

Welcome!



Ideas Workshop



Workshop Format

- Welcome and Introductions
- Overview of the study
- What we have learned so far
 - Opportunities and Challenges
 - What is happening in other places
 - The Marketplace
- Breakout Discussions



The Study Team

Directed and Sponsored by:

The Wyoming Downtown Development
Authority

In cooperation with:

The City of Wyoming



The Study Team

Lead Consultant: Nederveld

Supported by:

LandUse|USA

Progressive AE

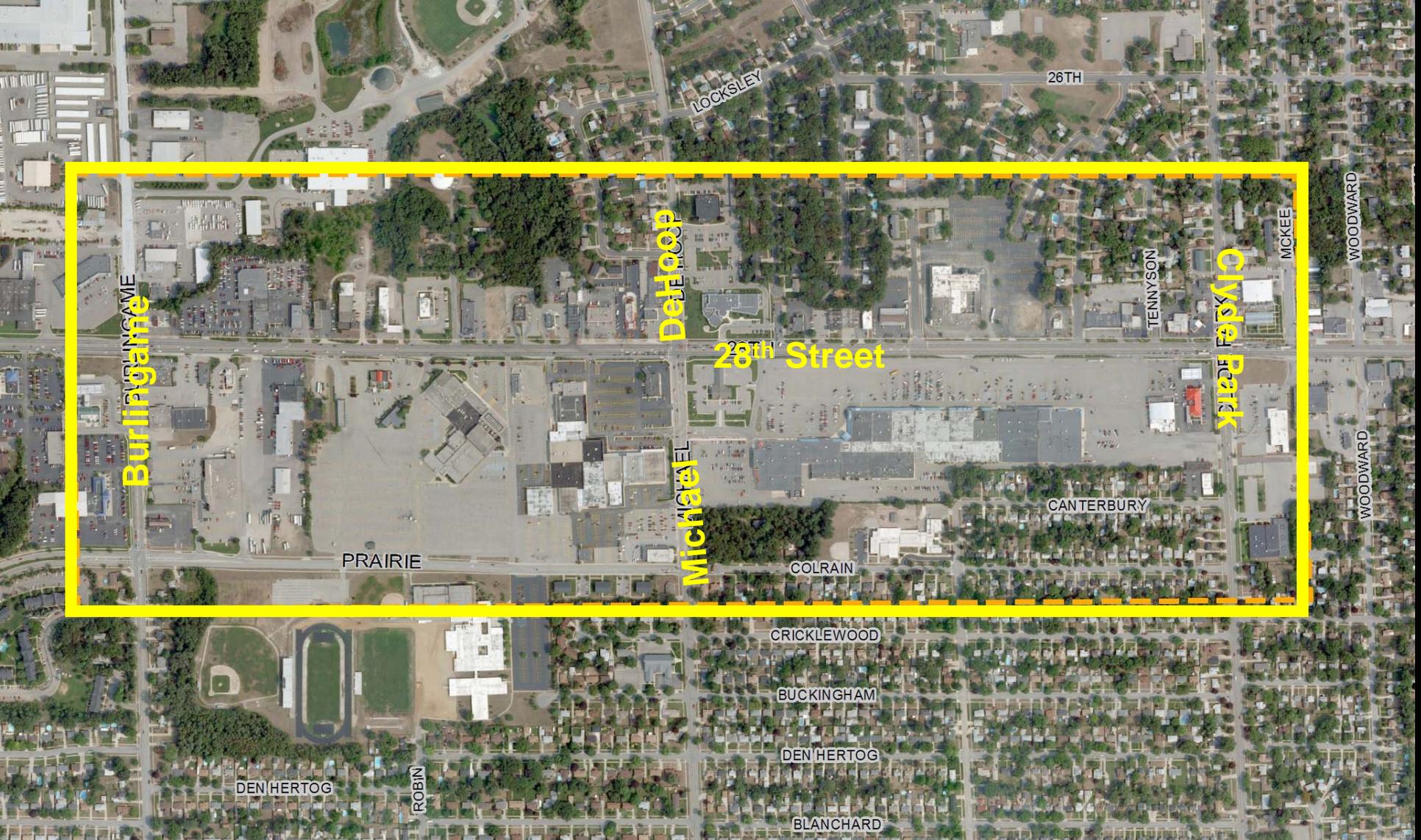
Williams & Works

Wundergem



The Study Area





The Study Area





The Study Area



The Study Objective:

Develop a comprehensive and realistic plan for the redevelopment of the area into a sustainable, economically vibrant desirable place.



Work Tasks & Timeline

Turn-On 28th Street

Activities	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.
Inventory and Analysis		█	█	█	→			
Community Input		█	█	█	█		█	█
Design					█	█	█	
Report and Recommendations							█	█

Community Input Activities

- ◆ Stakeholder Interviews
- ◆ Interim Design Review
- ◆ Ideas Workshop
- ◆ Final Design Review
- ◆ Rogers Plaza Storefront



...and we're on the web...

The image shows two overlapping web browser windows. The background window is a Windows Internet Explorer browser displaying the Wyoming state website at <http://www.ci.wyoming.mi.us/About/turnon28th.asp>. The website features a navigation menu with links for Home, About Wyoming, Business, Departments, Government, Residents & Visitors, and I Want to. A large banner image shows a collage of photos including City Hall, a family, and a group of police officers. Below the banner is a 'TURN ON 28TH STREET' logo and a 'What is Turn on 28th Street?' section. The foreground window is a Facebook page for 'Turn on 28th Street'. The page header includes the Facebook logo and a search bar. The main content area features a green banner with the 'TURN ON 28TH STREET' logo and a post from 'Turn on 28th Street + Others' titled 'Just Turn on 28th Street'. The post text reads: 'Turn on 28th Street The ideas workshop is this Thursday! Please join us at either plan the future of 28th Street! on Monday clear'. Below the post is a 'What's on your mind?' text box and an 'Attach:' button. The Facebook page also includes a sidebar with 'Information' and 'Insights' sections.

wyomingmi.gov

facebook.com/turnon28thstreet

Opportunities and Challenges

- 28th Street remains a strong commercial traffic corridor
- The City of Wyoming and the DDA are committed to the effort
- Businesses and key stakeholders are engaged
- Much has been done already to address the aesthetics of the area



Opportunities and Challenges

- Significant commercial vacancies
- Loss of destination uses
- “Tired looking”
- Competition from newer centers
- Too much retail space overall in the area
- Reputation for heavy traffic



Opportunities and Challenges

- Some iconic uses remain
- New uses are emerging
- Changing demographics mean opportunities
- Area remains a strong center of activity in West Michigan
- This is a chance to redefine and repurpose the corridor



How have other
communities
addressed these
challenges and
opportunities?

Belmar – Lakewood, Colorado



Lakewood is Colorado's fourth largest city. Prior to redevelopment there was no downtown district.

Existing Villia Italia Mall was completely demolished and replaced by a mixed-use downtown.

This was a developer initiated process.

Belmar – Lakewood, Colorado



Existing regional enclosed mall was 1.2 million square feet on 106 acres.

Redevelopment included a mix of uses:

960,000 square feet of retail

760,000 square feet of office

Housing includes live-work units, townhouses and apartments.

1,300 dwelling units (rental)

200 dwelling units (for sale)

Belmar – Lakewood, Colorado



Belmar – Lakewood, Colorado



Park Forest, Illinois



Park Forest Plaza was a 750,000 square foot open-air mall built in 1953 in the outer suburbs of Chicago. It received national acclaim for its innovative use of anchor stores and was notable for its 4,000 parking spaces.

In 1973 a larger mall opened nearby and it began declining.

In 1985 Lake Forest Plaza was sold and renovated with TIF financing, remaining purely retail. The department stores began leaving and it was sold again in 1993.

In 1995 the village purchased the 48 acre mall site for \$100,000 at this time it was mostly vacant and deteriorated.



Park Forest, Illinois



After a design charrette in 1997, the redevelopment of the site began. One anchor box was converted to office space, others were demolished. Smaller buildings were retrofitted.

275,000 square feet of retail

75,000 square feet of office

335 residential rental units

65 for sale units

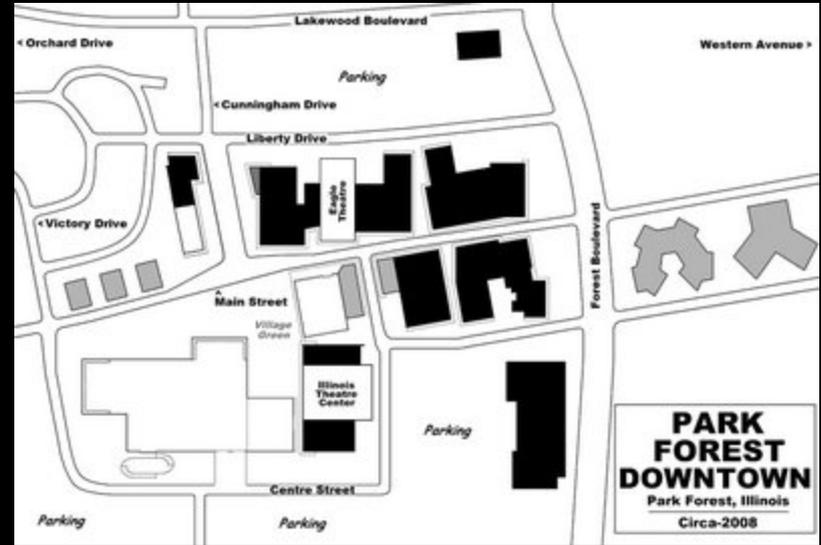
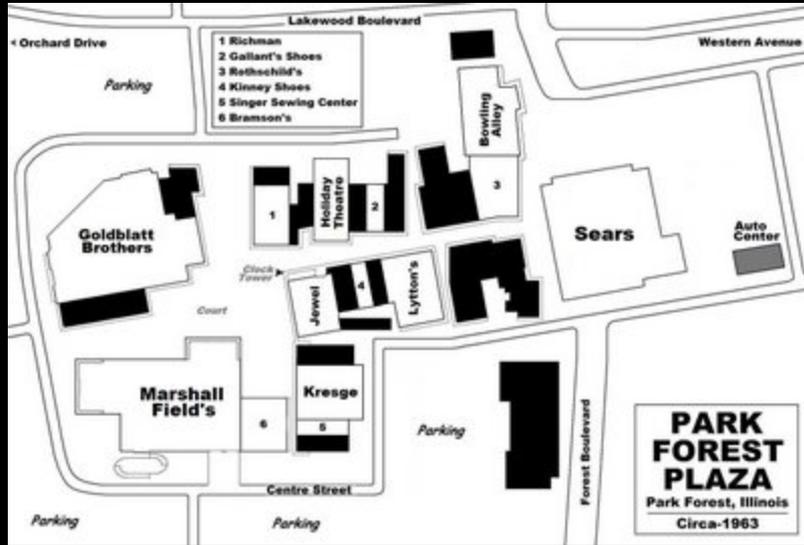
155 senior housing units

Village hall, theater center and small green at the center.

The site now acts as a downtown for the village.

The original mall was 750,000 square feet of retail

Park Forest, Illinois



City Place – Long Beach California



An urban mall revitalization project within the city's core.

Originally an 870,000 square foot mall on a 12-acre super block in the middle of the city's core. Built in 1982, the mall was never successful and was demolished in 2000.

City Place was opened in 2002 and includes 478,000 square feet of retail, 221 apartment units and 120 for-sale condominiums.

Redevelopment included breaking up the super block with new streets that reconnected the city grid.

Wal-mart and Nordstrom Rack serve as anchors.



Winter Park Village, Florida



Originally a 400,000 square foot mall built in 1963 as the region's first enclosed mall.

The mall declined throughout the 1980's with occupancy hitting a low of 30% in 1996.

The 32 acre site was converted into a mixed-use village with housing and civic space. All buildings were demolished except for the Dillards department store which was converted to retail with lofts above.

322,000 square feet of retail
120,000 square feet of office
58 residential units

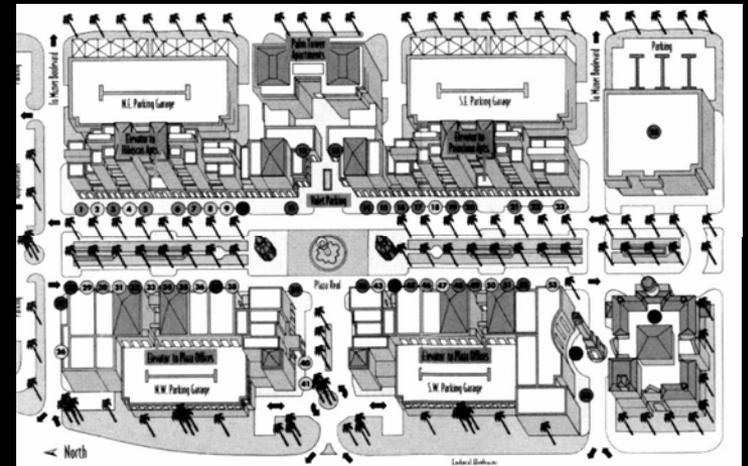
Mizner Park, Florida



Originally an enclosed mall built in 1967 on a 28-acre site.

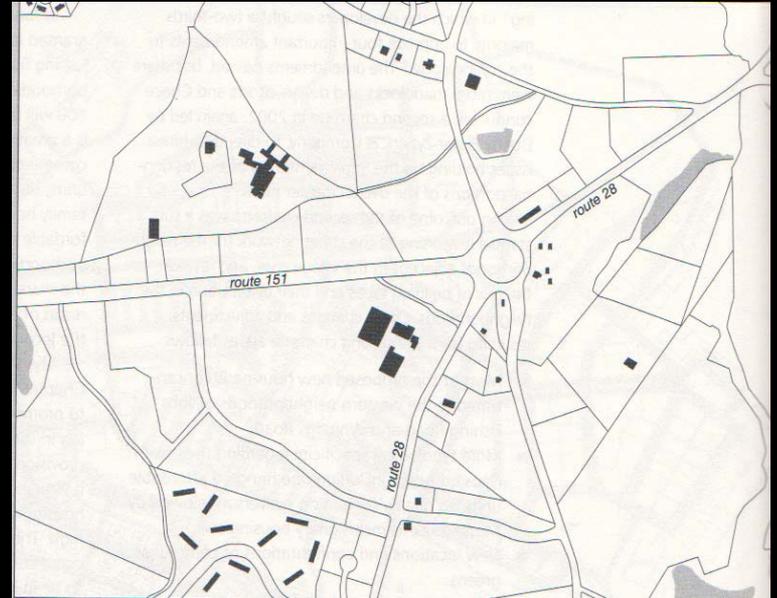
As new development moved west within the city of Boca Raton, the mall struggled to maintain a retail hold and was slated for redevelopment in 1987, as one of the first suburban retrofits.

Redevelopment includes a mixed-use that is anchored by an art museum and a central civic plaza.



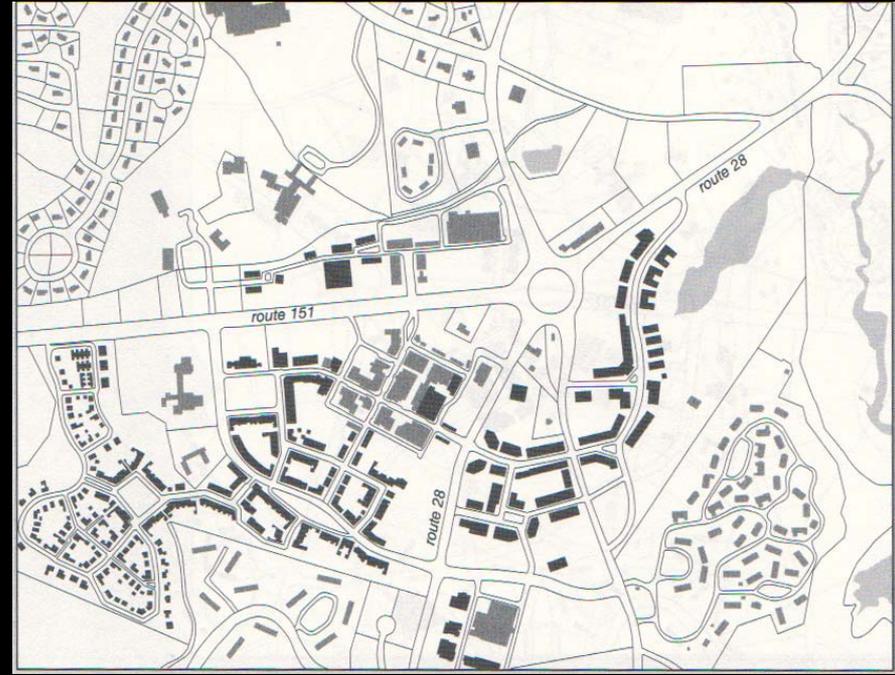
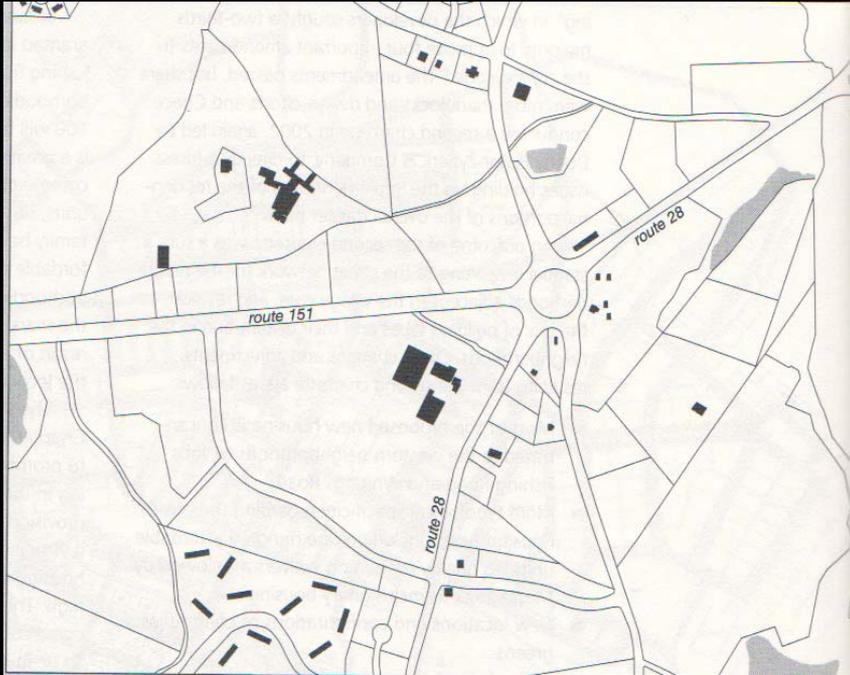
236,000 square feet of retail
262,000 square feet of office
272 residential units (rental units)

Mashpee Commons, Mass.



The Seabury Shopping Center:
75,000 square feet of retail along a strip corridor.

Mashpee Commons, Mass.



75,000 square feet of existing retail was converted into 460,000 square feet of commercial (including office) and 482 residential units.

Site was 140 acres and 60% of that was preserved as open space.

Mashpee Commons, Mass.



Mashpee Commons, Mass.



How can trends in
the marketplace help
to *Turn On 28th
Street?*

The Market Strategy

Introduction

Sharon M. Woods, MA,
LandUse|USA – Lansing, Michigan

Fortune 500 Retail Corporations; 1990 – 2000

Target Corporation (Minneapolis)
Federated Dept. Stores (Cincinnati)
Kmart Corp. (Troy, Michigan)

Professional Consulting; 2000 - 2010



LANDUSE|USA

A table with a blue header row containing the words "Excellent", "Very Good", "Good", "Fair", and "Poor". A blue pen is resting on the table.

Retail

Retail Recommendations

- **Contract the amount of retail space**
- **Improve the quality of tenant space**
- **Combine with office space, housing**
- **Avoid speculative building w/out anchors**

- **General Merchandise**
- **Apparel and Clothing Stores**
- **Niche Grocery Stores**
- **Sporting Goods, Hobby & Craft**



Office Space

Office Space Recommendations

- Expand total amount of office space
 - Avoid development of speculative space
 - Improve the quality of tenant space
 - New anchors in specific industries
-
- Telecommunications
 - Information, Data Processing
 - Book, Software Publishing
 - Credit Remediation, Financial Services



Economic Catalysts

Advanced Education

- Junior Colleges, Business Schools, Bilingual Training
- Computer and Management Training Centers
- Vocational Rehabilitation Services

Health Care, Medical Services

- General Medical, Surgical Hospitals
- Outpatient Care Centers
- Offices of Health Practitioners
- Mental Health Care Facilities
- Other Residential Care Facilities
- Nursing Care Facilities



Housing

Residential Units

- Modern, Urban Alternatives to Houses
- Share Infrastructure and Parking
- Add Resident and Workers
- Diversify Investment Risks
- Affordable, Market-Rate Price Points
- Balanced Owner, Renter Occupancy
- Multi-Family, Attached Units
- Balance High-Density, Public Spaces
- Consider Flex-Space with Office



What do you think?

How can we...



