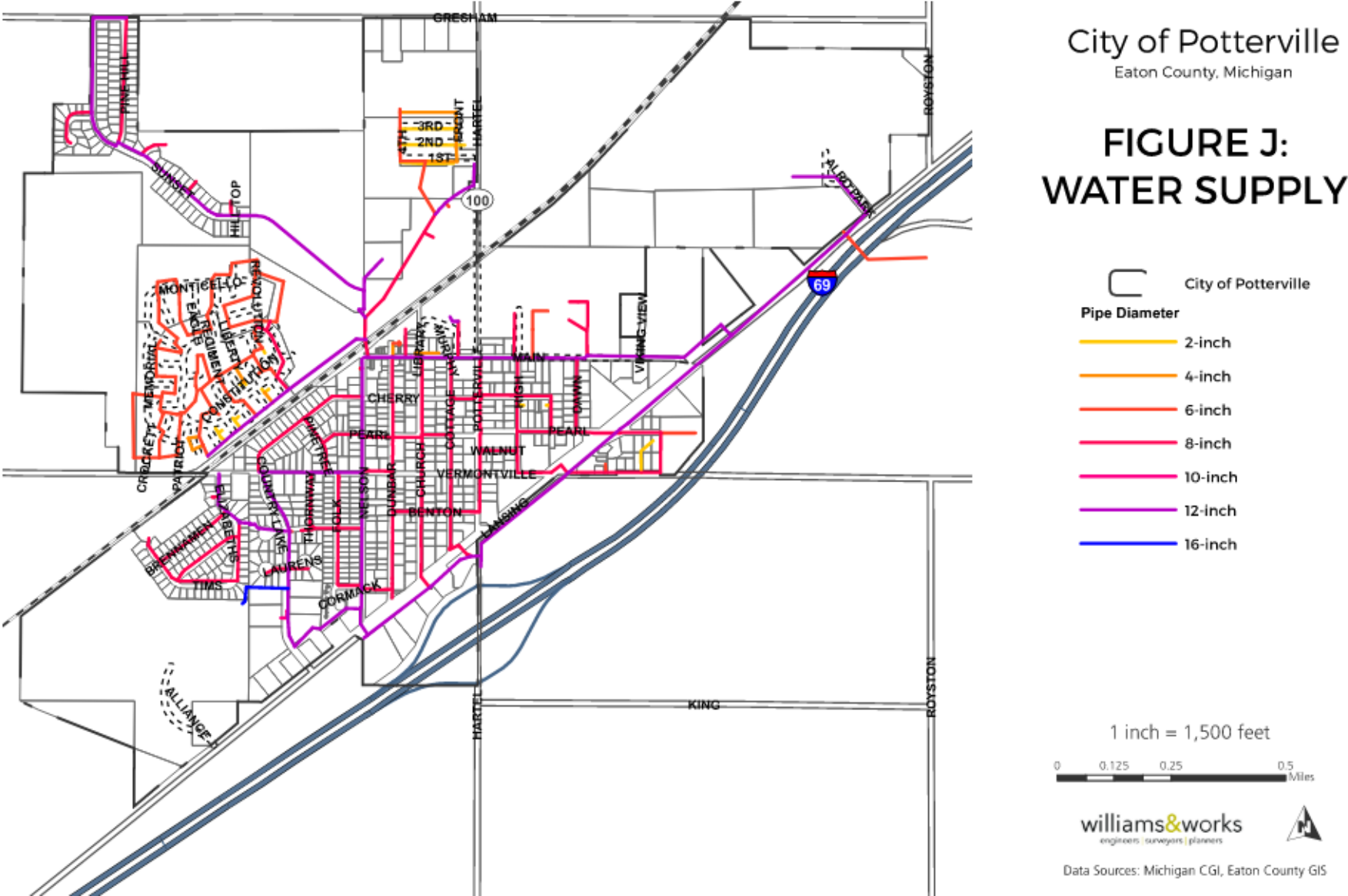


FIGURE K: SANITARY SEWER MAP

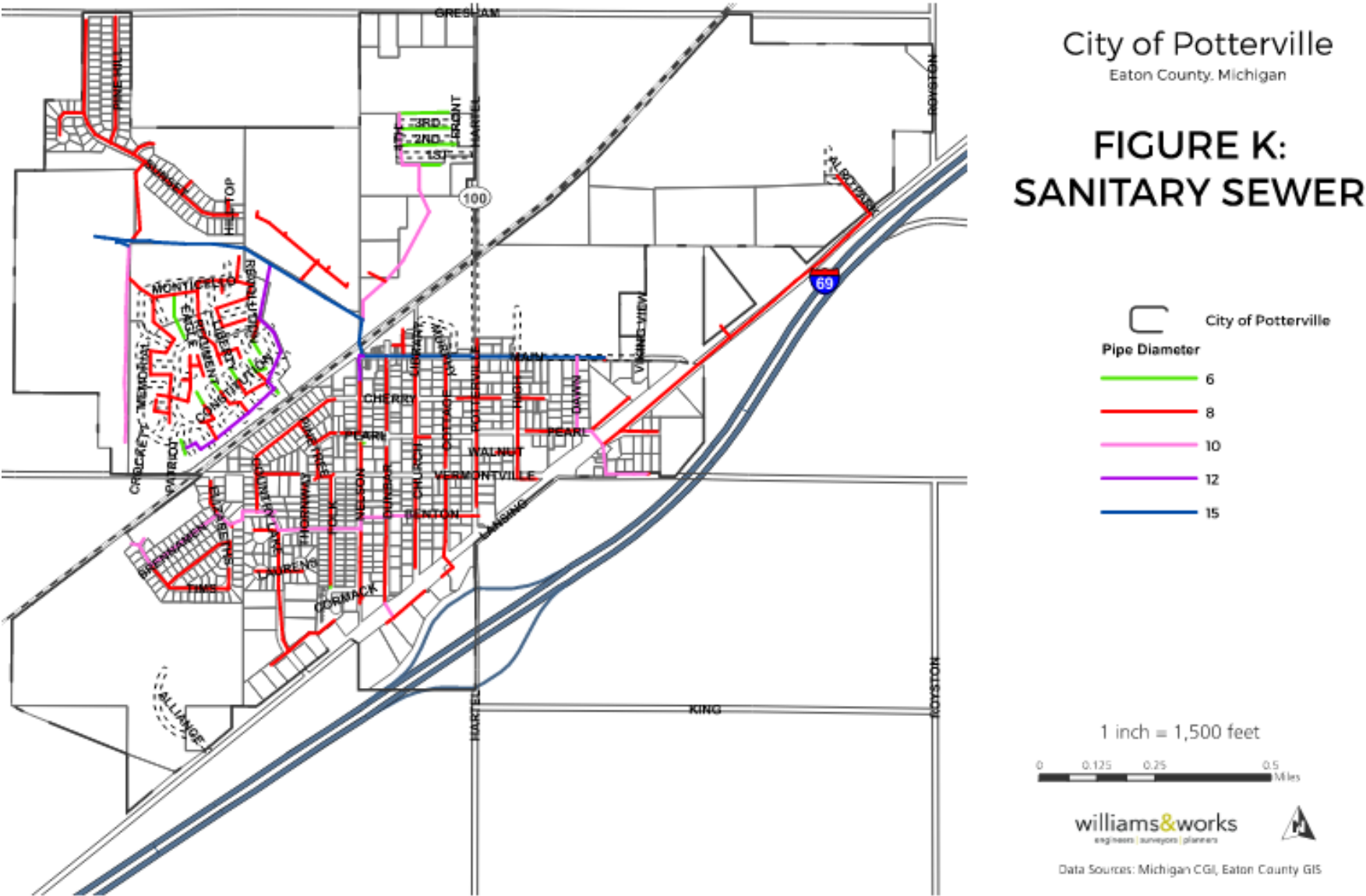
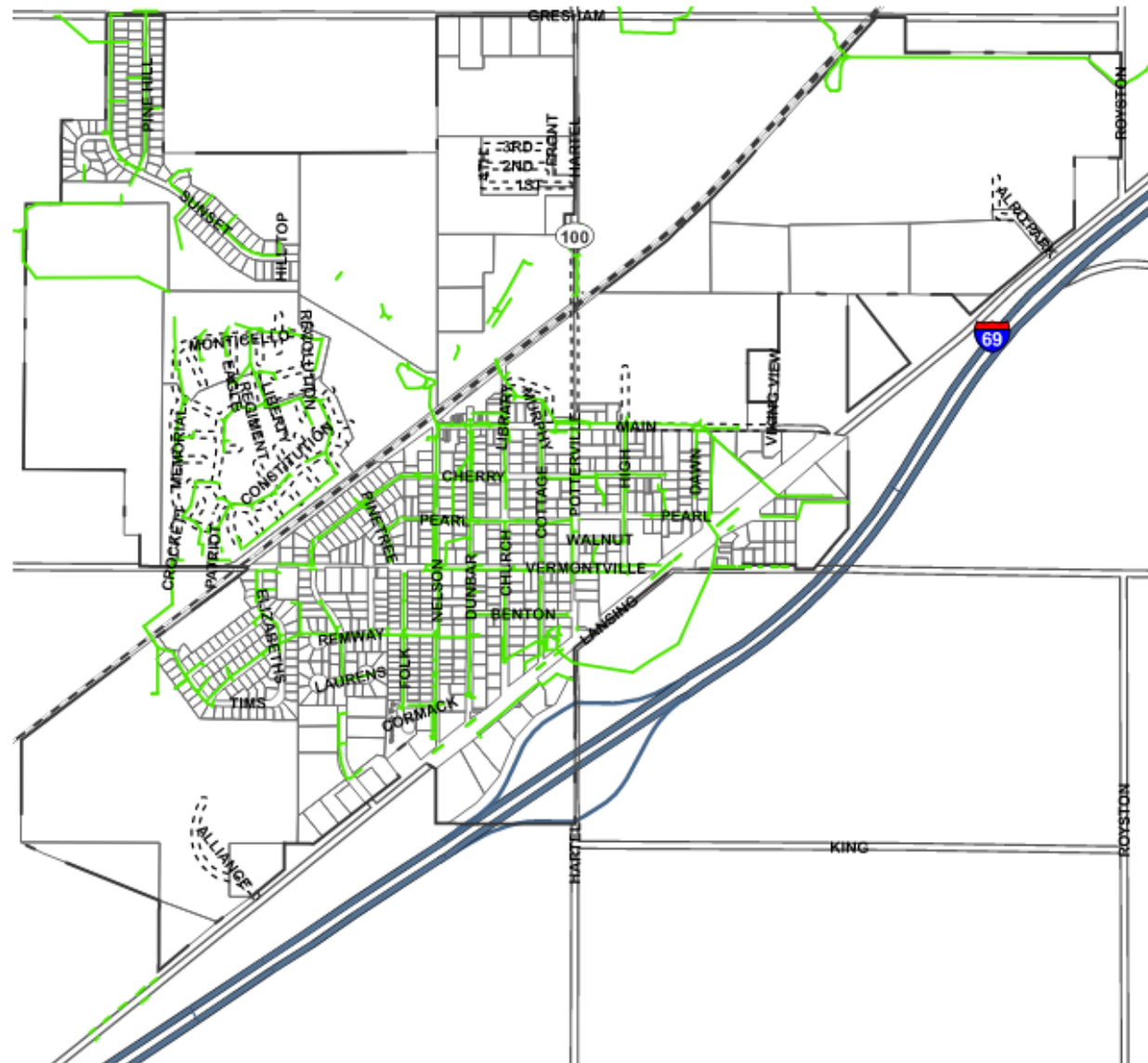


FIGURE L: STORM DRAINAGE MAP



City of Potterville
Eaton County, Michigan

FIGURE L:
STORM DRAINAGE

 City of Pottsville

 Storm Pipe

1 inch = 1,500 feet



williams&works
engineers | surveyors | planners



Data Sources: Michigan CGI, Eaton County GIS

Chapter 7: Implementation

The master plan establishes a coordinated approach to land use and development and promotes the general health, safety, convenience, welfare, economy, and efficiency of the City. However, in order for the benefits of the planning process to be realized, the plan must be implemented. The plan will be successful only if it is continually used in the decision-making process of the City.

ZONING PLAN

The primary means for implementing the goals and objectives expressed in the master plan is through the zoning ordinance. The zoning ordinance has been completely re-written in concert with the 2025 Master Plan update, but it should be reviewed and updated regularly to reflect the evolving needs of the community. The zoning district applicable to each Future Land Use Classification is provided in Chapter 5.

PLANNING COMMISSION ANNUAL REPORT

As part of its annual report to the City Council, the City of Pottersville Planning Commission will review progress against the Policy Goals and Objectives in Chapter 4 each year. This review will include a summary of activities completed that year and planned activities the next year. It should also identify any issues that have arisen with administration of the master plan or zoning ordinance and bring those to the attention of the City Council.

SUBDIVISION CONTROLS

While zoning regulates the use of land, subdivision regulations control the subdivision of the land. These regulations are designed to ensure that the development is compatible with the community, that adequate public facilities are provided, and that all applicable regulations are met. Subdivision regulations typically consider such elements as streets, sidewalks, curbs and gutters, drainage, public services, natural amenities, open space recreation areas, street lighting, and lot dimensions and placement.

A subdivision control ordinance can help implement the plan by encouraging proper lot arrangement and the coordination of private facility investment with future needs. For example, residential lots adjacent to incompatible zoning districts should have buffering deeper than normal lots; and residential stub streets should be required, as appropriate, to allow for future street extensions.

Site condominium design and approval procedures should also be adopted to prepare for this growing development option. Site condominium provisions should be included in both the zoning ordinance and subdivision control ordinance.

CAPITAL IMPROVEMENT PROGRAMMING

The City is adopting a revised, simplified Capital Improvement Program (CIP) along with this 2025 Master Plan update. The CIP will be updated and reviewed by staff and the Planning Commission by no later than March 31st each calendar year, in preparation for the next fiscal year's budgeting process.

FINANCING

The CIP should identify possible funding mechanisms for public investment. Funding can come from

traditional sources, such as general fund monies, special assessments, and user fees. More innovative financing is available through tax increment financing, local fund-raising efforts, private foundations, and state and federal grant programs.

Tax increment financing can currently be used in the Tax Increment Finance Authority (TIFA) District along Lansing Road between Main Street and the industrial park. The TIFA plan provides for funding of numerous projects, such as roadways, sewer, water, drainage, landscaping, lighting, signage, parking area, and pedestrian crosswalks.

There are also numerous state and federal grants available to the City. The plan has already referred to several of these grant programs. They include economic development, public infrastructure, environmental protection, housing, and recreation grants. The City should maintain an active list of potential funding sources and grant programs.

COMMUNITY SUPPORT

City residents have an opportunity, as well as the responsibility, to provide comments and discussion regarding development in the City. As representatives of its citizens, the City Council and the Planning Commission welcome input from the public. Prior to making any major land use changes and prior to making modifications to this plan, a public hearing will be held to allow all interested and affected citizens to express their options and have their interests considered by the decision-making body.

The City should work and cooperate with Benton Township and other neighboring communities to help ensure compatible, neighboring land uses for the betterment of the entire community. This type of cooperation is currently being practiced with regard to an intergovernmental I-69 transportation planning effort. The City should also coordinate its land use and public service activities with Eaton County and the Pottersville School District. For example, the City bikeway system could be integrated into a countywide bike trail with proper planning and coordination; and the community park could provide educational opportunities and facilities for the public schools. The City should provide copies of this plan to interested parties and welcome input concerning its implementation.

MAINTAINING THE PLAN

It is important that the plan be used in the daily decision-making process of the City. In order to be a functional, decision-making tool, the plan must remain current. By recording land use activities on a regular basis, the plan can be continually updated to reflect current conditions. This will also help identify development trends that are not in accordance with the objectives of the plan and may identify concepts that should be incorporated into the plan. In order to keep the plan current, the following information should be recorded by the zoning administrator continuously:

- Locations of new buildings.
- Parcel splits.
- Zoning Requests.
- A description of any development that would be noteworthy in assessing the growth of the City.

Every five years, the Planning Commission should review the plan in its entirety to compare the development that has occurred with the policies of the plan. If necessary, the plan should be modified to reflect the current character of the community. The goals and objectives of the City should also be reassessed in light of any changed conditions.

APPENDIX

PLANNING COMMISSION RESOLUTION

CITY COUNCIL RESOLUTION

ONLINE COMMUNITY SURVEY RESULTS

RESOLUTION OF ADOPTION

CITY OF POTTERVILLE PLANNING COMMISSION CITY OF POTTERVILLE MASTER PLAN

WHEREAS the City of Potterville Council established a Planning Commission to prepare plans for the development of the city, and

WHEREAS City of Potterville Planning Commission has prepared a draft update to the City of Potterville Master Plan, and

WHEREAS that draft has been reviewed at a public hearing to gather public comments of the residents of Eaton County and surrounding jurisdictions following notice as required by Michigan Planning Enabling Act PA 33 of 2008, and

WHEREAS the City of Potterville Planning Commission has determined that the plan is appropriate for future development of the city, and

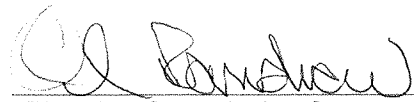
WHEREAS the City of Potterville Council has reserved for itself final approval of the plan as authorized by Michigan Planning Enabling Act PA 33 of 2008, now

THEREFORE BE IT RESOLVED that City of Potterville Planning Commission does hereby adopt the updated Eaton County Master Plan including all maps and documents included and submits the plan to the City of Potterville Council for final approval.

Moved by: Olivia Ranshaw Yeas 4

Supported by: Ronald Runyan Nays 0


Planning Commission Chairperson


Planning Commission Secretary

February 10, 2026
Date

City of Potterville

319 N. Nelson St. ♦ PO Box 488 ♦ Potterville, MI 48876 ♦ Phone: (517) 645-7641
Fax: (517) 645-7810 ♦ www.pottervillemi.org

RESOLUTION NO. 2026-0219-04

At a regular meeting of the City Council of the City of Potterville, Eaton County, Michigan, held at the City Hall in said City on the 19th day of February, 2026, at 6:00 p.m.

Present: Mayor Lenneman, Deputy Mayor Potter, Member Connor, Member Hunt, Member Meyers-Southerly, Member Nichols and Member Sweeney.

Absent: None

The following Resolution was offered by Deputy Mayor Potter and seconded by Member Meyers-Southerly.

A RESOLUTION ADOPTING THE PROPOSED CITY OF POTTERVILLE MASTER PLAN UPDATE

WHEREAS, the Michigan Planning Enabling Act, MCL 125.3801 *et seq.* ("MPEA") authorizes the Planning Commission to prepare a Master Plan for the use, development and preservation of all lands in the City; and

WHEREAS, the Planning Commission prepared an updated Master Plan and submitted such plan to the City Council for review and comment; and

WHEREAS, on November 20, 2025, the Potterville City Council received and reviewed the proposed Master Plan prepared by the Planning Commission, authorized distribution of the Master Plan to the Notice Group entities identified in the MPEA and asserted its right to give final approval or rejection of the Plan; and

WHEREAS, notice was provided to the Notice Group entities as provided in the MPEA;

and

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WHEREAS, the Planning Commission held a public hearing on February 10, 2026 to consider public comment on the proposed Master Plan, and to further review and comment on the proposed Plan; and

WHEREAS, after the public hearing was held, the Planning Commission voted to approve the updated Master Plan on February 10, 2026, and recommended adoption of the proposed Master Plan to the City Council; and

WHEREAS, the City Council finds that the proposed Master Plan is desirable, proper, reasonable, and furthers the use, preservation, and development goals and strategies of the City;

NOW, THEREFORE, BE IT HEREBY RESOLVED AS FOLLOWS:

1. ***Adoption of 2026 Master Plan.*** The Potterville City Council hereby approves and adopts the proposed updated Master Plan, including all of the chapters, figures, descriptive matters, maps and tables contained therein.
2. ***Distribution to Notice Group.*** Pursuant to MCL 125.3843, the City Council approves distribution of the updated Master Plan to the Notice Group.
3. ***Findings of Fact.*** The City Council has made the foregoing determination based on a review of existing land uses in the City, a review of the existing Master Plan provisions and maps, and input received from the Planning Commission and the public, as well as the assistance of a professional planning group. The City Council also finds that the updated Master Plan will accurately reflect and implement the City's goals and strategies for the use, preservation, and development of lands within the City of Potterville.
4. ***Effective Date.*** The amended Master Plan shall become effective on the adoption date of this resolution.

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These Council Members voted:

Yeas: Mayor Lenneman, Deputy Mayor Potter, Member Connor, Member Hunt, Member Meyers-Southerly, Member Nichols and Member Sweeney.

Nays: None

Absent: None

RESOLUTION DECLARED ADOPTED: (7-0)

STATE OF MICHIGAN

COUNTY OF EATON

CLERK'S CERTIFICATE

I, Becky Dolman, the duly qualified and acting City Clerk of the City of Potterville, Eaton County Michigan DO HERBY CERTIFY that the foregoing is a true and complete copy of certain proceeding taken by the City Council of said City at regular meeting held on February 19th 2026.

Becky Dolman

City Clerk

City of Potterville

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The City Council Meeting was called to order by Mayor Lenneman on Thursday, February 19, 2026, at 6:00 pm at City Hall and the Pledge of Allegiance was recited.

Roll Call: Present: Mayor Lenneman, Deputy Mayor Potter, Member Connor, Member Myers-Southerly, Member Nichols and Member Sweeney. Trevor Hunt was appointed to fill the vacancy at first item of new business.

Absent: None

Approval of Agenda: Motion by Deputy Mayor Potter and supported by Member Connor. Vote: Unanimous. Motion Carried (6-0).

Approval of January 15, 2025, Regular Minutes: Deputy Mayor Potter and supported by Member Myers-Southerly. Vote: Unanimous. Motion Carried (6-0).

Approval of Bills: Motion to pay Bills in the amount of \$77,445.14, by Member Myers-Southerly and supported by Deputy Mayor Potter. Roll Call Vote: Unanimous. Motion Carried (6-0).

Public Comment on Agenda Items: None

Department Reports:

Zoning Administrator – Director Miller informed that the Planning Commission will hear about Beck's Propane Office. Consumers have not communicated regarding site plans.

Appointed Council Member: Both Candidates, Trevor Hunt and Noah Weir, introduced themselves and answered questions from the Council. Motion by Member Sweeney and supported by Member Nichols to appoint Trevor Hunt to the vacant council seat. Roll Call Vote: Unanimous. Motion Carried (6-0).

Vredeveld Haefner LLC, CPAS and Consultants: Financial Auditor Doug Vredeeld, did presentation for year ending June 30, 2025.

Resolution 2026-0219-02: DOT Street Certification/Cambria Court. Motion by Deputy Mayor Potter and supported by Member Nichols. Roll Call Vote: Unanimous. Motion Carried (7-0).

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Resolution 2026-0219-03 - Capital Improvement Plan: Motion by Deputy Mayor Potter and supported by Member Connor. Roll Call Vote: Unanimous. Motion Carried (7-0).

Resolution 2026-0219-04 - Master Plan: Deputy Mayor Potter and supported by Member Myers-Southerly. Roll Call Vote: Unanimous. Motion Carried (7-0).

Enter CLOSED SESSION - City Manager and Clerk's evaluation at 7:00 pm: Motion by Deputy Mayor Potter and supported by Member Connor. Roll Call Vote: Unanimous. Motion Carried (7-0).

Exit CLOSED SESSION - City Manager and Clerk's evaluation at 7:37 pm: Deputy Mayor Potter and supported by Member Myers-Southerly. Roll Call Vote: Unanimous. Motion Carried (7-0).

Public Comment on Non-Agenda Items: None

Excuse Absent Member: None

Next Regular Meeting: March 19, 2026

Meeting Adjourned: 7:39 pm

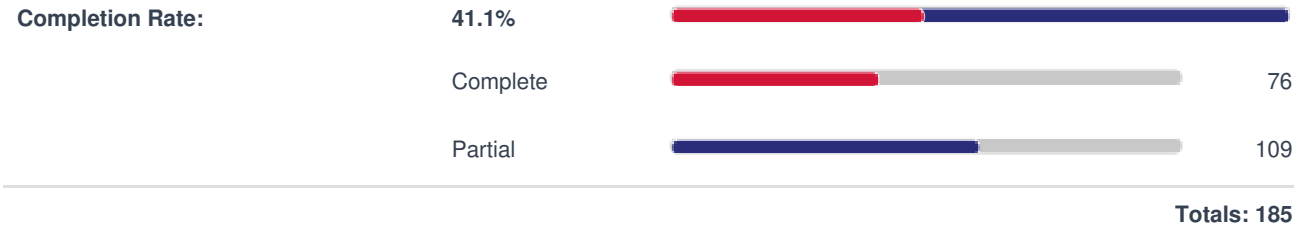
Becky Dolman,

City Clerk

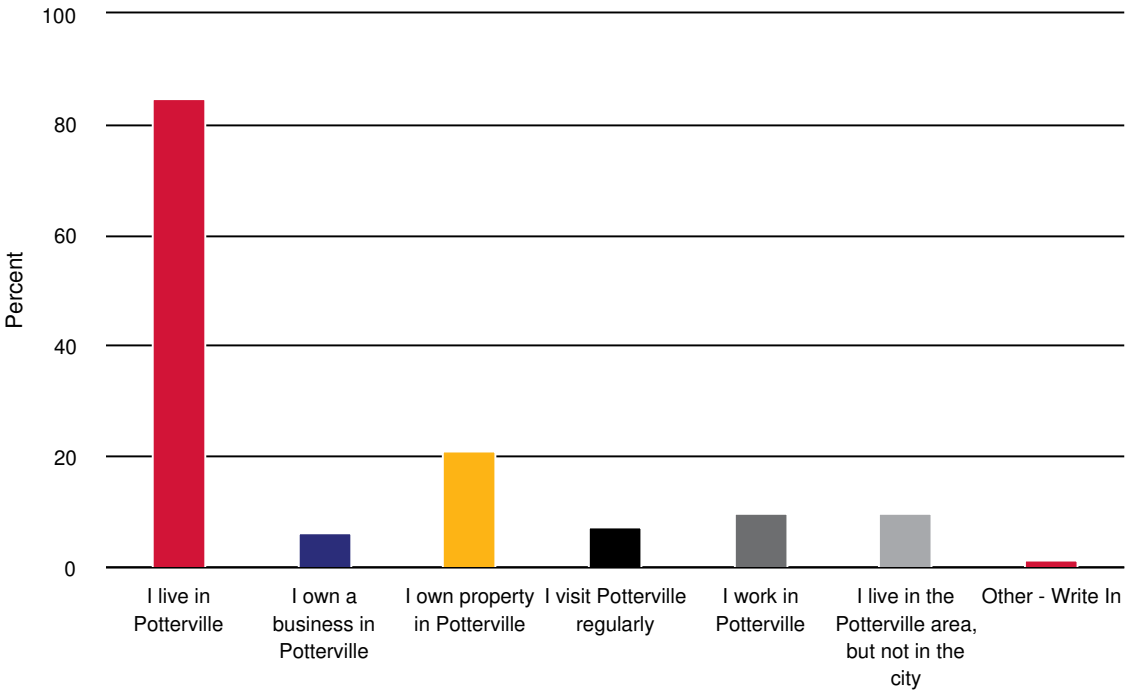
Approved 3/19/2026

Report for Potterville Community Planning Feedback

Response Counts

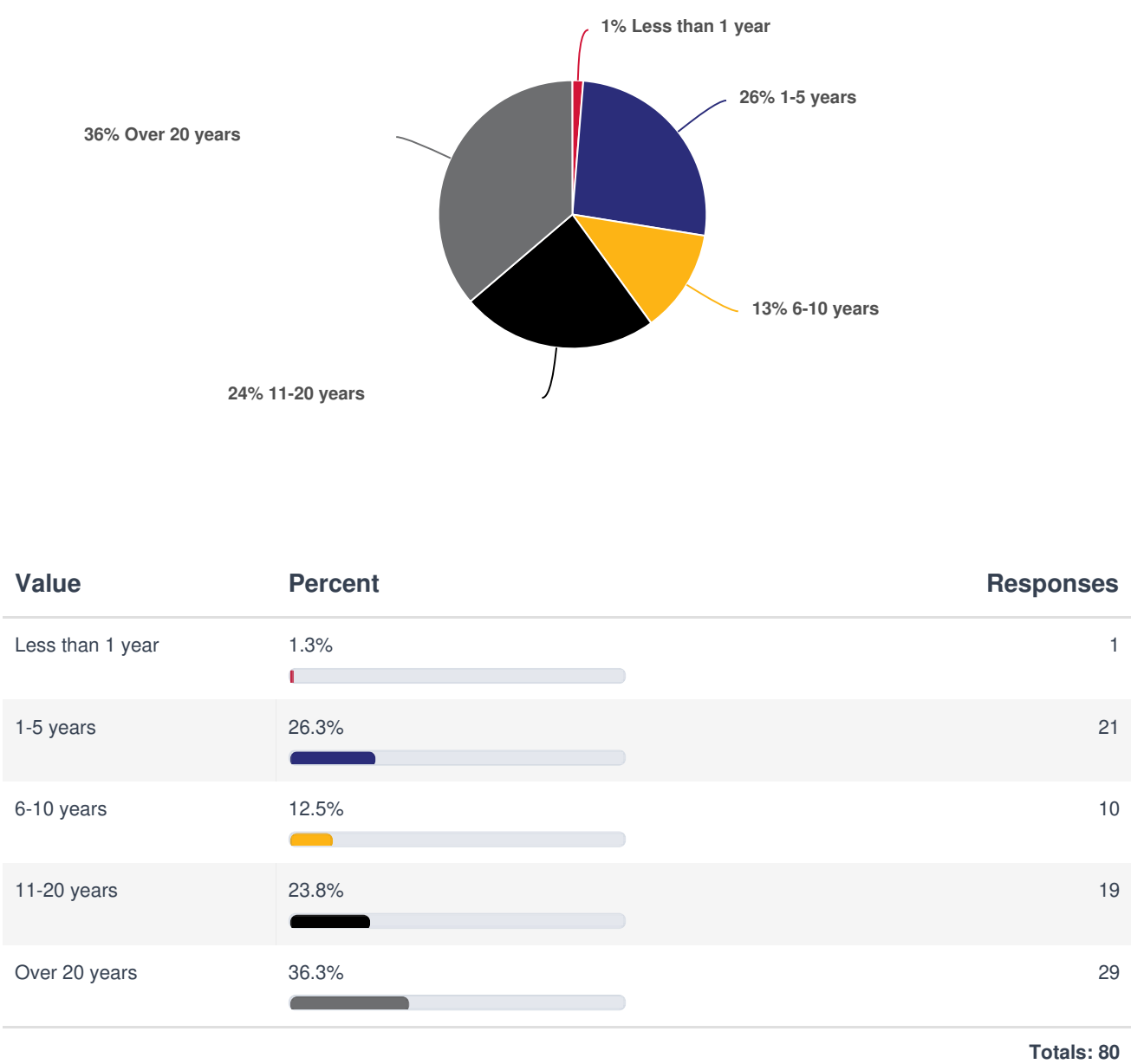


1. What is your relationship to Potterville? (Please check all that apply.)

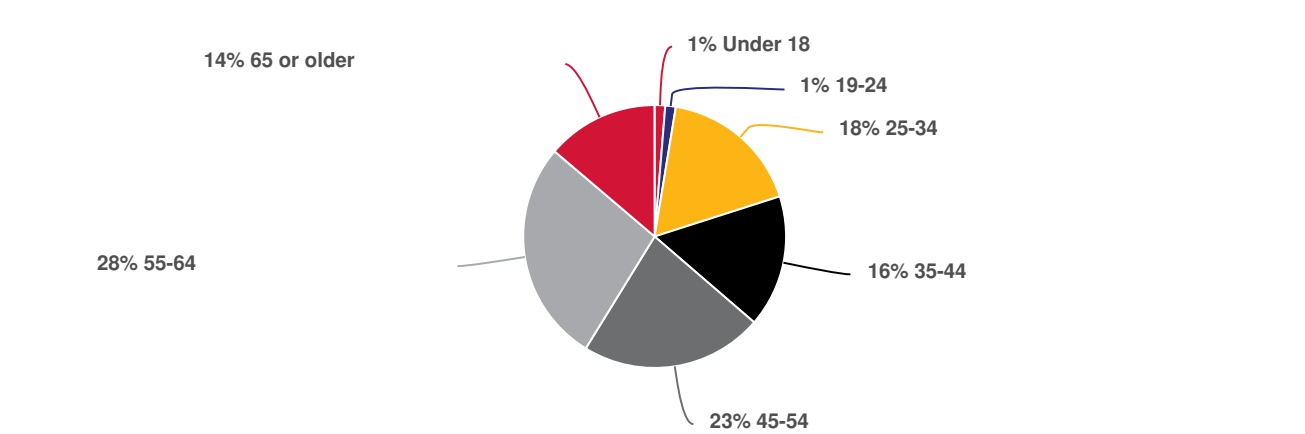


Value	Percent	Responses
I live in Potterville	85.0%	68
I own a business in Potterville	6.3%	5
I own property in Potterville	21.3%	17
I visit Potterville regularly	7.5%	6
I work in Potterville	10.0%	8
I live in the Potterville area, but not in the city	10.0%	8
Other - Write In	1.3%	1

2. How long have you lived/worked/visited/owned a business in Pottersville?

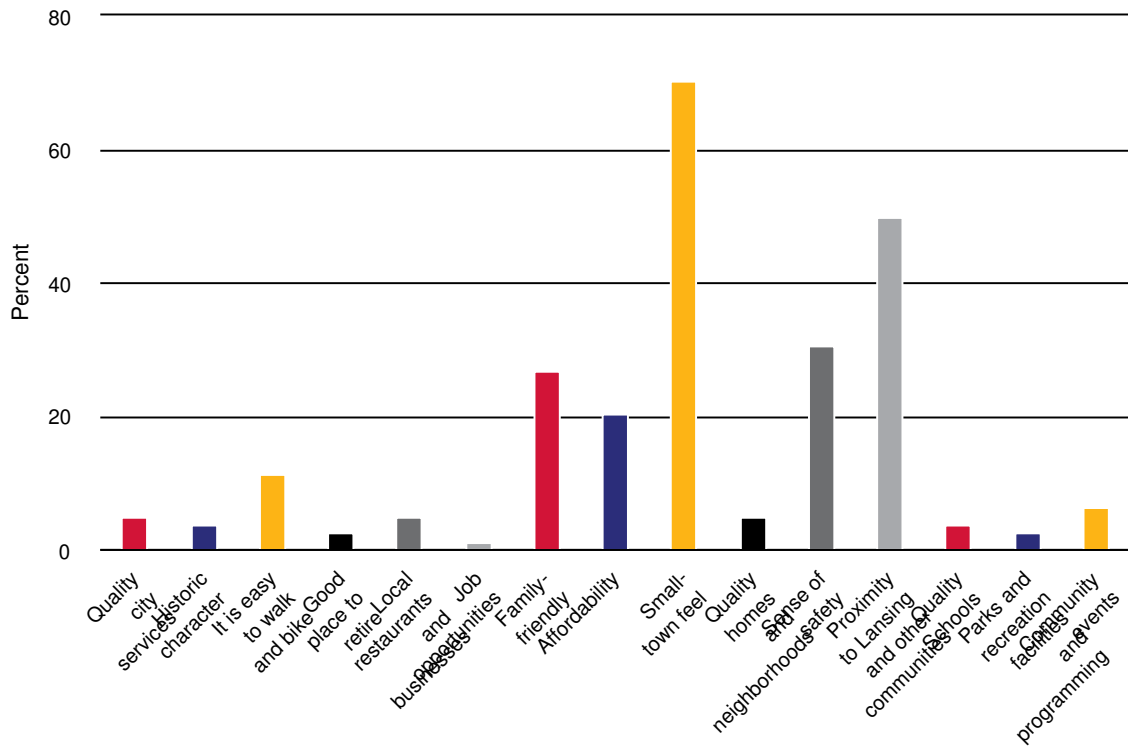


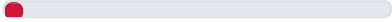
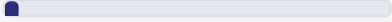
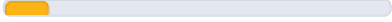
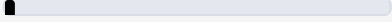
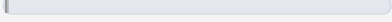
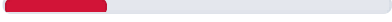
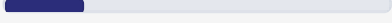
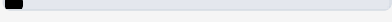
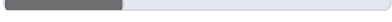
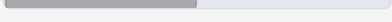
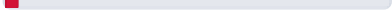
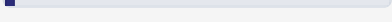
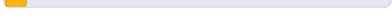
3. What is your age?



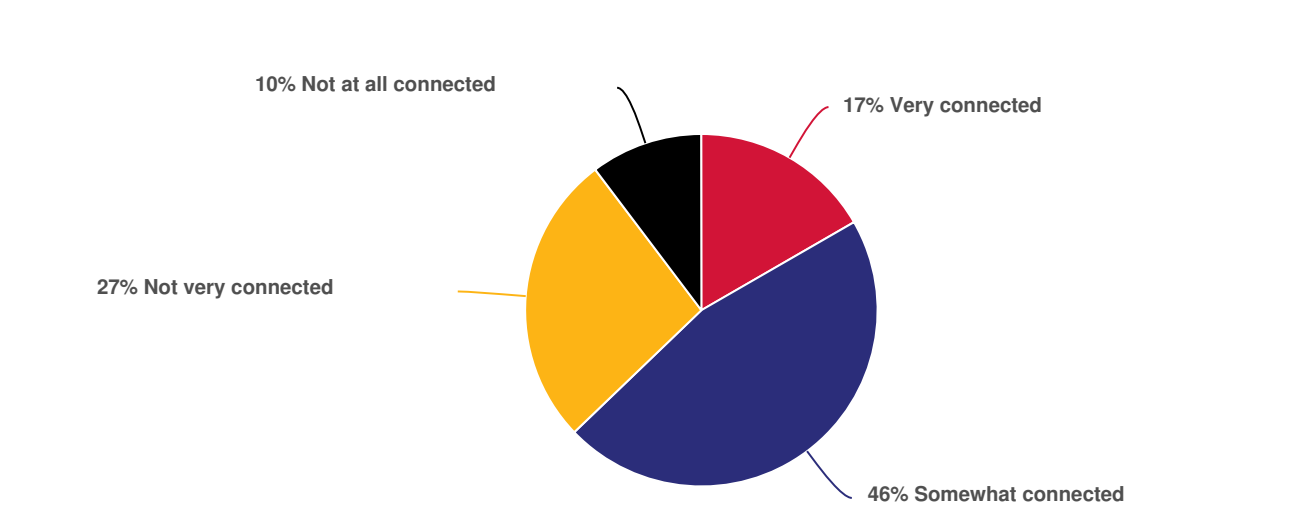
Value	Percent	Responses
Under 18	1.3%	1
19-24	1.3%	1
25-34	17.5%	14
35-44	16.3%	13
45-54	22.5%	18
55-64	27.5%	22
65 or older	13.8%	11
		Totals: 80

4. What do you like the most about Potterville? (Please select your top 3).



Value	Percent	Responses
Quality city services	5.1% 	4
Historic character	3.8% 	3
It is easy to walk and bike	11.5% 	9
Good place to retire	2.6% 	2
Local restaurants and businesses	5.1% 	4
Job opportunities	1.3% 	1
Family-friendly	26.9% 	21
Affordability	20.5% 	16
Small-town feel	70.5% 	55
Quality homes and neighborhoods	5.1% 	4
Sense of safety	30.8% 	24
Proximity to Lansing and other communities	50.0% 	39
Quality Schools	3.8% 	3
Parks and recreation facilities and programming	2.6% 	2
Community events	6.4% 	5

5. How connected do you feel to your community?



Value	Percent	Responses
Very connected	16.7%	13
Somewhat connected	46.2%	36
Not very connected	26.9%	21
Not at all connected	10.3%	8
Totals: 78		

6. Potterville's current Master Plan, adopted in 2019 has 6 goals. Please tell us how important you think each goal is to Potterville and how much the city should be focused on it. (1 star=not important; 5 stars=very important).

Relevance to today

1, Provide a well-balanced land use pattern to minimize conflicts between land uses.	★★★★☆ Count: 68 Not Applicable: 0
2. Encourage a variety of high-quality residential housing types for current and future residents.	★★★★☆ Count: 72 Not Applicable: 0
3. Encourage economic development and diverse employment opportunities in the city.	★★★★☆ Count: 72 Not Applicable: 0
4. Improve and maintain high-quality, effective, and efficient public services to meet the needs of a growing community.	★★★★☆ Count: 72 Not Applicable: 0
5. Provide ample recreational opportunities for city residents.	★★★★☆ Count: 74 Not Applicable: 0
6. Build a strong downtown that serves as a hub of community activity and provides a unique backdrop for area events, social interaction, and commerce, while maintaining its historic value.	★★★★☆ Count: 73 Not Applicable: 0

7. What is your opinion on the current goals?

