# LAND USE PLAN 2020 – AMENDED MARCH 2012

CITY OF Wyoming MICHIGAN

# WYOMING LAND USE PLAN 2020

Prepared by

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For the City of Wyoming
Planning and Development Department
Planning Commission
City Council

This Plan was adopted by the Wyoming Planning Commission on October 3, 2006 and amended November 21, 2006. The Plan, as amended, was adopted by the Wyoming City Council on December 4, 2006. It has been adopted as part of the Wyoming Master Plan, in accordance with Act 285 of 1931, as amended.

This Plan was subsequently amended by the Wyoming Planning Commission on February 21, 2012, and by the Wyoming City Council on March 5, 2012. The amendments pertained to adoption of the 2035 Thoroughfare Plan (Appendix 1A) and the Turn on 28th Street Sub Area Plan (Appendix 1B). The amendments were adopted in accordance with Act 33 of 2008.

Heidi A. Isakson, Wyoming City Clerk

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# PART 1:  BACKGROUND INFORMATION

# I. INTRODUCTION

## What is a Land Use Plan?

Every community has a responsibility to go beyond day-to-day zoning issues and look at the long-range consequences of their decisions. Similarly, the community must have a document that provides guidance for land use and development by considering a wide range of possible futures. For the city of Wyoming, this long-range view is provided through this Land Use Plan.

New development in Wyoming, especially along its southern tier and the completion of M-6 has highlighted the importance of land use. As this area continues to change and transform from a semi-rural to a more urbanized pattern, questions arise; how should this area look, what kinds of land uses should be encouraged and how should they be arranged; and how will its development affect surrounding neighborhoods? For older parts of Wyoming; how will growth in the southern quadrant affect existing commercial and industrial areas, will they compete with, or will they be complementary to older areas of the city?

In truth, no community can solve every problem or answer all of the contrasting concerns about land development. But, advocates for both new development and the preservation and protection of existing neighborhoods have common goals: each want “better planning.” Decision makers then are tasked with balancing the interests of landowners wishing to develop their properties, and maintaining the characteristics that attracted people to Wyoming in the first place.

Those “quality of life” features – stable neighborhoods, affordable homes, an excellent park system and good roads – are among the elements that make Wyoming unique. A successful Land Use Plan must consider these elements, along with many other challenges, and take steps that will ensure that new development "fits" the community and that it is done in such a way that it promotes the viability of older city neighborhoods, employment areas and shopping centers. Accordingly, the use of the right planning tools is needed to assure that Wyoming continues to be a special place.

## How Will the Plan Be Used?

The Plan serves many functions and can be used in a variety of ways, but its usefulness is determined by Wyoming’s willingness to actively support and implement its recommendations. A plan that is not actively followed and implemented may lead to problems in the future. Failure to follow the plan will discredit any attempt to use it as a defense for actions that may be challenged by property owners, or developers.

Likewise, consistent and vigorous use of the plan will lend credibility to implementation of controversial decisions on zone changes, or other land use actions. While the courts of the State of Michigan do not recognize the absolute authority of the Land Use Plan, they do lend much more credibility to actions supported by careful planning than those that appear to be taken arbitrarily against an individual property owner. To that end:

1. The Plan is a general statement of the Wyoming’s vision, goals and policies. It provides a single, comprehensive view of the community’s desires for the future.

2. The Plan aids in daily land use decision-making. The Plan is intended to guide the Planning Commission and the City Council in their deliberations on zoning, subdivision, capital improvements, and other matters relating to land use and development. Accordingly, the Plan provides a stable, long-term basis for decision making which will provide a balance of land uses and an orderly development process.

3. The Plan provides the statutory basis upon which zoning decisions are based. The City and Village Zoning Act (Act 207 of 1921) requires that the zoning ordinance be based upon a plan designed to promote the public health, safety, and general welfare. It is important to note that the Land Use Plan and accompanying maps do not replace other City Ordinances, specifically the Zoning Ordinance and map. Zoning is only one of the many legal devices used to implement the Land Use Plan.

4. The Plan attempts to coordinate public improvements and private developments. For example, public investments such as road or utility improvements should be located in areas identified in the Plan as resulting in the greatest benefit to Wyoming and its residents.

5. The Plan serves as an educational tool and gives citizens, property owners, developers, and adjacent communities a clear indication of Wyoming's direction for the future.

## Keeping the Plan Current

Fulfilling the elements outlined in the Plan will not occur overnight -- the Land Use Plan provides a sense of direction for the present and is a guide for the future. Understanding this, the Plan should not be rigidly administered; changing conditions that can affect its original intentions should be acknowledged.

However, a Plan that is not referenced on a continual basis, or one that is outdated can weaken decisions. Over time, goals may be achieved and new ones needed, or individual zoning decisions may change the direction of development in a certain part of the city. Where events lead to land use approvals that are contrary to the plan, it should be amended to reflect these changes.

The Municipal Planning Act requires that communities review their current Plan at least every five years to determine whether amendments are needed, or the process for a new Plan should be started. The Planning Commission should also solicit public opinion on a periodic basis. By routinely following these procedures, the Land Use Plan will continue to be an up-to-date and reliable planning tool.

## How Does the Land Use Plan Affect You?

How the Land Use Plan affects you depends on your particular situation.

- If you are a *property owner*, you may have several interests, including not only your property, but also properties that are in a similar land use category.

- As a *homeowner*, you will be interested in the properties in your immediate neighborhood. You may wish to know what uses are proposed for any vacant land, or sites recommended for redevelopment.

- As an *owner of vacant property*, you will want to know what land uses are proposed for your property.

- As a *Wyoming resident*, you will be interested in the overall concepts of the Plan. These will give you an indication of the Planning Commission's view of the city now, and in the future.

## How Should You Use This Plan?

Again, use of the Plan depends on your interest in Wyoming's future; generally, here is the procedure you should follow.

**Step #1 What land use is proposed for your property, or the area surrounding your property?**

This information is on the Future Land Use map. This map is divided into separate land use categories. Find the category of land use in which your property is located.

**Step #2 Determine how the Planning Commission views development in your area.**

The text of the Future Land Use Plan will indicate the planned development within your area; it may be fairly specific, or somewhat general. This part of the Plan is intended to provide some reasonable direction to the Planning Commission, as well as provide property owners information about development within the city.

**Step #3 Determine the meaning of the land use designation for your property.**

In Step #1 you were asked to determine the land use category for your property. Find the category your property is located in and read the land use designation. Depending on the nature of your interest, this may be as far as you want to go. If you have a specific proposal that does not match the expectations of the Plan, you may want to look at it in more detail.

**Step #4 Determine how your property is affected.**

The Future Land Use designation will indicate the planned use for your property. This does not mean that you cannot continue the use that you currently have. Land use within Wyoming is also affected by the zoning for your property. See the Zoning Ordinance or call the Wyoming Planning Department for more information.

The Land Use Plan may have a profound impact on the future of your property, regardless of whether you are a landowner or a homeowner. As a Wyoming resident, it is important that you become familiar with the Plan and what it may mean to you and your community.

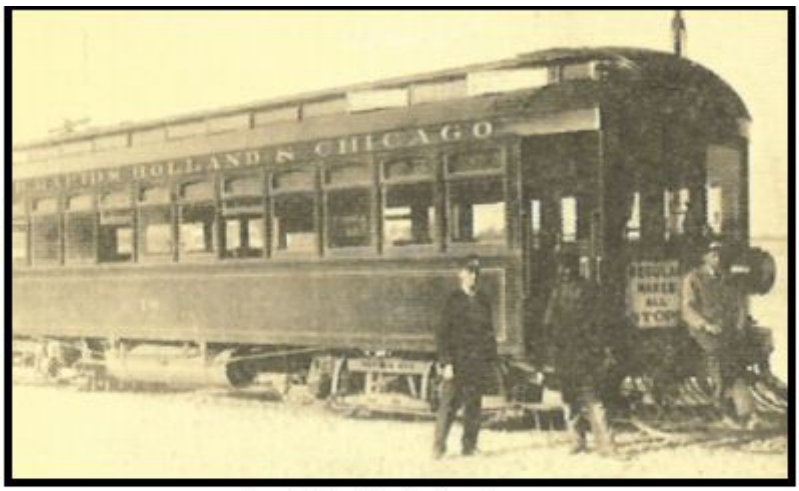
# II. WYOMING'S HISTORY

## The City of Vision and Progress

Wyoming is a growing suburban community adjoining Grand Rapids on the southwest and has a current population of approximately 73,000 (see Map 1). Early Wyoming dates back to 1832, but it was 1833 when Buck Creek was first used to power grist and saw mills in the settlement. However, by 1842 when a larger canal to power industry was built around the rapids in downtown Grand Rapids, industrial development shifted away from the area.

In 1848, Byron Township was split into two 36 square mile townships. The southern township remained as Byron Township but the northern one was renamed and became known as Wyoming Township. Its name reflected the fact that more of its residents came from Wyoming County, New York, than anywhere else. The northwest portion, beyond the Grand River, was deeded to Walker Township because it was so hard to reach.

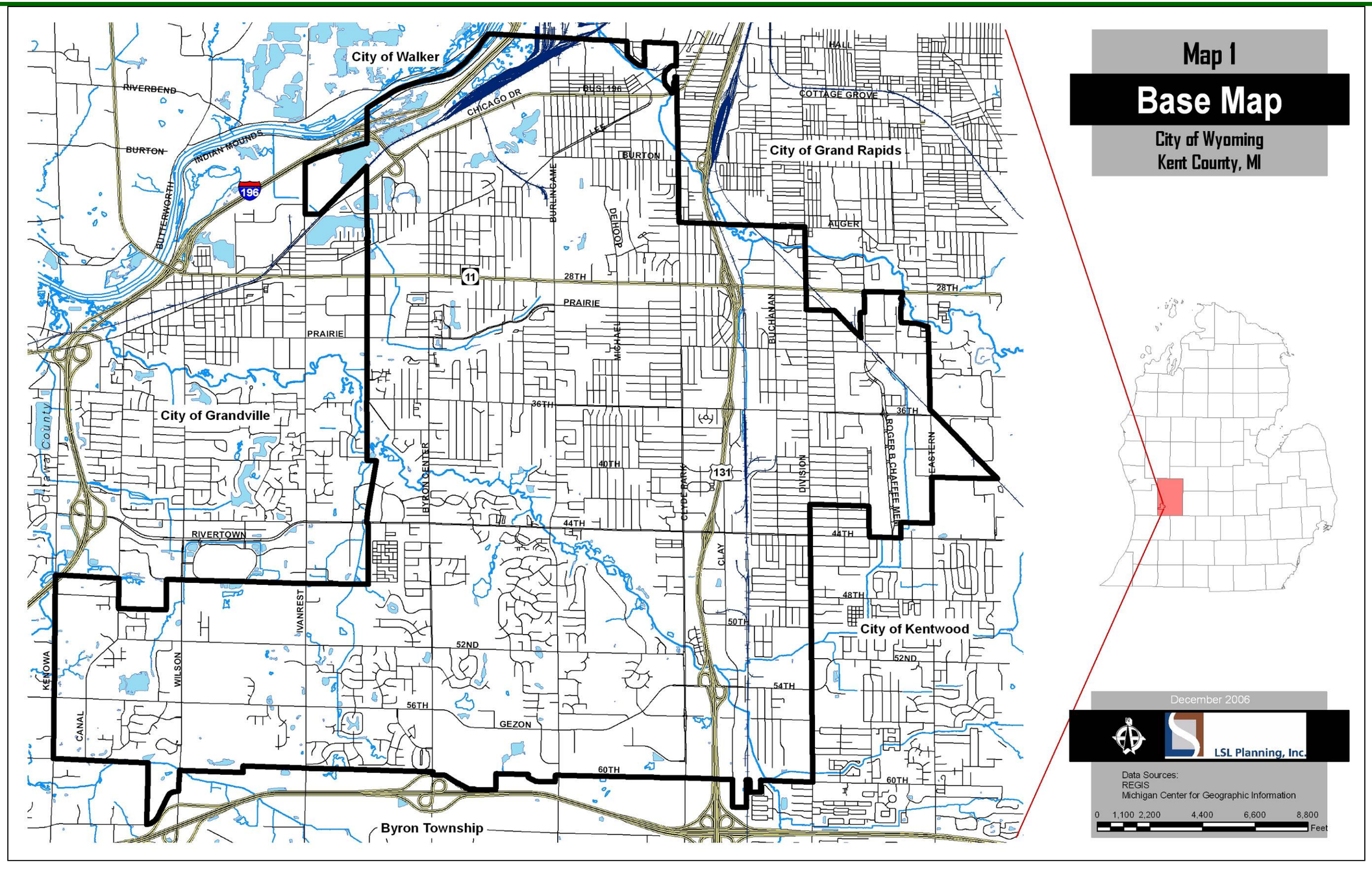
For the most part, Wyoming grew up as an agricultural area, though it did support industries such as lumbering and mining. In the 1850's, plank roads and railroads came to the area and surpassed the Grand River as the preferred mode of cargo and passenger transport.




**Grand Rapids - Interurban**

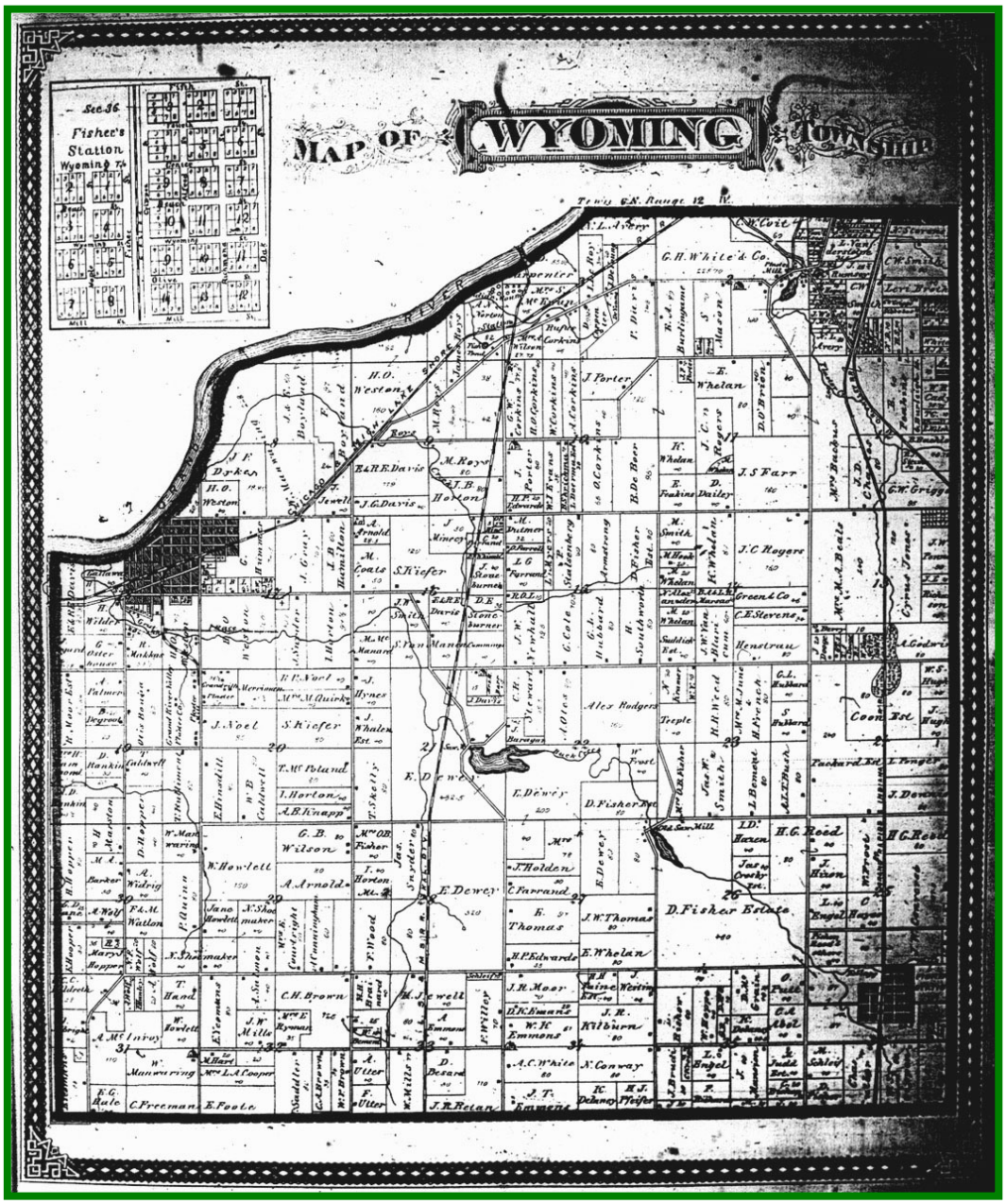
"A trip on the Holland interurban line from Grand Rapids to Grandville and Jenison sets the old resident to thinking of the time when all that territory was simply broad fields with here and there a farm house and he rubs his eyes once or twice and wonders by what magic these hundreds of pretty residences have been set upon this same vacant ground." THIS QUOTE IS DIRECT FROM THE OCT. 26, 1907 EVENING PRESS!

Wyoming's growth, both in terms of developed land and population, concentrated along these transportation routes heading to and from Grand Rapids, the dominant urban center of the region. Eventually, development consumed the farmland between the transit routes and left Wyoming without a recognizable downtown. In 1938, the city first adopted zoning and building codes.


Map 1
Base Map
City of Wyoming
Kent County, MI
City of Walker
City of Grand Rapids
City of Grandville
City of Kentwood
Byron Township
Ottawa County
RIVERBEND
BURTON
INDIAN MOUNDS
BUTTERWORTH
CHICAGO DR
BUS. 196
LEE
BURLINGAME
DEHOOP
HALL
COTTAGE GROVE
AUGER
28TH
PRAIRIE
MICHAEL
BUCHANAN
36TH
40TH
BYRON CENTER
CLYDE PARK
DIVISION
ROGER B. CHAFFEE MEM.
EASTERN
44TH
RIVERTOWN
CLAY
48TH
50TH
52ND
54TH
56TH
GEZON
60TH
IVANREST
KENOWA
WILSON
CANAL
196
11
131
December 2006
LSL Planning, Inc.
Data Sources:
REGIS
Michigan Center for Geographic Information
0 1,100 2,200 4,400 6,600 8,800
Feet

Perhaps the city's most recognized feature is the 28th Street corridor, which was formerly known as the South Beltline. One of the first stores located here was Kist's Grocery. As commercial development sprang up along 28th Street, construction began in 1948 on the Township Hall at the corner of De Hoop Avenue. After a lengthy effort, Wyoming held an election for incorporation as a city on November 4, 1958; the town hall officially became City Hall in 1959. June 2003 saw the dedication of a brand new, 39,820 square foot, two-story City Hall, built directly in front of the original hall.

Today 28th Street is largely a commercial corridor that also serves as State highway M-11 and it is in the process of being transformed into Wyoming's downtown. Current average daily traffic counts average from the mid 30,000's to low 40,000's, making it one of the most traveled streets in the region.

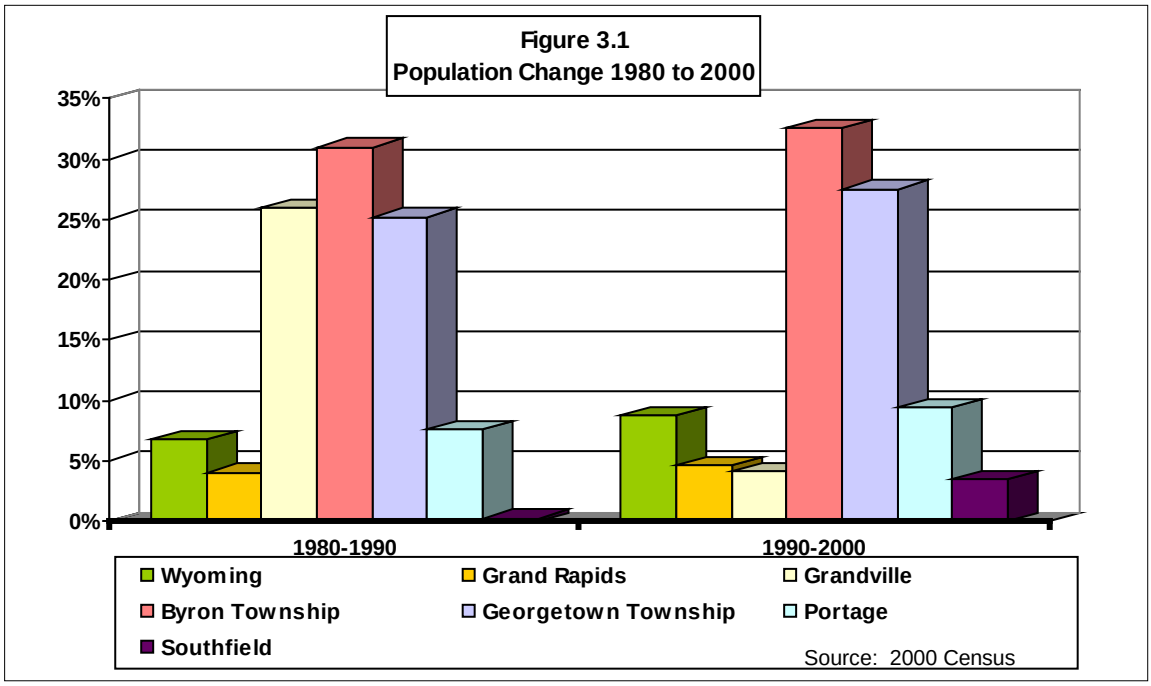


# III. WYOMING TODAY

## Demographics

### POPULATION

Wyoming has steadily grown over the past 20 years; in the 2000 Census its population was 69,368. From 1980 to 1990 and 1990 to 2000, the city grew by 6.8% and 8.6%, respectively. This rate is comparable to other mature, first tier, suburban Michigan communities (see Figure 3.1). For example the city of Portage, near Kalamazoo, experienced similar growth, 7.6% and 9.4%, respectively (see Table 3.1). Although neighboring Grandville experienced a striking 25.9% growth between 1980 and 1990, reflecting a strong economy and demand for housing, its growth between 1990 and 2000 moderated as the community approached build-out. In fact between 1990 and 2000 Wyoming grew at double the rate of Grandville.




While Wyoming grew faster than the State (6.9%) between 1990 and 2000, its growth rate was less than that of Kent County (14.7%), Ottawa County (26.9%), and neighboring Byron Township (32.6%). This indicates that accelerated development is occurring beyond the inner tier of Grand Rapids suburbs. However, Wyoming's substantial growth rate is evidence of the community's continued desirability and viability.

**Table 3.1**
**Population Change 1980 – 2000**

| Unit of Government | 1980 | 1990 | 2000 | % Change 1980-1990 | % Change 1990-2000 | Projected 2010 |
|---|---|---|---|---|---|---|
| Michigan | 9,262,078 | 9,295,297 | 9,938,444 | 4.7 | 6.9 | 10,121,300 |
| **Wyoming** | **59,616** | **63,891** | **69,368** | **6.8** | **8.7** | **74,671** |
| Grand Rapids | 181,843 | 189,126 | 197,800 | 4.0 | 4.6 | 203,584 |
| Grandville | 12,412 | 15,624 | 16,263 | 25.9 | 4.1 | 18,026 |
| Kentwood | 30,438 | 37,826 | 45,255 | 24.3 | 19.6 | 56,019 |
| Walker | 15,088 | 17,279 | 21,842 | 14.5 | 26.4 | 26,800 |
| Georgetown Twp | 26,104 | 32,672 | 41,658 | 25.2 | 27.5 | 53,569 |
| Byron Township | 10,104 | 13,235 | 17,553 | 31.0 | 32.6 | 23,118 |
| Portage | 38,157 | 41,042 | 44,897 | 7.6 | 9.4 | N/A |
| Southfield | 75,568 | 75,728 | 78,296 | 0.2 | 3.4 | 75,810 |
| Kent County | 444,506 | 500,631 | 574,335 | 12.6 | 14.7 | 662,496 |
| Ottawa County | 157,174 | 187,768 | 238,314 | 19.5 | 26.9 | 303,676 |

Source: 2000 Census

Over the last two decades, as a whole, Wyoming has experienced positive growth, but some neighborhood populations have declined. Fractional population losses were experienced in Census tracts 134, 135 and 140 and greater losses in tracts 139 and 141 (see Map 2) but population gains were seen throughout the rest of the city. These occurred most significantly in the south in Census tracts 143, 145.01 and 145.02 (see Table 3.2).

These population statistics confirm the obvious fact that new growth in Wyoming is occurring where vacant land is available. The south Wyoming area, however, offers more than vacant land, which allows it to compete effectively with newer outlying suburbs. It provides many employment opportunities in its expanding industrial center, convenient shopping at the adjoining Rivertown Mall and in the Clyde Park/54th Street area and excellent access via US 131, I-196 and the newly constructed M-6 South Beltline freeway.

Although growth in the south area, Census tract 145.02, has not been as dramatic as in the Panhandle, trends should be closely watched, especially with the pending completion of Metropolitan Hospital (see Map 2). With an expanding senior population and convenient access to medical care, this area will not only continue to grow, but may grow at an accelerated rate. New development geared toward serving the needs of the senior population may include accessible housing options located close to transit and shopping.

While growth in the Panhandle can be attributed to an influx of a younger population, interestingly, all three southern regions appear to have specific age related demographic trends, each of which may suggest different needs with respect to community services and infrastructure.

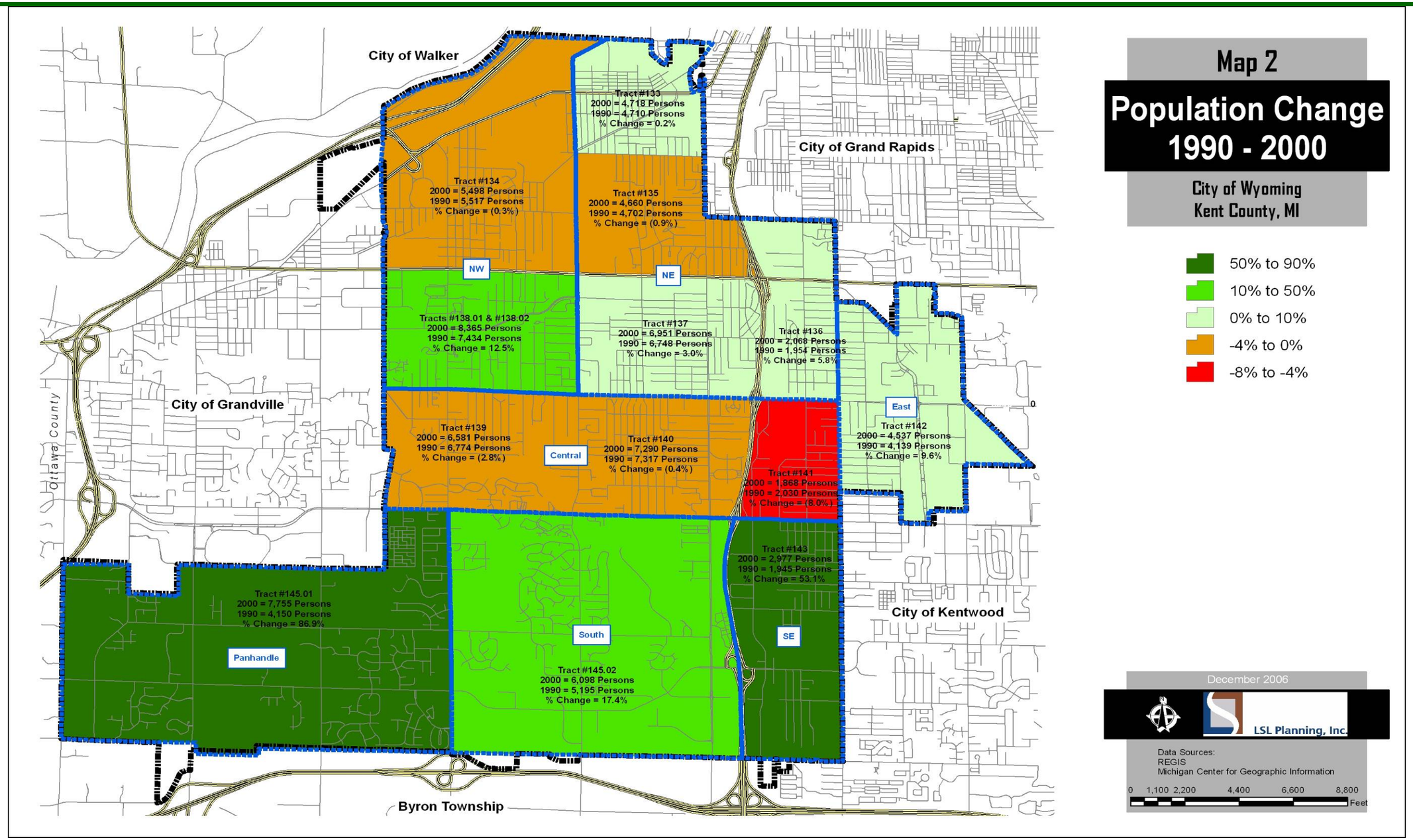
**Table 3.2**
**Population by Tract 1990 – 2000**

| Census Tract # | 1990 | 2000 | % Change |
|---|---|---|---|
| City | 63,891 | 69,368 | 8.7 |
| 133 | 4,710 | 4,718 | 0.2 |
| 134 | 5,517 | 5,498 | (0.3) |
| 135 | 4,702 | 4,660 | (0.9) |
| 136 | 1,954 | 2,068 | 5.8 |
| 137 | 6,748 | 6,951 | 3.0 |
| 138.01 | 7,434 | 1,581 | 12.5 |
| 138.02 | | 6,784 | |
| 139 | 6,774 | 6,581 | (2.8) |
| 140 | 7,317 | 7,290 | (0.4) |
| 141 | 2,030 | 1,868 | (8.0) |
| 142 | 4,139 | 4,537 | 9.6 |
| 143 | 1,945 | 2,977 | 53.1 |
| 145.01 | 4,150 | 7,755 | 86.9 |
| 145.02 | 5,195 | 6,098 | 17.4 |

Source: 2000 Census

Consistent with the previously noted trends, Wyoming's core population is shifting to the south. In 1990, the population was centered along 36th Street, west of Burlingame Avenue. However, in 2000 it expanded into the southwest Panhandle (see Map 2). This shift has obvious implications for the expenditure of public funds, mainly to provide utilities, road improvements, public safety and schools. The closing of the full-time South Wyoming Fire Station at Byron Center/Gezon Parkway due to budget constraints was a step backward in this regard.

While it is important to focus planning efforts toward Wyoming's emerging growth sector in the south, it is equally important to pay attention to the challenges of maintaining strong mature neighborhoods whose future stability will depend on the continued attentiveness by the city. As the housing stock and neighborhood infrastructure continue to age, the city must take steps to prevent neighborhood deterioration and declining property values.


Map 2
Population Change
1990 - 2000
City of Wyoming
Kent County, MI
50% to 90%
10% to 50%
0% to 10%
-4% to 0%
-8% to -4%
City of Walker
City of Grand Rapids
City of Grandville
City of Kentwood
Byron Township
Ottawa County
Tract #133
2000 = 4,718 Persons
1990 = 4,710 Persons
% Change = 0.2%
Tract #134
2000 = 5,498 Persons
1990 = 5,517 Persons
% Change = (0.3%)
Tract #135
2000 = 4,660 Persons
1990 = 4,702 Persons
% Change = (0.9%)
NW
NE
Tracts #138.01 & #138.02
2000 = 8,365 Persons
1990 = 7,434 Persons
% Change = 12.5%
Tract #137
2000 = 6,951 Persons
1990 = 6,748 Persons
% Change = 3.0%
Tract #136
2000 = 2,068 Persons
1990 = 1,954 Persons
% Change = 5.8%
East
Tract #142
2000 = 4,537 Persons
1990 = 4,139 Persons
% Change = 9.6%
Tract #139
2000 = 6,581 Persons
1990 = 6,774 Persons
% Change = (2.8%)
Central
Tract #140
2000 = 7,290 Persons
1990 = 7,317 Persons
% Change = (0.4%)
Tract #141
2000 = 1,868 Persons
1990 = 2,030 Persons
% Change = (8.0%)
Tract #143
2000 = 2,977 Persons
1990 = 1,945 Persons
% Change = 53.1%
Tract #145.01
2000 = 7,755 Persons
1990 = 4,150 Persons
% Change = 86.9%
Panhandle
South
Tract #145.02
2000 = 6,098 Persons
1990 = 5,195 Persons
% Change = 17.4%
SE
December 2006
LSL Planning, Inc.
Data Sources:
REGIS
Michigan Center for Geographic Information
0 1,100 2,200 4,400 6,600 8,800
Feet

## AGE

Wyoming has one of the youngest populations in metropolitan Grand Rapids. Though consistent with general state and national trends, between 1990 and 2000 its median age increased from 29.8 to 31.2 years (see Table 3.3). This is significantly younger than either Michigan (35.5 years) or the country as a whole (35.3 years).

Although Wyoming exhibits signs that its population is aging, particularly in northeast and south sections of the city (see Map 3), by no means is this true for all of its neighborhoods. Some indicate the reverse and are clearly attracting younger residents. Ultimately, the differences in neighborhood median age may influence planning and design considerations (see Map 4). As a result, in some neighborhoods pedestrian and open space linkages to schools and playgrounds may be important, while in others, the need for increased housing choice and mixed land uses may be significant.

**Table 3.3**
**Median Age**

| Median age | 1990 | 2000 | Change |
|---|---|---|---|
| U.S. | 32.9 | 35.3 | 7.3% |
| Michigan | 32.6 | 35.5 | 8.9% |
| **Wyoming** | **29.8** | **31.2** | **4.7%** |
| Grand Rapids | 29.8 | 30.4 | 2% |
| Grandville | 31.2 | 34.2 | 9.6% |
| Kentwood | 30.4 | 32.4 | 6.6% |
| Walker | 31.3 | 32.4 | 3.5% |
| Georgetown Township | 30.4 | 33.8 | 11.2% |
| Byron Township | 30.4 | 33.9 | 11.5% |
| Kent county | 30.7 | 32.5 | 5.9% |
| Ottawa County | 30.3 | 32.3 | 6.6% |

Source: 2000 Census

Other age related planning issues may be the demand for certain community services, broader housing options, more accessible public transportation, and closer proximity between living and shopping environments, and medical services. Given statewide trends toward municipal revenue reductions, population age shifts will also play a part in influencing future state and local budgets. It may also suggest the need for closer working relationships with community-based organizations, such as churches and foundations to help provide senior and other age related services. All of these factors have obvious influences on future land use and development patterns.

**Table 3.4**
**Population by Age**

| Age Group | 1990 | 2000 | % Change |
|---|---|---|---|
| Under 5 | 5,754 | 5,574 | -3.1 |
| 5-9 | 5,194 | 5,472 | 5.4 |
| 10-14 | 4,392 | 5,253 | 19.6 |
| 15-19 | 4,090 | 5,139 | 25.6 |
| 20-24 | 5,496 | 5,572 | 1.4 |
| 25-34 | 13,686 | 11,973 | -12.5 |
| 35-44 | 8,947 | 11,397 | 27.4 |
| 45-54 | 5,272 | 8,157 | 54.7 |
| 55-64 | 4,839 | 4,325 | -10.6 |
| 65-84 | 5,777 | 5,890 | 2.0 |
| 85+ | 444 | 616 | 38.7 |

Source: 2000 Census

### Citywide Trends

Although Wyoming's overall population grew between 1990 and 2000, not all age groups experienced equal or positive change (see Table 3.4). This specifically applies to the age groups under 5 (a decrease of 3.1%), 20 to 24 (a slight increase of 1.4%), 25 to 34 (a decrease of 12.5%) and 55 to 64 (a decrease of 10.6%).

While a precise explanation for these changes may not be possible, a decline in the number of children under the age of 5 may be due to broader demographic trends at work affecting the country as a whole. These include couples choosing to have smaller families, or waiting longer to have families and then dealing with declining fertility rates. However, changes in the other

age brackets may have less to do with overall societal trends and more to do with deliberate choice.

Between 1990 and 2000 Wyoming's population between ages 20 and 34 declined by approximately 8.5%. This is significant because the group represents Wyoming's future; specifically, it's emerging work force and its next set of community leaders. Unfortunately, this same trend plagues Michigan and in general, the region as a whole (see Table 3.5). The trend is affected by shifts in all levels of the economy and ultimately has implications for Wyoming in terms of future economic vitality.

A reduction of 20 to 34 year olds means Wyoming is losing a very vital segment of its population, which has important implications for a future work force development, neighborhood growth and stability, and the city's ability to remain an attractive place to live, work and shop.

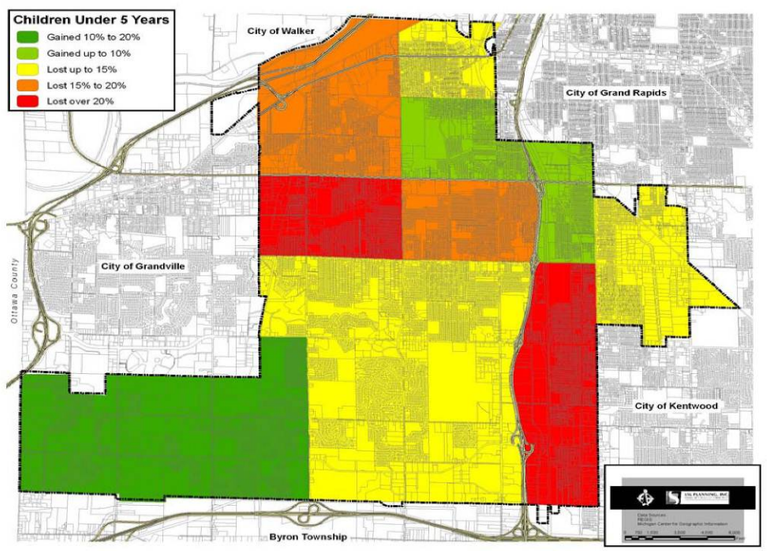
**Table 3.5**
**Age 20 – 34 Population**

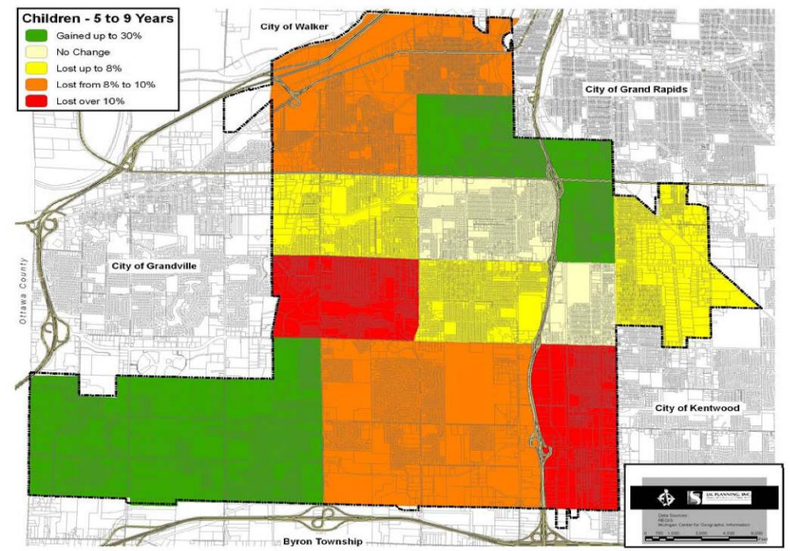
| Community | 1990 (% Of total population) | 2000 (% Of total population) | % Change |
|---|---|---|---|
| U.S. | 62,196,244 (25) | 58,855,725 (20) | -5.4 |
| Michigan | 2,279,871 (24.5) | 2,006,010 (20.2) | -12 |
| **Wyoming** | **19,182** | **17,545** | **-8.5** |
| Grand Rapids | 54,333 | 52,378 | -3.6 |
| Grandville | 4,061 | 3,305 | -18.6 |
| Kentwood | 11,470 | 11,318 | -1.3 |
| Walker | 5,032 (29) | 5,561 (25.5) | 10.5 |
| Georgetown Township | 7,551 (23.1) | 7,931 (19) | 5.0 |
| Byron Township | 3,513 | 3,499 | -0.4 |

Source: 2000 Census

Wyoming also saw a significant increase (54.7%) in the number of residents age 45 to 54 but then a decline (10.6%) in the next group, age 55 to 64. This would suggest that Wyoming is very attractive for that population group in its early middle years. This choice could be affected by the affordability of homes, the quality of community facilities and parks that are geared towards families and since many in this age bracket still have school age children, school choice may also be a determining factor. Yet, such a significant decline in the 55 to 64 age group suggests that as children leave the home and retirement becomes more of a reality, Wyoming becomes less of a sought-after address. This could be due to a number of factors, such as limited housing choices to either move up in the market, or to move down into a smaller, more manageable home. Housing choices for an aging population may also suggest more integrated and mixed land uses that promote pedestrian access to entertainment and cultural facilities, shopping and health care services.

No matter what, these demographic changes are significant and should be carefully considered. Although Wyoming remains competitive in the region, it is never the less losing a vital part of its younger population and, as residents age, a significant number are choosing to move elsewhere.

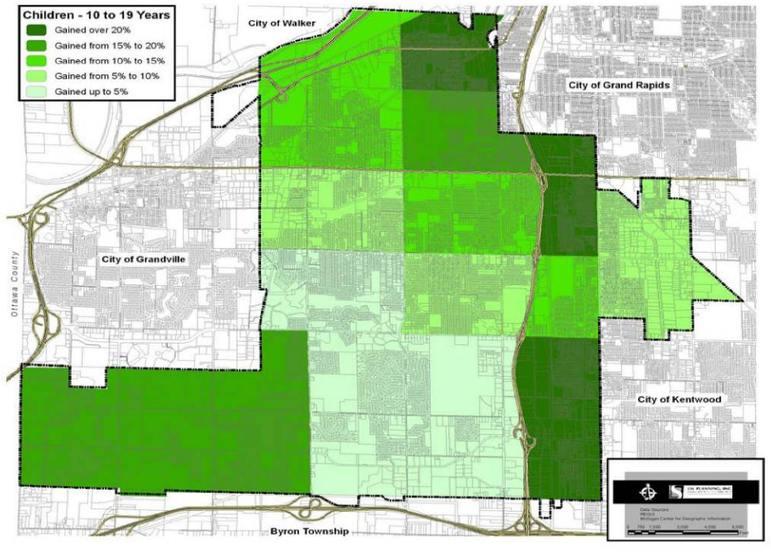


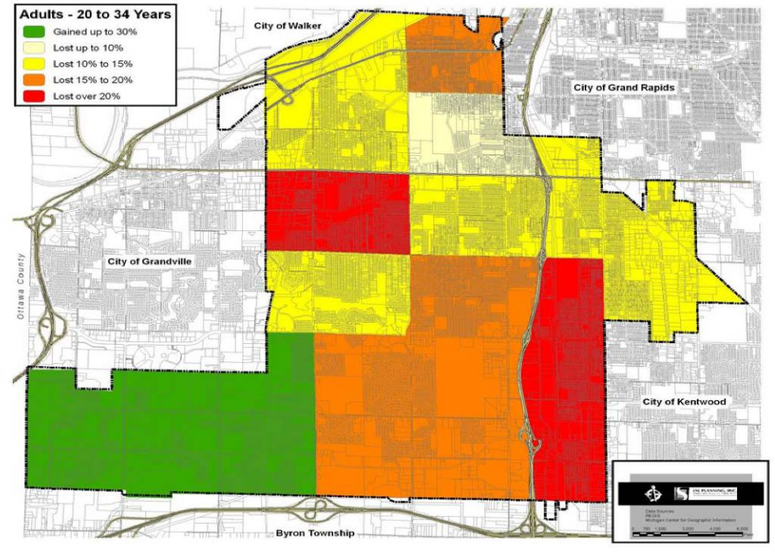




**Map 3**

**Age by Census Tract**
**% Change - 1990 to 2000**

City of Wyoming
Kent County, MI

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Data Sources:
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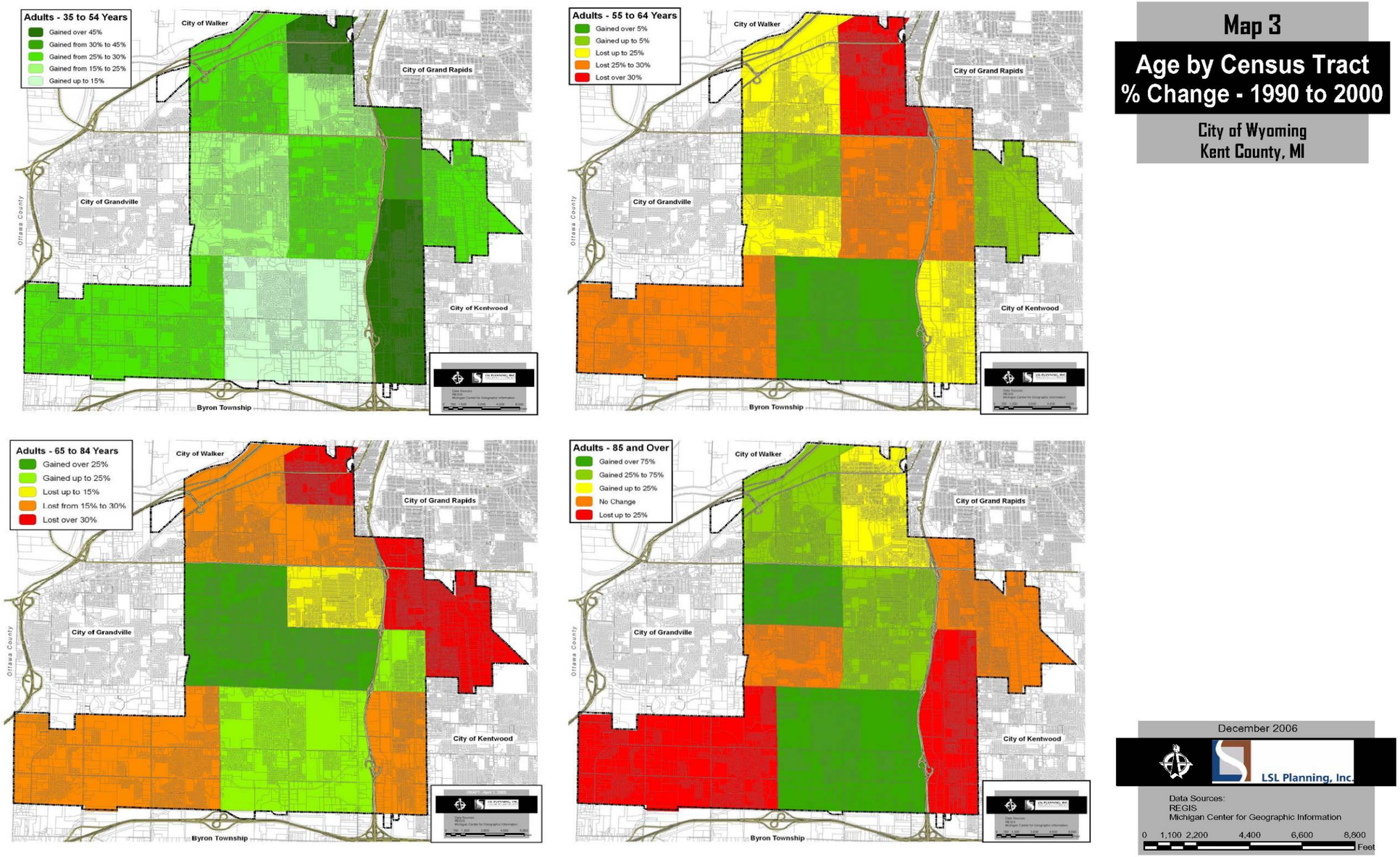
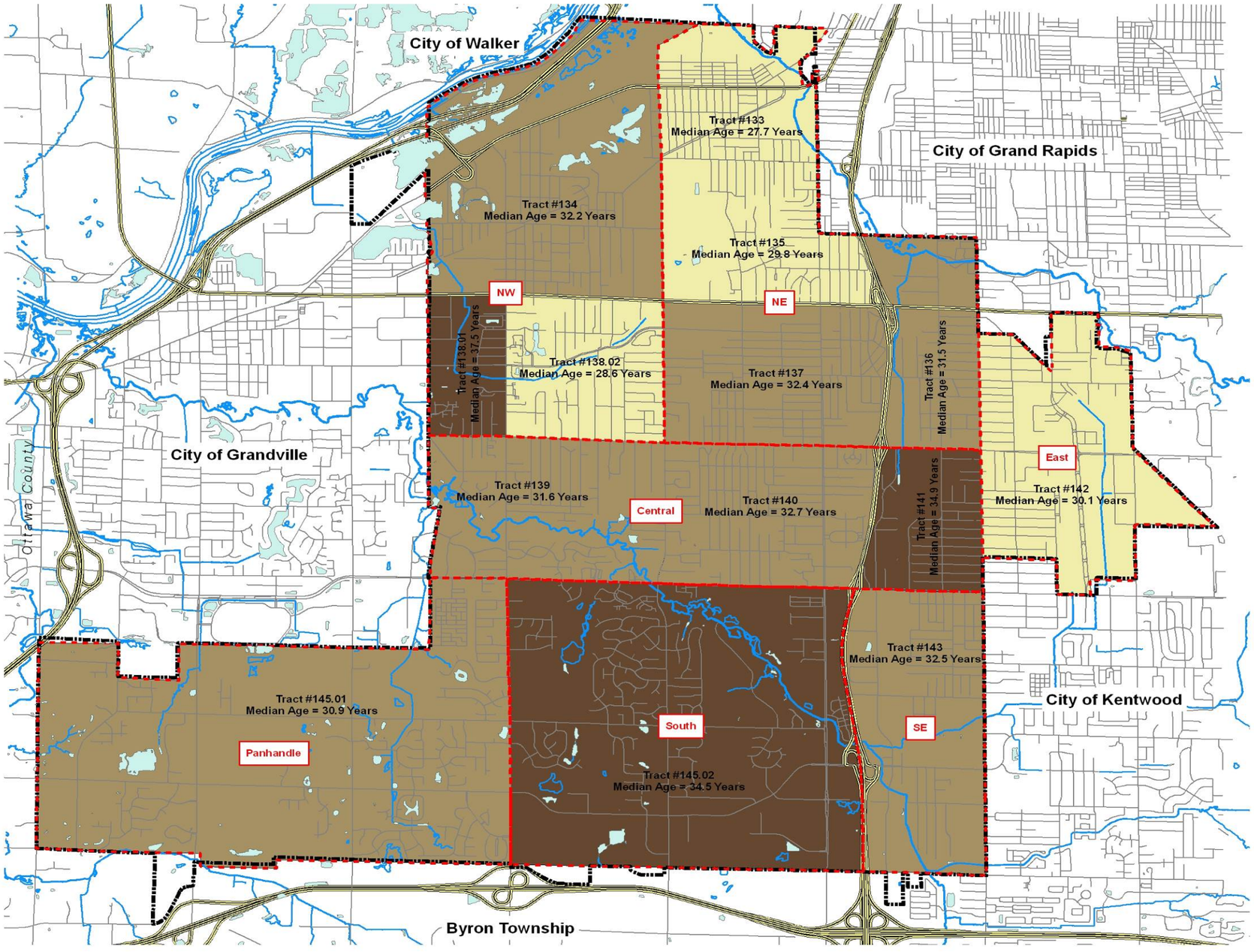

Adults - 35 to 54 Years
Gained over 45%
Gained from 30% to 45%
Gained from 25% to 30%
Gained from 15% to 25%
Gained up to 15%
Adults - 55 to 64 Years
Gained over 5%
Gained up to 5%
Lost up to 25%
Lost 25% to 30%
Lost over 30%
Adults - 65 to 84 Years
Gained over 25%
Gained up to 25%
Lost up to 15%
Lost from 15% to 30%
Lost over 30%
Adults - 85 and Over
Gained over 75%
Gained 25% to 75%
Gained up to 25%
No Change
Lost up to 25%
City of Walker
City of Grand Rapids
City of Grandville
City of Kentwood
Byron Township
Ottawa County
Map 3
Age by Census Tract
% Change - 1990 to 2000
City of Wyoming
Kent County, MI
December 2006
LSL Planning, Inc.
Data Sources:
REGIS
Michigan Center for Geographic Information
0 1,100 2,200 4,400 6,600 8,800
Feet




# Map 4
# Median Age

City of Wyoming
Kent County, MI

**Median Age by Census Tract**

- 27.7 - 30.1
- 30.2 - 32.7
- 32.8 - 37.5

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Data Sources:
REGIS
Michigan Center for Geographic Information

0 1,100 2,200 4,400 6,600 8,800 Feet

## Area Analysis

The south west part of Wyoming, known as the "Panhandle", is one of the most rapidly developing areas and has one of the city's youngest populations (see Maps 2 and 4). From 1990 to 2000, it has seen the number of children under the age of 19 grow by 1,501, or about 127%. A similar increase of 135% was seen for the 35 to 54 age group, which grew by 1,376. Clearly, this area is growing and is attracting younger people and families with children, more so than other neighborhoods. As an expanding neighborhood area with a younger population, it is also home to one of the city's newest elementary schools.

However, the Panhandle was not the only Wyoming neighborhood to see an increase in number of younger residents. Between 1990 and 2000 the northwest, northeast, east and south sections of Wyoming also saw increases under the age of 19 (see Map 3 and Table 3.6).

The most significant was in the northeast with an increase of 644. Only the central (lost 133) and southeast (lost 24) areas of the city saw declines in this population group. Overall, Wyoming saw a population rise in the 35 to 54 age group and there are notable trends in the 55 to 84 age group. Generally, the northeast and northwest and southeast lost residents in this category while the south and southwest saw increases. Although there was an overall increase in the number of elderly, age 85 and older, the totals were not that significant.

**Table 3.6**
**Age by Census Tract 1990-2000**

| Census Tract | Under 5 | 5 to 9 | 10 to 19 | 20 to 34 | 35 to 54 | 55 to 64 | 65 to 84 | 85+ |
|---|---|---|---|---|---|---|---|---|
| **Entire City** | **(11.1%)** | **(2.5%)** | **12.8%** | **(15.7%)** | **26.5%** | **(18.4%)** | **(5.6%)** | **28.6%** |
| 133 | (14.2%) | (9.8%) | **38.2%** | (17.0%) | 45.3% | **(32.2%)** | (31.3%) | 14.3% |
| 134 | (18.5%) | (9.7%) | 10.3% | (11.0%) | 29.2% | (10.3%) | (18.9%) | 50.0% |
| 135 | 5.5% | 2.5% | 16.7% | (9.0%) | 21.4% | (31.6%) | (15.6%) | 25.0% |
| 136 | 3.5% | 5.2% | 23.0% | (14.2%) | 30.8% | (28.0%) | **(34.3%)** | 0.0% |
| 137 | (15.1%) | 0.0% | 11.9% | (10.9%) | 25.7% | (27.8%) | (3.4%) | 58.3% |
| 138 | (20.7%) | (4.1%) | 6.4% | (22.3%) | 22.7% | **1.4%** | **51.6%** | **200.0%** |
| 139 | (12.0%) | **(12.5%)** | 4.4% | (11.4%) | 15.2% | (11.5%) | 29.9% | 0.0% |
| 140 | (12.9%) | (7.1%) | 6.7% | (18.6%) | 28.3% | (27.2%) | 25.9% | 66.7% |
| 141 | (23.5%) | 0.0% | 14.5% | **(29.4%)** | **53.3%** | (29.3%) | 6.0% | (14.3%) |
| 142 | (8.2%) | (7.2%) | 9.2% | (10.2%) | 26.4% | 3.4% | (31.9%) | 0.0% |
| 143 | **(27.2%)** | (12.4%) | 23.3% | (21.5%) | 45.7% | (10.7%) | (15.0%) | **(25.0%)** |
| 145.01 | **17.1%** | **29.3%** | 18.5% | **26.8%** | 25.6% | (28.2%) | (22.8%) | (20.0%) |
| 145.02 | (12.2%) | (8.9%) | **1.9%** | (18.5%) | **13.8%** | 17.1% | 6.3% | 100.0% |

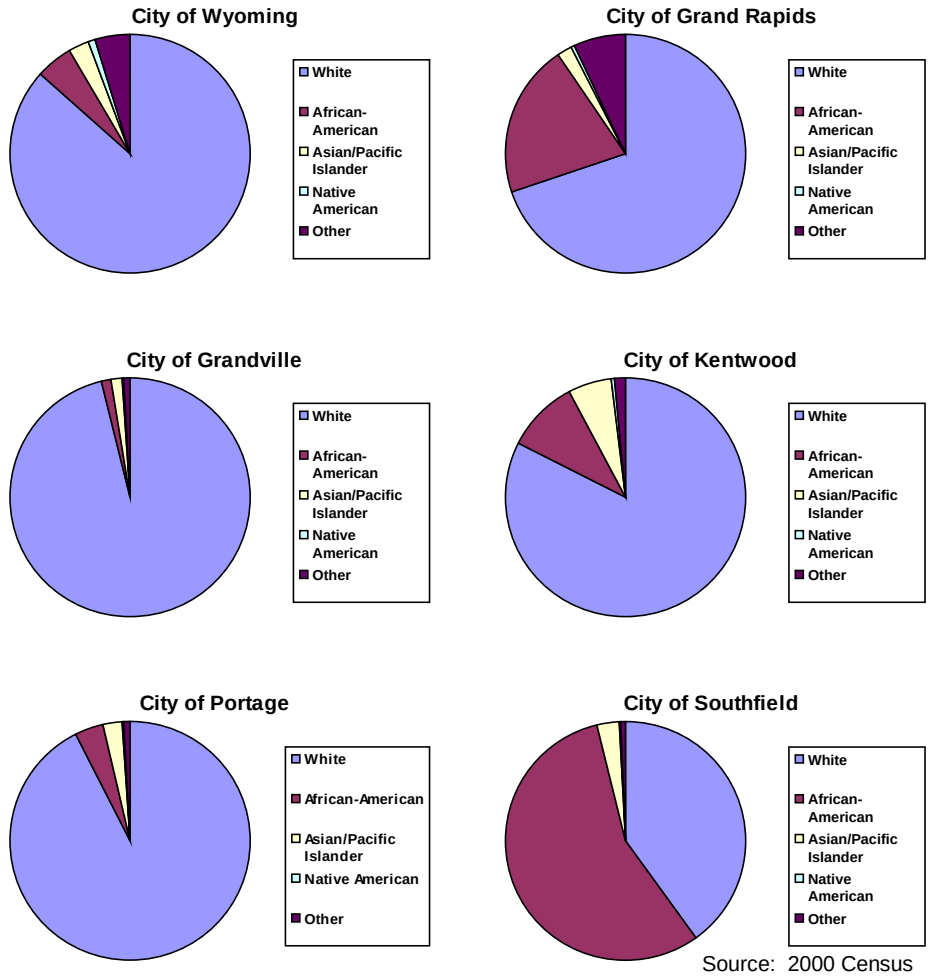
Source: 2000 Census

## RACE AND ETHNICITY

In 2000, Wyoming's racial composition resembled that of other metropolitan suburban communities, including the city of Portage (see Figure 3.2). However, in keeping with state and national trends, Wyoming has experienced an increase in population diversity (Table 3.7). Between 1990 and 2000 the city saw a drop both in the number and percentage of white residents and an increase in minority populations. In 1990 Wyoming had 59,752 (93.5%) white residents while in 2000 that number dropped to 58,491 (84.3%). A decrease in the number of white residents and the percentage they represent of the total population was also seen in Grand Rapids.

Although the actual number of white residents increased in Kent County during this same period, their representative percentages declined, indicating a countywide shift in population diversity. This same trend was experienced in Kentwood, Grandville and Portage. In Wyoming, African Americans, Asian/Pacific Islanders, and those considering themselves "other", accounted for a combined 12.4% of the city's population in 2000, up from 5.9% in 1990.

**Figure 3.2**
**Population by Race**




Source: 2000 Census

According to the Analysis of Impediments to Fair Housing Choice, (*Fair Housing Center of Greater Grand Rapids, April 2004*):

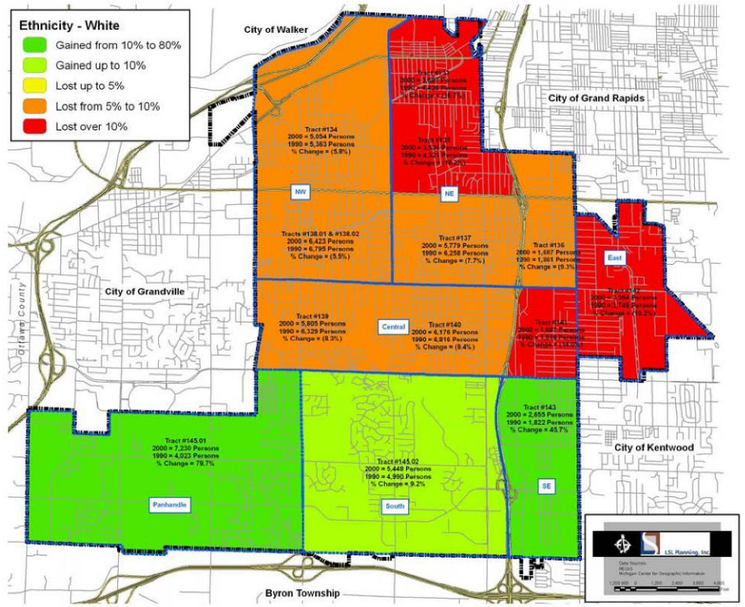
- 1 in 10 Wyoming residents is Hispanic, while Hispanics comprise 1 in 14 residents in Kent County and 1 in 15 in the MSA. (*A Metropolitan Statistical Area, or MSA is a geographic area with a substantial population center that is connected by the local or regional economy and is usually measured by commuting patterns*)
- 11% of the MSA's Asian population (which is only 6.4% of the MSA's total population) resides in Wyoming.
- 7,935 (12.4%) Wyoming residents speak a language other than English and 4,644 of those speak Spanish.
- More than half of Wyoming's Hispanic population (52.98%) lives in Census tracts 138.02, 133, 135 and 142 (see Map 5).

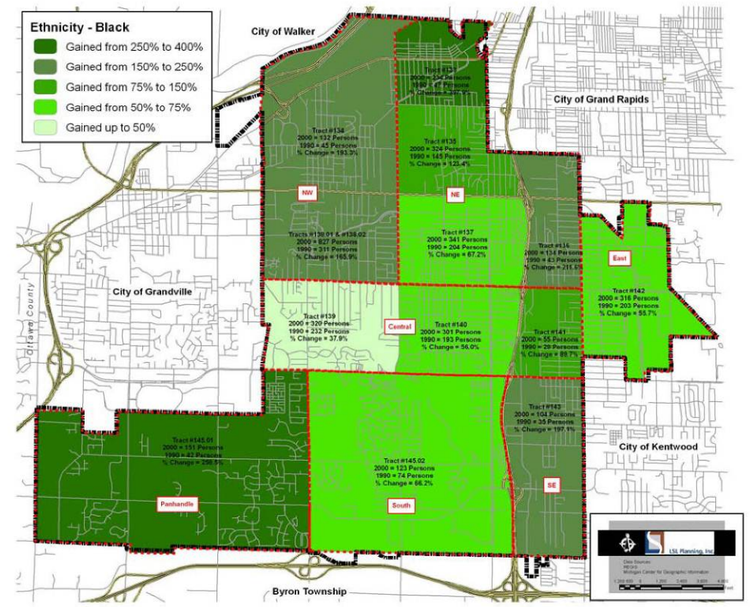
**Table 3.7**
**Population Breakdown by Race**

| Category | Year | Wyoming | | Grand Rapids | | Kent County | | Ottawa County | |
|---|---|---|---|---|---|---|---|---|---|
| Total Population | 2000 | 69,368 | 100% | 197,800 | 100% | 574,335 | 100% | 238,314 | 100.0% |
| | 1990 | 63,891 | 100% | 189,126 | 100% | 500,631 | 100% | 187,768 | 100.0% |
| White | 2000 | 58,491 | 84.3% | 133,116 | 67.3% | 477,421 | 83.1% | 218,105 | 91.5% |
| | 1990 | 59,752 | 93.5% | 144,464 | 76.4% | 444,112 | 88.7% | 179,675 | 95.7% |
| African American | 2000 | 3,362 | 4.8% | 40,373 | 20.4% | 51,287 | 8.9% | 2,497 | 1.0% |
| | 1990 | 1,736 | 2.7% | 35,073 | 18.5% | 40,314 | 8.1% | 997 | 0.5% |
| Asian/Pacific Islander | 2000 | 2,052 | 2.9% | 3,433 | 1.7% | 11,016 | 2.0% | 5,036 | 2.1% |
| | 1990 | 955 | 1.5% | 2,164 | 1.1% | 5,380 | 1.1% | 2,451 | 1.3% |
| Native American* | 2000 | 406 | 0.6% | 1,454 | 0.7% | 2,999 | 0.5% | 851 | 0.4% |
| | 1990 | 350 | 0.5% | 1,573 | 0.8% | 2,756 | 0.6% | 638 | 0.3% |
| Other | 2000 | 3,260 | 4.7% | 13,115 | 6.6% | 19,200 | 3.3% | 11,825 | 5.0% |
| | 1990 | 1,098 | 1.7% | 5,852 | 3.1% | 8,069 | 1.6% | 4,007 | 2.1% |
| **Category** | **Year** | **Grandville** | | **Kentwood** | | **Portage** | | **Southfield** | |
| Total Population | 2000 | 16,263 | 100% | 45,255 | 100% | 44,897 | 100% | 78,296 | 100.0% |
| | 1990 | 15,624 | 100% | 37,826 | 100% | 41,042 | 100% | 75,728 | 100.0% |
| White | 2000 | 15,440 | 94.9% | 36,599 | 80.9% | 40,746 | 90.8% | 30,406 | 38.8% |
| | 1990 | 15,259 | 97.7% | 34,522 | 91.3% | 38,704 | 94.3% | 51,409 | 67.9% |
| African American | 2000 | 227 | 1.4% | 4,115 | 9.5% | 1,676 | 3.7% | 42,454 | 54.2% |
| | 1990 | 112 | 0.7% | 2,113 | 5.6% | 1,139 | 2.8% | 22,053 | 29.1% |
| Asian/Pacific Islander | 2000 | 193 | 1.2% | 2,568 | 5.6% | 1,197 | 2.6% | 2,440 | 3.1% |
| | 1990 | 160 | 1.0% | 740 | 2.0% | 846 | 2.1% | 1,801 | 2.4% |
| Native American* | 2000 | 43 | 0.3% | 207 | 0.5% | 135 | 0.3% | 157 | 0.2% |
| | 1990 | 35 | 0.2% | 159 | 0.4% | 147 | 0.4% | 190 | 0.3% |
| Other | 2000 | 142 | 0.9% | 644 | 1.4% | 315 | 0.7% | 498 | 0.6% |
| | 1990 | 58 | 0.4% | 292 | 0.8% | 206 | 0.5% | 275 | 0.4% |

Source: 2000 Census

Between 1990 and 2004, white residents represented a declining percentage of the population in Wyoming's older neighborhoods (see Map 5). According to the distribution of ethnic groups by census tract Hispanic and African-American residents were more heavily concentrated in

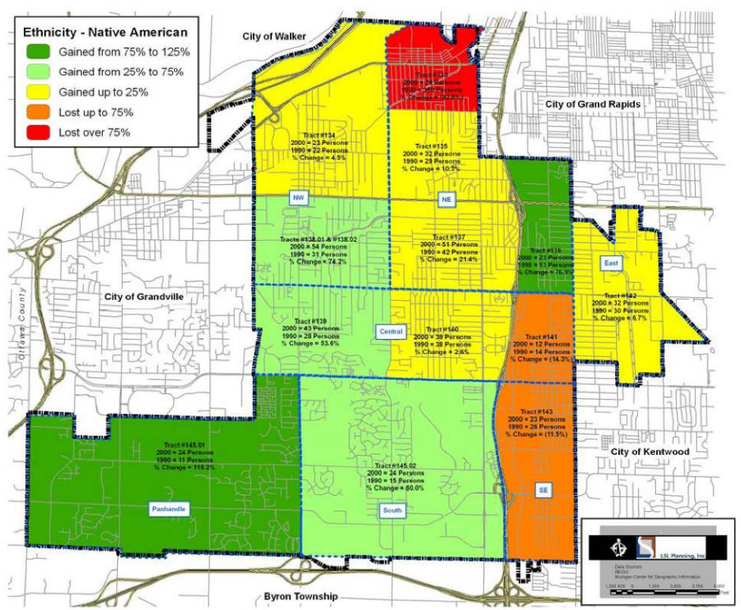


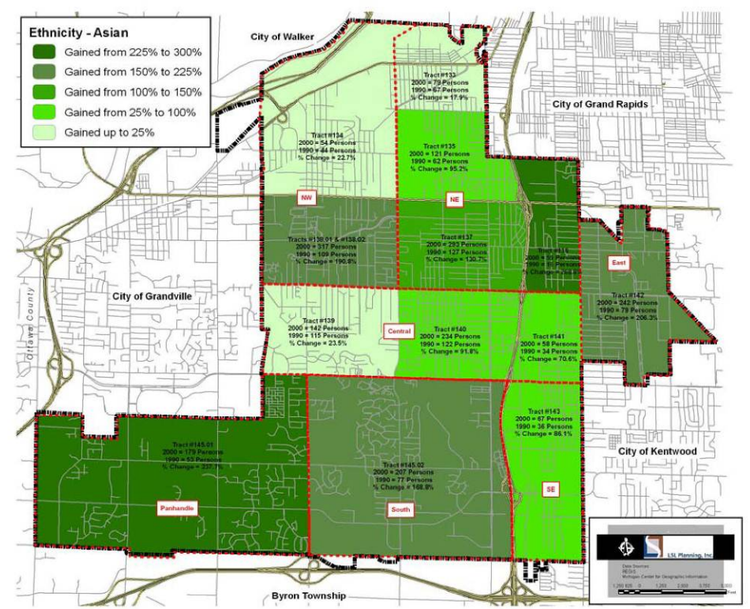




# Map 5

## Ethnicity by Census Tract % Change - 1990 to 2000

City of Wyoming
Kent County, MI




December 2006

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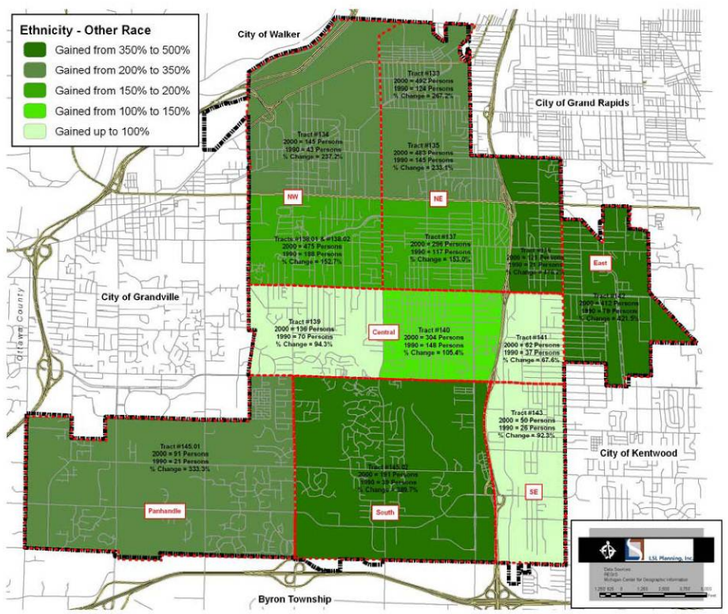
Data Sources:
REGIS
Michigan Center for Geographic Information

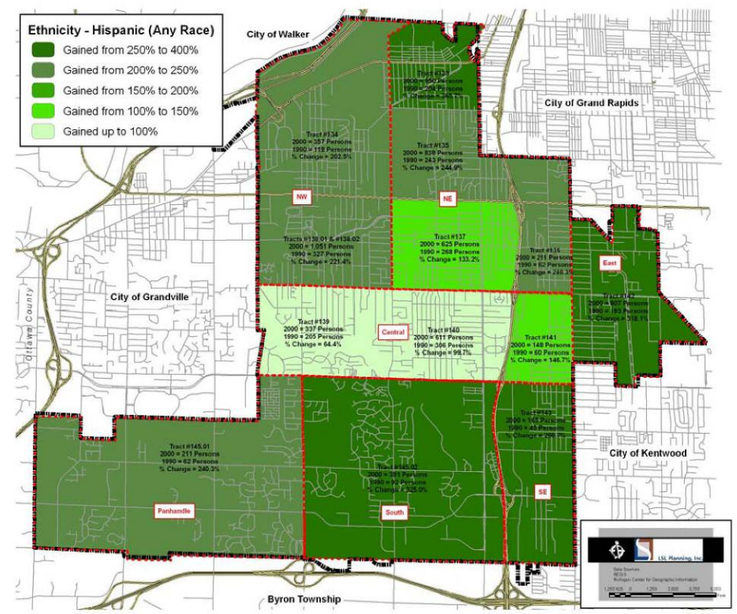
0 1,100 2,200 4,400 6,600 8,800 Feet

# Map 5

## Ethnicity by Census Tract % Change - 1990 to 2000

City of Wyoming
Kent County, MI

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Data Sources:
REGIS
Michigan Center for Geographic Information

0 1,100 2,200 4,400 6,600 8,800 Feet

many of these same older neighborhoods while white residents made up the largest population percentages in the northwest and Panhandle.

In 2000, the highest percentage of non-white residents lived in Census tracts 133, 135 and 138.02 (see Map 5). These tracts also had among the lowest median age and are clearly attracting younger, minority residents and/or families. These areas are also adjacent to some of the most commercially and industrially developed parts of Wyoming; have among the lowest median incomes in the city; and have significant concentrations of multi-family development. Rather than being seen as a barrier or a separation, changes in the predominant ethnicity of a city neighborhood or area should be recognized and respected. Such transitions are in fact mirroring overall demographic changes not only in Michigan, but the country as a whole. When treated on an equal playing field, diverse neighborhoods can add to the vitality and interest of a community, often attracting new and younger residents.

## HOUSEHOLDS

Between 1990 and 2000 Wyoming experienced an 8.9% increase in the number of households while at the same time it followed national trends of declining household size (see Tables 3.8 and 3.9). Comparing the percent change in households added during this period with population growth (8.7%) indicates that household formation grew at a slightly greater rate than population.

**Table 3.8**
**Households and Percent Family Households**

| Unit of Government | 1990 Households | | 2000 Households | |
|---|---|---|---|---|
| | Total HHDS | % Family HHDS | Total HHDS | % Family HHDS |
| Michigan | 3,419,331 | 71.3% | 3,785,661 | 68.0% |
| **Wyoming** | **24,168** | **70.1%** | **26,536** | **66.1%** |
| Grand Rapids | 69,029 | 65.25% | 73,217 | 60.6% |
| Grandville | 5,643 | 75.3% | 6,095 | 71.7% |
| Kentwood | 15,247 | 64.5% | 18,477 | 62.4% |
| Walker | 6,669 | 66.5% | 8,805 | 61.1% |
| Georgetown Twp | 10,230 | 84.9% | 14,099 | 79.0% |
| Byron Township | 4,726 | 77.9% | 6,454 | 73.0% |
| Portage | 15,467 | 72.9% | 18,138 | 66.9% |
| Southfield | 32,112 | 61.5% | 33,987 | 58.2% |
| Kent County | 181,740 | 71.0% | 212,890 | 67.7% |
| Ottawa County | 62,664 | 79.0% | 81,662 | 75.1% |

Sources: 2000. Census

While Wyoming's household size was 2.63 persons in 1990, it dropped to 2.60 in 2000, a decline of 1.1% (see Table 3.9). This is the smallest decline in the Grand Rapids metropolitan area, and is in sharp contrast to Georgetown Township, which went from 3.15 to 2.92 people per household, a 7.3% drop. Grand Rapids was most similar to Wyoming dropping from 2.60 to 2.57 people per household or 1.2%. Overall, Wyoming tended to maintain the most stable household size in the metropolitan area.

**Table 3.9**
**Household and Family Size**

| Unit of Government | Average Household Size | | | Average Family Size | | |
|---|---|---|---|---|---|---|
| | 1990 | 2000 | % Change | 1990 | 2000 | % Change |
| Michigan | 2.66 | 2.56 | -3.8 | 3.16 | 3.10 | -1.9 |
| **Wyoming** | **2.63** | **2.60** | **-1.1** | **3.15** | **3.19** | **1.3** |
| Grand Rapids | 2.60 | 2.57 | -1.2 | 3.20 | 3.24 | 1.3 |
| Grandville | 2.74 | 2.64 | -3.6 | 3.20 | 3.13 | -2.2 |
| Kentwood | 2.47 | 2.43 | -1.6 | 3.09 | 3.10 | 0.3 |
| Walker | 2.54 | 2.45 | -3.5 | 3.16 | 3.14 | -0.6 |
| Georgetown Twp | 3.15 | 2.92 | -7.3 | 3.41 | 3.29 | -3.5 |
| Byron Township | 2.80 | 2.71 | -3.2 | 3.19 | 3.18 | -0.3 |
| Portage | 2.64 | 2.45 | -7.2 | 3.12 | 3.01 | -3.5 |
| Southfield | 2.34 | 2.27 | -3.0 | 3.01 | 3.01 | --- |
| Kent County | 2.69 | 2.64 | -1.9 | 3.20 | 3.20 | --- |
| Ottawa County | 2.90 | 2.81 | -3.1 | 3.28 | 3.25 | -0.9 |

Source: 2000 Census

Even though between 1990 and 2000 household size declined in Wyoming, average family size grew by an unusual 1.3% (see Table 3.9). This could be due to a number of factors, including the availability of affordable housing making Wyoming attractive to those with, or planning, larger families. As a whole, the typical Michigan family declined in size by 1.9% during this period, but more substantial decreases were experienced in Georgetown Township and the city of Portage.

Although Wyoming ranks quite high within the metropolitan area in the percentage of households led by single mothers, it is very similar to the state as a whole. The city also has a low percentage of non-family households with people over 64 years old, and a low percentage of households with seniors, both of which are lower than those for Michigan (see Table 3.10).

**Table 3.10**
**Family and Non-Family Households – 2000**

| Unit of Government | Total HHDS | Family HHDS | | | Non-Family HHDS | | | HHDS with kids | HHDS with Seniors |
|---|---|---|---|---|---|---|---|---|---|
| | | Total | Married Couple | Female no Husband | Total | Living Alone | 65+ Years | | |
| Michigan | 3,785,661 | 68.0% | 51.4% | 12.5% | 32.0% | 26.2% | 9.4% | 35.6% | 22.8% |
| **Wyoming** | **26,536** | **66.1%** | **49.6%** | **12.0%** | **33.9%** | **26.6%** | **7.4%** | **38.4%** | **17.8%** |
| Grand Rapids | 73,217 | 60.6% | 40.3% | 15.8% | 39.4% | 30.8% | 10.0% | 35.3% | 20.8% |
| Grandville | 6,095 | 71.7% | 58.9% | 9.8% | 28.3% | 22.8% | 8.4% | 38.5% | 21.8% |
| Kentwood | 18,477 | 62.4% | 48.3% | 10.8% | 37.6% | 30.9% | 8.2% | 35.1% | 17.3% |
| Walker | 8,805 | 61.1% | 50.0% | 7.9% | 38.9% | 30.2% | 7.1% | 32.6% | 17.0% |
| Georgetown Twp. | 14,099 | 79.0% | 71.9% | 5.1% | 21.0% | 15.7% | 7.6% | 42.2% | 19.7% |
| Byron Township | 6,454 | 73.0% | 61.2% | 8.5% | 27.0% | 21.3% | 6.6% | 38.3% | 19.7% |
| Portage | 18,138 | 66.9% | 54.4% | 9.7% | 33.1% | 27.2% | 8.4% | 35.7% | 20.2% |
| Southfield | 33,987 | 58.2% | 40.2% | 14.3% | 41.8% | 36.2% | 11.9% | 28.6% | 25.5% |
| Kent County | 212,890 | 67.7% | 52.3% | 11.6% | 32.3% | 25.6% | 8.0% | 38.3% | 19.0% |
| Ottawa County | 81,662 | 75.1% | 64.6% | 7.5% | 24.9% | 19.6% | 7.4% | 41.2% | 19.1% |

Source: 2000 Census

## RESIDENTIAL CHARACTERISTICS

### Housing

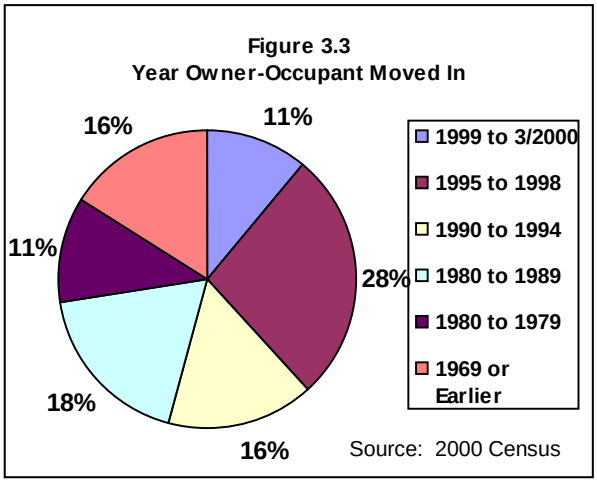
According to the 2000 Census, owner-occupied housing accounted for 65% of all housing in Wyoming (see Table 3.11). This is unchanged from 1990 and is similar to both Kent County and the State, but is higher than Grand Rapids, Kentwood, Walker and Southfield. The percentage of owner occupied-housing is a general indicator for community and neighborhood stability since ownership suggests investment and commitment. Conversely, a high percentage of rental units indicate a more transient population with fewer community ties.

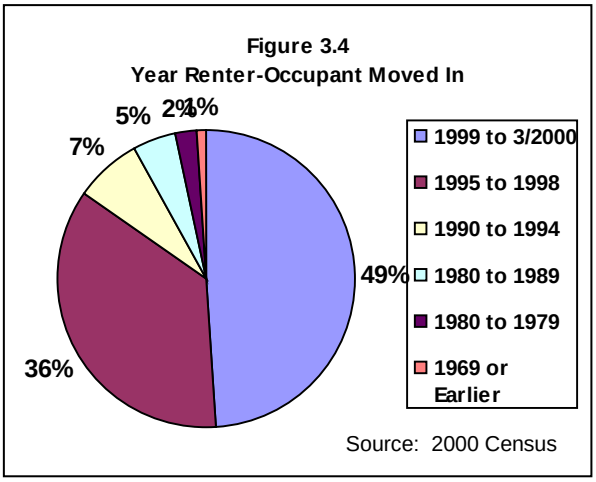
**Table 3.11**
**Occupied Housing – 2000**

| Unit of Government | Total Housing Units | Owner Occupied (% Of Total) | Renter Occupied (% Of Total) |
|---|---|---|---|
| Michigan | 4,234,279 | 2,793,124 (66) | 992,537 (23) |
| **Wyoming** | **27,506** | **17,948 (65)** | **8,588 (31)** |
| Grand Rapids | 77,960 | 43,717 (56) | 29,500 (38) |
| Grandville | 6,279 | 4,483 (71) | 1,612 (26) |
| Kentwood | 19,507 | 11,262 (58) | 7,215 (37) |
| Walker | 9,201 | 5,513 (60) | 3,292 (36) |
| Georgetown Twp | 14,442 | 11,801 (82) | 2,298 (16) |
| Byron Township | 6,712 | 5,293 (79) | 1,161 (17) |
| Portage | 18,880 | 12,502 (66) | 5,636 (30) |
| Southfield | 35,698 | 18,375 (51) | 15,612 (44) |
| Kent County | 224,000 | 149,679 (67) | 63,211 (28) |
| Ottawa County | 86,856 | 65,918 (76) | 15,744 (18) |

Source: 2000 Census

The 2000 Census reported that owner occupied homes in Wyoming that have been occupied for between two and five years represented the largest percentage (28%) of all owner occupied units, and those occupied less than two years, or greater than 20 years (both 11%), comprised the smallest percentage (see Figure 3.3). In contrast, and as would be expected, renter occupied housing saw far more turnover with 85% of all tenants having lived in their homes less than five years (see Figure 3.4).



Between 1995 and 2000, 14,132 renter and owner-occupied housing units in Wyoming had new residents. This represents 51% of all housing units available in 2000. During this period, new occupants of rental units exceeded the number new occupants of owner occupied units by only 2.8% (see Table 3.12). Owner-occupied housing units saw 38% turnover while renter occupied units saw approximately 85% turnover. It is plausible that such an apparently high turnover rate for owner-occupied units is partially due to newly constructed housing occupied during this same period; however, much of the turnover may also be attributed to the sale, or transfer in ownership of existing units. The turnover in rental units indicates a relatively short term of residency compared to owner-occupied units, meaning neighborhood stability can be greatly affected where there are concentrations of rental units.

Neighborhoods exhibiting characteristically high turnover rates should be carefully reviewed, and policies or programs may need to be formulated to reverse such trends. Techniques may include requiring single family and duplex rental housing to be registered and annually inspected; continuing to enforce the Property Maintenance Code; continuing to invest Community Development Block Grant (CDBG) funds into housing rehabilitation programs; and encouraging the formation of neighborhood associations.

**Table 3.12**
**Year Householder Moved Into Unit**

| **Total Housing Units:** | **27,506** |
|---|---|
| | |
| Owner Occupied Units: | 17,952 |
| Moved in 1999 to March 2000 | 1,972 |
| Moved in 1995 to 1998 | 4,897 |
| Moved in 1990 to 1994 | 2,876 |
| Moved in 1980 to 1989 | 3,259 |
| Moved in 1970 to 1979 | 2,043 |
| Moved in 1969 or Earlier | 2,905 |
| | |
| Renter Occupied Units: | 8,583 |
| Moved in 1999 to March 2000 | 4,196 |
| Moved in 1995 to 1998 | 3,067 |
| Moved in 1990 to 1994 | 639 |
| Moved in 1980 to 1989 | 405 |
| Moved in 1970 to 1979 | 183 |
| Moved in 1969 or Earlier | 93 |
| | |

Source: 2000 Census

Another factor to consider in assessing community stability and desirability is to determine where current residents previously lived. Knowing this shows whether people moved from within Wyoming (indicating general satisfaction and commitment to the community) or from outside Wyoming (indicating the community is attractive for new residents as well).

| Table 3.13<br>Residence in 1995 for Population over 5 Years of Age | |
|---|---|
| **Total Population over Age 5:** | **63,881** |
| Lived in same house in 1995 | 32,762 |
| Lived in different house in 1995 | 31,119 |
| Same city or town | 8,777 |
| Same county | 11,913 |
| From central city to remainder of MSA/PMSA (i.e. From Grand Rapids) | 6,558 |
| Different State | 3,482 |
| Foreign country or at sea | 1,707 |
| Source: 2000 Census | |

In 1995, of the residents over age five who moved into a different housing unit, over a quarter came from within Wyoming; 40% came from within Kent County; and 22% came from Grand Rapids. Just fewer than 12% came from another state, while 6% were from a different country (see Table 3.13). This would indicate that people within metropolitan Grand Rapids perceive Wyoming as a good place to live; a notion that bodes well for the city and one that should be embraced and enhanced. In fact, a number of responses to the city-sponsored 2003 Community Survey spoke to Wyoming's strengths, such as quality housing, strong neighborhoods, the parks system and connectivity of sidewalks, trails and streets and the health and viability of the city.

## Housing Conditions

Despite its age, Wyoming has retained sound neighborhoods and housing stock throughout the community. This has been substantiated by a windshield housing condition survey undertaken by city staff in the older sections of the city. Wyoming has no slum areas. In 2000, 76% of the Wyoming's housing stock was at least 20 years old, which is comparable to both the State and Grand Rapids (see Table 3.14). However, as homes and neighborhoods age, a decline in quality can become a concern. Although there is no evidence of widespread deterioration, this could become a future issue in some older neighborhoods.

**Table 3.14**
**Year Housing Structure Built In Kent County (Percentages)**

| Location | Built 1999 to March 2000 | Built 1995 to 1998 | Built 1990 to 1994 | Built 1980 to 1989 | Built 1970 to 1979 | Built 1960 to 1969 | Built 1950 to 1959 | Built 1940 to 1949 | Built 1939 or earlier |
|---|---|---|---|---|---|---|---|---|---|
| Michigan | 2.17 | 6.44 | 6.13 | 10.54 | 17.07 | 14.23 | 16.69 | 9.84 | 16.9 |
| **Wyoming** | **2.1** | **5.1** | **4.87** | **11.93** | **18.49** | **14.83** | **20.93** | **10.91** | **10.83** |
| Grand Rapids | 0.51 | 2.76 | 3.09 | 7.03 | 8.62 | 12.55 | 16.59 | 12.35 | 36.5 |
| Grandville | 0.67 | 3.68 | 6.04 | 24.4 | 18.73 | 15.27 | 14.73 | 6.69 | 9.79 |
| Kentwood | 4.07 | 8.23 | 12.29 | 24.03 | 25.19 | 15.37 | 6.71 | 2.58 | 1.53 |
| Walker | 5.95 | 12.28 | 11.59 | 16.1 | 19.22 | 13.2 | 10.41 | 4.65 | 6.6 |
| Georgetown Township | 3.2 | 11.7 | 13.5 | 20.8 | 23.0 | 16.7 | 8.7 | | 2.4 |
| Byron Township | 3.96 | 20.26 | 15.22 | 19.73 | 12.23 | 9.18 | 6.31 | 3.6 | 9.5 |
| Kent County | 2.5 | 8.2 | 7.5 | 13.9 | 15.4 | 12.7 | 21.1 | | 18.8 |
| Ottawa County | 3.7 | 12.3 | 11.5 | 16.7 | 16.6 | 11.4 | 14.9 | | 12.8 |

Source: The Census 2000 Project @ Michigan State University; US Census

Regionally, Wyoming is viewed as a very affordable place to live. In fact it offers the second most affordable housing in the metropolitan area, next to Grand Rapids (see Table 3.15). Owner occupied housing costs are also lower than the State average. Average monthly rents, however, are comparable to communities throughout the region and the state as a whole. As housing prices continue to increase, especially in rapidly growing suburban townships, Wyoming should remain very competitive and continue to attract new homebuyers from surrounding communities.

**Table 3.15**
**Specified Owner Occupied Household Values & Specified Renter Occupied Contract Rents**

| Location | Median Value | | Median Rent | |
|---|---|---|---|---|
| | 1990 | 2000 | 1990 | 2000 |
| Michigan | $60,600 | $115,600 | $343 | $546 |
| **Wyoming** | **$57,700** | **$93,000** | **$397** | **$555** |
| Grand Rapids | $58,300 | $91,400 | $346 | $531 |
| Grandville | $78,600 | $122,200 | $423 | $546 |
| Kentwood | $78,100 | $120,600 | $432 | $586 |
| Walker | $71,300 | $120,400 | $385 | $529 |
| Georgetown Township | $83,100 | $137,700 | $460 | $640 |

**Table 3.15 (Continued)**
**Specified Owner Occupied Household Values & Specified Renter Occupied Contract Rents**

| Location | Median Value | | Median Rent | |
|---|---|---|---|---|
| | 1990 | 2000 | 1990 | 2000 |
| Byron Township | $78,500 | $141,000 | $423 | $607 |
| Kent County | $68,200 | $115,100 | $381 | $554 |
| Ottawa County | $74,600 | $133,000 | $402 | $579 |

Source: 2000 Census

## ECONOMIC CONDITIONS

### Income

In 2000, Wyoming's median household income ($43,164) was among the lowest in the Grand Rapids metropolitan region (see Table 3.16). In fact, during the period between 1990 and 2000, median household income did not keep pace with the State, either in terms of actual numbers ($44,667), or the rate of increase (44%). Of the municipalities reviewed, Wyoming's median household income levels only surpassed Grand Rapids ($37,224), yet they had very similar rates of increase, 38.8% and 38.9% respectively.

**Table 3.16**
**Median Household Income ($)**

| Community | Year | | % Increase |
|---|---|---|---|
| | 1990 | 2000 | |
| Michigan | 31,020 | 44,667 | 44.0% |
| Ottawa County | 36,507 | 52,347 | 43.4% |
| Kent County | 32,358 | 45,980 | 42.1% |
| Byron Twp | 35,222 | 49,672 | 41.0% |
| Georgetown Twp | 42,008 | 58,936 | 40.3% |
| Grand Rapids | 26,809 | 37,224 | 38.9% |
| **Wyoming** | **31,103** | **43,164** | **38.8%** |
| Kentwood | 34,324 | 45,812 | 33.5% |
| Grandville | 36,906 | 47,570 | 28.9% |
| Southfield | 40,579 | 51,802 | 27.7% |
| Portage | 39,045 | 49,410 | 26.5% |

Source: 2000 Census

On the other hand, growing, suburban communities such as Byron and Georgetown Townships had higher median incomes and greater increases, while older, first ring communities such as Kentwood and Grandville had somewhat higher incomes than Wyoming, but realized smaller percentage increases.

Neighborhoods with the highest median household incomes are found in Wyoming's growth area, located in the south and west; while older neighborhoods typically have among the lowest levels (see Map 6). In 1990, areas with the lowest median household incomes were found in the northern and eastern fringes of the city, while in 2000 they were focused within central and eastern neighborhoods. During this ten-year period, the north and southwest saw sizeable income increases.

Poverty

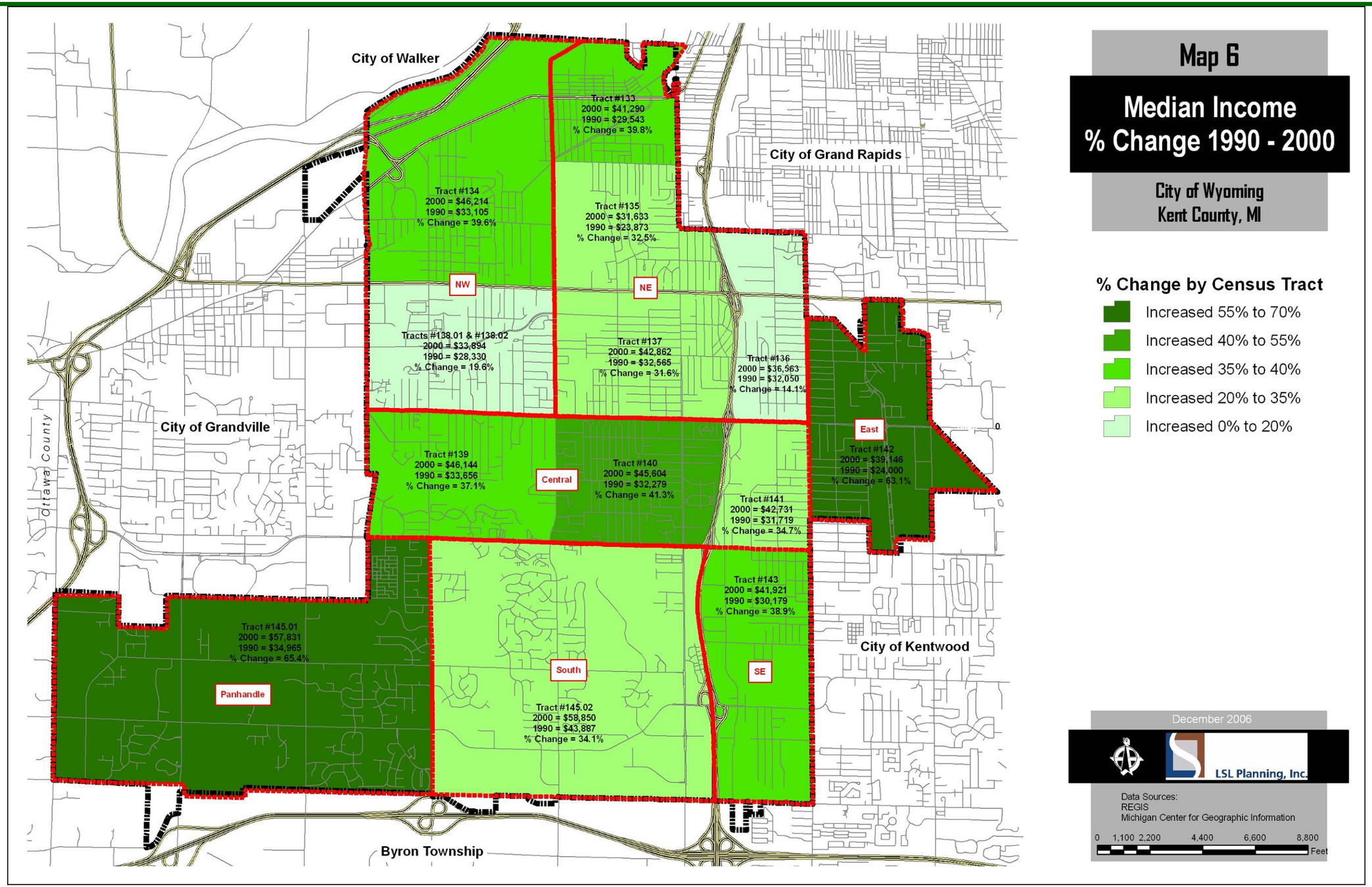
Poverty rates for Wyoming, for both families and individuals, are well below state and national levels (see Table 3.17). However, contrary to state and national trends, between 1990 and 2000, Wyoming and other first and second ring suburban communities saw slight increases in the percent of *individuals* living below poverty levels.

**Table 3.17**
**Percent of Families and Individuals Below Poverty**

| Community | Families | | Individuals | |
|---|---|---|---|---|
| | 1990 | 2000 | 1990 | 2000 |
| United States | 10.0 | 9.2 | 13.1 | 12.4 |
| Michigan | 10.2 | 7.4 | 13.1 | 12.4 |
| Ottawa County | 3.8 | 3.1 | 6.0 | 5.5 |
| Kent County | 7.0 | 6.3 | 9.2 | 8.9 |
| Byron Twp | 4.7 | 2.5 | 5.1 | 4.1 |
| Georgetown Twp | 1.5 | 1.9 | 4.0 | 4.5 |
| Grand Rapids | 12.6 | 11.9 | 16.1 | 15.7 |
| **Wyoming** | **5.4** | **5.1** | **7.1** | **7.3** |
| Kentwood | 3.7 | 5.0 | 5.0 | 6.3 |
| Grandville | 3.0 | 3.2 | 3.7 | 4.5 |
| Southfield | 3.5 | 5.8 | 5.8 | 7.4 |
| Portage | 2.8 | 3.1 | 4.2 | 4.8 |

Source: 2000 Census

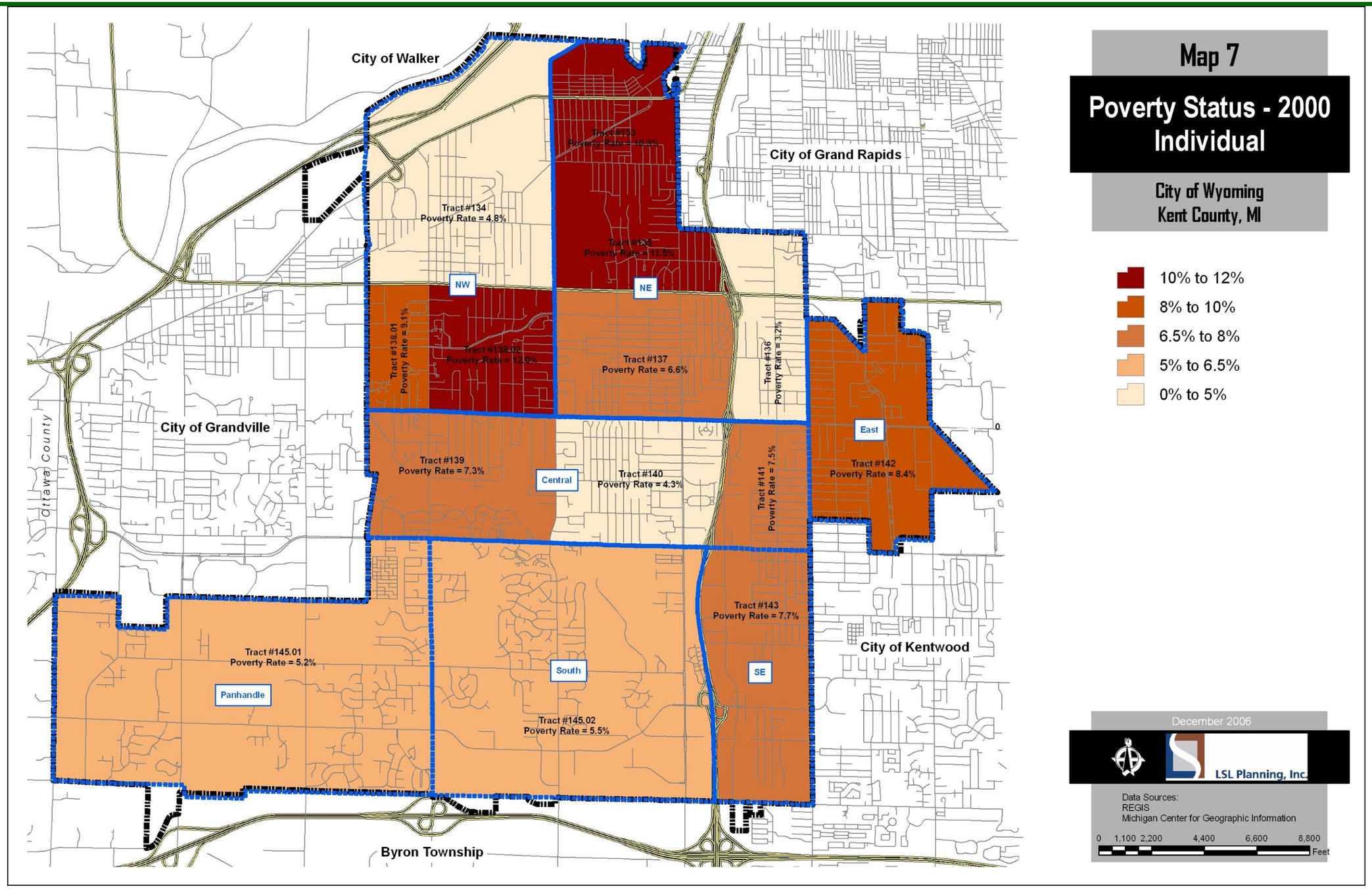
While Wyoming experienced a small decrease in the percent of *families* living below poverty levels, decreases were more significant at the county, state and national levels. Again, many suburban communities experienced percent increases indicating that

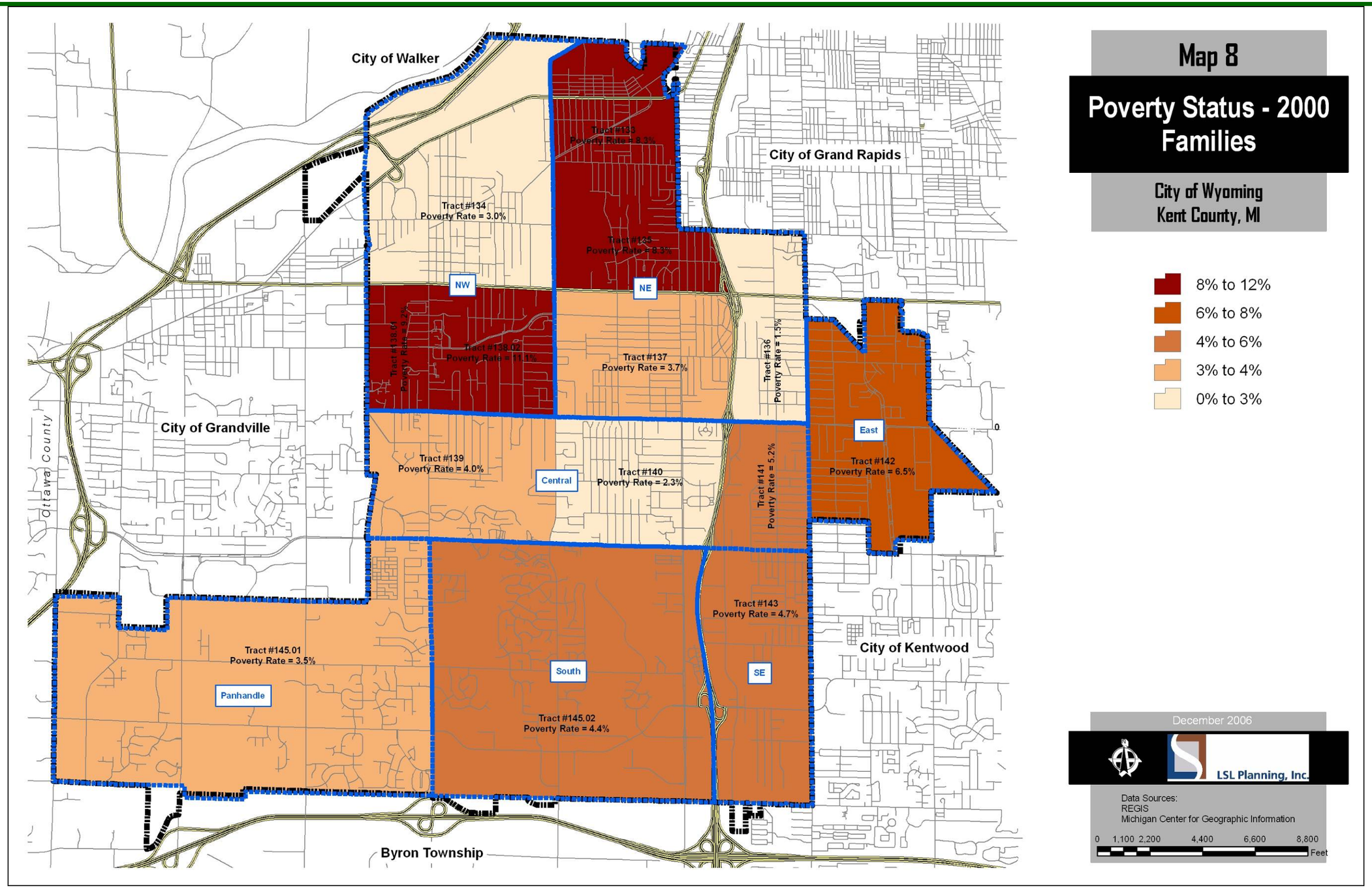

Map 6
Median Income
% Change 1990 - 2000
City of Wyoming
Kent County, MI
% Change by Census Tract
Increased 55% to 70%
Increased 40% to 55%
Increased 35% to 40%
Increased 20% to 35%
Increased 0% to 20%
City of Walker
City of Grand Rapids
City of Grandville
City of Kentwood
Byron Township
Ottawa County
Tract #133
2000 = $41,290
1990 = $29,543
% Change = 39.8%
Tract #134
2000 = $46,214
1990 = $33,105
% Change = 39.6%
Tract #135
2000 = $31,633
1990 = $23,873
% Change = 32.5%
NW
NE
Tracts #138.01 & #138.02
2000 = $33,894
1990 = $28,330
% Change = 19.6%
Tract #137
2000 = $42,862
1990 = $32,565
% Change = 31.6%
Tract #136
2000 = $36,563
1990 = $32,050
% Change = 14.1%
East
Tract #142
2000 = $39,146
1990 = $24,000
% Change = 63.1%
Tract #139
2000 = $46,144
1990 = $33,656
% Change = 37.1%
Central
Tract #140
2000 = $45,604
1990 = $32,279
% Change = 41.3%
Tract #141
2000 = $42,731
1990 = $31,719
% Change = 34.7%
Tract #143
2000 = $41,921
1990 = $30,179
% Change = 38.9%
SE
Tract #145.01
2000 = $57,831
1990 = $34,965
% Change = 65.4%
Panhandle
South
Tract #145.02
2000 = $58,850
1990 = $43,887
% Change = 34.1%
December 2006
LSL Planning, Inc.
Data Sources:
REGIS
Michigan Center for Geographic Information
0 1,100 2,200 4,400 6,600 8,800
Feet

central cities no longer have a monopoly on the issue of poverty.

Although Southfield has a 20% higher median household income than Wyoming, the percent of families and individuals living at, or below poverty is virtually the same. This indicates that although median household incomes are generally lower in Wyoming, there is less income disparity among most residents.

In Wyoming, poverty rates correlate with neighborhoods having the lowest median household incomes. In neighborhoods with the lowest median household income, approximately 10% of individuals and families lived in poverty in 2000 (see Maps 7 and 8). These same neighborhoods also have the city's youngest and most racially diverse populations and will likely require special attention to assist in preventing blight and other negative side effects commonly associated with concentrations of poverty.


Map 7
Poverty Status - 2000
Individual
City of Wyoming
Kent County, MI
10% to 12%
8% to 10%
6.5% to 8%
5% to 6.5%
0% to 5%
City of Walker
City of Grand Rapids
City of Grandville
City of Kentwood
Byron Township
Ottawa County
Tract #133
Poverty Rate = 10.9%
Tract #134
Poverty Rate = 4.8%
Tract #135
Poverty Rate = 11.5%
Tract #136
Poverty Rate = 3.2%
Tract #137
Poverty Rate = 6.6%
Tract #138.01
Poverty Rate = 9.1%
Tract #138.02
Poverty Rate = 12.0%
Tract #139
Poverty Rate = 7.3%
Tract #140
Poverty Rate = 4.3%
Tract #141
Poverty Rate = 7.5%
Tract #142
Poverty Rate = 8.4%
Tract #143
Poverty Rate = 7.7%
Tract #145.01
Poverty Rate = 5.2%
Tract #145.02
Poverty Rate = 5.5%
NW
NE
East
Central
South
SE
Panhandle
December 2006
LSL Planning, Inc.
Data Sources:
REGIS
Michigan Center for Geographic Information
0 1,100 2,200 4,400 6,600 8,800
Feet


Map 8
Poverty Status - 2000 Families
City of Wyoming
Kent County, MI
8% to 12%
6% to 8%
4% to 6%
3% to 4%
0% to 3%
City of Walker
City of Grand Rapids
City of Grandville
City of Kentwood
Byron Township
Ottawa County
Tract #133
Poverty Rate = 8.3%
Tract #134
Poverty Rate = 3.0%
Tract #135
Poverty Rate = 8.3%
Tract #138.01
Poverty Rate = 3.2%
Tract #138.02
Poverty Rate = 11.1%
Tract #137
Poverty Rate = 3.7%
Tract #136
Poverty Rate = 1.5%
Tract #139
Poverty Rate = 4.0%
Tract #140
Poverty Rate = 2.3%
Tract #141
Poverty Rate = 5.2%
Tract #142
Poverty Rate = 6.5%
Tract #143
Poverty Rate = 4.7%
Tract #145.01
Poverty Rate = 3.5%
Tract #145.02
Poverty Rate = 4.4%
NW
NE
Central
East
South
SE
Panhandle
December 2006
LSL Planning, Inc.
Data Sources:
REGIS
Michigan Center for Geographic Information
0 1,100 2,200 4,400 6,600 8,800
Feet

## Employment

Wyoming is facing challenging times with fundamental changes occurring in manufacturing. This sector represents the largest local employment category at 28.7% of the employed civilian population (see Table 3.18). In fact, some of the city's major employers may yet have to deal with corporate decisions that were made well beyond this region, or perhaps this country, that will result in affecting local jobs.

Other local employers have been dealing with changes in their particular business, or industry, and are also faced with difficult choices. Among the most recent is the closing of Rogers Department Store, which, according to the 2003 Wyoming Community Profile, was the sixth largest employer in the city with 650 employees (see Table 3.19).

**Table 3.18**
**Percent of Employed Civilian Population 16 years and over, 2000**

| INDUSTRY | MI | Kent Cnty | Ott Cnty | Wyo | GR | Wkr | Grd vle | Kwd | Grg twn | Byn Twp | Ptg | Sfd |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Ag, forestry, fishing and hunting, and mining. | 1.1 | 0.6 | 1.6 | 0.4 | 0.6 | 0.1 | 0.5 | 0.1 | 1.3 | 0.4 | 0.5 | 0.0 |
| Const. | 6.0 | 5.6 | 5.7 | 6.1 | 4.6 | 5.6 | 4.8 | 4.1 | 5.3 | 8.4 | 5.4 | 3.1 |
| Manufact. | 22.5 | 23.7 | 29.5 | 28.7 | 22.4 | 24.0 | 21.1 | 24.8 | 21.7 | 24.5 | 21.3 | 18.7 |
| Wholesale trade | 3.3 | 5.5 | 4.3 | 6.0 | 4.4 | 6.3 | 9.5 | 5.8 | 6.6 | 7.1 | 3.8 | 2.9 |
| Retail trade | 11.9 | 13.2 | 11.9 | 15.3 | 12.6 | 14.0 | 13.3 | 13.2 | 14.1 | 12.1 | 12.9 | 10.8 |
| Transp. and warehousing, and utilities | 4.1 | 3.4 | 3.3 | 3.3 | 2.8 | 3.7 | 3.6 | 3.6 | 3.6 | 4.7 | 3.8 | 4.4 |
| Information | 2.1 | 2.0 | 1.6 | 1.7 | 2.2 | 2.2 | 1.4 | 1.7 | 1.8 | 1.6 | 1.8 | 4.0 |
| Finan., ins., real estate, rental and leasing | 5.3 | 6.0 | 4.3 | 5.7 | 5.3 | 6.1 | 5.3 | 7.4 | 5.5 | 4.6 | 7.2 | 9.5 |
| Professional, scientific, mgt, admin, waste mgt svcs | 8.0 | 7.8 | 5.8 | 6.2 | 8.0 | 6.0 | 7.3 | 9.4 | 6.1 | 7.5 | 7.6 | 11.9 |
| Ed, health, soc svcs | 19.9 | 18.8 | 18.8 | 15.0 | 21.4 | 18.8 | 18.4 | 18.0 | 21.0 | 16.8 | 22.1 | 21.5 |
| Arts & ent., rec., [hotel], food svcs | 7.6 | 7.1 | 6.3 | 6.2 | 8.6 | 7.8 | 7.7 | 6.1 | 5.8 | 5.2 | 6.2 | 5.4 |
| Other svcs | 4.6 | 4.4 | 4.9 | 4.0 | 4.9 | 3.6 | 5.4 | 3.8 | 5.4 | 4.9 | 4.2 | 4.6 |
| Pub. admin | 3.6 | 2.0 | 2.1 | 1.4 | 2.1 | 1.7 | 1.8 | 1.9 | 1.7 | 2.2 | 3.2 | 3.4 |

Source: 2000 Census

Three employment industries account for 59% of all the jobs in Wyoming with manufacturing leading the way (see Table 3.18). It is followed by retail trade at 15.3% and educational, health and social services at 15%. Construction, wholesale trade, finance, professional, and arts and

entertainment each account for about 6% of all employees and combine to make up 30% of the workforce.

Wyoming's workforce is somewhat more dependent on manufacturing than the State or surrounding communities and is nearly identical to Ottawa County. Wyoming also has a somewhat higher percentage of retail trade workers when compared to neighboring and other similar communities. This is most likely attributed to significant retail development along the 28th Street corridor and throughout the city, and it should expand with new development along the M-6 South Beltline.

**Table 3.19**
**Wyoming Top 10 Employers**

| | |
|---|---|
| General Motors | 2,500 |
| Gordon Food Service | 1,100 |
| Delphi Automotive | 900 |
| United Parcel Service | 800 |
| Bentler Automotive | 745 |
| Rogers Department Store | 650 |
| Hope Network | 600 |
| Rapistan (Siemens) | 600 |
| Synergis Technology Corp. | 550 |
| City of Wyoming | 439 |
| TOP 10 TOTAL | 8,884 |

Source: 2003 City of Wyoming Community Profile

Of the jurisdictions compared, Wyoming ranks last in the percent employed in the educational, health and social services industry. However, once the new Metropolitan Health Village opens and complementary facilities locate nearby, this should substantially change.

Job Creation

Wyoming currently has a structure in place to address and promote job retention and creation. Such job related economic development goals are supported by:

- Tax abatements approved by City Council
- The Wyoming Economic Development Corporation
- Partnerships with The Right Place, Inc. and the Michigan Economic Development Corporation (MEDC)
- Local Community Development Block Grants
- Industrial Facilities Tax exemptions
- Brownfield Redevelopment program
- U.S. Department of Commerce Economic Development Authority (EDA)

There are numerous examples in Wyoming how these programs or tools have been implemented. Among the examples are HME, Inc., a manufacturer of fire trucks that recently expanded their operations; and the Michigan Turkey Producers, a cooperative of 15 turkey farms that located a processing facility in a long vacant industrial building. The two have utilized these programs in various ways to add 420 combined jobs to the local economy.

## Market Conditions

Downtown

The downtown area of Wyoming, known as the Wyoming Town Center, exists along both sides of 28th Street (M-11) for the three miles between Division and Byron Center Avenues. As the heart of the city, this area contains 220 businesses, plus City Hall and the Court building. The Police building, public works and library are nearby. Although having some of the older commercial buildings in the city, this area seems to experience continuous rejuvenation. Major changes over the past five years include the renovation of the indoor mall Rogers Plaza, a new supermarket, new bank, new City Hall, and a new hotel under construction. Many other additions and renovations have occurred. On the negative side, Roger's Department Store has vacated its building and alternatives are being explored for this ten acre site. The Wyoming Downtown Development Authority operates in this area, working to ensure its stability and improvement. There is a separate Wyoming Downtown Plan that can be reviewed for greater detail about this area.

The 2002 Downtown Plan included a market study that proposed the following five major retail additions: discount department store (e.g., Wal-Mart), supermarket (e.g., Family Fare), farmers market, apparel (e.g. A.J. Wright), and home improvement (e.g. Home Depot). The Family Fare and A.J. Wright stores have located here since then. In total, the study indicates a market for almost 400,000 square feet of additional retail space.

South Wyoming

South of 44th Street is the newer area of the city and the only area still having vacant land. Market conditions here are extremely good, evidenced by many new subdivisions, Planned Unit Developments mixing various residential uses, and new major commercial uses. The opening of the M-6 freeway just south of the city's borders has made this area even more attractive. Metropolitan Hospital is adding a 200-bed hospital on one-third of its 150-acre site, with the rest for major office and commercial uses. Thus, South Wyoming evidences a very healthy market potential.

Older Parts of the City

Most of the city north of 44th Street is fully developed; property maintenance and redevelopment are the main concerns. Residential and retail market conditions were the subject of studies performed by Anderson Economic Group, released in September 2004. The Residential Market Study and the Retail Market Study focused on two areas: 1) the Division Avenue neighborhood, between the north and south city boundaries and from US-131 to the east city boundary (see Map 9); and 2) the Burton Street-Chicago Drive neighborhood between Burlingame and Clyde Park Avenues (see Map 10).

Residential Market

The Anderson report defined a Residential Trade Area for the study, (the geographic zone from which up to 80% of potential future residents could be drawn), to include parts of Grand Rapids, Kentwood and Byron Township, as well as some Wyoming neighborhoods.

It also found that in Wyoming the average price of an owner occupied home in 2004 was $126,137 versus $87,405 in the Trade Area and $144,839 for the Grand Rapids area. Real estate appreciation rates for Wyoming were an expected annual 4.9%.

In Wyoming, monthly rents commonly ranged from between $400 and $600 and the greatest demand was for units with monthly rents from between $500 and $600; with significant demand for those units between $700 and $800. There was over time, however, an expected overall decrease in demand for rental units.

Residential Opportunities:

The report indicates the demand for owner occupied housing units in the trade area far outpaces supply and provides an opportunity for new housing and growth opportunities in Wyoming. The report further indicated that such a gap is typical for growing urbanized areas, often indicating a need for revitalization and redevelopment.

In fact, to satisfy some of the demand, the report recommended redeveloping a number of sites in Wyoming for residential, including converting from industrial to residential and mixed-use the former Kelvinator site on Clyde Park Avenue, located just south of the Roosevelt Park neighborhood in Grand Rapids. On Division Avenue, the report recommended land assembly and redevelopment for residential between 56th and 60th Streets.

In terms of renter occupied units, supply generally exceeded demand, except for rent categories at the low end (up to $200/month) and at the higher end ($800 to $1,250/month).

Burton-Chicago Neighborhood:

In the Burton-Chicago neighborhood the report recommended developing at least 50 housing units, but no more than 150, with about 90% being owner-occupied. Home values should be in the range of $60,000 to $100,000, and $150,000 to $175,000. The remaining 10% should be rental units ranging from $150 to $300, and $800 to $1,200 per month.

Division Avenue Neighborhood:

The report recommended at least 100 units, but no more than 300 units with about 70% being owner occupied in this neighborhood. Home prices should be mixed and range from $60,000 to $100,000, and $150,000 to $175,000. The remaining 30% should be rental units with a mix of rents ranging from $150 to $300, and $800 to $1200 per month.

Housing Type:

A mix of single-family detached, condominium, apartment, and a few live-work units was recommended. Single-family homes should include bungalow style units, ranging from 1,000 to 2,000 square feet and smaller one-story homes with 2-3 bedrooms, 1-½ bathrooms and two-stall detached garages.

Larger single-family units should be two stories with 3-4 bedrooms, 2 ½ bathrooms and have two-stall detached garages. The report suggested that garage apartments should be included with single-family homes to allow for lower cost rental opportunities and to help homeowners

with mortgage costs. Typical live-work units should incorporate 800 to 1,500 square feet of residential space and 500 to 1,000 square feet of retail space. Specific residential recommendations were given for several parcels identified by the city, shown as sites 6, 7 and 8 on Map 9 and sites 11 and 12, and possibly sites 14 and 15, on Map 10.

Retail Market

The Anderson report also defined an "Effective Trade Area", which is the area from which the majority of customers would come to shop in both neighborhood retail areas. This Trade Area also includes parts of Grand Rapids, Kentwood and Byron Township, as well as Wyoming.

The report found that Wyoming has a fairly homogeneous income distribution with most neighborhoods being in the $40,000 to $60,000 range. Additionally, the average Kent County resident spends roughly 65% of his or her income on purchases in various retail categories, including those for automobiles. Excluding car purchases, average annual individual retail spending was about $11,693.

Forty-four retail categories located in the Trade Area were analyzed and three retail categories were found to be well represented. These included Limited Service Restaurants, Automotive Repair & Service and Personal Care Services.

Division Avenue Neighborhood:

Used Car Dealers replaced Automotive Repair & Service as being among the most highly represented retail category in the Division Avenue neighborhood, which also turned out to be the most automotive related corridor in the entire metropolitan area. Due to this phenomenon, the corridor is a regional attraction and provides synergistic benefits to nearby businesses. Toward the south end of this same corridor Building Material and Garden Supplies businesses are clustered between 44th and 54th Street.

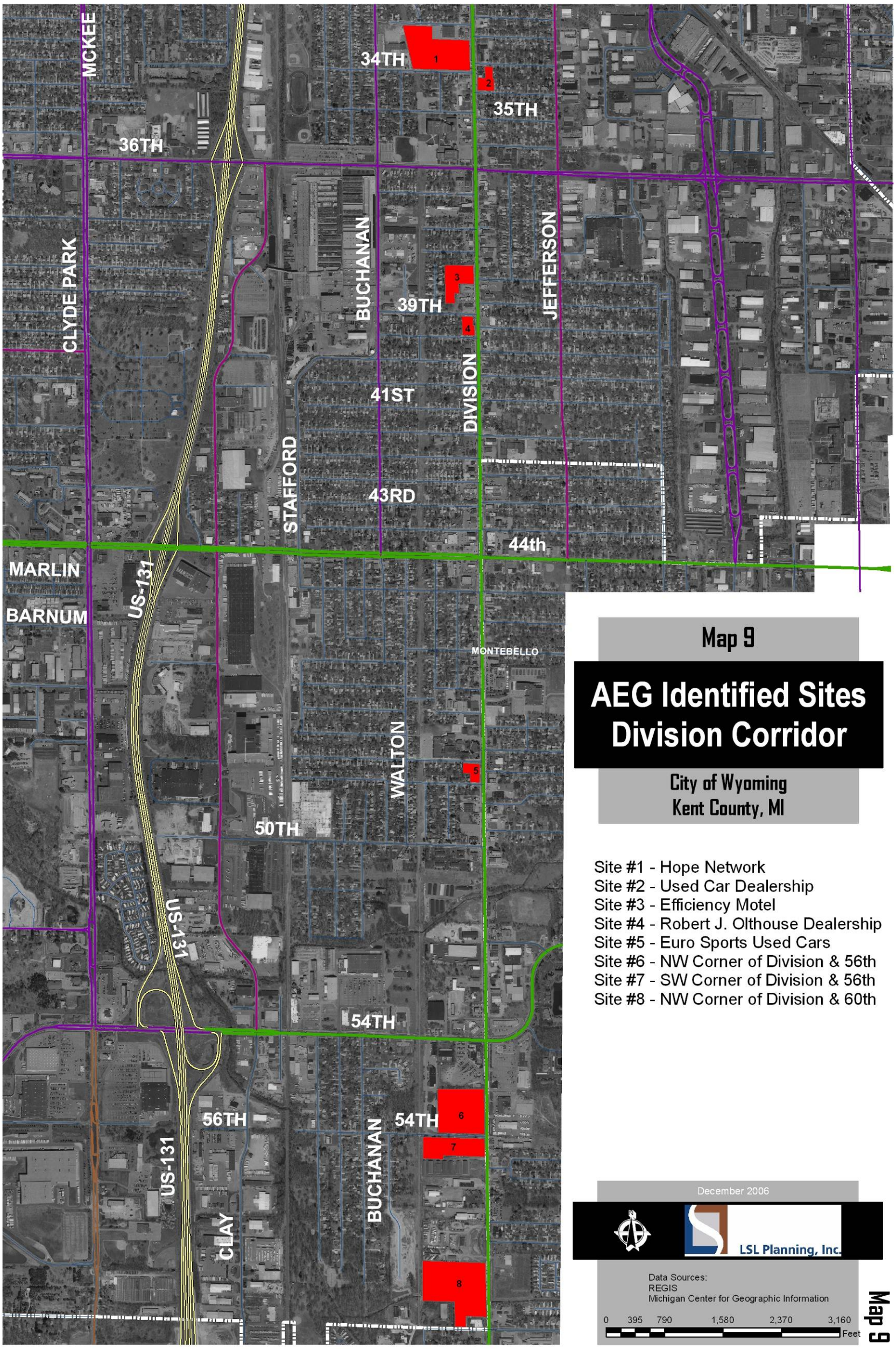
Recommended retail categories for this neighborhood indicated a broad spectrum of businesses ranging from clothing and home furnishings, to restaurants and drinking establishments (see page 50 of the report for specific detail). The maximum aggregate amount of additional, supportable retail space in the neighborhood is 110,000 square feet, which should be allocated among a large number of small businesses rather than a single big box store, or super center, for which there is already significant competition.

Burton-Chicago Neighborhood:

Currently, the top three retail categories in this neighborhood are Limited Service Restaurants, Personal Care Services, and Specialty Food Stores. The report recommended nine retail specific categories for this area (see page 54 of the Anderson Retail Market Study for details), which should be allocated among eight separate small businesses, either as infill or creative reuse of existing properties. The maximum aggregate amount of supportable, additional retail space was found to be 24,000 square feet.

Individual Site Recommendations

The Andersen study also made retail/industrial recommendations for specific sites. They include sites 1-5 on Map 9 and all of the sites on Map 10.


MCKEE
34TH
35TH
36TH
CLYDE PARK
BUCHANAN
39TH
JEFFERSON
41ST
DIVISION
STAFFORD
43RD
44th
MARLIN
BARNUM
US-131
MONTEBELLO
WALTON
50TH
54TH
56TH
CLAY
1
2
3
4
5
6
7
8
Map 9
AEG Identified Sites
Division Corridor
City of Wyoming
Kent County, MI
Site #1 - Hope Network
Site #2 - Used Car Dealership
Site #3 - Efficiency Motel
Site #4 - Robert J. Olthouse Dealership
Site #5 - Euro Sports Used Cars
Site #6 - NW Corner of Division & 56th
Site #7 - SW Corner of Division & 56th
Site #8 - NW Corner of Division & 60th
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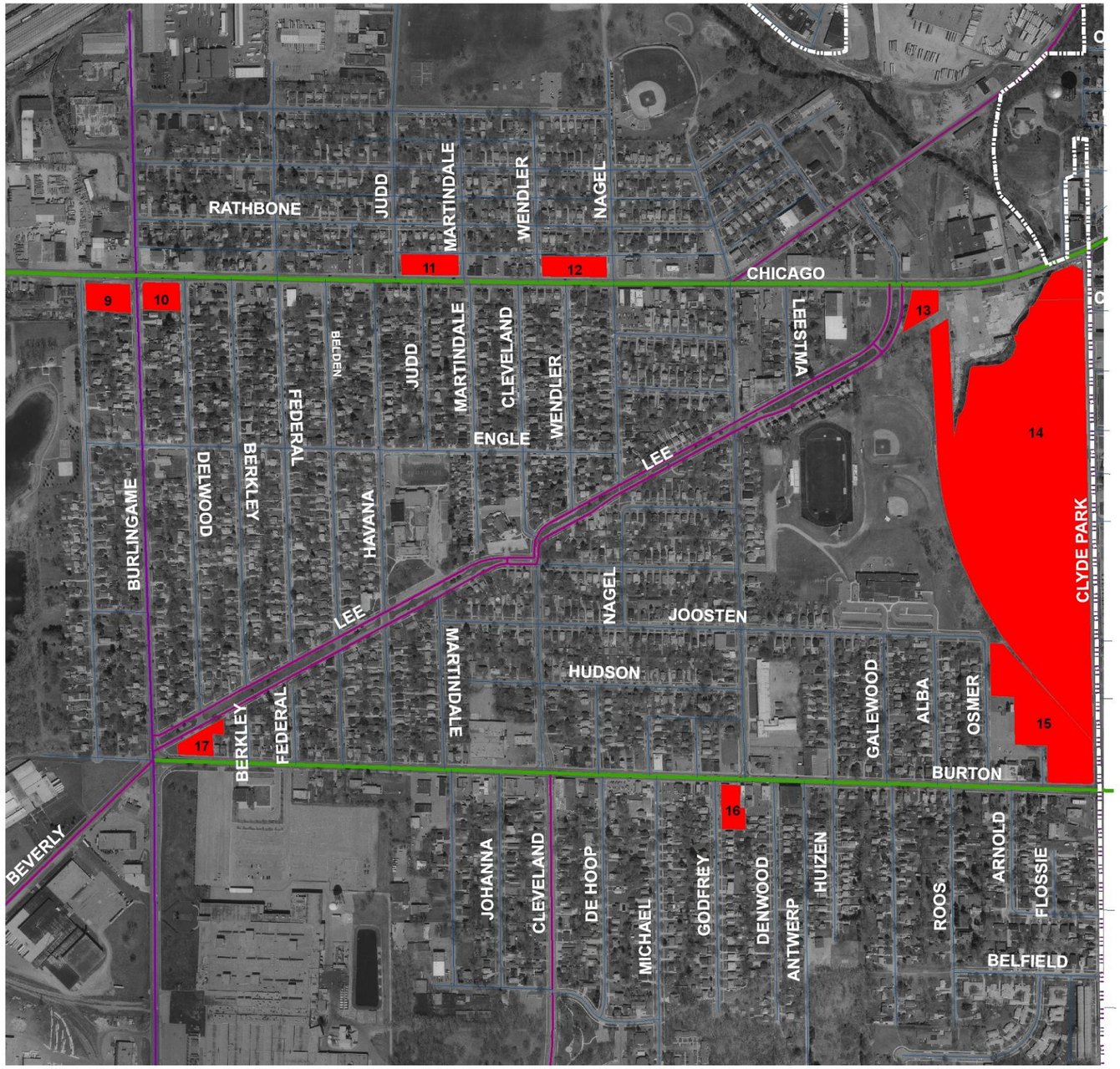
LSL Planning, Inc.
Data Sources:
REGIS
Michigan Center for Geographic Information
0 395 790 1,580 2,370 3,160
Feet
Map 9




# Map 10

## AEG Identified Sites Chicago/Burton Corridor

City of Wyoming
Kent County, MI

Site #9 - SW Corner of Chicago & Burlingame
Site #10 - SE Corner of Chicago & Burlingame
Site #11 - Kuiper Funeral Home
Site #12 - Farrel's Used Cars
Site #13 - SE Corner of Lee & Chicago
Site #14 - Kelvinator Site
Site #15 - NW Corner of Clyde Park & Burton
Site #16 - SE Corner of Godfrey & Burton
Site #17 - Delphi Credit Union

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Data Sources:
REGIS
Michigan Center for Geographic Information

0 180 360 720 1,080 1,440 Feet

## City Revenues

Historically, Wyoming has relied on property taxes as a major revenue source, closely followed by revenue sharing with the State of Michigan (see Table 3.20). Over the past ten years property tax revenues have continued to rise and revenue sharing has fluctuated up and down, but with considerable decreases since 2001, the percent these two sources contribute to city revenues has declined, as city expenses have continued to increase.

In 1995, property taxes accounted for 40% of Wyoming's total revenues, but only 36.7% in 2004. The drop in the percent property taxes contributed to total revenues in 1997 and 1998 was due in large part to various tax law changes enacted by the State since 1991, many of which became effective in 1998. Similarly, revenue sharing accounted for 32% of total revenues in 1995 versus 25% in 2004..

The General Fund has seen increased transfers to and from the category "Other Funds." This is a generic term that mainly includes monies from Police and Fire dedicated millages. In 1996 and 1997 there were significant decreases in transfers from the Other Funds category, which for those years were placed in a separate Fire Department fund. In the years since, transfers to the General Fund from Other Funds have occurred, mainly to make up for increase in police and fire costs, with the transfer fund accounting for 14.5% of total revenues in 2004.

**Table 3.20**

CITY OF WYOMING, MICHIGAN
GENERAL GOVERNMENTAL REVENUES AND TRANSFERS BY SOURCE
**GENERAL FUND**
*LAST TEN FISCAL YEARS*

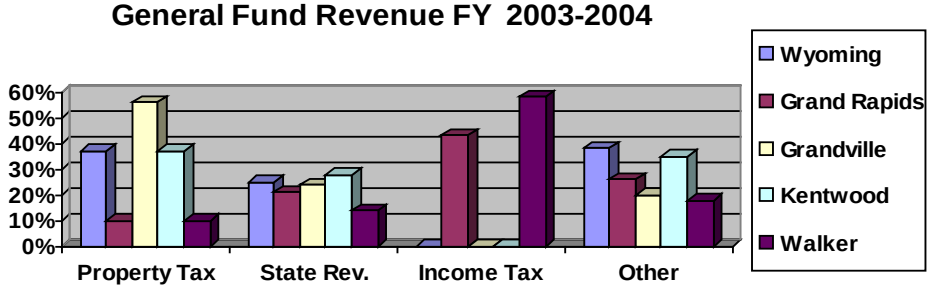
| Year Ended June 30, | Property Taxes | Licenses and Permits | Intergovernmental Federal | Intergovernmental State | Intergovernmental Other | Fees and Service Charges | Interfund | Municipal Court Fines and Costs | Investment Earnings | All Other | Transfer (to) from Other Funds | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1995 | $6,648,589 | $ 908,618 | $ 46,998 | $ 5,323,869 | $ 118,533 | $268,257 | $1,342,980 | $1,296,066 | $351,313 | $311,448 | $ - | $16,616,671 |
| 1996 | 6,897,309 | 1,006,588 | 26,904 | 5,424,685 | 229,508 | 133,235 | 1,499,341 | 1,397,528 | 387,588 | 178,888 | (471,596) | 16,709,978 |
| 1997 | 7,270,004 | 1,116,409 | - | 6,227,057 | 236,212 | 148,097 | 1,438,678 | 1,520,904 | 447,371 | 132,564 | (2,249,316) | 16,287,980 |
| 1998 | 7,602,833 | 1,165,872 | 312,941 | 6,517,006 | 150,980 | 127,663 | 1,302,480 | 1,603,615 | 591,516 | 102,548 | 1,784,528 | 21,261,982 |
| 1999 | 7,994,487 | 1,375,388 | 29,199 | 6,973,513 | 157,512 | 138,100 | 1,474,200 | 1,765,123 | 584,897 | 133,553 | 1,972,326 | 22,598,298 |
| 2000 | 8,328,166 | 1,512,592 | 35,531 | 7,130,435 | 164,596 | 126,179 | 1,479,840 | 1,855,213 | 563,816 | 112,349 | 1,278,750 | 22,587,467 |
| 2001 | 8,639,120 | 601,918 | 259,498 | 7,922,217 | 199,061 | 104,714 | 1,692,120 | 1,732,983 | 706,548 | 141,243 | 3,281,946 | 25,281,368 |
| 2002 | 9,208,358 | 661,936 | 433,219 | 7,793,289 | 198,267 | 104,584 | 2,078,520 | 2,014,674 | 539,573 | 378,157 | 3,431,389 | 26,841,966 |
| 2003 | 9,717,497 | 659,091 | 365,944 | 7,155,005 | 202,595 | 127,523 | 2,140,200 | 2,093,485 | 396,910 | 212,793 | 3,484,553 | 26,555,596 |
| 2004 | 9,983,106 | 636,360 | 290,415 | 6,784,279 | 171,317 | 134,402 | 2,683,320 | 1,996,898 | 285,578 | 250,786 | 3,949,738 | 27,166,199 |
| | Percent to Total Revenues | | | | | | | | | | | |
| 1995 | 40.0 | 5.5 | 0.3 | 32.0 | 0.7 | 1.6 | 8.1 | 7.8 | 2.1 | 1.9 | - | |
| 1996 | 41.3 | 6.0 | 0.2 | 32.5 | 1.4 | 0.8 | 9.0 | 8.4 | 2.3 | 1.1 | (3.0) | |
| 1997 | 44.6 | 6.9 | - | 38.2 | 1.6 | 0.9 | 8.8 | 9.3 | 2.7 | 0.8 | (13.8) | |
| 1998 | 35.7 | 5.5 | 1.5 | 30.7 | 0.7 | 0.6 | 6.1 | 7.5 | 2.8 | 0.5 | 8.4 | |
| 1999 | 35.4 | 6.1 | 0.1 | 30.9 | 0.7 | 0.6 | 6.5 | 7.8 | 2.6 | 0.6 | 8.7 | |
| 2000 | 36.9 | 6.7 | 0.2 | 31.5 | 0.7 | 0.6 | 6.6 | 8.2 | 2.5 | 0.5 | 5.6 | |
| 2001 | 34.2 | 2.4 | 1.0 | 31.2 | 0.8 | 0.4 | 6.7 | 6.9 | 2.8 | 0.6 | 13.0 | |
| 2002 | 34.3 | 2.5 | 1.6 | 29.0 | 0.7 | 0.4 | 7.7 | 7.5 | 2.0 | 1.4 | 12.9 | |
| 2003 | 36.6 | 2.5 | 1.4 | 26.9 | 0.8 | 0.5 | 8.1 | 7.9 | 1.5 | 0.8 | 13.0 | |
| 2004 | 36.7 | 2.3 | 1.1 | 25.0 | 0.6 | 0.5 | 9.9 | 7.4 | 1.1 | 0.9 | 14.5 | |

Source: 2004 Comprehensive Annual Financial Report

Of the local municipalities that do not rely on income tax as a source of revenue (see Figure 3.5) Wyoming and Kentwood share a similar tax revenue makeup with just over one-third of their revenues generated from property taxes. On the other hand, Grandville generates more than one-half of its revenues from property taxes. Grand Rapids and Walker both have income taxes that account for the majority of their revenues 43% and 58% respectively, while property taxes

account for only 10%. While such a heavy reliance on income taxes bodes well during times of high employment and economic growth, the reverse is true during tough economic times. Unless a conservative budgeting process is in place that anticipates rainy days, a difficult and challenging cycle of budget shortfalls can result.

**Figure 3.5**
**General Fund Revenue FY 2003-2004**




Source: 2004 Comprehensive Annual Financial Report

Wyoming is clearly affected by changes occurring in the global economy, especially as they apply to industrial growth and development. While Wyoming's economy is fairly balanced, with automotive related industries representing approximately 4.5% of taxable value, instability of that industry should be a concern, since three of the top five taxpayers (General Motors, Delphi and Bentler Industries) are in the automotive industry (see Table 3.21). Four food-related companies and three residential communities are among the other major taxpayers.

With traditional funding sources continuing to account for a smaller percentage of the General Fund, Wyoming's ability to provide historically expected community services are becoming strained. Changes in service priorities, new funding sources, user fees, or increases to existing sources may be needed to keep pace.

Table 16

**Table 3.21**

CITY OF WYOMING, MICHIGAN
**PRINCIPAL TAXPAYERS**
June 30, 2004

| No. | Name | Type of Business | Taxable Value | Percent of City Total |
|---|---|---|---|---|
| 1 | General Motors Corp. | Automotive | $ 120,176,114 | 2.68% |
| 2 | Consumers Energy | Electric Utility | 56,471,167 | 1.26% |
| 3 | Gordon Food Service | Food Wholesaler | 49,821,296 | 1.11% |
| 4 | Delphi Automotive | Automotive | 40,800,100 | 0.91% |
| 5 | Bentler Inductries | Automotive | 40,672,700 | 0.91% |
| 6 | Aimco Ramblewood | Apartments | 32,777,495 | 0.73% |
| 7 | United Parcel Service | Shipping | 27,812,832 | 0.62% |
| 8 | Steelcase, Inc. | Furniture | 24,477,400 | 0.55% |
| 9 | Holland American Wafer | Bakery | 20,630,871 | 0.46% |
| 10 | Michigan Consolidated Gas | Natural Gas Utility | 16,542,176 | 0.37% |
| 11 | Home Depot | Hardware/Lumber | 8,925,041 | 0.20% |
| 12 | Waterchase Assoc. LLC | Apartments | 8,252,675 | 0.18% |
| 13 | Country Fresh, Inc. | Dairy Products | 7,877,210 | 0.18% |
| 14 | Goodwill Co. Inc. | Retail | 7,519,652 | 0.17% |
| 15 | Leon Plastics | Plastics | 7,510,339 | 0.17% |
| 16 | Wilsontown LLC | Retail | 6,018,039 | 0.13% |
| 17 | Wells Fargo Bank | Equipment Leasing | 5,918,678 | 0.13% |
| 18 | L & L Jiroch Dist. | Distribution | 5,677,055 | 0.13% |
| 19 | General Mills | Food Processing | 5,256,400 | 0.12% |
| 20 | Wyoming Retirement Residence | Retirement Residence | 5,014,704 | 0.11% |
| | | | $ 498,151,944 | 11.09% |

The above values, represent **11.09%** of the total 2003 Assessment Roll of the City of Wyoming as of March 31, 2003 totaling **$4,491,213,574**

The individual values are for real and personal property owned by the designated taxpayer, including Industrial Facilities and Commercial Development Taxable Value Amounts.

Source: 2004 Comprehensive Annual Financial Report

# The Environment

## NATURAL FEATURES

Since Wyoming has evolved over time from forested land to agricultural and then to urban land uses, little of the natural environment remains intact but for a few fingers that follow drainage ways including Buck Creek, Roy's Creek, Plaster Creek and the Grand River (see Map 11).

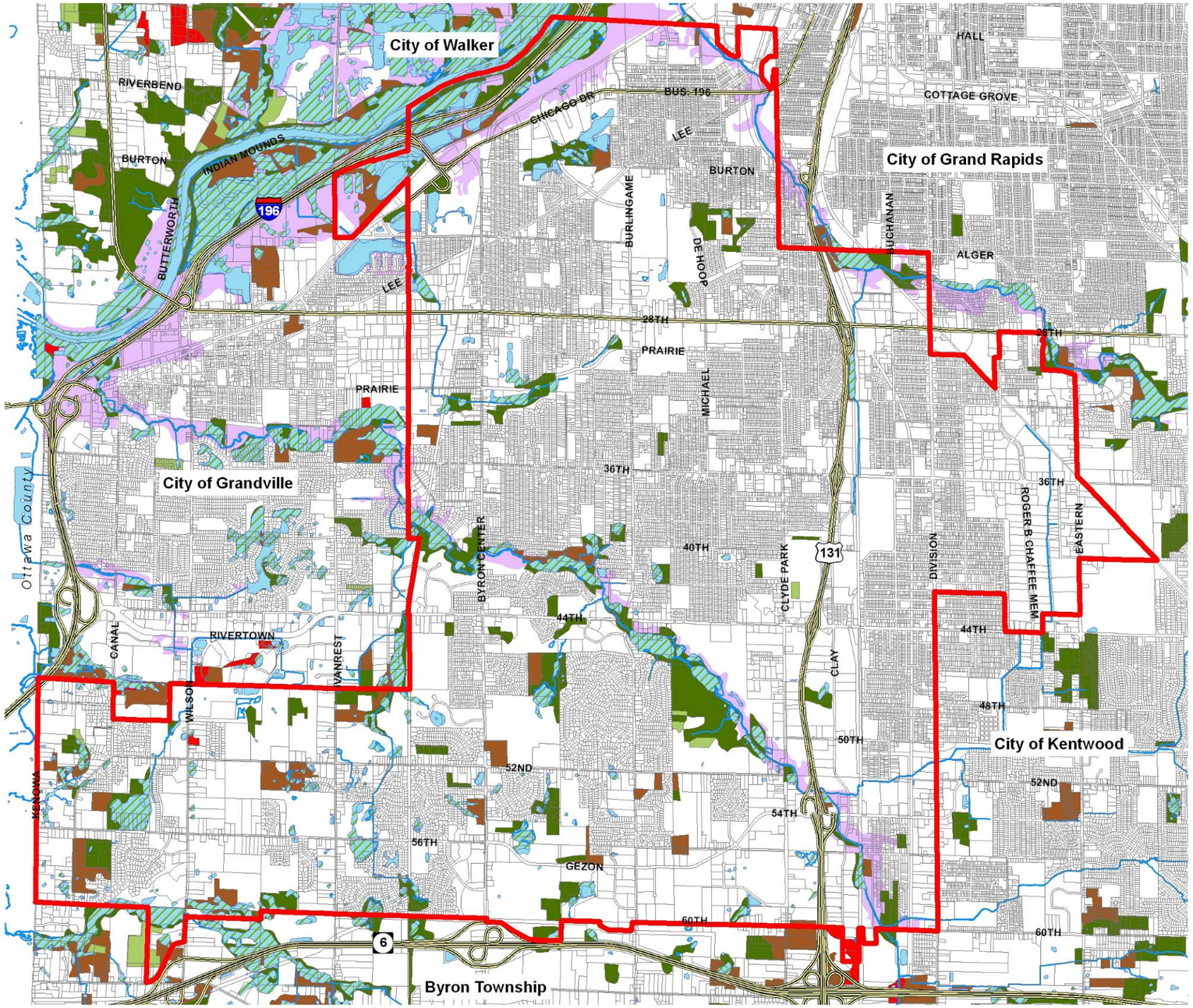
Since the southern part of the Wyoming has been the last to develop, it still contains a few small woodlots, and open fields that were once active farmlands. Unless the city takes an active role during the development process to preserve the character of these areas, much of what is left will also disappear. The preservation of natural features can help retain, perhaps even enhance, biodiversity within the community and can also serve as an effective selling point for developments that incorporate such features into their design.

## TOPOGRAPHY

The Topography Map indicates vertical changes in the elevation of land measured from mean sea level (see Map 12). This is a useful tool that helps visualize certain parameters for utility services that are dependent on gravity flow such as sanitary sewer, the city's water supply and storm water management. It also helps visualize natural drainage patterns, which primarily flow north to the Grand River. The relatively high terrain located along Wyoming's panhandle forms a ridgeline along Gezon Parkway and 56$^{th}$ Street. This land form makes sanitary sewer service to the south challenging since it results in a barrier to gravity feed systems requiring either deep sewer lines, or force mains and lift stations, all of which have cost implications.

## PARKS

The Parks Map shows not only public parks but also three golf courses in the city and major private open space areas that are associated with Planned Unit Developments (PUDs) (see Map 13). In total, there are 20 city parks, encompassing over 500 acres of green space, which equates to about 6.8 acres per 1,000 people. While this is less than Grand Rapids (10.1 acres per 1,000 people), it is somewhat more than Kentwood (6.2 acres of park per 1,000 people). While all three fall short of the National Park Service recommendation (25 acres per 1,000 people), the development of Millennium Park along the Grand River in neighboring Walker and Grand Rapids, plus a small section of Wyoming, will do much to satisfy regional demand for recreation.




# Map 11
# Natural Features
City of Wyoming
Kent County, MI

- Lakes and Ponds
- Rivers and Streams
- Wetland Areas
- Floodplain Areas
- Hardwood Forests
- Pine Forests
- Aspen/Birch Forests
- Shrub/Open Field Areas
- Wooded Wetland Areas

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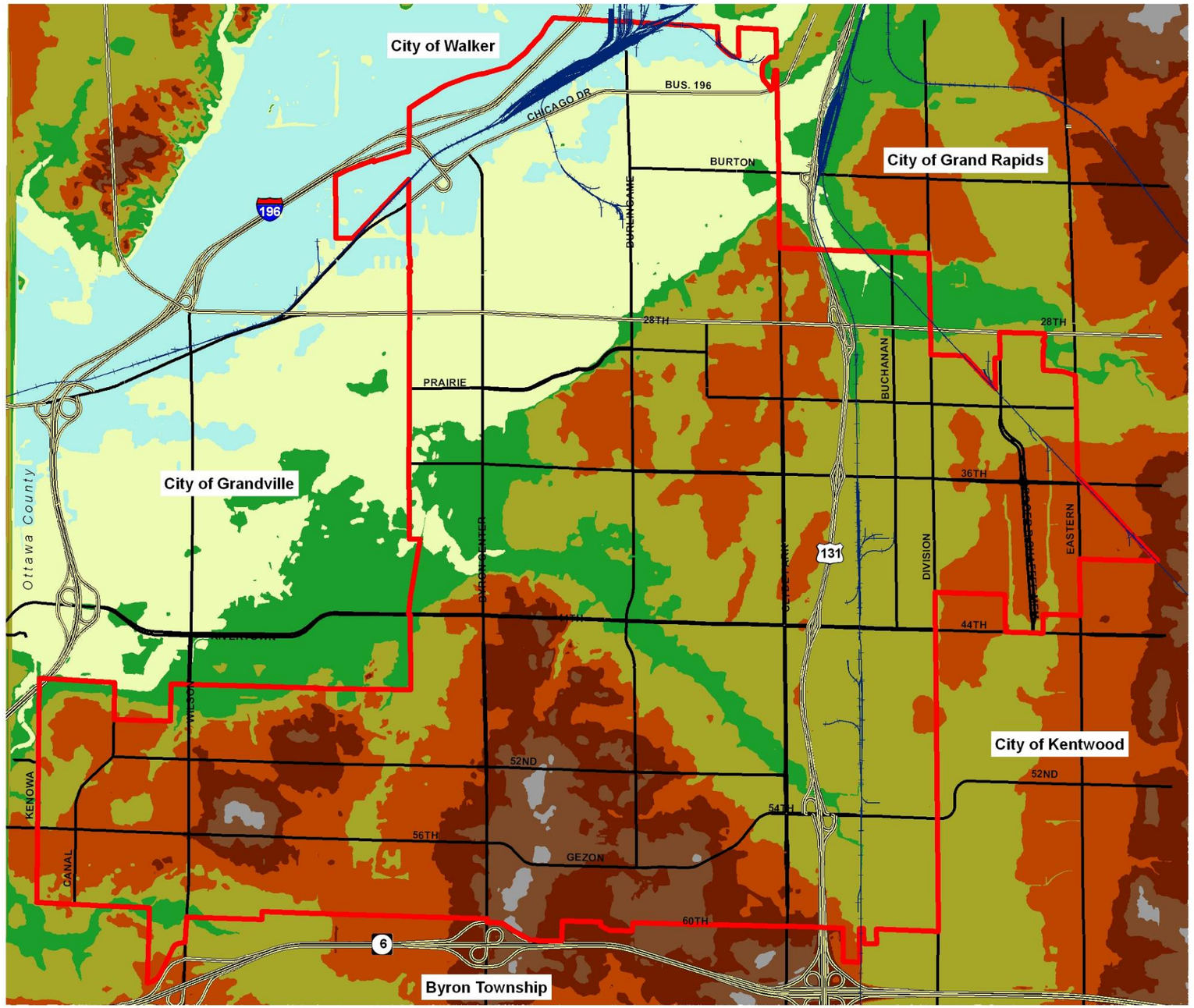
Data Sources:
REGIS
Michigan Center for Geographic Information

0 1,050 2,100 4,200 6,300 8,400 Feet




# Map 12
# Topography
City of Wyoming
Kent County, MI

**Elevation (in feet)**

- 776.444 - 800
- 752.889 - 776.444
- 729.333 - 752.889
- 705.778 - 729.333
- 682.222 - 705.778
- 658.667 - 682.222
- 635.111 - 658.667
- 611.556 - 635.111
- 588 - 611.556

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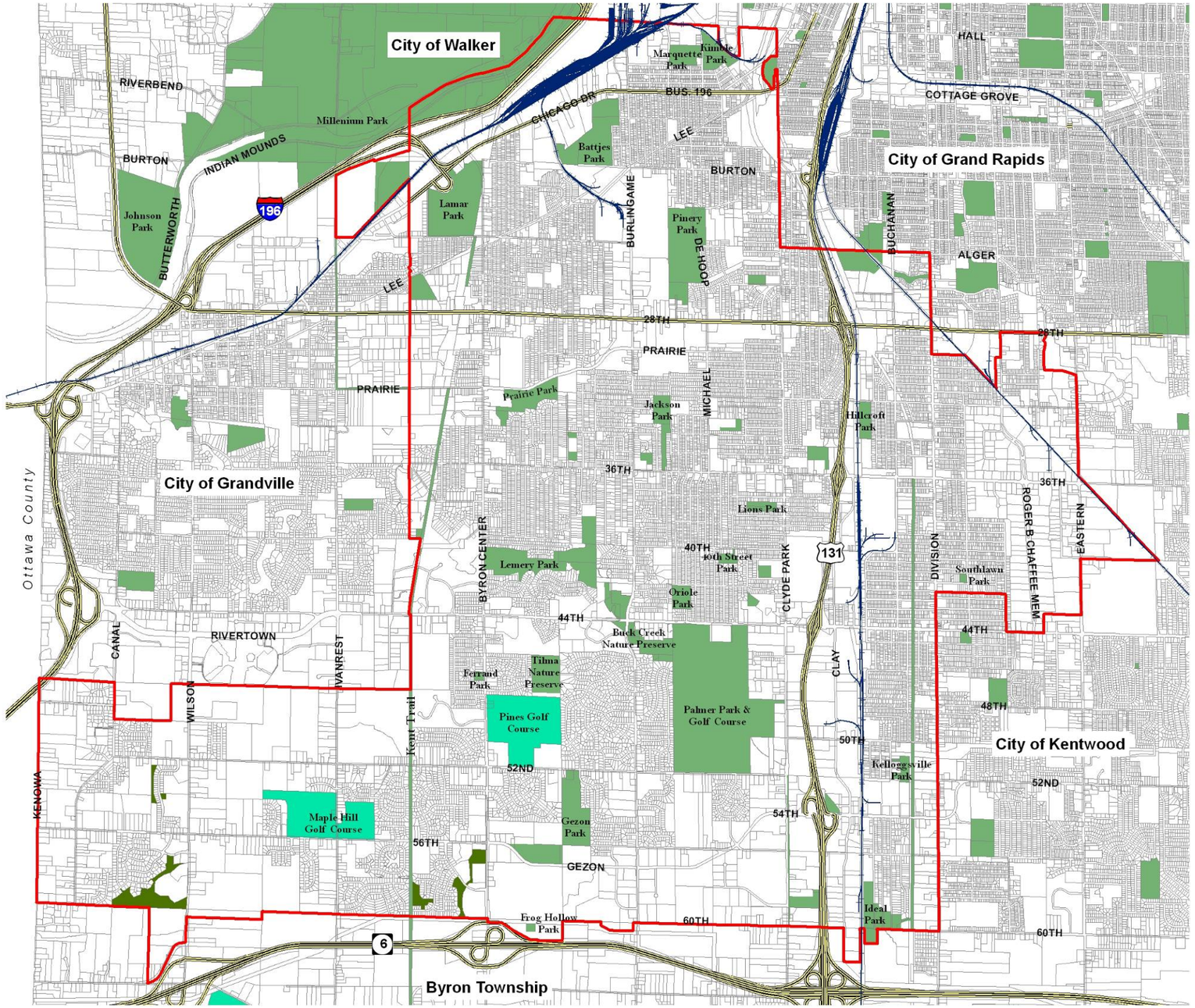
Data Sources:
REGIS
Michigan Center for Geographic Information

0 1,050 2,100 4,200 6,300 8,400 Feet




# Map 13
# Parks Map
City of Wyoming
Kent County, MI

- Golf Course
- Public Park/Preserve
- PUD Open Space

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Data Sources:
REGIS
Michigan Center for Geographic Information

0 1,125 2,250 4,500 6,750 9,000 Feet

# Education Facilities

## SCHOOL DISTRICTS

Wyoming is very unusual because for a city of its size it is served by six school districts (see Map 14) including:

- Godfrey-Lee
- Wyoming
- Godwin Heights
- Kelloggsville
- Kentwood
- Grandville

This situation results in neighborhoods that are truly more defined by where children go to school than by municipal boundaries. This can be a very desirable outcome, in that schools become the focus for neighborhood cohesion. However, the weakness may be that some Wyoming residents do not relate as strongly to the community as a whole.

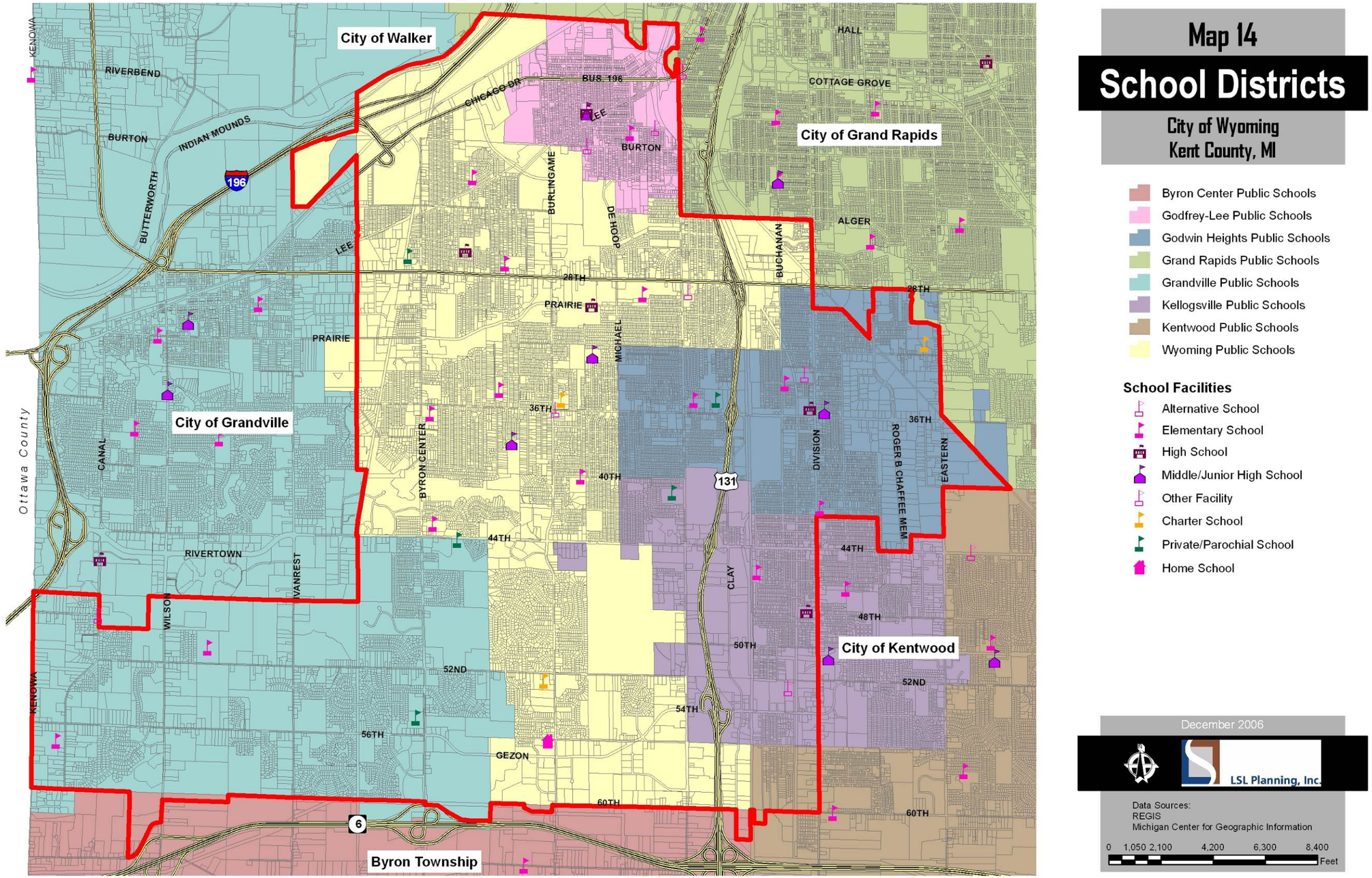
In some instances residents in Wyoming's southern Panhandle, located in the Grandville School District, have indicated a stronger connection to the city of Grandville. Based on interviews undertaken as part of the land use plan process, the fact that Wyoming is served by multiple school districts has created somewhat of an identity crisis for some neighborhoods.

Several parochial and home schools also serve Wyoming:

- St. John Vianney (K-8)
- Calvin Christian Elementary (K-6)
- Tri-unity Christian School (K-12)
- Holy Name of Jesus (K-8)
- Trinity Lutheran (K-6)
- Potters House Christian School (K-12)
- Potters House Christian High School
- Home School Building

## ENROLLMENT TRENDS

The Enrollment Trends Map indicates trends for all Wyoming and neighboring public schools (including Charter Schools) for the years 2000-2004 (see Map 15). Of the public schools serving Wyoming, Godfrey-Lee has seen the most stable growth in enrollment during this period, while Kentwood has seen perhaps the most dramatic with an increase of almost 1,000 students.


Map 14
School Districts
City of Wyoming
Kent County, MI
Byron Center Public Schools
Godfrey-Lee Public Schools
Godwin Heights Public Schools
Grand Rapids Public Schools
Grandville Public Schools
Kellogsville Public Schools
Kentwood Public Schools
Wyoming Public Schools
School Facilities
Alternative School
Elementary School
High School
Middle/Junior High School
Other Facility
Charter School
Private/Parochial School
Home School
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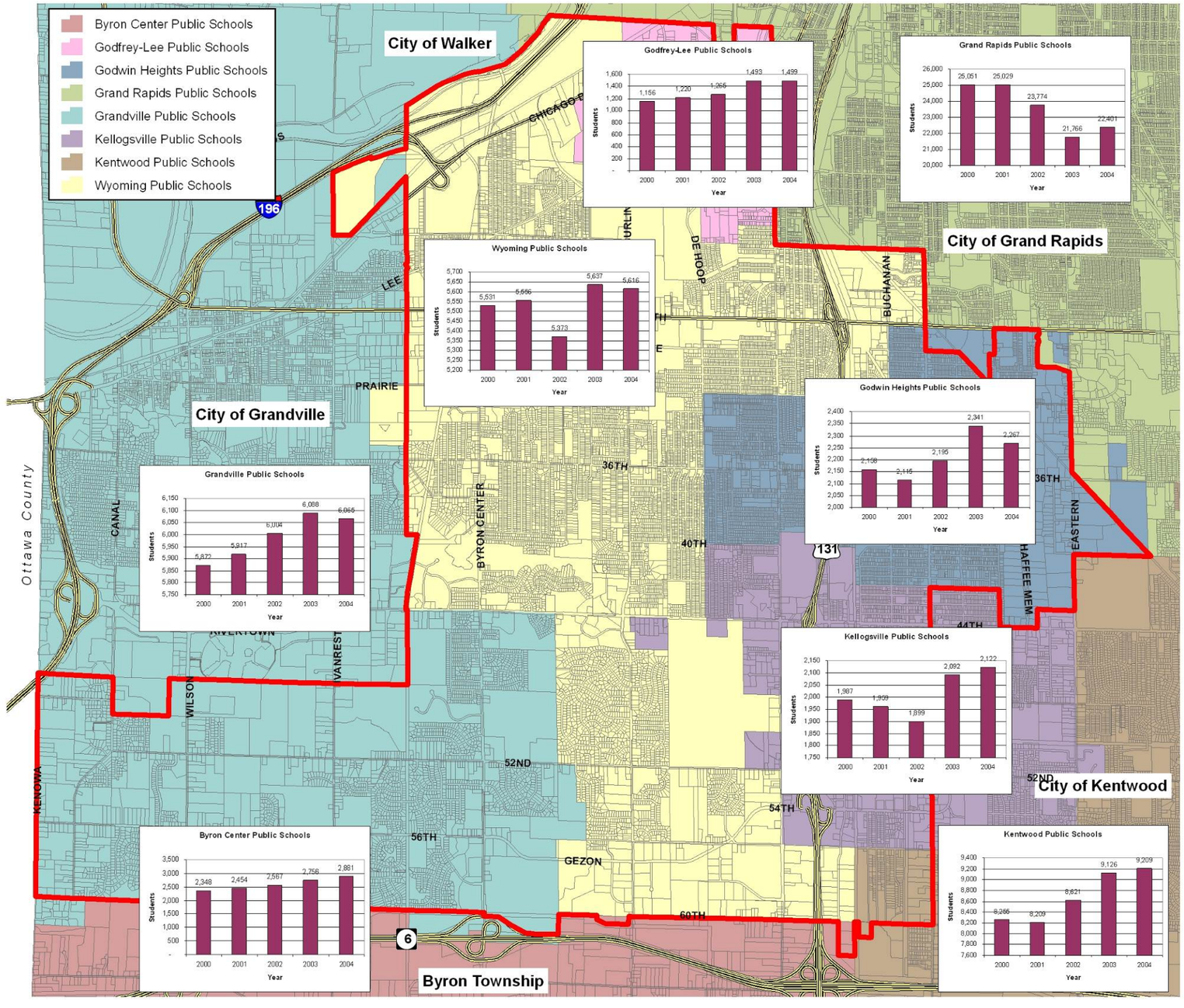
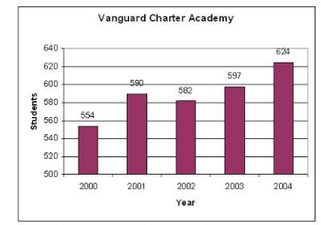
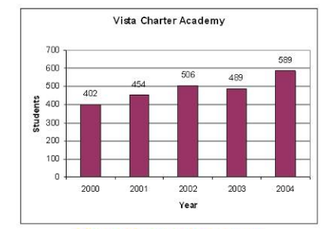
Data Sources:
REGIS
Michigan Center for Geographic Information
0 1,050 2,100 4,200 6,300 8,400
Feet
City of Walker
City of Grand Rapids
City of Grandville
City of Kentwood
Byron Township
Ottawa County
KENOWA
RIVERBEND
BURTON
INDIAN MOUNDS
BUTTERWORTH
196
CHICAGO DR
BUS. 196
LEE
BURTON
HALL
COTTAGE GROVE
BURLINGAME
DE HOOP
ALGER
BUCHANAN
28TH
PRAIRIE
MICHAEL
36TH
BYRON CENTER
40TH
131
DIVISION
ROGER B CHAFFEE MEM
EASTERN
CANAL
44TH
RIVERTOWN
IVANREST
WILSON
CLAY
48TH
50TH
52ND
54TH
56TH
GEZON
60TH
6



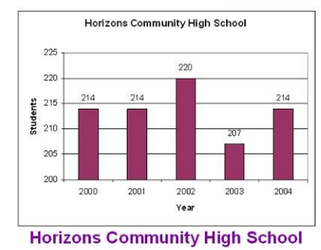

# Map 15
# Enrollment Trends
City of Wyoming
Kent County, MI




Vanguard Charter Academy




Vista Charter Academy




Horizons Community High School

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Data Sources:
REGIS
Michigan Center for Geographic Information

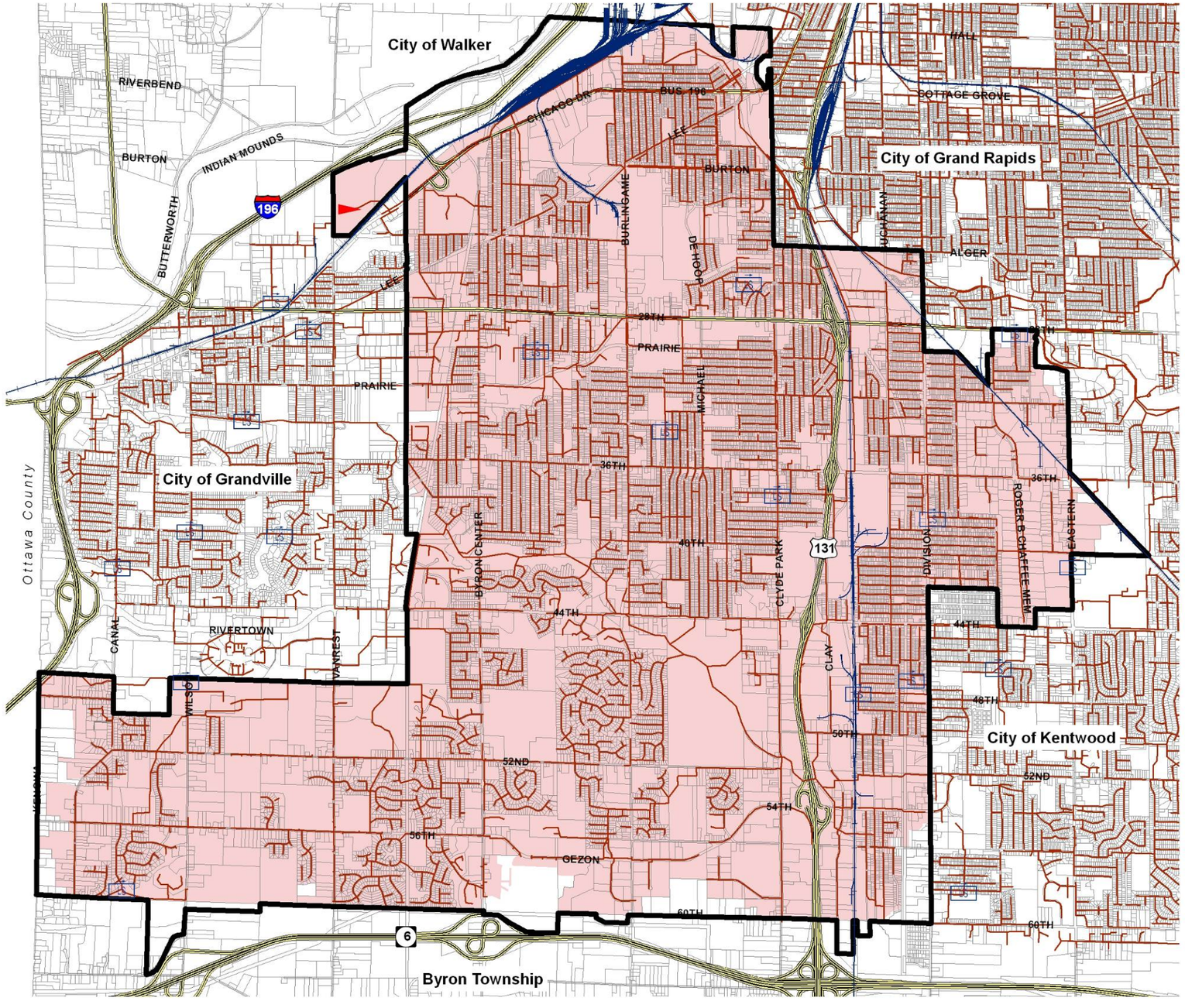
0 1,050 2,100 4,200 6,300 8,400 Feet

# Utilities

## SANITARY SEWER

The Sanitary Sewer Map shows the locations of sewer mains, lift stations, the treatment plant and sanitary sewer district boundaries (see Map 16). Wyoming is part of two sewer districts, the Wyoming and Grand Rapids Districts.

Typically, sanitary service is provided through gravity flow. However, should a change in topography require sewer lines to be placed excessively deep underground then force mains and lift stations are required to pump over ridges and high points. This is the case particularly in south Wyoming where a major ridgeline follows Gezon Parkway and 56th Street making gravity sewer service challenging. Constraints in lift station capacity make it difficult for service expansion to the south into southwest Byron Township.




# Map 16
# Sanitary Sewer
City of Wyoming
Kent County, MI

- Sewer Mains
- Sewer Lift Stations
- Sanitary Treatment Plant
- Sanitary Sewer Service Boundary

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LSL Planning, Inc.

Data Sources:
REGIS
Michigan Center for Geographic Information

0 1,125 2,250 4,500 6,750 9,000 Feet

# Transportation

## LAND USE/TRANSPORTATION LINKAGES

Movement is a defining characteristic of life, since people travel to work, schools, shopping and entertainment. The efficient movement of people and goods through and within Wyoming depends on an integrated, organized and well-planned system of highways, roads, walkways, trails, and transit. This section of the Plan describes current transportation conditions for motorized and non-motorized modes of travel.

It is especially important to understand the transportation system and its integral relationship to land use throughout the city. The link between transportation and land use is clearly expressed in Wyoming's historic growth patterns since urban development in the city has followed existing transportation routes. Wyoming is well served by a regional network of highways and streets. US-131 affords excellent north-south access with interchanges that are tied to major east-west surface city streets, including Burton, 28th, 36th, 44th and 54th Streets. It also connects with both the east-west I-96 and north-south I-196 freeways in Grand Rapids. The I-196 highway cuts across the northwest corner of Wyoming.

While a variety of factors can affect commercial and industrial development patterns and the location of employment areas, including development costs and the availability of land and labor force, decisions are principally guided by access to transportation. Older industrial areas in Wyoming developed near rail lines; however, due to shifts in industrial production and a greater reliance on "just-in-time" deliveries, rail service is becoming less important. Most new industrial and office uses now develop along major roadways and freeways. This a trend that is readily apparent along major street corridors, on major streets with interchange access to freeways and interstates, and adjacent to I-196, US-131 and the newly completed M-6, which is located just south of the Wyoming city limits.

In order to meet the demands of new development, land use changes in existing neighborhoods, and shifts in regional traffic patterns, Wyoming has made investment in its transportation system a priority. Continuous transportation improvements have enhanced roadway capacity and traffic operations for the city's main commercial and employment areas. Several more recent projects include the development of boulevards and signs to improve operations as well as enhance aesthetics. Significant progress has also been made toward developing an inter-connected non-motorized system of bikeways and walkways.

Continued investment is needed to ensure a comprehensive transportation system, to preserve the quality of life for residents and to retain a desirable business climate. The vision for Wyoming involves a balanced and coordinated multi-modal transportation system that accommodates ongoing growth and development. Thus, recommendations are provided both for the street system and toward continued improvements for modes other than the automobile, such as walking, bicycling, or use of transit. A convenient, congestion free, safe and multi-modal transportation system will continue to be an important goal for the community.

To provide, maintain, and enhance this system cooperation with other agencies will be needed. While Wyoming has jurisdiction over most streets the Michigan Department of Transportation (MDOT) and Federal Highway Administration (FHWA) control the allocation of state and federal dollars for transportation improvements and those funds are coordinated through the Grand Valley Metro Council (GVMC). While the GVMC also maintains a computer simulation model

that projects future traffic volumes based on land use, the city conducts its own traffic volume analyses. Updates of that model are based on Wyoming's most recent land use plans.

Two other documents list more specific recommendations with this Plan as a foundation – the city of Wyoming Thoroughfare Plan and the 2005-2013 Capital Improvements Program (CIP). Prepared in 1998, the Thoroughfare Plan provides traffic and crash data for the street system and recommends specific roadway improvements. The 2005-2013 CIP identifies transportation improvements, along with priorities, estimated costs and funding mechanisms.

The most significant changes in the city's transportation network will be affected by the addition of M-6, the southern beltway around the Grand Rapids metropolitan area. This interstate route links I-96 near the Gerald Ford International Airport to I-196 in Ottawa County. M-6 interchanges in Wyoming include US-131, Byron Center Avenue and Wilson Avenue.

Major north-south streets in Wyoming typically do not carry as much traffic as east-west corridors. It is perhaps due in part to the barrier created by the Grand River and the lack of river crossings along the city's northern border. This results in a major north-south network of streets that for the most part terminates at Chicago Drive. In addition, the townships located to the south of Wyoming have historically been rural in character and until recently have not generated, nor attracted significant levels of traffic. However, this trend has significantly changed as those townships have become urbanized. The traffic effects of these growing townships are likely to increase with new growth spawned in part by M-6 and its interchanges with major north-south roads. As a result of the recent completion of M-6, changes in traffic volumes and distribution along these streets have yet to be fully realized and analyzed.

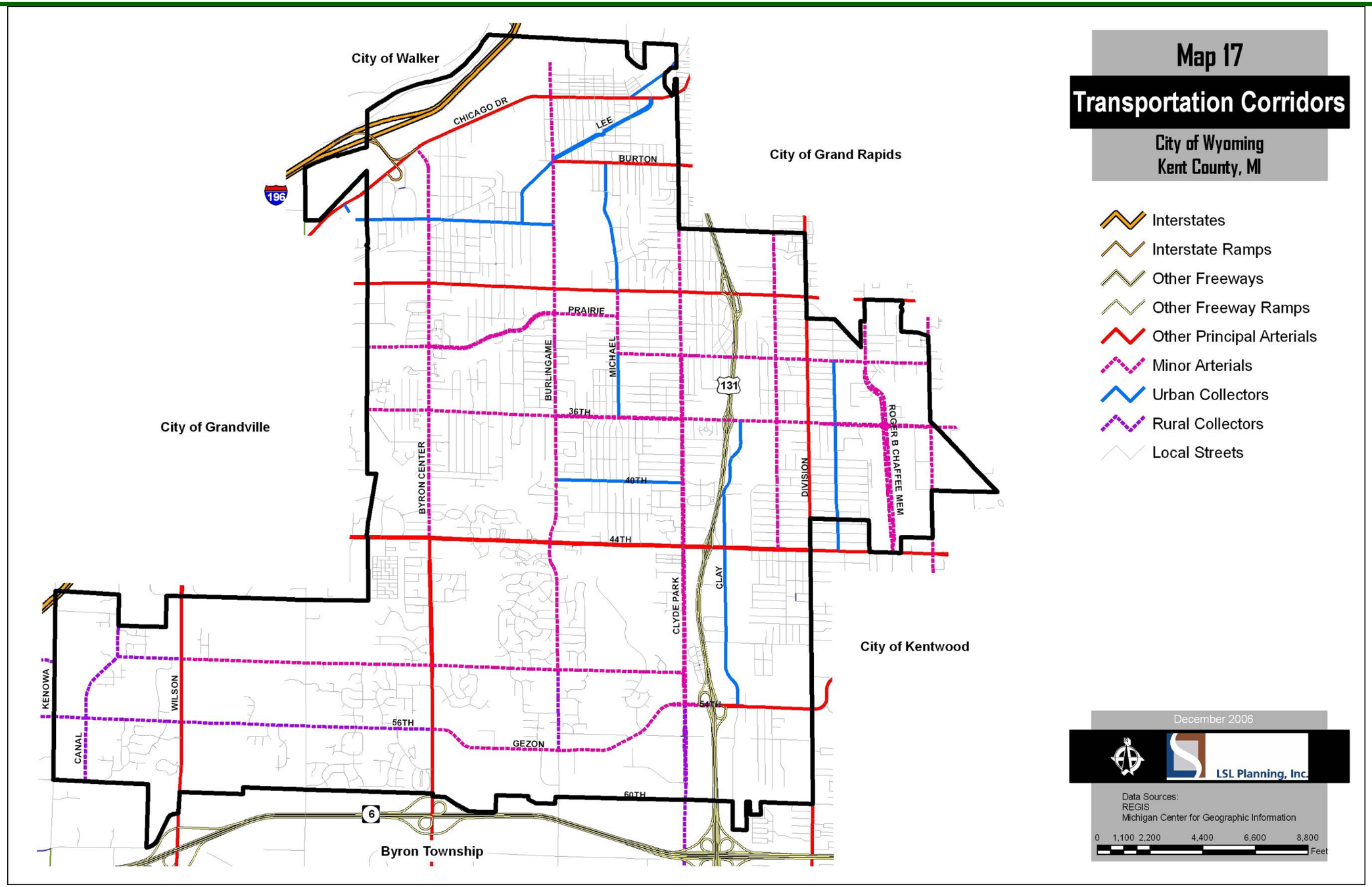
## ROADWAY SYSTEM

Wyoming has taken a comprehensive approach to manage its transportation system. While road widening and intersection improvements remain an important element, the city continues to apply other approaches to reduce traffic demand and improve flow. These include options other than automobile travel and exploring land use options that can shorten the number or length of vehicle trips. These approaches, described later in this chapter, can help address traffic issues in conjunction with other more traditional improvements.

### Street Functional Classification

Streets functions are based on a "functional classification" using factors such as traffic volumes, capacity, length, spacing from other streets and the type of traffic served (shorter versus longer distance and the percentage of trucks, for example). In this functional system major streets designed to move traffic efficiently and safely are classified as arterial or collector streets, while streets designed primarily to provide access to adjacent land uses with little or no through traffic are classified as local streets. In reality, many roadways may serve both functions in varying degrees (see Map 17).

Functional classification categories are summarized below. A more detailed set of criteria, a list of streets by classification, recommended cross sections by classification and current traffic count and crash data can be found in Table A-1 in the Appendix. Table A-1 also provides an inventory of the existing roadway conditions in Wyoming, and includes the type of roadway, traffic volume (level of service), and speed limit.


Map 17
Transportation Corridors
City of Wyoming
Kent County, MI
Interstates
Interstate Ramps
Other Freeways
Other Freeway Ramps
Other Principal Arterials
Minor Arterials
Urban Collectors
Rural Collectors
Local Streets
City of Walker
City of Grand Rapids
City of Grandville
City of Kentwood
Byron Township
CHICAGO DR
LEE
BURTON
PRAIRIE
BURLINGAME
MICHAEL
36TH
40TH
44TH
54TH
56TH
60TH
GEZON
BYRON CENTER
CLYDE PARK
CLAY
DIVISION
ROGER B CHAFFEE MEM
KENOWA
WILSON
CANAL
196
131
6
December 2006
LSL Planning, Inc.
Data Sources:
REGIS
Michigan Center for Geographic Information
0 1,100 2,200 4,400 6,600 8,800
Feet

- **Interstates/Expressways.** This highest classification primarily serves longer distance travel to and through the metropolitan area and is designed to carry the greatest traffic volumes. Designated interstates/expressways include I-196, M-6 and US-131, all of which are under the jurisdiction of the Michigan Department of Transportation.

- **Major Arterials.** (Also referred to as Principal Arterials) Major arterials move large volumes of traffic through the city, or to and from major destinations and are often linked with expressway interchanges. An example of a major arterial is 28th Street.

- **Minor Arterials.** These streets serve trips of moderate length and moderate traffic volumes. Such streets are usually designed for speeds that are lower than for major arterials. They also provide links to and between major arterials with an emphasis on access to adjacent land uses. Examples include Burlingame and 36th Streets.

- **Collector Streets.** These streets link local and arterial streets providing access and traffic circulation within residential, commercial, and industrial areas. Moderate to low traffic volumes are typical, but streets may be slightly wider, or have higher design speeds than local streets. Examples include Michael and Clay Avenues.

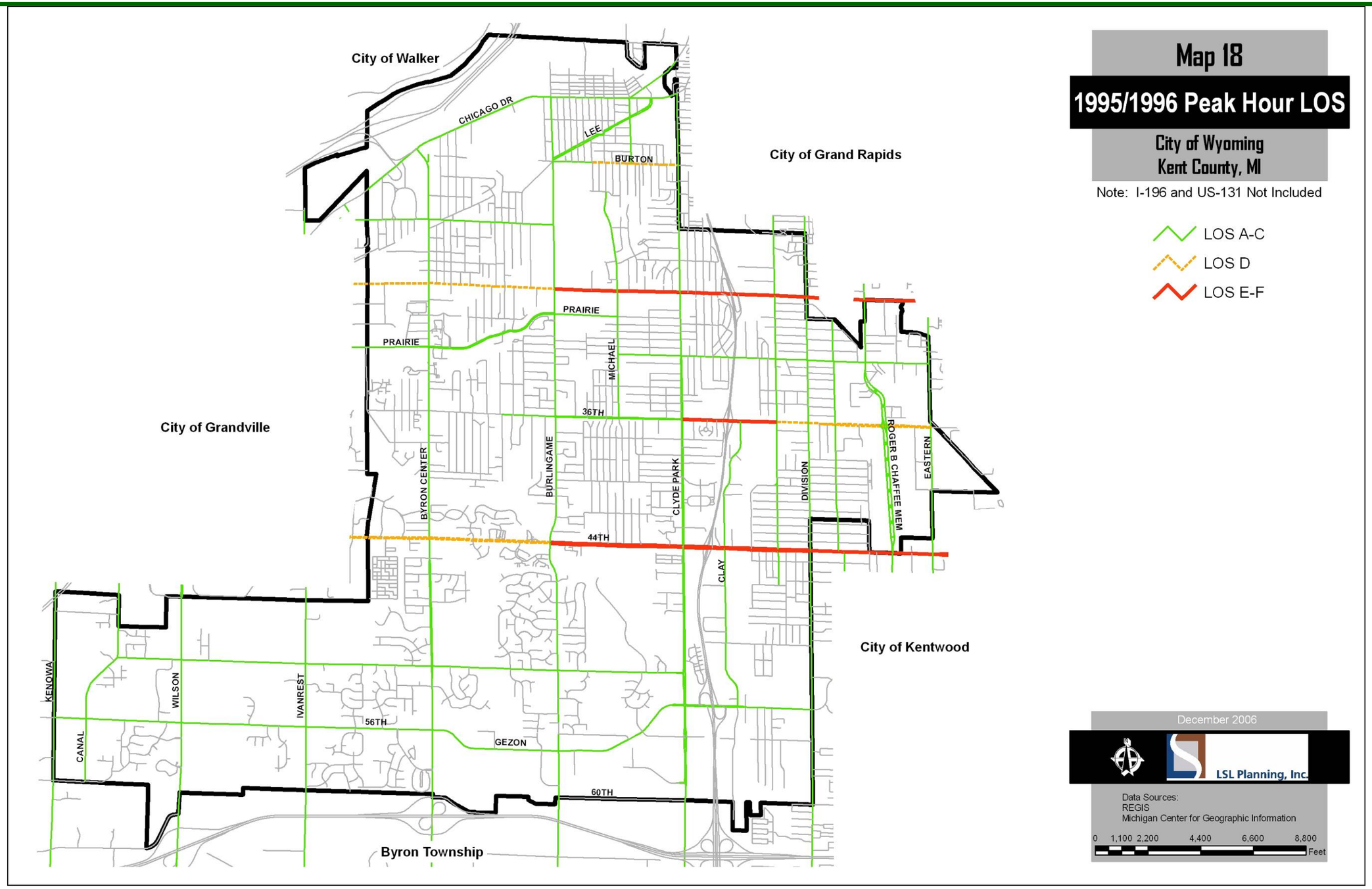
- **Local Streets.** This classification makes up the highest percentage of streets in Wyoming and functions to primarily move traffic from neighborhoods to arterials, sometimes via collector streets. Design speeds are typically low, as are volumes and through-traffic is deliberately discouraged.

## Level of Service/Traffic Volumes

The Federal Highway Administration (FHWA) defines Level of Service (LOS) as a qualitative assessment of a road's operating conditions (see Map 18). It is dependent on peak-hour traffic volumes, traffic composition (vehicle size), vehicle speeds, the number of travel lanes, number and type of traffic signals, and availability of on-street parking.

LOS is graded on an A (freeflowing traffic) to F (vehicles experiencing significant delays and stop and go traffic) rating system that describes how well a road or intersection is performing its intended function. Generally, streets operating below at LOS E or F are considered deficient. A more detailed definition of level of service classifications is provided in Table A-1, located in the Appendix, while maximum average daily traffic volumes for primary roadways are provided in Map A-2, also located in the Appendix.

A computerized transportation-planning model developed by the Grand Rapids and Environs Transportation Study (GRETS) for the Grand Rapids metropolitan area was used to project traffic volumes in Wyoming for the year 2020. The GRETS planning model uses future land-use to estimate the number of trips generated on each link in the roadway network. Based on this assessment, the greatest levels of traffic volume increase for roadways that were analyzed


Map 18
1995/1996 Peak Hour LOS
City of Wyoming
Kent County, MI
Note: I-196 and US-131 Not Included
LOS A-C
LOS D
LOS E-F
City of Walker
City of Grand Rapids
City of Grandville
City of Kentwood
Byron Township
CHICAGO DR
LEE
BURTON
PRAIRIE
MICHAEL
36TH
BYRON CENTER
BURLINGAME
CLYDE PARK
DIVISION
ROGER B CHAFFEE MEM
EASTERN
44TH
CLAY
KENOWA
WILSON
IVANREST
56TH
GEZON
CANAL
60TH
December 2006
LSL Planning, Inc.
Data Sources:
REGIS
Michigan Center for Geographic Information
0 1,100 2,200 4,400 6,600 8,800
Feet

include 56th Street west of Byron Center Avenue, Wilson Avenue north of 52nd Street and 52nd Street east of Wilson Avenue.

According to annual traffic counts taken by MDOT, the roads with the greatest numerical increase in total daily traffic between 1996 and 2003 are US-131 between 44th to 54th, I-196 between Market Avenue and Chicago Drive exit/entrance ramps, and 28th Street from US-131 to Division. Major thoroughfares that have experienced the greatest increase in commercial traffic include I-196 between Market Avenue and Chicago Drive, and 28th Street from US-131 to Byron Center Avenue.

Several roadways in Wyoming contain more than three major signalized intersections per mile, indicating very busy conditions. The high-volume east-west thoroughfares (28th Street, 36th Street, and 44th Street) often operate at failing levels of service (LOS F) during peak traffic hours, with inadequate capacity to sustain acceptable traffic flows. The major north-south thoroughfares carry less traffic than the major east-west streets and generally experience higher (D and above) levels of service. These streets generally experience poorer performance in the vicinity of the higher-volume east-west cross streets because the majority of green signal time at intersections is given to the higher-volume streets.

## Crash Data

Traffic accidents, simply termed “crashes” by traffic engineers, are one factor used to identify problems with the street system that may require correction. To determine a crash rate, the number of crashes is compared to the number of vehicle miles traveling along a road segment, or through an intersection. When high crash rate areas are compared to similar locations, the need for improvements may be indicated, especially where there is a trend for a particular type of accident.

The 1998 Wyoming Thoroughfare Plan provides crash rates for the period 1993-1995. These rates were determined by the total number of accidents on each street averaged over its length within Wyoming. The highest accident rates occurred on the city’s busiest street, 28th Street, between Division Avenue and Buchanan Avenue. The roadway segments and intersections with the highest accident rates are listed below.

## High Accident Rates

28th Street

- Burlingame to Michael Avenue
- Michael Avenue to Clyde Park Avenue
- Clyde Park Avenue to US-131 underpass
- US-131 to Buchanan Avenue
- Buchanan Avenue to Division Avenue

44th Street

- Clyde Park Avenue to US-131
- US-131 to Clay Avenue
- Clay Avenue to Buchanan Avenue
- Buchanan Avenue to Division Avenue

Crash data indicate that improvements such as access management, enhanced traffic signals, and/or restrictions in turning movements may need to be considered to improve safety along 28th and 44th Streets. New development and redevelopment proposals along these two streets should be carefully reviewed to consider access improvements and design standards that encourage safer circulation.

Of course, the severity of crashes is also important. A location with a history of more severe crashes, such as personal injuries instead of minor "fender benders" may need special attention even if crash rates are at acceptable levels. In addition, Wyoming monitors crash data through regular updates of its Major Thoroughfare Plan to identify locations where the need to reduce accidents may help justify the expenditure of improvement funds.

## Rights-of-Way

Rights-of-way are evaluated to determine if sufficient width is available for future roadway expansion and associated road improvements such as sidewalks, landscaping, streetlights, and signs. The rights-of-way along individual north-south arterial streets tend to vary in width, while they remain fairly consistent along the east-west arterials. Along some of these older street sections, the right-of-way is limited to the original 66-foot width, making expansions difficult and expensive since development lining the streets has very shallow building setbacks. However, in many cases the existing right-of-way width can handle lane configurations that are generally sufficient for existing and projected traffic volumes (see Map A-1, in the Appendix).

## Roadway Improvements

One of the major recent roadway improvements undertaken in Wyoming has been the reconstruction of the US-131 and 28th Street bridge overpass, to be completed by October 2005. According to the city of Wyoming 2005-2013 Capital Improvement Program, the following roadway improvements are scheduled (see Table 3.22):

| Table 3.22<br>Wyoming Road Improvements | Year of Construction |
|---|---|
| 36th Street resurfacing | 2007-2008 |
| 44th Street/US 131 Interchange reconstruction | 2008-2009 |
| 44th Street, Clyde Park to Division Right-of-Way acquisition | 2004-2005 |
| 44th Street/Byron Center Avenue resurfacing | 2006-2007 |
| 44th Street, Clyde Park west (500 Feet), turning lane | 2008-2009 |
| 44th Street, Clyde Park to Clay, widening | 2008-2009 |
| 44th Street, Clay to Division, widening | 2008-2009 |
| 56th Street/Ivanrest Intersection | 2004-2005 |
| 56th Street, Kenowa to Canal (1200 feet) | 2009-2010 |
| Wilson Avenue Right-of-Way acquisition | 2004-2005 |
| Wilson Avenue, north of 52nd Street to M-6 roadway widening | 2005-2006 |

According to MDOT's Five-Year Road and Bridge Program, the following improvements are scheduled near or within the city of Wyoming (see Table 3.23):

| Table 3.23<br>MDOT Road Improvements | Year of Construction |
|---|---|
| I-196 Freeway Bridge Improvements (Kenowa Avenue to Chicago Drive) | 2008 |
| Expansion of Intelligent Transportation System (ITS) for I-196 Corridor | 2005 |
| US 131 southbound over I-196 eastbound at M-21 joint replacement | 2005 |
| Burton Street over US 131 (special needs) | 2005 |
| US 131 northbound over I-196 eastbound, M-21 joint replacement | 2007 |
| US 131 over Conrail (abandoned) and Plaster Creek overlay | 2005 |
| US 131 southbound over I-196 eastbound off-ramp and US 131 northbound | 2005 |
| US 131 over Leonard joint replacement | 2005 |

## Future Roadway Conditions

Existing transportation conditions will, or already have been affected by several recent projects in, or near the city of Wyoming:

- The construction of M-6 (Paul Henry Freeway) between I-96 and I-196.
- The construction of local interchanges on M-6 at Wilson Avenue and Byron Center Avenue.
- The construction of Rivertown Crossings, a regional shopping mall in the city of Grandville.
- The reconstruction of the 28th Street bridge overpass (bridge replacement, lengthening the acceleration lanes on the four on-ramps to US-131, traffic signals, pedestrian signals, sidewalks and landscaping).
- The construction of the Metropolitan Hospital Health Campus

While M-6 is expected to provide some traffic congestion relief to east/west arterials, such as 28th and 44th Streets, new developments like Rivertown Crossings and the Metropolitan Hospital campus will make their presence felt through increased traffic demands on other roadways.

## Summary

Wyoming is well served by an extensive network of streets and highways, providing opportunities for expansion and improvement as most roadways have sufficient right-of-way width to accommodate future lane expansion and enhanced traffic management. Other transportation system improvements, such as changes in signal timing and more visible signs, can be accomplished without the need for reconstruction, lane additions, or significant capital investment.

The 1998 Thoroughfare Plan indicates a number of very significant transportation improvements, some of which have been implemented, such as M-6 and Gezon Parkway. Other projects that are completed, in discussion, or planned for implementation include:

- Possible widening of 44th Street (six-lane boulevard through the city, including a reconstructed interchange at US-131). However, only the area east of Clyde Park Avenue is currently being studied for expansion in 2008.
- The expansion of Wilson Avenue (four-lane boulevard from northerly city limits to M-6) in 2006.
- The expansion of Byron Center Avenue (four-lane boulevard from 52nd Street to M-6) completed in 2004.

In addition, given accident prone areas along the 28th and 44th Street corridors, the city will need to explore appropriate access management tools to consolidate driveways, manage multiple curb cuts and promote shared access between properties. Improved streetscapes, dedicated turn lanes and pavement markings may also help improve traffic flow, enhance access to businesses and increase the roadway's traffic carrying capacity.

## NON-MOTORIZED TRANSPORTATION AND OTHER MODES

A continuous network of safe, well-marked pedestrian crossings and clearly identified bike routes is needed to maintain a comprehensive non-motorized network. In addition, many designated primary and secondary trails, and paths are currently in close proximity to each other, which provide opportunities for linkages that would establish a complete non-motorized network for the city. When planning and designing bikeways citizens, planners and engineers should reference the American Association of State Highway and Transportation Officials (AASHTO) Guide for the Development of Bicycle Facilities and the Michigan Manual of Uniform Traffic Control Devices (MMUTCD).

Wyoming has made a considerable investment toward the development of a comprehensive non-motorized system of bikeways and walkways. A city goal is to provide alternatives to the automobile for travel between neighborhoods, schools, civic uses, businesses and other activity areas. In most cases where the right-of-way provides sufficient width, bikeways and walkways parallel streets, but there are instances where they run through parks, or are otherwise outside of the street network. Where walkways and bikeways coincide, multi-use paths may be developed with hard-surface trails that can be shared between pedestrians and bicyclists alike. This system offers transportation and recreational benefits and opportunities for social interaction contributing to Wyoming's quality of life.

### Walkway System

The city's primary walkway system has been designed to follow selected arterial and collector streets where potential pedestrian volumes are the highest and where separation from high-speed automobiles traffic is most critical. A secondary walkway system has been designed, and for the most part implemented, that connects residential, commercial and employment areas to the primary system.

Types of walkways include:

- Walkway. A 5-foot wide concrete walk along one or both sides of a public street normally separated from the street by a grass parkway.

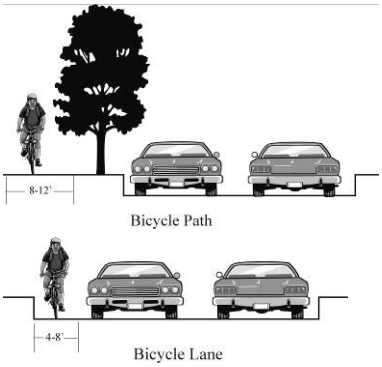
- Multi-use Trail. An 8-12-foot wide asphalt or concrete trail used for non-motorized circulation within a park, public space, right-of-way, or along a public street.

Information on the location and condition of sidewalks is provided in Table A-2 contained in Appendix 1. An analysis of the existing bicycle and pedestrian network is provided in Appendix 1.

Attached or detached sidewalks occur along most local, collector and arterial streets. Unfortunately, industrial areas in Wyoming are generally not well served by sidewalks and, therefore, some critical pedestrian links may have been overlooked. However, marked pedestrian crossings are located in various neighborhoods, mostly on local streets within or near school zones. A significant traffic-calming project with a clearly marked and narrowed pedestrian crossing has recently been constructed north of Prairie Parkway on Taft Avenue. The related photos show how motorists are alerted to pedestrian traffic and techniques that have been used to clearly mark crossings, enhance pedestrian safety and control traffic speed.

## Bikeway Routes

A network of bikeways must be designed considering the mobility and safety needs of bicyclists with varying skill levels and interests.




No single type of bikeway will meet the needs of all users; therefore, within any given transportation corridor, more than one option may be needed.

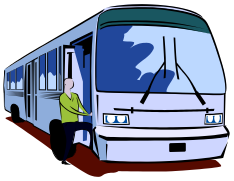
Generally, landmark destinations such as schools, parks, commercial and employment areas should be interconnected with a bicycle route designed as a series clearly marked and interconnected "loops" with numerous travel options. Bikeway types include:

- Bikeway Trail. A separate 8-12-foot wide asphalt path, or trail shared by bicyclists and pedestrians (motor vehicles are prohibited). Many bikeway trails are parallel to the street, but are separated from automobiles by a parkway, or barrier. Bikeway trails can also run outside of the street right-of-way.

- Bike Lane. A portion of the street designated for exclusive use by bicyclists and distinguished from automobile travel lanes by paint stripes, signs or other similar devices. A bike lane is typically 4-8 feet wide.

Wyoming currently has a combination of on-street and off-street bicycle and pedestrian paths, many of which are located within parks and are part of a regional trail system. On-street paths offer bike routes only along certain street sections, while pedestrians use attached and detached sidewalks.

Off-street bike paths are provided within the Kent, Buck Creek, Palmer Park, and Interurban Trails. Regional bikeway connections are provided along the Kent and Interurban Trails and a regional M-6 trail is proposed. Designated on-street paths are provided along Lee and Cricklewood/32nd Streets, and Godfrey Avenue.

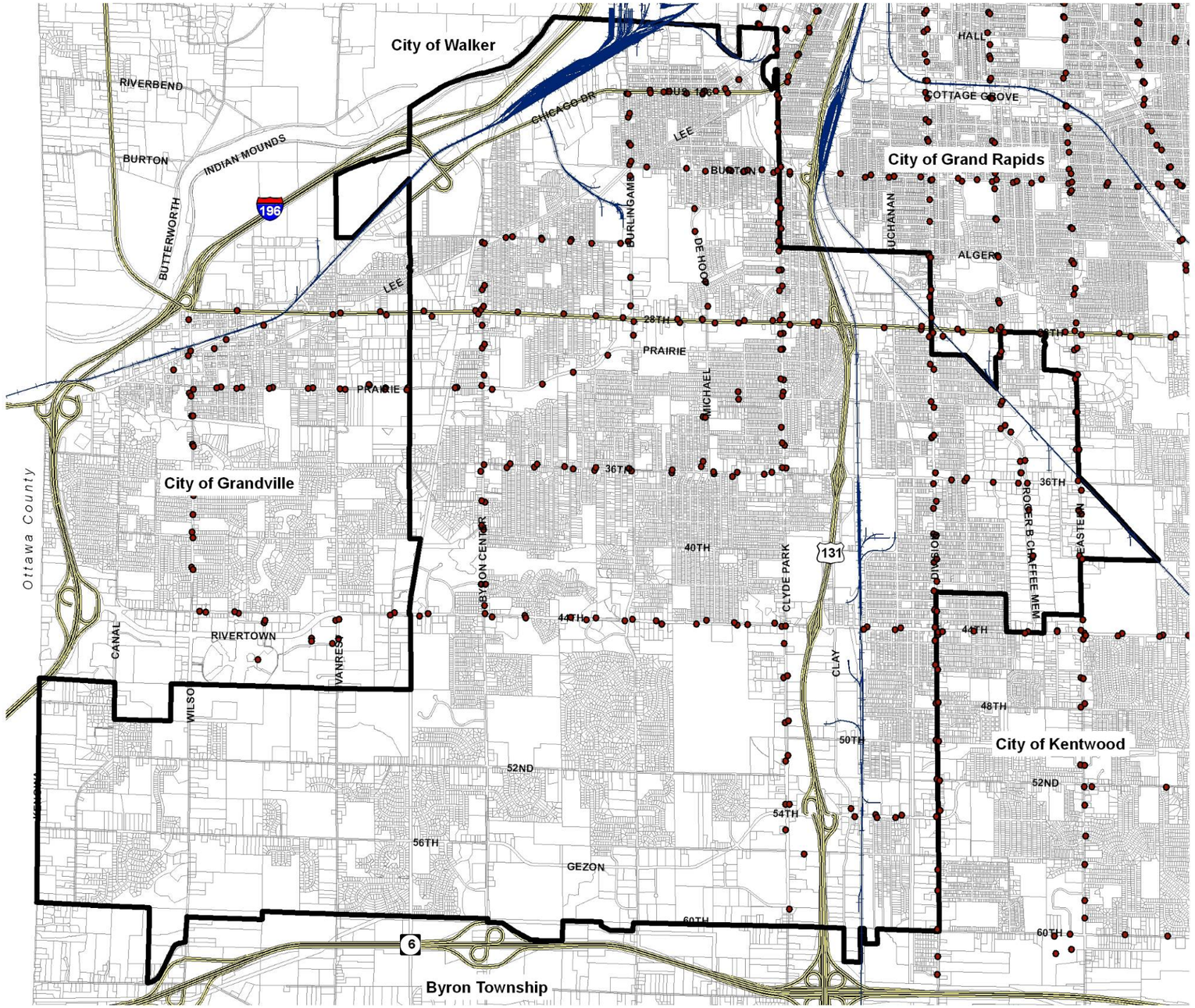


## Transit

The Interurban Transit Partnership (ITP), the region's public transit provider, provides fixed-route and demand response bus service to destinations within Wyoming and the metropolitan region (see Map 19). The ITP was established by Grand Rapids, East Grand Rapids, Grandville, Kentwood, Walker, and Wyoming to permit a much-needed expansion of the metropolitan area's public transportation system. An improvement plan was implemented for the six municipalities in 2000 that included extended service until 11:30 p.m. for GO! Bus and nine of ITP's existing routes. Business Transportation Services, a section of ITP, has provided matching funds to develop specialized employment transportation for employers with needs beyond regular service hours and routes.

In addition to fixed route service, the Passenger Adaptive Suburban Service (PASS) utilizes smaller transit vehicles to pick up customers at their homes and connect them either to fixed transit routes or directly to a destination. A new cross-town route with weekday service has been added along 44th Street in Grandville, Wyoming, Kentwood, and Grand Rapids, providing service to the Rivertown Mall and the Airport.

The ITP has conducted a study of future transportation alternatives along Division Avenue and/or Wealthy Street in Grand Rapids as part of a study titled, "Great Transit Grand Tomorrows." The study has identified two primary modes – Bus Rapid Transit (BRT) and streetcar service as viable options. Division Avenue from downtown Grand Rapids to 76th Street has been identified as the principal route for more detailed examination. Should BRT or streetcar service be implemented, future land uses, activity centers, streetscape and building designs will need to be considered along Division Avenue. However, limited right-of-way may ultimately dictate the types of streetscape improvements on Division Avenue and the need for on-street parking and business access may influence design consideration along certain portions of the route.




# Map 19
# Bus Stops
City of Wyoming
Kent County, MI

- Bus Stops

December 2006

LSL Planning, Inc.

Data Sources:
REGIS
Michigan Center for Geographic Information

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## Rail

Wyoming currently has two operational rail lines with multiple rail spurs that provide local freight access to industrial areas. One line runs along the city's northern border and extends in a northeast-southwest direction between the Grand River and Chicago Drive. This line runs to Holland and on to Chicago, providing national connections. This line serves as Amtrak's passenger rail service, with a stop in Grand Rapids at the Wealthy Street station. The other rail line runs primarily north south through the city just east of US-131. Rail service efficiency is affected by speed limits on current tracks and frequent conflicts with freight trains, which have priority.

## Air

The Gerald R. Ford International Airport provides the area with air-carrier and charter passenger services as well as air cargo services and is located approximately 10 miles east of the city. (This facility replaced the older airport, the main runway of which is now Roger Chaffee Boulevard.)

## Existing Land Use

The Existing Land Use Map indicates the current distribution of land uses in Wyoming (see Map 20). It describes existing development patterns and can also be used to compare existing land use with zoning. Current land uses are divided into eighteen subcategories, which provide a relatively fine-grained description of how Wyoming has developed. Current land use patterns and growth trends must be analyzed to determine existing, or potential opportunities for change, as well as current conflicts. This process not only provides the basic framework upon which future land use proposals will be developed, but will also provide guidance for future land use and development decisions.

The most obvious land use patterns are the concentrations of industrial land in the north; along the western boundary with Grandville in the vicinity of 28th Street; along the U.S.-131 corridor; along Gezon Parkway; and along Roger B. Chaffee Boulevard. The newer industrial uses are along Gezon Parkway, where there still is about 60 acres of vacant industrially zoned land. Wyoming has historically had the highest industrial valuation in Western Michigan. However, the city has suffered in recent years from the exodus of large industries leaving obsolete plants, with difficult reuse problems, particularly as industry has been declining in the Grand Rapids area with related rising unemployment. The city still has a large number of significant industrial uses, as mentioned before in Table 3.19 on page 25.

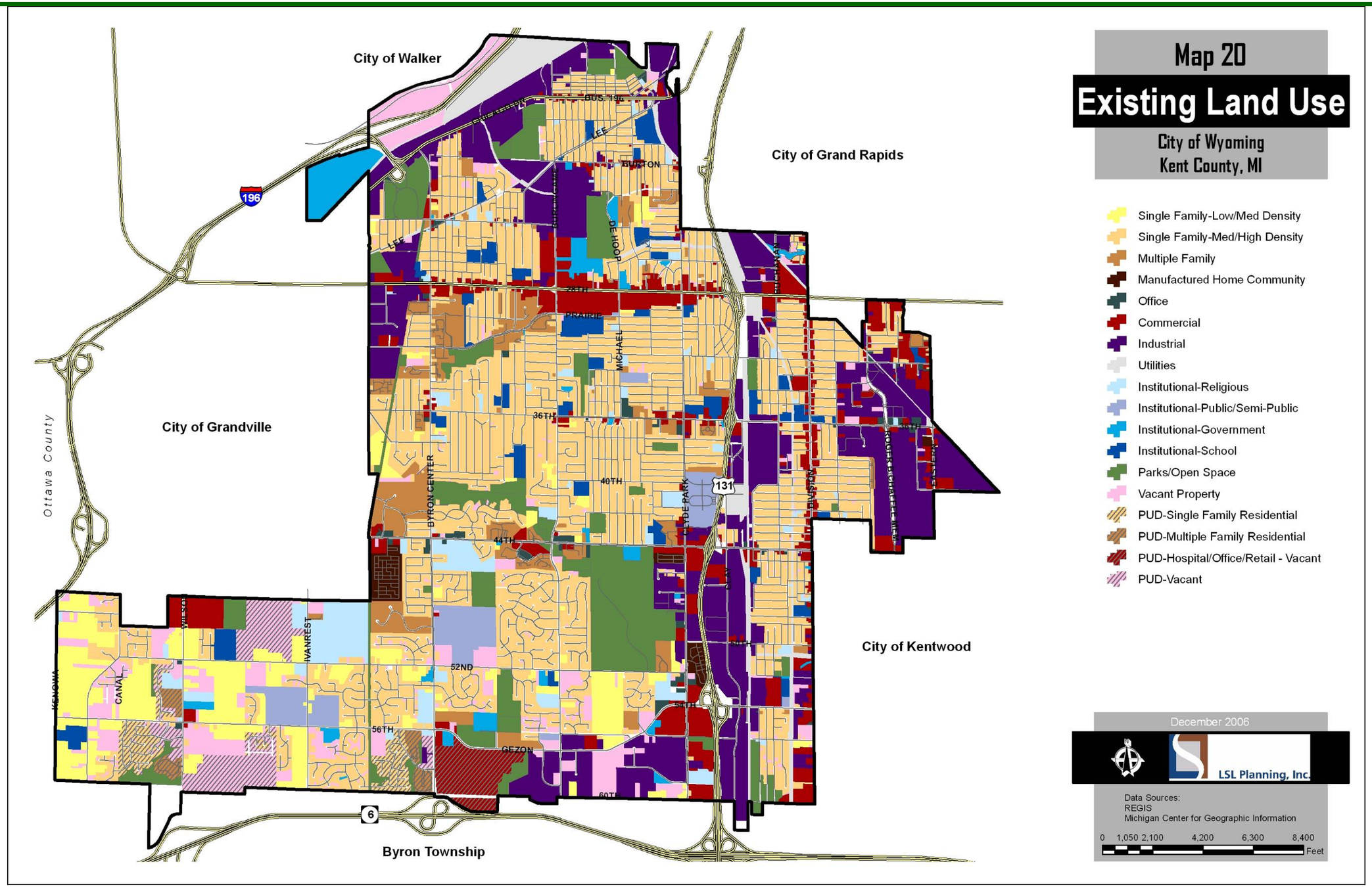
Commercial concentrations feature 28th Street, the city's downtown (Wyoming Town Center) that includes 220 businesses. There are many small businesses along Division Avenue. The 54th/U.S.-131 interchange has several big boxes, as does the north end of Wilson Avenue adjoining Grandville's Rivertown Crossings Mall. Two smaller concentrations are along 44th Street. The major shopping uses in the city include Rogers Plaza, Wilsontown Center, Wyoming Village Mall, Chateau Village Mall, Meijer, Target, Costco, Value City, two Home Depots and Menards. Major businesses that are recreational uses include the Studio 28 movie theater and Craig's Cruisers.

Detached single-family homes are the dominant residential use, and they are distributed around the city, with the newest housing being south of 44th Street, west of U.S.-131, where there is still some vacant or underutilized land. The area currently has five residential Planned Unit Developments in various stages of development, ranging from 50 – 150 acres in size with varying housing choices and open space and some with local retail. About a third of the housing stock in the city is multiple-family, with the largest projects being the two Ramblewood sites near the intersection of 44th Street and Byron Center Avenues. There are also multiple family concentrations in the vicinity of Prairie Parkway and at the 44th/Burlingame intersection.

Wyoming has many churches. They include the very large complexes of Resurrection Life and Grand Rapids First, both in south Wyoming.

Recreation space abounds with 20 city parks, one of which features a senior center. The largest facility is the county's Palmer Park along 52nd Street, which includes a golf course. Two other golf courses are along 52nd and 56th Streets.

Finally, the newest and very significant planned facility is the 150-acre Metropolitan Hospital Planned Unit Development at the intersection of M-6 and Byron Center Avenue. This PUD will feature a 200-bed hospital on 50 acres, which is under construction and due for completion in about 2.5 years. Along with the hospital, there will be extensive multi-story office development.


Map 20
Existing Land Use
City of Wyoming
Kent County, MI
Single Family-Low/Med Density
Single Family-Med/High Density
Multiple Family
Manufactured Home Community
Office
Commercial
Industrial
Utilities
Institutional-Religious
Institutional-Public/Semi-Public
Institutional-Government
Institutional-School
Parks/Open Space
Vacant Property
PUD-Single Family Residential
PUD-Multiple Family Residential
PUD-Hospital/Office/Retail - Vacant
PUD-Vacant
December 2006
LSL Planning, Inc.
Data Sources:
REGIS
Michigan Center for Geographic Information
0 1,050 2,100 4,200 6,300 8,400
Feet
City of Walker
City of Grand Rapids
City of Grandville
City of Kentwood
Byron Township
Ottawa County
196
131
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BUS 196
LEE
BURTON
DE HOOP
PRAIRIE
MICHAEL
36TH
40TH
44TH
BYRON CENTER
CLYDE PARK
IVANREST
52ND
56TH
GEZON
60TH
KENOWA
CANAL

There will be many other hospital related uses, including a retail village, and likely a hotel and other major commercial uses.

In summary, Wyoming's existing land use is considerably varied, with appeal to all types of people and business uses. The bulk of the remaining vacant land is south of 44th Street, where there has been continuous growth. That area can accommodate about 4,000 more people, with a city holding capacity of about 77,000. For the remainder of the city, the emphasis will need to be on redevelopment of both land and buildings, particularly in the industrial areas due to aging and obsolescence.

# PART 2: FUTURE LAND USE

# INTRODUCTION

This Plan is organized in two parts – Background Information and Future Land Use. Part one, Background Information, covers the facts, figures, inventories and issues that lay the groundwork for Plan recommendations. Thus part one includes information on demographics, housing and economic conditions, environment, schools, infrastructure, transportation and existing land use patterns. Part two, Future Land Use, deals with recommendations and proposed changes in development patterns for the various areas of Wyoming. The reader who seeks a fuller understanding of the underlying issues in a particular area of the city or regarding a particular topic should refer to the relevant sections of part one, Background Information.

The Future Land Use section critically and honestly examines Wyoming's strengths and shortcomings in order to position it to achieve an ambitious vision for the future. This is a long-range Plan; its recommendations are not timid and they cannot be fully implemented overnight. However, the Plan lays out a strategy and identifies incremental steps, both short- and long-range, that will move the city toward its full realization.

Steps toward implementation can be taken almost immediately by utilizing the Plan as a foundation for zoning and capital improvement decisions. This Land Use Plan recognizes that much of the city will not and should not change. Healthy neighborhoods, local shopping districts, and established industrial centers should remain as they are and continue to thrive. On the other hand, the Plan gives guidance for the use of yet undeveloped lands and those areas that have passed their prime, need new life breathed into them, and require redevelopment.

It is essential that the Land Use Plan become the doctrine for reshaping Wyoming, while reinforcing its attributes. The Plan should be consulted and followed as the blueprint for the next generation. Each decision affecting the physical development of the city should be based on or fully evaluated in the context of the Plan. Annually, the Planning Commission should examine the Plan to ensure its continued relevance and appropriateness, not to alter the vision, but to make mid-course adjustments, if needed, to stay on course. Likewise, the development community and the population-at-large should rally around the planning concepts and recommendations to ensure that all stakeholders share a commitment to the vision and are working together toward its fulfillment.

# LAND USE PLAN THEMES & VISIONS

The essence of the Land Use Plan is the Vision it presents for the future of the community. In order to continue to thrive and prosper, Wyoming needs to set its sights on the distant horizon, establishing ambitious, but attainable, goals that rally the community in a common cause. Without such a Vision, it may be difficult for the City to flourish.

During the course of preparing this Plan and assessing the community, several key themes have been identified. Each is a key component of the city of Wyoming and a building block of its foundation. Therefore, each Theme is followed by Vision Statements that build on these qualities and are further supported by specific strategies for achieving the Themes & Visions.

## Quality Neighborhoods

Wyoming will continue to be a great place to live and work. New residents will be attracted from metropolitan Grand Rapids to strong and stable neighborhoods with affordable and varied choices in housing. Current residents will remain committed to Wyoming for those very same reasons.

- Continue active enforcement of the city's housing code.
- Maintain the walkability of the city, both within its existing neighborhoods and its new development.

The city's population will continually evolve, becoming even more diverse and with that, distinct and vital neighborhoods and commercial areas will continue to emerge and grow.

- Actively seek to provide affordable housing opportunities for young families, the next generation of homeowners in the community.
- Promote Wyoming as a diverse urban center, rather than a suburban satellite.

A mix of housing types that provides for varied incomes, ages, and lifestyles will add to the city's energy. The city's schools will remain important and unifying neighborhood assets, along with parks and open space. Together they will act to keep city neighborhoods stable and inviting.

- Encourage the use of planned unit development to achieve a mix of residential types, styles, and densities in attractive, walkable environments.

- Increase residential densities in mixed-use areas to ensure a sufficient population to support businesses and create a vibrant atmosphere.

## Strong Commercial Areas

Wyoming's healthy, traditional shopping areas, especially 28th Street, will provide active and attractive gateway entrances into the city. These areas will be reinforced and supported by the design of US-131 interchanges, which will be well landscaped, appropriately illuminated and signed.

The Turn on 28th Street Sub Area Plan, adopted as an amendment to this Land Use Plan in 2012 and detailed in Appendix 1B, proposes to redevelop the 28th Street corridor between Clyde Park Avenue and Burlingame Avenue into a vibrant and sustainable mixed use area. The key component of this Plan amendment is a crescent street crossing Michael Avenue. This street will be a tree-lined boulevard that will predominantly allow adjoining properties to redevelop without complete building removals. This boulevard will provide the streetscape that will allow new developments to be constructed at the sidewalk edge with a mixture of retail, office and residential uses. New zoning codes to implement this Plan will be required, along with a strong marketing campaign, and a focused City effort on infrastructure improvements.

Other major commercial corridors will benefit from higher densities to support improved transit service, while creating opportunities for mixed-use development and a more pedestrian friendly and walkable environment. Smaller commercial areas within mature neighborhoods will offer a mix of retail space, residences, and offices at a scale and design compatible with the surrounding area.

- Acquire and assemble vacant and underutilized properties along the Division Avenue corridor and recruit prospective developers to redevelop these areas with a mix of residential and complementary business uses.
- Support metropolitan efforts to establish a regular, dependable, and efficient mode of public transit to serve the community.

Emerging commercial areas in the vicinity of M-6 and its related interchanges will be attractive and well planned, with safe and efficient roadway access. Buildings in these areas will be well designed and landscaped, constructed with quality materials, and oriented to accommodate pedestrians, bicyclists and transit service.

- Confine business development to a limited area adjacent to the freeway interchanges.
- Strictly control vehicular access to these locations via frontage roads, shared driveways, rear access alternatives, or similar access management techniques.
- Establish and adhere to gateway sign and landscape requirements that create an attractive entry image for the community.

## Vital Employment Centers

Wyoming will continue to strengthen its existing industrial and manufacturing areas by maintaining an excellent infrastructure and roadway system. Utility rates will remain

very competitive with surrounding communities, thereby reinforcing the city's strong and vital manufacturing base. Wyoming will also continue to improve and strengthen its business climate by encouraging investment; diversifying its economic base and expanding employment opportunities by utilizing appropriate economic development tools.

- Cluster employment centers in order to facilitate efficient and cost-effective transit service.
- Improve key roadway and interstate connections with older employment areas to make them more attractive places for existing businesses to remain and for new ones to locate.
- Promote reinvestment in older employment areas that are located near residential areas to foster "walk-to-work" opportunities.

Due to emerging trends in the local, state and national manufacturing economies and the resulting shifts from industrial employment, particularly auto-related, Wyoming will build upon the economic diversification offered by the Metro Health Hospital complex. This facility will serve as a catalyst for a new type of employment center, a health-care park, resulting in yet another major sector of employment that will not only provide high wage jobs, but will attract new residents to Wyoming.

- Maintain a high standard for development around the Metro Health Hospital site to ensure compatibility of character and uses and prevent conflict from traffic congestion.
- Review the city zoning ordinance to ensure that the necessary provisions are in place to permit related and complementary uses in and around the health care park.

## A Revitalized and Beautiful City

Older commercial and Brownfield industrial areas that have been plagued by vacancies, under-use, disinvestment and environmental contamination will be reinvented to become catalysts for dynamic neighborhoods, employment centers and mixed use areas.

- Continue to utilize the Brownfield redevelopment program to reclaim contaminated sites.
- Prioritize potential redevelopment sites that are vacant, dilapidated, and underutilized buildings and properties.
- Actively recruit potential developer partners to revitalize these areas.
- Provide incentives to stimulate the redevelopment of such areas of the city.

Wyoming will encourage and support the re-use, or conversion of older buildings and the assembly of smaller parcels to permit viable new development projects. Older residential neighborhoods will also benefit from revitalized industrial and commercial

areas that will offer new job opportunities and enhanced real estate values for surrounding areas.

- Promote a mix of uses in older buildings.
- Provide incentives to assemble and redevelop smaller properties.
- Encourage live/work units.

Design and quality will be major considerations in the implementation of both public and private projects. Highway, street and interchange reconstruction projects will offer opportunities to upgrade and enhance the aesthetic character of impacted streetscapes and facilities.

- Continue the tradition of high quality public improvements in the city's infrastructure, as evidenced by the boulevard design of 44th Street, Byron Center Avenue, and Roger B. Chaffee Drive, and the new city administration complex.
- Utilize zoning regulations to establish design standards for landscaping and signs that contribute to a high quality image for new development within the community.

The 28th Street/Michael/DeHoop node, as detailed by the Turn on 28th Street Sub Area Plan in Appendix 1B, will become a true downtown center. It will establish a distinctive identity and sense of place for Wyoming. Redevelopment will create opportunities for new investment, mixing commercial, residential, office, and entertainment uses in this central core area.

- Assemble vacant and declining commercial properties for redevelopment as mixed use projects.
- Develop a plan for utility extensions to make the redevelopment of key properties as "shovel ready" as practical.
- Develop a stormwater management plan so redevelopment can occur in a holistic manner being sensitive to conservation design principles and consistent with an urban design.
- Public open space will be a key component of this redeveloped area. Consideration should be given to dedicating or assessing fees in lieu of dedication as part of any redevelopment agreements.

## Transportation System

The city's newly developing arterial thoroughfares will not be choked by commercial traffic. Commercial uses will be clustered in confined locations, providing convenient proximity to user groups, while safeguarding the traffic-carrying capacity of the major street network.

- Establish and enforce access management standards for all development along the city's major arterial streets.
- Protect Wilson Avenue and Byron Center Avenue from strip commercialization.

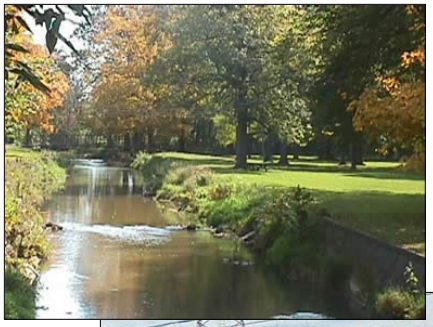
Residents and workers in the city will have the option of utilizing an efficient, safe, and dependable public transit system as a viable alternative to the private automobile.

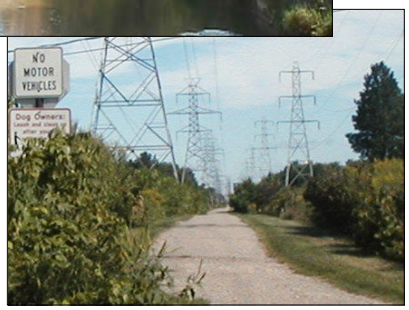
- Actively support the establishment of an urban public transit system as an alternative mode of conveyance for a large segment of the city's population and work force.

- Intense residential development should not only be permitted, but also be actively encouraged, in the Downtown Center, along Division Avenue, and in other specific locations to achieve the density necessary to support the desired business activity and a viable transit operation.

## Natural, Historic and Cultural Resources

Wyoming's extensive system of greenways, parks, and recreational resources will flourish and expand in conjunction with new projects and redevelopment efforts.

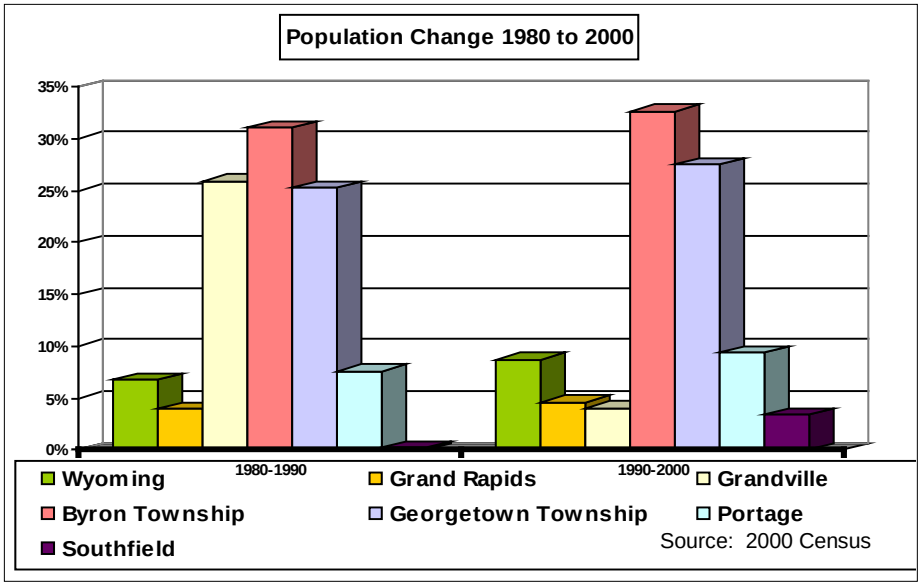





- Regularly update the city's five-year park & recreation plan to identify priorities and maintain the city's eligibility for grant funding.
- Work cooperatively with other agencies and organizations, including Kent County and the West Michigan Natural Areas Conservancy, to create and maintain active and passive recreational opportunities.
- Incorporate incentives into the city's PUD regulations and other programs to encourage private developers to conserve important natural features and provide recreational amenities within their projects.

# EXISTING CONDITIONS ASSESSMENT

Considerable background information was developed and analyzed in preparation of this Plan. A summary of some of that information is provided here, as a snapshot of the city, to facilitate an understanding of the goals and recommendations that are presented in Part 2.




Since the adoption of this Land Use Plan in 2006, new information from the 2010 Census has become available. The Census Bureau identified Wyoming's 2010 population at 72,125. This is an increase of 3.9% from the 2000 population of 69,368. Wyoming has had a steady, but modest rate of growth since 1980. Growth in Wyoming has occurred in the southern "panhandle" end of the city, an area more "suburban" in character than the city's original and more urban areas closer, to 28th Street and Chicago Drive.

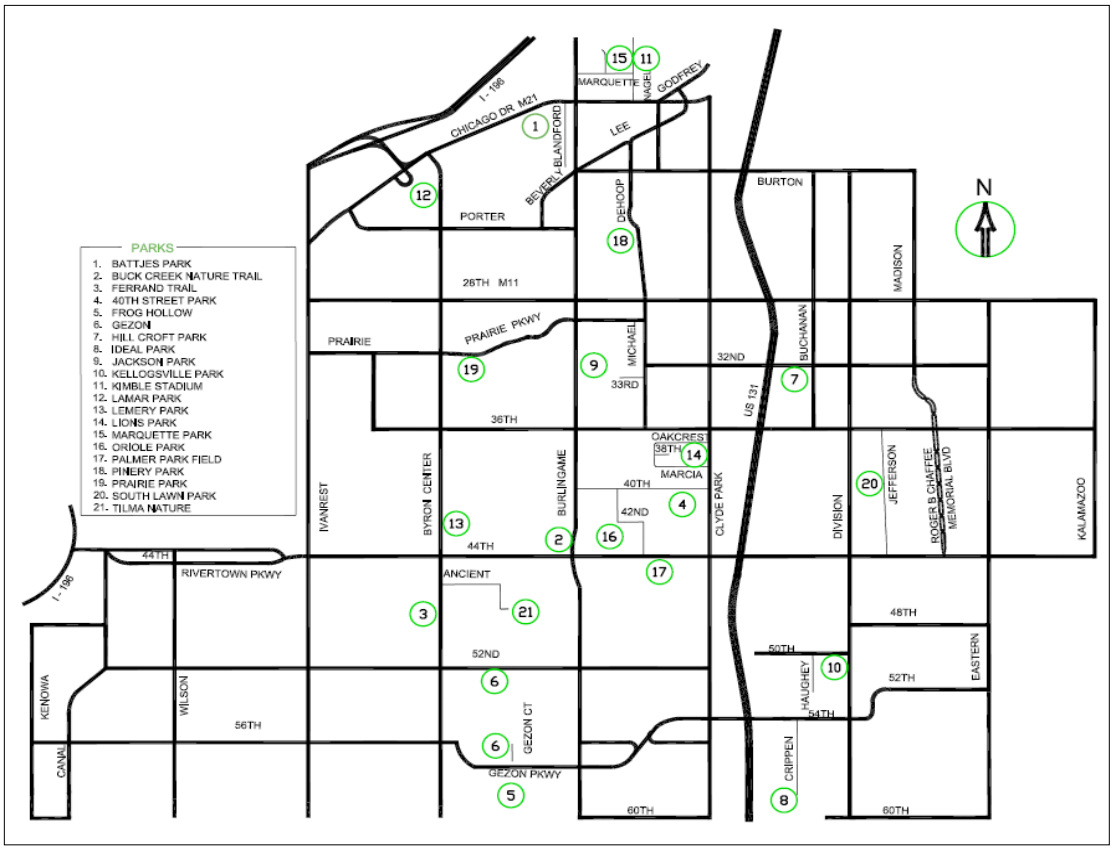
Despite the city's predominant image as an older, established, first-tier suburb, its population is relatively young. Several factors may contribute to this including the affordability of much of the existing housing stock and the relatively high number of rental units. The Panhandle and northern areas of the city, in particular, have experienced an influx of young families.

In terms of race and ethnicity, Wyoming is a predominantly white community, though a significant Hispanic population is found in the north end and on the east side as well. These locations correspond with growth in the Hispanic community in adjoining areas of Grand Rapids and Kentwood.

The demographics of the community mirror the other characteristics described in the Land Use Plan. Wyoming is a diverse city with many contrasts – it is one of the oldest cities in the region, yet exhibits continued vitality; it was, at one time, a heavy

manufacturing center, now is a major service center; and is a densely developed city, but contains numerous parks and open spaces.

The city has an extensive park system with over 20 parks and facilities totaling more than 600 acres of recreational opportunities to suit any level of user. This is in addition to regional systems such as Kent Trails and the recently funded Paul B. Henry Freeway Bike Trail that will be located along the M-6/South Beltline corridor.




Wyoming is also home to a number of golf courses and has within its borders such outstanding natural features as Plaster and Buck Creeks, along which are found Prairie Park and the Buck Creek Nature Preserve. One of the region's premier recreational resources, Millennium Park, stretches along the Grand River near the city's northwest border. This massive county park straddles the cities of Wyoming, Walker and Grand Rapids. In addition to the numerous public parks, there are many private neighborhood parks/open spaces incorporated into recent planned development projects. As noted previously, the city's parks & recreation plan will continue to need to be refreshed regularly to keep the parks system thriving.

Another planning tool integral to the city's land use planning efforts, but found in a separate document, is the city's thoroughfare plan. It is important that the city continue

to work in a comprehensive and coordinated manner to manage development and the added traffic that comes along with it.

Currently, a number of city streets improvement projects are planned or underway. One of the prominent characteristics of many of Wyoming's major streets is the boulevard design. The city's long history of grassy, tree-lined boulevards has contributed to its charming, family friendly atmosphere, and will continue to do so long into the future.

Part and parcel in creating the family friendly atmosphere in Wyoming is the wide variety of schools for parents to choose from, including public, private/parochial and charter schools. Wyoming is unique in the metro area with six different public school districts to serve the population, including Godfrey Lee, Godwin Heights, Grandville, Kelloggsville, Kentwood and Wyoming.

# FUTURE LAND USE

**Future Land Use Categories**

- Low Density Residential (up to 3.5 units/ac.)
- Mixed Residential (up to 4 units/ac.)
- Low-Medium Density Residential (3.5 to 6 units/ac.)
- Medium-High Density Residential (6 to 16 units/ac.)
- High Density Residential (16+ units/ac.)
- Neighborhood Commercial
- Office Service
- Community Commercial
- Downtown Center
- Mixed Use
- Division Avenue Commercial
- Medical Village
- Business Industrial
- General Industrial
- Parks & Open Space
- Schools
- City Buildings

The "Plan" is comprised of several key elements described in narrative form – analysis of trends and issues, goals, description of uses, and recommendations. In addition to the text, a Future Land Use map is incorporated into the Plan document to supplement the text and illustrate the concepts being advocated. The map shows where future uses and changes are advocated. The Future Land Use map is then broken into subarea maps to more clearly show the recommendations and allow for greater text analysis.

While the future land use maps are fairly specific, they should not be viewed as inflexible dictates. The maps are intended to convey a desired pattern and appropriate relationships, but not a precise, rigid mandate of the exact use of each piece of property throughout the City. On the other hand, the direction and intent of the Plan, as conveyed both in the narrative and as illustrated by the maps, should be followed unless there is very good reason to do otherwise. Obviously, conditions may change over time and unanticipated opportunities may arise. When such events occur, Plan amendments may be necessary and appropriate. However, in the absence of such an amendment, the Plan should be followed as a guide, as it is intended. Ignoring the Plan should not be an option.

<u>Future Land Use (FLU) Categories</u>

Each of the FLU categories is described below, defining the intended uses and character to be found within each one. Residential densities are based on a gross land area calculation.

- *Low Density Residential (LDR)*
  At a maximum density of 3.5 dwelling units per acre, this single-family residential designation represents most of the non-PUD residential development southwest of Buck Creek. Neighborhoods will have a more suburban than urban character, allowing for relatively spacious lots.

- *Mixed Residential (MR)*
  The mixed residential designation is effectively a low-density residential district at 4 dwelling units per acre; however, it is meant to accommodate a variety of housing options that might include detached single family, townhome, apartment or any combination of housing types, particularly when part of a Planned Unit Development. In fact, this designation reflects a number of already planned and constructed, high quality PUDs in the Panhandle.

- *Low-Medium Density Residential (LMDR)*
  The majority of the residential development north and east of Buck Creek is designated in this category. Within these areas are the older, single-family residential neighborhoods, sometimes with duplexes mixed in, which have long made Wyoming an attractive place to live. Densities of 3.5 to 6 units per acre have made for close-knit urban neighborhoods. Sidewalks are a common element in these areas to promote interaction and, due to the narrowness of the lots, garages are predominantly located in rear yards.

- *Medium-High Density Residential (MHDR)*
  This category encompasses mainly medium density multifamily development. Densities ranging from 6 to 16 units per acre are recommended in order to accommodate a variety of housing product. Examples include townhouses and other attached single-family style multiplexes, in addition to contemporary multiunit apartments. Several existing mobile (manufactured) home parks are also included, which are at the low end of the density range.

- *High Density Residential (HDR)*
  Relatively intense urban residential development in the form of mid- and high-rise structures is the focus of this category. At densities of more than 16 units per acre, the opportunity exists to create very intense projects sufficient to support integrated retail and service uses. Such densities also make transit service more viable and attractive. Although shown separately as the Wyoming Downtown Center, the area along 28th Street from Burlingame to Clyde Park is a prime example of a location that will benefit from the introduction of high density, compact residential development that will breathe life into the non-residential environment and create a unique focal point distinguishable from the balance of the 28th Street corridor.

- *Neighborhood Commercial (NC)*
  Neighborhood commercial areas are intended to serve a concentrated population with small-scale retail and services that minimize the overall number of automobile trips necessary for daily necessities. Purposefully, they will be the center of walkable, pedestrian friendly neighborhoods. Typically these areas should form nodes, located at the intersection of major or minor arterials. An important feature of these neighborhood centers is that they are highly concentrated, cohesive, and clustered. Trade areas will be on the order of a 1-mile radius; generally, development areas will be 10 to 15 acres, but no more than 20. Development style (i.e. traditional, urban or contemporary, suburban) will depend greatly upon geographical location, but should complement and be integrated with the surrounding neighborhood.

- *Office Service (OS)*
  Office Service areas are well suited to serve two roles. One is as a transition between potentially incompatible uses, such as separating general commercial from single family residential, while the other is as a hub for neighborhood employment and services. Doctor, attorney, realtor, and all types of business offices are common in such areas with some locating to be near neighborhood customers. Others may have a wider customer base, but like to congregate near other offices. Functional and visual integration of buildings, parking, and circulation with the residential (or retail) surroundings is important.

Besides the offices, there are a number of small commercial uses that tend to locate in office districts, primarily to service office employees and perhaps their customers or visitors. Examples include: a deli, coffee shop, eyeglass sales in conjunction with an optometrist, private mail delivery such as Pac/UPS, a newsstand, office supplies and personal services. These types of uses may be considered in this district, subject to Special Use Approval by the Planning Commission. The uses and any controls; such as location and floor space, would be written into the Zoning Code.

- *Downtown Center (DC)*
  The Downtown Center designation was initially derived from the 2002 Downtown Plan which was incorporated into this Land Use Plan 2020 adopted in 2006. In 2012, the Turn on 28th Street Sub Area Plan was adopted as an amendment to this Downtown Center area. The boundaries of the Sub Area Plan are slightly larger than that shown as Downtown Center. However, for reference purposes, the map identifies this area appropriately for redevelopment as a mixed use urban core area. Additional detail describing the Turn on 28th Street Sub Area Plan may be found in Appendix 1B.

- *Community Commercial (CC)*
  The areas designated Community Commercial will be home to the full spectrum of activities meant to serve the population on a community-wide scale. To a great extent, most of these areas already exist within the City. General retail and service uses are common both in planned shopping centers and along older strip commercial corridors. However, the older corridors should gradually be transformed from elongated strips to more concentrated activity nodes. Reinventing these areas with a combination of multi-story offices and residences to complement and support the retail will allow them to compete with newer centers. Parking with adequate setbacks to accommodate landscape screening and sidewalks, along with quality building designs, will improve the functionality and attractiveness of these commercial locations.

- *Mixed Use (MU)*
  The Mixed Use designation encompasses an area that straddles the railroad on the northwest corner of 28th Street and Division. A variety of activities are envisioned here, surrounding a future transit station where streets are interconnected, blocks are small, and buildings and uses cater to the pedestrian. The purpose of the Mixed Use concept is to transform this area into a walkable and accessible environment that is human-scaled and will provide for a highly concentrated mix of compatible and complementary land uses of sufficient intensity to facilitate transit ridership.

- *Division Avenue Commercial (DAC)*
  Prior to the development of suburban malls in the 1960s and ‘70s, Division Avenue was a principal shopping street for the region. Many unique characteristics, reflecting its age, distinguish the Division Avenue corridor from most other business strips – limited parcel sizes, shallow lot depths, minimal building setbacks, some commercial alleys and walkability. The Division Avenue Commercial (DAC) land use category emphasizes and celebrates this unique character.

- *Medical Village (MV)*
  The Medical Village designation encompasses the planned and developing Metro Health Hospital and Metro Health Village near Byron Center Avenue and Gezon Parkway. This area is emerging as a significant employment center and a signature use for the

community and the region. Its highly visible location and proximity to new housing make adherence to the village concept essential. Key to the implementation of this concept will be the creation of a "campus" setting in which the many separate uses are integrated to function as a unified development. Internal traffic circulation, harmonious landscaping, and pedestrian accessibility will be important elements of this concept.

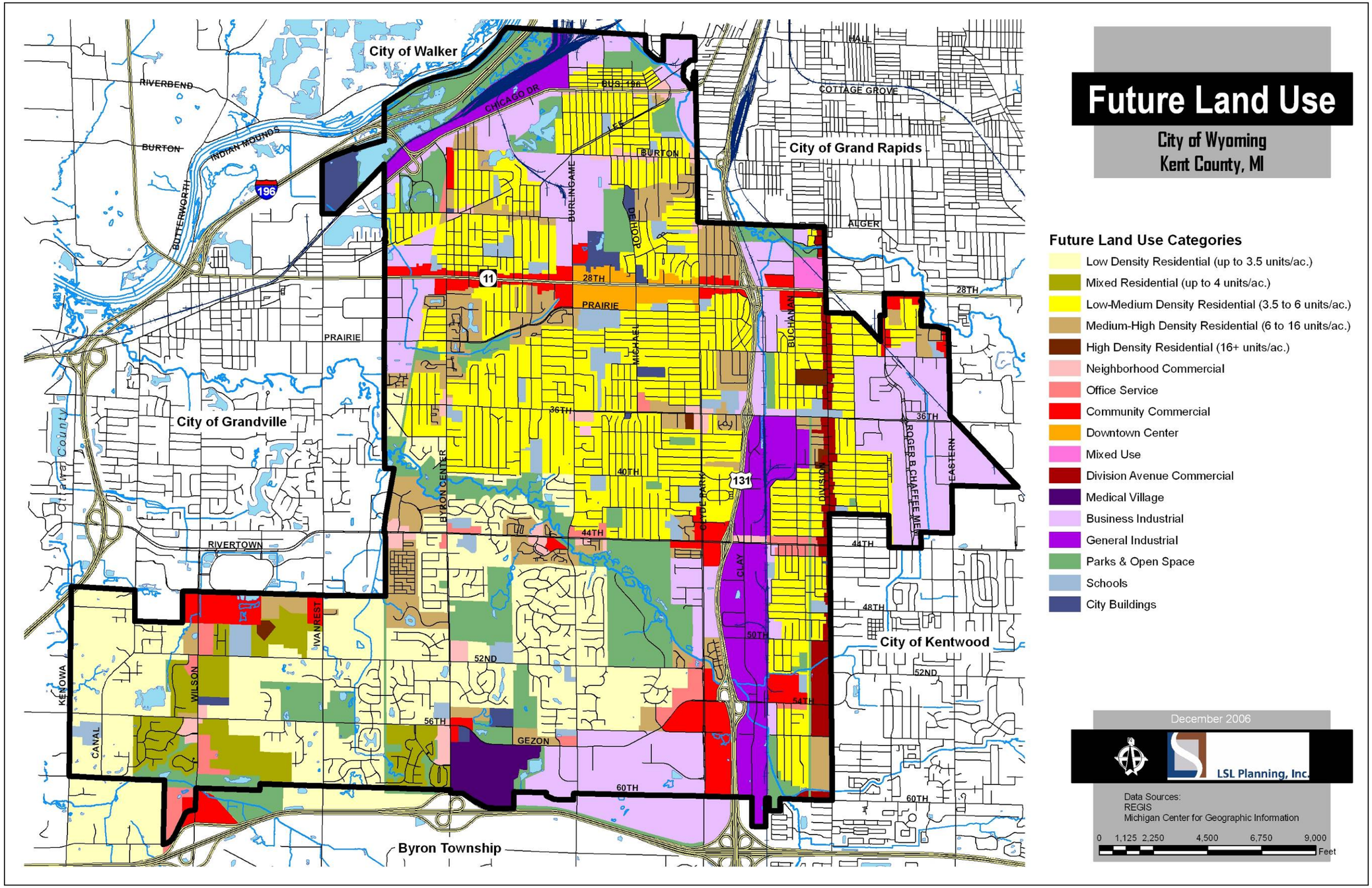
- *Business Industrial (BI)*
  The Business Industrial category will cater to a variety of employee intensive light industrial, office, research & development and medical support service uses. In newly developing areas, such as along the M-6 freeway with its high visibility and excellent accessibility, a strong emphasis should be placed on building and site design for the uses that will naturally come to that area. In mature areas where underutilized or vacant facilities must be reinvigorated, the primary emphasis must be placed on attracting new users and creating a stabilizing force for the surrounding neighborhoods.

- *General Industrial (GI)*
  General Industrial areas will continue to be home to the most intense industrial operations within the city, which are least compatible with less intense residential and commercial uses.

- *Parks & Open Space (POS)*
  The Parks & Open Space designation denotes the many recreation opportunities available to residents of the city and others from the surrounding region. Uses in this category include non-motorized pathways, traditional park settings, nature preserves, and golf courses, as well as private open space provided in a number of PUDs throughout the south end of the city.

- *Schools*
  One of Wyoming's many assets is the variety of schools available to its residents. Within the city, options include a choice of six public school districts, parochial schools and charter schools. Properties that are home to schools are intended to remain as such, and are designated as such on the Future Land Use map.

- *City Buildings*
  The City Buildings designation represents public buildings such as libraries, fire stations, police and administrative buildings, as well as public utilities including water towers and wastewater treatment facilities.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City of Wyoming
Kent County, MI
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General Industrial
Parks & Open Space
Schools
City Buildings
December 2006
LSL Planning, Inc.
Data Sources:
REGIS
Michigan Center for Geographic Information
0 1,125 2,250 4,500 6,750 9,000
Feet
City of Walker
City of Grand Rapids
City of Grandville
City of Kentwood
Byron Township
Ottawa County
RIVERBEND
BURTON
INDIAN MOUNDS
BUTTERWORTH
CHICAGO DR
BUS 196
LEE
BURLINGAME
DEHOOP
HALL
COTTAGE GROVE
ALGER
28TH
PRAIRIE
MICHAEL
BUCHANAN
36TH
40TH
BYRON CENTER
CLYDE PARK
DIVISION
ROGER B CHAFFEE MEM
EASTERN
44TH
RIVERTOWN
CLAY
48TH
50TH
52ND
IVANREST
KENOWA
WILSON
CANAL
54TH
56TH
GEZON
60TH
196
11
131

## Citywide Land Use

Wyoming's diversity is evidenced in its varied land uses ranging from heavy manufacturing to bustling commercial corridors to quiet residential neighborhoods. Despite the age of much of this development, physical conditions throughout the city are sound and very stable. Few signs of deterioration exist and even the isolated areas of marginal conditions or vacant buildings present opportunities, rather than reason for alarm. Therefore, this plan focuses mainly on those areas that challenge Wyoming to reinvent itself. Defined sub-areas, generally coinciding with major street corridors or prominent intersections, are discussed in detail. Land use on a citywide scale is addressed in broader terms, recognizing that much of the community is developed and occupied by appropriate and desirable land uses that will not and should not change.

The city's overall land use diversity is further mirrored within various land use categories. For example, the industrial sector is wide ranging with several manufacturing, light industrial, electronics, and major distribution facilities found throughout the city. Many of these are in concentrated employment centers, including well planned and designed industrial parks.

Commercial areas are found throughout the city as well ranging from small, neighborhood services to large big box retailers. The city's most prominent commercial areas are the 28th Street and Division Avenue corridors, both of which are addressed separately later in the sub-areas section. Other prominent areas have emerged at 44th and Clyde Park, 54th and Clyde Park and just south of the Rivertown Mall on Wilson Avenue, while newly planned and/or redeveloping areas can also be found at the M-6/Wilson Avenue interchange and along 54th Street east of US-131.

The city's predominantly single-family residential neighborhoods, a major asset contributing to the city's stability, are planned to remain as such for the most part. A few specific isolated areas, however, are identified in the plan as future redevelopment locations. New residential development is proposed across much of the city's southern tier. Where feasible the plan advocates that such new development be carried out as planned unit development (PUD) to promote a high level of quality and creativity, incorporating the abundant natural features and potential open spaces available in that sector of the city.

For a city of its size and with housing more than 50 years old in parts of its north and east neighborhoods, Wyoming's housing structural quality is surprisingly good. Periodic drive-by surveys by city staff have confirmed there are no slum areas in the city and one reason may be the City's 25 year Community Development homeowner housing rehabilitation loan program. Over 1,000 loans have been given to low and moderate income homeowners, mostly in the north and east parts of Wyoming. Typically, when one house in a neighborhood is renovated, neighbors take notice and a couple more undergo renovation. Historically, there has also been a strong market for investors to buy and renovate the older housing as rentals. Finally, the City's Inspection Department stays on top of housing complaints with strong code enforcement.

With an aging housing stock and the recent economic trends that have resulted in layoffs and lower wage rates, it is important that Wyoming continue surveying housing conditions and

remain firmly committed to its code enforcement program. Hopefully, HUD funds will remain for the Housing Rehabilitation Loan Program.

## Sub-Areas

Corridors serve as the backbone of the sub-areas and follow major roadway segments, typically arterials, where traffic carrying and land use functions may conflict. Many of Wyoming's commercial districts are confined to identifiable areas, typically surrounding a major intersection where uses of a complementary type are, or should be clustered. In some instances such uses may comprise a definable "island" within a larger development. While generally consisting of retail and office, such development nodes may also contain a mix of residential and other non-residential uses. The primary characteristics of such areas are: uses that are compatible, interrelated, and differentiated from their surroundings; they create synergy among the uses; and are tightly concentrated within a core area, as opposed to an elongated strip. While some commercial areas in Wyoming are concentrated, most business activity is spread out in traditional strip style.

Though the commercial strip has become the prevalent environment for commercial activity, it need not be the only venue. The opportunities for new development within the city, as well as the challenges presented for redevelopment, invite a more controlled approach to creating business districts. Rather than perpetuating the elongated ribbon of commerce along every major street, a concept to develop concentrated nodes promotes defined high activity service centers in specific locations. Such a development pattern is beneficial for many reasons:

- Concentrating businesses in a relatively small area invites synergy and higher levels of use between commercial establishments;
- They can be planned and designed to serve as a distinct destination;
- They can permit and encourage pedestrian activity;
- Due to greater synergy between uses, auto trips can be minimized, thereby reducing congestion on the adjacent streets;
- They can eliminate the clutter of miles of signs and parking lots lining busy streets;
- They can improve traffic movement on arterial streets; and
- They can create a sense of "neighborhood".

Such development patterns can vary widely in terms of size and the type and intensity of activity. The Land Use Plan advocates the continuation and strengthening of distinct development nodes as one way to strengthen neighborhoods, to reinvent Wyoming as a unique and dynamic community, and to reclaim marginal areas of the city.

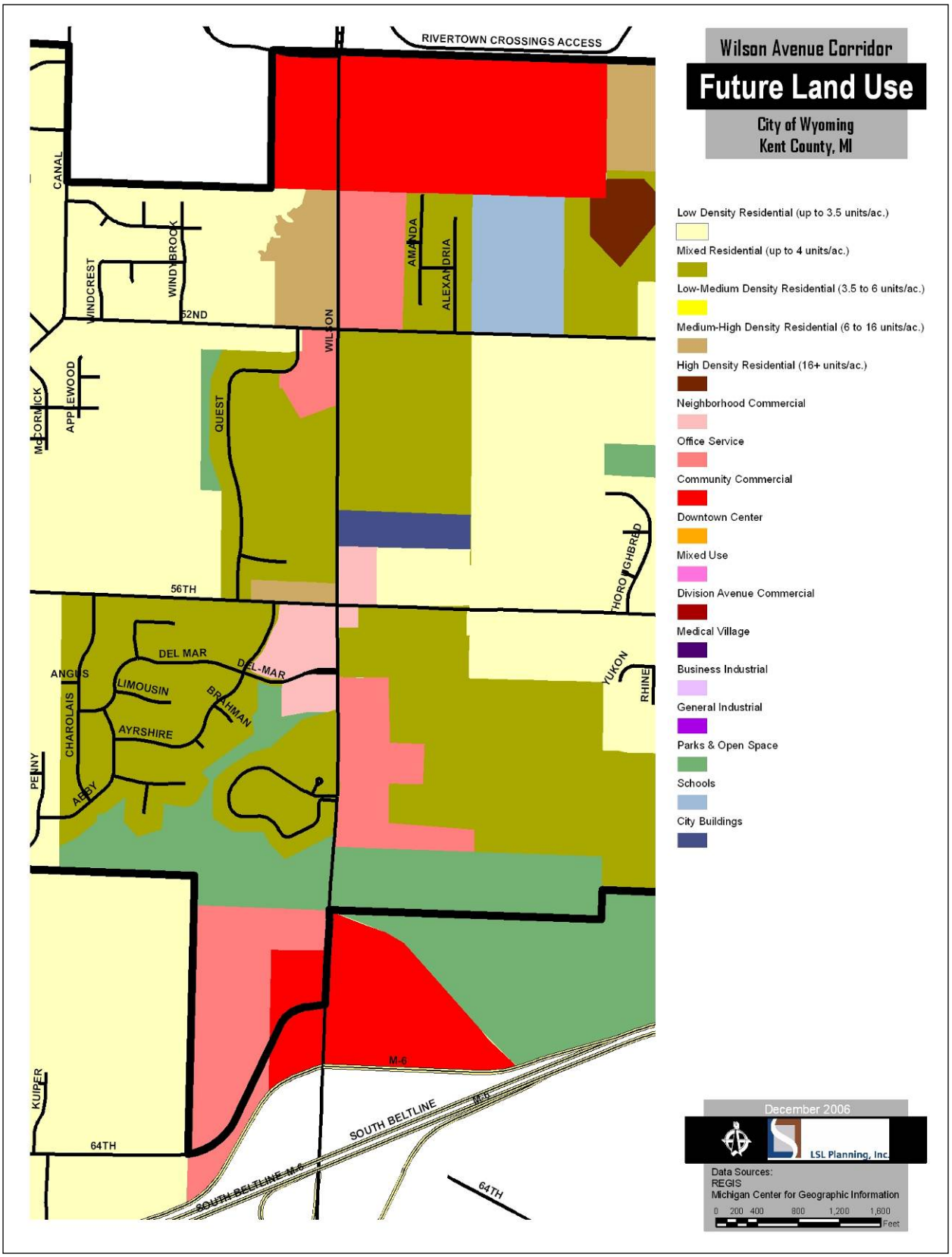
The diversity and special needs of distinct areas of the city demand a Plan that is tailored to specific and individual neighborhood challenges, rather than a generalized one-size-fits-all approach. The following describes Wyoming's many distinctive sub-areas and offers recommendations for the future of each.

Sub-areas were defined based on one or more of the following characteristics:

- Areas of stability or prime examples of quality development that may be threatened by encroachment from incompatible growth.
- Currently undeveloped or newly developing areas that need guidance.
- Development that is not consistent with the existing character of an area or past trends.
- Deterioration of existing buildings, presence of marginal land uses, and recurring real estate vacancies.

**Sub-Areas**

1. Wilson Avenue – Grandville city limits south to M-6
2. 44th Street – Grandville city limits east to Division Avenue
3. Gezon Parkway/54th Street – Byron Center Avenue east to Division Avenue
4. 60th Street – South of 60th Street, from Burlingame Avenue to US-131
5. Clyde Park Avenue
6. Division Avenue
    a. 44th Street south to 60th Street (south city limits)
    b. 44th Street to north city limits
7. 28th Street – West city limits to east city limits
8. Chicago Drive & Burton Street Areas – West city limits to east city limits along both streets, and north to city limits


Wilson Avenue Corridor
Future Land Use
City of Wyoming
Kent County, MI
Low Density Residential (up to 3.5 units/ac.)
Mixed Residential (up to 4 units/ac.)
Low-Medium Density Residential (3.5 to 6 units/ac.)
Medium-High Density Residential (6 to 16 units/ac.)
High Density Residential (16+ units/ac.)
Neighborhood Commercial
Office Service
Community Commercial
Downtown Center
Mixed Use
Division Avenue Commercial
Medical Village
Business Industrial
General Industrial
Parks & Open Space
Schools
City Buildings
RIVERTOWN CROSSINGS ACCESS
CANAL
WINDCREST
WINDYBROOK
52ND
WILSON
AMANDA
ALEXANDRIA
McCORMICK
APPLEWOOD
QUEST
THOROUGHBRED
56TH
DEL MAR
DEL-MAR
ANGUS
LIMOUSIN
BRAHMAN
AYRSHIRE
CHAROLAIS
PENNY
ABBY
YUKON
RHINE
KUIPER
64TH
M-6
SOUTH BELTLINE
SOUTH BELTLINE M-6
December 2006
LSL Planning, Inc.
Data Sources:
REGIS
Michigan Center for Geographic Information
0 200 400 800 1,200 1,600
Feet

## WILSON AVENUE

Grandville city limits south to M-6

Overview

The Wilson Avenue sub-area is a rapidly changing urban frontier facing both residential and commercial development pressures. It is located in the southwest, or Panhandle area of the city and extends from the southern city limits of Grandville south to M-6. The Rivertown Crossings regional mall and commercial district at the north end of the corridor and the M-6 interchange on the south will exert tremendous development pressures in the coming years. Big box commercial, including a new members-only retail store, home improvement store and electronics/home appliance store, is already creeping south from Rivertown Crossings. Immediately south of that commercial expansion, formerly rural and semi-rural large lot residential areas are feeling pressure to convert to further commercial development. Between 52nd and 56th Streets, there is a mix of new planned residential development, existing homes on large lots, and business area. From 56th Street south, the east side of the corridor remains largely open and undeveloped and is only punctuated by scattered single-family homes, although some development is already planned and approved. This area is planned to retain a predominantly office and residential character, with the heaviest commercial activity concentrated at the M-6 interchange. The west side of the corridor contains a large planned unit development of single family and condominium housing, plus a planned neighborhood commercial area. At the M-6 interchange, the west side is zoned for a commercial/office complex.

Wetlands and other natural features found throughout the sub-area (including lands to the south in Byron Township) have an influence on development character because they can serve both as buffers between dissimilar land uses and as potential open space connectors for others.

Wilson Avenue is an increasingly well traveled corridor; traffic counts taken in 2005 range between a low of 14,000 vehicles per day at 56th and a high of 16,700 vehicles per day at 52nd. The cross streets, 52nd and 56th Streets, experience similarly high numbers. Wilson recently underwent major reconstruction and was transformed into a four-lane boulevard. This has improved traffic flow and changed overall corridor aesthetics. This redesign will have major impacts on the character and quality of the area, through enhanced access management, a change in the streetscape and its visual quality, enhanced corridor visibility and landscaping.

Recommendations

Wilson Avenue is the latest roadway corridor in Wyoming to be reconstructed as a boulevard. One result of a boulevard design is a reduction in left turn movements, which can enhance traffic flow and increase capacity. The fact that Wilson Avenue will be configured as a boulevard, with limited full turn access, also helps control the spread of commercial development while creating a more hospitable atmosphere for residential.

A boulevard will create a tree-lined corridor with few driver distractions (i.e. driveways, signs, etc.) and land uses that are separated from the roadway with ample setbacks and well-vegetated earth berms. This type of configuration is an appropriate setting to support residential growth while offering convenient access to a major arterial roadway and the M-6 freeway.

Commercial Development (including retail and office components) should be consistent with the following guidelines:

A. Limit commercial to areas that are already developed, currently developing, or near the M-6 interchange.

B. Encourage comprehensively designed development projects, especially those of a larger size and scale using a planned unit development approach.

C. Accommodate planned office service and commercial development at the northwest corner of the M-6 interchange and general commercial development at the northeast corner, utilizing wetlands and other existing natural features near the south city line to prevent commercial expansion to the north.

D. Plan for new neighborhood commercial development and reuse at 56th and Wilson Avenue.

E. Accommodate planned office uses at Wilson and 52nd.

F. Provide automobile access to businesses via cross streets (52nd and 56th) or indirect left turns from Wilson Avenue.

G. Establish site and architectural design standards to help guarantee desirable commercial development.

*Residential Development*

Residential development of varying densities and design should be located within the corridor.

A. Encourage comprehensively designed development projects, especially those of a larger size and scale using a planned unit development approach.

B. Mixed and medium-high density residential should be permitted along the entire length of the corridor. The highest development densities should be located at the north end, serving as a transition away from the Multi-Commercial Use development associated with the Rivertown Crossings commercial area.

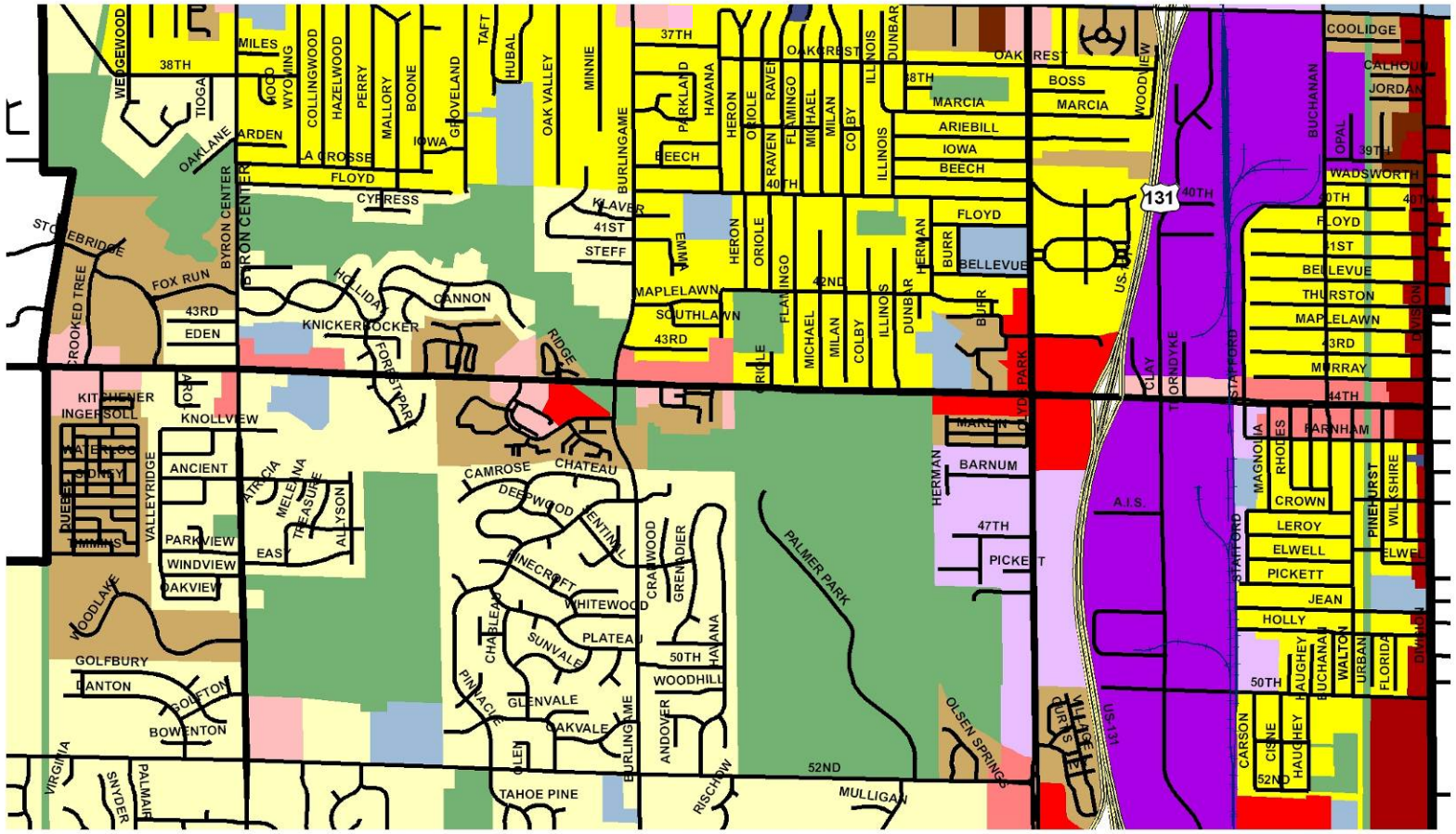
C. To improve traffic flow and enhance traffic safety, discourage direct access to Wilson Avenue while promoting interconnected roads that link with secondary streets.

D. Require deeper setbacks (i.e. 50 to 100 feet) along Wilson Avenue to enhance the separation of land uses from the roadway and to provide ample space for buffers and parking lots.

E. Buildings should be well designed and have consistent architectural treatments on all sides, especially when they are visible from Wilson.

F. The rear yards of single-family homes that abut Wilson Avenue should be screened from view with landscaping, walls, fences and/or earth berms.

*Natural Features*
Because of extensive wetlands and woodlots all development should incorporate, conserve, and enhance natural features. Natural features should be viewed as amenities that enhance development character, benefit intended users, and improve the overall quality of community life. Interconnected off-street pedestrian/bike paths should be provided whenever possible, though on-street paths may be necessary in already developed neighborhoods.

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- City Buildings

44th Street Corridor

**Future Land Use**

City of Wyoming
Kent County, MI

December 2006

LSL Planning, Inc.

Data Sources:
REGIS
Michigan Center for Geographic Information

## 44TH STREET

Grandville city limits east to Division Avenue

Overview

The 44th Street corridor is a blend of development styles and land uses that span a long time frame. From Wyoming's western border with Grandville to its eastern border with Kentwood, development includes newer suburban style residential and commercial consisting of mixed uses and densities, middle aged big box/strip commercial development, and older single-family grid neighborhoods adjacent to traditional "crossroads" style commercial often found at highly traveled intersections. There is also some small industrial frontage. As a result of the chronology of development, several distinct commercial areas have evolved along the corridor, which are shown on the adjoining map, and are described in the following.

Established in the early '70's as a unique amenity in one of the metro area's first large-scale planned developments, the commercial area on the north side of 44th near the Grandville city limits is part of the Ramblewood apartment complex. Initially, uses consisted of a neighborhood scale strip center, restaurant, bank, offices, and racquet club. In subsequent years other business activity has been drawn to the area, bringing day care, an auto wash, and more restaurants and offices near the original center. This area remains a classic example of a live/work environment based on a multi-use development concept. With the arrival of the Rivertown Crossings and the inevitable out-lot development that has migrated east and west from the mall, this area (only one mile east of the mall) could eventually be engulfed amidst a creeping expanse of more restaurants and strip centers that the city should resist. While somewhat architecturally dated, the business core, although still removed from the growing regional commercial center to the west, remains healthy and provides convenience goods and services within easy walking distance of a sizable population.

The uses at the intersection of 44th and Byron Center range from single-family residential, to small offices, to a gas station convenience store and a church with an associated parochial school. Because of its proximity to commercial development just to the west at the city limits and to the east at Burlingame, no additional commercial expansion should take place. Any redevelopment opportunities should follow design standards that promote integrating and blending uses into the residential fabric of the neighborhood.

The commercial area at Burlingame Avenue is very stable and has effectively integrated residential, office, and small-scale retail/service commercial uses as part of a broader development pattern. Constructed at least 20 years ago it is a prime example of suburban-style multiple use development, which consists of a neighborhood scale strip center, professional offices, garden apartments, and single-family housing. Business uses are clustered in a fairly compact arrangement and are integrated architecturally with multi-family residential development. Though not likely to change in the near future, this area does represent a quality of development that has been self-sustaining and serves as a good example for other developing areas to emulate.

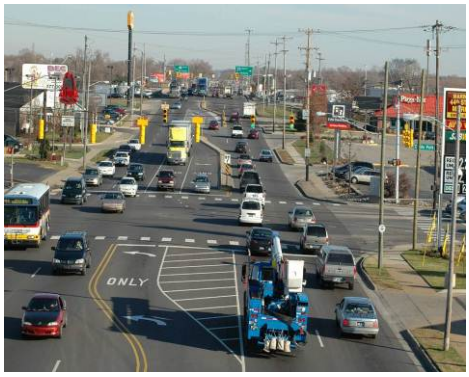
Commercial development at Clyde Park and 44th represents a concentration of primarily retail uses, a few of which are at risk or deserve special attention. Wyoming has large amounts of commercially designated property located throughout the city and much of it is in older neighborhoods. Unfortunately, many of the existing stores no longer meet contemporary retail site area requirements and architectural design standards.

Consequently, Wyoming has a surplus of older, less desirable, properties that are unable to compete with newer, prime locations such as those near Rivertown Crossings, M-6 or even at 54th and Clyde Park. In fact, many older commercial areas appear to be experiencing a drop in quality with marginal businesses tending to migrate to such locations, resulting in buildings and grounds that look neglected. As a gateway/interchange area, 44th Street and Clyde Park represents a formerly intense, but somewhat aging and declining, commercial area.

The 44th and Clyde Park commercial area is one of Wyoming's key gateway entrances from US 131, a gateway into an otherwise very strong and desirable development corridor. Unfortunately, the land use pattern at 44th Street and Clyde Park Avenue is fairly typical of suburban style highway commercial development, with older big box stores that have very large unadorned parking lots, a highway-serving hotel, a gas station with convenience store, drive-through fast food restaurants and light industrial. Given its excellent location at a US-131 interchange, the long-term redevelopment prospects for this commercial area could be very promising.

East of US-131, 44th Street contains a mix of older single-family residential and office uses occupying the street frontage between Magnolia and Pinehurst Avenues. Though stable now, these established uses will be subjected to significant impacts that result from the planned reconstruction of 44th west of Division Avenue; a continuation of the 44th Street reconstruction east of Division. One of the main impacts will be realigned curb sections to accommodate new indirect, or "Michigan left" turns. This will significantly reduce already shallow front yards making existing residential use along this highly traveled corridor even less desirable. Therefore, the continued viability of residential is questionable, whereas office uses would be more likely to succeed and act as a visual and land use transition to adjacent neighborhoods that are more protected from roadway impacts.

As a regional east/west arterial, 44th Street has traditionally been one of the busiest streets in the city. It is one of the few routes that traverses the entire metro area and provides direct access to the Gerald R. Ford International Airport. However, recent counts indicate that traffic volumes may have peaked and stabilized, perhaps due to the opening of the M-6 freeway, making traffic management along the corridor much more feasible. As such, it is important to maintain the 44th Street corridor in its current configuration to preserve its visual attractiveness.



Recommendations

A. No additional commercial development should be permitted along 44th Street except for limited residential to office conversions, or new residentially scaled offices east of US - 131 and the redevelopment of existing commercial at Clyde Park Avenue/44th Street.

B. New residential opportunities are limited; however, where potential exists, or in the case of redevelopment, it should be fully integrated with the character of the surrounding neighborhood.

C. Improve and reinvigorate the 44th and Clyde Park commercial area and strengthen this key community entrance by:

1. Encouraging the conversion of light industrial to commercial land uses near the intersection of 44th and Clyde Park.

2. Promoting a development pattern that highlights and reinforces the intersection as an architectural gateway by siting buildings closer to the right-of-way with parking located either to the side or behind buildings.

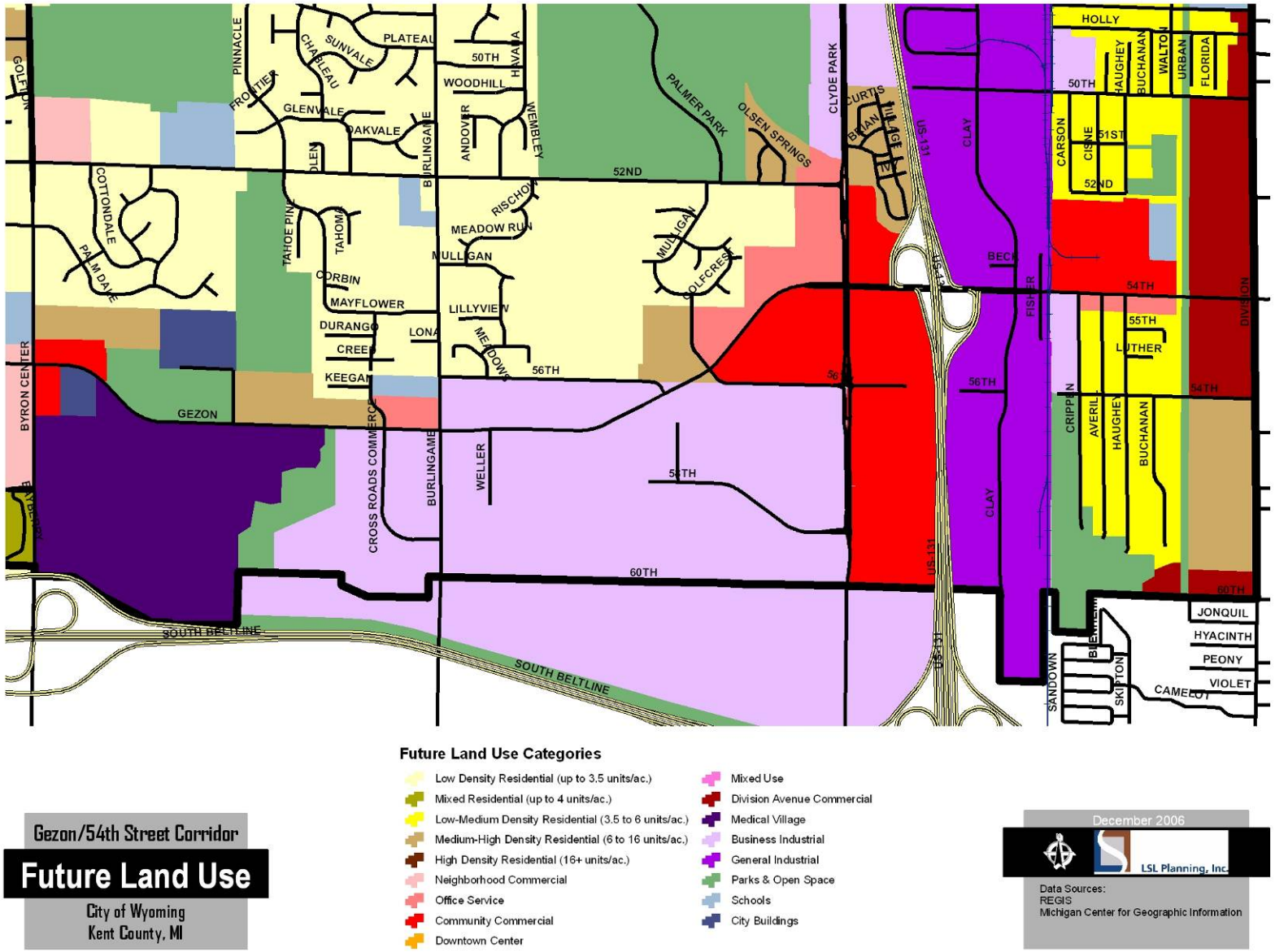
3. Softening the transition from commercial to light industrial by requiring appropriate site design and landscape standards to screen service and maintenance areas, landscape parking lots and promote architectural design that minimizes blank, expansive walls and locates office areas at the street side of a building.

4. Supporting the redevelopment of marginally performing strip development with specialty retail, service or small-scale live/work units.

5. Redeveloping the southeast corner of 44th and Clyde Park using contemporary planning principles such as: blended land uses that may include lodging, retail, and services (including restaurants and/or entertainment venues), buildings and parking lots that are adequately set back from rights-of-way; a streetscape that includes a landscaped front yard, street trees, low hedges or earth berms to screen vast parking areas; and buildings that contain windows facing the street which minimize blank unadorned facades.

6. Discouraging subdivision of the property unless part of a comprehensive redevelopment proposal.

7. Establishing access management techniques such as inter-connected parking lots, minimum curb spacing requirements, shared access, and full-turn access limited to key locations.




**Future Land Use Categories**

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- Mixed Residential (up to 4 units/ac.)
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- Medium-High Density Residential (6 to 16 units/ac.)
- High Density Residential (16+ units/ac.)
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- General Industrial
- Parks & Open Space
- Schools
- City Buildings

Gezon/54th Street Corridor

**Future Land Use**

City of Wyoming
Kent County, MI

December 2006

LSL Planning, Inc.

Data Sources:
REGIS
Michigan Center for Geographic Information

## GEZON PARKWAY/54TH STREET

Byron Center Avenue east to Division Avenue

Overview

The Gezon Parkway/54th Street corridor contains an even greater range of land uses than 44th Street. While land use west of Byron Center Avenue is primarily residential, it is mostly nonresidential to the east, beginning with the planned Metro Health Hospital and surrounding Health Village, before bisecting a major industrial park.

The hospital campus, currently under construction, is ideally located between Gezon Parkway and M-6 within the northeast quadrant of the Byron Center/M-6 interchange. It enjoys excellent access, is highly visible from the freeway, and serves as an appropriate transitional use between the existing and planned industrial to the east and residential to the west. The institutional nature of the hospital, coupled with the future development of related offices and commercial services, creates an opportunity to establish a high quality gateway at this key southern entrance into Wyoming.

To the north of the hospital campus, existing and planned commercial land uses encompass the areas surrounding the corners of 56th Street/Gezon Parkway and Byron Center Avenue. Typical of a suburban commercial pattern, the eastern corners contain a gas station/convenience store, a fast food restaurant, carwash and two banks. A variety of land uses define its edges including single-family homes, newer multifamily units, public parks and utilities.

Development here is new and contemporary and very “suburban” in character exhibiting generous building setbacks, landscaped front yards, and large parking lots that are visible from the street. Future development and surroundings should be consistent with and reflect this established character.

Byron Center Avenue has recently been reconfigured into a four-lane boulevard. This has decreased direct left turns, which reduces the impact of frequent curb cuts into individual properties. Currently, Byron Center/Gezon/56th is one of the busier intersections in south Wyoming and significantly more traffic can be expected in the future. To deal with such issues it will be essential to employ access management techniques to address congestion and traffic safety issues.

In the vicinity of Burlingame Avenue there are a large number of new industrial uses and there is still vacant land available for additional industry. The land uses here are all relatively well conceived, aesthetically pleasing, and do not present environmental problems.

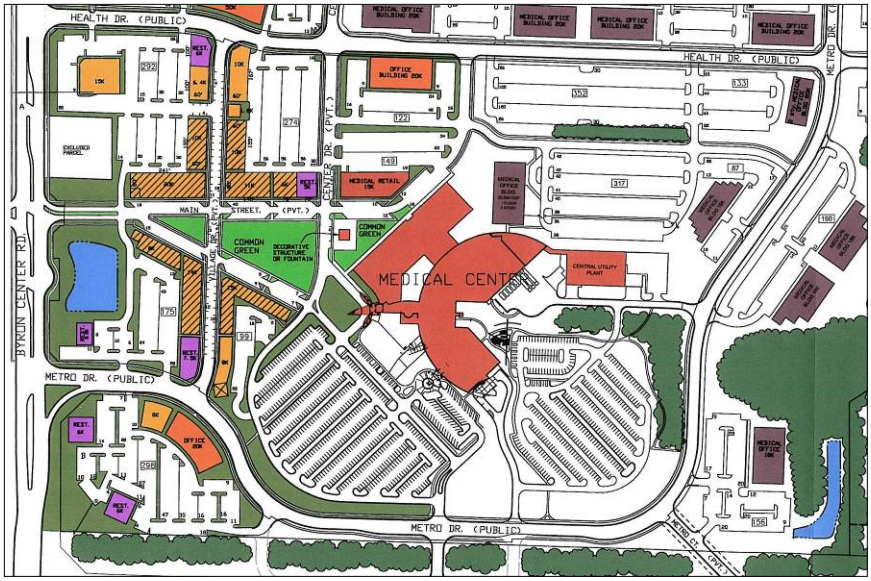
Further east on the corridor near US-131, intense commercial development, especially big box, is located on the west side of the expressway while on the east side, along 54th Street, it consists of various light industrial uses and a blend of residential and commercial uses. Traffic counts in this area compare with those found on 44th Street, due to proximity of the US-131 interchange. While land uses on the north side of 54th Street east of US-131 are heavy

commercial and light industrial, older single-family residences dominate the south side. Because of the high traffic volumes and the intensity of land uses on the north side, the long-term viability of single-family homes fronting on 54th Street may be limited; therefore, office service commercial use may make more sense.

The current mixture of uses, coupled with high traffic volumes and deteriorating business conditions also threaten the continued stability of the 54th Street and Division Avenue intersection and its surrounding neighborhood. Unlike the opportunities posed by the hospital campus for new development, the area surrounding the Division Avenue intersection with its collection of varied uses, many of which are decades old, is in need of redevelopment (see Division Avenue discussion for specific recommendations).

Recommendations

*Metro Health Hospital & Metro Health Village*
For areas adjacent to and encompassing the hospital campus, the focus should be on creating and protecting a high quality image through site and building design. The city should use its PUD, site plan review and special use authority to require quality building design, materials and prominent landscaping. Building rears, unsightly loading areas, and mechanical equipment should be screened from view of M-6 and other adjacent roadways. Pathways, including a proposed trail along M-6, and sidewalks should be provided and be integrated with natural features and surrounding neighborhoods.




The city's PUD-3, Health Care District, provides flexibility in design objectives and quality standards for this area. However, Metro Health officials and the developer partner are providing the needed requirements in property deed restrictions to ensure that quality is achieved. PUD approvals by the city will also help assure higher-grade development here.

*56th Street/Gezon Parkway and Byron Center Avenue*
Shared parking and vehicular access should be encouraged for the commercial areas. Buildings that are located close to the street should be single story and reflect a residential character, such as gabled roofs, ample windows and a four-sided architectural design. Buildings that are positioned further from the street should be no more than three stories and also present a similar quality architectural image.

Controlling the spread of non-residential development in the vicinity of the hospital campus and freeway interchange is critical, particularly along Byron Center Avenue north of Gezon Parkway, since the character of this area is decidedly residential. The hospital campus can be entirely

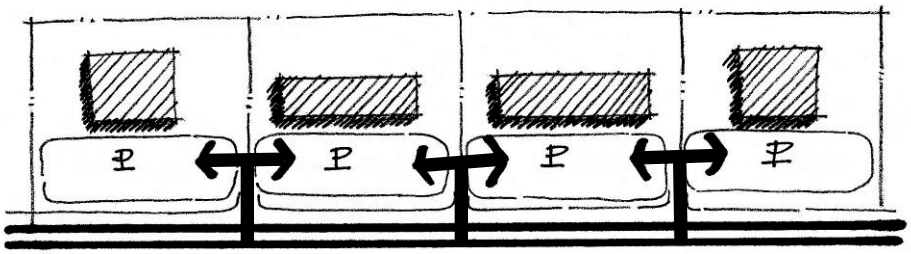
compatible with current and future residential development to the north and west; provided adequate buffers, attractive design, and managed access are required. Pressure to convert vacant residential land to non-residential use should be vehemently resisted, except where it is consistent with this Plan. Such uses should be limited to the hospital campus, itself, or to established and confined intersection locations.

The following concepts should also be employed:

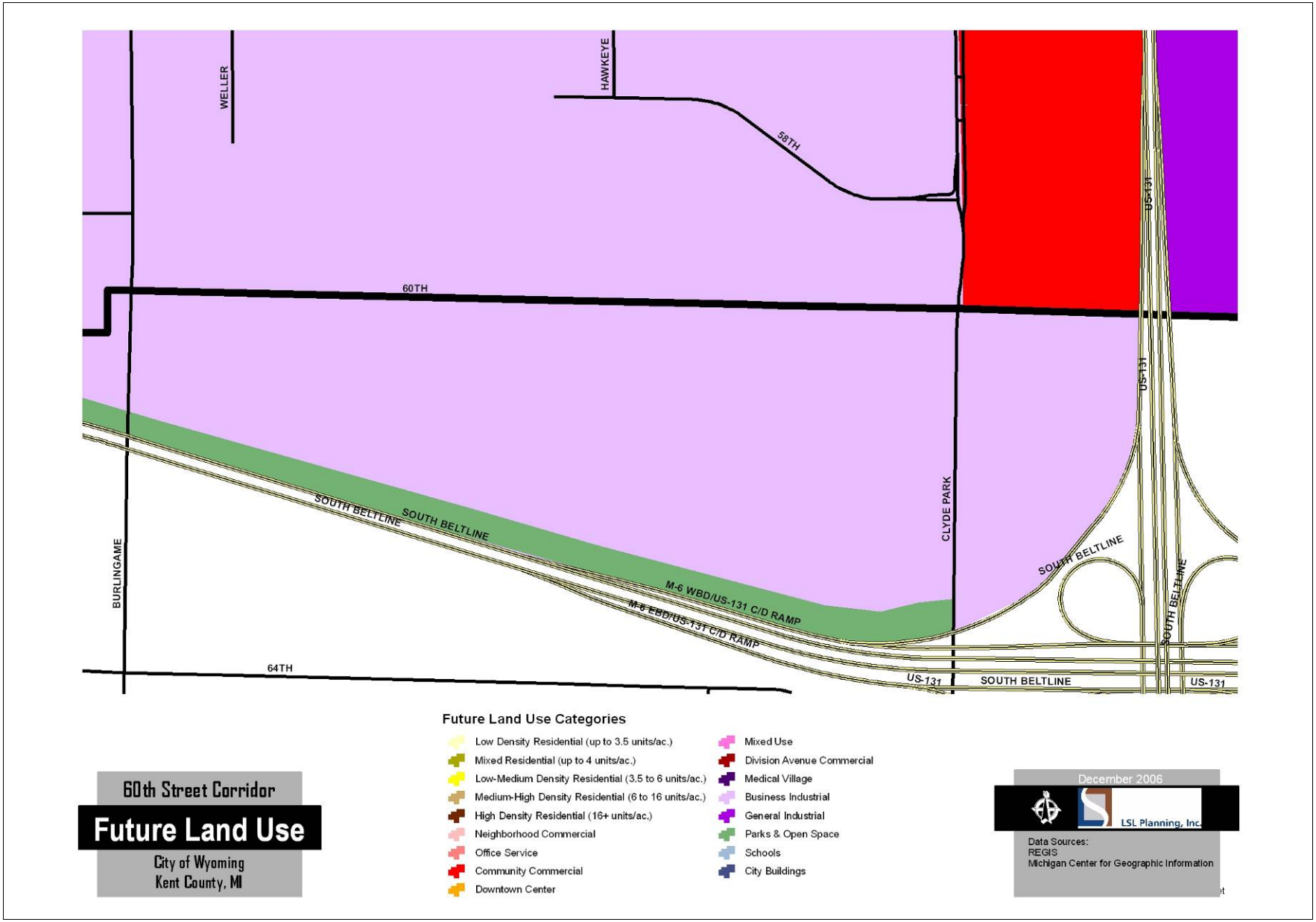
A. Adopt driveway spacing requirements based on traffic speeds, sight distances, turning movements, and similarly defined factors;

B. Require cross access agreements between adjoining properties;

C. Align driveways on opposite sides of the street, where feasible (unless separated by a landscaped median).




SHARED DRIVEWAYS


WELLER
HAWKEYE
58TH
60TH
64TH
BURLINGAME
CLYDE PARK
SOUTH BELTLINE
M-6 WBD/US-131 C/D RAMP
M-6 EBD/US-131 C/D RAMP
US-131
60th Street Corridor
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## 60TH STREET

Both sides of 60th Street, between Burlingame Avenue and US-131

Overview

M-6 serves as the southern boundary of this sub-area. The sub-area has excellent interchange access to both M-6 and US-131, which results in high visibility for adjacent development. While 60th Street provides primary local road access, improvements will be needed to accommodate future development. The US-131 expressway forms the eastern boundary while Metro Health Hospital's new campus is located to the west and northwest.

Byron Township is located south of 60th Street. While this area could be subject to an Act 425 cooperative agreement between the Township and Wyoming (Metro Health Hospital had a similar agreement for a portion of their property), Township officials have advised that they will be able to service this area with utilities. Since the Act 425 may not be needed the following comments are only suggestions to promote compatibility between the two communities.

**Expect High Quality Design**

The sub-area is planned and partly zoned for industrial development on both sides of 60th Street, but its current use is predominantly agricultural and residential. In a way the area presents itself as a blank slate compared with the industrial area just to the north and the hospital campus to the northwest, since to date no infrastructure improvements have been made or planned.

**Discourage Low Quality Design**

The area's Future Land Use designation as a major employment park (Business Industrial) should reflect a character that is much different from conventional industrial development. Given its prominent location and visibility, coupled with the highly uncertain future of the industrial/manufacturing economy, not just regionally but statewide and even nationally, reliance upon traditional industrial and manufacturing uses in this location is not appropriate. That does not suggest that industrial operations should be discouraged. However, an effort should be made to attract companies with a significant employment base and/or ones that have a functional relationship with the adjacent medical campus – high tech, medical related, office, or research and development. Certainly, the basic warehouse or distribution center does not fit such a concept.

Recommendations

A. Major city streets should be constructed as boulevards to establish a clear hierarchy, complement the surrounding area and contribute to a “campus” setting.

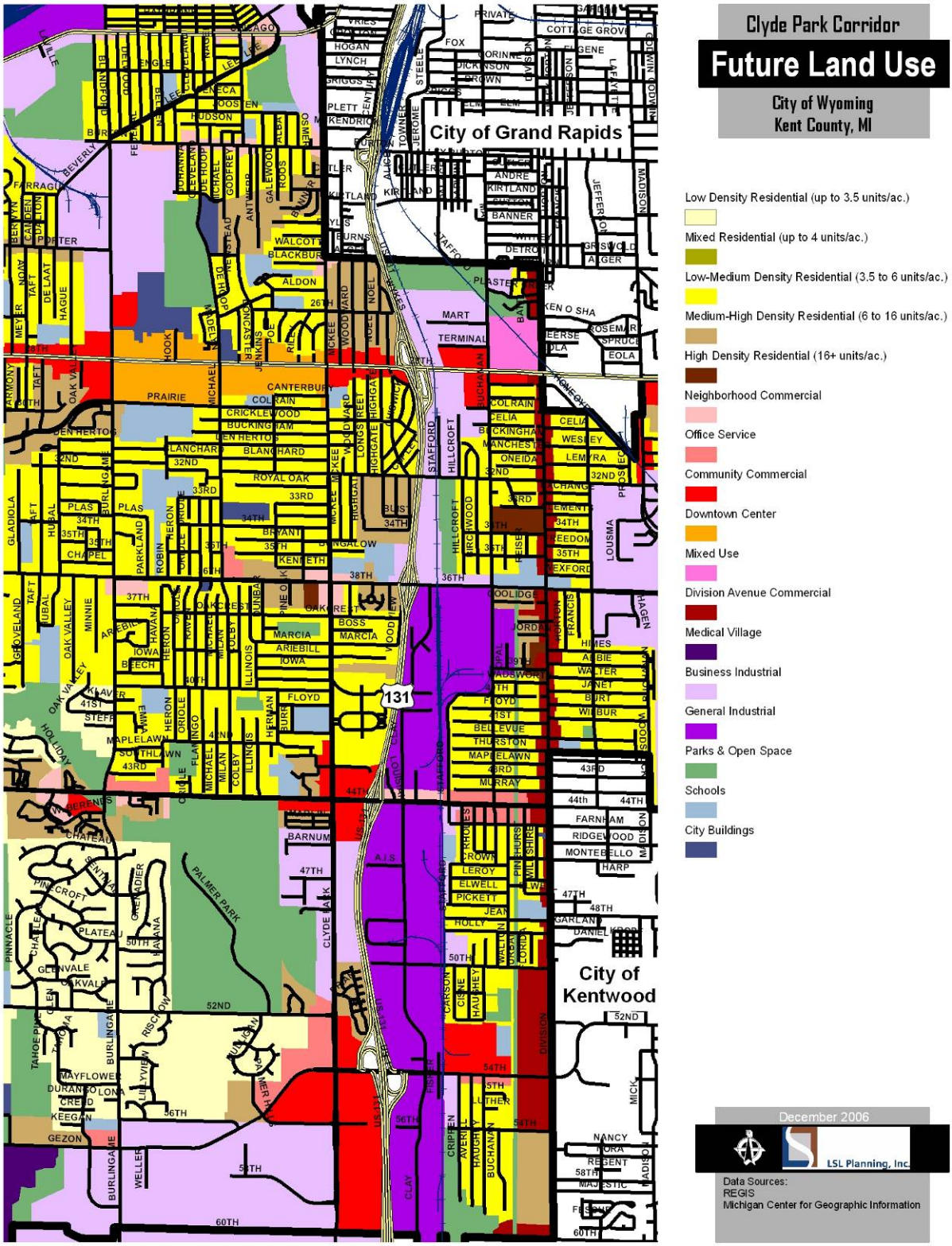
B. Multi-story buildings with “four sided” architecture should be encouraged.

C. Multiple uses on development sites and mixed uses within buildings should be permitted and encouraged.

D. “Finished” building materials should be required throughout the area to ensure an image of quality and compatible character.

E. Develop specific site and architectural design standards in the zoning ordinance that would apply to areas adjacent to M-6.

F. A proposed M-6 regional non-motorized trail would traverse this area and should be incorporated into local planning and design.


Clyde Park Corridor
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City of Grand Rapids
City of Kentwood
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## CLYDE PARK AVENUE

Overview

Clyde Park Avenue is a major north/south arterial road that parallels US-131 and its geometric configuration varies from four to five lanes to a four-lane boulevard section. Land uses along its northern half (44th north) are distinctly different from those along its southern half (44th south). North of 44th Street land uses are predominantly residential, with commercial located at 28th, 36th and 44th Street intersections. These commercial areas are a vital part of the corridor and are well integrated with surrounding neighborhoods, which include a number of churches and schools. Generally, it is an area of very stable and desirable single-family neighborhoods and the zoning pattern corresponds with existing land use patterns.

At the 28th Street and Clyde Park intersection, east of the Downtown Center, there are some newer uses, but also a few marginal commercial land uses consistent with a pattern of low quality strip development. Although its location close to the 28th Street/US-131 interchange is advantageous, the viability of commercial use is affected by current parcel depth and the original site and building configuration that leaves little room to adequately accommodate parking, sidewalks and landscaping.

A distinct neighborhood commercial area is located at 36th Street and Clyde Park Avenue. It has a grocery store, restaurants, retail businesses and office services that are supported and complemented by a variety of residential uses and neighborhood schools. At the eastern edge of this area, there is a mini-storage facility located adjacent to US-131. Though the area could use some refreshing, limiting commercial expansion will help maintain the quality of its neighborhood character.

South of 44th Street, the character of the street changes dramatically, giving way to general commercial, including big boxes that are clustered near the 44th and 54th Street intersections. Light industrial makes up the remainder of the corridor and includes the United Parcel Service distribution center, semi-tractor sales/repair establishments and small manufacturing facilities.

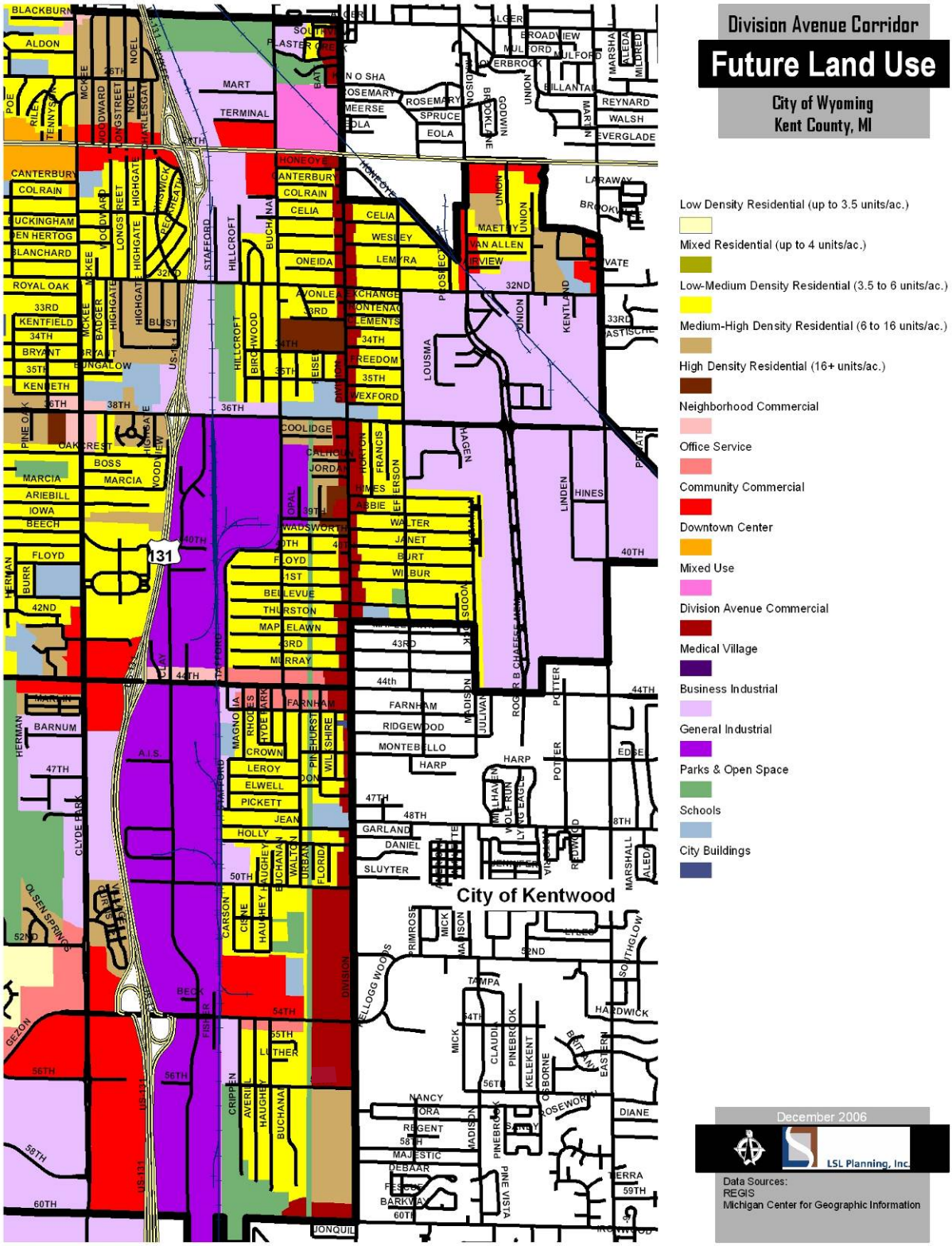
The point of transition from residential to non-residential is evident at 44th Street, where a mix of

intense commercial (i.e. big box, fast food, a convenience store, and hotel) and light industrial (i.e. truck-trailer manufacturer) uses converge in the midst of a manufactured home community and apartment development.

Recommendations

The overall land use concept for the corridor is to preserve and protect the existing residential areas north of 44th Street, which represent some of Wyoming's strongest neighborhoods. No additional commercial development should be permitted along Clyde Park in this area, except in existing commercial areas at the 28th and 44th Street intersections. The latter area should be considered for redevelopment to create a stronger, more unified community gateway image (see 28th and 44th Street discussions for specific recommendations). South of 44th Street, the current commercial and light manufacturing patterns should be maintained.

Clyde Park Avenue's boulevard configuration is a design feature that helps unify the various land uses and neighborhoods found along its length. It is an attractive front door to these areas.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## DIVISION AVENUE

Overview

Division Avenue is a heavily traveled north-south four lane arterial road with a predominantly strip commercial character. It spans the cities of Wyoming, Kentwood and Grand Rapids and, prior to the development of suburban malls in the 1960s and '70s, it was a principal shopping street for the region. Only downtown Grand Rapids enjoyed greater prominence.

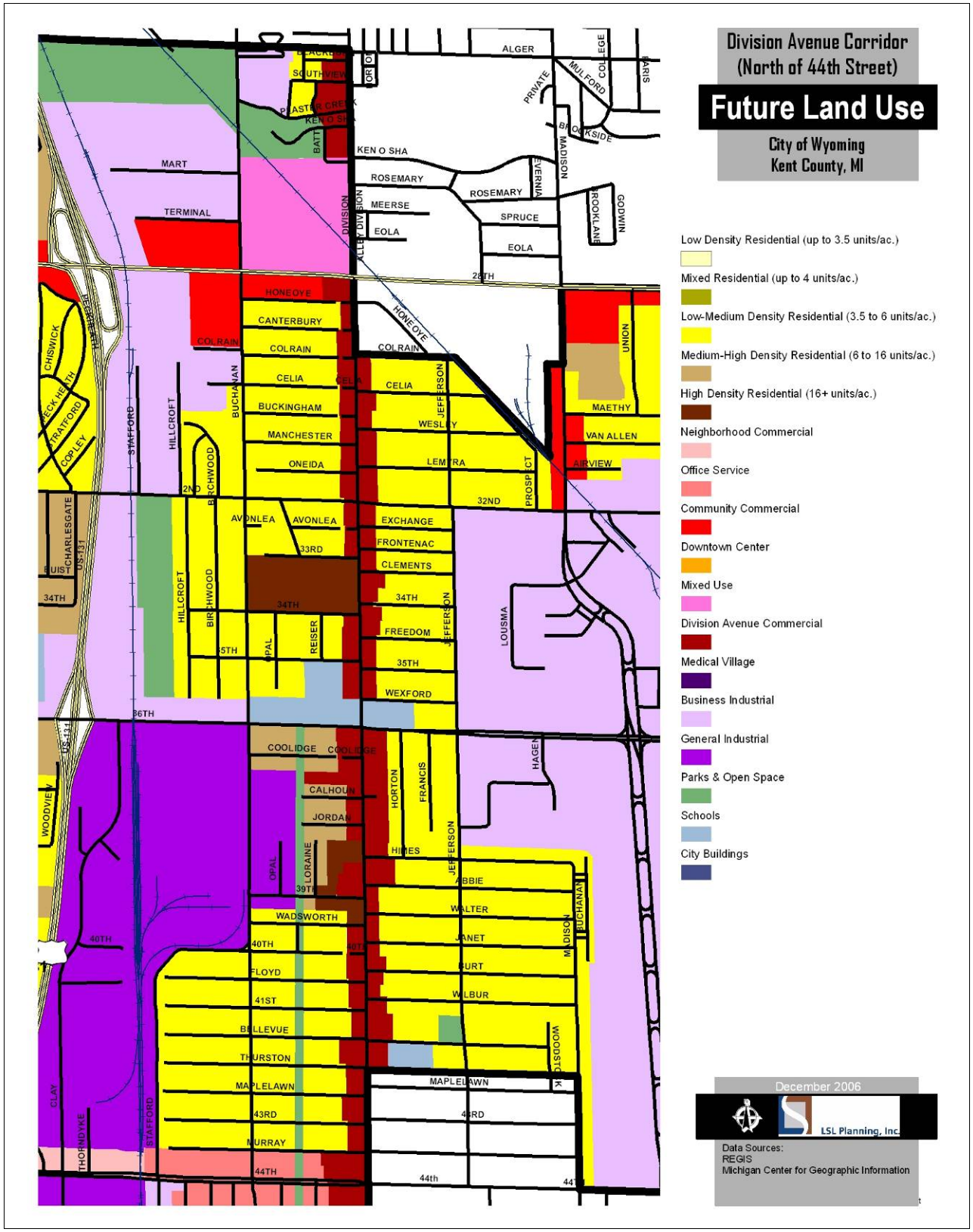
Much of the corridor forms a dividing line between adjacent jurisdictions. North of 28th Street the east side is located in Grand Rapids; just to the south of 28th Street Wyoming straddles both sides; while south of 44th Street the east side is located in Kentwood. This jurisdictional split complicates attempts to implement a comprehensive improvement program for this business district. There are a number of other issues that make the Division Avenue corridor both unique and challenging from a redevelopment standpoint, such as limited parcel size, its proximity to stable residential neighborhoods, commercial and office enterprises with a low level of pedestrian activity, constrained traffic and pedestrian movements, minimal building setbacks, insufficient parking, and a changing demographic cross section.

As a major regional street, Division Avenue experiences high traffic volumes and is served by The Rapid, the metropolitan area's public transportation system. Although Division Avenue has been discussed as a potential corridor for a regional fixed guideway transit system (i.e. light rail), it does not appear to be a feasible option at this time. However, improvements to current bus service are likely and perhaps even a trolley system; therefore, future development patterns should focus on promoting and enhancing public transit use.

Individual efforts to revitalize the Division Avenue corridor have been undertaken in all three communities that share this corridor. These activities, however, have generally been fragmented, focusing on narrow sub-areas, rather than the entire corridor. Newly enacted State legislation could offer an opportunity to take a more comprehensive approach to improving this corridor. Act 280 of 2005, the Corridor Improvement Authority Act, would permit the creation of a Corridor Improvement Authority, with powers similar to those of a Downtown Development Authority. Under the Act, local governments may create an Authority to improve older, predominantly commercial, corridors using funding mechanisms such as Tax Increment Financing and bonds. Some parameters that must be followed by the community include expedited permitting and inspection processes, and master planning for walkable, non-motorized interconnections, including sidewalks and enhanced streetscapes. Though primarily intended for a single community, the Act does allow multiple jurisdictions to work cooperatively

and create a multi-jurisdictional authority. Other possible strategies that should be considered, either independently or in conjunction with creating an Authority, include offering incentives such as increased residential densities and expedited project reviews to entice developers to initiate positive change.

The Division Avenue Commercial (DAC) land use designation is established to emphasize the unique character of this corridor in contrast with the other commercial strips within the city. For ease of reference the Division Avenue corridor has been divided into two sections: the area north of 44th Street and the area south of 44th Street.


Division Avenue Corridor
(North of 44th Street)
Future Land Use
City of Wyoming
Kent County, MI
Low Density Residential (up to 3.5 units/ac.)
Mixed Residential (up to 4 units/ac.)
Low-Medium Density Residential (3.5 to 6 units/ac.)
Medium-High Density Residential (6 to 16 units/ac.)
High Density Residential (16+ units/ac.)
Neighborhood Commercial
Office Service
Community Commercial
Downtown Center
Mixed Use
Division Avenue Commercial
Medical Village
Business Industrial
General Industrial
Parks & Open Space
Schools
City Buildings
December 2006
LSL Planning, Inc.
Data Sources:
REGIS
Michigan Center for Geographic Information

## North of 44th Street

Overview

A number of factors inhibit large-scale redevelopment on Division Avenue between 28th and 44th Streets. These include small parcel sizes, numerous automotive related businesses and other commercial uses that do not readily adapt to walk-in shopping. Another issue is constrained access to Division Avenue via east-west streets between 28th and 32nd Streets. These streets have been cut off from Division by cul-de-sacs, perhaps initially done to limit cut-through traffic in a very stable residential neighborhood. This street pattern is very typical of suburban subdivisions but is out of character in an urban environment such as this. These dead-end streets have added traffic to the already high volumes at four major intersections (Division/28th; Division/32nd; 32nd/Buchanan; and 28th/Buchanan) and have limited automobile access from adjacent neighborhoods to commercial areas.

The objective for this section of Division Avenue is to reinvigorate it by adding more residents and more active, pedestrian supportive commercial uses and streetscape improvements. The redevelopment of underutilized or marginal properties to residential use, and a focus on quality building, site and streetscape design improvements are again over-riding planning strategies. Because there are a significant number of vacant storefronts, as well as many low-activity commercial uses, no additional commercial development is recommended. Instead, efforts should focus on retaining existing businesses, such as Godwin Hardware, while attracting new businesses to reoccupy underutilized buildings or to replace existing less desirable enterprises.

Recommendations

Although the character of the Division Avenue corridor varies by geographic location there are some consistent overarching design ideas for its future. Recommendations include:

A. Continue implementing streetscape improvements along Division Avenue. Given high traffic speeds and volumes and the challenges associated with maintenance a parkway (the area between the sidewalk and the curb) planted with grass is not a viable design solution. Therefore, parkways should be paved using either textured concrete or concrete pavers with an ample area devoted to street trees and pedestrian scaled street lights. This will help soften the harsh nature of the multi-lane street.

   The major impediment to establishing trees in paved urban areas, however, is the lack of an adequate soil volume needed for root growth. Soils under pavement are highly compacted to meet load-bearing requirements and engineering standards. This often stops roots from growing, causing them to be contained within a very small area without adequate water, nutrients or oxygen.

   Subsequently, urban trees with most of their roots under pavement grow poorly and die prematurely. Using federal Community Development Block Grant funds, city officials have largely addressed this issue over the past four years with the replacement of all the street trees in the parkway of Division Avenue from 28th to 44th Streets. The old trees were overgrown, extending through overhead utility lines and were poorly shaped due to utility company pruning. The new trees will not grow into the utility wires; they have been planted within containers to control root growth and contain rainwater. This technique should be used for any further tree planting along Division Avenue.

B. Provide twelve to fourteen foot wide sidewalks where feasible that can also accommodate appropriately spaced sheltered transit stops.

C. Parking lots that are situated adjacent to sidewalks should be screened using a minimum ten foot wide greenbelt. Greenbelt design options include: low hedges combined with canopy trees; low brick screen walls in combination with shrubs and canopy trees; low wrought iron style fences in combination with brick piers; hard surface areas paved with textured concrete, concrete or brick pavers, which also accommodate low curbed planters containing street trees and shrubs.

D. Promote commercial land uses located at street corners that generate high volumes of activity such as restaurants, coffee shops and specialty markets.

E. Buildings should be constructed of high quality materials reflecting traditional architectural design principles such as recessed windows and entrances, building fronts that are divided into distinct architectural bays rather than monolithic facades, windows that constitute at least 60% of a front façade, recessed building entrances that orient to the street, parapet walls to increase the apparent height of one-story buildings; a simple architectural design; traditional angled canvas awnings; and appropriately scaled signs.

F. Small lots should be combined where possible; at a minimum they should be redeveloped simultaneously to facilitate a coordinated and improved development pattern.

G. Facilitate the use of public transit by providing: sheltered transit stops; where possible, provide bus pullouts outside travel lanes; and increase residential densities within the corridor.

H. To enhance continuity, establish an overall streetscape design for Division Avenue that is coordinated with surrounding jurisdictions.

I. To help reinforce and highlight major streets and to provide opportunities for mixed-use development with upper level residential, encourage and promote two and three story buildings, especially at major intersections.

J. Support the development and maintenance of alleys to provide rear access for parking lots, businesses and service areas.

K. Eliminate curb cuts wherever an opportunity is presented; avoid new ones except when other alternatives are not possible.

L. Provide underground utilities, but if that is not possible accommodate overhead lines within alleys or at the rear of properties.

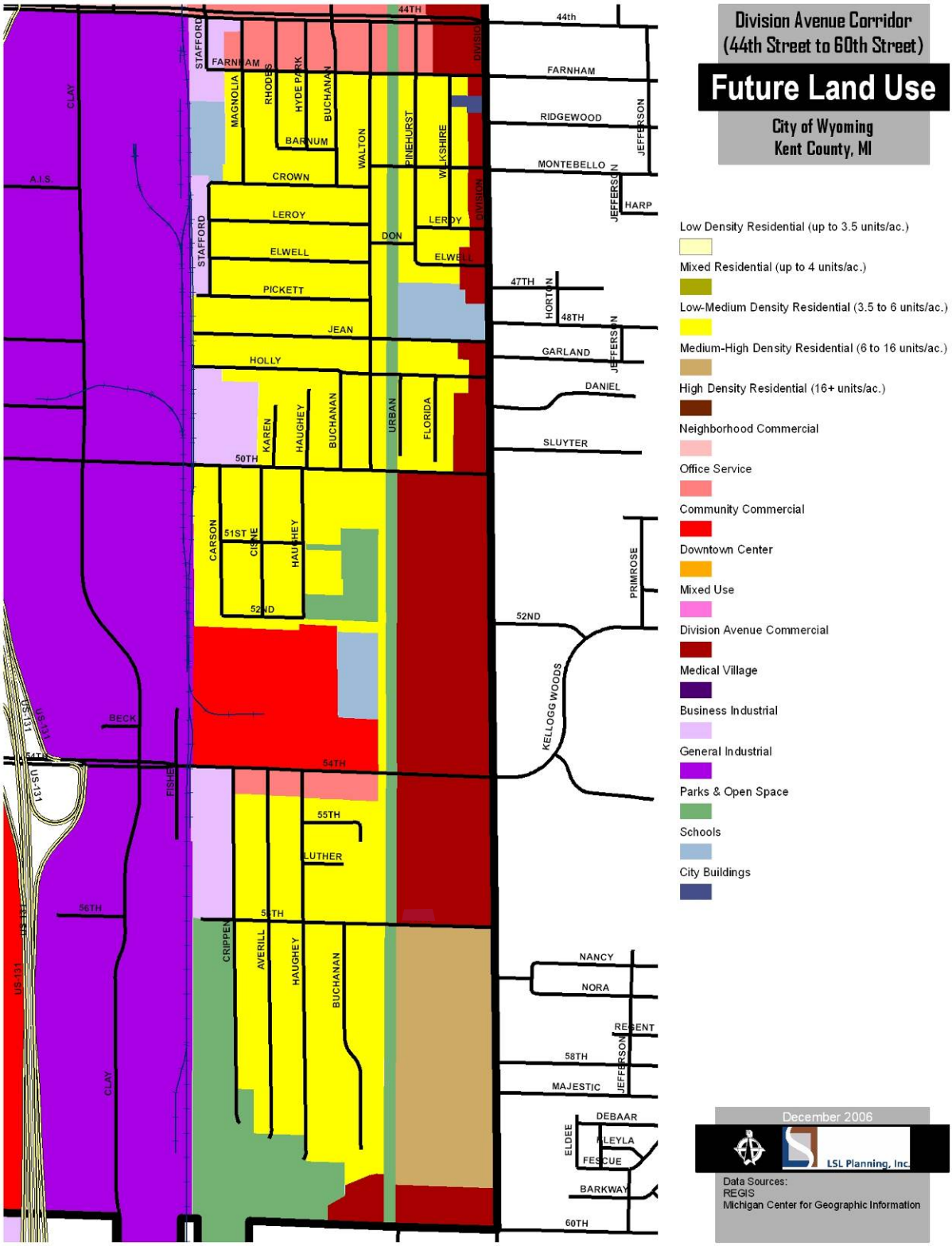
M. Target strategic parcels for high density residential redevelopment including:

1. The current motel site north of 40th Street

2. The former Hope Network site

3. Other sites recognized in the Anderson Economic Group reports dated October 2004

N. Explore an extension of the bike trail north to the Hope Network site and northward to the city limits via Buchanan Avenue.


Division Avenue Corridor
(44th Street to 60th Street)
Future Land Use
City of Wyoming
Kent County, MI
Low Density Residential (up to 3.5 units/ac.)
Mixed Residential (up to 4 units/ac.)
Low-Medium Density Residential (3.5 to 6 units/ac.)
Medium-High Density Residential (6 to 16 units/ac.)
High Density Residential (16+ units/ac.)
Neighborhood Commercial
Office Service
Community Commercial
Downtown Center
Mixed Use
Division Avenue Commercial
Medical Village
Business Industrial
General Industrial
Parks & Open Space
Schools
City Buildings
December 2006
LSL Planning, Inc.
Data Sources:
REGIS
Michigan Center for Geographic Information
44th
FARNHAM
RIDGEWOOD
MONTEBELLO
HARP
47TH
48TH
GARLAND
DANIEL
SLUYTER
52ND
54TH
55TH
56TH
58TH
MAJESTIC
DEBAAR
BARKWAY
60TH
STAFFORD
MAGNOLIA
RHODES
HYDE PARK
BUCHANAN
BARNUM
CROWN
WALTON
PINEHURST
WILKSHIRE
LEROY
ELWELL
DON
PICKETT
JEAN
HOLLY
KAREN
HAUGHEY
URBAN
FLORIDA
CARSON
51ST
CISNE
PRIMROSE
KELLOGG WOODS
BECK
FISHER
LUTHER
CRIPPEN
AVERILL
JEFFERSON
HORTON
RESENT
ELDEE
ALEYLA
FESCUE
CLAY
A.I.S.
US 131

## 44th Street south to 60th Street (south city limits)

Overview

A distinct commercial area is located at the intersection of 44th and Division and is currently characterized by a mix of contemporary automobile-oriented uses that are located alongside traditional commercial development where buildings are placed closer to and orient toward the street as opposed to intervening parking lots. Located in the City of Kentwood, the development pattern on the northeast corner of this intersection is one of a pre-World War II design, with narrow building frontages and common walls, while the other three corners (the southeast corner is also in Kentwood) feature a post World War II pattern of newer development that is clearly geared toward the automobile. The most obvious example is the gas station/convenience store on the southwest corner.

Marginal automotive and general retail uses, underutilized manufactured home sales lots, light industrial uses, a public school and a few single-family homes characterize Division Avenue south of 44th on the Wyoming side. Many of the nonresidential uses suffer from a general lack of upkeep, creating a perception of decline.

Recommendations

The goal for Division Avenue is to reinvent and reinvigorate the corridor by increasing the level of activity and intensity of use. This can be accomplished in part by promoting residential development and more stable commercial land uses. The overall concept is to redevelop underutilized or marginal properties with residential, thereby increasing the population to support businesses, to improve the potential for transit use, and to focus on the aesthetics and functionality of buildings and infrastructure. The element of design is a very important consideration in the rebirth of the Division corridor.

As the area continues to become more culturally and ethnically diversified, development efforts should embrace this trend and continue to make Division Avenue a unique destination for the region. Ethnic restaurants and cultural attractions within defined areas of the corridor could become regional attractions.

*Division Avenue between 44th and 50th Streets*
Division Avenue between 44th Street and 50th Street should be designed to reflect a more urban theme clearly differentiating it from the area south of 50th Street, which has a more suburban appearance and setting. While this section of the corridor can also be said to have a suburban look, with parking lots located between buildings and the street, various techniques can be used to reinforce a more desired urban pattern that enhances pedestrian activity. Due to its similarity to the area north of 44th Street, recommendations for this area are the same as items A through L, on pages 42 – 44.

*50th Street south to 60th Street*

Given the number of large parcels redevelopment of this area should be undertaken in a coordinated fashion and a piecemeal approach should be avoided at all costs. This is perhaps one of the greatest opportunities to control strip commercial along Division Avenue while promoting in its place a concept that focuses on mixed-use development that is complementary to Division Avenue Commercial (DAC) concepts but reflects a more traditional suburban style pattern. Features include increased parking lot setbacks and buffer areas, softer landscape and streetscape treatments, residential uses at medium-high density, with a small amount of high quality commercial development at the Division Avenue intersection with 60th Street. Specific recommendations include:

A. Provide an opportunity for live-work units as part of an overall mixed-use concept.

B. Incorporate ground floor retail and office uses with residential above.

C. Implement an architectural theme that is based on strong design principles stressing: quality materials; the avoidance of long unbroken building expanses, monolithic building facades and rooflines; clearly defined entrances; ample windows; and residences that are not dominated by garage doors.

D. Permit residential densities higher than those of surrounding single-family neighborhoods.

E. Adhere to access management principles.

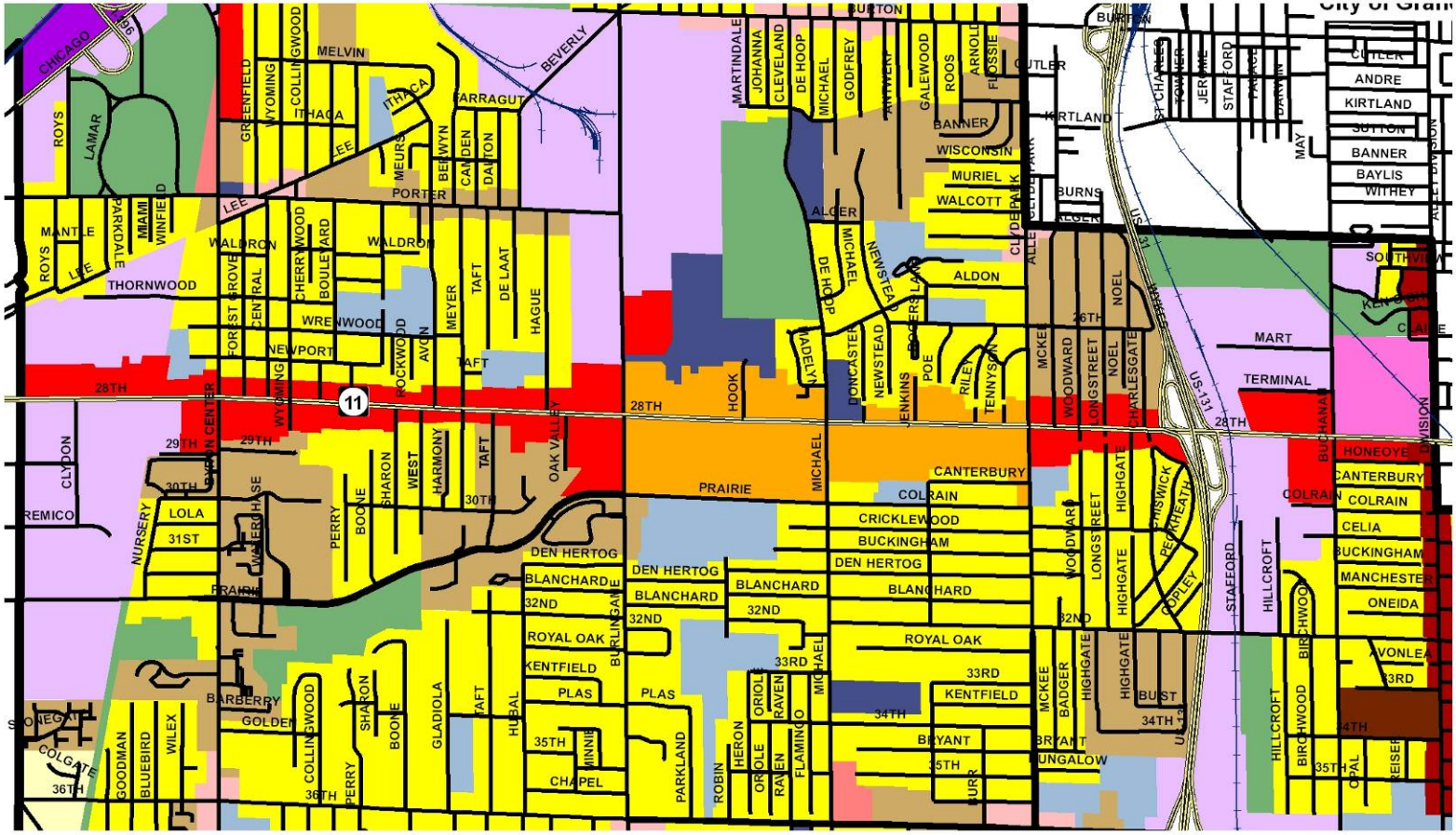
F. Eliminate industrial uses and modular home sales between the bike trail and Division Avenue.

G. Establish a traditional, interconnected north-south/east-west street pattern within new neighborhoods.

H. Emphasize a development pattern that safely and comfortably accommodates pedestrians by providing sidewalks and pathway connections to the bike trail and public transit on Division Avenue.

I. Accommodate a small area of neighborhood convenience commercial at the corner of 60th and Division that is developed in conjunction with the surrounding residential areas.

J. Accommodate and maintain alleys, where feasible, to access residential parking and businesses and to reduce curb cuts on Division Avenue.


28th Street Corridor
Future Land Use
City of Wyoming
Kent County, MI
Future Land Use Categories
Low Density Residential (up to 3.5 units/ac.)
Mixed Residential (up to 4 units/ac.)
Low-Medium Density Residential (3.5 to 6 units/ac.)
Medium-High Density Residential (6 to 16 units/ac.)
High Density Residential (16+ units/ac.)
Neighborhood Commercial
Office Service
Community Commercial
Downtown Center
Mixed Use
Division Avenue Commercial
Medical Village
Business Industrial
General Industrial
Parks & Open Space
Schools
City Buildings
December 2006
LSL Planning, Inc.
Data Sources:
REGIS
Michigan Center for Geographic Information

## 28TH STREET

West city limits to east city limits

Overview

Decades ago, 28th Street replaced Division Avenue as a preferred shopping destination. Rogers Department Store, Studio 28 Theatre, Wyoming Village Mall and various other retailers and commercial attractions followed, creating a strong magnet for shoppers from a wide area. The corridor developed in a classic strip-commercial pattern, signaling the predominance of the auto-oriented business corridor over the pedestrian-oriented concentrated pattern found in downtowns. Now, like Division Avenue before it, 28th Street is suffering the effects of competing business centers and the buying public's fickle preferences for ever newer and glitzier opportunities. Rivertown Crossings, a major regional mall on Rivertown Parkway in Grandville a few miles to the south, along with the customary businesses that follow such anchors, has taken its toll on 28th Street businesses.

To address these issues, in March 2012 the City of Wyoming adopted the Turn on 28th Street Sub Area Plan for this area (see Appendix 1B). The Plan was the result of a year long planning process which included planners, designers, economists and transportation experts working with an advisory group of Wyoming leaders to craft a vision that was shaped by extensive public outreach. The Plan provides the framework to guide an economically and physically sustainable redevelopment pattern. The principles of suburban retrofitting were used to encourage the incremental transformation of this corridor into an economically diverse mixed-use town center that will eventually provide a place-based urban core for the City of Wyoming.

TURN ON 28TH STREET
City of Wyoming and Wyoming Downtown Development Authority

progressive ae WONDERGEM Williams & Works NEDERVELD

The commercial area east of Clyde Park and west of US-131 is critical to the improvement of the entire corridor. Given its location near such a major highway interchange and its importance as a gateway into Wyoming, the objective is to set a new tone for the area. Further, commercial creep into largely stable, adjoining, single family neighborhoods should be avoided except where parcel depth clearly limits the ability to successfully accommodate redevelopment. In such cases, commercial expansion should be kept to an absolute minimum and permitted uses should be limited to those that have minimal neighborhood impacts. The redevelopment of parcels that abut residential must be undertaken in such a way that the design interface between two differing land uses is given maximum attention. Unless that interface results in softening the impacts on residential neighbors and the development of a high quality commercial environment, further encroachment should be prohibited. A complementary design theme, derived from the concept for the Downtown Center, should also be implemented to help establish this area as a key 28th Street entryway, while also creating a connection to the proposed mixed-use village east of US-131 at Division Avenue and 28th Street.

Limited parcel depth also constrains access management opportunities, but direct access to 28th Street should be reduced. In order to accommodate adequate view corridors for the large daily traffic volumes that pass through the area, substantial setbacks should be preserved where already established, or provided when the opportunity arises.

One neighborhood adjoining 28th Street that could possibly experience a long-term preservation/improvement program, potentially resulting in increased retail sales for 28th Street businesses, would be the area bounded by 28th/Byron Center/Porter/Burlingame. Several years ago the Wyoming Historical Commission, coupled with some area residents, proposed the bulk of this area as an historical district. Their consultants provided a report documenting the area's historic qualifications. However, at a Planning Commission public hearing on the subject, the majority of those in attendance opposed it. The Planning Commission recommended against it and the City Council did not agree to establish the district. Currently, representatives favoring district designation would like to have it reconsidered. Statistics generally show that in the long run historic district designation may result in raising property values, but with higher housing rehabilitation costs. This suggests that new residents in historic districts may have higher household incomes and, therefore, more money to spend for retail sales. City officials may wish to consider a more detailed investigation and some form of polling to reconsider resident interest in such an historic district.

Recommendations

The creation of an urban core center between Clyde Park and Burlingame should be aggressively pursued as a top priority by Wyoming. Details for the downtown are described in the Turn on 28th Street Sub Area Plan. It emphasizes an economically diverse mixed use town center.

Other recommendations for the 28th Street corridor outside the downtown center area include:

A. Multi story buildings that are designed with development bays that give the appearance of having narrow store frontages of approximately 25 to 50 feet.

B. Ample front yard building and parking lot setbacks.

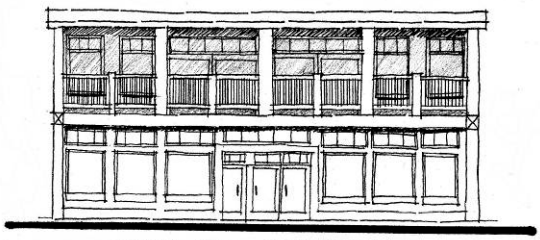
C. Parking lots that are located between the fronts of buildings and the street but are sufficiently set back to accommodate sidewalks, grassed parkways, and appropriate landscaping to screen cars.

D. Although some 28th Street parcels are too small to accommodate contemporary site and building requirements, commercial encroachment into surrounding residential neighborhoods should be discouraged except where redevelopment options are limited by parcel size and/or configuration. These limitations particularly apply to two areas: 1) on the south side of 28th Street between Division and Buchanan and 2) on the south side of 28th Street between Clyde Park and the US-131 on-ramp. The city, however, must carefully consider the type of proposed commercial and its potential impact on adjacent residential and the site design interface between land uses before committing to any further expansion.

E. Build on a design concept that is complementary to the one established for Downtown Wyoming including:

1. Mix retail, office and residential uses in two and three story buildings.

2. Establish design standards that include minimum transparency requirements for building facades, and lighting and landscape requirements.



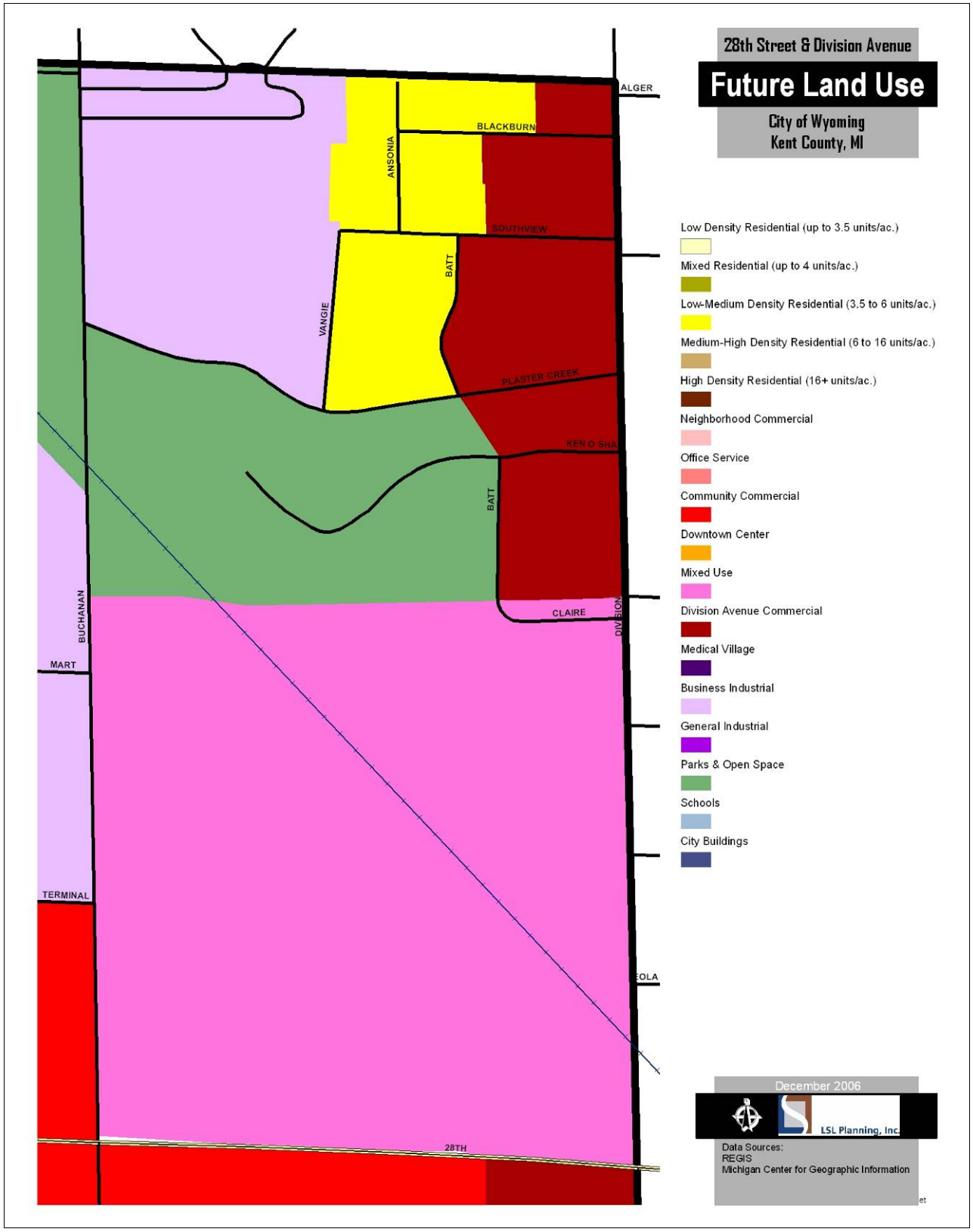
MIXED USE - COMMERCIAL/
UPPER FLOOR RESIDENTIAL

3. Permit parking lots that are located between the fronts of buildings and the street but that are sufficiently set back to accommodate sidewalks, grassed parkways, and appropriate landscaping to screen cars.

4. Add access management requirements (i.e. limit the number of curb cuts, require access from side streets or alleys, creation of frontage roads or alleys, requiring cross access agreements, etc.) to the city zoning ordinance in the form of an overlay district. The requirements of the overlay district would apply only to those properties within the boundaries of the overlay; the requirements would not be applicable to other properties outside the overlay district. The boundaries of the overlay district should include all new development and redevelopment projects along 28th Street that have frontage and/or access to 28th Street.

5. Incorporate additional site plan review standards into the ordinance to ensure the economic longevity of the corridor, keep 28th Street competitive, and create a more attractive image for the community. These can be items such as requiring proof of financial capability to complete a project, feasibility and/or market studies, design drawings, etc.

6. Further study to determine whether the area generally bounded by 28th/Byron Center/Porter/Burlingame should be made an historic district.


28th Street & Division Avenue
Future Land Use
City of Wyoming
Kent County, MI
ALGER
BLACKBURN
ANSONIA
SOUTHVIEW
BATT
VANGIE
PLASTER CREEK
KEN O SHA
BATT
CLAIRE
DIVISION
BUCHANAN
MART
TERMINAL
EOLA
28TH
Low Density Residential (up to 3.5 units/ac.)
Mixed Residential (up to 4 units/ac.)
Low-Medium Density Residential (3.5 to 6 units/ac.)
Medium-High Density Residential (6 to 16 units/ac.)
High Density Residential (16+ units/ac.)
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Office Service
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Medical Village
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Parks & Open Space
Schools
City Buildings
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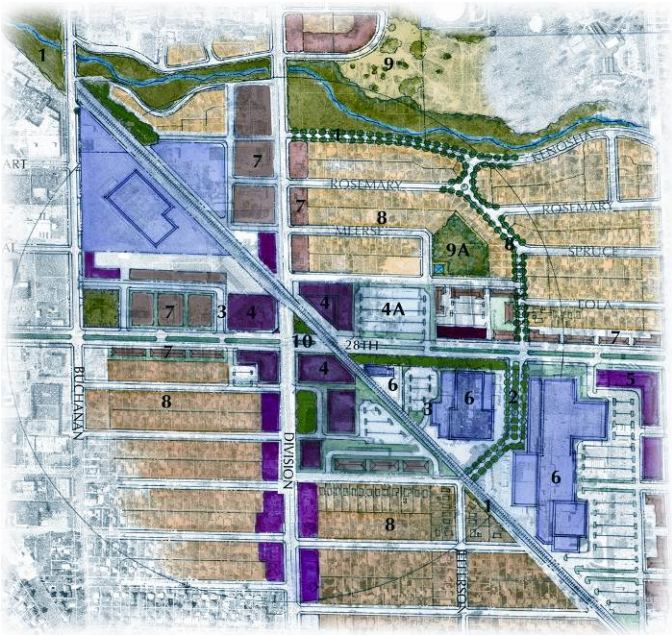
Data Sources:
REGIS
Michigan Center for Geographic Information

*28th Street & Division Avenue*

Overview

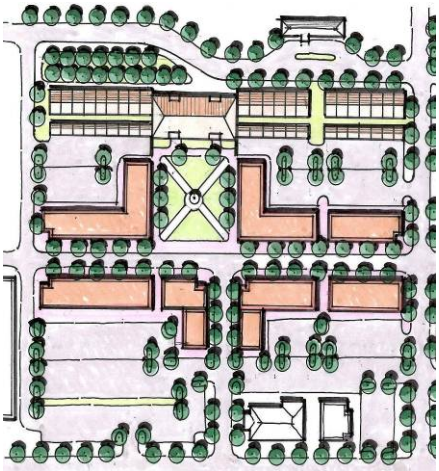
This area is characterized by assorted retail and service uses whose age, viability and appearance span a wide spectrum. A gas station, pharmacy, restaurant, veterinary clinic, various retailers and lodging are clustered near this busy intersection. Along the south side of 28th Street, between Buchanan and Division Avenues, retail uses confined to shallow lots line the street, while the area further to the south can be characterized as a modest but stable and well-maintained single-family neighborhood. Although an elevated railroad crossing over Division Avenue to the north of 28th forms a possible gateway to the area, the rail line does affect and limit cross-access among the properties on each side of it.




Source: 2002 Grand Rapids Master Plan

Recommendations

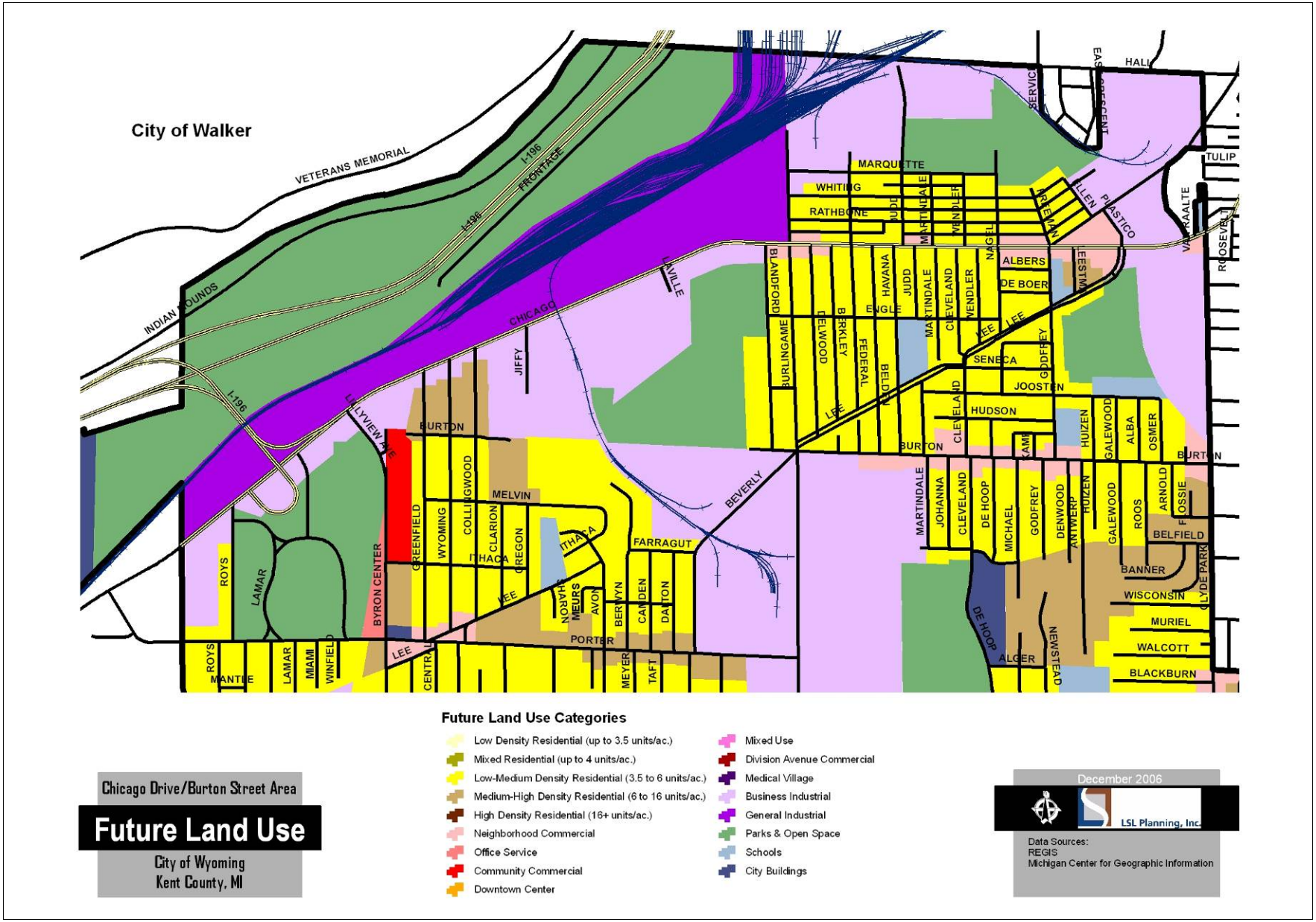
Due to its location at a major intersection, its adjacency to Division Avenue (which is being considered for some form of regional transit, and is the municipal boundary between Wyoming and Grand Rapids) and the mixed-use designation of properties on the east side of Division in the recently completed City of Grand Rapids Master Plan, it only makes sense that the future land use for this sub-area reflects a special character. Therefore, a mixed-use concept within the parameters of transit-oriented development is proposed in Wyoming, too. Such a concept is also included in the Wyoming Downtown Plan.



**Example mixed-use village layout.**

Generally speaking, such a concept includes vertically integrated (within buildings) and horizontally integrated (within an urban block) land uses that include residential, neighborhood retail and office/employment development.

Further, it is envisioned as a relatively dense urban community with multi-storied buildings, small urban open spaces and parks and an inter-connected network of streets in a grid form. Within such a neighborhood, residents should be able to choose whether to live with or without a car by having transit available and also have opportunities to walk through inviting, pedestrian-friendly, urban environments.




Chicago Drive/Burton Street Area

**Future Land Use**

City of Wyoming
Kent County, MI

**Future Land Use Categories**

- Low Density Residential (up to 3.5 units/ac.)
- Mixed Residential (up to 4 units/ac.)
- Low-Medium Density Residential (3.5 to 6 units/ac.)
- Medium-High Density Residential (6 to 16 units/ac.)
- High Density Residential (16+ units/ac.)
- Neighborhood Commercial
- Office Service
- Community Commercial
- Downtown Center
- Mixed Use
- Division Avenue Commercial
- Medical Village
- Business Industrial
- General Industrial
- Parks & Open Space
- Schools
- City Buildings

December 2006

LSL Planning, Inc.

Data Sources:
REGIS
Michigan Center for Geographic Information

## CHICAGO DRIVE & BURTON STREET AREAS

West city limits to east city limits along both streets, and north to city limits

Overview

The north end of Wyoming (generally, areas north of 28th Street, from the west city limits to Clyde Park) has the greatest potential and the greatest need for rejuvenation due to many factors. Decades ago, it was the heart of the city's industrial base, but is now home to several massive, underutilized, or vacant buildings. It also contains a number of Brownfield sites that offer great opportunities for development, but pose challenges, as well.

Strong, stable and still desirable working class neighborhoods sprang up around major employment centers that, unfortunately, no longer exist. Yet some, but not all, of the neighborhood commercial areas that emerged to serve the residents of the area remain vibrant and active with walkable, pedestrian-friendly environments that could serve as models for other city neighborhoods.

In addition to the area's declining manufacturing base, some of the remaining industry is considered very intense, posing significant challenges to the use of adjoining properties. Salvage yards, trucking related activities and heavy vehicle repair facilities are examples of industrial operations located along the Chicago Drive corridor. Ironically, while the area attracted substantial industry in the past, presumably due to its excellent rail access, it does not enjoy convenient access to either I-196 or US-131, though all locations within the sub-area are easily within two miles of both freeways. Freeway interchanges are awkwardly designed and do not offer full directional access.

Recommendations

A. General (heavy) industrial should be limited to the area north of Chicago Drive, west of Burlingame Avenue.

B. Given the proximity of employment centers to strong residential neighborhoods, recruit employee intensive businesses to the area to encourage a labor force that can live nearby, encouraging walk-to-work opportunities, providing a base of support for local commercial areas and providing job opportunities for some of Wyoming's most economically constrained residential neighborhoods.

C. Transportation improvement projects should be undertaken to help revitalize and strengthen the employment potential of the area, to enhance links with major highways and to enhance traffic flow:

1. In order to better define neighborhood gateways, to resolve misaligned multi-legged intersections, calm traffic speeds in residential neighborhoods and locally-serving commercial areas, and to improve traffic operations, explore roundabouts for:

   a. Godfrey/Chicago Drive intersection
   b. Burlingame/Burton Street intersection
   c. Lee Street/Porter Avenue intersection

*Burton Street & Godfrey Avenue*

This is a very distinctive neighborhood commercial area, containing retail, office and service uses, giving the appearance of a stand-alone village. Although it has an interchange with US-131, Burton Street is not a major through street. Therefore the trade area for this commercial district is limited to nearby neighborhoods and employment areas. As a result, its future success (or failure) may depend on the overall strength of the north end as a desirable place to live and/or work. To that end employee intensive businesses must be recruited, previously described transportation enhancements made and a unifying design theme for the commercial area developed.

The Burton Street neighborhood shopping area should stress a pedestrian friendly environment with buildings that are positioned with minimal setbacks and sidewalks that are wide enough to offer protection from through traffic movements or with slightly smaller sidewalks and on street parking to create the buffer. Parking could continue to also be accommodated to the side or rear of buildings. To establish this environment, there are two distinct possibilities for configuration within the existing sixty six (66) foot Burton Street right-of-way:

A. With on street parking

   1. 7’ 9” sidewalks on both sides of the street;
   2. 9’ on street parking lanes abutting both sidewalks (this dimension includes 12” gutter pans);
   3. 11’ travel lanes (one in either direction);
   4. 10’ 6” center turn lane

B. No on street parking

   1. 15’ 9” sidewalks on both sides of the street;
   2. 12’ travel lanes (one in either direction; this dimension includes 12” gutter pans);
   3. 10’ 6” center turn lane

With on street parking, the sidewalk dimension is too small to accommodate street trees, however, traffic calming techniques such as curb bump outs at intersections could be included, as well as pedestrian-scaled street lights. With no on street parking, street trees should be included, while bump outs would not be as necessary, though pedestrian-scaled street lights would remain vital.

*Godfrey Avenue/Lee Street & Chicago Drive*

This is another very distinctive neighborhood commercial area, with retail, office and service uses with a growing Hispanic influence. Again, the success of this commercial district is tied to the future vitality and desirability of the entire north end as a good place to live, work and play. What is different, however, is its proximity to an expanding, revitalizing and dominantly Hispanic business district on Grandville Avenue in Grand Rapids. That relationship should generate a positive influence and create synergy between the two but the key will be to establish a unique theme for the area that is coordinated between both communities. This linkage with Grandville Avenue provides an opportunity for both Wyoming and Grand Rapids to undertake more detailed neighborhood planning efforts in a coordinated fashion. Those should be based on traditional neighborhood and commercial design principles that stress quality pedestrian environments and traffic calming. Therefore, the development of a roundabout at the Godfrey and Chicago Drive intersection is an opportunity to not only improve a multi-legged intersection but to also to create a gateway into one of the more unique neighborhoods and commercial areas in the metropolitan region.

Otherwise, commercial expansion along Chicago Drive should be limited to only a few parcels at Burlingame and some existing obsolete, underutilized commercial sites between Burlingame and Godfrey-Lee should be converted to appropriate residential uses.

# APPENDIX 1A: 2035 THOROUGHFARE PLAN

# FINAL REPORT

CITY OF WYOMING
2035 THOROUGHFARE PLAN

Prepared For:

CITY OF WYOMING
2660 Burlingame Avenue
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Prepared By:

URS

GRAND RAPIDS – SOUTHFIELD – TRAVERSE CITY

FEBRUARY, 28 2011

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# 1.0 INTRODUCTION

## 1.1 Background

The City of Wyoming, Michigan, which adjoins the City of Grand Rapids, created its first Thoroughfare Plan in 1970. The Plan was updated and amended in 1976, 1987 and 1998. Each of these plans have been important community planning tools which have assisted City officials with decisions related to traffic demands placed upon the City's thoroughfare system.

The preparation of this 2035 Thoroughfare Plan incorporates traffic data collected by the City of Wyoming and the Michigan Department of Transportation (MDOT) in 2008 and 2009. The Plan utilized the latest version of the transportation planning model developed by the Grand Valley Metropolitan Council (GVMC)—the local Metropolitan Planning Organization (MPO) for the Grand Rapids metropolitan area. The GVMC is responsible for organizing transportation improvement projects and allocating funds to complete such projects. The GVMC planning model guided the development of Average Daily Traffic projections for city thoroughfares. The traffic projections in turn were used to determine areas of need.

## 1.2 Report Organization

This report is organized into the following sections:

2.0 *Existing Conditions* – This section provides an inventory of current physical conditions and an analysis of the existing operational quality of the City's thoroughfares.

3.0 *Future Conditions* – This section contains an operational analysis of the City's thoroughfare system under traffic conditions projected to the year 2035. The need for future changes and enhancements to the current thoroughfare system was studied and analyzed utilizing the GVMC transportation planning model.

4.0 *2035 Thoroughfare Plan* – The results of the future conditions analysis were used to develop the updated Thoroughfare Plan. The Plan contains recommendations regarding the expansion of existing thoroughfares to provide the needed capacity for future years.

All analyses documented in this report were performed in accordance with MDOT, FHWA, and AASHTO practices, guidelines, policies, and standards, including the 2000 Highway Capacity Manual (HCM), A Policy on Geometric Design of Highways and Streets (AASHTO, 2004) and the Michigan Manual of Uniform Traffic Control Devices (MMUTCD, 2005).

# 2.0 EXISTING (2009) CONDITIONS

This section contains an inventory of current physical conditions and an analysis of the existing operational quality of the City's thoroughfare system. The inventory includes presentations of functional classification, existing traffic volumes, crash analyses, on-street parking, existing number of lanes and pavement widths, and existing right-of-way widths. These data are used to determine the operational characteristics and existing Level-of-Service of each of the City's thoroughfares.

## 2.1 Functional Classification

Any street in a roadway network can be classified as to the character of service it is intended to provide. Its functional classification is necessary for communication purposes. Each thoroughfare in the City of Wyoming has been assigned to the following hierarchical system of functional classes by the Grand Valley Metro Council (GVMC):

- *Principal Arterials*
  The function of principal arterials such as M-11 (28th Street), 44th Street, Wilson Avenue, and Byron Center Avenue are to provide regional travel capabilities as well as to serve the City's major activity centers. Principal arterial streets typically carry large volumes of traffic over long distances.

- *Minor Arterials*
  Minor arterial streets such as Burlingame Avenue and 52nd Street augment the principal arterial system by distributing traffic to smaller geographical areas within the City. Mobility is emphasized less on minor arterial streets than on principal arterials, while access to abutting land is emphasized more. Minor arterial streets can provide access between communities, but they do not typically enter specific neighborhoods.

- *Collectors*
  The function of collector streets such as 40th Street and De Hoop Avenue is to funnel traffic from the arterial system to local streets and other destinations. Collector streets typically provide access to neighborhoods as well as commercial and industrial areas within the City.

- *Local Streets*
  The function of local streets is to provide access to abutting land; mobility is minor as local streets carry minimal traffic at low speeds over short distances.

Figure 2-1 depicts the functional class of each thoroughfare in the City of Wyoming as defined by the Grand Valley Metro Council.

## 2.2 Existing Traffic Volumes

The City of Wyoming and MDOT maintain annual traffic count programs. This data was used to determine the existing traffic volumes on each of the City's thoroughfares, including those streets owned and maintained by MDOT (M-11 and I-196BS). The I-196 and US-131 freeways are not included as they are not deemed as city thoroughfares for the purposes of this Plan. A bandwidth plot of the existing Average Daily Traffic (ADT) on each of the City's thoroughfares is presented in Figure 2-2. The 2-way, 24-hour traffic counts shown in Figure 2-2 were collected in 2008 and 2009. The counts were collected at intersection approaches during various calendar months. Seasonal adjustments to the counts were not made.

As shown in Figure 2-2, the highest traffic volumes occur on 54th Street, 44th Street, 36th Street, and M-11 which are the principal east-west arteries. 54th Street carries the highest volume of traffic in the city, with more than 40,000

ADT west of Division Avenue. In general, the north-south streets do not carry as much traffic as the east-west corridors.

Existing (2009) ADT values were compared to the 1996 ADT values as presented in the previous Thoroughfare Plan. The comparisons are shown in Table 2-1 for selected approaches along selected corridors.

TABLE 2-1
TRAFFIC VOLUME COMPARISON ON VARIOUS THOROUGHFARES (1996 TO 2009)

| Thoroughfare | Location | ADT (1996)* | ADT (2009) | % Change |
|---|---|---|---|---|
| 56th Street | Just west of Byron Center Avenue | 1,500 | 12,100 | +707 % |
| Byron Center Avenue | Just south of 52nd Street | 6,500 | 19,700 | +203 % |
| Wilson Avenue | Just south of 52nd Street | 6,000 | 16,600 | +177 % |
| Ivanrest Avenue | Just north of 52nd Street | 6,000 | 11,500 | +92 % |
| 54th Street | Just east of US-131 | 35,000 | 43,400 | +24 % |
| 52nd Street | Just west of Clyde Park Avenue | 10,500 | 10,000 | -5 % |
| 36th Street | Just east of US-131 | 32,000 | 29,800 | -7 % |
| Division Avenue | Just south of 36th Street | 27,000 | 22,900 | -15 % |
| Clyde Park Avenue | Just south of 44th Street | 19,000 | 14,500 | -24 % |
| Byron Center Avenue | Just north of 36th Street | 21,000 | 14,300 | -32 % |
| M-11 | Just west of Byron Center Avenue | 37,000 | 24,000 | -35 % |
| 44th Street | Just east of US-131 | 53,000 | 33,000 | -38 % |
| Eastern Avenue | Just south of 36th Street | 23,000 | 13,500 | -41 % |
| Burlingame Avenue | Just north of M-11 | 22,000 | 12,800 | -42 % |

* - as presented in the previously-adopted 2020 Thoroughfare Plan.

As shown in Table 2-1, the traffic on some of the City's thoroughfares has decreased in the last ten to fifteen years. The economic slowdown beginning in 2008 has played a part in reducing vehicular travel (e.g. closure of the Wyoming Stamping Plant on 36th Street). Road construction may also have impacted traffic volumes along some of the corridors depicted in Table 2-1 and in Figure 2-1. For instance, traffic volumes along 44th Street may be lower than normal due to the construction at the US-131 interchange in 2009, while traffic volumes along 54th Street may be higher than normal as a result of the 44th Street construction.

The opening of the M-6 freeway has resulted in increased travel in the southwest corner of the city, particularly along the Byron Center Avenue and Wilson Avenue corridors which have interchanges along M-6. The completion of Gezon Parkway several years ago has reduced travel on 52nd Street and increased traffic on 56th Street. The Metropolitan Hospital complex along Byron Center Avenue between M-6 and Gezon Parkway has likewise increased travel in the southern part of the city.

## 2.3 Number of Lanes

In addition to traffic volume, the number of travel lanes is an important factor in determining thoroughfare Level-of-Service because it greatly impacts the capacity of a street. The number of travel lanes for each thoroughfare in the City of Wyoming is presented in Figure 2-3.

As shown in Figure 2-3, some streets are 4-lane undivided facilities (Gezon Parkway, Burton Street, Burlingame Avenue) while other 4-lane streets are divided (boulevard) facilities (44th Street, Clyde Park Avenue, Wilson Avenue, Byron Center Avenue). Boulevard thoroughfares generally have raised center medians which separate opposing traffic flows. Whereas 4-lane undivided streets are free-access facilities, boulevard facilities have more access control by allowing access to side streets at selected locations only. The presence of a center median provides a pro-

tected queuing area for left-turn movements and increased access control. As a result, boulevard facilities are typically able to operate more efficiently.

Some streets in the City of Wyoming are 5-lane undivided facilities (M-11, Division Avenue, Eastern Avenue). Instead of having a center median like a boulevard facility, a continuous two-way center left-turn lane separates opposing traffic flows. Streets with 5-lane cross-sections are typically found on heavy-volume roads with numerous driveways, or where right-of-way may be limited preventing the construction of a boulevard facility.

## 2.4 Level-of-Service

Level-of-Service is a qualitative measure of how well (or poorly) a street operates. The quality of service is dependent on many factors including peak-hour traffic volumes, traffic composition (percent heavy-vehicles), vehicle speeds, the number of travel lanes, traffic control (signs and signals), and on-street parking. Chapter 21 (*Multilane Highways*) of the 2000 Highway Capacity Manual (HCM) defines each of the levels as shown in Table 2-2.

TABLE 2-2
PEAK-HOUR LEVEL-OF-SERVICE RANGES

| Level-of-Service | Definition |
|---|---|
| A | Free-flow conditions. Drivers travel at speeds at which they feel comfortable. |
| B | Slightly reduced maneuverability due to presence of other vehicles. Delays at intersections are not bothersome. |
| C | Stable operation. Drivers feel appreciable tension as maneuverability becomes more restricted, and vehicular queues form behind any traffic disruption. |
| D | Maneuverability severely restricted as small increases in traffic flow may cause significant increases in delay. |
| E | Unstable operations which are at or near the capacity of the roadway; significant delays occur at intersections. |
| F | Forced Flow. Vehicles arrive at a faster rate than is serviceable creating stop-and-go traffic conditions with extensive queuing and high delays. |

Source: 2000 Highway Capacity Manual

Level-of-Service "C" is considered desirable for urban and suburban arterial streets during peak traffic hours, while Level-of-Service "D" is typically deemed acceptable. The methods of Chapter 21 of the 2000 HCM were used to determine the peak-hour Level-of-Service for each thoroughfare in the City of Wyoming. Chapter 21 of the HCM utilizes "maximum service flow" to quantify the boundaries of each Level-of Service for peak-hour conditions. These maximum peak-hour service flows and the approximate ADT values are shown in Tables 2-3a thru Table 2-3d for various types of thoroughfare facilities present within the city.

Caution is advised when using the information displayed in Table 2-3a thru Table 2-3d. It should be noted these tables do not constitute a standard but should be used for general planning purposes only. The methods of Chapter 15 (Urban Streets) of the 2000 HCM offers a more detailed analysis of Level-of-Service for signalized arterial streets; however, detailed intersection turning movement counts and delay information, which are required for the analysis, were not available.

The values shown in Table 2-3a thru Table 2-3d should be reduced by approximately 30 percent for those thoroughfares with more than three major signalized intersections per mile. Streets exhibiting this characteristic are Burton Street, M-11 east of Burlingame Avenue, 36th Street east of Clyde Park Avenue, 44th Street east of Clyde Park Avenue, and 54th Street. Existing (2009) Average Daily Traffic on each thoroughfare were used to determine its Level-of-Service based on the maximum values contained in Table 2-3a thru Table 2-3d. The results of the Level-of-Service analysis are displayed in Figure 2-4.

## TABLE 2-3a (45 MPH)
## MAXIMUM PEAK-HOUR SERVICE FLOWS AND APPROXIMATE MAXIMUM ADT VALUES FOR VARIOUS LEVELS-OF-SERVICE AND FACILITY TYPES

| Facility Type | Level-of-Service | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | A | | B | | C | | D | | E | |
| | MSF (pcph*) | ADT | MSF (pcph) | ADT | MSF (pcph) | ADT | MSF (pcph) | ADT | MSF (pcph) | ADT |
| 2-lane Undivided | 270 | 5,444 | 446 | 9,000 | 644 | 13,000 | 853 | 17,222 | 1,045 | 21,111 |
| 3-lane Undivided | 449 | 9,074 | 743 | 15,000 | 1,073 | 21,667 | 1,421 | 28,704 | 1,742 | 35,185 |
| 4-lane Undivided | 539 | 10,889 | 891 | 18,000 | 1,287 | 26,000 | 1,705 | 34,444 | 2,090 | 42,222 |
| 4-lane Divided | 719 | 14,519 | 1,188 | 24,000 | 1,716 | 34,667 | 2,273 | 45,926 | 2,787 | 56,296 |
| 5-lane Undivided | 719 | 14,519 | 1,188 | 24,000 | 1,716 | 34,667 | 2,273 | 45,926 | 2,787 | 56,296 |
| 6-lane Undivided | 809 | 16,333 | 1,337 | 27,000 | 1,931 | 39,000 | 2,558 | 51,667 | 3,135 | 63,333 |
| 6-lane Divided | 988 | 19,963 | 1,634 | 33,000 | 2,360 | 47,667 | 3,126 | 63,148 | 3,832 | 77,407 |

*pcph = passenger cars per hour in peak direction

Note: Table 2-3a has been developed from Table 21-2 of the 2000 Highway Capacity Manual. The above table assumes turn lanes have two thirds the capacity of through lanes, g/C = 0.55, k-factor = 0.09, and free-flow speed = 45 mph.

## TABLE 2-3b (40 MPH)
## MAXIMUM PEAK-HOUR SERVICE FLOWS AND APPROXIMATE MAXIMUM ADT VALUES FOR VARIOUS LEVELS-OF-SERVICE AND FACILITY TYPES

| Facility Type | Level-of-Service | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | A | | B | | C | | D | | E | |
| | MSF (pcph*) | ADT | MSF (pcph) | ADT | MSF (pcph) | ADT | MSF (pcph) | ADT | MSF (pcph) | ADT |
| 2-lane Undivided | 237 | 4,778 | 396 | 8,000 | 572 | 11,556 | 759 | 15,333 | 990 | 20,000 |
| 3-lane Undivided | 394 | 7,963 | 660 | 13,333 | 953 | 19,259 | 1,265 | 25,556 | 1,650 | 33,333 |
| 4-lane Undivided | 473 | 9,556 | 792 | 16,000 | 1,144 | 23,111 | 1,518 | 30,667 | 1,980 | 40,000 |
| 4-lane Divided | 631 | 12,741 | 1,056 | 21,333 | 1,525 | 30,815 | 2,024 | 40,889 | 2,640 | 53,333 |
| 5-lane Undivided | 631 | 12,741 | 1,056 | 21,333 | 1,525 | 30,815 | 2,024 | 40,889 | 2,640 | 53,333 |
| 6-lane Undivided | 710 | 14,333 | 1,188 | 24,000 | 1,716 | 34,667 | 2,277 | 46,000 | 2,970 | 60,000 |
| 6-lane Divided | 867 | 17,519 | 1,452 | 29,333 | 2,097 | 42,370 | 2,783 | 56,222 | 3,630 | 73,333 |

*pcph = passenger cars per hour in peak direction

Note: Table 2-3b has been developed from Table 21-2 of the 2000 Highway Capacity Manual. The above table assumes turn lanes have two thirds the capacity of through lanes, g/C = 0.55, k-factor = 0.09, and free-flow speed = 40 mph.

## TABLE 2-3c (35 MPH)
## MAXIMUM PEAK-HOUR SERVICE FLOWS AND APPROXIMATE MAXIMUM ADT VALUES FOR VARIOUS LEVELS-OF-SERVICE AND FACILITY TYPES

| Facility Type | Level-of-Service | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | A | | B | | C | | D | | E | |
| | MSF (pcph*) | ADT | MSF (pcph) | ADT | MSF (pcph) | ADT | MSF (pcph) | ADT | MSF (pcph) | ADT |
| 2-lane Undivided | 204 | 4,111 | 347 | 7,000 | 501 | 10,111 | 660 | 13,333 | 935 | 18,889 |
| 3-lane Undivided | 339 | 6,852 | 578 | 11,667 | 834 | 16,852 | 1,100 | 22,222 | 1,558 | 31,481 |
| 4-lane Undivided | 407 | 8,222 | 693 | 14,000 | 1,001 | 20,222 | 1,320 | 26,667 | 1,870 | 37,778 |
| 4-lane Divided | 543 | 10,963 | 924 | 18,667 | 1,335 | 26,963 | 1,760 | 35,556 | 2,493 | 50,370 |
| 5-lane Undivided | 543 | 10,963 | 924 | 18,667 | 1,335 | 26,963 | 1,760 | 35,556 | 2,493 | 50,370 |
| 6-lane Undivided | 611 | 12,333 | 1,040 | 21,000 | 1,502 | 30,333 | 1,980 | 40,000 | 2,805 | 56,667 |
| 6-lane Divided | 746 | 15,074 | 1,271 | 25,667 | 1,835 | 37,074 | 2,420 | 48,889 | 3,428 | 69,259 |

*pcph = passenger cars per hour in peak direction

Note: Table 2-3c has been developed from Table 21-2 of the 2000 Highway Capacity Manual. The above table assumes turn lanes have two thirds the capacity of through lanes, g/C = 0.55, k-factor = 0.09, and free-flow speed = 35 mph.

TABLE 2-3d (30 MPH)
MAXIMUM PEAK-HOUR SERVICE FLOWS AND APPROXIMATE MAXIMUM ADT VALUES
FOR VARIOUS LEVELS-OF-SERVICE AND FACILITY TYPES

| Facility Type | Level-of-Service | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | A | | B | | C | | D | | E | |
| | MSF (pcph*) | ADT | MSF (pcph) | ADT | MSF (pcph) | ADT | MSF (pcph) | ADT | MSF (pcph) | ADT |
| 2-lane Undivided | 171 | 3,444 | 297 | 6,000 | 429 | 8,667 | 556 | 11,222 | 880 | 17,778 |
| 3-lane Undivided | 284 | 5,741 | 495 | 10,000 | 715 | 14,444 | 926 | 18,704 | 1,467 | 29,630 |
| 4-lane Undivided | 341 | 6,889 | 594 | 12,000 | 858 | 17,333 | 1,111 | 22,444 | 1,760 | 35,556 |
| 4-lane Divided | 455 | 9,185 | 792 | 16,000 | 1,144 | 23,111 | 1,481 | 29,926 | 2,347 | 47,407 |
| 5-lane Undivided | 455 | 9,185 | 792 | 16,000 | 1,144 | 23,111 | 1,481 | 29,926 | 2,347 | 47,407 |
| 6-lane Undivided | 512 | 10,333 | 891 | 18,000 | 1,287 | 26,000 | 1,667 | 33,667 | 2,640 | 53,333 |
| 6-lane Divided | 625 | 12,630 | 1,089 | 22,000 | 1,573 | 31,778 | 2,037 | 41,148 | 3,227 | 65,185 |

*pcph = passenger cars per hour in peak direction

Note: Table 2-3d has been developed from Table 21-2 of the 2000 Highway Capacity Manual. The above table assumes turn lanes have two thirds the capacity of through lanes, g/C = 0.55, k-factor = 0.09, and free-flow speed = 30 mph.

As shown in Figure 2-4, existing Levels-of-Service of most roadway segments within the city are acceptable (LOS "D or better). Only one roadway operates in the Level of Service "E" or "F" area—54th Street between US-131 and Division Avenue. It should be noted that peak-hour Levels of Service at individual intersections may be worse than what is depicted in Figure 2-4.

## 2.5 Existing Right-of-Way

The ability to add lanes and increase the capacity of a thoroughfare is dependant upon many factors. One important factor is the availability of right-of-way. Without right-of-way, property must be purchased before a lane can be constructed; however, the added expense may make capacity increases financially infeasible. Figure 2-5 contains the basic existing right-of-way widths for corridors throughout the City of Wyoming. As shown in Figure 2-5, the existing right-of-way varies from road to road. The right-of-way widths shown in Figure 2-5 may vary slightly along each route, particularly near intersections where additional space is needed to construct turn lanes and provide clear vision corners.

## 2.6 Traffic Signals and Roundabouts

Traffic signals are needed at intersections with high volumes of traffic; however, they reduce the capacity of a street by frequently stopping traffic. There are a total of 71 signalized intersections in the City of Wyoming. The majority of these signals are located at major intersections. One (1) signal is located at factory/business entrances which have heavy traffic for short durations during peak traffic hours (Eastern Avenue / 40th Street). Other traffic signals are located at intersections with a higher concentration of pedestrians (Godfrey Avenue at Joosten Street). The location of each traffic signal in the City of Wyoming is shown in Figure 2-6.

Some of the traffic signals shown in Figure 2-6 have actuated features. Actuated traffic signals utilize traffic detectors, inductance loops imbedded into the pavement or video cameras that sense the presence of vehicles. Actuated traffic signals respond to demand and apportion green time more efficiently than pre-timed traffic signals. Most of the traffic signals in the City of Wyoming have detectors in left-turn lanes which allow the traffic signal controllers to apportion more green time to the heaviest-volume turning movements during peak periods.

The reduction of capacity caused by traffic signals can be diminished somewhat by interconnecting and coordinating the timing schemes of multiple traffic signals. Coordination of traffic signals provides efficient progression of the traf-

fic stream through the street network. With efficient progression, vehicles can be served by a series of traffic signals without being stopped. The traffic signals in the City of Wyoming, including the traffic signals along state trunkline roadways, are a part of a master system coordinated by the City of Grand Rapids. The City of Grand Rapids has optimized the timings of several key corridors in Wyoming, including the east-west corridors of 54th Street, 44th Street, 36th Street, and Burton Street, and the north-south corridors of Wilson Avenue, Byron Center Avenue, and Division Avenue. MDOT optimized the traffic signal timings along 28th Street (M-11) in 2009.

Modern roundabouts are becoming more popular across the United States as an alternative method for controlling traffic at an intersection. The modern roundabout involves a circular roadway with entry and exit points. Approaching vehicles must yield at the roundabout entry and circulate counterclockwise until reaching the desired exit point. The modern roundabout has been shown to reduce crash severity, since vehicles are required to slow down in order to enter the roundabout. Crashes that occur at roundabouts are typically slow-speed sideswipe crashes. Modern roundabouts, if designed properly, can also serve high volumes of traffic at Levels of Service equal to or better than traffic signals.

The City of Wyoming constructed its first roundabout at the intersection of Jacob Street and Maple Tree Court, just west of Canal Avenue in the southwest corner of the city. Modern roundabouts at major intersections could also be considered at intersections such as the Burton Street/Burlingame Avenue/Lee Street intersection and at the I-196BL (Chicago Drive)/Godfrey Street intersection. These intersections may be good candidates for the modern roundabout, given the 6-legged nature of the Burton Street location and the skewed north approach at the I-196BS location. Additional study would be required, as standards of practice are still evolving for how best to handle pedestrians at both single-lane and multi-lane roundabouts.

## 2.7 On-Street Parking

The existence of on-street parking can impact the capacity of a street, as the presence of parked vehicles directly adjacent to the traffic stream tends to restrict the flow of traffic. The location of all on-street parking areas in the City of Wyoming is shown in Figure 2-7. When compared with Figure 2-2 and Figure 2-4, it can be seen that those streets which allow "on-street" parking are all low-volume streets without any existing capacity problems.

## 2.8 Crash Analysis

Crash records from January 1, 2007 through December 31, 2009 were analyzed for all thoroughfare intersections. A summary of the results are shown in the following tables:

| | |
|---|---|
| Table 2-4a | I-196BS, Burton Street, and Porter Street (10 intersections) |
| Table 2-4b | M-11, Prairie Parkway, and 32nd Street (18 intersections) |
| Table 2-4c | 36th Street and 54th Street (17 intersections) |
| Table 2-4d | 44th Street, 52nd Street, 56th Street, and Gezon Parkway (16 intersections) |

The tables include the three (3) most common crash types at each intersection as well as crash severity and crash rate statistics. Two (2) fatalities occurred during the 3-year period. Both of the fatal crashes took place in 2009.

Intersection crash rates were evaluated to determine which intersections had higher-than-average crash rates when compared to intersections with similar entering ADT. Table 2-5 lists intersections with higher-than-average crash rates and Figure 2-8 depicts the locations of these intersections. It should be noted that only limited data exists regarding the rate of crashes at intersections. The average crash rate data was supplied by the Southeast Michigan Council of Governments (SEMCOG), which is the Metropolitan Planning Organization (MPO) for the metropolitan Detroit area.

A total of 14 intersections (of 61 intersections studied) had higher-than-average crash rates. The following five (5) intersections were more than 50% above the average crash rate:

- M-11 @ Burlingame Avenue
- M-11 @ Michael Avenue
- M-11 @ Clyde Park Avenue
- M-11 @ Division Avenue
- 44th Street @ Clyde Park Avenue

These intersections as well as the other intersections with higher-than-average crash rates should be examined more closely to determine if any intersections have correctable crash patterns.

TABLE 2-4a
INTERSECTION CRASH ANALYSIS (I-196BS, BURTON STREET, AND PORTER STREET)

| Intersection | Top 3 Crash Types | | Total Crashes | % Injury Crashes | # of People Injured | ADT Entering Intersection | Average Crash Rate (per MEV*) | Actual Crash Rate (per MEV*) |
|---|---|---|---|---|---|---|---|---|
| | Crash Type | % | | | | | | |
| I-196BS (Chicago Dr) @ Byron Center Avenue | Fixed Object | 23.1 | 6 | 17.0 | 1 | 16,900 | 1.70 | 0.32 |
| | Rear-End Straight | 23.1 | | | | | | |
| | Side-Swipe Same | 23.1 | | | | | | |
| I-196BS (Chicago Dr) @ Burlingame Avenue | Head-On Left-Turn | 35.0 | 20 | 25.0 | 5 | 24,050 | 1.43 | 0.76 |
| | Angle | 35.0 | | | | | | |
| | Rear-End | 15.0 | | | | | | |
| I-196BS (Chicago Dr) @ Godfrey Avenue | Rear-End Straight | 33.3 | 24 | 29.2 | 10 | 20,000 | 1.70 | 1.10 |
| | Head-On Left-Turn | 20.8 | | | | | | |
| | Angle | 20.8 | | | | | | |
| I-196BS (Chicago Dr) @ Clyde Park Avenue | Rear-End Straight | 29.2 | 24 | 16.7 | 4 | 33,500 | 1.21 | 0.65 |
| | Angle | 16.7 | | | | | | |
| | Bicycle | 12.5 | | | | | | |
| Burton Street @ Burlingame Avenue | Rear-End Straight | 61.1 | 18 | 11.1 | 3 | 29,400 | 1.43 | 0.56 |
| | Angle | 11.1 | | | | | | |
| | Side-Swipe Same | 5.6 | | | | | | |
| Burton Street @ Cleveland Avenue | Angle | 25.0 | 8 | 50.0 | 4 | 22,900 | 1.43 | 0.32 |
| | (6 Types) | 12.5 | | | | | | |
| Burton Street @ Godfrey Avenue | Rear-End Straight | 50.0 | 16 | 18.8 | 3 | 27,300 | 1.43 | 0.54 |
| | Side-Swipe Same | 18.8 | | | | | | |
| | Angle | 18.8 | | | | | | |
| Burton Street @ Clyde Park Avenue | Rear-End Straight | 37.3 | 59 | 20.3 | 14 | 42,300 | 1.14 | 1.27 |
| | Angle | 30.5 | | | | | | |
| | Head-On Left-Turn | 10.2 | | | | | | |
| Porter Street @ Burlingame Avenue | Head-On Left-Turn | 40.0 | 15 | 20.0 | 5 | 17,300 | 1.70 | 0.79 |
| | Angle | 26.7 | | | | | | |
| | Rear-End Straight | 13.3 | | | | | | |
| Porter Street @ Byron Center Avenue | Angle | 50.0 | 8 | 25.0 | 2 | 11,250 | 1.70 | 0.65 |
| | (4 Types) | 12.5 | | | | | | |

*MEV – million entering vehicles

TABLE 2-4b
INTERSECTION CRASH ANALYSIS (M-11, PRAIRIE PARKWAY, AND 32ND STREET)

| Intersection | Top 3 Crash Types | | Total Crashes | % Injury Crashes | # of People Injured | ADT Entering Intersection | Average Crash Rate (per MEV*) | Actual Crash Rate (per MEV*) |
|---|---|---|---|---|---|---|---|---|
| | Crash Type | % | | | | | | |
| M-11 (28th Street) @ Byron Center Avenue | Rear-End Straight | 33.3 | 60 | 31.7 | 22 | 36,650 | 1.21 | 1.50 |
| | Angle | 33.3 | | | | | | |
| | Head-On Left-Turn | 11.7 | | | | | | |
| M-11 (28th Street) @ Burlingame Avenue | Rear-End Straight | 51.2 | 84 | 14.3 | 12 | 40,250 | 1.14 | 1.91 |
| | Angle | 13.1 | | | | | | |
| | Side-Swipe Same | 10.7 | | | | | | |
| M-11 (28th Street) @ Michael Avenue | Rear-End Straight | 43.8 | 73 | 15.1 | 13 | 36,800 | 1.21 | 1.81 |
| | Angle | 20.5 | | | | | | |
| | Side-Swipe Same | 17.8 | | | | | | |
| M-11 (28th Street) @ Clyde Park Avenue | Rear-End Straight | 43.9 | 98 | 26.5 | 33 | 44,800 | 1.14 | 2.00 |
| | Angle | 22.4 | | | | | | |
| | Side-Swipe Same | 11.2 | | | | | | |
| M-11 (28th Street) @ SB US-131 | Rear-End Straight | 57.8 | 45 | 22.2 | 11 | 42,200 | 1.14 | 0.97 |
| | Side-Swipe Same | 13.3 | | | | | | |
| | Angle | 11.1 | | | | | | |
| M-11 (28th Street) @ NB US-131 | Rear-End Straight | 69.4 | 36 | 19.4 | 8 | 44,100 | 1.14 | 0.75 |
| | Angle | 8.3 | | | | | | |
| | Rear-End Right-Turn | 8.3 | | | | | | |
| M-11 (28th Street) @ Buchanan Avenue | Rear-End Straight | 45.8 | 72 | 22.2 | 26 | 47,350 | 1.14 | 1.39 |
| | Side-Swipe Same | 16.7 | | | | | | |
| | Angle | 16.7 | | | | | | |
| M-11 (28th Street) @ Division Avenue | Rear-End Straight | 48.6 | 111 | 21.6 | 27 | 56,500 | 1.18 | 1.79 |
| | Angle | 18.2 | | | | | | |
| | Side-Swipe Same | 13.5 | | | | | | |
| Prairie Parkway @ Byron Center Avenue | Angle | 38.1 | 21 | 23.8 | 6 | 23,850 | 1.43 | 0.80 |
| | Rear-End Straight | 19.0 | | | | | | |
| | Side-Swipe Same | 14.3 | | | | | | |
| Prairie Parkway @ Burlingame Avenue | Angle | 58.6 | 29 | 24.1 | 10 | 24,000 | 1.43 | 1.10 |
| | Rear-End Straight | 20.7 | | | | | | |
| | Head-On Left-Turn | 17.2 | | | | | | |
| Prairie Parkway @ Michael Avenue | Angle | 40.0 | 10 | 10.0 | 1 | 18,350 | 1.70 | 0.50 |
| | Fixed Object | 20.0 | | | | | | |
| | (4 Types) | 10.0 | | | | | | |
| 32nd Street @ Michael Avenue | Side-Swipe Same | 33.3 | 6 | 16.7 | 1 | 15,350 | 1.70 | 0.36 |
| | (4 Types | 16.7 | | | | | | |
| 32nd Street @ Clyde Park Avenue | Head-On Left-Turn | 38.1 | 21 | 33.3 | 7 | 21,500 | 1.43 | 0.89 |
| | Angle | 28.6 | | | | | | |
| | Side-Swipe Same | 19.0 | | | | | | |
| 32nd Street @ Buchanan Avenue | Angle | 60.0 | 5 | 40.0 | 2 | 28,950 | 1.43 | 0.16 |
| | Rear-End Straight | 20.0 | | | | | | |
| | Side-Swipe Opp | 20.0 | | | | | | |
| 32nd Street @ Division Avenue | Angle | 41.9 | 43 (1 fatal) | 41.9 | 25 | 40,100 | 1.14 | 0.98 |
| | Rear-End Straight | 30.2 | | | | | | |
| | Head-On Left-Turn | 14.0 | | | | | | |
| 32nd Street @ Jefferson Avenue | Angle | 28.6 | 7 | 57.1 | 5 | 12,700 | 1.70 | 0.50 |
| | Head-On Left-Turn | 14.3 | | | | | | |
| | Side-Swipe Same | 14.3 | | | | | | |
| 32nd Street @ Madison Avenue | Head-On Left-Turn | 33.3 | 6 | 33.3 | 2 | 15,050 | 1.70 | 0.36 |
| | Angle | 33.3 | | | | | | |
| | Rear-End Straight | 33.3 | | | | | | |
| 32nd Street @ Eastern Avenue | Rear-End Straight | 35.7 | 14 | 35.7 | 7 | 24,450 | 1.43 | 0.52 |
| | Head-On Left-Turn | 21.4 | | | | | | |
| | Angle | 21.4 | | | | | | |

*MEV – million entering vehicles

TABLE 2-4c
INTERSECTION CRASH ANALYSIS (36TH STREET AND 54TH STREET)

| Intersection | Top 3 Crash Types | | Total Crashes | % Injury Crashes | # of People Injured | ADT Entering Intersection | Average Crash Rate (per MEV*) | Actual Crash Rate (per MEV*) |
|---|---|---|---|---|---|---|---|---|
| | Crash Type | % | | | | | | |
| 36th Street @ Byron Center Avenue | Head-On Left-Turn | 27.6 | 29 | 31.0 | 13 | 26,900 | 1.43 | 0.98 |
| | Rear-End Straight | 27.6 | | | | | | |
| | Angle | 20.7 | | | | | | |
| 36th Street @ Burlingame Avenue | Rear-End Straight | 38.1 | 42 | 33.3 | 15 | 35,000 | 1.21 | 1.10 |
| | Angle | 23.1 | | | | | | |
| | Head-On Left-Turn | 11.9 | | | | | | |
| 36th Street @ Michael Avenue | Angle | 28.6 | 28 | 39.3 | 18 | 29,000 | 1.43 | 0.88 |
| | Rear-End Straight | 25.0 | | | | | | |
| | Head-On Left-Turn | 21.4 | | | | | | |
| 36th Street @ Clyde Park Avenue | Rear-End Straight | 34.6 | 52 | 26.9 | 20 | 37,350 | 1.21 | 1.27 |
| | Angle | 28.8 | | | | | | |
| | Head-On Left-Turn | 13.5 | | | | | | |
| 36th Street @ SB US-131 | Rear-End Straight | 37.5 | 40 | 15.0 | 9 | 35,400 | 1.21 | 1.03 |
| | Angle | 27.5 | | | | | | |
| | Side-Swipe Same | 17.5 | | | | | | |
| 36 Street @ NB US-131 | Rear-End Straight | 32.1 | 28 | 17.9 | 8 | 33,700 | 1.21 | 0.76 |
| | Head-On Left-Turn | 25.0 | | | | | | |
| | Angle | 14.3 | | | | | | |
| 36th Street @ Clay Avenue | Rear-End Straight | 50.0 | 12 | 33.3 | 4 | 30,700 | 1.21 | 0.36 |
| | Bicycle | 16.7 | | | | | | |
| | Angle | 16.7 | | | | | | |
| 36th Street @ Buchanan Avenue | Rear-End Straight | 24.0 | 25 | 44.0 | 15 | 35,900 | 1.21 | 0.64 |
| | Head-On Left-Turn | 24.0 | | | | | | |
| | Side-Swipe Same | 20.0 | | | | | | |
| 36th Street @ Division Avenue | Rear-End Straight | 51.1 | 47 | 25.5 | 17 | 48,050 | 1.14 | 0.89 |
| | Angle | 23.4 | | | | | | |
| | Head-On Left-Turn | 17.0 | | | | | | |
| 36th Street @ Jefferson Avenue | Angle | 46.1 | 13 | 46.2 | 10 | 23,400 | 1.43 | 0.51 |
| | Head-On Left-Turn | 30.8 | | | | | | |
| | Side-Swipe Same | 7.7 | | | | | | |
| 36th Street @ Madison Avenue | Angle Straight | 40.0 | 20 | 20.0 | 5 | 27,700 | 1.43 | 0.66 |
| | Rear-End Straight | 25.0 | | | | | | |
| | Rear-End Right-Turn | 10.0 | | | | | | |
| 36th Street @ Eastern Avenue | Rear-End Straight | 34.8 | 23 (1 fatal) | 21.7 | 5 | 34,500 | 1.21 | 0.61 |
| | Head-On Left-Turn | 21.7 | | | | | | |
| | Angle | 17.4 | | | | | | |
| 54th Street @ Gezon Parkway / Clyde Park Avenue | Rear-End Straight | 52.5 | 59 | 23.7 | 15 | 44,100 | 1.14 | 1.22 |
| | Side-Swipe Same | 16.9 | | | | | | |
| | Angle | 11.9 | | | | | | |
| 54th Street @ SB US-131 | Rear-End Straight | 60.1 | 46 | 13.0 | 7 | 47,700 | 1.14 | 0.88 |
| | Angle | 15.2 | | | | | | |
| | Side-Swipe Same | 8.7 | | | | | | |
| 54th Street @ NB US-131 | Rear-End Straight | 58.6 | 29 | 20.7 | 8 | 47,800 | 1.14 | 0.55 |
| | Side-Swipe Same | 13.8 | | | | | | |
| | Angle | 10.3 | | | | | | |
| 54th Street @ Clay Avenue | Rear-End Straight | 85.7 | 28 | 17.9 | 6 | 47,900 | 1.14 | 0.53 |
| | Other | 7.1 | | | | | | |
| | Head-On Left-Turn | 3.6 | | | | | | |
| 54th Street @ Division Avenue | Angle | 32.9 | 82 | 24.4 | 25 | 59,000 | 1.18 | 1.27 |
| | Rear-End Straight | 26.8 | | | | | | |
| | Side-Swipe Same | 14.6 | | | | | | |

*MEV – million entering vehicles

TABLE 2-4d

INTERSECTION CRASH ANALYSIS (44TH STREET, 52ND STREET, 56TH STREET, AND GEZON PARKWAY)

| Intersection | Top 3 Crash Types | | Total Crashes | % Injury Crashes | # of People Injured | ADT Entering Intersection | Average Crash Rate (per MEV*) | Actual Crash Rate (per MEV*) |
|---|---|---|---|---|---|---|---|---|
| | Crash Type | % | | | | | | |
| 44th Street @ Byron Center Ave | Rear-End Straight | 45.6 | 90 | 28.9 | 32 | 50,800 | 1.18 | 1.62 |
| | Head-On Left-Turn | 17.8 | | | | | | |
| | Angle | 15.6 | | | | | | |
| 44th Street @ Burlingame Avenue | Rear-End Straight | 56.7 | 60 | 30.0 | 22 | 42,900 | 1.14 | 1.28 |
| | Angle | 10.0 | | | | | | |
| | Head-On Left-Turn | 6.7 | | | | | | |
| 44th Street @ Clyde Park Avenue | Rear-End Straight | 44.2 | 86 | 18.6 | 18 | 44,800 | 1.14 | 1.75 |
| | Angle | 19.8 | | | | | | |
| | Side-Swipe Same | 16.3 | | | | | | |
| 44th Street @ SB US-131 | Rear-End Straight | 43.1 | 51 | 19.6 | 13 | 42,600 | 1.14 | 1.09 |
| | Angle | 21.6 | | | | | | |
| | Side-Swipe Same | 13.7 | | | | | | |
| 44th Street @ NB US-131 | Rear-End Straight | 45.0 | 40 | 15.0 | 9 | 36,100 | 1.21 | 1.01 |
| | Angle | 30.0 | | | | | | |
| | Head-On Left-Turn | 10.0 | | | | | | |
| 44th Street @ Clay Ave | Rear-End Straight | 40.0 | 45 | 13.3 | 11 | 35,000 | 1.21 | 1.17 |
| | Side-Swipe Same | 24.4 | | | | | | |
| | Angle | 17.8 | | | | | | |
| 44th Street @ Buchanan Avenue | Angle | 38.9 | 18 | 33.3 | 6 | 34,400 | 1.21 | 0.48 |
| | Rear-End Straight | 27.8 | | | | | | |
| | Head-On Left-Turn | 11.1 | | | | | | |
| 44th Street @ Division Avenue | Rear-End Straight | 48.8 | 84 | 29.8 | 29 | 49,700 | 1.14 | 1.54 |
| | Side-Swipe Same | 15.5 | | | | | | |
| | Angle | 14.3 | | | | | | |
| 44th Street @ Roger B Chaffee Blvd | Rear-End Straight | 44.4 | 18 | 44.4 | 8 | 26,300 | 1.43 | 0.63 |
| | Side-Swipe Same | 16.7 | | | | | | |
| | Fixed Object | 11.1 | | | | | | |
| 52nd Street @ Wilson Avenue | Rear-End Straight | 40.0 | 10 | 10.0 | 1 | 23,150 | 1.43 | 0.39 |
| | Side-Swipe Same | 30.0 | | | | | | |
| | Angle | 10.0 | | | | | | |
| 52nd Street @ Ivanrest Avenue | Angle | 42.9 | 14 | 21.4 | 4 | 17,050 | 1.70 | 0.75 |
| | Rear-End Straight | 21.4 | | | | | | |
| | Head-On Left-Turn | 14.3 | | | | | | |
| 52nd Street @ Byron Center Avenue | Head-On Left-Turn | 31.8 | 22 | 36.4 | 11 | 28,550 | 1.43 | 0.70 |
| | Rear-End Straight | 27.3 | | | | | | |
| | Angle | 27.3 | | | | | | |
| 52nd Street @ Burlingame Avenue | Angle | 45.5 | 11 | 45.5 | 6 | 14,550 | 1.70 | 0.69 |
| | Rear-End Straight | 18.2 | | | | | | |
| | (4 Types) | 9.1 | | | | | | |
| 56th Street @ Wilson Avenue | Rear-End Straight | 44.4 | 9 | 11.1 | 2 | 21,400 | 1.43 | 0.38 |
| | Fixed Object | 22.2 | | | | | | |
| | Head-On Left-Turn | 11.1 | | | | | | |
| 56th Street @ Gezon Parkway | Rear-End Straight | 25.0 | 44 | 13.6 | 6 | 34,950 | 1.21 | 1.15 |
| | Angle | 25.0 | | | | | | |
| | Head-On Left-Turn | 9.1 | | | | | | |
| Gezon Parkway @ Burlingame Avenue | Rear-End Straight | 38.5 | 13 | 23.1 | 3 | 22,600 | 1.43 | 0.53 |
| | Head-On Left-Turn | 23.1 | | | | | | |
| | Angle | 15.4 | | | | | | |

*MEV – million entering vehicles

TABLE 2-5
INTERSECTIONS WITH HIGHER-THAN-AVERAGE CRASH RATES (2007-2009)

| Entering ADT Range | Intersection | ADT Entering Intersection | Average Crash Rate (1) | Actual Crash Rate* |
|---|---|---|---|---|
| 30,000– 40,000 ADT | M-11 @ Michael Avenue | 36,800 | 1.21 * | 1.81 |
| | M-11 @ Byron Center Avenue | 36,650 | | 1.50 |
| | 36th Street @ Clyde Park Avenue | 37,350 | | 1.27 |
| 40,000– 50,000 ADT | M-11 @ Clyde Park Avenue | 44,800 | 1.14 * | 2.00 |
| | M-11 @ Burlingame Avenue | 40,250 | | 1.91 |
| | 44th Street@ Clyde Park Avenue | 44,800 | | 1.75 |
| | 44th Street @ Division Avenue | 49,700 | | 1.54 |
| | M-11 @ Buchanan Avenue | 47,350 | | 1.39 |
| | 54th Street @ Gezon Parkway/ Clyde Park Avenue | 44,100 | | 1.32 |
| | 44th Street @ Burlingame Avenue | 42,900 | | 1.28 |
| | Burton Street @ Clyde Park Avenue | 42,300 | | 1.27 |
| Over 50,000 ADT | M-11 @ Division Avenue | 56,500 | 1.18 * | 1.79 |
| | 44th Street @ Byron Center Avenue | 50,800 | | 1.62 |
| | 54th Street @ Division Avenue | 59,000 | | 1.27 |

(1) Source: Southeast Michigan Council of Governments (SEMCOG), Traffic Safety Manual, 2nd Edition.
* crashes per Million Entering Vehicles (MEV)

## 2.9 Existing Speed Limits, Truck Routes, Transit Routes, and Non-Motorized Network

The City of Wyoming is modifying the speed limits on its major thoroughfares to comply with Public Act 85 of 2006 and is reviewing the adequacy of its system of truck routes, transit routes, and non-motorized facilities.

Speed Limits

Figure 2-9 shows the speed limit of each of the City's thoroughfares, as modified to comply with Public Act 85 (Michigan Compiled Law, Chapter 257 (Motor Vehicles), Section 627, modified in 2006). Public Act 85 describes new criteria for how speed limits can be established. The prima facie speed limit is based on the number of access points (driveways and intersections), but can otherwise be set higher or lower if an engineering study determines it is appropriate to do so. Most drivers will drive at a speed that enables them to safely respond to potential roadside hazards, so engineering studies typically use the 85th-percentile speed (the speed such that 85% of motorists drive at that speed or lower) to determine what a reasonable speed limit should be. There are various exceptions that allow for fixed lower speed limits (such as in platted residential areas or in the vicinity of schools).

The City of Wyoming posts the speed limit on each city thoroughfare based on engineering studies that determine the 85th-percentile speed.

Truck Routes

Figure 2-10 shows the City's truck route system.

Transit Routes

Figure 2-11 shows the City's current transit route system, which is a fixed-route transit service.

The City of Wyoming is a partner in the Interurban Transit Partnership (ITP) through which the city receives transit bus service called *The Rapid*. In early 2007, the Rapid completed a preliminary study that involved a review of numerous transportation corridors in the Grand Rapids area for application of major public transportation investment. Division Avenue from 60th Street in Wyoming/Kentwood border northerly into downtown Grand Rapids surfaced as the preferred route for application of Bus Rapid Transit (BRT) to connect a highly-transit-dependent population with major employment centers in downtown Grand Rapids. BRT is a system of buses traveling on a corridor in such as way as to emulate the speed, comfort, and convenience of a rail transit system.

Division Avenue BRT would allow "buses only" in the outside lane of Division Avenue during certain peak hours (AM and PM). Passenger cars and trucks would be able to use the outside lane only to turn right at key intersections. Studies are currently ongoing in order to determine what impact the use of "bus only" lanes will have on the capacity of Division Avenue.

Each bus and a handful of signalized intersections along Division Avenue would be outfit with "transit signal priority" technology which would allow the extension of the green signal phase in order to ensure that the bus makes it through the cross-street intersection. The extra green time would be taken from the side street green time. The intersections at Burton Street, 28th Street (M-11), 36th Street, 44th Street, and 54th Street would likely be excluded from using transit signal priority due to the heavy volumes of traffic on these east-west thoroughfares which lack any excess green time during peak hours.

The Division Avenue BRT project is included in the Rapid's Regional Long Range Plan. The Rapid has applied for federal funding from the Federal Transit Administration (FTA), since the Division Avenue BRT meets the requirements of the FTA's Very Small Starts Program. The total project cost (minus the cost of BRT vehicles) is $36.3 million. An Environmental Assessment for Division Avenue BRT is currently being completed, which will be closely followed by preliminary design.

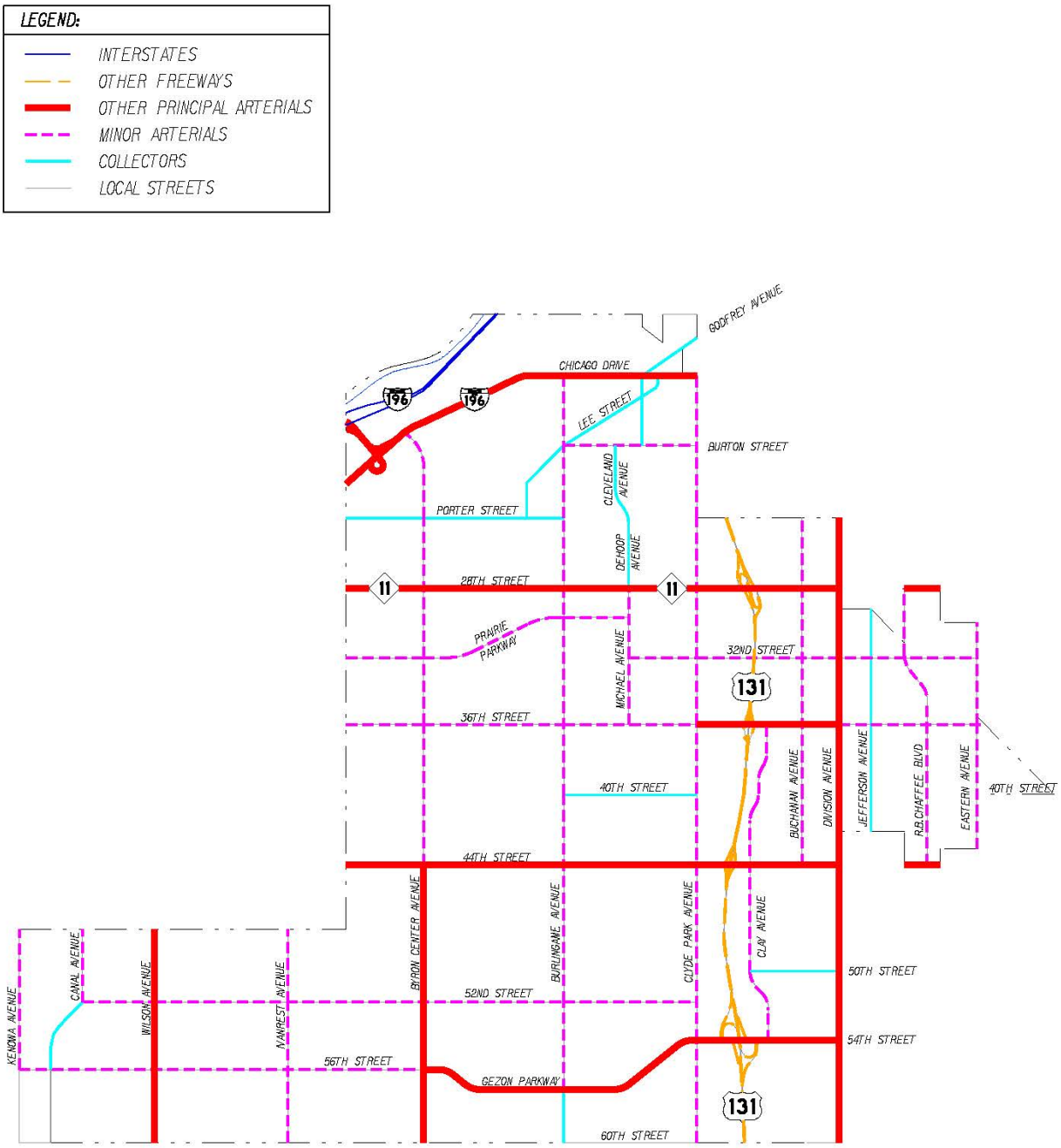
Non-Motorized Network

Like many cities, the City of Wyoming has been built to accommodate mobility patterns that are best supported by the automobile. Additional non-motorized connections within and through the City are desirable. Based on feedback from City personnel, there are a substantial number of non-motorized users that are primarily recreational in nature. Non-motorized users that do not have other available mobility alternatives are more prevalent in the dense, urban portion of Wyoming, and less common in the suburban and rural areas of the City. While there is typically a sociological and economic relationship that influences the number of non-motorized users who have no other mobility options, more households may choose to use non-motorized facilities if and when future improvements are made to the non-motorized network.

The City has not completed a formal process of detailing the long-term non-motorized needs; however, the City has capitalized on several opportunities to provide recreational facilities, including the Kent Trails, the Interurban Trail, and Buck Creek Trail.

Figure 2-12 shows the existing non-motorized facilities within and nearby the City. Most of the City's residential streets and major thoroughfares are lined with sidewalks.

The State of Michigan became the fourteenth state to enact "complete streets" legislation when Public Acts 134 and 135 of 2010 were signed into law in August. The legislation requires the needs of pedestrians, bicyclists, people with disabilities, and transit users to be considered in all roadway projects. The legislation also acknowledges that road planning needs vary depending on the setting (rural, urban, suburban) and that cost factors must also be considered.

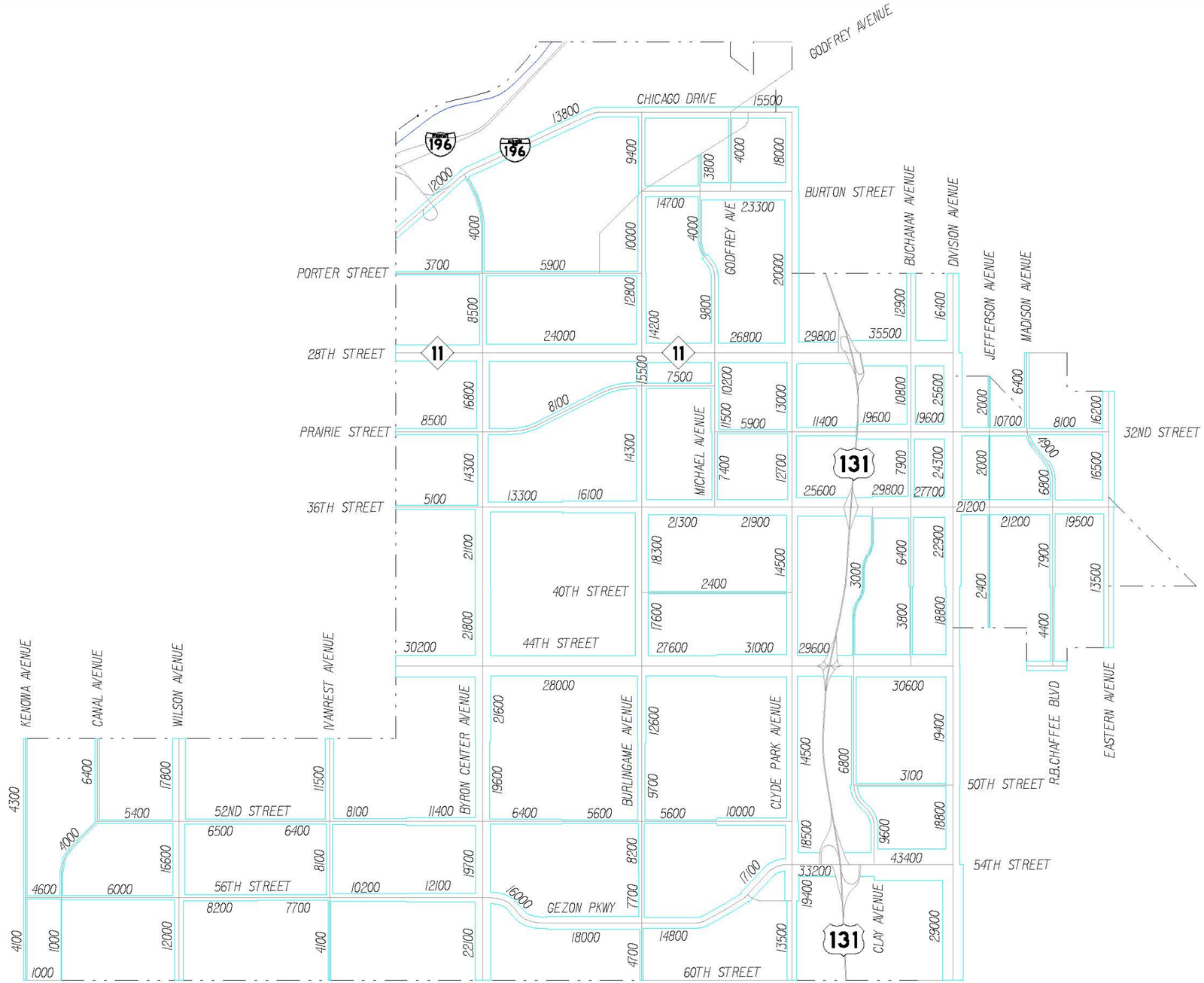



CITY OF WYOMING 2035 THOROUGHFARE PLAN

URS

EXISTING
FUNCTIONAL CLASSIFICATION

FIGURE
2-1




NOTES

1) 2008 ADT DATA USED IN PLACE OF 2009 ADT DATA ON 44TH STREET DUE TO MAJOR CONSTRUCTION AT THE US-131/44TH STREET INTERCHANGE
2) 2008 ADT DATA USED WHERE 2009 ADT DATA NOT AVAILABLE

DATA SOURCES:
CITY OF WYOMING, MDOT, URS CORPORATION

CITY OF WYOMING 2035 THOROUGHFARE PLAN

URS

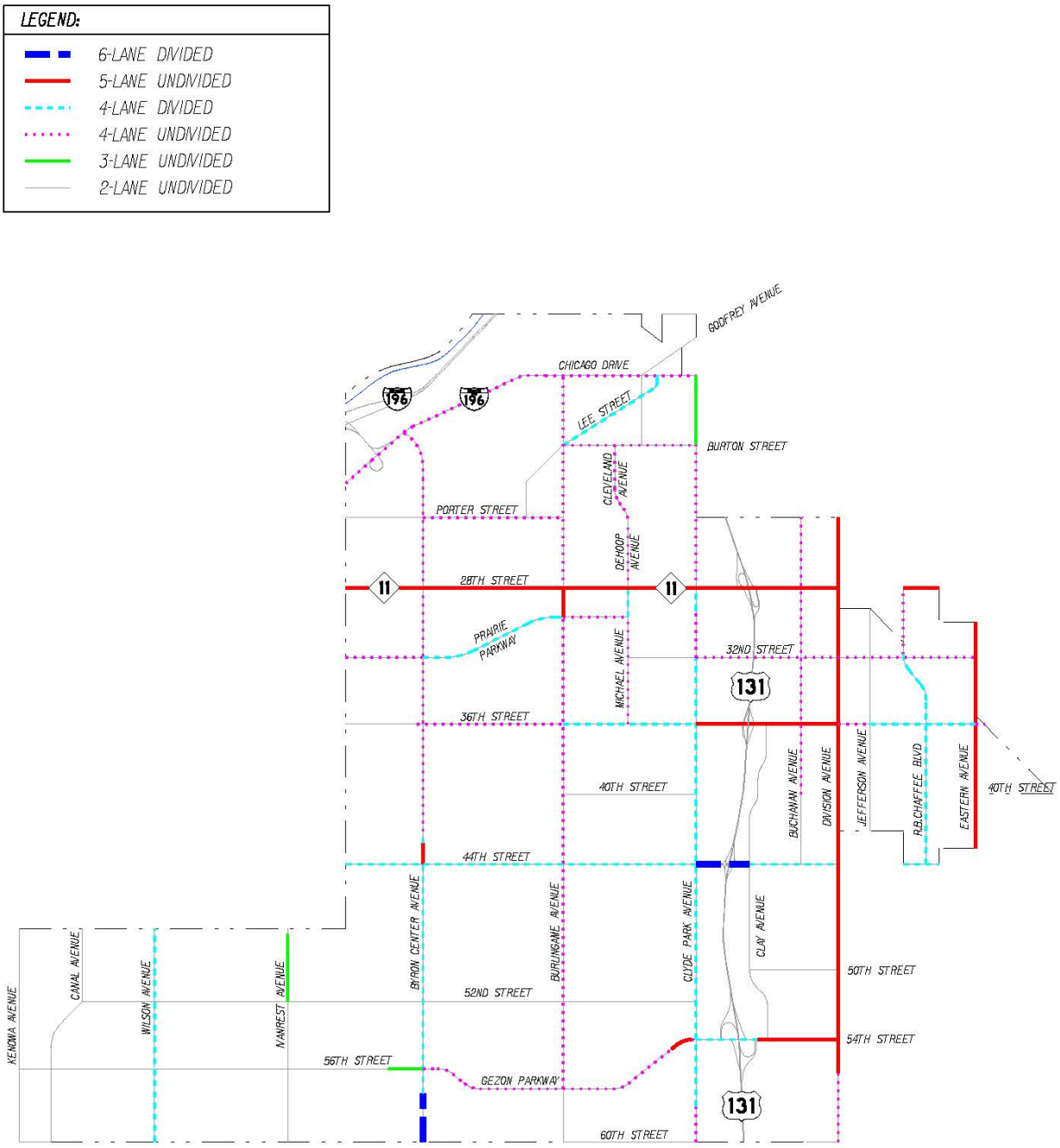
EXISTING (2009)
AVERAGE DAILY TRAFFIC

FIGURE
2-2

M:\PROJECTS\ 12942550\CADD\TRAFFIC\EXISTING ADT.DGN



SEPTEMBER 2010

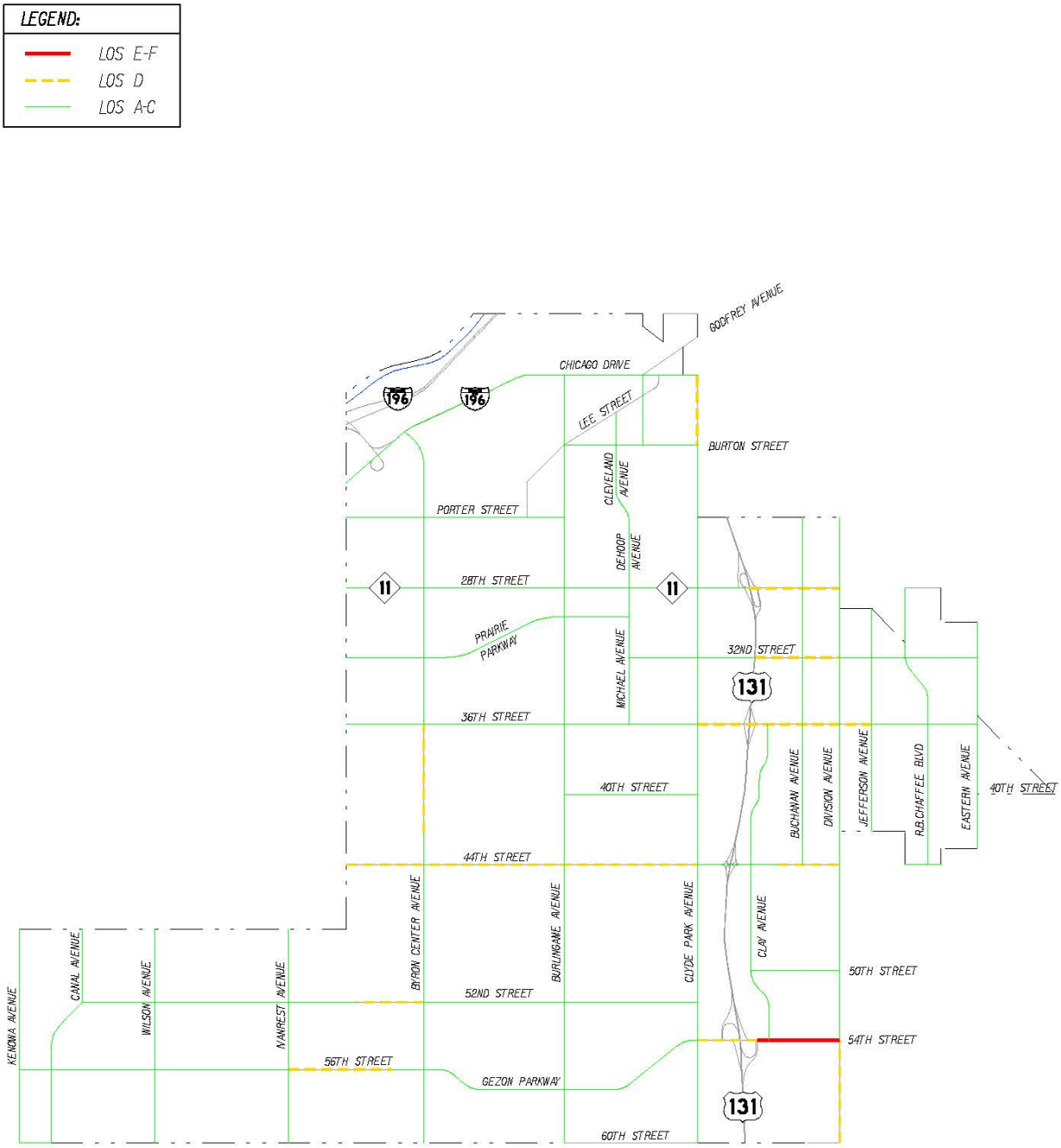



CITY OF WYOMING 2035 THOROUGHFARE PLAN

URS

# EXISTING NUMBER OF LANES

FIGURE 2-3

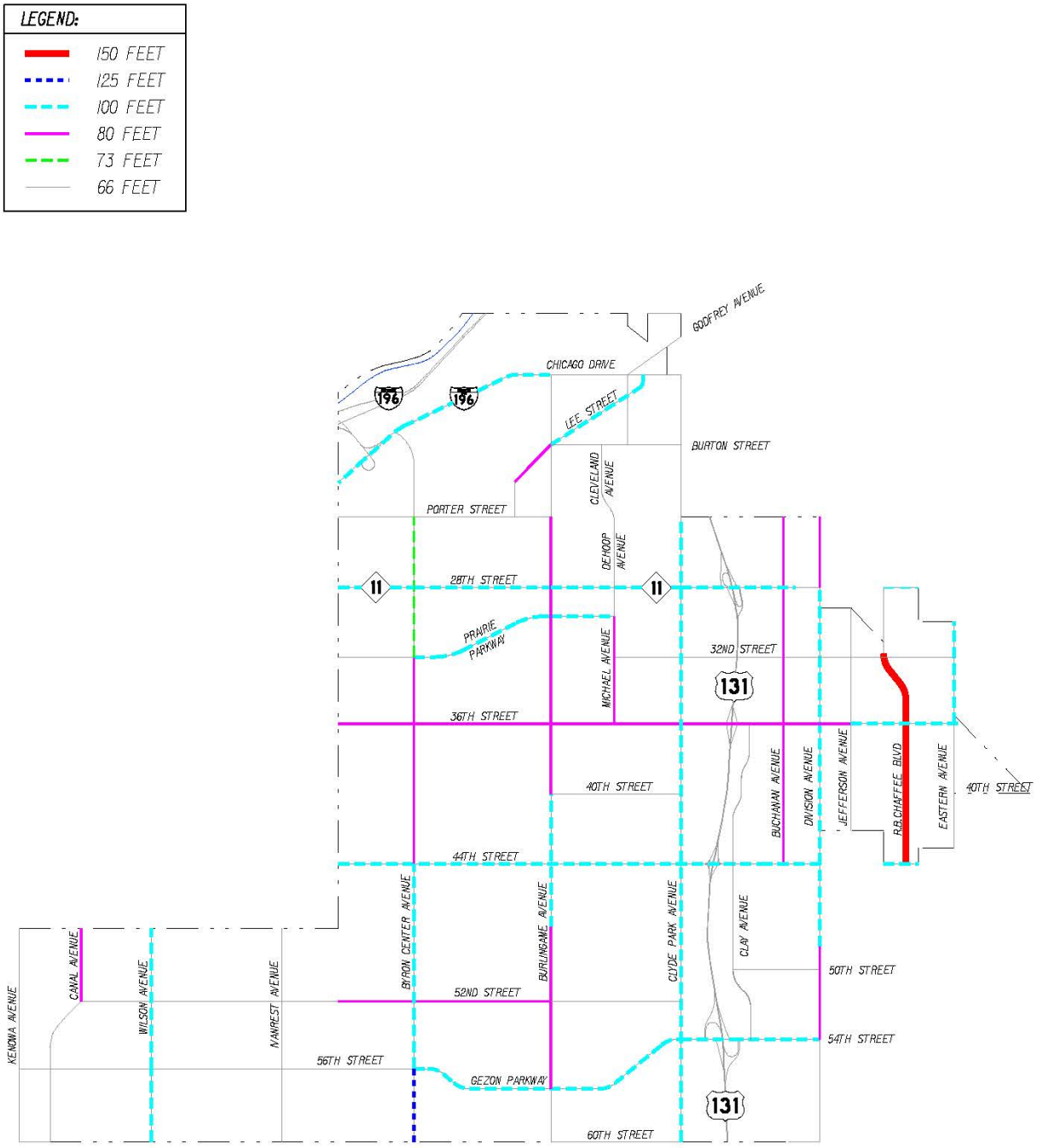



CITY OF WYOMING 2035 THOROUGHFARE PLAN

URS

EXISTING (2009) PEAK-HOUR LEVEL OF SERVICE

FIGURE 2-4

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# EXISTING RIGHT OF WAY

FIGURE 2-5

LEGEND:

- SIGNALIZED INTERSECTION
- SIGNALIZED 4-WAY STOP

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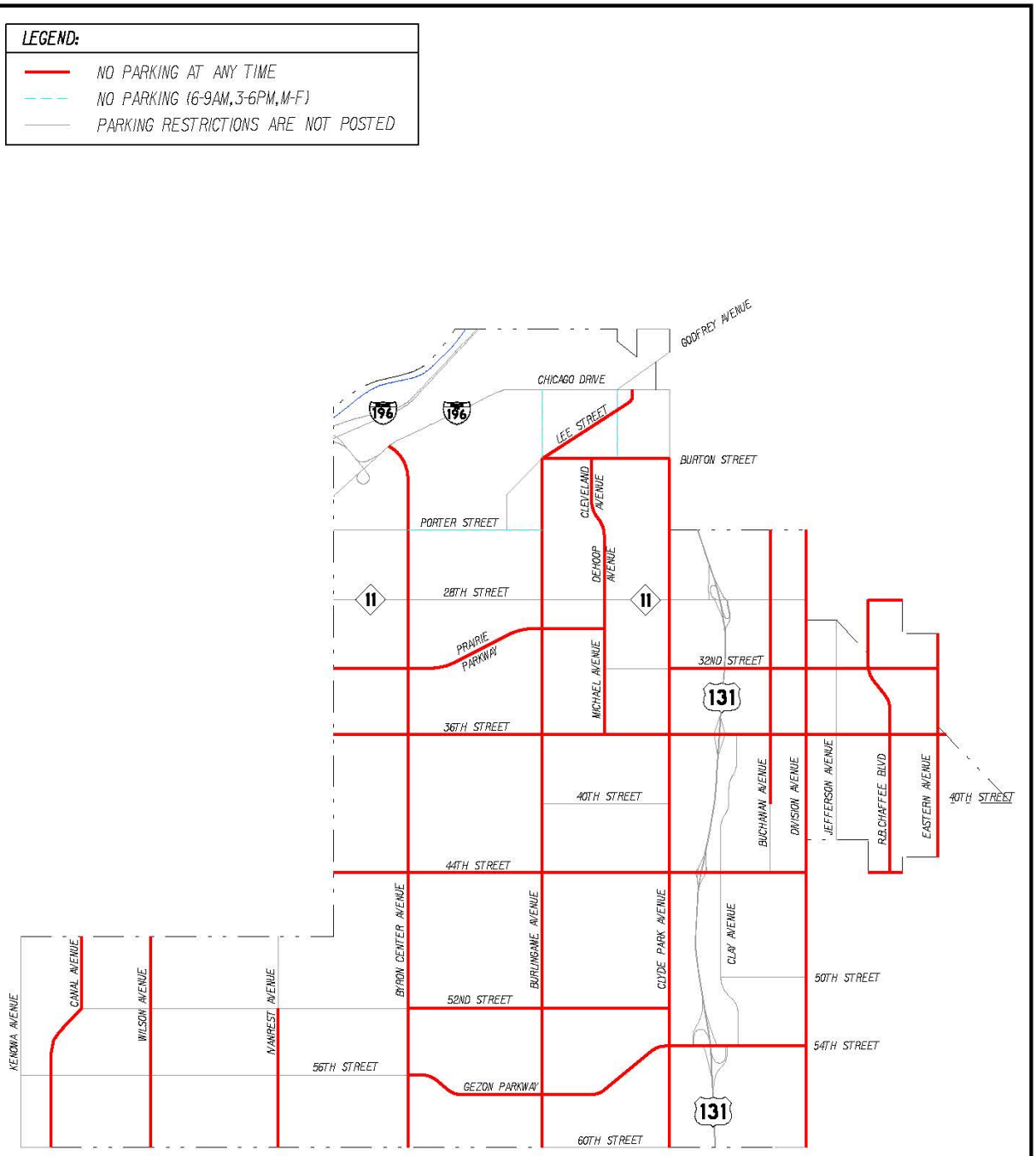
EXISTING TRAFFIC SIGNALS

FIGURE 2-6

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# EXISTING PARKING RESTRICTIONS

FIGURE 2-7

**LEGEND:**

- ● SIGNALIZED INTERSECTION
- ■ SIGNALIZED 4-WAY STOP
- ○ HIGHER-THAN-AVERAGE CRASH RATE (SEE TABLE 2.5)

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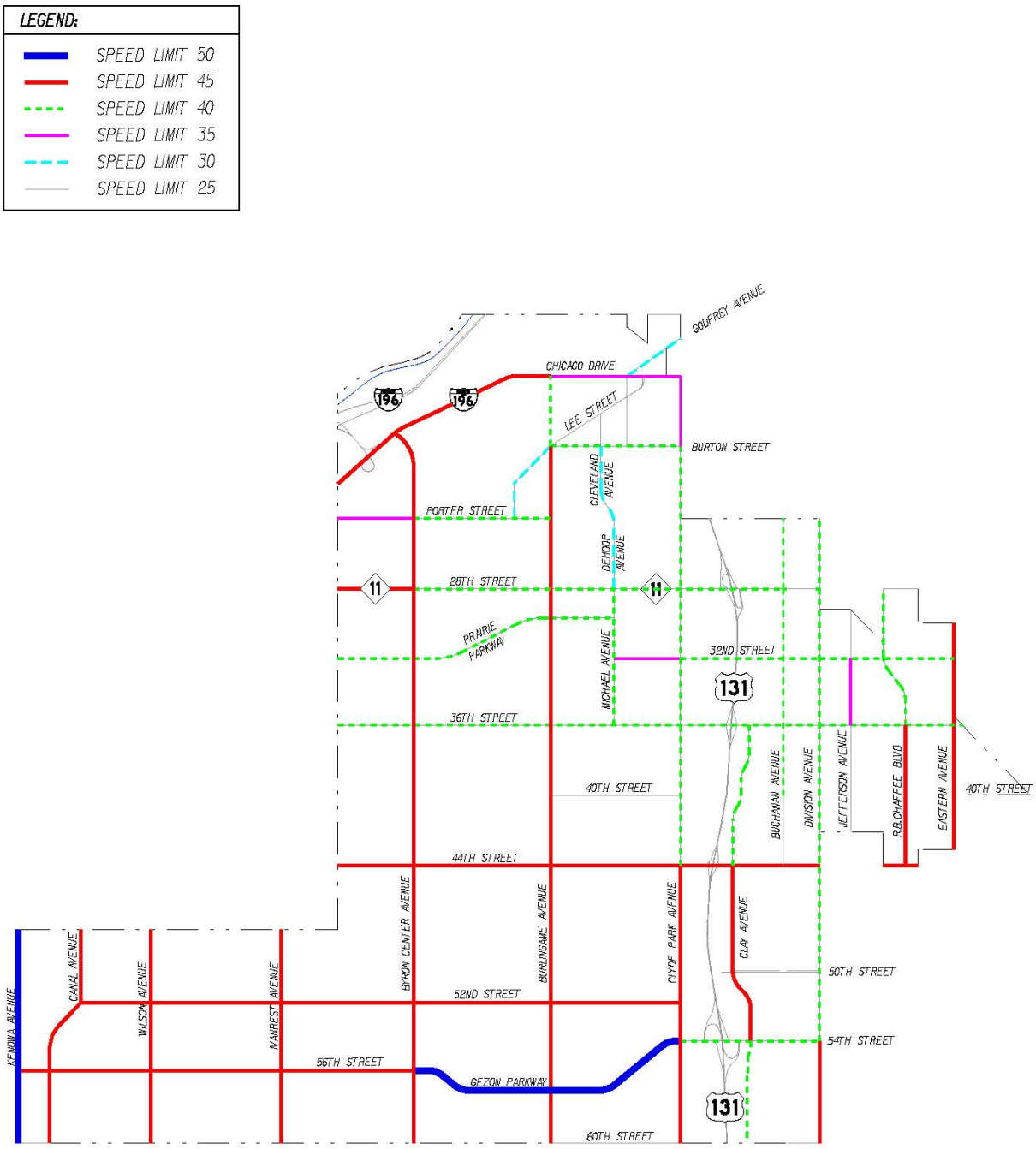
# INTERSECTIONS WITH HIGHER-THAN-AVERAGE CRASH RATES

FIGURE 2-8




NOTE:
I-196 AND US-131 SPEED LIMIT IS 70 MPH.

CITY OF WYOMING 2035 THOROUGHFARE PLAN

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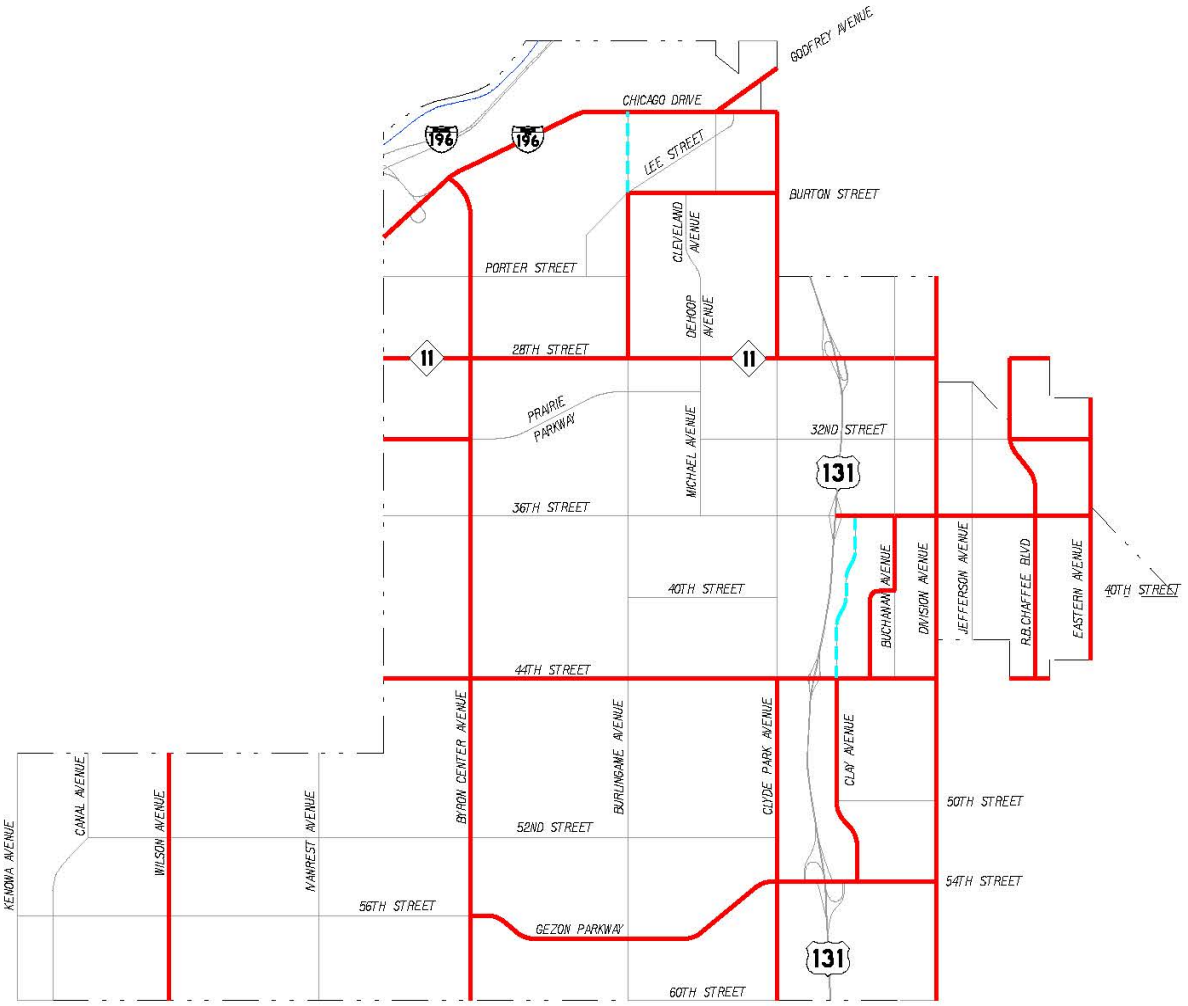
EXISTING SPEED LIMITS

FIGURE 2-9




CITY OF WYOMING 2035 THOROUGHFARE PLAN

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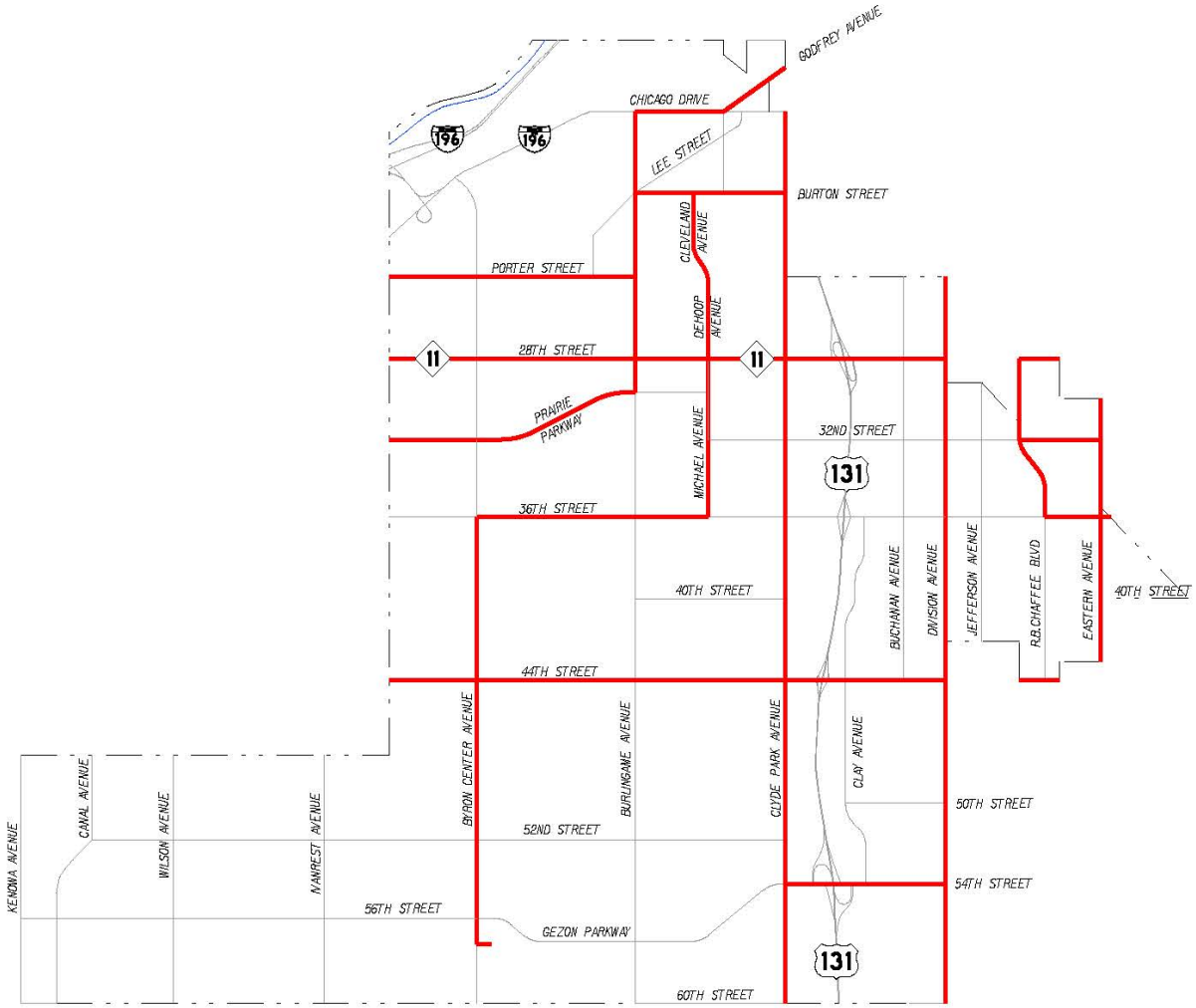
EXISTING TRUCK ROUTES

FIGURE 2-10




LEGEND:

TRANSIT ROUTE (THE RAPID)

SOURCE: INTERURBAN TRANSIT PARTNERSHIP

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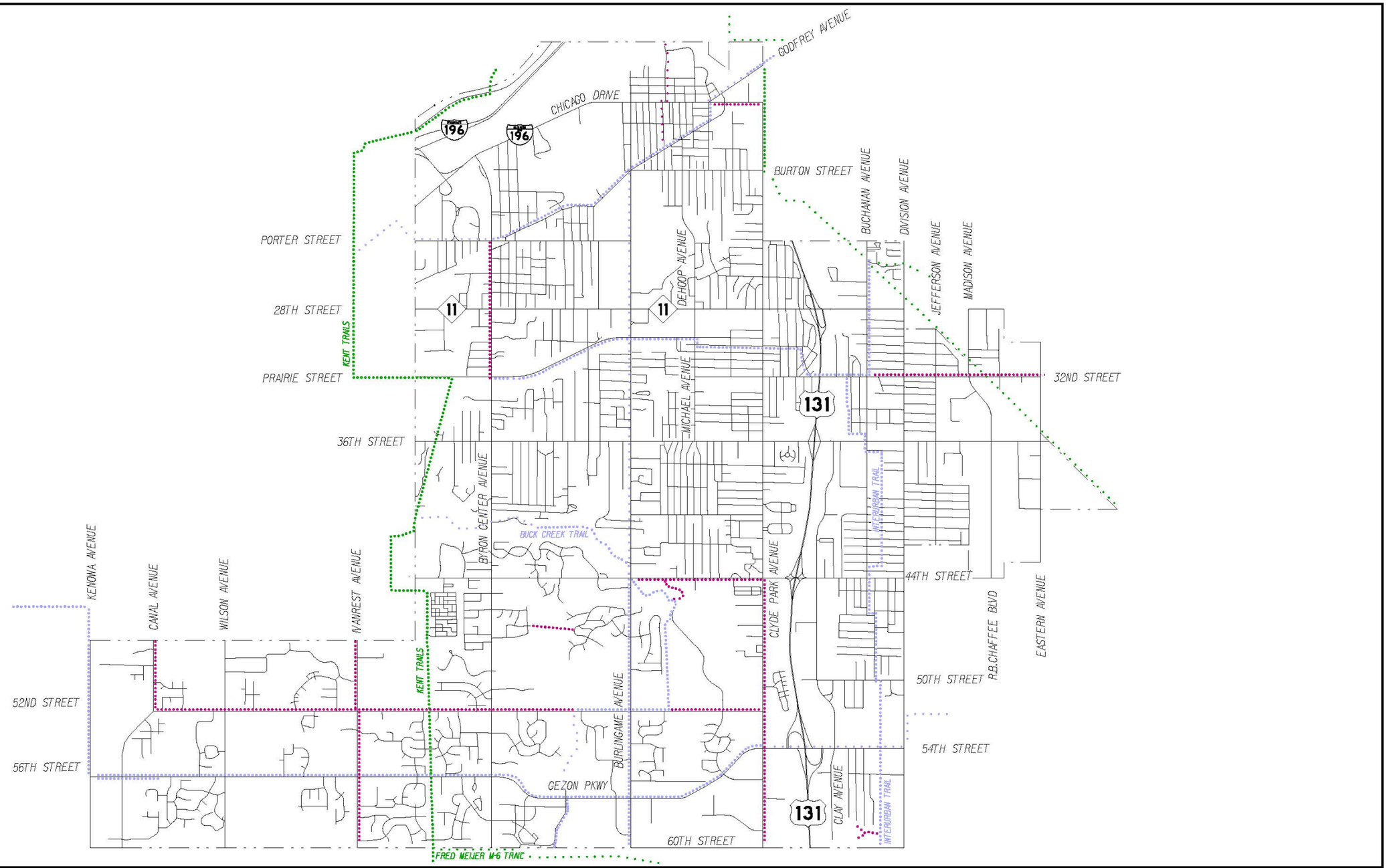
# EXISTING TRANSIT ROUTES

FIGURE 2-11




LEGEND

- REGIONAL EXISTING
- REGIONAL PROPOSED
- LOCAL MAJOR EXISTING
- LOCAL MAJOR PROPOSED
- LOCAL MINOR EXISTING
- LOCAL MAJOR PROPOSED

DATA SOURCES: CITY OF WYOMING, URS

CITY OF WYOMING 2035 THOROUGHFARE PLAN

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EXISTING NON-MOTORIZED FACILITIES

FIGURE 2-12

M:\PROJECTS\ 12942550\CADD\TRAFFIC\EXISTING PEDESTRIAN FACILITIES.DGN



SEPTEMBER 2010

# 3.0 FUTURE (2035) CONDITIONS

This section contains an analysis of design year (2035) traffic operations and Level-of-Service on City of Wyoming thoroughfares. The transportation planning model developed by the Grand Valley Metro Council (GVMC) for the Grand Rapids metropolitan area was used to project traffic volumes in the City of Wyoming for the year 2035. The GVMC planning model utilizes future land-use projections and socioeconomic data to estimate the number of trips generated on each link in the roadway network. The GVMC planning model projections are calibrated against a network containing actual 2009 traffic volumes.

## 3.1 Future Year (2035) Traffic Projections

The GVMC planning model network analysis of Base Case conditions assumes that the laneage of all city thoroughfares is the same as existing (2009) laneage. The model also assumes implementation of Bus Rapid Transit along the Division Avenue corridor as discussed on page 2-6. Future land use data for the City of Wyoming was supplied to GVMC by the City prior to calibration of the planning model by GVMC. The Average Daily Traffic (ADT) projections on City of Wyoming thoroughfares for the analysis of Base Case conditions are shown in Figure 3-1. Projections were developed by comparing base (2009) model and future (2035) model ADT volumes and applying the percent change in model ADT to actual (2009) traffic volumes.

Table 3-1 depicts a comparison of existing (2009) ADT values against projected (2035) ADT values for a variety of thoroughfares in the city. A review of Table 3-1 indicates that much of the growth in traffic volumes is anticipated in the southern and western parts of the city where residential, commercial, and industrial development is ongoing. Traffic volumes along thoroughfares such as Wilson Avenue, Ivanrest Avenue, Byron Center Avenue, Gezon Parkway, and 56th Street are projected to experience the greatest levels of traffic growth. Thoroughfares in the already-urbanized sections of the city are anticipated to experience much lower growth in traffic volumes, with the exception of Division Avenue. Traffic volumes on Division Avenue are anticipated to increase due to the presence of BRT and the associated transit-oriented development which is anticipated along the Division Avenue corridor.

TABLE 3-1
TRAFFIC VOLUME COMPARISON ON VARIOUS THOROUGHFARES (2009 TO 2035)

| Thoroughfare | Location | Actual ADT (2009) | Projected ADT (2035)* | % Change |
|---|---|---|---|---|
| Wilson Avenue | Just south of 52nd Street | 16,600 | 22,200 | 34% |
| 56th Street | Just west of Byron Center Avenue | 12,100 | 16,100 | 33% |
| Ivanrest Avenue | Just north of 52nd Street | 11,500 | 14,100 | 23% |
| Gezon Parkway | Just east of Byron Center Avenue | 16,000 | 19,200 | 20% |
| 36th Street | Just east of US-131 | 25,600 | 30,600 | 20% |
| Division Avenue | Just south of 36th Street | 22,900 | 27,100 | 18% |
| Byron Center Avenue | Just south of 52nd Street | 19,700 | 22,800 | 16% |
| 54th Street | Just east of Clay Avenue | 43,400 | 50,000 | 15% |
| Eastern Avenue | Just south of 36th Street | 13,500 | 15,500 | 15% |
| M-11 | Just west of Byron Center Avenue | 24,000 | 27,200 | 13% |
| 44th Street | Just east of US-131 | 29,600 | 33,400 | 13% |
| Clyde Park Avenue | Just south of 44th Street | 14,500 | 16,200 | 12% |
| Byron Center Avenue | Just north of 36th Street | 14,300 | 15,400 | 8% |
| 52nd Street | Just west of Clyde Park Avenue | 10,000 | 10,700 | 7% |
| Burlingame Avenue | Just north of M-11 | 14,200 | 14,400 | 1% |

*Source: Grand Valley Metropolitan Council traffic demand model.

## 3.2 Future Year (2035) Volume-to-Capacity Ratio

The ADT projections shown in Figure 3-1 were used to estimate future year (2035) peak-hour "volume-to-capacity" ratios for each thoroughfare in the City of Wyoming. The volume-to-capacity (v/c) ratio is a measure that can be used to determine whether a thoroughfare is able to service the traffic demand. Ratios of v/c that are greater than 1.0 are indicative of roadways that experience traffic demand that is greater than the road's capacity. Such roads are in need of capacity improvements (construction of additional through lanes, intersection improvements, etc.). A v/c ratio in the range of 0.8 to 1.0 indicates a roadway that is approaching the need for additional through-lane capacity. Ratios less that 0.8 describe roadways with sufficient capacity. The projected (2035) v/c ratios for the various thoroughfares in the city are displayed in Figure 3-2.

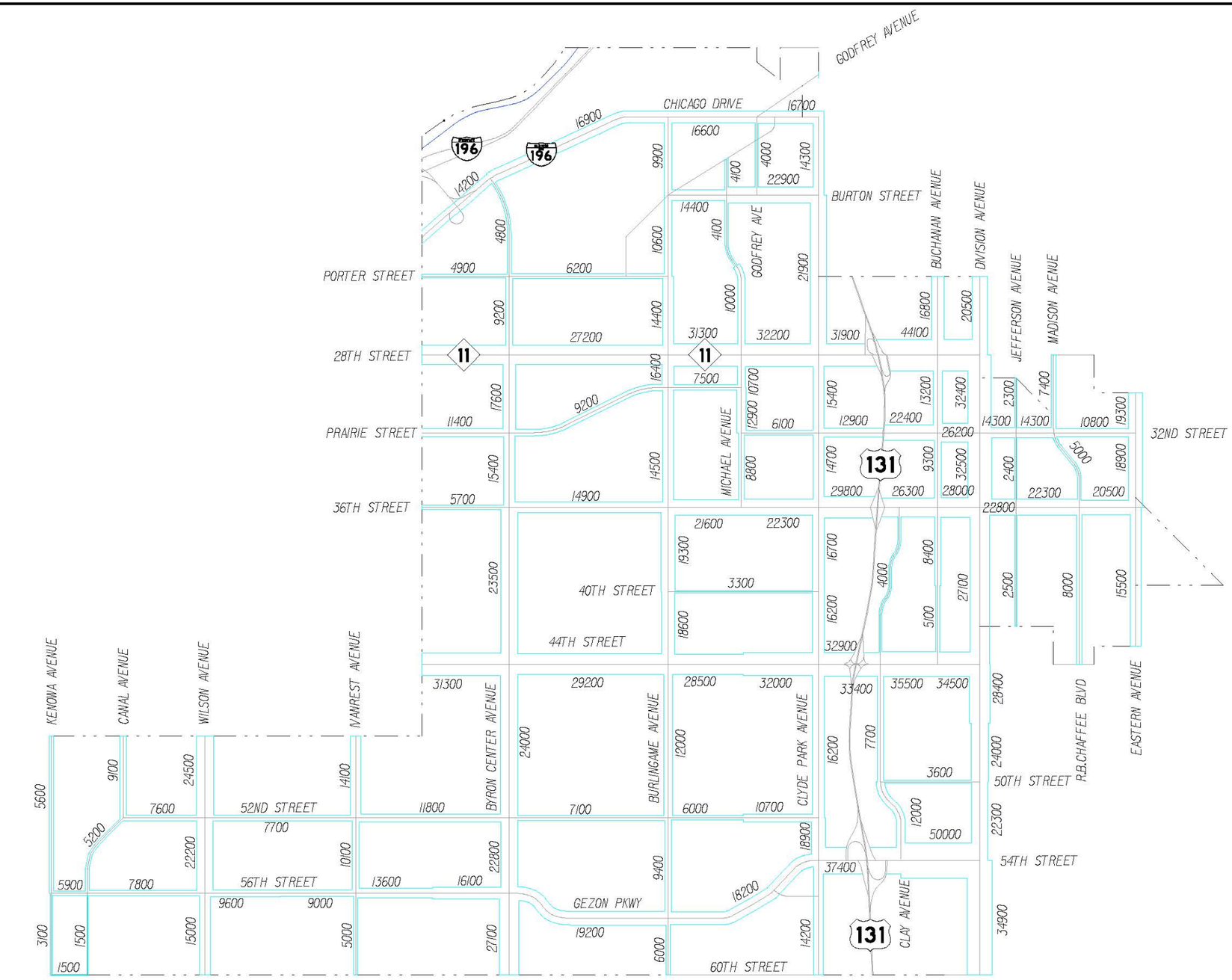
Roadway segments projected to operate with v/c ratios greater than 0.9 are also listed in Table 3-2. Segments with a v/c ratio exceeding 1.0 are shaded and bolded in Table 3-2. The roadway segments with projected v/c ratios greater than 1.0 are in the greatest need of capacity improvement.

TABLE 3-2
ROADWAY SEGMENTS WITH PROJECTED (2035) v/c RATIOS GREATER THAN 0.9

| Thoroughfare | Segment | Roadway Type* | ADT (2035) | v/c ratio |
|---|---|---|---|---|
| EAST – WEST THOROUGHFARES | | | | |
| M-11 (28th Street) | Michael Avenue to Clyde Park Avenue | 5L-U | 26,800 | 0.93 |
| | Clyde Park Avenue to US-131 | | 29,800 | 0.92 |
| | US-131 to Buchanan Avenue | | 35,500 | 1.27 |
| | Buchanan Avenue to Division Avenue | | 35,700 | 1.27 |
| 32nd Street | Buchanan Avenue to Division Avenue | 4L-U | 26,200 | 0.99 |
| 44th Street | Burlingame Avenue to Clyde Park | 4L-D | 32,000 | 0.92 |
| | Clay Avenue to Buchanan Avenue | | 35,500 | 1.02 |
| | Buchanan Avenue to Division Avenue | | 34,500 | 0.99 |
| 52nd Street | Ivanrest Avenue to Byron Center Avenue | 2L-U | 11,800 | 0.98 |
| 54th Street | Clyde Park Avenue to US-131 | 4L-D | 37,400 | 1.07 |
| | US-131 to Clay Avenue | 5L-U | 37,400 | 1.07 |
| | Clay Avenue to Division Avenue | | 50,000 | 1.44 |
| 56th Street | Ivanrest Avenue to Byron Center Avenue | 2L-U / 3L-U | 16,100 | 1.33 |
| NORTH – SOUTH THOROUGHFARES | | | | |
| Ivanrest Avenue | 52nd Street to North City Limit | 3L-U | 14,100 | 1.16 |
| Clay Avenue | 54th Street to 50th Street | 2L-U | 12,000 | 0.99 |
| Division Avenue | 60th Street to 54th Street | 5L-U / 4L-U | 34,900 | 1.32 |
| | 36th Street to 32nd Street | 5L-U | 32,500 | 0.93 |
| | 32nd Street to 36th Street | | 32,400 | 0.93 |

*L = Lane, D = Divided, U = Undivided (5L-U = 5-Lane Undivided)

As shown in Table 3-2, various segments of M-11 (28th Street), 44th Street, 54th Street, 56th Street, Ivanrest Avenue, and Division Avenue are need of some form of capacity improvement in order to reduce the projected (2035) v/c ratio to something below 1.0.




NOTES

1) 2035 ADT PROJECTIONS WERE DEVELOPED BY COMPARING BASE (2009) AND FUTURE (2035) MODEL ADT VOLUMES AND APPLYING THE PERCENT CHANGE IN MODEL ADT TO ACTUAL (2009) TRAFFIC VOLUMES.

CITY OF WYOMING 2035 THOROUGHFARE PLAN

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DESIGN YEAR (2035)
AVERAGE DAILY TRAFFIC

FIGURE
3-1

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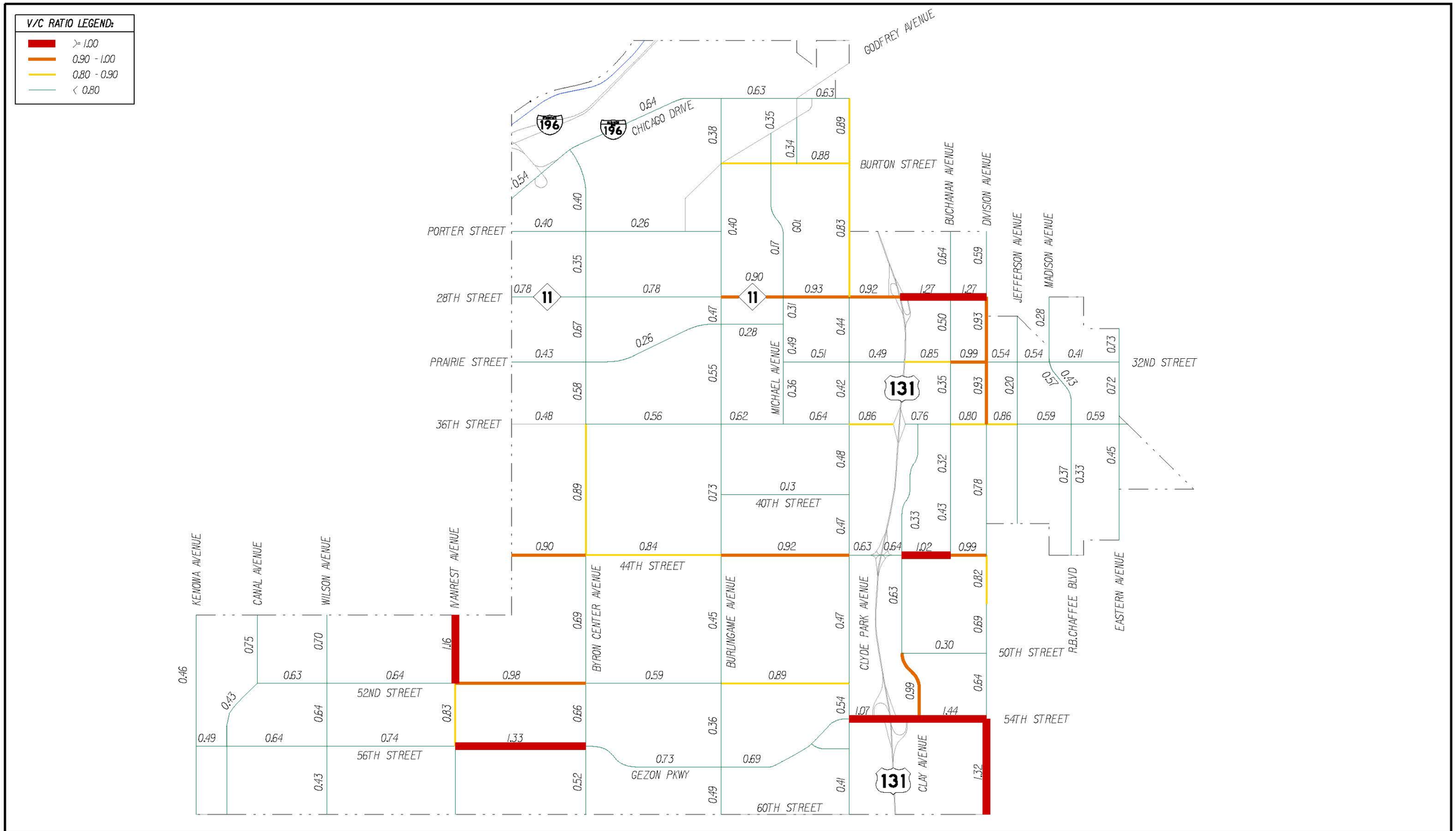
SEPTEMBER 2010




NOTES

CITY OF WYOMING 2035 THOROUGHFARE PLAN

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DESIGN YEAR (2035)
V/C RATIO MAP

FIGURE
3-2

M:\PROJECTS\ 12942550\CADD\TRAFFIC\FUTURE BASE ADT.DGN



SEPTEMBER 2010

# 4.0 2035 Thoroughfare Plan

This section contains the recommended improvements for the City of Wyoming *2035 Thoroughfare Plan*. The items included in the *2035 Thoroughfare Plan* are a result of the existing conditions and future conditions analyses included in previous sections of this document. The Plan includes the expansion of some thoroughfares to increase capacity and improve Level-of-Service. The Plan also includes recommendations for development of a more comprehensive non-motorized plan. The recommended 2035 Thoroughfare Plan is depicted in Figure 4-1 and is discussed herein.

## 4.1 Recommended Expansion of City Thoroughfares

The City desires to plan for the expansion of those thoroughfares that would otherwise operate at poor Levels-of-Service during the year 2035. Those thoroughfares which require additional capacity are discussed herein.

56th Street

56th Street should be considered for widening as a 4-lane undivided roadway from Ivanrest Avenue to Byron Center Avenue, matching the existing 4-lane undivided roadway cross-section of Gezon Parkway east of Byron Center Avenue. Projected (2035) ADT along 56th Street is anticipated to exceed 16,000 vehicles per day.

Ivanrest Avenue

Ivanrest Avenue should be considered for widening as a four-lane undivided roadway north of 52nd Street in order to serve the projected (2035) ADT of 14,100 vehicles per day. Widening into a 3-lane undivided section between 56th Street and 52nd Street may also be needed if traffic grows at a greater rate than projected by the GVMC model, which is possible considering the recommended widening of 56th Street between Ivanrest Avenue and Byron Center Avenue.

54th Street

54th Street is the city's highest volume thoroughfare and is projected to have the greatest ADT under future year (2035) conditions. The congested intersection at 54th Street/Clay Avenue reduces the overall capacity of the 54th Street corridor, as it acts as a bottleneck during peak hours. The close proximity of the intersection to the northbound US-131 ramps exacerbates the situation.

54th Street should be considered for widening from some point east of Clay Avenue to the northbound US-131 ramps. Specifically, a third westbound through lane is recommended with additional turn-lane capacity at the 54th Street/Clay Avenue intersection. Interconnection of the traffic signals along 54th Street at Clay Avenue and the northbound US-131 ramp signal is recommended as part of this effort. Widening of 54th Street between Haughey Avenue and Division Avenue is not recommended, nor is widening of 54th Street recommended west of US-131.

44th Street

Traffic volumes have fallen or stabilized along the 44th Street corridor due to the opening of the M-6 freeway in 2004 and with completion of Gezon Parkway in the late 1990's. While the previous Thoroughfare Plan included widening of 44th Street as a 6-lane boulevard within the city limits, that improvement no longer appears necessary. The most heavily-traveled section of 44th Street occurs within the vicinity of the US-131 interchange. The city and MDOT recently completed a project to reconstruct and modernize the interchange at US-131, a project that included widening of 44th Street in order to carry three lanes in each direction from west of Clyde Park Avenue to east of Clay Avenue.

Roadway capacity along 44th Street is expected to increase in the future, as the City of Wyoming plans to close the median and remove the signal at the Buchanan Avenue intersection. Left-turns between 44th Street and Buchanan Avenue would be completed at median crossovers along 44th Street on each side of Buchanan Avenue. The improvements at the 44th Street/Buchanan Avenue intersection are expected to increase roadway capacity so that the projected (2035) v/c ratio is reduced below 1.0.

No additional capacity improvements along 44th Street are contemplated.

M-11 (28th Street)

Projected (2035) v/c ratios are greater than 1.0 between US-131 and Division Avenue. M-11 is under the jurisdiction of MDOT, as M-11 is a state trunkline highway. MDOT reconstructed M-11 as a 5-lane undivided pavement between Buchanan Avenue and Division Avenue in 2008. The M-11 bridge over US-131 was replaced by MDOT in 2006. The signal timings along the M-11 corridor were optimized in 2009, which has improved traffic signal progression and marginally increased capacity.

MDOT has no plans to widen the M-11 corridor, so only Transportation System Management (TSM) improvements are feasible. It is recommended that MDOT modify the left-turn signal phasing for the eastbound and westbound left-turn movements at Buchanan Avenue by providing permissive/protected phasing (instead of protected-only phasing). Such a phasing change would undoubtedly increase the capacity for the eastbound and westbound left-turn movements. The eastbound and westbound through movements could potentially be given additional green time to improve overall roadway capacity if the amount of protected green time given to the eastbound and westbound left-turn movements could be reduced.

The Downtown Development Authority is beginning to consider changes to the operation of 28th Street in downtown Wyoming (Clyde Park Avenue to Burlingame Avenue). One conceptual cross-section being considered is a unique five-lane section in which the outside lanes are separated from the middle three and provide access to some form of on-street parking. Theoretically, motorists would use the outside lane if they had destinations within the downtown zone, while motorists within the middle three lanes would be for motorists with no mid-block driveway destination. Impacts to capacity and Level of Service would need to be considered as the study moves forward. Approval from MDOT would also be required.

Division Avenue

Major capital improvements to Division Avenue are not recommended to be included in the Thoroughfare Plan, despite what the projected (2035) v/c ratios indicate. The proposed Bus Rapid Transit (BRT) system along Division Avenue and elsewhere will undoubtedly impact traffic operations along Division Avenue during peak-hour drive times. The long-term impact of BRT is difficult to project, given the few operating BRT corridors in the United States and the present state of the economy. While BRT is intended to spur economic growth, which would mean additional trips along Division Avenue, it remains to be seen what the demand for BRT along Division Avenue will be and how BRT will impact the passenger car mode.

The City of Wyoming will continue to work with the Interurban Transit Partnership (ITP) to ultimately launch and operate BRT along Division Avenue. Once the impacts of BRT are more fully recognized, the city will be able to develop a plan for any future capacity improvements along Division Avenue. Given that Division Avenue is primarily a five-lane undivided roadway with commercial land uses running up and down the corridor, it is unlikely that Division Avenue will ever be widened in the future. The City of Kentwood intends to widen the last remaining four-lane undivided segment of Division Avenue north of 60th Street in 2014.

If the proposed BRT system does not move forward, it is anticipated that Division Avenue will maintain sufficient capacity as a five-lane undivided roadway to serve future travel demands.

## 4.2 Non-Motorized Considerations

Non-motorized planning is particularly important along major corridors where the right-of-way is limited and in high-speed environments. A conscious and deliberate effort to either incorporate non-motorized users within a corridor or to provide an alternative parallel route is important to ultimately provide a practical, safe, comfortable, and functional non-motorized transportation network.

Providing adequate non-motorized facilities will reduce the need for non-motorized users to use traffic-oriented facilities which were not intended to support non-motorized users, particularly in high-speed environments. Pedestrian and bicycle safety varies based on a number of factors, including non-motorized user compliance with the rules of the road and situations when driver expectancy is violated. While the perception of user safety is a critical part of non-motorized facility planning and implementation, user comfort and convenience are equally important aspects of how and why the community may choose to use non-motorized facilities.

### Non-Motorized Benefits

A well-conceived non-motorized transportation system may provide the community with the following benefits:

- Improved community sustainability by enhancing transportation options beyond the automobile, particularly for the population segment which is eligible to drive an automobile.
- A transportation network that provides improved connections to common destinations, such as employment, shopping, schools, and places of worship.
- Improved connections to local and regional recreational facilities, which promote healthy lifestyle opportunities.
- Improved walkability and neighborhood connectivity, which increases social interaction and strengthens sense of community.
- Reduced need for parking spaces and vehicle-oriented roadway improvements.
- Reduced air pollution, stormwater pollution, and carbon emissions.

### Non-Motorized Planning

Due to the discretionary nature of many non-motorized trips, it is challenging to estimate the latent demand for non-motorized facilities. Adding non-motorized facilities will almost always increase the number of non-motorized users, particularly if the facilities meet specific needs.

A planning process is recommended to identify the corridors that would best serve the non-motorized needs of the community. Once these corridors are identified, then appropriate improvements can be considered with future roadway improvement projects. In general, a non-motorized planning process should include the following steps:

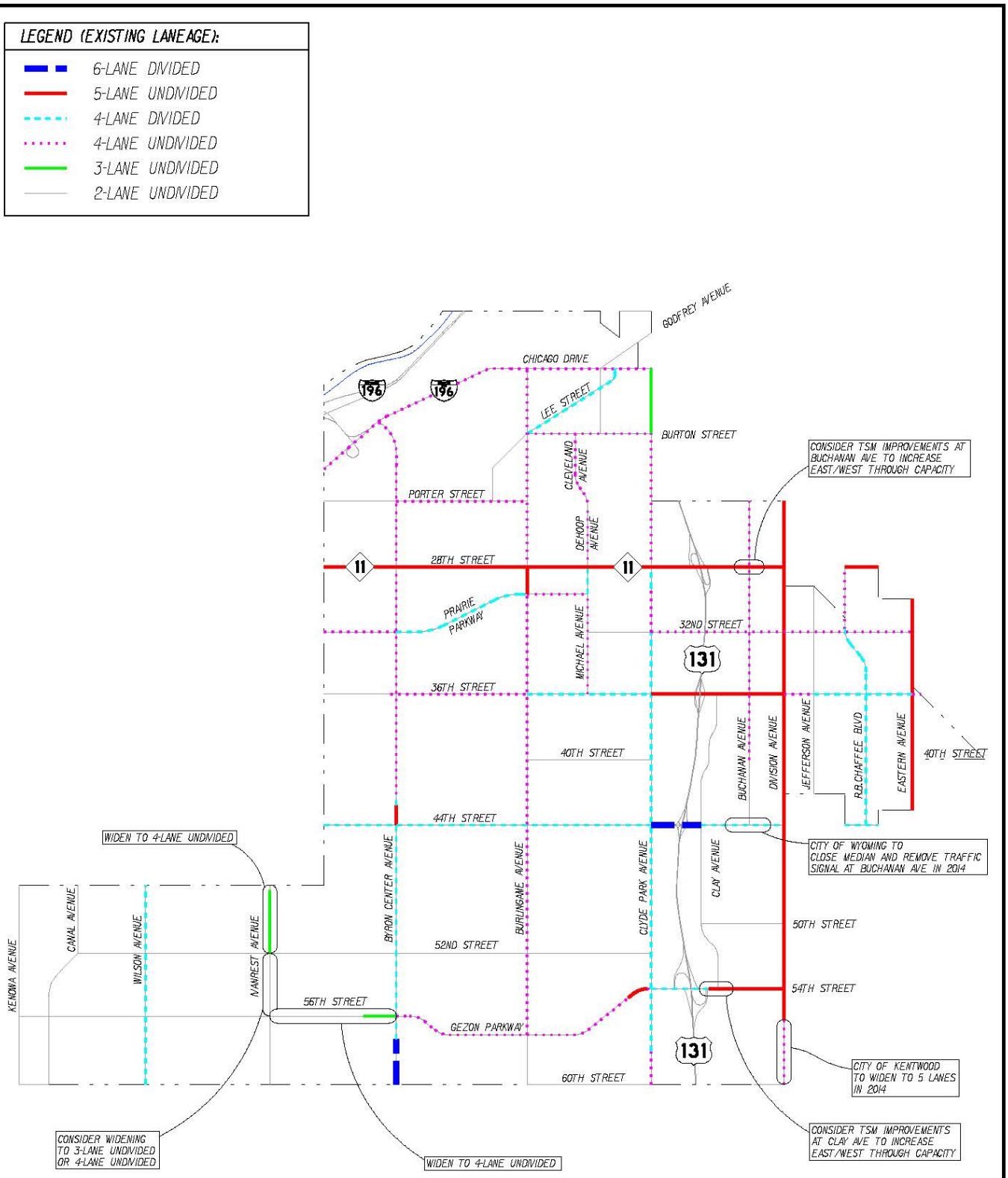
- Engage community stakeholders to determine the destinations and areas that should be particularly served by non-motorized facilities.
- Conduct a field survey to inventory the available right-of-way, existing street width, and evidence of non-motorized users.
- Gauge community preferences about non-motorized facility options, such as on-street bike lanes, shared lanes, and off-street paths.
- Identify corridors that best match the travel paths between destinations that are likely to be accessed by non-motorized users.
- Identify corridors that connect with existing and future recreational paths, such as the Kent Trails.
- Review other non-motorized plans developed by other peer communities and the standard non-motorized design practices.

- Identify standard applications for a range of non-motorized facilities that might apply to future projects, such as those projects identified in Section 4.1.

Areas for Consideration

Based on the existing network of non-motorized facilities, the following areas are likely to be the subject of future non-motorized planning:

- Routes to schools.
- Routes to fixed transit routes such as Bus Rapid Transit along Division Avenue.
- North-south connectivity north of 44th Street, which is currently limited to the far east and west edges of the City.
- East-west connectivity across US-131, which is primarily limited to the interchange bridges (there is only one US-131 crossing that is not an interchange—at 32nd Street).
- Connectivity between Prairie Parkway and Chicago Drive.
- Connectivity between 44th Street and Prairie Parkway.




CITY OF WYOMING 2035 THOROUGHFARE PLAN

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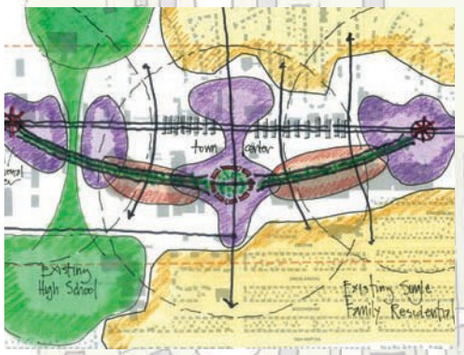
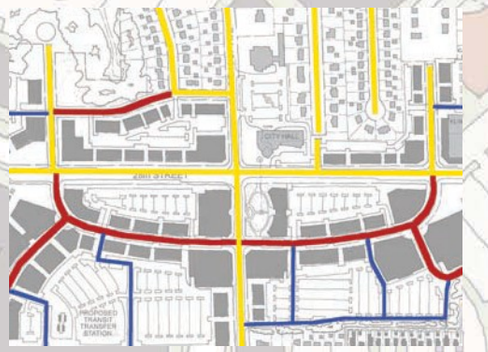
POTENTIAL CAPITAL IMPROVEMENT PROJECTS

FIGURE 4-1

# APPENDIX 1B: TURN ON 28TH STREET SUB AREA PLAN





# TURN ON 28TH STREET CORRIDOR SUB AREA PLAN

City of Wyoming, Michigan

## JANUARY 2012

LandUse|USA

WONDERGEM

progressive|ae

Williams & Works

NEDERVELD

TURN ON 28TH STREET

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# Acknowledgements

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The process to prepare this plan has involved numerous community residents, business owners and interested stakeholders from Wyoming and beyond. The following residents, land owners, and interested persons have made key contributions at the many public input sessions offered during the planning process and their comments, thoughts and ideas are gratefully acknowledged:

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Certain maps and graphics in this plan were prepared using geographic data provided by the REGIS Agency, and their assistance is gratefully acknowledged.

# Executive Summary

## Introduction

**Background.** The 28th Street corridor in Wyoming is one of the original suburban nuclei of retail and entertainment commerce in metropolitan Grand Rapids. The area was home to one of the first enclosed suburban shopping malls in the United States, and at one point, the largest movie theater in the world. More recently, the business district has been confronted with underutilized properties; the loss of several iconic businesses; and other economic and aesthetic challenges common to aging strip commercial areas in first-tier suburbs. As newer centers of commerce have emerged on the suburban periphery elsewhere in the metro area, and as population has shifted, 28th Street has struggled to maintain its identity.

Nevertheless, many viable businesses exist along the centrally-located corridor and healthy, diverse residential neighborhoods flank the district. Area merchants, landowners, community leaders and residents are emboldened with a renewed stake in the rebirth of what some have affectionately called "downtown Wyoming."

To capitalize on this enthusiasm and respond to current challenges, this Plan was commissioned by the City of Wyoming Downtown Development Authority (DDA) to "Turn On 28th Street." The Turn On 28th Street process is a comprehensive effort focused on the preparation of a realistic plan to redevelop and redesign the corridor and to identify new market niches to complement existing viable businesses. The ultimate objective of the planning and design process is to repurpose 28th Street into a vibrant and sustainable mixed-use core to restore its status as a prime retail and entertainment destination.

1959 aerial image looking east down 28th Street. Roger's Plaza is located in the right hand corner.

The Redevelopment Plan recognizes the evolving local marketplace and includes market analyses and design solutions, accompanied by a flexible implementation framework, intended to strengthen the corridor. The recommendations are organized into phased implementation concepts, and are meant to transform the district over time.

**Study Area.** The extent of the study area is generally limited to the area along 28th Street between Clyde Park Avenue and Burlingame Avenue. These parameters were chosen for several reasons, the most obvious perhaps being that this is the area with the greatest concentration of key retail and entertainment sites (i.e., Studio 28, Rogers Plaza, Rogers Department Store/Klingman's) along 28th Street in the City of Wyoming. In addition, this mile stretch of 28th Street, despite boasting what is likely the highest visibility and greatest mass of important properties, has arguably experienced the most noticeable decline because several of these larger sites sit vacant or are highly underutilized. While this planning and design effort focuses on one key segment of the corridor, it is the intent of the City to generally apply the key design recommendations herein to the entire 28th Street corridor in Wyoming.

**Mission Statement.** The planning effort was led by a Steering Committee, comprised of DDA members, City staff, property owners, business owners and other community stakeholders; but included an extensive public input process that generated much interest and participation from area residents. The Redevelopment Plan mission statement, prepared in August of 2010 by the Steering Committee, is as follows:

> "The planning process will be transparent and inclusive, resulting in a bold and compelling plan. That plan will incorporate safe, convenient and desirable access and connections for all users. It will present a vision of an inviting and vibrant business community with complementing business types and appealing designs. And it will establish a practical strategy to restore the long-term economic viability of the district."
>
> – Turn on 28th Street Mission Statement

**Structure of Plan.** The Plan is organized into the following Chapters:

Chapter 1: Existing Conditions

This chapter includes a map of the region and the study area, and narrative and graphic descriptions of the corridor as it evolved from into an auto-oriented strip development form.

Chapter 2: Market Strategy

This chapter includes a summary of the results of the market analysis containing the retail gap analysis, import/export analysis, housing assessment, and the office/jobs assessment.

Chapter 3: Public Input

The public input chapter provides an overview of the public involvement activities and the major outcomes.

Chapter 4: The Design Process

The design process chapter includes each concept plan developed by the design team through a process of feedback loops with the steering committee and public.

Chapter 5: Final Demonstration Plan

Chapter 5 contains the final demonstration plan and alternative development scenario illustrating the master plans for the study area in addition to phasing plans for redevelopment.

Chapter 6: Implementation

The implementation chapter presents realistic and strategic steps for the suburban retrofit of the study area. Also included is a matrix outlining each step, timing, responsible party and potential funding sources.

Two Appendices are included by reference in this plan and are on file with the City of Wyoming but not bound into this document. Appendix One is the Market Strategy by LandUse|USA. Appendix Two is the Public Input Report, which contains summaries and outcomes from each public involvement activity.

## Recommendations

The following summarizes the key recommendation of this plan:

### Design

- The designs combine the properties on the south side of 28th Street between Clyde park and Burlingame into a mixed-use town center with new complete streets and compact blocks. A curving slip street is used as the organizing element of the design and represents the new town center's "main street".
- The plan proposes a modest increase in the number of retail uses with a more substantial increase in office (approximately 600,000 square feet) and residential (about 600 dwellings) uses.
- The transformation from the existing development pattern into the pattern proposed in this plan is divided into seven logical steps to be constructed over the next thirty years, or as market conditions warrant.
- Most buildings along the new streets are proposed to be multiple-story mixed use buildings, with retail on the ground floor and residential or offices on the upper floors.

- Street frontages of these buildings should be transparent and promote activity on the street.

### Implementation

- Key first steps to implementation include acquiring easements for the new crescent street and actively targeting new uses as outlined in the Market Strategy.

REGULATORY/PROCEDURAL

- Amend Master Plan and Zoning Ordinance
- Plan for utility extensions, stormwater management

TRANSPORTATION

- Explore grant opportunities to aid funding
- Improve sidewalks and non-motorized connections
- Develop a 28th Street Access Management Plan
- Collaborate with The Rapid to plan for future transit service

MARKETING AND PROMOTION

- Public outreach
- Seek out development partnerships
- Market plan and sites to developers

ECONOMIC DEVELOPMENT AND FINANCING ALTERNATIVES

- Focus on recruiting both small and large businesses
- Seek partnering opportunities for economic development
- Secure external funding sources to aid redevelopment process
- Create small business incubator to help startups

# Existing Conditions

## History

M-11, or 28th Street, is the original "South beltway" for the Grand Rapids metropolitan area. Following World War II, the suburbs blossomed and this first-tier suburb grew from 20,396 for Wyoming Township in 1940 to 45,829 in 1960 for the newly incorporated city.

28th Street in Wyoming was the place to go for any thing automobile-related. From car dealerships to the drive-in theater, the corridor evolved around the automobile. 28th Street is an iconic corridor in West Michigan with a storied history.

A TIDAL WAVE OF TRAFFIC FLOODS PLAZA GROUNDS

There was no trick photography used to exaggerate the vastness of the panorama of motor-cars which packed the 37-acre parking area of Rogers Plaza last Thursday. The fact is that this was the short-end of the field, west of Ward's Department Store. There were times when the spec- compass to this focal point of attraction. It all added up to careful advanced planning and organization, and meticulous execution on the part of every officer at his appointed post when the motor-tide rolled in.

Wyoming had no reason to make apology for

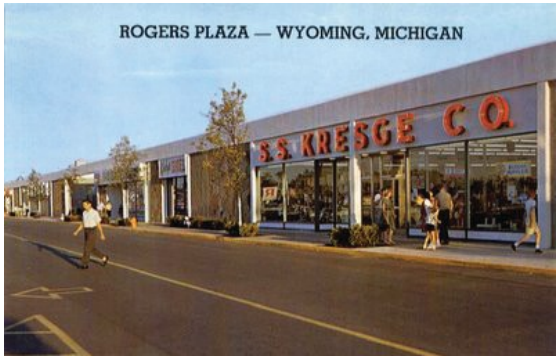
The Loeks Beltline Drive-In movie establishment opened on July 10, 1948, followed by a

December 25, 1965 opening of neighboring Studio 28. Studio 28 was named to showcase its address at 1350 – 28th Street, and was the first multiplex theater in the United States east of the Mississippi River.

One of the first commercial uses established was a McDonald's restaurant, which located near the northwest corner of 28th Street and Michael Avenue in 1954. It was one of the first of such restaurants to open in the area.

Rogers Plaza, recognized as one of the first enclosed shopping malls in the United States, opened in July of 1960. By May of 1966, 36 different retail establishments had located within the shopping center. Wyoming Village Mall opened across the street from Rogers Plaza in March of 1964, and included Wurzburg, a local department store. In 1968, 28th Street experienced traffic counts of 45,000 vehicles per day – the second busiest thoroughfare in Michigan (only the John Lodge Freeway in Detroit had higher traffic counts).

In 1976, Studio 28 expanded to six screens and in March of 1984, expanded to twelve screens – a move that increased seating capacity to more than 4,000. At this point, Studio 28 became the only 12-screen complex in the country. The Beltline Drive-In closed in September of 1987 to accommodate another addition onto Studio 28. The facility was expanded to twenty screens in November of 1988, increasing seating capacity to more than 6,000 and establishing the world's largest freestanding theater complex, until 1995.




Another notable moment at Studio 28 occurred the day after Thanksgiving in 1990, when a record 16,000 moviegoers visited the theater to watch such films as "Dances with Wolves" and "Home Alone." This theater attendance record remains unbroken.

Today, the corridor is characterized by significant commercial vacancies, reduced traffic counts and shifting land uses, as described in the following sections.

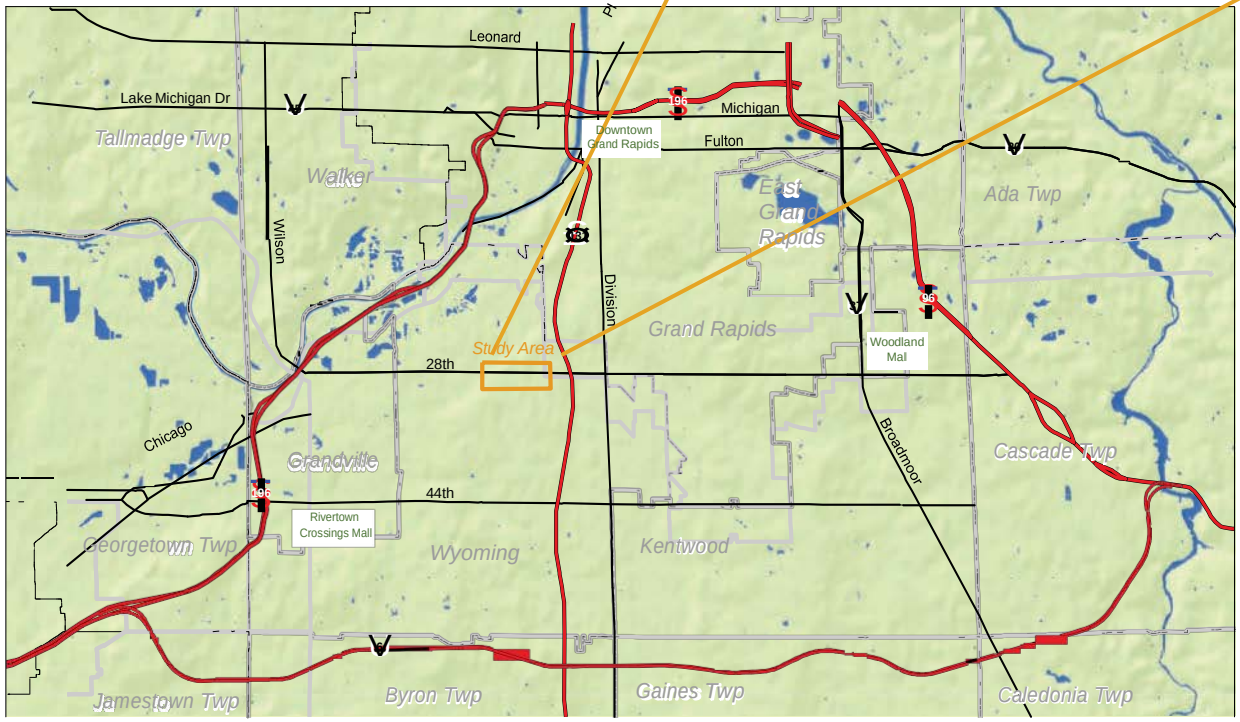
## Study Area

**Wyoming's Town Center.** The study area includes a portion of 28th Street from Clyde Park Avenue to the east and Burlingame to the west. Selected by the City and the Downtown Development Authority (DDA), this portion of 28th Street is within the City's Downtown Center Zoning District.

From a regional standpoint, the study area is centrally located amongst the commercial focal points in the metro area. The study area is equidistant from downtown Grand Rapids, Rivertown Crossings and Woodland Mall. What makes the area different is the development form of a linear commercial corridor with 45,000 average daily vehicle trips and the mix of large and small lot development.

A half mile to the east, US-131 is the primary north-south corridor traversing the metropolitan area. West of the study area, 28th Street eventually intersects I-196, connecting the lakeshore area with Grand Rapids and eventually merging with I-96 toward Lansing or Muskegon.

This portion of 28th Street, being M-11, is classified as an urban principal arterial and regulated by the Michigan Department of Transportation. It is a five-lane cross section with a continuous center turn lane. Additional turn lanes are present at the signalized intersections at Clyde Park, Michael/DeHoop and Burlingame.



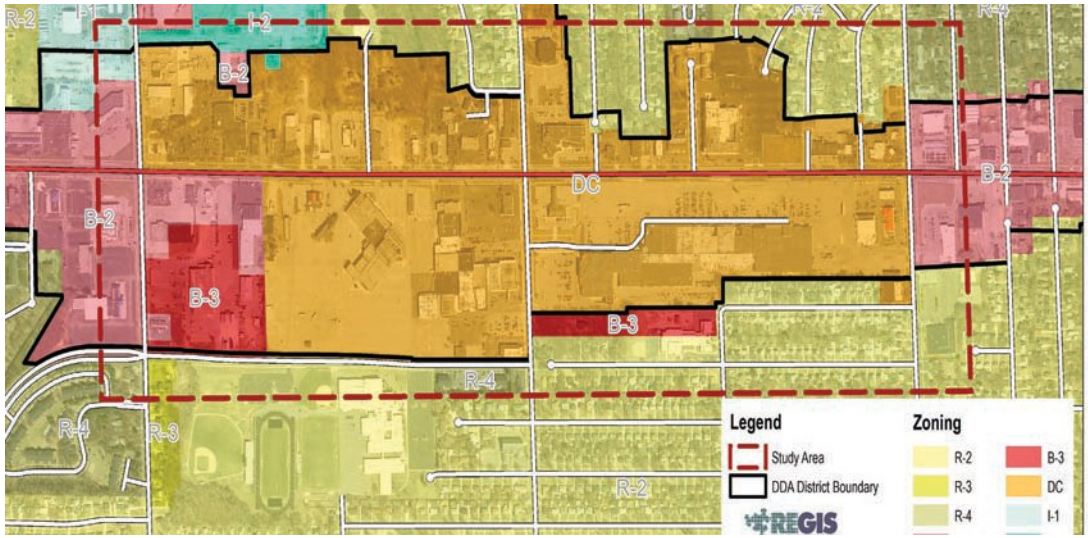

Accommodations for pedestrians and bicyclists were an after thought in the evolution of the corridor. With intermittent sidewalks, limited bike lanes, driving might be the safest option with the existing framework of blocks, streets, and buildings.

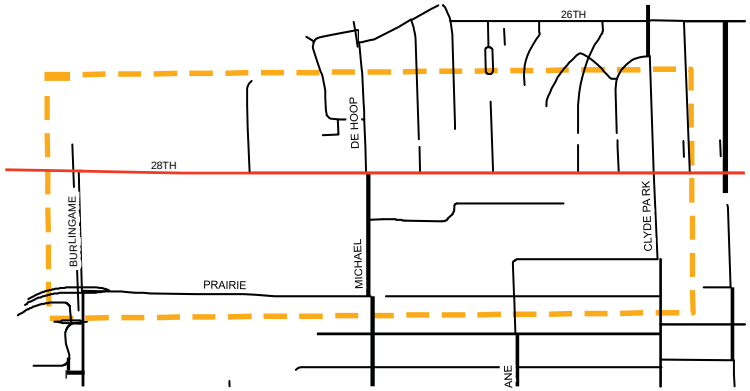
## Land Use

- Commercial land uses are predominant along 28th Street amounting to more than one million square feet. Most commerical buildings are thirty years old or more and many show signs of deferred maintenance and give a dated impression.
- Single family residential neighborhoods are behind the commercial uses. These neighborhoods were once connected via local streets that have since been converted to dead ends or cul-de-sacs.
- Institutional uses, including the City Hall, schools, and post office are interspersed within the study area.
- A limited amount of multi-family residential housing is present to the south, west and north.

## Zoning

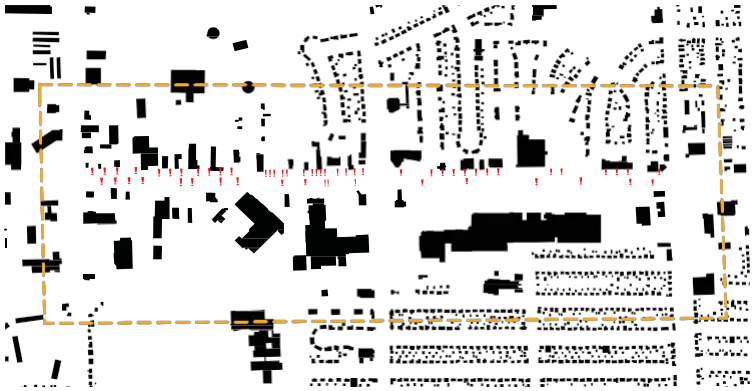
- The Downtown Center (DC) district is the predominant zoning district, which allows mixed use commercial and requires building facade treatments such as transparency, and building alignment with roadways.
- The B2 and B3 districts permit general commercial and office uses. Residential uses are not permitted, and design/form is not regulated.



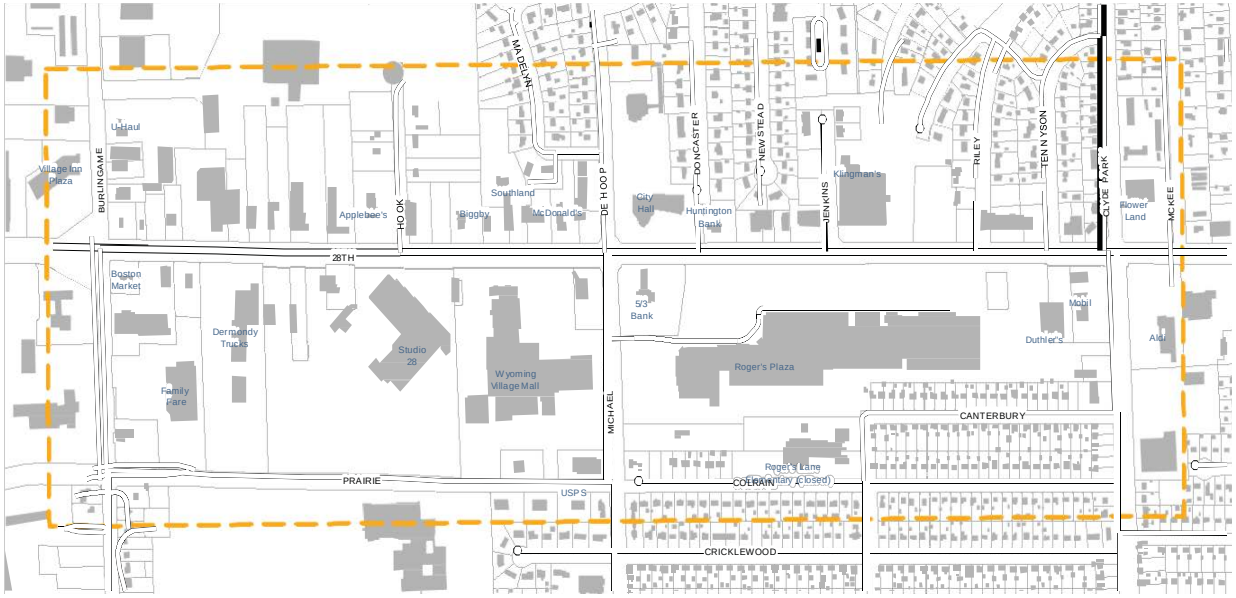



**Road Configuration.** Few roads penetrate the study area, signifying the "super block" pattern of development, especially south of 28th Street. The large block framework exists to provide access to 28th Street while providing ample parking. The isolation of the residential neighborhoods is evidenced by the intentional dead end street segments and broken connections into the commercial corridor. To prevent "cut-through" traffic from 28th Street invading residential areas, in the 1960s the City intentionally interrupted the former grid pattern.

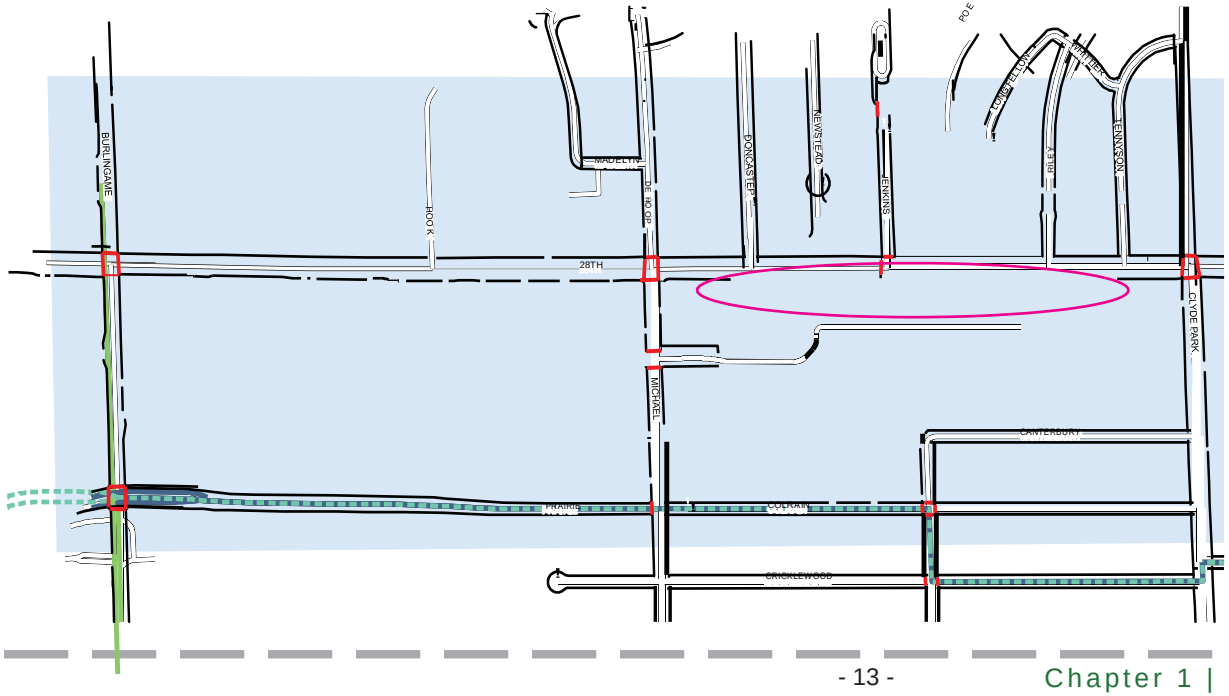
**Impervious Surfaces.** Impervious surfaces, including both buildings and parking areas, are shown in grey. Note the almost 100% coverage in the southwest quadrant of the study area. Additionally, the red dots illustrate driveways and curb cuts into the 28th Street right-of-way. There are 59 curb cuts in the study area along 28th Street. Many opportunities exist for driveway consolidation, which could help traffic flow, and provide a safer environment for motorists, pedestrians and bicyclists.



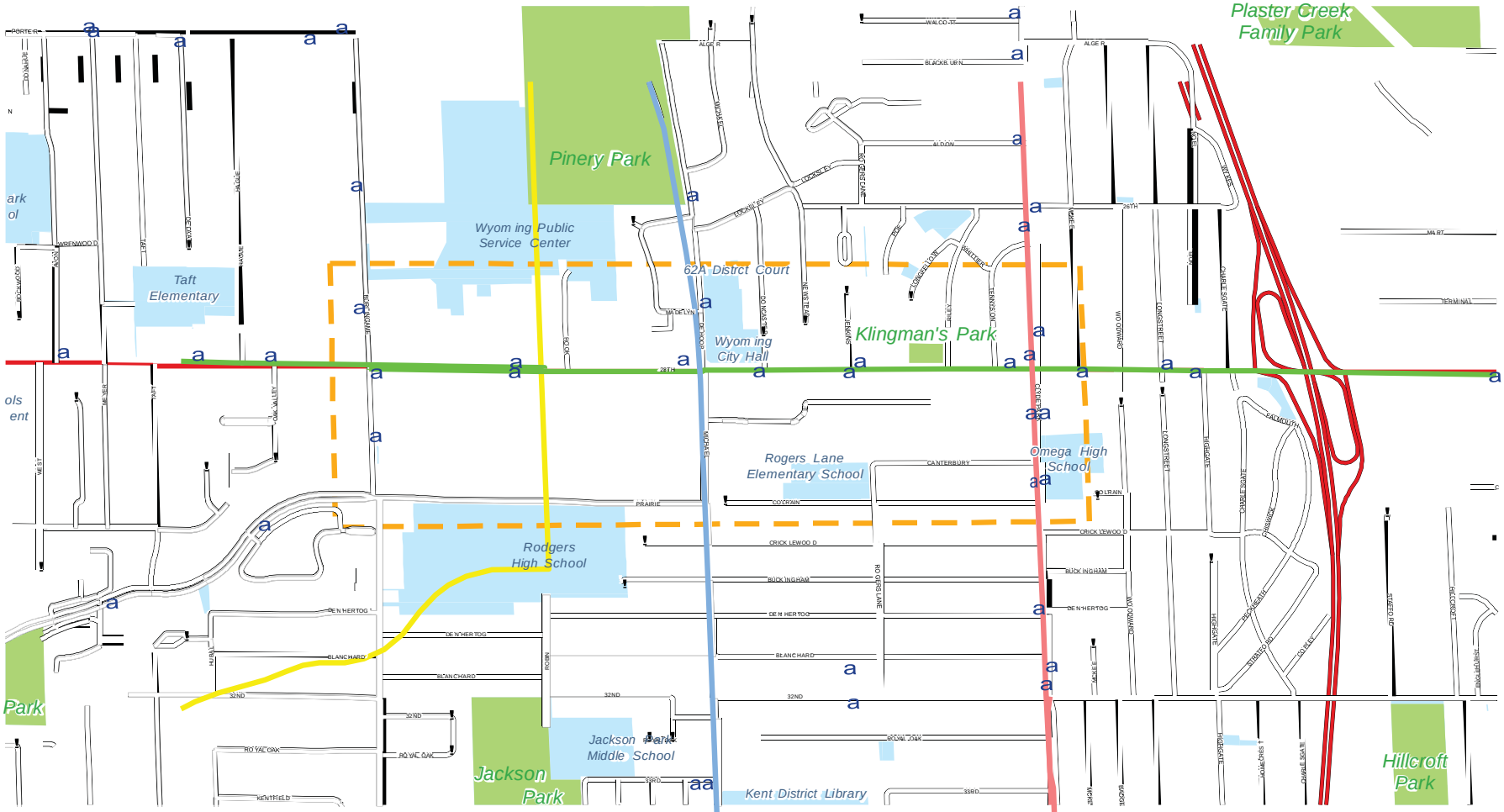
**Building Patterns.** The "figure ground analysis" examines the patterns of development within the study area. The commercial pattern is linear, especially north of 28th Street where lots are more shallow and buildings generally are built to and fronting the road. To the south, buildings are larger, setback from the road, and sometimes canted to maximize a motorist's view from the road. The residential neighborhood to the south exhibits a grid pattern, while to the north, the residential pattern is curvilinear with the cul-de-sacs discussed above.




**Property lines and key businesses.** Property lines and key businesses illustrate the complexity of the ownership pattern and redevelopment potential. For a suburban retrofit, ownership patterns can make redevelopment difficult. Coordination with landowners, business owners, banks, and other entities is necessary for implementation of any plan. Fortunately, the superblock configuration might facilitate implementation since there are fewer entities to coordinate. The north side of 28th Street, however, might represent more challenges to redevelopment since properties are smaller and more owners have a stake in the process and outcome.




**Non-motorized Circulation.** Sidewalks are shown in black, bike routes in teal and trails in green. Sidewalks are intermittent along 28th Street with expanses where dedi- cated areas for pedestrians are nonexistent. Prairie Street to the south is a designated bike route, although there are no markings or designated lanes for bicyclists on the street. Burlingame Avenue includes a proposed trail with a connection north to Kent Trails and south to the Beltline trail paralleling M-6. Noteworthy is the absences of connected sidewalk along the south side of 28th Street at Roger's Plaza (circled).




**Community Facilities.** Included in the map to the left are bus stops (blue icons), institutional entities (shaded in blue) including the library, City Hall, schools and post office, as well as park land (green). One park, Klingman's Park is located in the study area; however, Pinery Park, Jackson Park, and Prairie Park are all located within walking distance.

## Demographics

With the release of the 2010 Census data, it is apparent that the City of Wyoming and the overall West Michigan region have continued to experience growth. However, the table below illustrates that all communities in the immediate region experienced slower growth rates between 2000 and 2010 than in previous decades, and that a couple of communities even lost population. The cities of Grand Rapids and Grandville saw population decreases, as did the State of Michigan, while neighboring Georgetown and Byron Townships saw the largest percentage increases.

Table 1.1 Regional Population Data, US Census Bureau

| | 1980 | 1990 | 2000 | 2010 | % Change 1980-1990 | % Change 1990-2000 | % Change 2000-2010 |
|---|---|---|---|---|---|---|---|
| Michigan | 9,262,078 | 9,295,297 | 9,938,444 | 9,883,640 | 4.7 | 6.9 | -0.6 |
| Kent County | 444,506 | 500,631 | 574,335 | 602,622 | 12.6 | 14.7 | 4.9 |
| **Wyoming** | **59,616** | **63,891** | **69,368** | **72,125** | **6.8** | **8.7** | **4** |
| Grand Rapids | 181,843 | 189,126 | 197,800 | 188,040 | 4 | 4.6 | -4.9 |
| Grandville | 12,412 | 15,624 | 16,263 | 15,378 | 25.9 | 4.1 | -5.4 |
| Kentwood | 30,438 | 37,826 | 45,255 | 48,707 | 24.3 | 19.6 | 7.6 |
| Walker | 15,088 | 17,279 | 21,842 | 23,537 | 14.5 | 26.4 | 7.8 |
| Byron Township | 10,104 | 13,235 | 17,553 | 20,317 | 31 | 32.6 | 15.9 |
| Georgetown Twp | 26,104 | 32,672 | 41,658 | 46,985 | 25.2 | 27.5 | 12.8 |

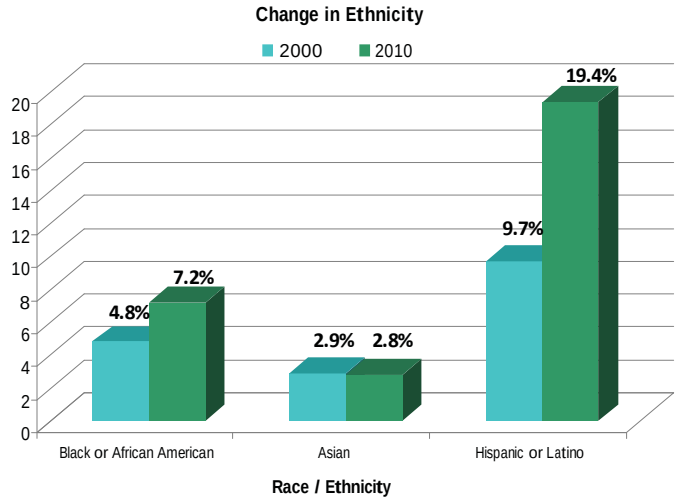
This trend is generally evident in the West Michigan region, as outlying townships appear to have experienced the bulk of growth, while some cities and villages grew more slowly, if at all. This "shift" in population may have implications for 28th Street and other "older" commercial areas, because as people move further out to newer suburban communities, purchasing power in the immediate areas may decline.

Nevertheless, continued growth in Wyoming speaks to its high quality housing, affordable neighborhoods, and the city's relatively central and convenient location in the greater Grand Rapids area and ample transportation connections. In addition, it is likely that the bulk of new growth is occurring in the City's "panhandle," that part of Wyoming south of the City of Grandville, and in the area around Metro Health Village at the Byron Center Avenue interchange with M-6. 2010 Census data at the block group level was not yet released at the time this plan was prepared, so it is impossible to analyze growth trends in the study area at this time.

**Ethnicity.** As the city has gained population over the past few decades, it has also become more diverse, with this change seeming more rapid between 2000 and 2010. Figure 1.1 illustrates that overall ethnic diversity has increased in the City of Wyoming between 2000 and 2010. Hispanic or Latino residents of Wyoming now make up almost 20% of the City's population, an increase of 100% from 2000.

An influx of people of a particular ethnic heritage can attract continued waves of growth from families who seek to live near people of their culture, who speak their language and understand their customs. Many indicators in the community suggest that the bulk of Hispanic growth in Wyoming is within a few miles of the study area. This may imply that changes in the type of restaurants, grocery stores, and even the makeup of household units are on the horizon. Additionally, ethnic change may also bring more

Figure 1.1




families with children, helping to re-energize and strengthen family neighborhoods and enhance the cultural richness of the community.

## Previous Plans/Studies

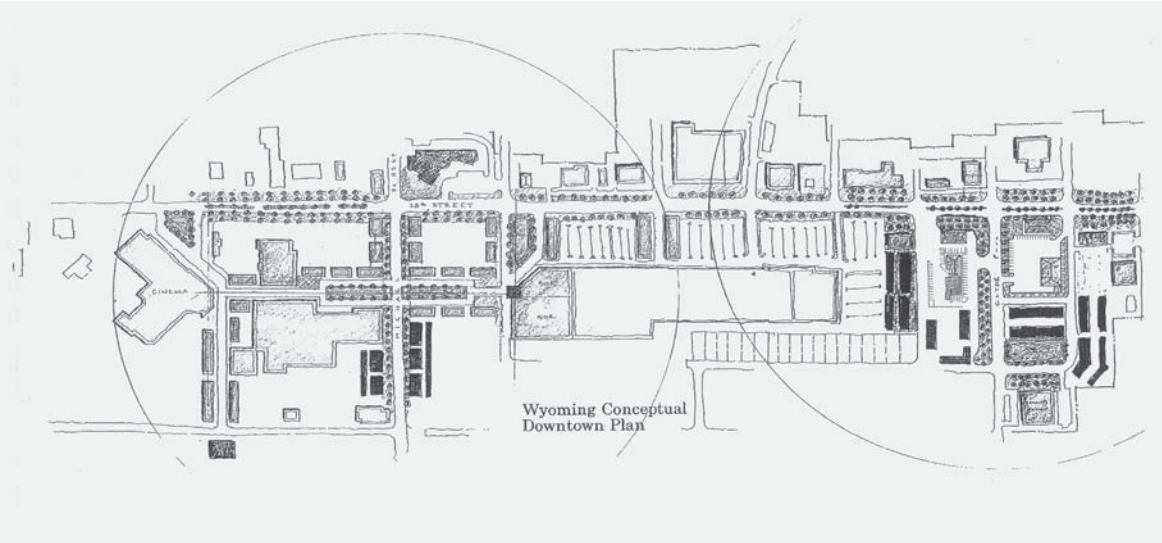
**2002 Downtown Plan.** In 2002, the City adopted the Downtown Plan, which envisioned a mid-block road between 28th Street and Prairie. The Plan also hinged on Roger's Plaza, Rogers Department Store, and Studio 28 as anchor establishments knitting the retail corridor together. Today, those establishments are vacant or facing financial challenges and can no longer be relied upon as destination establishments. The 2002 Downtown Plan included a market study that proposed the following five major retail additions: discount department store (e.g., Wal-Mart), supermarket (e.g., Family Fare), farmers market, apparel (e.g. A.J. Wright), and home improvement (e.g. Home Depot). In total, the study indicated a market for almost 400,000 square feet of additional retail space.

### 2006 Master Plan/Land Use Plan 2020

In 2006, the City adopted the Land Use Plan 2020. The plan included the following goals for the redevelopment area:

"The 28th Street/Michael/DeHoop node will become a true downtown center, establishing a distinctive identity and sense of place for Wyoming. Redevelopment will create opportunities for new investment, mixing commercial, residential, office, and entertainment uses in this central core area.

- "Assemble vacant and declining commercial properties for redevelopment as high density residential or mixed use projects.
- "Promote the construction of mid- and highrise buildings within the Downtown Center to form a distinctive urban core, supporting the current businesses in the area and creating the synergy for others to come."

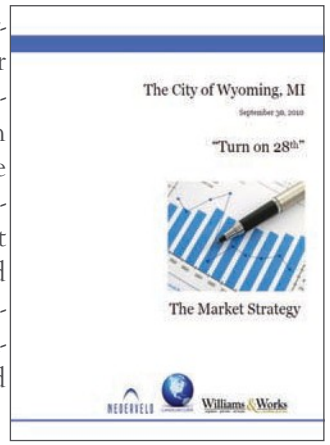


# Market Analysis

## Summary

In early 2011, LandUse | USA completed an evaluation of market conditions in the corridor area. The complete assessment, included as Appendix 2 and titled "The Market Strategy," includes analyses of detailed economic data and other information to allow the Steering Committee and the public to understand various local and regional market forces that influence redevelopment of 28th Street.

The Market Strategy concludes that the 28th Street study area can continue to provide essential shopping alternatives within the local market, and that this role is sustainable going forward. The strategy indicates that the corridor should not be viewed as "expired or exhausted" and will continue to serve as a viable shopping district. Nevertheless, the report acknowledges that the corridor is dated and struggling to transition itself in response to changing demographics, and must be redefined and reformatted to include the appropriate mixture of land uses.



The 28th Street Corridor is dated and struggling to transition itself in response to changing demographics

The Market Strategy focuses on the opportunities for retail and office space, and also includes a Housing Assessment. It is concluded that any retail strategy should target sensible *general merchandise and department stores*, *clothing and accessory stores* and *speciality grocery stores*. These are the best near-term opportunities for the study area. Additionally, the effort should focus on business retention (see econimic gardening sidebar on page 18), fostering small business growth and assisting new ethnic businesses.

The strategy also calls for planning and recruiting important anchors for build-to-suit office buildings. Targeted categories for jobs and office users should include:

- telecommunications
- information, data processing
- book, software publishing
- credit intermediation, financial
- professional technical services
- medical services
- education

Other types of complementary businesses are also supportable for leased office space, but the most efficient approach is to target anchors first. The Market Strategy discourages the development of speculative office space that lacks immediate anchors.

The results of the Housing Assessment indicate that the best opportunities with the lowest risks are in affordable and market-rate products beginning at prices of $124,900. Ideal formats should include multi-family attached units; a mix of both owner and renter choices; an emphasis on unit formats that would meet the needs of working families; up-and-comers working in downtown Grand Rapids; and seniors or other residents with special needs.

## Highlights

Following are some specific highlights taken from the complete market analysis.

- Kent County overall is a strong import market for most top-level retail categories, with the exception of food and beverage stores and motor vehicle parts dealers.

- US-131, located just to the east of the study area, has the region's highest Average Daily Traffic of 75,000 to 105,000 vehicle trips per day. 28th Street in the Study Area experiences about 28,000 trips per day.
- Today, over 22% of the population within one mile of the study area is Hispanic, compared to just 3.5% in 1990; signaling increases in cultural diversity and growth.
- Grocery stores, limited-service restaurants, clothing and accessories stores, department and discount stores are underrepresented in Kent County.
- Potential retail establishments include business services, Hispanic grocery stores, sporting goods stores, computer supplies, veterinarians, day care centers, furniture repair, music stores, cultural cuisine, apparel stores, etc.
- Retail gap analyses show there is barely enough demand in the local trade area to accommodate a discount department store; however one might still fit with an aggressive market strategy to compete with the market's local brand, Meijer.

Education sessions may provide local business owners with tools necessary to growth their business

The Market Study proposes a combined strategy of retention and recruitment

Beyond the task of redeveloping the physical environment within the Study Area, economic gardening activities would benefit existing businesses by nurturing and growing existing businesses. Specific strategies include:

- Assist independent store owners to grow their businesses, trade up into better retail space, improve their marketing, and reach more customers.
- Identify stores that would benefit from more efficient space in a more compact, mixed-use project that includes in-line retail along the streets and sidewalks.

### What is Economic Gardening?

Economic gardening builds on community assets and targets existing human capital with a business culture that includes training, mentoring programs, networking opportunities, incubator workspace, media recognition, low-interest loans, and resource-sharing. Based on new leadership in Lansing (including the Michigan Economic Development Corporation), the future of economic gardening must reach beyond the traditional approach of offering incentives to help offset costs for home-grown businesses.

Going forward, true economic gardening must also include an expanded menu of local services and support. Examples include helping relatively small but growing companies map out new strategies; research their competition; explore new markets and niches; and find employees with specialized skills.

The needs of some small and emerging businesses can be met with new incubator buildings, which could anchor business campuses. Ideally, business incubators are physically connected and integrated in training facilities with a campus design that enables innovation and sharing of talent, training facilities and other resources.

## Table 2.1 Demographic Summary and Comparison

| | Year | Primary Trade Area | Effective Trade Area | Kent County |
|---|---|---|---|---|
| Population | 1990 | 185,914 | 466,384 | 500,631 |
| | 2000 | 205,037 | 528,539 | 574,335 |
| | 2007 | 206,200 | 551,334 | 602,318 |
| | 2009 Est. 2nd Quarter | 206,700 | 561,402 | 614,724 |
| | 2010 Est. 2nd Quarter | 205,847 | 561,083 | 614,297 |
| Average Age | 2010 | 35.7 | 36.6 | 36.7 |
| % with some College Education | 2010 | 22.6% | 22.6% | 22.9% |
| 2010 Percent Renter Occupied Housing | 2010 | 31.8% | 30.8% | 29.4% |
| Median Housing Value | 2010 | $102,600 | $120,400 | $119,986 |

- Offer small business educational sessions, perhaps supported by the DDA and the City, on topics such as business management, bookkeeping and taxes, staffing, payroll and benefits, sales, promotions, crossmarketing, customer service, and other best business practices.

Table 2.1 includes the summary of demographic data related to the market strategy. In general, residents within the primary trade area tend to be younger than average for Kent County, are more likely to be renters, and have lower than average home values.

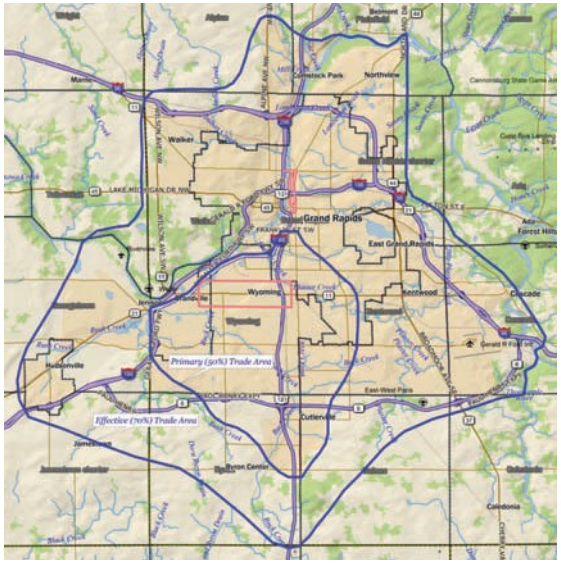
The results of the Market Strategy provide square-footage thresholds for retail and office uses. A combined strategy of retention and recruitment is proposed, with the following parameters:

Retail:

- 350,000 to 660,000 square feet of retail should be retained.
- 310,000 to 475,000 square feet of retail should be recruited.
- So the total retail potential is 660,000 to 1,135,000 square feet in the redevelopment project.

Office:

- 300,000 to 600,000 square feet of office anchors should be added.
- 300,000 to 600,000 square feet of office tenants should added.
- So the total office potential 600,000 to 1,200,000 square feet in the redevelopment project.




The primary and effective trade areas were based on the distribution of population and income throughout the market; the study area's location relative to highway connectors; its location relative to competing shopping and regional destinations; and results of an import-export analysis.

Total:

- 1,260,000 to 2,355,000 square feet in redevelopment.

For retail, the strategy identified an opportunity for one 120,000 to 140,000 square foot big box general merchandise anchor establishment, and two 60,000 to 90,000 square foot medium box support anchors.

The concept plans and final plan for the corridor incorporate these projected users and the retention of existing retailers.

Other economic catalysts are identified as significant economic drivers, but are also discerning in their location. Advanced education and health/medical services are suggested users, however, attracting them to the City will require proactive recruitment efforts.

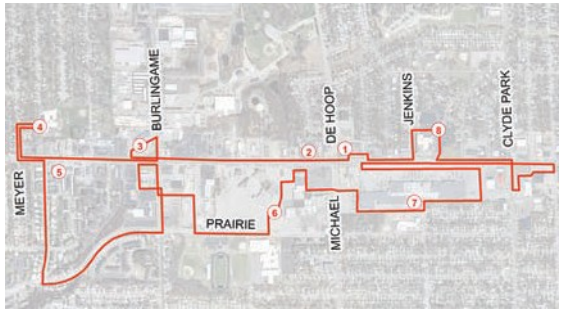
For the complete market analysis, see Appendix 1, incorporated here by reference.

# Public Input

The City of Wyoming and the DDA committed to using community input to frame policy development for the future of 28th Street. The planning and design process employed an extensive public input process, providing several opportunities for residents and business owners to participate and influence the outcome of the overall design. This chapter contains a summary of each public input opportunity but a more complete discussion on each can be found in the *Turn on 28th Street Public Input Compilation*, a separate report. (Appendix 2)

## Mobile Tour

A mobile tour was held on July 28, 2010 to enable the consultant team to make observations about existing conditions in terms of land use, landscaping, access management, architecture, circulation, signage, lighting, aesthetics and other features. The tour involved forty participants on a large bus and included a specific route with eight stops and an informal, yet structured input process.




The Mobile Tour Route gave participants a thorough idea of the challenges facing 28th Street.

As the kick-off to the planning and design process, the mobile tour helped to establish a common base from which to move forward by building momentum and excitement about the process and a common understanding of the corridor's particular physical assets and challenges. Certain features of the corridor were praised while others were identified as areas for improvement. Additionally, the mobile tour served as an opportunity for business and property owners to delve into the background of a particular site or issue and discuss future plans for development of their properties. See the Public Input Compilation (Appendix 2) for the complete report of the mobile tour.

## Stakeholder Interviews

As part of the public input process, the consultant team interviewed eighteen individuals representing key stakeholders in July and August of 2010. The interviewees included business owners, landowners, a school district representative, local and regional community leaders, residents, and others. In most cases, the interviews were conducted face-to-face in a conference room at the Wyoming Branch Library and conversations generally flowed freely, although planned questions were asked to ensure a meaningful outcome. The purpose of the stakeholder interviews was to garner feedback on: Any specific challenges unique to a particular property; information related to site demolition costs or other real estate matters; preferable redevelopment frameworks; and other pertinent issues.

## Ideas Workshop

The consultant team facilitated two Ideas Workshop meetings on October 7, 2010; one held in the late morning and the other in the evening to garner the broadest possible participation. The workshop was primarily designed to enable participants to share ideas relative to the

Participants generate concepts at the Ideas Workshop.

## Turn on 28th Street Public Input Summary

| Event | Number of Participants | Date | Purpose | Outcome or Result |
|---|---|---|---|---|
| Mobile Tour | 40 | July 28, 2010 | Make observations about existing conditions in 28th Street study area | Generated excitement, project momentum<br>Common understanding of corridor's assets and challenges |
| Stakeholder Interviews | 18 | July and August 2010 | Specific challenges unique to a particular property<br>Information related to site demolition costs or other real estate matters<br>Preferable redevelopment frameworks | A number of common opinions about 28th Street that likely reflect widely-held views about the corridor and the challenges it faces |
| Ideas Workshops | About 110 | October 18, 2010 | Garner broad public input and ideas regarding the future of 28th Street | The development of themes and priorities regarding 28th Street redevelopment<br>Assisted in creating the foundation for the redevelopment strategy |
| Rogers Plaza Storefront | At least 50 - 60 | October - December 2010 | Provide an informal venue for mall patrons to stop and share some thoughts about the future of 28th Street. | Suggestions for a number of land uses and actions to aid in the redevelopment of 28th Street |
| Design Workshops | About 60 | December 7, 2010 | Enable participants to review and critique three concept designs | Refinements to the layout<br>Selection of most important design features<br>Continued discussion regarding most desirable land uses |
| Informal Customer Survey | 68 | October - December 2010 | Provide insight into a lack (or perceived lack) of services, businesses and entertainment opportunities along the corridor | Wide range of responses to the question: "What type of business would you like to see on 28th Street in the future?" |
| Open House | About 50 - 60 | March 30, 2010 | Present preliminary final drafts of overall design framework | Further refinements to the preliminary designs |
| Facebook Page | Several hundred | August 2010 - May 2011 | Provide project updates<br>Gather additional public input | Increased project interest and awareness |

The process offered many outlets to express ideas.

future of 28th Street. The City engaged in an extensive effort to assure that many people participated before the workshop, and those efforts didn't disappoint: Approximately 70 individuals attended the morning session and about 40 people attended the late session. The meetings included an overview presentation, precedent examples of other successful suburban retrofits, and a summary of the market assessment.

## Rogers Plaza Storefront Office

To test concepts generated at the two Ideas Workshop sessions and to garner additional input, the consultant team established a "storefront office" in a highly accessible donated space near the center of the Rogers Plaza shopping center. The storefront office was open consistent with a posted schedule, which included most Mondays and Wednesdays for two hour sessions from October 25, 2010 to December 22, 2010. Concepts generated at the Ideas Workshop were exhibited in the storefront office, along with several informative maps and a summary of the market analysis. The primary intent of the storefront office was to provide an informal venue for mall patrons to stop and share some thoughts about the future of 28th Street. It was believed that such an informal setting brought to the people would increase candor and the range of opinions recorded. It is difficult to evaluate participation in the storefront office, because of its informality; but it has been estimated that at least fifty to sixty people offered input.

## Design Workshop

On December 7, 2010 the consultant team facilitated two Design Workshops, which enabled about sixty participants to review and critique three concept designs. One workshop was conducted in the late morning and the other was conducted in the evening. Participants were encouraged to propose modifications and refine the general layout models presented in the concepts. In addition, participants were asked to select the most important design features from each proposed configuration and to continue the discussion on desirable land uses.

Alternatives being discussed at the Design Workshop.

## Informal Customer Survey

Marge Wilson, owner of Marge's Donut Den on 28th Street, developed and implemented an opinion survey instrument and asked her patrons, "What would you like to see on 28th Street?" While the survey was not conducted by the consultant team, the results of the survey are beneficial and add to the collection of perspectives gained throughout the public input exercises. The results of the survey are presented in the Public Input Compilation, under separate cover.

A consultant presents the evolution of design development at the Open House.

## Open House

Two Open House meetings were held on March 30, 2011, one in the late morning and the other

in the evening to foster broad participation. The purpose of the Open House was to recapitulate the planning and design process and to present the preliminary final drafts of the overall design framework. A combined fifty to sixty people attended both the morning and evening session.

## Facebook / Web Interaction

A Facebook page was established to connect with Wyoming residents and others interested in the Turn On 28th Street effort. Updates were posted periodically to inform individuals of upcoming meetings, input opportunities, and results of various phases of the project.

## MDOT Coordination Meetings

Two meetings were conducted with MDOT during the Turn On 28th Street project. In addition to these specific meetings, Dennis Kent was MDOT's representative on the steering committee during the process and provided input regarding the concept iterations during the design phase.

### Selected Comments from the Turn on 28th Street Facebook page

I don't know much about revitalizing towns but this seems like a great start. Good for you Wyoming, involving the citizens in the planning. Wyoming could once again be a great town and a great place to live.

How about getting an IKEA where Studio 28 is? This would put a store smack dab between Ann Arbor and Chicago! Let's make Wyoming a destination city for Michigan!! Think of the jobs and revenue!!! Just a thought. It makes me sad to see all of the businesses closing up shop on what was once a major street for commerce.

Wyoming used to be a classy area. Now, I would not even use the Wyoming public schools. Growth is good but at what cost to the residents?

Many of the ideas that I have heard so far are really great., but one thing people have to keep in mind is that we must insure that established businesses are incorporated into any idea, and any businesses that are incorporated into the plan should get face lifts and or moved to another part of the downtown area.

The number one thing I would say is Keep the Flea Market!!!! Flea Markets are a dying breed, and a lot of people depend financially on the Studio 28 Flea Market. I usually go down there to walk through and look/buy every week. It's a good way for me to get some exercise in walking around the place. Sometimes I go there to sell stuff...

I have a suggestion about the Studio 28 building. Maybe it could become a second-run "Celebration Cinema", similar to the one at Woodland Mall. I think a lot of people would go to it because, for one thing, people don't always want to pay high ticket prices, and plus there are so many people who loved that theater, such as myself!

## The Design Process

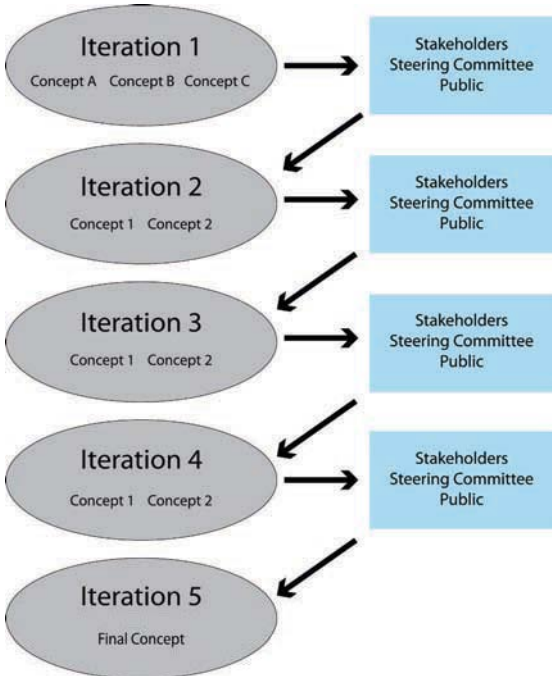
Essential to any design and planning activity is a process for carefully reviewing and refining the proposed concepts. A process called feedback loops enabled the design team to continuously refine the concepts and ultimately, advance a final plan that was thoroughly vetted and accepted by the stakeholders and steering committee. Each concept incorporates the market strategy as well as input from all public involvement activities. There were five feedback loops/design iterations.

### Iteration One: Three Concepts

**I1. Concept A.** This design combines the properties on the south side of 28th Street into a mixed-use town center with new streets and compact blocks. A curving slip street is used as the organizing element of the design and represents the new town center's "main street". This slip street promotes the movement of slower-paced, localized traffic into the redevelopment area while also maintaining 28th Street as the highway commercial corridor.

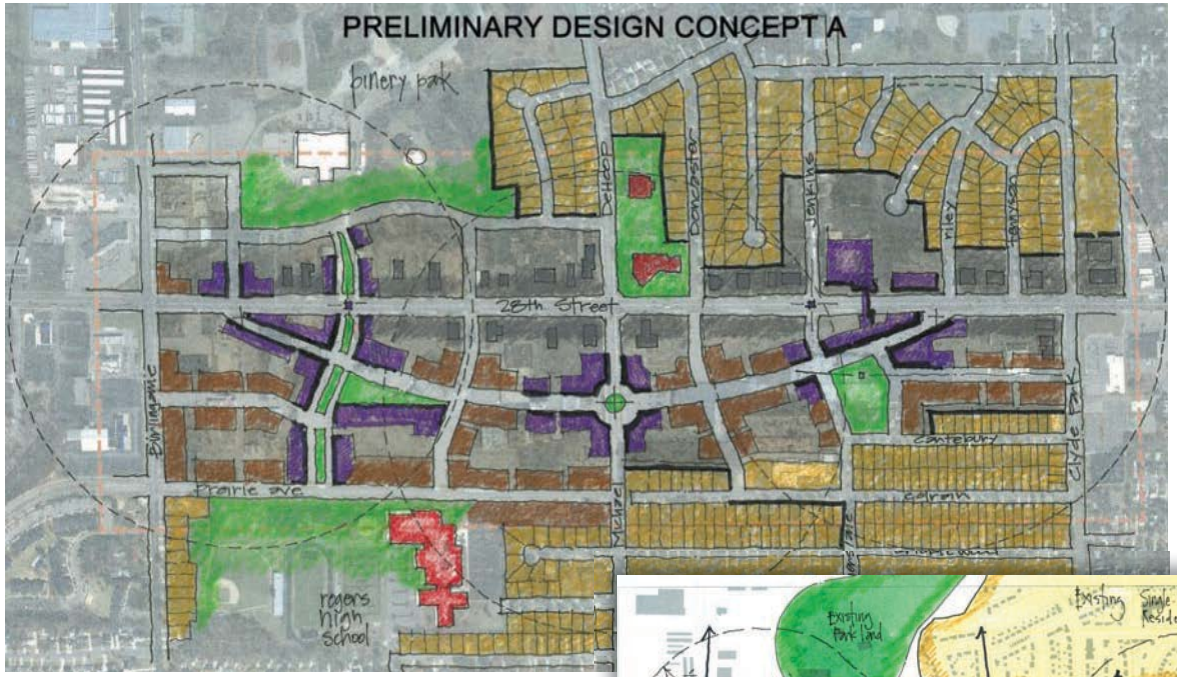
The new main street is envisioned as a complete street that promotes transit, bike, pedestrian and automobile use while also providing the framework for a vibrant public realm. The street's gentle curve allows opportunities for deflected vistas that frame more quaint public

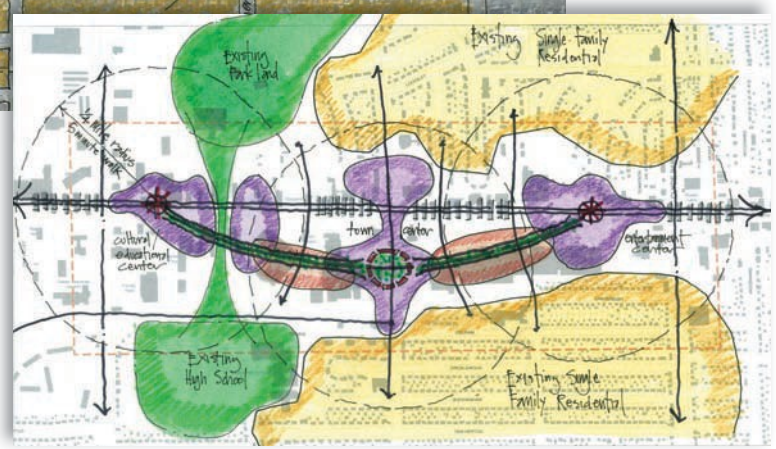
**The Design Process**




### Key Input Incorporated Into Design Concepts

| Event | Key Input |
|---|---|
| Mobile Tour | condense Roger's Plaza and Wyoming Village Mall, limit commercial access into neighborhoods, maintain sidewalks, design should allow for some parking in front of retail establishments, align driveways for access management purposes, "de-mall the mall" |
| Stakeholder Interviews | create a flex spaces for outdoor markets, design needs to accommodate traffic, area needs a destination |
| Ideas Workshops | small blocks promote walkability, mixed use development, more pedestrian amenities, add green space, connect to Pinery Park, increase housing opportunities/housing types |
| Rogers Plaza Storefront | do not connect commercial to residential area, add more landscaping, wider sidewalks, keep auto-oriented uses north of 28th street, increase height to 2-3 stores for mixed use |
| Design Workshops | keep park concept in final plan, the crescent street is favored, incorporate round-a-bouts, provide multipurpose entertainment facility, include Hispanic and Asian community |
| Informal Customer Survey | business suggestions included a big box (Wal-Mart or other), theater, clothing stores, boutique shops, restaurants, kid-friendly businesses, IKEA, hobby shops, etc. |
| Open House | save the historic Roger's homestead, maintain dead-end at Colrain and Michael, ensure new streets are bike-friendly |
| Facebook Page | keep the flea market or at least have area for outdoor market, make sure existing businesses are incorporated, phasing and implementation is key |
| MDOT Meetings | Decrease the quantity of non-signalized driveways on both sides of 28th Street, channelize any new non-signalized drives at 28th Street, do not align new non-signalized drives with existing streets |




spaces while also creating interesting and dynamic views of buildings and storefronts.

New north-south streets are proposed to intersect with the main street and to provide connections with the existing nearby neighborhoods. This new street grid also provides the network for a compact and walkable block structure.

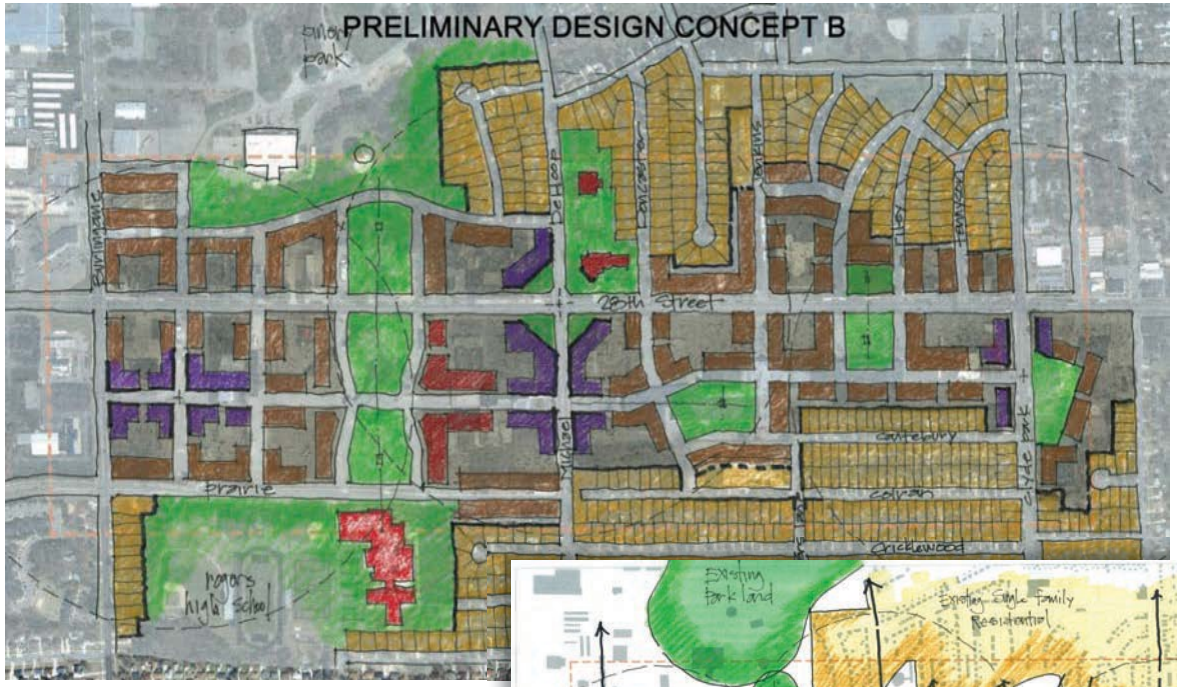
Concept A is divided into three distinct "neighborhoods" that are based on the ¼-mile radius from center to edge. Representing the distance that an average person can walk in 5-minutes, they are indicated as dashed line circles on the preliminary design.

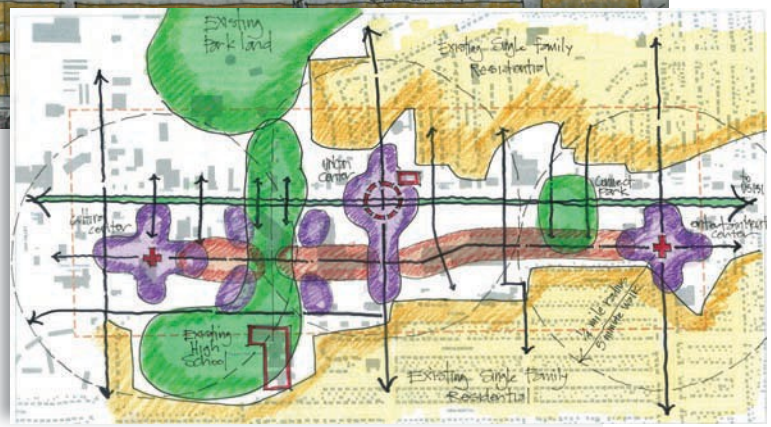
Two of the proposed "neighborhoods" act as gateways that can provide potential opportunities for an entrance or threshold into the new town center. The eastern gateway is anchored by entertainment uses due of its proximity to the US-131 corridor and the likelihood that more potential customers are coming from the east. The western gateway is anchored by cultural and educational uses because of its proximity to Rogers High School and Pinery Park. Both of these neighborhoods may also incorporate a small amount of ground floor retail as well as office and residential uses.

The urban center of this proposed concept is located just south of city hall at the intersection of the new main street and Michael Avenue. This commercial core is envisioned to have a focal center (indicated as a traffic circle in this design) and the highest and most intense concentration of retail within the town center. This neighborhood may also provide residential and office opportunities.

The connective fabric between these three neighborhoods, along the new curving main street, is envisioned to be multi-story buildings that contain primarily residential and office uses on the upper floors and retail opportunities at street level. These buildings are located close to the street edges in order to help to define the public realm.

Parking lots are envisioned to be located in the center of the block structure and obscured from the streets by buildings, especially within the town center. Many parking lots will be visible from 28th Street because of the




open design of the blocks that flank this corridor. This openness will provide easy access to parking and visibility of the town center from the 28th Street corridor.

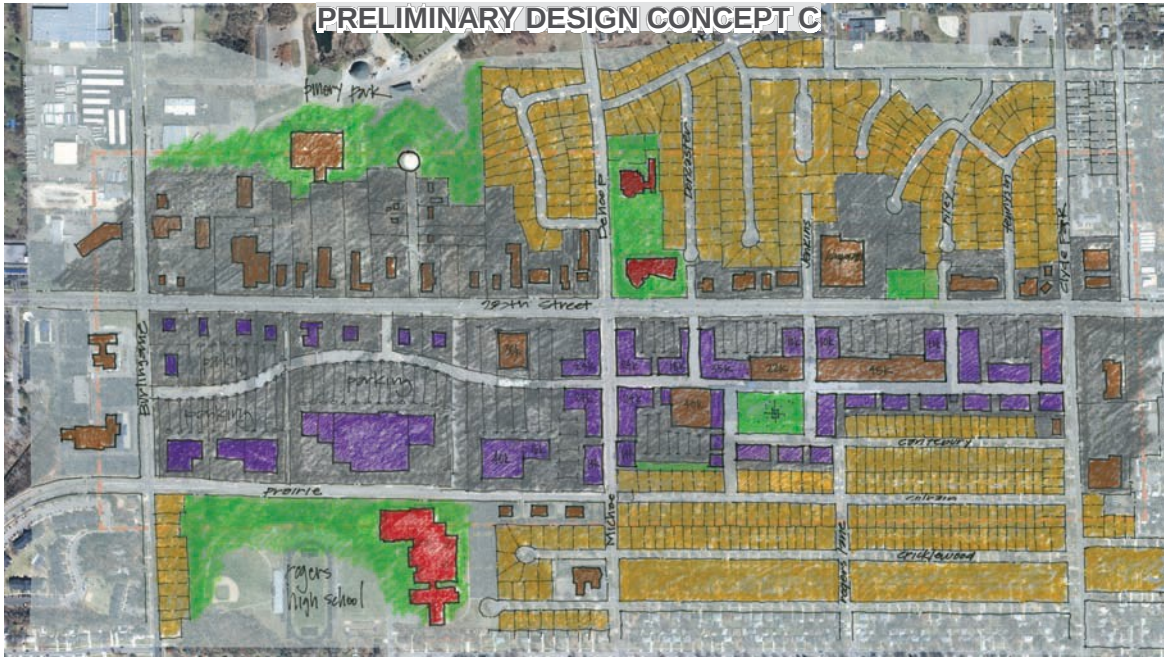
**I1. Concept B.** Concept B also incorporates a new town center just south of 28th Street by assembling the large parcels into a compact block structure interconnected with a new street grid.

Concept B uses a new main street that extends linearly from Burlingame to Clyde Park with a small deflection on the eastern side. This deflection is the result of the narrower depth of the eastern property (Rogers Plaza) and the adjacent residential neighborhood to the south (Rogers Lane Neighborhood). Proposed new north-south streets cross this main street, providing direct connections into the new town center.

A large linear park is envisioned on the west side, linking Rogers High School to Pinery Park while also providing potential frontages for a cultural center that could incorporate an educational component to complement the existing high school. The concept of this educational component is the result of both the market analysis and discussions that occurred during the Ideas Workshops.

A smaller park connection is proposed on the east side of the new town center to help to incorporate the existing Klingman's park into the redevelopment area. Additional town greens are scattered throughout the design in order to provide public spaces while also accentuating the city's existing park system. These parks and open spaces provide for a hierarchy of public spaces and are defined by new buildings on all of their edges.

Similar to the ideas of the Concept A design, this design uses three neighborhoods to form the nodes on the new main street. These are outlined with dashed circles and represent the ¼ mile radius (5-minute walk) that helps to define walkability. The urban core of this concept is at the Michael and 28th Street intersection, extending south to the intersection with the new main street. This urban core acts as the commercial hub for the design and is an attempt to incorporate city hall more directly into the new town center.




The eastern neighborhood node is primarily office use and may include entertainment and some retail functions at the street level. The western neighborhood node is primarily focused on the educational component with some retail, again at the street level. These nodes are connected with residential and office uses along the new main street.

Parking lots are internal to the blocks, with many visible from 28th Street for both access and visual connection to the new main street area. This plan envisions more redevelopment directly along the 28th Street corridor, potentially as higher density residential. The new block structure of the northern blocks along 28th Street has the end grain of the blocks facing 28th Street in order to limit direct frontages. In this concept, the redevelopment along 28th Street would most likely happen after, and as a result of, redevelopment along the new main street.

**I1. Concept C.** Concept C is a hybrid plan with conventional development continuing on the north side of 28th Street and a mixed-use town center developing on the south. A similar slip street is proposed to shorten the existing super blocks and facilitate walkability. A grid system is proposed, and new retail and mixed use development is centered around a courtyard. The street grid aligns with the existing grid to the north, facilitating access and turning movements along 28th Street.

After meeting with the Steering Committee and gathering input at the storefront office, Concept A became the favorite approach. The new "crescent" street was uniformly liked. The design offered the benefit of creating smaller blocks while offering creative solutions to access management by reducing curb cuts, creating focal points, and providing strong connections to 28th Street to facilitate commerce and provide greater visibility for end users. The crescent street solution is included in all subsequent design concepts.

Iteration 2 - Concept 1

## Iteration Two: Two Concepts with Crescent Street

**I2. Concept 1.** Concept one includes the following:

Red buildings are mixed-use with retail at the

street level retail is available. This amount is consistent with the market strategy in that half would be new businesses recruited to the area and half would be retained.

Yellow buildings (west side) represent community college, vocational school or office uses. These buildings may be multi-story mixed use with office and/or residential above. There is approximately 180,000 square feet of school/ office on the street level.

### Iteration 2 - Concept 1 Statistics

| | | | |
|---|---|---|---|
| Retail | | 660,000 square feet (total) | |
| Office | | 180,000 sq ft at street level | |
| | | 420,000 sq ft on second floor | |
| | | 600,000 sq ft total | |
| Residential | | 400 units on 2nd or 3rd floor | |
| | | 200 units for sale (blue buildings on the map) | |
| | | 600 units total | |
| Provided parking | | 3,800 surface spaces | |
| | | 600 on-street spaces | |
| | | 4,400 total spaces provided | |
| Parking demand | Retail | 3 per 1,000 sq ft | 1,980 spaces required |
| | Office | 3 per 1,000 sq ft | 1,800 spaces required |
| | Residential | 1.5 per unit | 600 spaces required |
| Total parking demand | | | 4,380 spaces required |

Blue buildings represent residential uses and include rowhouses, live-work buildings and apartments. There are approximately 200 dwelling units.

KEY FEATURES:

- Crescent Street acts as main street with two lanes of traffic and a center turn lane with parking on both sides. The street also includes 12' to 14' wide sidewalks.
- Redevelopment at edge of Rogers Lane neighborhood includes extension of two streets into the neighborhood, a large park that connects the redevelopment with the neighborhood and residential infill around the park (which requires the loss of some existing homes).
- The concept includes three circular nodes that accentuate key intersections and thresholds of the crescent street.
- The crescent street is extended visually to the west and intersects with 28th Street. This helps to maintain the concept of the crescent visually.
- Archways, integrated into the architecture, will frame the viewshed at both ends of the crescent allow for visual and pedestrian connections.
- Buildings at the Michael-28th Street intersection are oriented to face 28th Street and help to connect city hall to the redevelopment. This pattern could be replicated at the northwest corner of the intersection to complete another activity node at city hall.
- The primary big box site is along Michael, just south of the crescent intersection.

**I2. Concept 2.** Concept two includes the following:

Red buildings represent retail on the street level (first floor). These buildings are multi-story mixed-use with office and/or residential above. It represents approximately 620,000 square feet of street level retail.

Blue buildings represent office or entertainment uses on the street level. These buildings are multi-story mixed use with office and/or residential above. They represent approximately 175,000 square feet on the street level (including the former Klingmans site).

Purple buildings represent civic uses on the street level. These buildings may be multi-story with offices above the street level. They

Iteration 2 - Concept 2

### Iteration 2 - Concept 2 Statistics

| | | | |
|---|---|---|---|
| Retail | | 620,000 square feet (total) | |
| Office | | 175,000 sq ft at street level | |
| | | 400,000 sq ft on second floor | |
| | | 575,000 sq ft total | |
| Residential | | 400 apartment units on 2nd or 3rd floor | |
| | | 200 units for sale ("brown buildings") | |
| | | 600 units total | |
| Provided parking | | 2,500 surface spaces | |
| | | 600 on-street spaces (primarily on Crescent Street) | |
| | | 3,100 total spaces provided | |
| Parking demand | Retail | 3 per 1,000 sq ft | 1,860 spaces required |
| | Office | 3 per 1,000 sq ft | 1,725 spaces required |
| | Residential | 1.5 per unit | 600 spaces required |
| Total parking demand | | | 4,185 spaces required* |

* With mixed-use coefficient of 1.2, which assumes a certain amount of shared parking, parking requirements could be reduced to approximately 3,400 required spaces, which is closer to the number provided.

represent approximately 25,000 square feet on the street level. The buildings across from city hall potentially provide new locations for the post office and Secretary of State office that are presently located in Rogers Plaza.

Brown buildings represent residential uses and include rowhouses, live-work buildings, apartments and single-family homes. They represent approximately 200 dwelling units on the street level.

KEY FEATURES:

- The crescent street acts as main street with two lanes of traffic, an alternating landscaped median or turn lane at the center and parking on both sides. The street also includes 12' sidewalks.
- Redevelopment at the edge of Rogers Lane neighborhood includes an additional of single-family homes, a lack of through streets, park connections and there is no loss of existing homes.
- The concept includes strategically-placed north-south connections.
- A plaza opposite 28th Street from the former Klingmans store visually links that property to the activity of the redevelopment.
- The large park across from City Hall attempts to visually link City Hall to the activity of the redevelop-

  cal greenway connection.
- A north-south boulevard on the west side connects Rogers High School to the retail core and small central park.
- The southern edge of the redevelopment area, along Prairie, is a naturalized edge with informal landscaping.
- The northern edge, along 28th Street, is a more formalized edge with regularly-spaced deciduous street trees, a sidewalk and wide parkway buffer between redevelopment and 28th Street.
- Parking lots allow for visibility of businesses from 28th Street and the big box site is conventionally located relative to 28th Street with a large parking lot in between the store and the corridor. The big box has a pedestrian scaled corner that interfaces with the small elliptical park.

## Iteration Three: Refinement of Crescent Street Concepts/ Market Strategy

**I3. Concept 1:** Concept One, below, is a further refinement of the crescent street concept with 660,000 square feet of office uses above retail uses located along the east and west flanks of the study area. Park land and green spaces are prevalent along corridors with a larger park area across from Klingmans to help bolster the existing Klingmans park on the north side of 28th Street. Additionally, a predominant viewshed is located west of Michael and creates an entry to an educational campus. A sports complex (pink building) south of the educational campus with parking and residential uses fronts Burlingame and Prairie. Concept One includes big box retailers within the confines of the Loeks' property as well as Wyoming Village Mall. Liner buildings complete the street edge and hide the parking lots along the crescent street.

I3. Concept 2

Additionally, a transit exchange station is incorporated into this iteration based on recommendations from the planners at The Rapid.

**I3. Concept 2:** Concept Two, above, shows the big box retailer located at the intersection of 28th Street and Michael with a medium-box retailer south of the crescent street along Michael. Mixed-use retail buildings line the crescent street, providing retail at the street level with parking located behind buildings. Office uses are located along Clyde Park (east side of study area). Along Burlingame (west side of study area) are attached residential uses. A sports complex (green building) anchors the western end of the redevelopment.

I3. Concept 1

Concept Two also includes two roundabouts providing focal points at the terminus of the crescent street and helping to align the crescent street with 28th Street.

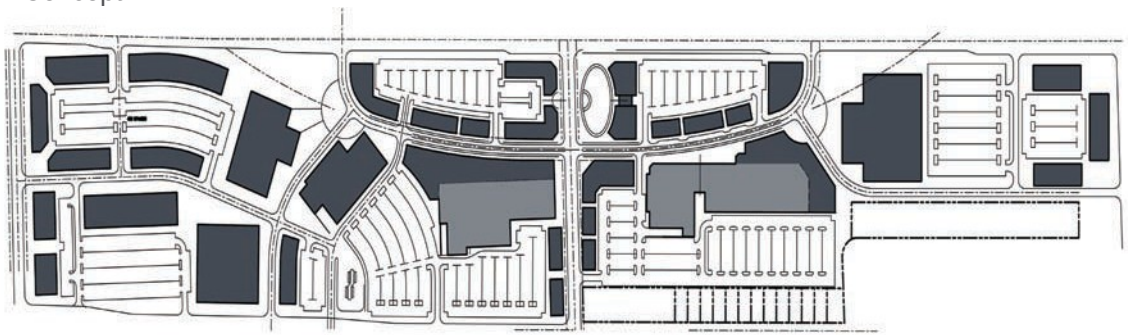
## Iteration Four: Continued Refinement of Crescent Street Concept

**I4. Concept 1:** In Concept One, below, the big box retailer is located closer to the US-131 interchange, east of DeHoop to enhance visibility and is recommended by the retail analysis and market study. A secondary retail hub is located along Michael and the crescent street, where medium box retailers are built to the right-of-way and form three corners of the intersection. A civic open space is planned at the southeast corner of Michael and 28th Street, across from the Wyoming City Hall.

Other small-scale retailers line the crescent street and the educational campus and sports complex are located between Michael and Burlingame. Additionally, the introduction of these flex office spaces at the corner of 28th Street and Burlingame provide opportunities for diverse economic development while also allowing for a non-peak hour outdoor market space.

Concept One begins to consider the existing conditions and how redevelopment can gradually be incorporated within the existing fabric of the redevelopment area. The crescent street is moved slightly northward to begin to accomplish this.

I4. Concept 2

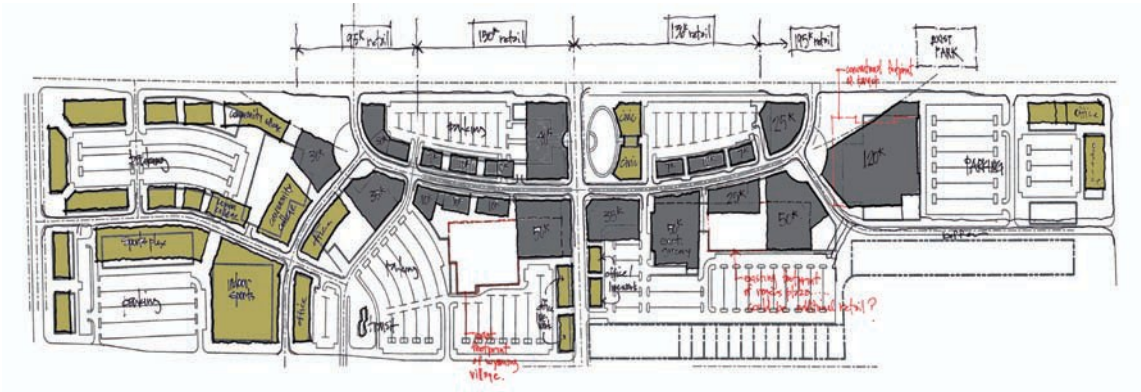


**I4. Concept 2:** Similar to Concept One, the big box retailer is located closer to the US-131 interchange in Concept Two. The light grey boxes show the existing footprint of Rogers Plaza and the Wyoming Village Mall. In Concept Two, those entities would remain, and new retail would line those buildings, creating a uniform and activated street wall along the crescent street right-of-way.

Instead of the three corners at Michael and the crescent street devoted to medium box retailers, Concept Two includes small scale retail on two corners, and a retail liner building at Wyoming Village Mall, which could be redeveloped to form a second large box retailer.

The educational campus and sports complex are shown west of the retail center along Burlingame. and, an open space/civic plaza is located at the mid-block connection of the crescent street and 28th Street, helping to connect Pinery Park to the 28th Street corridor.

I4. Concept 1



## Iteration Five: Final Concept Incorporating Additional Retail

**I5. Concept 1:** After reviewing the two concepts in Iteration Four, the Steering Committee, together with the design and economic development team, selected I4: Concept One. The fifth iteration includes a slight modification to the office and retail mix at Clyde Park and 28th Street. In this concept, retail uses are proposed, creating a formal retail corridor consistent with the existing retail along the north side of 28th Street. There is 560,000 square feet of ground floor retail proposed.

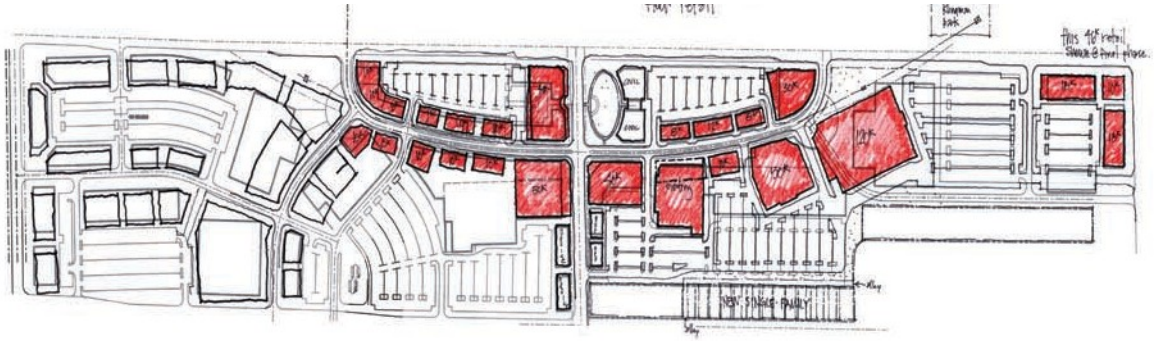
This concept also begins to refine the odd-shaped large-format retailers from the previous concepts into more realistic rectangular shapes.

Access to 28th Street is limited to the crescent street and two driveways (one of the west side, one on the east side). Secondary access from the crescent street includes streets that connect Burlingame to Clyde Park.

The eastern street, to Clyde Park, connects to the crescent street at the large format retailer and provides better traffic flow patterns for the redevelopment of the study area.

The eastern connection to 28th Street is at the existing Jenkins traffic signal. The western connection of the crescent to 28th Street, while currently not signalized, may warrant a future signal.

I5. Concept 1



I5: Concept One becomes the final plan proposed for the suburban retrofit of the Study Area. Chapter 5, Recommendations, includes the final design plan, a full description of the plan and suggested phasing for redevelopment.

## Introduction

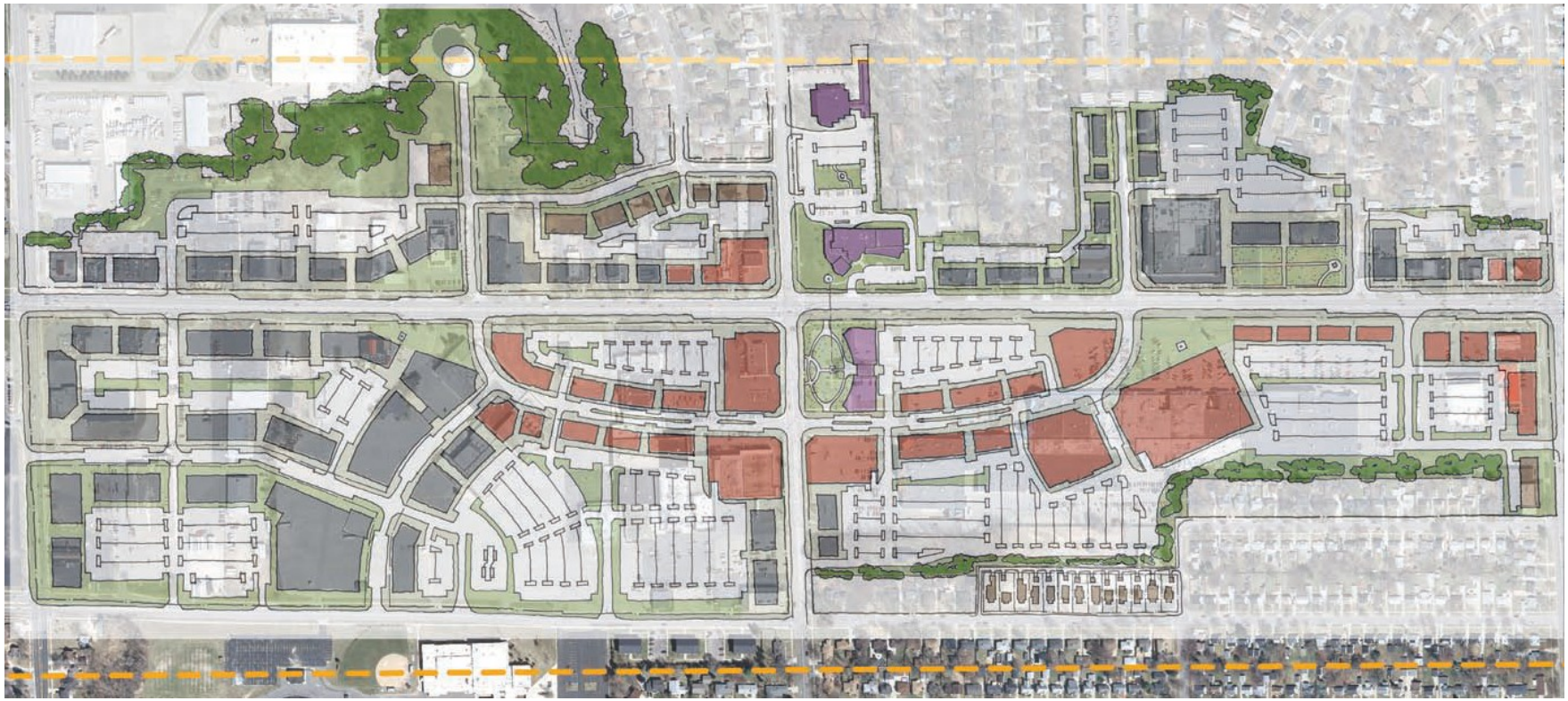
The illustrative master plans and images depicted in this chapter are demonstrations of how the area could eventually redevelop and not necessarily how it will redevelop. These suburban retrofit scenarios for this portion of the 28th Street corridor will require great flexibility, creativity and efficient use of land and economic resources; and therefore, while these illustrations depict potential redevelopment scenarios, there are other viable options that can yield successful outcomes.

These plans are based upon extensive input from the public throughout the planning process, as well as input from the steering committee and MDOT.

### The Final Demonstration Plan

The final demonstration plan depicts the vision for the eventual redevelopment and transformation of the 28th Street corridor over the next 30 years through a gradual retrofit that occurs in phases over time, depending upon economic factors, market demand and access to available funding sources for public improvements such as streets, landscaping, and other civic amenities.

The layout and orientation of buildings, streets, open space, landscaping and parking is intended to be purely illustrative of how various parcels could be redeveloped, revitalized or retrofitted under the recommendations of this plan. Deviations from the illustrative plan are anticipated and expected during the course of market-driven redevelopment.



An example of one significant, privately influenced deviation is in regard to the illustrated location of the large format retailer on the east end of the crescent street. This location could "flip" to the west end of the crescent street without substantially compromising the overall vision of the final plan, provided that the elements of the crescent street remain intact. This deviation will most likely depend on the sequence of development that occurs on the existing parcels and the real estate market. Refer to the Alternate Development Scenario Plan at the end of this Chapter.

The final plan does not recommend the immediate removal or renovation of any existing land use, building, or business within the study area. The phasing illustrations that are associated with the final plan intend to demonstrate that gradual redevelopment can occur while a majority of the existing buildings and businesses remain in place. The incorporation of existing uses and businesses into redevelopment projects and revitalization efforts may be encouraged in an effort to retain existing commercial enterprises.

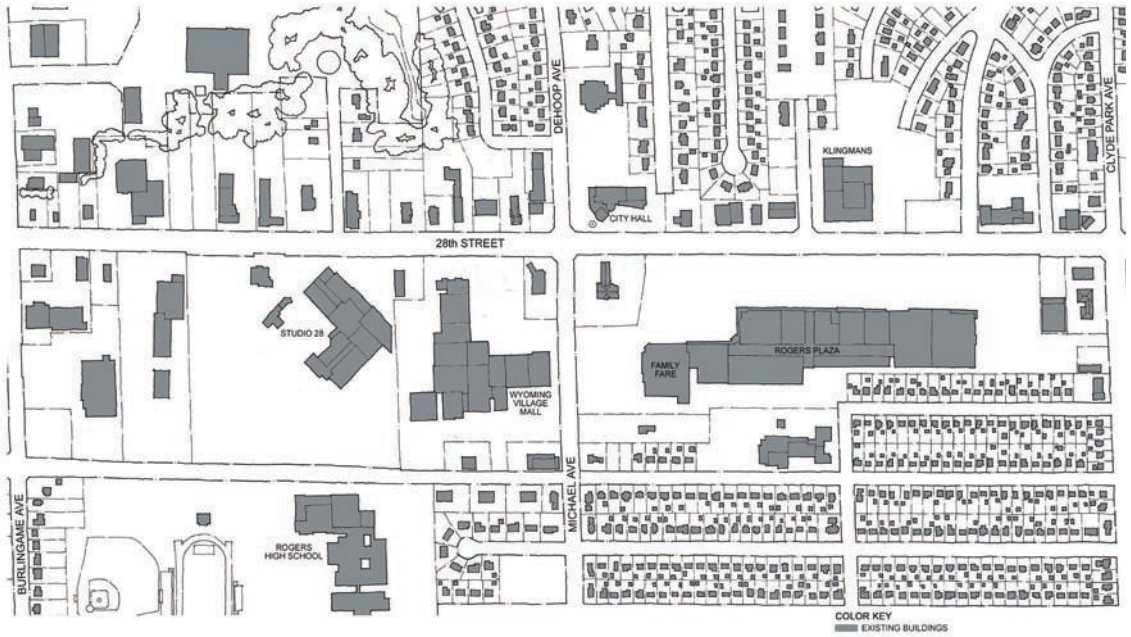
The Turn On 28th Street planning effort assumed that almost every parcel and land use within the study area (with the exception of existing civic destinations) would redevelop in some way over the next 30 years. The majority of existing buildings along the corridor are over 20 years old and largely nearing the end of their serviceable life. Therefore, even without intervention through this sub-area plan, the normal actions of the market may result in the reconstruction of a majority of the study area over time. As this process naturally occurs, the sub-area plan provides the opportunity to define the form of the future community.

Illustrative plans portray retrofitting and redevelopment in a series of colors, so that progress can be diagrammatically demonstrated. The light grey color represents existing buildings. Yellow represents buildings that are removed in the specific phase indicated and orange represents new buildings that are added as part of the specific phase. Dark grey represents new buildings that were added in a preceding phase – these buildings will show the cumulative effect of the possible redevelopment sequences. Finally, the grey hatch pattern illustrates new streets that are added as part of the specific phase.

## Existing Conditions Figure Ground Illustration

Graphic 5.1 depicts the layout and orientation of existing buildings and streets and provides the base reference point for the transformation studies that follow. It also indicates approximate location of existing property lines. The

Figure 5.1 Existing Figure Ground Analysis

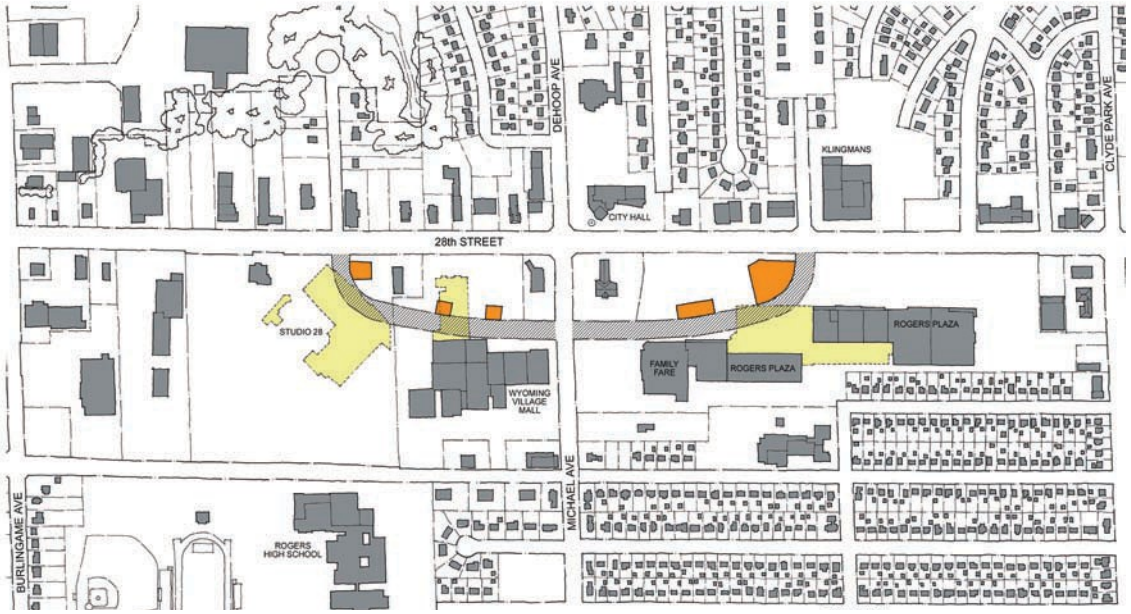


development pattern is informed by these property lines and they help to provide a framework for the illustrative phasing.

**Transformation Study 1 (Years 1-4)** The initial illustrative phase depicts a possible first step in the retrofit process and includes the following key efforts:

- The crescent street is added, extended from the east and west of Michael Avenue to 28th Street. This new street is envisioned as a tree-lined boulevard with an intermittent center turn lane, wide sidewalks, bike lanes and on-street parking. Refer to the street section diagram that illustrates the crescent street.
- The location of the crescent street allows a majority of the existing buildings to remain in place, although the Studio 28 building (currently vacant), a minor northern extension of the Wyoming Village Mall and a portion of the Rogers Plaza Mall, including the concourse, are removed to accommodate the new street pattern. These removals may provide the existing malls with short-term opportunities to adjust and refine their retail model to meet current demands through selective remodeling.
- New buildings (in orange) may start to infill along the new crescent street. To proactively urbanize the new street, these buildings should orient their frontages along the crescent street. Frontages should include retail storefronts that provide transparency while promoting activity along the street. The rear of the buildings may provide a secondary entrance associated with the parking lots and also signage that is scaled to the auto-oriented arterial. These buildings should be multiple-story mixed-use buildings. Although in the early years of the redevelopment, upper floors may remain unfinished until the market materializes.
- This phase may also be executed in two steps, one with the crescent street implemented to the west of Michael Avenue and one with it implemented to the east. The phased crescent street could function as either an east or west singular element until the second phase is constructed.

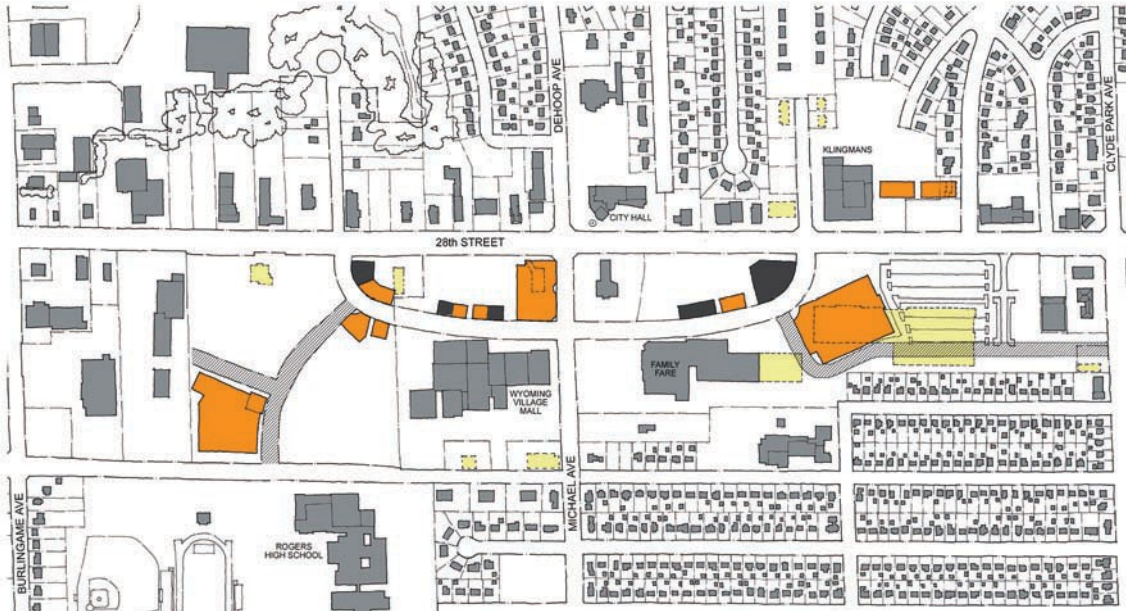
Figure 5.2 Transformation Study 1



**Transformation Study 2 (Years 5-7)** The second illustrative phase depicts the follow- ing key efforts:

- A western connector street is added between the crescent street and Prairie Parkway with a future connection to Burlingame Avenue started and temporarily terminated at the Studio 28 property line.
- An eastern connector street is added between the crescent and Clyde Park Avenue.
- The western connector provides an opportunity for a larger format building footprint (indicated at approximately 90,000 square feet) that is envisioned to be a sports complex, academic institution or office building in this scenario. This building should be a multiple-story mixed-use building with street frontages that provide transparency while promoting activity along the street.
- The eastern connector provides an opportunity for a large format retailer (indicated at approximately 120,000 square feet) along with its associated parking field. The big box is oriented to provide a pedestrian-scaled entry at the crescent street (curved corner) and an auto-scaled entry at the parking lot (along its east facing wall).
- The proposed big box retail building is also angled relative to 28th Street to provide a defined public space at the end of the crescent. This public space is intended to provide a visual and practical link to the existing Klingman's Park on the north side of 28th Street. Additionally, the big box building should have fully articulated and pedestrian scaled architectural details on the two sides that are visible from the crescent street. This articulation should include a large amount of transparency and storefronts as well as vertical elements that divide the long horizontal façades into pedestrian-scaled sections.
- The placement of the big box allows for preferred visibility from the 28th Street corridor and a closer proximity to traffic coming from US-131 than other parcels within the sub-area. The adjacent parking lot has a direct connection from 28th Street, the crescent street and Clyde Park Avenue and provides conventional suburban access to the building.

Figure 5.3 Transformation Study 2



- The existing bank building on the southwest corner of Michael and 28th Street is replaced by a mid-sized regional or national retailer (indicated at approximately 50,000 square feet). This building should be multiple stories (two to three floors) to accentuate the intersection and this future node. Upper floors may incorporate residential or office uses and may be unfinished initially. Frontages should include retail storefronts that provide transparency while promoting activity along the street. The rear of the buildings may provide a secondary entrance associated with the parking lots and also signage that is scaled to the auto-oriented arterial.

- New buildings continue to infill along the crescent street in a form that is consistent with the descriptions indicated in Transformation Study 1.

- Two new office buildings are depicted adjacent to the Klingman's building and begin to form a defined edge for the existing Klingmans Park. These buildings should be multiple-story mixed-use buildings with street frontages that are transparent and promote activity along the street.

- The existing Klingman's building may also begin to be retrofitted as part of this phase. It is envisioned to be an office facility as part of this retrofit scenario.

- Existing buildings at key locations are removed (as indicated in yellow) to prepare for the next sequence of redevelopment. A significant portion of Rogers Plaza is removed to accommodate the large-format retailer.

**Transformation Study 3 (Years 8-12)** The third illustrative phase depicts the following key efforts:

- Western redevelopment continues at the crescent / 28th Street / connector intersections with a series of larger footprint buildings that are envisioned to be academic institutions or offices. These buildings should be multiple-story mixed-use buildings with street frontages that are transparent and promote activity along the street.

Figure 5.4 Transformation Study 3

- A portion of the Wyoming Village Mall is removed to accommodate a new mid-sized regional or national retailer (indicated at approximately 40,000 square feet). This building should be a multiple-story mixed-use building with street frontages that are transparent and promote activity along the street. Upper floors may incorporate residential or office uses.

- The existing bank building on the south-east corner of Michael and 28th Street is replaced by a focal point building that incorporates a public open space at the intersection. This building is envisioned to be either a civic building for the relocated Secretary of State's office and Post office or a retail building that may have a restaurant use. This building should be a multiple-story mixed-use building with street frontages that are transparent and promote activity along the street. Upper floors may incorporate residential or office uses and by this phase, the market for upper floor uses should be more apparent.

- The open space at this intersection is envisioned to be a hard-scaped plaza or a landscaped park and to have active spaces that could include a seasonal ice-skating rink. Additionally the space is envisioned to connect the existing city hall to the crescent street, while also extending the existing city hall open space across 28th Street.

The existing bank building at Michael and 28th Street

- The final part of Rogers Plaza is removed to accommodate an additional mid-sized regional or national retailer (indicated at approximately 40,000 square feet). This building should be encouraged to be multiple stories with the upper floors incorporating residential or office uses. Additionally, this building should have fully articulated and pedestrian scaled architectural details on the side facing the crescent street. This articulation should include a large amount of transparency and storefronts as well as vertical elements that divide the long horizontal façades into pedestrian-scaled sections.

- The eastern Family Fare grocery that was connected to Rogers Plaza remains.

- The western Family Fare is depicted as removed, along with the Dermody Truck Sales facility. This will accommodate the final extension of the west connector to Burlingame while also promoting the future redevelopment of this portion of the study area.

- The buildings at the southwest corner of Clyde Park and 28th Street are removed and new retail buildings are constructed. These buildings should be multiple-story mixed-use buildings with street frontages that are transparent and promote activity along the street.

- Infill buildings are now indicated adjacent to Klingman's. These are envisioned to be primarily offices and should be multiple-story mixed-use buildings with street frontages that are transparent and promote activity along the street.

- Existing buildings continue to be removed (as indicated in yellow) to prepare for the next sequence of redevelopment.

- The Rogers homestead (large parcel on east side of Michael Avenue, just behind Family Fare) is indicated as removed in this phase. Some public input during the design portion of the project indicated a desire to preserve this building in either its current location or at a new location. The City of Wyoming Historical Commission has not done a study on the historical need to retain this property, nor whether or not the home is in a condition which would allow it to be relocated. It is the recommendation of this plan that the homestead be relocated, if feasible, in order to not impede the retrofit and to preserve any historic resource that may result from further studies.

- New buildings continue to infill along the crescent street in a form that is consistent with the descriptions indicated in Transformation Study 1.

**Transformation Study 4 (Year 13-18)** The fourth illustrative phase depicts the following key efforts:

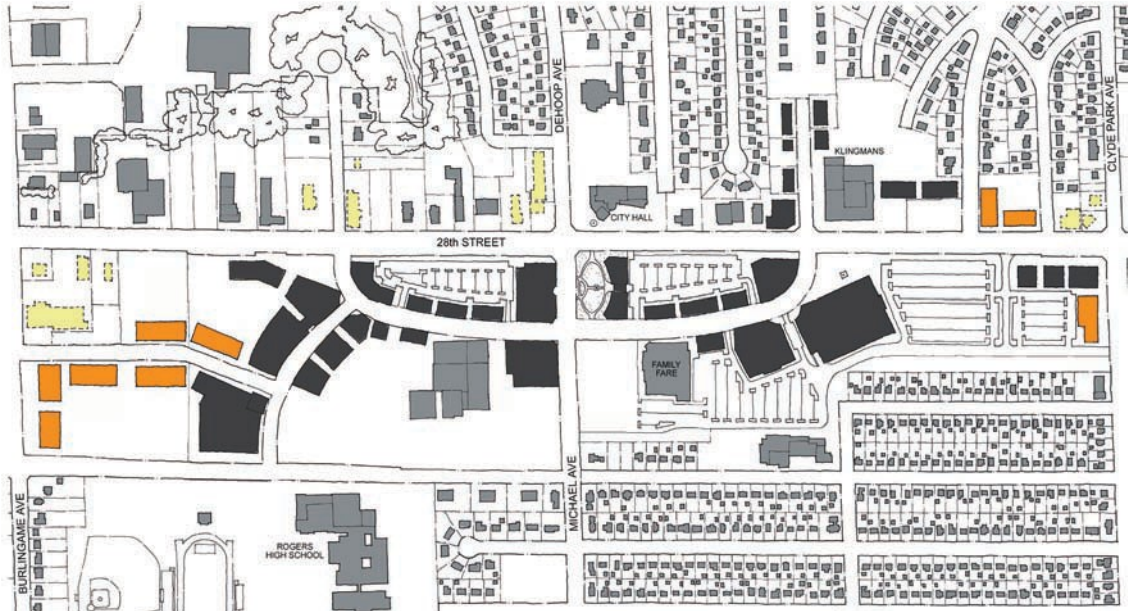
- A majority of the retrofit is now complete along the crescent street, with the existing Family Fare and part of the Wyoming Village Mall still present.

- The existing Rogers Lane School (not currently used as an elementary school) is still present at this stage, although its outbuildings have been depicted as removed in order to facilitate the infrastructure for the redevelopment along the crescent street.

- New buildings are infilled along the western connector. These buildings are envisioned as offices and/or support buildings for academic institutions. These buildings should be multiple-story mixed-use buildings with street frontages that are transparent and promote activity along the street.

- The retail at the corner of 28th Street and Clyde Park Avenue is added to complement the previously installed retail at this intersection. These buildings should be multiple-story mixed-use buildings with street frontages that are transparent and promote activity along the street.

Figure 5.5 Transformation Study 4



- Two new office buildings are depicted at the Action Tire Center site east of Klingman's Park. These buildings complete the urban framework around the existing park, providing it with a defined edge. They also complement the previously installed buildings in this area of the retrofit. These buildings should be multiple-story mixed-use buildings with street frontages that are transparent and promote activity along the street.

- Existing buildings continue to be removed (as indicated in yellow) to prepare for the next sequence of redevelopment.

**Transformation Study 5 (Years 19-21).** The fifth illustrative phase depicts the following key efforts:

- The remaining portion of Wyoming Village Mall is indicated as removed to facilitate redevelopment of the site in subsequent phases.

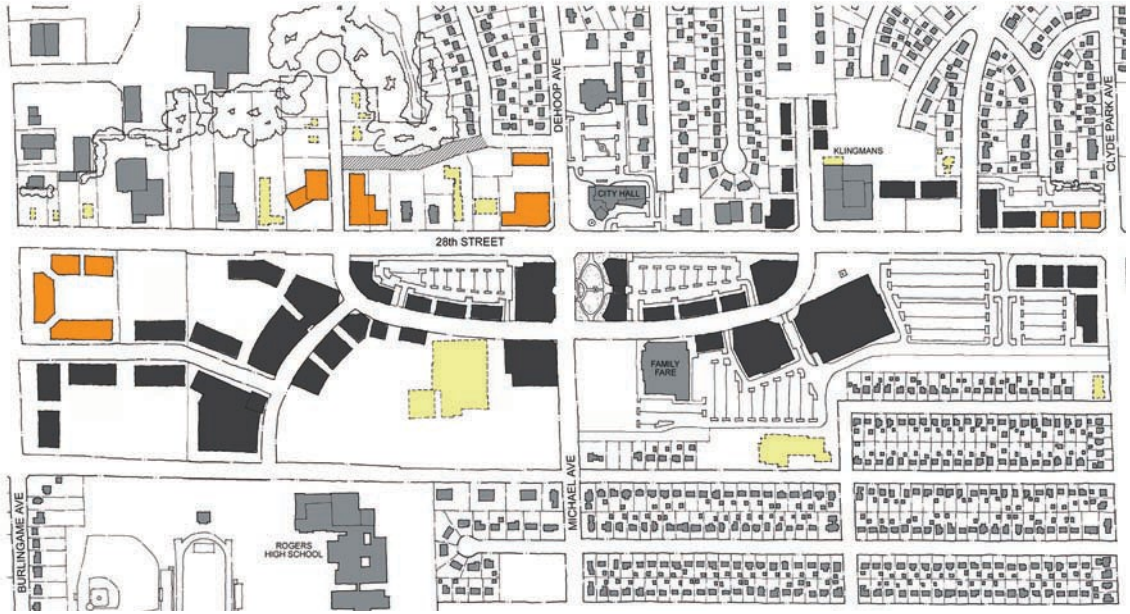
- Rogers Lane Elementary School (not currently used as a school) is also indicated as removed to facilitate redevelopment. While the illustration depicts this building as removed, the vision is not detrimentally impacted if the building were to remain in place and be adaptively re-used.

- The last remaining existing building, the Family Fare, is still in place in this illustrative phase.

- Three new office buildings are depicted at the northwest corner of Clyde Park Avenue and 28th Street. These buildings complement the previously installed buildings in this area of the retrofit. These buildings should be multiple-story mixed-use buildings with street frontages that are transparent and promote activity along the street. As part of this retrofit, the partial Tennyson Street connection at 28th Street is removed, although it potentially could be utilized as a drive for the rear parking lots. This southern portion of Tennyson Street does not connect to the northern portion of Tennyson at this location and is not proposed to do so as part of this sub-area plan.

- A new building is depicted at the northwest corner of DeHoop Avenue and 28th Street. This building (indicated as approximately 20,000 square feet) should be a multiple-story mixed-use building with street

Figure 5.6 Transformation Study 5



frontages that are transparent and promote activity along the street.

- The new building to the north of the above mentioned mixed-use building is envisioned to be a row-house building that introduces a distinct and non-represented residential type to the study area, and to the city in general. The building front should face the existing street and the garage access should be from the rear either via an alley or through a shared parking lot. The rowhouse building allows for a transition from the mixed-use elements of the retrofit to the single-family elements of the existing adjacent neighborhoods.

- New buildings are depicted at the Hook and 28th Street intersection, to begin to make the transition from the south to the north side of the arterial. These buildings are envisioned primarily as office uses and should be multiple-story mixed-use buildings with street frontages that are transparent and promote activity along the street. The building to the west of the intersection is set back from the street in order to provide a complementary civic space to the civic space previously installed on the south side of 28th Street. This civic space provides the western node of the crescent street while promoting a connection to Pinery Park (to the north of this intersection).

Mixed use buildings in Mashpee Commons, MA, one of the precedent studies explored during the design phase.

- New buildings are shown at the south east corner of Burlingame Avenue and 28th Street. These buildings are envisioned as offices and/or academic institutions. These buildings should be multiple-story mixed-use buildings with street frontages that are transparent and promote activity along the street.

- The new buildings along Burlingame are depicted as set back (not built to the right-of-way line). This is to enhance the existing street with landscaping opportunities and is consistent with the envisioned treatment of 28th Street as a parkway, with green buffers, street trees and a more naturalistic edge.

- The last of the proposed new streets is added connecting DeHoop Avenue with Hook Avenue. This will allow for alternative circulation and provide opportunities to promote the removal of driveways along 28th Street. This street will provide the southern edge to the Pinery Park access.

- Existing buildings continue to be removed (as indicated in yellow) to prepare for the next sequence of redevelopment. This removal also includes the homes located along Hook Avenue in order to extend the access to Pinery Park.

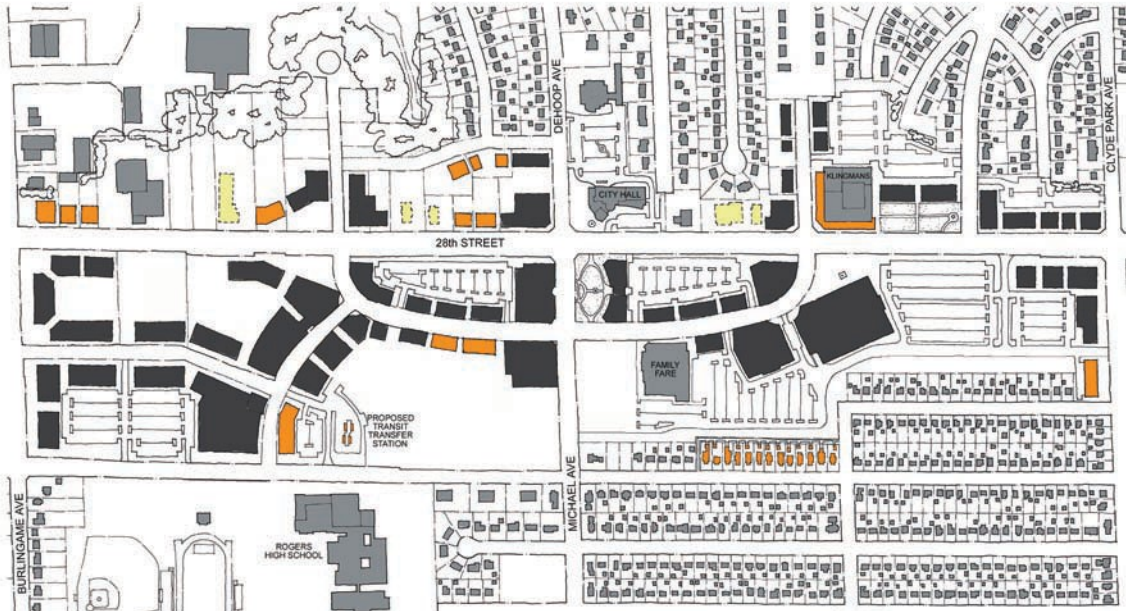
**Transformation Study 6 (Years 22-25)** The sixth illustrative phase depicts the following key efforts:

- The existing Klingman's building is lined with new infill that increases its street presence and accentuates the enclosure of Klingman's Park. To proactively urbanize the existing intersection, these liner building should orient their frontages toward the intersection. The frontages

should include transparency and encourage activity along the street.

- Buildings are depicted to continue the western expansion of the retrofit from the DeHoop Avenue and 28th Street intersection. The buildings facing 28th Street are envisioned to gradually transition to office uses and it is likely that the only retail frontage at this location is the previously installed corner building. These buildings should be multiple-story mixed-use buildings with street frontages that are transparent and promote activity along the street.
- The buildings that front on the newly constructed connector between DeHoop and Hook Avenues are envisioned to be rowhouses, consistent with the description indicated in Transformation Study 5.
- A proposed transit transfer station is depicted near Prairie Parkway as part of an integration of this planning process and the ongoing planning process of The Rapid. This transit station may also provide student access to an academic institution that is envisioned on the west side of the study area.

Figure 5.7 Transformation Study 6




- The final building along the southern connector is depicted adjacent to the transit station. This building, in following the programming of previously installed adjacent buildings is envisioned as office and/or an academic institution support building. This building should be a multiple-story mixed-use building with street frontages that are transparent and promote activity along the street.
- The final two buildings are installed along the western leg of the crescent street in a form that is consistent with the descriptions indicated in Transformation Study 1.
- New single-family residential is indicated along Colrain Street in the previous site of the school. This is intended to continue the residential fabric of the Rogers Lane Neighborhood and may also be in the form of rowhouses. This depiction also indicates an alley way for

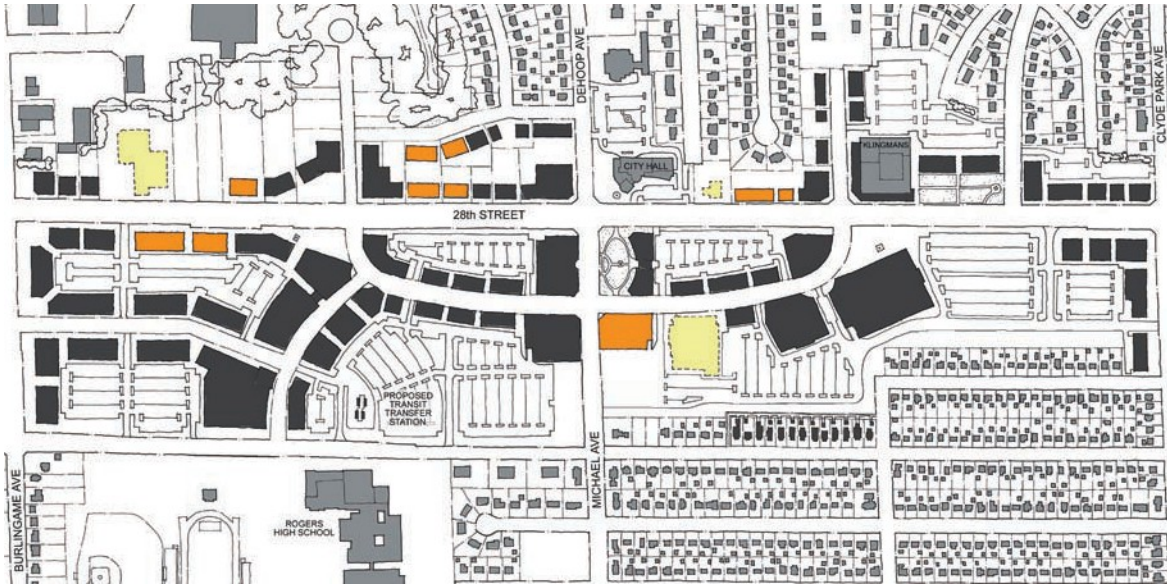
automobile access to the rear of these residences, with the intent that no other connections occur from the existing neighborhood to the redevelopment. This is an effort to avoid traffic in the neighborhood, which was a high priority of many of the stakeholders who participated in the public input sessions.

- A new building along Clyde Park Avenue is depicted to complete the redevelopment of the eastern edge of the study area in the form of a rowhouse. The building front should face the existing street and the garage access should be encouraged to be from the rear either via an alley or through a shared parking lot. The rowhouse building allows for a transition from the mixed-use elements of the retrofit to the single-family elements of the existing adjacent neighborhoods.
- Existing buildings continue to be removed (as indicated in yellow) to prepare for the next sequence of redevelopment.

**Transformation Study 7 (Years 26-28)** The seventh illustrative phase depicts the following key efforts:

- A new (approximately 30,000 square foot) building is depicted at the corner of the crescent street and Michael Avenue. This building is envisioned to provide a new retail space for the Family Fare, which is indicated as removed in this illustration. The new location will provide the grocery store with visibility and place it as an anchor at the intersection and to the public plaza to the north. This should be a multiple-story mixed-use building with street frontages that are transparent and promote activity along the street.
- New buildings continue to fill out the block structure. These buildings are envisioned to be consistent with the previously described adjacent buildings. These buildings should be multiple-story mixed-use buildings with street frontages that are transparent and promote activity along the street.
- Existing buildings at remaining locations continue to be removed (as indicated in yellow) to prepare for the next sequence of redevelopment.

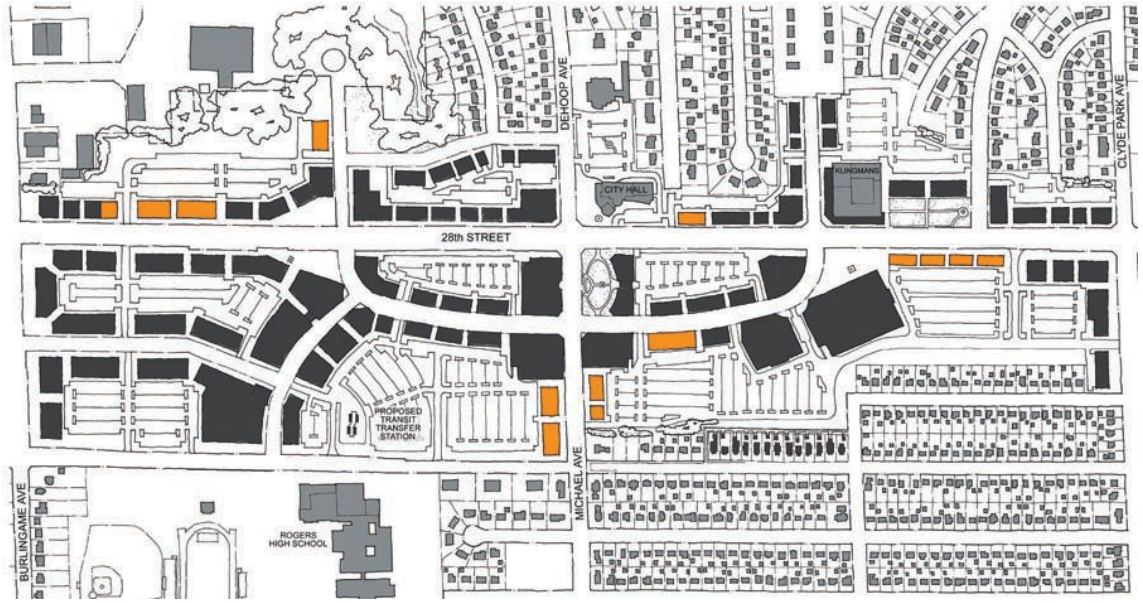
Figure 5.8 Transformation Study 7



**Transformation Study 8 (Years 29-30)** The eighth illustrative phase depicts the follow- ing key efforts:

- The final building is installed along the eastern leg of the crescent street in a form that is consistent with the descriptions indicated in Transformation Study 1.
- Office buildings are depicted along Michael Avenue to obscure the parking lots. These buildings should be multiple-story mixed-use buildings with street frontages that are transparent and promote activity along the street.
- New buildings continue to fill out the block structure. These buildings are envisioned to be consistent with the previously described adjacent buildings. These buildings should be multiple-story mixed-use buildings with street frontages that are transparent and promote activity along the street.
- New liner retail buildings are depicted along 28th Street near the large format retailer. These are envisioned as one of the last phases of the retrofit in an effort to provide a formalized southern edge for Klingman's Park and to complete the block structure of the eastern side of the sub-area.

Figure 5.9 Transformation Study 8



## Final Demonstration Plan: Figure Ground Illustration

Figure 5.10 depicts the final plan layout and completion of the envisioned suburban retrofit. All buildings indicated in dark grey are the result of the retrofit and redevelopment that is anticipated to take place over a 30-year period. Light grey buildings are existing buildings that remain in place.

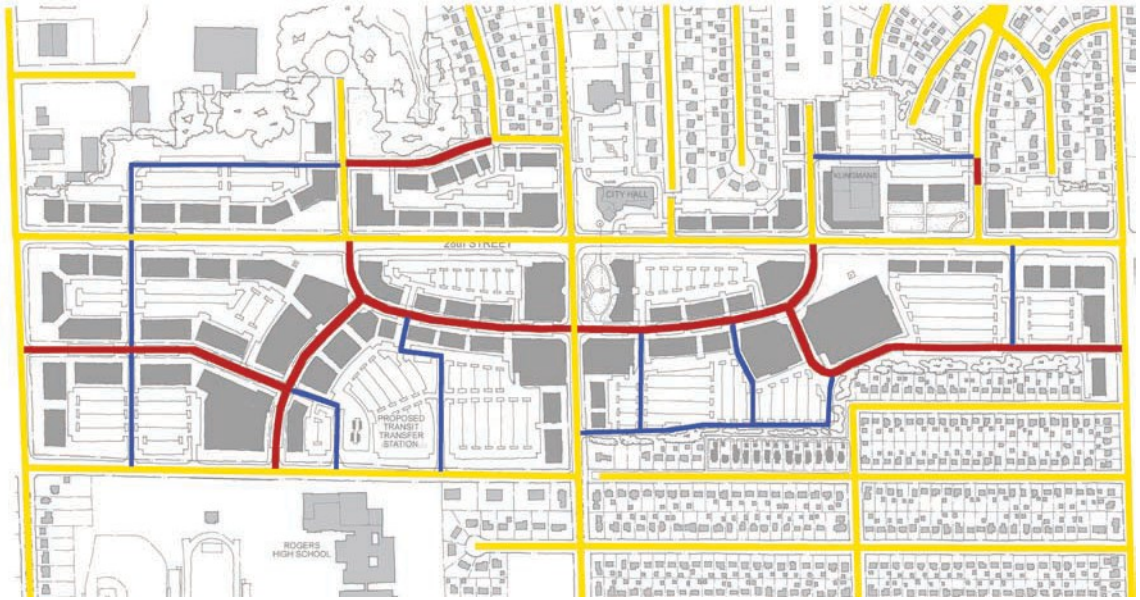



Figure 5.10 Figure Ground Illustration

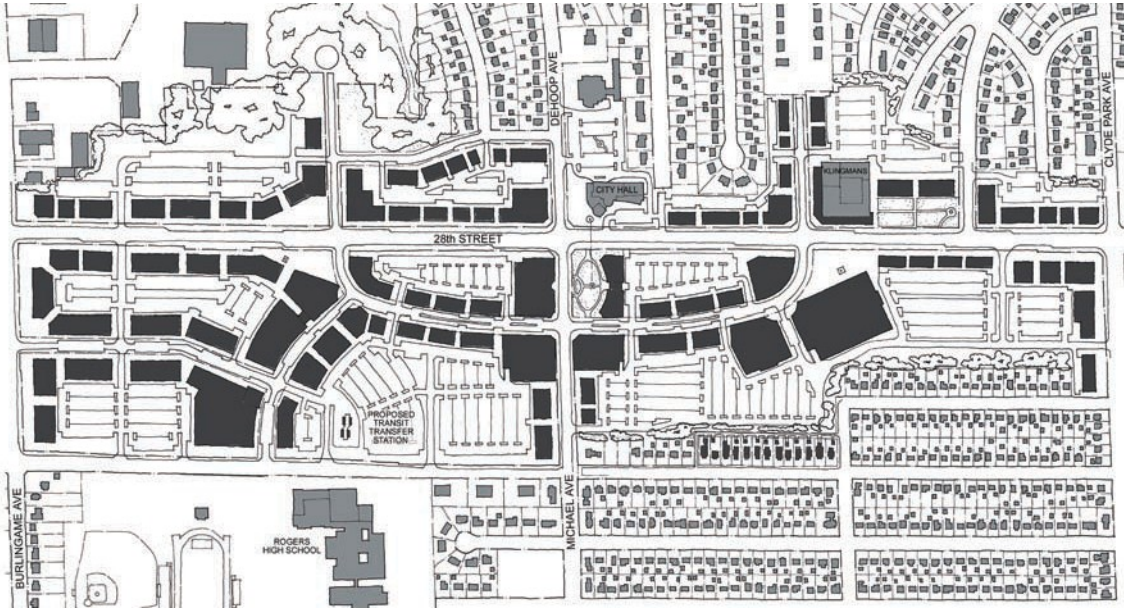


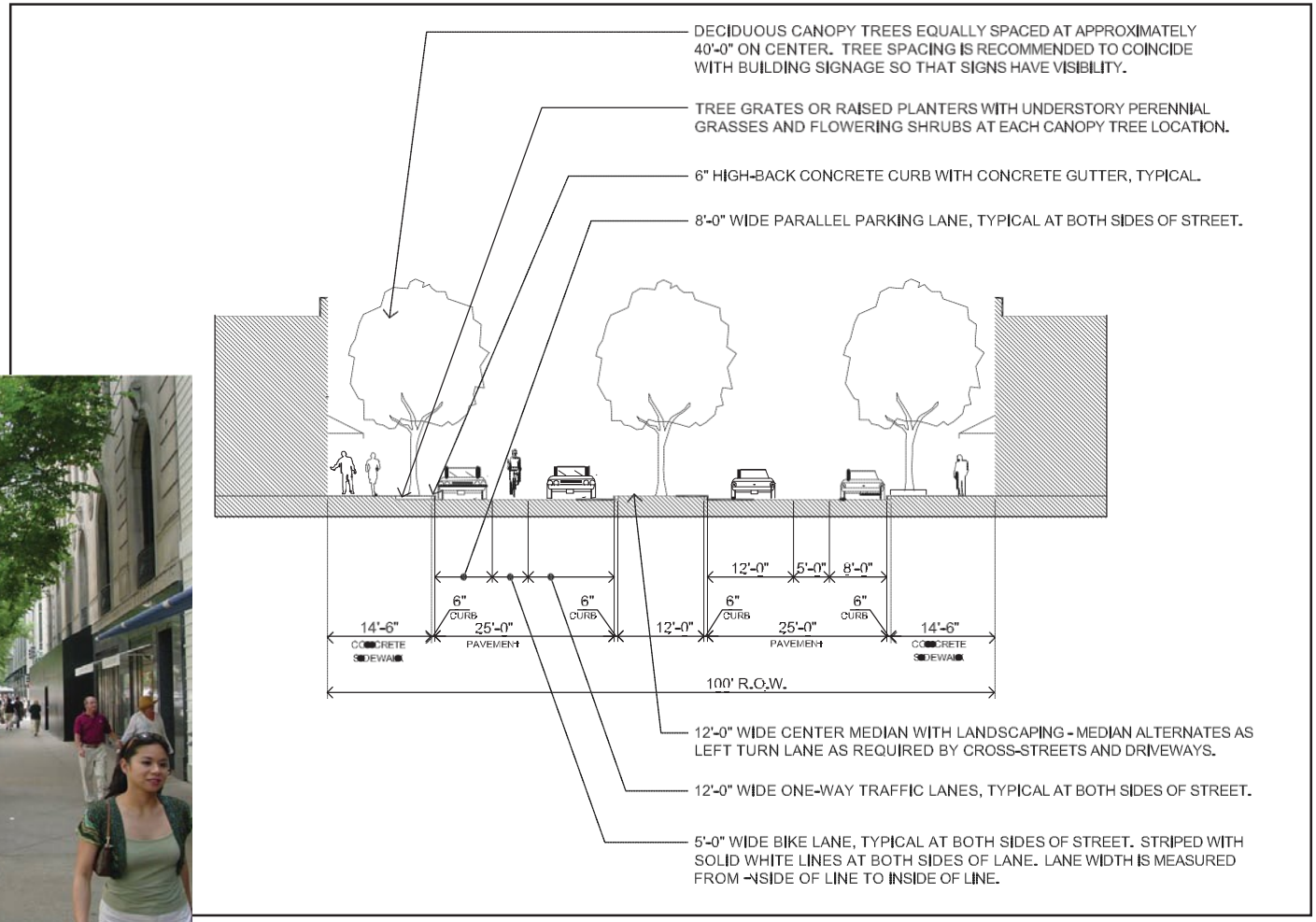

Figure 5.11 Connection Plan

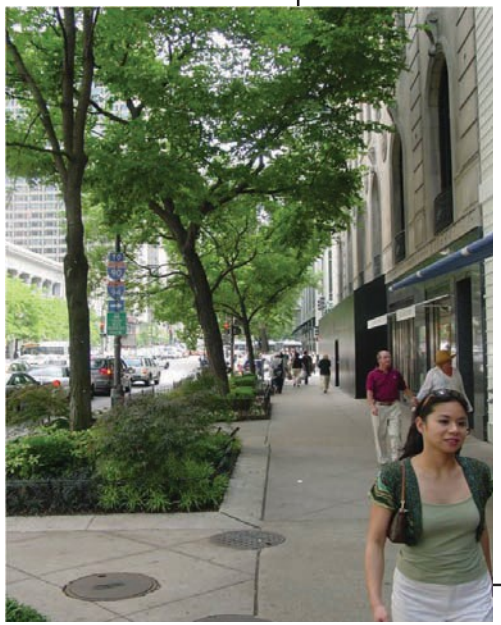
## Final Demonstration Plan: Final Connection Plan

The connection plan shows existing streets in yellow, proposed new streets in red and driveways/secondary connections in blue.

The following page includes a proposed cross section for the crescent street. It is a two lane cross section with on-street parking. Five foot wide bike lanes are proposed for each direction of travel. A center median provides a planting area. The fourteen foot sidewalk accommodates pedestrians, street furniture, and outdoor cafe seating.

DIAGRAM CROSS SECTION OF CRESCENT STREET



An example of a sidewalk system with space allocated for street furnishings and plantings with buildings built to the edge of the pavement.

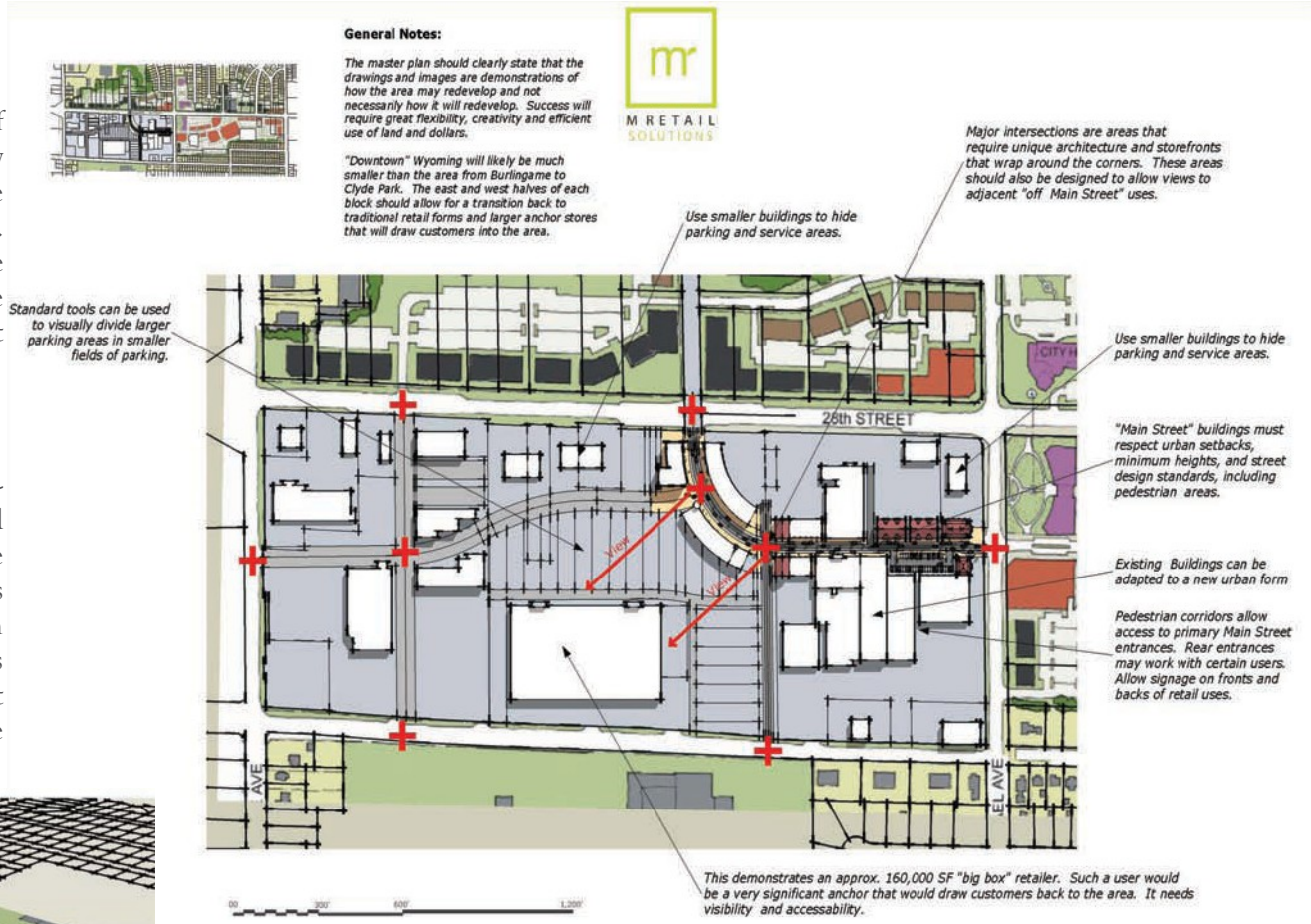
Sketch-up model of the final demonstration plan, view from the northeast.

Sketch-up model of the final demonstration plan, view from the west looking east along 28th Street and the proposed crescent street.

## Alternate Development Scenario Plan

As part of the continued public outreach of this master plan, stakeholders and property owners were invited to review and provide comments regarding the draft document. During these review sessions, one of the property owners provided an alternative redevelopment scenario that was consistent with the outcomes of the master plan.

This plan depicts an alternative redevelopment vision for the west side of Michael Avenue that can accommodate a large format retailer. This scenario reinforces the desired flexibility of the master plan while also maintaining the core elements (crescent street configuration and compact block sizes) that were envisioned by the stakeholders.



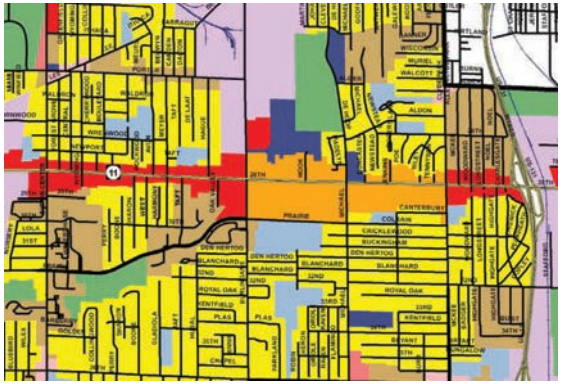
Aerial Perspective

## Plan Implementation

Empty properties along 28th Street pose a major challenge to attracting new investment. It can be cost-prohibitive to demolish obsolete structures and prepare a site for new development, especially compared to greenfield sites in newer suburban areas. Nevertheless, these sites along 28th Street must be viewed as opportunities. 28th Street is a popular, heavily traveled roadway and the study area is within a core part of the Grand Rapids metropolitan region, surrounded by established, well-populated neighborhoods and existing infrastructure.

One key to a successful rebirth of 28th Street will be the availability of funding. Successful brownfield projects often result from a union of federal, state, and local financing mechanisms. One important part of the puzzle to securing funding is the combination of willing private partners and a viable plan for reuse. While redevelopment of the 28th Street study area may take time and occur on a site-by-site basis, as private sector partners emerge and as funding becomes available, it is essential that redevelopment generally follows the overall vision presented in this Plan.

Vacant buildings pose a challenge to attracting new investment



Much of the redevelopment area is designated as Downtown Center in the 2006 Master Plan

It is anticipated and preferred that redevelopment of the study area be driven by private-sector development and investment, but public-private partnerships are also anticipated. The City of Wyoming and/or the City's DDA may need to take the first steps in implementing the first phase of redevelopment, as outlined in Chapter 5. This could take the form of providing financial incentives, purchasing property for redevelopment, working to attract new development or other actions. Regardless, the City and the DDA will need to play a proactive role in realizing the ambitious vision presented in this Plan.

The following tasks are intended to be undertaken by the City of Wyoming and DDA and should be seen as steps necessary to encourage and facilitate new investment that follows the vision presented in this plan.

### Key First Steps to Implementation

While much of the elements proposed by this plan will develop as economic conditions warrant, there remain steps that can be taken in the interim to get redevelopment "off the ground." For example:

- Acquire easements for new roads in redevelopment area. The alignment of future roads will define the entire effort. Easements will confirm the desired pattern and, conversely, prevent the emergence of a development that could thwart this plan's vision. The process of acquiring easements for the placement of new roadways can be difficult and time consuming. Following the Phasing Plan outlined in Chapter 5, the city should begin discussions with property owners to acquire easements necessary for the construction of the road network proposed by this Plan even as existing buildings remain for the interim.

- Actively target new uses as per Market Strategy. Using the Market Strategy as a guide, the City should target new types of land uses contemplated by this plan and seek to establish these land uses as redevelopment occurs. These targeted land uses can also be used to drive discussions with developers and guide redevelopment opportunities along the corridor.
- Expand and maintain discussions with the decision-makers for keystone properties, such as Studio 28, Wyoming Village Mall and Roger's Plaza to assure clear and complete communication of public and private sector objectives.

## Regulatory and Procedural Strategies

### Short-term priorities

#### Amend Master Plan to Include Turn on 28th Street

A Master Plan establishes a direction for the physical development of a community. It is Wyoming's blueprint for growth and development, and is used by the City to make zoning and land use decisions that affect the future of the City's natural and built environments. Therefore, it is imperative that the City's Master Plan, adopted in 2006, embrace this Sub Area Plan and incorporate it into a cohesive, forward-looking land use policy that will guide development in the City for the next thirty years.

The process to amend the Master will involve the Planning Commission, City Council and the City's planning staff. It may include revising certain components of the plan document to reflect the vision proposed in this plan, changes to the Future Land Use map, and other amendments to goals and objectives.

#### Amend zoning ordinance

The Zoning Ordinance is the primary mechanism for plan implementation. However, some of the development forms and uses envisioned in this plan may not fully conform to the City's current zoning ordinance. As such, the Zoning Ordinance should be amended to promote and encourage the development proposed in this plan.

Access management is a significant issue for some properties on 28th Street

Incorporating mass transit opportunities is an important component of this plan

Much of the Turn on 28th Street study area is located in the "Downtown Center" zoning district, which allows for mixed uses and contains general standards pertaining to street layout, streetscaping, and architecture. However, this section should be revised and enhanced to incorporate the concepts from this plan, and graphics should illustrate the preferred land uses and building form. A form-based code format would be a favorable approach for regulating development in the study area.

Concepts proposed by this document should be incorporated and clearly addressed in the City's Zoning Ordinance, including:

- Building types/use

- Frontage types
- Building form/stories
- Multi-story requirements

The amended zoning ordinance should provide for some limited flexibility to meet market demands and needs of developers. However, conformance with the basic concepts of this plan – mixed primary uses, walkability, density, buildings built to the front lot line, etc – must be mandatory, regardless of the development proposed. Otherwise, the City risks undermining this plan's vision, as well as the public support and interest that has been generated.

### Expedite project review process

For redevelopment projects that fulfill the goals of the master plan, the City should consider an expedited review process. This process could include pre-approving several building designs for eventual application on multiple sites and staff approval of elements that meet the intent of the master plan and/or comply with the amended zoning ordinance. Ongoing efforts to streamline development review should be continually evaluated for improvement of the municipal review process.

## Mid-term priorities

### Develop a plan for utility extensions

While the study area is currently well-served with public utilities, a logical plan to extend and/or relocate public utilities should be undertaken in conjunction with this plan's recommendations for phasing, making certain portions of the site as "shovel-ready" as possible. Communications and electric infrastructure should be addressed as well. When other improvements are undertaken, wires should be placed underground and sites should have telephone, internet and similar services available.

### Develop stormwater management plan

Stormwater management should be provided in a holistic manner as redevelopment occurs, being sensitive to conservation design principles and consistent with the urban design envisioned in the final plan whenever possible. Stormwater management systems should be treated as amenities and integrated into the overall site as visual features.

### Parcel acquisition

In instances where willing sellers come forward or as foreclosed or tax delinquent properties become available, the City and DDA should consider parcel acquisition. This will allow the City to exert more control of the redevelopment process over time and utilize the acquired properties as part of an incentive mechanism to promote redevelopment and investment. Generally, it is expected that land assembly will occur through private negotiations between willing property owners and developers and that much of the redevelopment process will be implemented from the private sector rather than through public sector property acquisition and condemnation for economic development is not anticipated.

The City should prepare acquired sites for redevelopment by proactively addressing potential environmental concerns.

### Public open space dedication

In order to incorporate the public open space, particularly at the connection nodes along 28th Street, as envisioned by the final plan, the City should consider dedicating or assessing fees in lieu of dedication as part of any redevelopment agreements. This would apply to any redevelopment within the study area and would require that developers either dedicate land for parks and open space or pay a cash-in-lieu fee. The expectation is that the public land dedication

Carefully planned open space is an important component in the final design

requirement is sufficient to provide open space that is consistent with that depicted on the final plan.

### Ongoing assessment of existing business needs

An ongoing assessment of the current and future needs of existing businesses and users within the study area should be periodically revisited during the redevelopment and retrofit cycle, to better understand the potential for business relocation, retention or expansion within the sub area. This could be accomplished through a variety of means, such as a regularly administered survey, regular stakeholder meetings, and one-on-one meetings with property and business owners.

### Encourage sustainable development practices

Environmentally sustainable development practices should be required for all redevelopment projects in the sub area, in particular if financial incentives are being requested. Developers of new commercial, mixed use and residential buildings should be encouraged to seek LEED or LEED-ND certification, utilizing "green" construction techniques and energy conservation measures in building design. LEED certification, or certification utilizing similar standards should be a requirement for projects seeking financial assistance from the City.

## Transportation

## Short-term priorities

### Explore grant opportunities to aid transportation funding

With a growing movement to reverse a trend of disinvestment in inner-ring suburbs, facilitate multi-modal transportation and promote healthy lifestyle choices such as walking and bicycling, funding opportunities may be available for some of the improvements contemplated by this plan. The City should explore opportunities for grants to help offset the cost of implementing this plan. These may include the following Michigan Department of Transportation (MDOT) Grants:

### Safe Routes to School

Safe Routes to School (SR2S) is an international movement—and now a federal program—to make it safe, convenient and fun for children to bicycle and walk to school. One of the primary purposes of the SR2S program is to develop projects and encourage activities that will improve student health and safety while reducing traffic, fuel consumption, and air pollution in the vicinity of schools.

Sidewalks, traffic calming measures, pedestrian and bicycle crossing improvements, bicycle facilities and traffic diversion improvements are examples of infrastructure that is eligible for SR2S funding.

### Transportation Economic Development Fund

The Transportation Economic Development Fund (TEDF) was created to assist in the funding of highway, road, and street projects necessary to support economic growth. As part of the TEDF, category A: Economic Development Road Projects promotes projects that increase economic potential and improve the quality of life through support of job creation and retention in Michigan.

The fund will provide matching grants (with a minimum 20% local match) for projects that address a transportation need that is critical to an economic development project that will create or retain jobs.

Eligible projects are those that address a transportation need (condition, safety or accessibility) that is critical to an economic development project that relates to food processing, high technology

research, manufacturing or office centers that are 50,000 square feet or more.

### Transportation Enhancement Program

The Transportation Enhancement (TE) program is a competitive grant program that funds projects such as nonmotorized paths and streetscapes that enhance Michigan's intermodal transportation system and improve the quality of life for Michigan citizens.

Some portions of the 28th Street corridor are lacking sidewalks.

TE funding requires matching funds of at least 20% of project cost and proposed TE projects must have a relationship to surface transportation.

Eligible projects may include provisions for facilities for pedestrians and bicycles, transportation aesthetics including landscaping and control and removal of outdoor advertising.

### Complete and improve sidewalks

Sidewalks currently exist along both sides of 28th Street, but they are disjointed and frequently interrupted with curb cuts, driveways and parking lots. As driveways close and curb cuts are removed, the sidewalks should be connected with the eventual goal of completely connected sidewalks along the north and south sides of the 28th Street corridor. Such improvements to 28th Street will also need to be coordinated with MDOT.

### Continue implementing non-motorized connections

The city should continue to enhance the existing non-motorized network, specifically in regards to connections that are adjacent to the study area and in support of the Turn on 28th Street Final Plan. In many cases, short-term improvements may include affordable strategies such as restriping existing streets. Such improvements to 28th Street will also need to be coordinated with MDOT.

The proliferation of driveways and curb cuts along 28th Street can impede traffic flow.

## Mid-term priorities

### Develop a 28th Street Access Management Plan

Currently, 59 driveways exist along 28th Street between Burlingame and Clyde Park Avenues leading to individual businesses and/or properties. This proliferation of driveways and curb cuts make pedestrian and bicycle travel difficult and dangerous and create potential vehicular conflicts at each curb cut reducing teh roadway efficiency. To address this issue, the City should work with property owners and MDOT to develop an Access Management Plan for the 28th Street corridor. The plan should look to close unused or under- used driveways, particularly on the north side of 28th Street, and to develop access roads either in front of or behind existing properties to improve traffic flow and safety for all users of 28th Street.

## Long-term priorities

### Collaborate with The Rapid to plan future transit services and amenities

Working with The Rapid, plan for one or more accessible and logical locations for a transit stop, both along 28th Street and along the proposed crescent street, depending on feasibility.

## Marketing and Promotion

### Short-and mid-term priorities

#### Public outreach

A plan that does not have the support of residents is often ignored and therefore doomed to failure. Given the ambitious redevelopment design proposed by this document, the City must actively seek the ongoing support of residents and business owners to carry the plan through implementation.

Public outreach may take the form of updates in the City's newsletter, social media (facebook, twitter, etc.) or periodic public meetings. It will also be important to consult frequently and cultivate a positive and fruitful relationship with local business owners, as their support is also crucial to the implementation of this plan. This group should be reminded of the plan and notified when key benchmarks are readied.

#### Seek out development partnerships

As redevelopment begins to take shape, the City will need to be actively involved in seeking out partnerships with developers to ensure an orderly and successful transfer of property, if necessary, and to ensure the properties are developed in accordance with this plan and the City's Master Plan.

As this process moves forward, the City should work to cultivate collaborative partnerships with developers to facilitate the redevelopment process.

#### Market sites and the plan to developers

If this plan is to be realized, developers must redevelop sites in a way that follows the blueprint provided by this plan. However, it cannot be assumed that development will simply arrive without being actively and aggressively recruited by the City.

Using information from this plan and the Market Study, the City should identify a group of developers and land owners with the capability to redevelop the site in a way that generates the desired land uses and building form outlined in this plan and the Market Study.

## Economic Development and Financing Alternatives

### Short-term priorities

#### Focus business recruiting on both large retailers and smaller local businesses

For the vision outlined in this plan to be fully realized, the redeveloped 28th Street corridor will need to contain a healthy mix of land uses owned by a mix of both small and large businesses. As such, business recruitment and retention efforts should include economic gardening (see page 16) and the recruitment of large national retailers.

#### Seek partnering opportunities for economic development

Partnering with a non-profit development entity who can assemble and hold land in cooperation with the city. This partnership could assist with land swap transactions and also undertake infill and redevelopment projects within the sub area. Potential local non-profit development partners could include LINC, ICCF and Dwelling Place. The Right Place is another excellent resource.

### Mid- and Long-term priorities

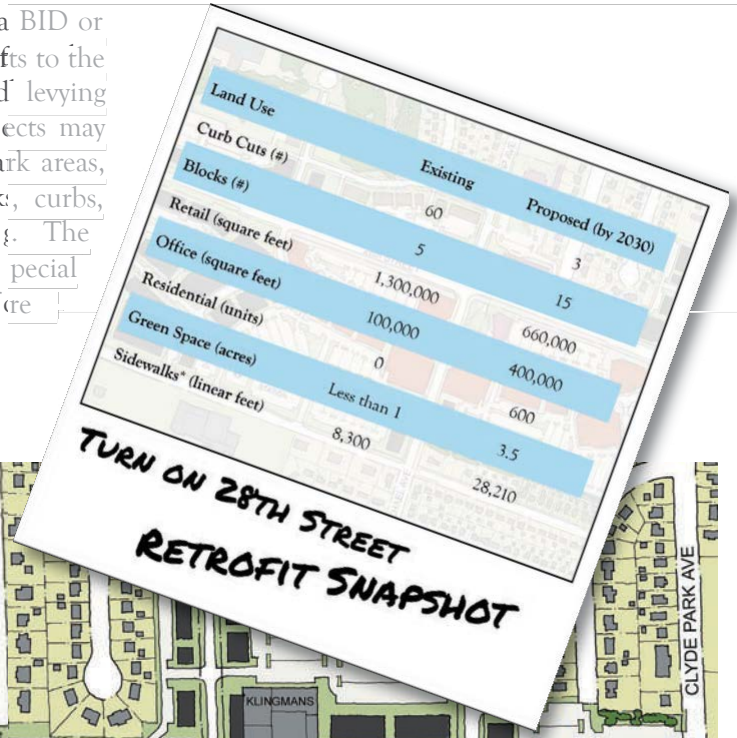
#### Explore and secure external funding sources to aid the redevelopment process

Redevelopment and retrofit of the sub area may present financial gaps that prohibit successful reconstruction and infill. The magnitude of this gap will vary based on the infrastructure upgrades and other public improvements necessitated by the project, market value of properties to be acquired and any increase in the allowable density being considered.

The City and DDA should consider assisting in the redevelopment process to reduce the financial gaps through various means, potentially including the following State of Michigan programs:

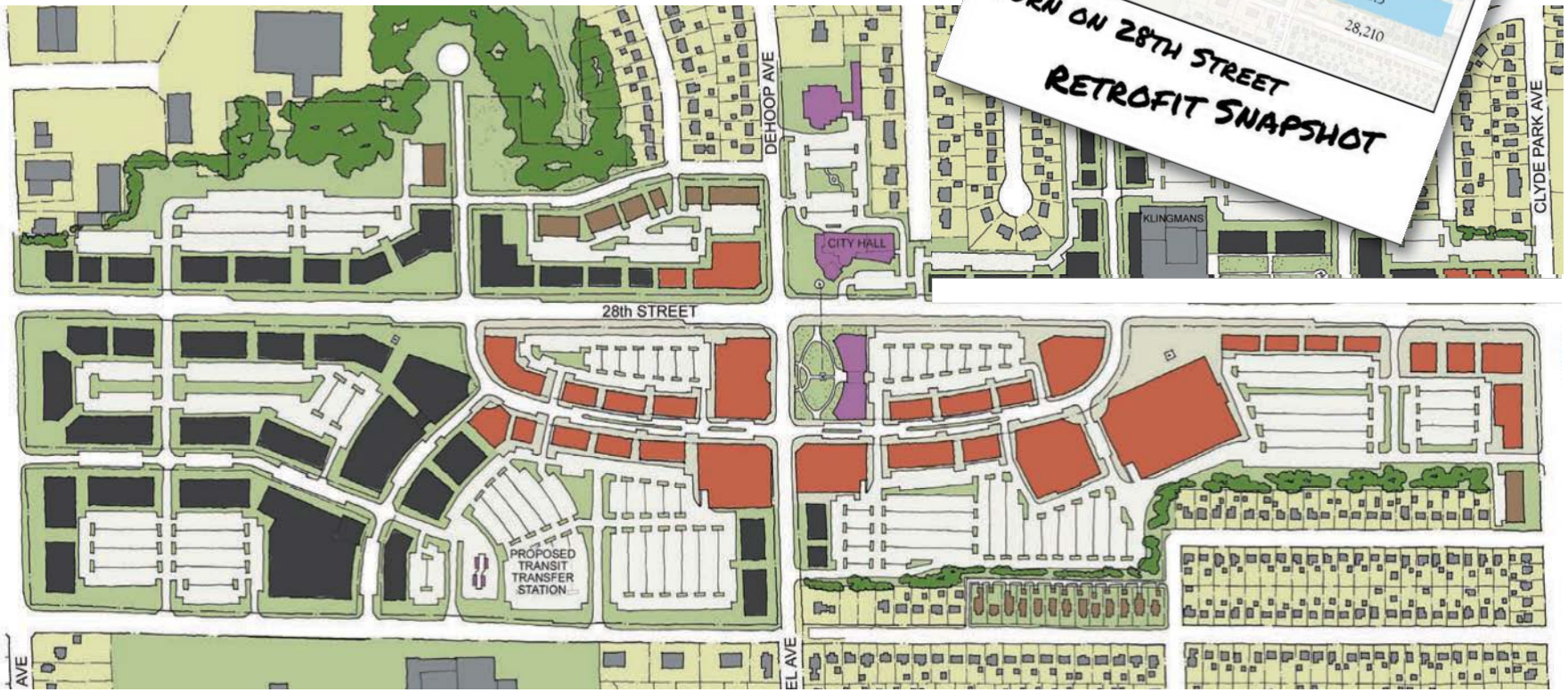
- Business improvement District (BID)
- Principal Shopping District (PSD)
- Business Improvement Zone (BIZ)

A BID/PSD allows a municipality to collect revenues, levy special assessments and issue bonds in order to address the maintenance, security and operation of that district. A BIZ may be created by private property owners and may level special assessments to finance activities and projects. The cost of projects within a BID or PSD may be financed by grants and gifts to the City or district, municipal funds and levying of special assessments. Example projects may include maintaining and operating park areas, relocating or reconstructing sidewalks, curbs, street medians, fountains and lighting. The BIZ may be financed by grants, gifts, special assessments and loans in anticipation of receipt of assessments.



| Land Use | Existing | Proposed (by 2030) |
|---|---|---|
| Curb Cuts (#) | 60 | 3 |
| Blocks (#) | 5 | 15 |
| Retail (square feet) | 1,300,000 | 660,000 |
| Office (square feet) | 100,000 | 400,000 |
| Residential (units) | 0 | 600 |
| Green Space (acres) | Less than 1 | 3.5 |
| Sidewalks* (linear feet) | 8,300 | 28,210 |

TURN ON 28TH STREET
RETROFIT SNAPSHOT



### Brownfield tax increment financing (TIF)

Through the Wyoming Brownfield Redevelopment Authority, contaminated, blighted or functionally obsolete properties may be allowed to capture state and local property taxed to pay the costs associated with the brownfield site.

### Community development block grant (CDBG)

The Michigan CDBG program consists of grants for local units of government for activities such as economic development, downtown development and planning. Specifically, monies may be available to aid in funding infrastructure improvements, securing development, and funding planning activities that lead to other eligible development projects.

### Create small business incubator to help startups

Because of the high capital costs of new construction, many newer buildings are often occupied initially by franchise or "chain" commercial establishments. While a certain number of these uses is anticipated and desired, this plan also seeks to encourage local entrepreneurial businesses in the study area. To aid local entrepreneurs, the City should create a small business incubator program that would provide assistance to businesses looking to establish themselves or grow their existing business in Wyoming.

### Consider rent subsidies or other financial assistance for new small businesses in redevelopment area

Because many new construction projects are simply too expensive for local merchants, and as a result, local businesses are forced to find other accommodations in the City. To attract and retain local businesses in the redevelopment area, the City and/or DDA should consider funding a program to subsidize rent payments or offer other types of financial assistance. Such a program may attract a healthy and desirable mix of larger "destination" businesses as well as local establishments.

### Create a Community Development Corporation

Community development corporations are non-profit, community-based organizations that anchor capital locally through the development of both residential and commercial property, ranging from affordable housing to developing shopping centers and even owning businesses.

## Conclusion

The suburban retrofit of 28th Street is ambitious yet feasible. While the predominant suburban development pattern is well established, its current form provides opportunities for redevelopment from the large expanses of parking lots to the "super block" parcel configurations. The DDA and the City must be the stewards of this plan and ensure that all land use decisions consider the vision and the implementation of the retrofit. Decisions must advance the design concept and move it forward.

Each incremental change and step towards redevelopment should be acknowledged and celebrated as it will provide reminders to those who participated that the elected and appointed officials are moving in a common direction. Daniel Burnham said "Make no small plans, they have no power to stir men's blood." Indeed, this is not a small plan and it will take time to accomplish, but momentum will build with each small step achieved and with each step achieved it will be easier and easier to keep the vision in mind. It took 40 years for 28th Street to reach its zenith, and it will likely take decades for it to revitalize and redevelop.

# APPENDIX 2: STRATEGIES FOR IMPLEMENTATION

Any plan is only as strong as its implementation. The Plan offers several recommendations to amend or adopt policies and ordinances aimed at furthering specific elements. This section contains a summary of the recommendations found throughout the Plan. While there are a number of actions and changes recommended, amendments to the Zoning Ordinance are the most pervasive and immediate.

## Zoning Ordinance Recommendations

There is a fundamental and critical link between a community's plan and it's zoning regulations. In fact, the State zoning enabling legislation requires that zoning be based on a plan. In every plan, implementation of any number of recommendations will likely be dependant on the ability of the zoning ordinance to impose certain requirements, consistent with those recommendations. It must be recognized that the plan is a policy guide, which, by itself, does not have the force of law. Zoning, on the other hand, is a legal regulatory instrument that must be followed. Zoning, therefore, gives weight and authority to the plan.

Recognizing this essential interrelationship between the Land Use Plan and Zoning Ordinance, a review of the Wyoming ordinance was performed to identify potential needs to strengthen the bond so that the Ordinance better supports the full implementation of the Plan. This is not a comprehensive technical assessment of the ordinance, but an evaluation of the tools needed to directly support the Plan. It should be noted that the Wyoming Zoning Ordinance is 25 years old. While it has been amended during that time, its age alone suggests the need for a thorough review and overhaul. In any case, the following summary of findings and recommended changes focuses specifically on those provisions most critical to the implementation of the Plan:

*Zoning Districts*

- Each of the individual zoning districts should contain a clear statement of purpose to distinguish it from other districts, provide a framework for determining the appropriate uses to be permitted within that district, and offer guidance relative to locations where the district should be established. By defining the intent and purpose of each district, it may be discovered that some districts are not needed or should be altered to make them more useful.

- Several districts appear to have very limited application or subtle differences, making it difficult to distinguish them from other similar districts. It appears that some districts have been crafted to address specific, narrow situations. The B-3, Planned Shopping District and R-7, Special Multiple Family District are examples. Though useful in the situations for which they were originally created, it appears that other districts within the ordinance or some other technique could be used in lieu of these specialized districts to accomplish the desired ends.

- The present system of “Euclidian” or pyramid zoning should be eliminated. Several categories of districts, e.g., multiple family and business, allow most or all of the uses permitted in the most restrictive district to be placed in all subsequent districts. This is not desirable where the districts may be intended to serve distinct purposes. For example, all uses allowed in the B-2, General Business District may not be appropriate within the Downtown Center District. Likewise, if the intended function of the B-1, Local Business, District is to encourage convenience shopping and services near neighborhoods, those neighborhood uses should only be allowed in the B-1 District and not all other commercial zones.

- The Downtown Center (DC) District, while intended to serve a highly desirable purpose (sec. 90-65), imposes requirements that may be contrary to that purpose. Specifically, the area regulations for the district promote a typical sprawling suburban shopping center development pattern, rather than a densely concentrated, pedestrian-friendly district. For example, front and rear setbacks are required, whereas downtown buildings are often built to the lot line. The maximum lot coverage is limited to 50% of the site, prohibiting the continuity and urban intensity that makes downtowns vibrant. Even the height limit of six stories may be inappropriate for some development. In addition, the design standards in the ordinance are very open and indistinct, just as applicable to a suburban strip mall as a downtown core. Finally, by allowing all uses permitted in the other business districts, the District has lost its focus. While the Planning Commission has the ability to modify the dimensional requirements, the District does not set the tone for achieving the desired result of a downtown core area. The City should consider completely revising the DC District, possibly utilizing the concept of a form-based code, a zoning technique that emphasizes design and end results rather than rigid dimensional standards and separation of uses.

*Planned Unit Development*

- The Plan’s emphasis on redevelopment and mixed uses makes it imperative that the city permits flexibility and creativity through its zoning regulations. The ordinance currently provides three distinct planned unit development districts, each oriented to a different type of use. The regulations for each of these are fairly broad with few requirements imposed and maximum discretion possible. While the PUD-2 District was apparently enacted for a specific project which has since been completed, it may continue to serve as a useful option for future development. Given these characteristics and the importance of having a PUD provision, it is suggested that the PUD-1 and PUD-2 be consolidated, incorporating the general provisions of section 90-62, to create a single, more comprehensive PUD District. The combined PUD district should contain clear objectives, qualifying conditions, review standards, and added incentives to encourage the use of PUD and to ensure that resulting projects are distinctive and consistent with the Comprehensive Plan objectives, creating a win/win situation for the developer and community.

*Site Plan Review*

- This is among the most powerful zoning tools available to any community. It permits the review of proposed developments to ensure compatibility with their surroundings and that they will function with minimal disruption, if not total harmony, within the community.

Site plan review can address the quality of development, going beyond whether a project simply complies with the minimum requirements of the district in which it's located. The ordinance's current site plan review provisions should be strengthened to support the Land Use Plan. Review standards are vague and the process should be better defined relative to changes to an approved plan, conditions of approval, performance guarantees, and other common requirements.

*Signs*

- Attractive entries into the community, reduced clutter, and definable business districts are all objectives of the Land Use Plan. Yet the current sign regulations are generally incompatible with these objectives. The city's sign ordinance is highly permissive, allowing a broad range of signs for most uses and not distinguishing among the different districts. The sign provisions should be revised to create distinct and separate requirements tailored to each of the business districts. For example, in the RO-1, Restricted Office District it would be appropriate to only permit ground signs rather than pole signs. Likewise, the allowed signs in the General Business District should be of a different scale than those in the Local Business District or in the Downtown Core. It is recognized that efforts to modify established sign regulations can be very controversial. However, the existing liberal sign provisions do not support the Plan.

*Landscaping*

- The Land Use Plan stresses the importance of image in creating the desired impression of the community and of aesthetics in enhancing the overall environment in which people live and work. Effective landscaping in conjunction with new development and redevelopment projects will contribute significantly to creating the desired character throughout the city. The current landscaping requirements in the zoning ordinance are minimal and do not establish a consistent baseline for future landscape improvements. They do not offer the guidance needed to assure the City of a high quality, desirable treatment. Conversely, the vagueness of the standards and requirements does not offer the applicant any reassurance of what will be expected or accepted.

*Access Management*

- Controlling the location and spacing of driveways along busy arterials, reducing vehicular conflicts, and making provision for access alternatives are essential to maintaining the adequate traffic-carrying capacity of major streets. The city does not have any zoning regulations for effectively managing vehicular access; though some guidelines may be found in the city's traffic standards, these are not even referenced in the Zoning Ordinance. Access management requirements should be incorporated into the zoning regulations to ensure that vehicular access and circulation are properly planned and integrated into all projects. This will be especially critical in newly developing areas, near freeway interchanges, and along mature street segments undergoing redevelopment. Making allowance for pedestrian and non-motorized connections should also be part of such regulations. One commonly used technique to accomplish this is through the adoption of an arterial overlay district. An overlay is a special-purpose zoning district superimposed over a broad area that may fall into several different zones. The overlay establishes requirements applicable to specific and unique situations within the area, regardless of the underlying zoning. In addition to arterial overlays, which are designed to control access and other common elements along busy

commercial corridors, common examples of other overlay districts include flood plain, historic preservation, and wellhead protection overlay districts.

## Part 1 Strategies

1. Study the need for new development geared toward serving the needs of the senior population, including accessible housing options located close to transit and shopping, especially near Metro Health Hospital's new campus. Explore closer working relationships with community-based organizations, such as churches and foundations to help provide senior and other age related services.

2. With the city's population center shifting toward the south end, adequate utilities, road improvements, public safety, schools and other public services and facilities must accompany this movement. A formal capital improvements programming (CIP) process, involving the Planning Commission, should be instituted.

3. As the housing stock and neighborhood infrastructure in the mature parts of the city continue to age, the city must take steps to prevent neighborhood deterioration and declining property values. Neighborhoods exhibiting high turnover rates should be carefully monitored, and policies or programs should be formulated to reverse such trends. Techniques may include requiring single family and duplex rental housing to be registered and annually inspected; continuing to enforce the Property Maintenance Code; continuing to invest Community Development Block Grant (CDBG) funds into housing rehabilitation programs; and encouraging the formation of neighborhood associations.

4. In neighborhoods with the lowest median household income, approximately 10% of individuals and families lived in poverty in 2000 (see Maps 7 and 8, Part 1). These same neighborhoods also have the city's youngest and most racially diverse populations and will likely require special attention to assist in preventing blight and other negative side effects commonly associated with concentrations of poverty. Job training and other social programs should be focused toward these areas. In addition, mixed use and industrial development should be located near these neighborhoods to afford employment opportunities in close proximity.

5. A significant decline in the 55 to 64 age group suggests that as children leave the home and retirement becomes more of a reality, the so-called empty nesters are seeking other residential options not available in Wyoming. The city should examine the need for housing choices such as up-scale condominiums, smaller homes, neo-traditional neighborhoods, and mixed-use development for this population.

6. A reduction of 20 to 34 year olds means Wyoming is losing a very vital segment of its population, which has important implications for future work force development, neighborhood growth and stability, and the city's ability to remain an attractive place to live, work and shop. Businesses and development that will attract this age cohort should be recruited. This may include entertainment, shopping, and recreational opportunities. In addition, neighborhood and housing stability must be ensured to retain property values and encourage continued confidence for home ownership investment.

7. The 2002 Downtown Plan included a market study that proposed the following five major retail additions: discount department store (e.g., Wal-Mart), supermarket (e.g., Family

Fare), farmers market, apparel (e.g. A.J. Wright), and home improvement (e.g. Home Depot). The Family Fare and A.J. Wright stores have located here since then. In total, the study indicates a market for almost 400,000 square feet of additional retail space. Mixed-use development, including retail space and high-density residential development, should be added in the downtown core.

8. With traditional funding sources continuing to account for a smaller percentage of the General Fund, Wyoming's ability to provide historically expected community services is becoming strained. Changes in service priorities, new funding sources (e.g. income taxes), user fees, or increases to existing sources may be needed to keep pace.

9. Historically, industrial areas in Wyoming developed near rail lines. However, due to shifts in industrial production and a greater reliance on "just-in-time" deliveries, rail service is becoming less important. Most new industrial and office uses now develop along major roadways and freeways. Improved access to the north end industrial areas should be a high priority in order to stimulate the revitalization of deteriorating industrial areas in the northern part of the city.

10. The city's Thoroughfare Plan and Land Use Plan should be closely integrated. After the adoption of the Land Use Plan, the city will soon complete an update of the Thoroughfare Plan, which should ensure continued consistency and compatibility.

11. Coordinate with MDOT on highway projects to assure quality and compatible designs that can serve as a community feature, rather than detractor. In particular, work with MDOT to identify design alternatives for the segment of 28th Street through the Downtown Center.

12. Continue to utilize boulevard cross sections in high traffic areas, such as Wilson south of 52nd and along other streets facing traffic management issues.

## Brownfield & Economic Revitalization Strategies

The city's economic development vision identifies several key goals:

- Enhance the tax base of the City of Wyoming
- Encourage development and redevelopment for increased economic vitality of the industrial districts
- Create and retain industrial employment in the City
- Assist in the rehabilitation of older facilities and/or expansion of existing industrial facilities Reduce property taxes as an obstacle to development of problem parcels of industrial real estate
- Enhance attractiveness of our community

Wyoming currently has a structure in place to address and promote job retention and creation as part of its overall economic development strategy. Key elements of this program include:

- Tax abatements approved by City Council
- The Wyoming Economic Development Corporation
- Partnerships with The Right Place, Inc. and the Michigan Economic Development Corporation (MEDC)
- Local Community Development Block Grants
- Industrial Facilities Tax exemptions

- Brownfield Redevelopment program
- U.S. Department of Commerce Economic Development Authority (EDA)

Brownfield redevelopment is a vital element of Wyoming's economic development future. The city's Brownfield Plan, established in 1997, addresses properties that are abandoned, idled or underutilized due to concern over contamination with hazardous substances. As supported by the Land Use Plan, goals and strategies of the Brownfield Redevelopment Authority include:

- Proactively managing environmental issues affecting City properties.
- Encouraging the use of existing infrastructure rather than extending new water, sewer, roads, etc. into greenfields.
- Implementing financing plans to capture new state and local property taxes resulting from the development and clean up of environmentally contaminated sites.
- Focusing on specific site remediation and financing for Brownfield redevelopment activities.

Through the Brownfield Redevelopment Authority, the city can offer qualified taxpayers a credit against the single business tax on investments up to $1,000,000 at an eligible property within a Brownfield Redevelopment Zone. Eligible investments include demolition, construction, or improvement of a building or addition of machinery/equipment to a property after it has been identified in the Brownfield Plan as a targeted Brownfield development.

## Part 2 Strategies

1. Continue active enforcement of the city's housing code.

2. Maintain the walkability of the city, both within its existing neighborhoods and its new development.

3. Actively seek to provide affordable housing opportunities for young families, the next generation of homeowners in the community.

4. Promote Wyoming as a diverse urban center, rather than a suburban satellite.

5. Encourage the use of planned unit development to achieve a mix of residential types, styles, and densities in attractive, walkable environments.

6. Increase residential densities in mixed-use and older commercial areas to ensure a sufficient population to support businesses and create a vibrant atmosphere.

7. Aggressively market the city's Downtown Center to prospective developers and merchants.

8. Acquire and assemble vacant and underutilized properties within the Downtown Center, in particular, and recruit prospective developers to redevelop these areas with high density residential, office, and entertainment uses.

9. Adopt and enforce design standards for landscaping, signs, lighting, and other elements of the urban streetscape.

10. Establish and adhere to gateway sign and landscape requirements that create an attractive entry image for the community.

11. Acquire and assemble vacant and underutilized properties along the Division Avenue corridor and recruit prospective developers to redevelop these areas with a mix of residential and complementary business uses.

12. Support metropolitan efforts to establish a regular, dependable, and efficient mode of public transit to serve the community.

13. Concentrate business development and redevelopment to defined nodes in both existing commercial areas, as well as in newer areas, including those adjacent to freeway interchanges, to limit strip commercial development.

14. Strictly control vehicular access to properties and uses along commercial corridors via frontage roads, shared driveways, rear access alternatives, or similar access management techniques.

15. Establish and enforce access management standards for all development along the city's major arterial streets.

16. Cluster employment centers in order to facilitate efficient and cost-effective transit service.

17. Improve key roadway and interstate connections with older employment areas to make them more attractive places for existing businesses to remain and for new ones to locate.

18. Promote reinvestment in older employment areas that are located near residential neighborhoods to foster "walk-to-work" opportunities.

19. Maintain a high standard for development around the Metro Health Hospital site to ensure compatibility of character and uses and minimize traffic conflicts and congestion.

20. Update the city zoning ordinance to ensure that the necessary provisions are in place to permit related and complementary uses in and around the health care park.

21. Continue to utilize the Brownfield redevelopment program to reclaim contaminated sites.

22. Prioritize potential redevelopment sites that are vacant, dilapidated, and underutilized buildings and properties.

23. Actively recruit potential developer partners to revitalize the high priority redevelopment areas.

24. Provide incentives to stimulate the redevelopment of high priority areas of the city.

25. Promote and allow for a mix of uses in older buildings.

26. Provide incentives to assemble and redevelop smaller properties.

27. Encourage live/work units.

28. Continue the tradition of high quality public improvements in the city's infrastructure, as evidenced by the boulevard design of 44th Street, Byron Center Avenue, and Roger B. Chaffee Drive, and the new city administration complex.

29. Utilize zoning regulations to establish design standards for landscaping and signs that contribute to a high quality image for new development within the community.

30. Assemble vacant and declining commercial properties for redevelopment as high density residential or mixed use projects.

31. Promote the construction of mid- and high-rise buildings within the Downtown Center to form a distinctive urban core, supporting the current businesses in the area and creating the synergy for others to come.

32. Protect Wilson Avenue and Byron Center Avenue from strip commercialization through strict zoning and adherence to this Plan.

33. Actively support the establishment of an urban public transit system as an alternative mode of conveyance for a large segment of the city's population and work force.

34. Intense residential development should not only be permitted, but also be actively encouraged, in the Downtown Center, along Division Avenue, and in other specific locations to achieve the density necessary to support the desired business activity and a viable transit operation.

35. Regularly update the city's five-year park & recreation plan to identify priorities and maintain the city's eligibility for grant funding.

36. Work cooperatively with other agencies and organizations, including Kent County and the West Michigan Natural Areas Conservancy, to create and maintain active and passive recreational opportunities.

37. Incorporate incentives into the city's PUD regulations and other programs to encourage private developers to conserve important natural features and provide recreational amenities within their projects.

## Sub-Areas

### WILSON AVENUE

Commercial Development (including retail and office components) should be consistent with the following guidelines:

A. Limit commercial to areas that are already developed, currently developing, or near the M-6 interchange.

B. Encourage comprehensively designed development projects, especially those of a larger size and scale using a planned unit development approach.

C. Accommodate planned office service and commercial development at the northwest corner of the M-6 interchange and general commercial development at the northeast corner, utilizing wetlands and other existing natural features near the south city line to prevent commercial expansion to the north.

D. Plan for new neighborhood commercial development and reuse at 56th and Wilson Avenue.

E. Accommodate planned office uses at Wilson and 52nd.

F. Provide automobile access to businesses via cross streets (52nd and 56th) or indirect left turns from Wilson Avenue.

G. Establish site and architectural design standards to help guarantee desirable commercial development.

*Residential Development*

Residential development of varying densities and design should be located within the corridor.

A. Encourage comprehensively designed development projects, especially those of a larger size and scale using a planned unit development approach.

B. Mixed and medium-high density residential should be permitted along the entire length of the corridor. The highest development densities should be located at

the north end, serving as a transition away from the Multi-Commercial Use development associated with the Rivertown Crossings commercial area.

C. To improve traffic flow and enhance traffic safety, discourage direct access to Wilson Avenue while promoting interconnected roads that link with secondary streets.

D. Require deeper setbacks (i.e. 50 to 100 feet) along Wilson Avenue to enhance the separation of land uses from the roadway and to provide ample space for buffers and parking lots.

E. Buildings should be well designed and have consistent architectural treatments on all sides, especially when they are visible from Wilson.

F. The rear yards of single-family homes that abut Wilson Avenue should be attractively screened from view with landscaping, walls, fences and/or earth berms.

*Natural Features*

Because of extensive wetlands and woodlots all development should incorporate, conserve, and enhance natural features. Natural features should be viewed as amenities that enhance development character, benefit intended users, and improve the overall quality of community life. Interconnected off-street pedestrian/bike paths should be provided whenever possible, though on-street paths may be necessary in already developed neighborhoods.

## 44TH STREET

A. Additional commercial development along 44th Street should be limited to conversions of residential to office, or new residentially scaled offices east of US -131 and the redevelopment of existing commercial at Clyde Park Avenue/44th Street.

B. New residential opportunities are limited. However, where potential exists, or in the case of redevelopment, such development should be fully integrated with the character of the surrounding neighborhood.

C. Improve and reinvigorate the 44th and Clyde Park commercial area and strengthen this key community entrance by:

1. Encouraging the conversion of light industrial to commercial land uses near the intersection of 44th and Clyde Park.

2. Promoting a development pattern that highlights and reinforces the intersection as an architectural gateway by siting buildings closer to the right-of-way with parking located either to the side or behind buildings.

3. Softening the transition from commercial to light industrial by requiring appropriate site design and landscape standards to screen service and maintenance areas, landscape parking lots and promote architectural design that minimizes blank, expansive walls and locates office areas at the street side of a building.

4. Supporting the redevelopment of marginally performing strip development with specialty retail, service or small-scale live/work units.

5. Redeveloping the southeast corner of 44th and Clyde Park using contemporary planning principles that will remove the tired appearance such as: blended land uses that may include lodging, retail, and services (including restaurants and/or entertainment venues), buildings and parking lots that are adequately set back from rights-of-way; a streetscape that includes a landscaped front yard, street

trees, low hedges or earth berms to screen vast parking areas; and buildings that contain windows facing the street which minimize blank unadorned facades.

6. Discouraging subdivision of the property unless part of a comprehensive redevelopment proposal.

7. Establishing access management techniques such as inter-connected parking lots, minimum curb spacing requirements, shared access, and full-turn access limited to key locations.

## GEZON PARKWAY/54TH STREET

*Metro Health Hospital & Metro Health Village*

For areas adjacent to and encompassing the hospital campus, the focus should be on creating and protecting a high quality image through site and building design. The city should use its PUD, site plan review and special use authority to require quality building design, materials and prominent landscaping. Building rears, unsightly loading areas, and mechanical equipment should be screened from view of M-6 and other adjacent roadways. Pathways and sidewalks should be provided throughout the area and be integrated with existing natural features and surrounding neighborhoods.

The city's PUD-3, Health Care District, provides flexibility in design objectives and quality standards for this area. However, Metro Health officials and the developer partner are providing the needed requirements in property deed restrictions to ensure that quality is achieved. PUD approvals by the city will also help assure higher-grade development here.

*56th Street/Gezon Parkway and Byron Center Avenue*

Shared parking and vehicular access should be encouraged for the commercial areas here. Buildings that are located close to the street should be single story and reflect a residential character, such as gabled roofs, ample windows and a finished appearance on all four sides. Buildings that are positioned further from the street should be no more than three stories and also present a similar quality architectural image.

Controlling the spread of non-residential development in the vicinity of the hospital campus and freeway interchange is critical, particularly along Byron Center Avenue north of Gezon Parkway, since the character of this area is decidedly residential. The hospital campus can be entirely compatible with current and future residential development to the north and west; provided adequate buffers, attractive design, and managed access are required. Pressure to convert vacant residential land to non-residential use should be vehemently resisted, except where it is consistent with this Plan. Non-residential uses should be limited to the hospital campus, itself, or to established and confined intersection locations.

The following concepts should also be employed:

A. Adopt driveway spacing requirements based on traffic speeds, sight distances, turning movements, and similarly defined factors;

B. Require cross access agreements between adjoining properties;

C. Align driveways on opposite sides of the street, where feasible (unless separated by a landscaped median).

## 60TH STREET

A. Major city streets should be constructed as boulevards to establish a clear hierarchy, complement the surrounding area and contribute to a "campus" setting.

B. Multi-story buildings with "four sided" architecture should be encouraged.

C. Multiple uses on development sites and mixed uses within buildings should be permitted and encouraged.

D. "Finished" building materials should be required throughout the area to ensure an image of quality and compatible character.

E. Specific site and architectural design standards should be adopted in the zoning ordinance that would apply to areas adjacent to M-6.

## CLYDE PARK AVENUE

The overall land use concept for the corridor is to preserve and protect the existing residential areas north of 44th Street, which represent some of Wyoming's strongest neighborhoods. No additional commercial development should be permitted along Clyde Park, except in existing commercial areas at the 28th and 44th Street intersections, which should be considered for redevelopment to create a stronger, more unified community gateway image (see 28th and 44th Street discussions for specific recommendations).

Clyde Park Avenue's boulevard configuration is a design feature that helps unify the various land uses and neighborhoods found along its length. Where feasible, this concept should be continued throughout Wyoming.

## DIVISION AVENUE CORRIDOR

Individual efforts to revitalize the Division Avenue corridor have been undertaken in all three communities that share this corridor. These activities, however, have generally been fragmented, focusing on narrow sub-areas, rather than the entire corridor. The city should therefore explore the creation of a multi-jurisdictional Corridor Improvement Authority. Though primarily intended for a single community, the Act does allow multiple jurisdictions to work cooperatively.

*North of 44th Street*

A. Continue implementing streetscape improvements along Division Avenue. Given high traffic speeds and volumes and the challenges associated with maintenance a parkway (the area between the sidewalk and the curb) planted with grass is not a viable design solution. Therefore, parkways should be paved using either textured concrete or concrete pavers with an ample area devoted to street trees and pedestrian scaled street lights. This will help soften the harsh nature of the multi-lane street.

   The major impediment to establishing trees in paved urban areas, however, is the lack of an adequate soil volume needed for root growth. Soils under pavement are highly compacted to meet load-bearing requirements and engineering standards. This often stops roots from growing, causing them to be contained within a very small area without adequate water, nutrients or oxygen. Subsequently, urban trees with most of their roots under pavement grow poorly and die prematurely. Using federal Community

Development Block Grant funds, city officials have largely addressed this issue over the past four years with the replacement of all the street trees in the parkway of Division Avenue from 28th to 44th Streets. The old trees were overgrown, extending through overhead utility lines and were poorly shaped due to utility company pruning. The new trees will not grow into the utility wires; they have been planted within containers to control root growth and contain rainwater. This technique should be used for any further tree planting along Division Avenue.

B. Provide twelve to fourteen foot wide sidewalks where feasible that can also accommodate appropriately spaced sheltered transit stops.

C. Parking lots that are situated adjacent to sidewalks should be screened using a minimum ten foot wide greenbelt. Greenbelt design options include: low hedges combined with canopy trees; low brick screen walls in combination with shrubs and canopy trees; low wrought iron style fences in combination with brick piers; hard surface areas paved with textured concrete, concrete or brick pavers, which also accommodate low curbed planters containing street trees and shrubs.

D. Promote commercial land uses located at street corners that generate high volumes of activity such as restaurants, coffee shops and specialty markets.

E. Buildings should be constructed of high quality materials reflecting traditional architectural design principles such as recessed windows and entrances, building fronts that are divided into distinct architectural bays rather than monolithic facades, windows that constitute at least 60% of a front façade, recessed building entrances that orient to the street, parapet walls to increase the apparent height of one-story buildings; a simple architectural design; traditional angled canvas awnings; and appropriately scaled signs.

F. Small lots should be combined where possible; at a minimum they should be redeveloped simultaneously to facilitate a coordinated and improved development pattern.

G. Facilitate the use of public transit by providing: sheltered transit stops; where possible, provide bus pullouts outside travel lanes; and increase residential densities within the corridor.

H. To enhance continuity, establish an overall streetscape design for Division Avenue that is coordinated with surrounding jurisdictions.

I. To help reinforce and highlight major streets and to provide opportunities for mixed-use development with upper level residential, encourage and promote two and three story buildings, especially at major intersections.

J. Support the development and maintenance of alleys to provide rear access for parking lots, businesses and service areas.

K. Eliminate curb cuts wherever an opportunity is presented; avoid new ones except when other alternatives are not possible.

L. Provide underground utilities, but if that is not possible accommodate overhead lines within alleys or at the rear of properties.

M. Target strategic parcels for high density residential redevelopment including:

1. The current motel site north of 40th Street

2. The former Hope Network site

3. Other sites recognized in the Anderson Economic Group reports dated October 2004

N. Explore an extension of the bike trail north to the Hope Network site and northward to the city limits via Buchanan Avenue.

*44th Street south to 60th Street (south city limits)*
The goal for Division Avenue is to reinvent and reinvigorate the corridor by increasing the level of activity and intensity of use. This can be accomplished in part by promoting residential development and more stable commercial land uses. The overall concept is to redevelop underutilized or marginal properties with residential, thereby increasing the population to support businesses, to improve the potential for transit use, and to focus on the aesthetics and functionality of buildings and infrastructure. The element of design is a very important consideration in the rebirth of the Division corridor.

As the area continues to become more culturally and ethnically diversified, development efforts should embrace this trend and continue to make Division Avenue a unique destination for the region. Ethnic restaurants and cultural attractions within defined areas of the corridor could become regional attractions.

*Division Avenue between 44th and 50th Streets*
Division Avenue between 44th Street and 50th Street should be designed to reflect a more urban theme clearly differentiating it from the area south of 50th Street, which has a more suburban appearance and setting. While this section of the corridor can also be said to have a suburban look, with parking lots located between buildings and the street, various techniques can be used to reinforce a more desired urban pattern that enhances pedestrian activity. Due to its similarity to the area north of 44th Street, recommendations for this area are the same as items A through L, on pages 42 – 44.

*50th Street south to 60th Street*
Given the number of large parcels redevelopment of this area should be undertaken in a coordinated fashion and a piecemeal approach should be avoided at all costs. This is perhaps one of the greatest opportunities to control strip commercial along Division Avenue while promoting in its place a concept that focuses on mixed-use development that is complementary to Division Avenue Commercial (DAC) concepts but reflects a more traditional suburban style pattern. Features include increased parking lot setbacks and buffer areas, softer landscape and streetscape treatments, residential uses at medium-high density, with a small amount of high quality commercial development at the Division Avenue intersection with 60th Street. Specific recommendations include:

A. Provide an opportunity for live-work units as part of an overall mixed-use concept.

B. Incorporate ground floor retail and office uses with residential above.

C. Implement an architectural theme that is based on strong design principles stressing: quality materials; the avoidance of long unbroken building expanses, monolithic building facades and rooflines; clearly defined entrances; ample windows; and residences that are not dominated by garage doors.

D. Permit residential densities higher than those of surrounding single-family neighborhoods.

E. Adhere to access management principles.

F. Eliminate industrial uses and modular home sales between the bike trail and Division Avenue.

G. Establish a traditional, interconnected north-south/east-west street pattern within new neighborhoods.

H. Emphasize a development pattern that safely and comfortably accommodates pedestrians by providing sidewalks and pathway connections to the bike trail and public transit on Division Avenue.

I. Accommodate a small area of neighborhood convenience commercial at the corner of 60th and Division that is developed in conjunction with the surrounding residential areas.

J. Accommodate and maintain alleys, where feasible, to access residential parking and businesses and to reduce curb cuts on Division Avenue.

## 28TH STREET CORRIDOR

The creation of a downtown center between Clyde Park and Burlingame should be aggressively pursued as a top priority by Wyoming. Details for the downtown are described in the Turn on 28th Street Sub Area Plan. It emphasizes an economically diverse mixed use town center.

Other recommendations for the 28th Street corridor outside the downtown center area include:

A. Multi story buildings that are designed with development bays that give the appearance of having narrow store frontages of approximately 25 to 50 feet.

B. Ample front yard building and parking lot setbacks.

C. Parking lots that are located between the fronts of buildings and the street but are sufficiently set back to accommodate sidewalks, grassed parkways, and appropriate landscaping to screen cars.

D. Although some 28th Street parcels are too small to accommodate contemporary site development and building requirements, commercial encroachment into surrounding residential neighborhoods should be discouraged except where redevelopment options are limited by parcel size and/or configuration. These limitations particularly apply to two areas: 1) on the south side of 28th Street between Division and Buchanan and 2) on the south side of 28th Street between Clyde Park and the US-131 on-ramp. The city, however, must carefully consider the type of proposed commercial and its potential

impact on adjacent residential and the site design interface between land uses before committing to any further expansion.

E. Build on a design concept that is complementary to the one established for Downtown Wyoming including:

1. Mix retail, office and residential uses in two and three story buildings.

2. Establish design standards that include minimum transparency requirements for building facades, and lighting and landscape requirements.

3. Permit parking lots that are located between the fronts of buildings and the street but that are sufficiently set back to accommodate sidewalks, grassed parkways, and appropriate landscaping to screen cars.

4. Add access management requirements (i.e. limit the number of curb cuts, require access from side streets or alleys, creation of frontage roads or alleys, requiring cross access agreements, etc.) to the city zoning ordinance in the form of an overlay district. The boundaries of the overlay district should include all new development and redevelopment projects along 28th Street that have frontage and/or access to 28th Street.

5. Incorporate additional site plan review standards into the zoning ordinance to ensure the economic longevity of the corridor, keep 28th Street competitive, and create a more attractive image for the community. These can be items such as requiring feasibility and/or market studies, traffic impact analysis, design drawings, etc.

**28th Street & Division Avenue Mixed Use**

Due to its location at a major intersection, its adjacency to Division Avenue (which is being considered for some form of regional transit and is the municipal boundary between Wyoming and Grand Rapids) and the mixed-use designation of properties on the east side of Division in the recently completed City of Grand Rapids Master Plan, the future land use for this sub-area should reflect a special character. Therefore, a mixed-use concept within the parameters of transit-oriented development is proposed in Wyoming, mirroring the Grand Rapids portion.

Generally speaking, such a concept includes vertically integrated (within buildings) and horizontally integrated (within an urban block) land uses that include residential, neighborhood retail and office/employment development.

Further, it is envisioned as a relatively dense urban community with multi-storied buildings, small urban open spaces and parks and an inter-connected network of streets in a grid form. Within such a neighborhood, residents should be able to choose whether to live with or without a car by having transit available and also have opportunities to walk through inviting, pedestrian-friendly, urban environments.

**Chicago Drive & Burton Street Areas**

A. General (heavy) industrial should be limited to the area north of Chicago Drive, west of Burlingame Avenue.

B. Given the proximity of employment centers to strong residential neighborhoods, employee-intensive businesses should be recruited to the area to encourage a labor force that can live nearby, encouraging walk-to-work opportunities, providing a base of support for local commercial areas and providing job opportunities for some of Wyoming's most economically constrained residential neighborhoods.

C. Transportation improvement projects should be undertaken to help revitalize and strengthen the employment potential of the area, to enhance links with major highways and to enhance traffic flow.

1. In order to better define neighborhood gateways, to resolve misaligned multi-legged intersections, calm traffic speeds in residential neighborhoods and locally-serving commercial areas, and to improve traffic operations, explore roundabouts for:

   a. Godfrey/Chicago Drive intersection
   b. Burlingame/Burton Street intersection
   c. Lee Street/Porter Avenue intersection

*Burton Street & Godfrey Avenue*
This is a very distinctive neighborhood commercial area, containing retail, office and service uses, giving the appearance of a stand-alone village. Although it has an interchange with US-131, Burton Street is not a major through street. Therefore the trade area for this commercial district is limited to nearby neighborhoods and employment areas. As a result, its future success (or failure) may depend on the overall strength of the north end as a desirable place to live and/or work. To that end employee intensive businesses must be recruited, previously described transportation enhancements made and a unifying design theme for the commercial area developed.

The Burton Street neighborhood shopping area should stress a pedestrian friendly environment with buildings that are positioned with minimal setbacks and sidewalks that are wide enough to offer protection from through traffic movements or with slightly smaller sidewalks and on street parking to create the buffer. Parking could continue to also be accommodated to the side or rear of buildings. To establish this environment, there are two distinct possibilities for configuration within the existing sixty six (66) foot Burton Street right-of-way:

A. With on street parking

1. 7' 9" sidewalks on both sides of the street;
2. 9' on street parking lanes abutting both sidewalks (this dimension includes 12" gutter pans);
3. 11' travel lanes (one in either direction);
4. 10' 6" center turn lane

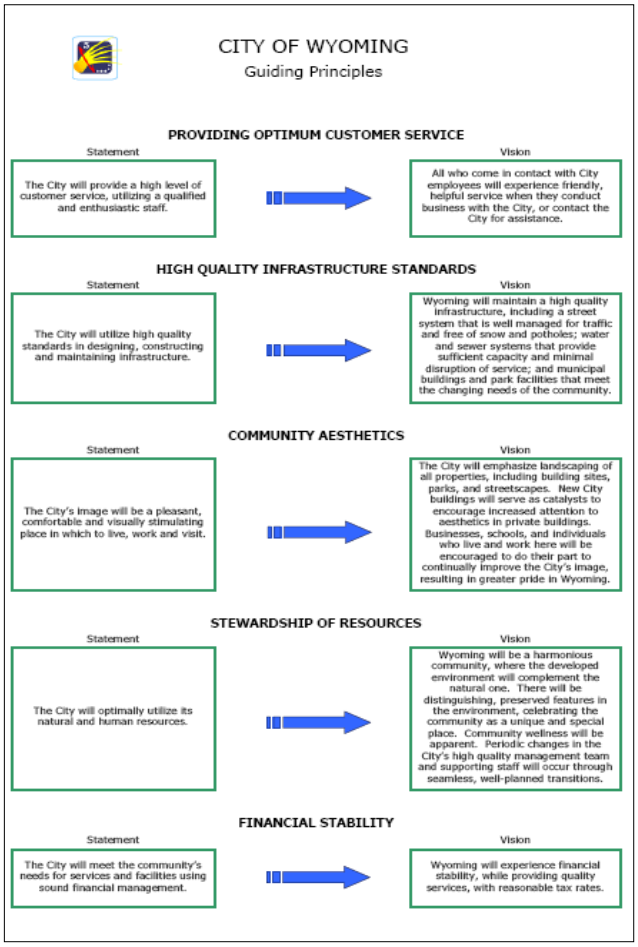
B. No on street parking

1. 15' 9" sidewalks on both sides of the street;
2. 12' travel lanes (one in either direction; this dimension includes 12" gutter pans);
3. 10' 6" center turn lane

With on street parking, the sidewalk dimension is too small to accommodate street trees, however, traffic calming techniques such as curb bump outs at intersections could be included, as well as pedestrian-scaled street lights. With no on street parking, street trees should be included, while bump outs would not be as necessary, though pedestrian-scaled street lights would remain vital.

*Godfrey Avenue/Lee Street & Chicago Drive*

This is another very distinctive neighborhood commercial area, with retail, office and service uses with a growing Hispanic influence. Again, the success of this commercial district is tied to the future vitality and desirability of the entire north end as a good place to live, work and play. What is, however, different is its proximity to an expanding, revitalizing and dominantly Hispanic business district on Grandville Avenue in Grand Rapids. That relationship should generate a positive influence and create synergy between the two areas, but the key will be to establish a unique theme for the area that is coordinated between both communities. This linkage with Grandville Avenue provides an opportunity for both Wyoming and Grand Rapids to undertake more detailed neighborhood planning efforts in a coordinated fashion. Those should be based on traditional neighborhood and commercial design principles that stress quality pedestrian environments and traffic calming. Therefore, the development of a roundabout at the Godfrey and Chicago Drive intersection is an opportunity to not only improve a multi-legged intersection but to also to create a gateway into one of the more unique neighborhoods and commercial areas in the metropolitan region. Commercial expansion along Chicago Drive should be limited to only a few parcels at Burlingame, whereas obsolete, underutilized commercial sites between Burlingame and Godfrey-Lee should be converted to appropriate residential uses.




Above all, the recommendations of this plan should continue to conform to the city's guiding principles, as amended.